

AU-1525

B.B.A. (Part-III) Examination

306 : SALES AND ADVERTISING MANAGEMENT

Time : Three Hours]

[Maximum Marks : 80

- Note** :— (1) Attempt **ALL** questions.
(2) All questions carry equal marks.

1. (a) Describe concept of Sales Management. Explain shape and need of Sales and Distribution Management. 16

OR

- (b) Define Sales Policies. Describe personal selling and its objectives. 16
2. Explain in short :
- (a) Interpersonal Skills 4
- (b) Negotiation Skills 4
- (c) Communication Skills 4
- (d) Advantages of Selling Skills. 4

OR

- (c) Explain the objectives of Interpersonal Skills. 4
- (f) Describe the types of Communication Skills. 4
- (g) Define Selling Skills. 4
- (h) What do you mean by 'Negotiation Skills' ? 4
3. (a) Explain the techniques of 'Sales Promotion'. 4
- (b) Describe 'Sales Promotion through merchandising'. 4
- (c) Elaborate the importance of Fashion Shows. 4
- (d) Explain the objectives of Campaign. 4

OR

- (e) Explain the drawbacks of Sales Promotion. 4
- (f) Define the objectives of Sales Promotion. 4
- (g) Describe the disadvantages of Fashion Shows. 4
- (h) Explain the concept of Sales Promotion. 4
- 4. (a) What is the meaning of Advertising ? 4
- (b) Explain the objectives of Advertising. 4
- (c) Elaborate the classification of Advertising. 4
- (d) Describe the importance of Advertising. 4

OR

- (e) Explain the functions of Advertising. 4
- (f) Define the limitations of Advertising. 4
- (g) Explain the various mode of Advertising. 4
- (h) Elaborate the importance of 'Skills of Advertising'. 4
- 5. (a) Describe the classification of Advertising Media. Explain the media plan and strategy. 16

OR

- (b) Explain in detail the organisation and function of Advertising Agencies. 16