eRoll No……..….. **Total No. of Printed Pages: [01]**
Total No. of Questions: [09]

Business Administration (BBA-MBA Integrated) (Semester – 5th)
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.