Roll No…………………….. **Total No. of Printed Pages: [1]**
Total No. of Questions: [09]

BBA (Semester – 5th)
ADVERTISING & SALES MANAGEMENT
Subject Code: BBAD1521
Paper ID: [150126]

Time: 03 Hours **Maximum Marks: 60**

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A **(2 marks each)**

Q1. Attempt the following:

a. Why advertising is considered crucial for brand awareness and brand building?
b. Explain the difference between informational and persuasive advertising objectives.
c. What is the role of advertising agencies in the advertising industry?
d. What are legal regulations governing advertising?
e. What is a sales audit, and why is it conducted?
f. What are the advantages of working with advertising agencies?
g. Name two methods for determining advertising budgets.
h. Outline the stages of the personal selling process.
i. Define sales objectives and their importance in sales management.
j. What is the importance of recruiting the right sales personnel for a business?

Section – B **(5 marks each)**

Q2. Explain the concept of return on advertising investment (ROAI) and its role in budget allocation decisions.

Q3. Explain how an internal control helps to identify any irregularities in the sales process?

Q4. Discuss the functions performed by advertising agencies, including market research, creative development, media planning, and campaign execution.

Q5. Discuss the nature of sales management and its role in achieving organizational goals.

Q6. Discuss the various channels and platforms through which advertising messages are delivered to the target audience.

Section – C **(10 marks each)**

Q7. How would you define advertising, and what distinguishes it from other forms of marketing communication?

Q8. How does a sales audit help businesses identify strengths, weaknesses, and opportunities in their sales operations?

Q9. Discuss the different methods for determining advertising budgets, such as percentage of sales, objective and task, and competitive parity.