

2. a) Describe various selling skills. 16

OR

b) Negotiation skills form a bridge of understanding between company and customer. 16

3. a) Define sales promotion. 4

b) Explain the importance of fashion show. 4

c) Discuss the role of campaign. 4

d) Limitations of sales promotion is a reality comment. 4

OR

e) Explain objectives of sales promotion. 4

f) Discuss the tools of sales promotion. 4

g) Elaborate the limitations of fashion shows. 4

h) Describe 'Show Rooms Potential', towards sales promotion. 4

4. a) Describe the objectives and functions of Advertising. 16

OR

b) Discuss the importance and classification of Advertising. 16

5. a) Explain the functions of Advertising Agency. 4

b) What is media plan ? 4

c) Define advertising media. 4

d) Describe the advantages of print media. 4

OR

e) Explain the advantages of Electronic Media. 4

f) Describe Media Strategy. 4

g) Detail out organisation structure of Advertising Agency'. 4

h) List out the factors affecting choice of advertising media. 4



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B.B.A. Part - III

306 : Sales & Advertising Management

P. Pages : 3

Time : Three Hours

Max. Marks : 80

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- Notes : 1. Attempt all questions.
2. All questions carry equal marks.

1. a) Define sales management. **4**
b) Discuss the role of sales policies. **4**
c) Describe distribution management. **4**
d) Explain the need of sales management. **4**

OR

- e) List out the objective of personal selling. **4**
f) Explain the importance of distribution management. **4**
g) Discuss the importance of sales policies. **4**
h) Elaborate the features of sales management. **4**

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