

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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