

5/H-65 (xv) (c) (Syllabus-2015)

2022

(November)

BUSINESS ADMINISTRATION

(Honours)

[BBAH-503 (MM)]

(Sales and Advertising Management)

Marks : 75

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

PART—A

(Marks : 15)

UNIT—I

1. Briefly explain subliminal advertising. 3

Or

What is cause-related marketing in advertising? 3

UNIT—II

2. Give any three reasons for communicating with visuals in an advertisement. 3

Or

Briefly explain the three basic appeals that firms use to persuade the customer. 3

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(Turn Over)

(2)

UNIT—III

3. Why is it difficult to distinguish the effects of advertising from other factors? 3

Or

What is copy testing? 3

UNIT—IV

4. Briefly explain the rationale for sales force motivation. 3

Or

What is the usefulness of routing and scheduling? 3

UNIT—V

5. What are the advantages of product demonstration during sales presentation? 3

Or

What is sales analysis? Briefly explain any tool used in sales analysis. 3

PART—B

(Marks : 50)

UNIT—I

6. What are the functions of advertising agencies? Explain the criteria used by advertisers when selecting an advertising agency. 4+6=10

(3)

Or

Discuss the ethical issues in advertising. Explain the role played by media towards self-regulations in advertising. 7+3=10

UNIT—II

7. Discuss the advertising strategies at different stages of a product life cycle. 10

Or

Discuss the facts of creative strategy. 10

UNIT—III

8. What is media buying? Discuss the functions of a media buyer. 2+8=10

Or

Explain the advantages and limitation of print and out of home media. 5+5=10

UNIT—IV

9. Explain the financial and non-financial rewards that may be used as motivational tools for the sales force. 10

Or

Discuss the various stages used to set up or modify sales territories. 10

UNIT—V

10. Briefly explain the importance for closing a sale. Discuss the various ways through which a sales person may close a sale. 2+8=10

(4)

Or

What is sales negotiation? Briefly explain some of the negotiating principles that a sales person should be aware of during the process of negotiation. 2+8=10

PART—C

(Marks : 10)

Read the following scenario and answer the question given below :

Techno Tools Ltd., is a firm selling industrial technical products to various manufacturing as well as service firms in a variety of sectors. It has recently recruited 45 new sales personnel for its industrial sales force that will be operating throughout the country. These new personnel had been recruited directly out of educational institutions and come from different streams or programmes. The management decided that they need to train the new sales force before putting them out in the field. As one of the senior persons, you have been asked to devise a sales training programme for the new recruits and you will be assisted by a small team of 4 other members.

11. Discuss how you will decide on the objectives, training content and the type of training method(s) that you will use for the new personnel. 10

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