

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

2 0 1 7

(October)

BUSINESS ADMINISTRATION

(Honours)

(Sales and Advertising Management)

[BBAH-503 (MM)]

Marks : 75

Time : 3 hours

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

PART—A

(Marks : 15)

UNIT—I

1. In the context of the advertising communication model, what can be understood as 'noise' 3

Or

Briefly explain the AIDA model for advertising response.

(2)

UNIT—II

2. What are the different types of advertising appeal? 3

Or

Explain one type of advertising headline and cite an appropriate example for it.

UNIT—III

3. What are the advantages of Internet advertising? 3

Or

Explain about product placement. State one disadvantage of using product placement.

UNIT—IV

4. Give any three reasons why trading is necessary for sales personnel. 3

Or

Explain 'sales force opinion' as a forecasting method. Give one advantage and one disadvantage of this method.

(3)

UNIT—V

5. Explain the primary purpose of the sales field report with the help of an example. 3

Or

What is sales analysis?

PART—B

(Marks : 50)

UNIT—I

6. Discuss any four ethical issues that are encountered by advertisers in the market environment. 10

Or

Discuss the basic functions of advertising.

UNIT—II

7. Briefly explain the different facets of creative strategy. 10

Or

In relation to the product life cycle, discuss the corresponding advertising strategy applicable for different stages.

(4)

UNIT—III

8. Discuss the functions of a media buyer. 10

Or

Why is it necessary to evaluate the effectiveness of an advertising campaign? Briefly explain what happens at different stages of copy-testing. 2+8=10

UNIT—IV

9. What is the rationale for setting up sales territories? Briefly explain the different stages for setting up/modifying sales territories. 5+5=10

Or

Discuss the various factors that should be considered while designing the compensation plan for sales personnel. 10

UNIT—V

10. What are some of the methods generally used for closing a sale? 10

Or

What are the principles that should be kept in mind in a negotiation process?

(5)

PART—C

(Marks : 10)

Read the following situation and answer the question following it :

An FMCG firm is planning to launch two new versions of their famous shampoo brands, which are targeted at males and females of the age group 13-30 years. Detail of packaging and distribution have already be finalized. However, the firm wants to have a better media presence. Their media budget of ₹40 million is to be spent in the run-up to the launch and post-launch.

11. Which medium/media would you use, considering that the product launch is set for November/December 2017? Give justifications for your choice(s). 10
