

B.B.A. (Part—III) Examination
SALES AND ADVERTISING MANAGEMENT

Time : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt **ALL** questions.

(2) All questions carry equal marks.

1. (a) Explain the concept of Sales Management. State the role of Sales and Distribution Management in modern scenario. 16

OR

- (b) Explain the meaning and objectives of personal selling. 16

2. (a) Explain the significance of communication skills. 4

- (b) Explain the different selling skills. 4

- (c) State the steps in negotiation process. 4

- (d) Summarise interpersonal skills. 4

OR

- (e) Elaborate good communication skills. 4

- (f) Explain negotiation skills. 4

- (g) Give the importance of interpersonal skills. 4

- (h) Explain the different qualities of a salesman. 4

3. (a) Describe the techniques of sales promotion. 4

- (b) State the objectives of sales promotion. 4

- (c) Discuss limitations of sales promotion. 4

- (d) Give the types of campaign. 4

OR

- (e) Describe the tools of sales promotion. 4

- (f) Explain benefits of fashion show for sales promotion. 4

- (g) State importance of sales promotion. 4

- (h) Elaborate sales promotion through merchandising. 4

4. (a) Explain the meaning of advertising and also discuss the objectives and functions of advertising. 16

OR

- (b) Describe in detail the classification of advertising and its importance. 16

5. (a) Explain the limitation of electronic media of advertising. 4

- (b) Explain in brief media plan strategy. 4

- (c) State the functions of advertising agency. 4

- (d) Explain the role of internet in modern advertising. 4

OR

- (e) Explain media scheduling. 4

- (f) Explain factors to be considered, while selecting advertising media. 4

- (g) Organisation of advertising agency. 4

- (h) Explain choice of advertising media. 4