

Roll No. :

Total No. of Questions : 9 ] [ Total No. of Pages : 4

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**B.B.A. (II) 5th Semester  
Examination, March-2021**  
(New Scheme 2014-17)

**ADVERTISING AND SALES MANAGEMENT**  
Paper-BBA-II-N-501

*Time : Three Hours ] [ Maximum Marks : 80*

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

**Note :-** The question paper is divided into two Sections. Section-A comprises eight short answer type questions (carrying 2 marks each) which is compulsory and should not exceed 50 words normally. Section-B comprises eight questions (two each Unit). The students shall be required to attempt four selecting *one* question from each Unit. All questions carry equal marks.

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**Section-A**

1. Short answer type questions :

- What are the merits of direct advertising ?
- What is the role of sales territory ?
- What do you mean by advertising appropriation ?
- Enlist different modes of compensating sales force.
- What are the objectives of personnel selling? <https://www.mdustudy.com>
- What is the use of outdoor media in advertising ?
- What do you mean by copywriting ?
- What do you mean by advertising campaign ?

**Section-B**

**Unit-I**

2. What are the objectives of Advertising ? Highlight the concept of integrated marketing communication.

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3. What do you mean by advertising budget ?  
Explain its process and importance of advertising strategies.

**Unit-II**

4. Discuss in detail about media planning process ?  
Explain the effectiveness of multimedia strategies of advertising.
5. What are the objectives of law and ethics of advertising in India ? Explain.

**Unit-III**

6. What is Personal Selling ? Outline objectives and importance of each step in the selling process.
7. What is the objective of effective sales management ? Explain the selling process with respect to framing marketing policies.

**Unit-IV**

8. What is the importance of sales force management ? Explain the process of recruitment and selection of sales force.

9. What is the rational of managing the sales expenses ? Explain the criteria used to manage these expenses.

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