

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.

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| 1. | (a) Define personal selling. | 4 |
| | (b) Explain the functions of Distribution Management. | 4 |
| | (c) Explain the importance of Sales Management. | 4 |
| | (d) Explain Sales Policies. | 4 |
| OR | | |
| | (e) Explain the concept of Sales Management. | 4 |
| | (f) Describe objectives of personal selling. | 4 |
| | (g) Explain the shape of Distribution Management. | 4 |
| | (h) Elaborate the role of Sales Policies. | 4 |
| 2. | (a) State the difference between communication and Negotiation. State the steps in Negotiation process. | 16 |
| OR | | |
| | (b) Interpersonal skill has a major role in developing the image of a product in the mind of Consumers. Explain. | 16 |
| 3. | (a) Describe the tools of Sales Promotion. | 4 |
| | (b) Define campaign. | 4 |
| | (c) Explain Fashion Shows. | 4 |
| | (d) Give the advantages of Sales Promotion. | 4 |
| OR | | |
| | (e) Explain the objectives of Sales Promotion. | 4 |
| | (f) Explain Show Rooms potentials. | 4 |
| | (g) Give the types of Sales Promotion. | 4 |
| | (h) Explain the limitations of Sales Promotion. | 4 |
| 4. | (a) Define Advertising. Explain importance and objectives of Advertising. | 16 |
| OR | | |
| | (b) Give the functions of Advertising and explain the classification of Advertising. | 16 |
| 5. | (a) Explain the organisation of Advertising Agency. | 4 |
| | (b) Explain the limitations of Electronic Media and Advertising. | 4 |
| | (c) Discuss the role of 'Outdoor Media Advertising'. | 4 |
| | (d) Describe Media Plan Strategy. | 4 |
| OR | | |
| | (e) Explain the functions of Advertising Agency. | 4 |
| | (f) Describe the advantages of Postal Media Advertising. | 4 |
| | (g) Describe the merits of Electronic Media and Advertising. | 4 |
| | (h) Explain the advantages of Print Media Advertising. | 4 |

