

Roll No.....

Total No. of Printed Pages: [01]

Total No. of Questions: [09]

BBA (Aviation Management) (Semester – 6th)
ADVERTISING AND SALES MANAGEMENT
Subject Code: BBADS2604
Paper ID: [20150232]

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. Briefly explain the following:

- a) Social advertisement
- b) Informal sales organisation
- c) What is a advertising slogan?
- d) Window Display
- e) Internet advertising
- f) Merits and demerits of newspaper advertising
- g) Sources of sales force recruitment.
- h) Sales Target
- i) Enlist media for mass advertising.
- j) Sales forecasting

Section – B

(5 marks each)

Q2. Differentiate between publicity and advertising.

Q3. What is advertising budget? How it is done?

Q4. What is structure of an ad-agency?

Q5. What are functions of a sales manager?

Q6. What do you mean by sales strategy? Give suitable examples.

Section – C

(10 marks each)

Q7. What is promotion mix/ explain all the elements.

Q8. What do you understand by 'Effective advertisement'? How an advertisement can be made more effective?

Q9.a. Discuss the objectives of sales training.

b. Explain how sales force can be motivated. Give suitable examples.