

AT-1343

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

**306 : SALES & ADVERTISING MANAGEMENT**

Time : Three Hours]

[Maximum Marks : 80

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

1. (a) Elaborate the features of Personal Selling. 4  
(b) Discuss the significance of Sales Management. 4  
(c) Explain the objectives of Sales Management. 4  
(d) Define Sales Policy. 4

**OR**

- (e) What is Sales Management ? 4  
(f) Discuss the role of distribution management. 4  
(g) List out the objectives of Personal Selling. 4  
(h) Explain the importance of Personal Selling. 4  
2. (a) Describe various Selling Skills. 16

**OR**

- (b) Interpersonal Skill is a key to 'Brand Management'. Discuss. 16  
3. (a) Explain the importance of fashion shows. 4  
(b) Discuss the limitations of Sales Promotion. 4  
(c) Elaborate the objectives of Sales Campaign. 4  
(d) Describe various tools of Sales Promotion. 4

**OR**

- (e) Elaborate the techniques of Sales Promotion. 4
  - (f) Explain the importance of Show Room Promotion. 4
  - (g) Discuss the need of Sales Promotion. 4
  - (h) What do you mean by 'Sales Promotion through merchandising'. 4
4. (a) Discuss the various objectives and functions of advertising. 16

**OR**

- (b) Define Advertising and detail out its classification. 16
5. (a) Discuss the functions of Advertising Agency. 4
- (b) Explain the shortcomings of Electronic Media of Advertising. 4
  - (c) Describe Media Strategy. 4
  - (d) Discuss the role of Postal Media of Advertising. 4

**OR**

- (e) Explain the advantages of Print Media. 4
- (f) Discuss the contribution of Television Advertising. 4
- (g) Describe the organisation of Advertising Agency. 4
- (h) Explain the demerits of 'Outdoor Media Advertising'. 4