

# FD-993

BBA 5th Semester Examination, Dec.-Jan., 2021-22

# Paper - III

# Sales and Advertisement Management

Time : Three Hours]	[Maximum	Marks	:	90
	[Minimum Pass	Marks	:	32

**Note** : Answer **all** questions. All questions carry equal marks.

## Unit-I

1. Define Sales Management? Explain its objectives.

## OR

What is Sales Management? Discuss its nature and scope.

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(Turn Over)

# (2)

#### Unit-II

2. What do you mean by Selection? Briefly explain the process of selection in Sales Management?

### OR

What is meant by Training? Briefly explain the importance of training in Sales Management.

#### Unit-III

**3.** What do you mean by Advertising? Explain the advantages and disadvantages of Advertising.

#### OR

What is meant by Advertising Media? Suggest suitable media for advertising.

- (i) Sports goods
- (ii) Electric goods

#### Unit-IV

**4.** What is Advertisement Copy? Explain the significance of copy in Advertisement.

#### OR

Explain the terms and give some examples of logo and slogan in advertisement.

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# (3)

## Unit-V

5. Define advertisement appeal. Discuss in brief the objective and importance of advertisement appeal.

# OR

What is advertising effectiveness? Explain the techniques of measurement of advertising effectiveness.

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