

Roll No.

Total No. of Questions : 07]

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BBA (Sem. – 5th)
ADVERTISING AND SALES MANAGEMENT
SUBJECT CODE : BB - 503
Paper ID : [C0226]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) Define Advertising.
- b) Define Sales Management.
- c) Define advertising copy.
- d) What is an advertising layout?
- e) What is media scheduling?
- f) What is a brand?
- g) What are purposes of sales displays?
- h) Define quotas.
- i) Define sales promotion.
- j) Define surrogate advertising.

Section - B

(4 × 10 = 40)

- Q2)** Explain AIDA model of marketing communication, with suitable illustrations.
- Q3)** How will you measure advertising effectiveness? Explain with illustrations.
- Q4)** Explain relative advantages and disadvantages of alternative forms of advertising media, with examples.
- Q5)** Critically examine the role and importance of visual merchandising in sales promotion, with examples.
- Q6)** Critically examine the legal aspects of advertising, with illustrations.
- Q7)** Write notes on:
- (a) Sales Quotas.
 - (b) Creative Copy Strategies.

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