

B.B.A. (Part—III) Examination**306 : SALES AND ADVERTISING MANAGEMENT**

Time—Three Hours]

[Maximum Marks—80

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

1. (a) Define Personal Selling. 4
- (b) List out the functions of Distribution Management. 4
- (c) Explain the importance of Sales Management. 4
- (d) Describe Sales Policies. 4

OR

- (e) Explain the need of Distribution Management. 4
- (f) Explain the importance of Sales Management. 4
- (g) Discuss the objectives of Personal Selling. 4
- (h) Elaborate the role of Sales Policies. 4
2. (a) Elaborate the role, significance and functions of Communication. 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) Discuss the techniques of sales promotion. 4
 (b) Elaborate 'sales promotion through merchandising'. 4
 (c) Underline the significance of campaign. 4
 (d) Explain the importance of sales promotion. 4

OR

- (e) Describe the role of 'Fashion Shows'. 4
 (f) Discuss the various limitations of Sales Promotion. 4
 (g) Explain the role of Show Room Promotion. 4
 (h) Describe Sales Promotion Campaign. 4
 4. (a) Define Advertising. Elaborate the importance and functions. 16

OR

- (b) Describe in detail the varied classification of Advertising and its objectives. 16
 5. (a) Explain the limitations of 'Electronic Media of Advertising'. 4
 (b) Elaborate the organisation of Advertising Agency. 4
 (c) Discuss the role of 'Outdoor Media Advertising'. 4
 (d) Describe media plan strategy. 4

OR

- (e) Describe the advantages of 'Postal Media Advertising'. 4
 (f) Explain the functions of Advertising Agency. 4
 (g) Explain the advantages of Print Media Advertising. 4
 (h) Describe the merits of electronic media of advertising. 4