

Roll No.

E-1928

**Bachelor of Business Administration
(Fifth Semester)**

EXAMINATION, Dec.-Jan., 2020-21

SALES AND ADVERTISEMENT MANAGEMENT

(124)

Time : Three Hours]

[Maximum Marks : 90

[Minimum Pass Marks : 32

Note : Answer all the *five* questions. *One* question from each Unit is compulsory. All questions carry equal marks.

Unit—I

1. Define sales management. Briefly illustrate the functions of sales management.

Or

Briefly illustrate the AIDAS approach in personal selling. How does it resolve the communication objectives of the firms.

Unit—II

2. Discuss Maslow's need hierarchy theory of motivation and examine its application in sales force management.

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Or

Explain various monetary and non-monetary compensation schemes that a company offers to sales people.

Unit—III

3. Media planning is important to enhance the reach of a product. Explain the steps involved in designing a media plan.

Or

What are different types of campaigns ? Outline the phases of campaign creation.

Unit—IV

4. Copywriting is a key activity in advertising. In the light of the statement explain what is advertising copy and its various types ?

Or

What do you mean by illustrations in advertising ? Explain briefly the methods and essentials of good illustrations.

Unit—V

5. Effectiveness of advertisement results in the success of product. Explain.

Or

Appeals are broadly classified as rational, emotional and moral appeal. Explain.