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Total No. of Printed Pages: [01]

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**Business Administration (BBA-MBA Integrated) (Semester – 5<sup>th</sup>)**

**ADVERTISING & SALES MANAGEMENT**

**Subject Code: BMBAS1503**

**Paper ID: [20390127]**

**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. Define advertisement.
- b. Write any two disadvantages of internet marketing.
- c. What is advertising budget?
- d. What are horizontal and vertical sales organization?
- e. What are the various sources of recruitment of sales person?
- f. Define job description of a salesperson,
- g. What is geographic sales organization?
- h. What are ethical issues in advertising?
- i. Write a brief note on advertising mix.
- j. What are the factors that influence motivation of sales person?

**Section – B**

**(5 marks each)**

Q2. Discuss legal aspects of advertising.

Q3. Distinguish between pre-testing and post testing.

Q4. Explain function and services of advertising agencies.

Q5. What are the necessary qualities in a good and effective salesman?

Q6. What are the various techniques to evaluate performance of sales persons?

**Section – C**

**(10 marks each)**

Q7. Discuss functions and responsibilities of sales manager.

Q8. What do you mean by online Advertising? Discuss merits and demerits of online advertising.

Q9. Discuss economic and social role of advertising.