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(February)

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. With reference to ethics in advertising, briefly explain the issue of stereotyping in advertisements. 3

Or

Briefly explain the ethical issues related to the advertising of controversial products. 3

UNIT—II

2. What type of advertising messages would drive the perception of consumers towards the product? 3

Or

Explain, with a relevant example, how humour is used as one of the execution styles in advertisements. 3

UNIT—III

3. What are some of the limitations of using broadcast media in the present time? 3

Or

State some of the advantages of using interactive and alternative media. 3

UNIT—IV

4. Mention the important issues that need to be addressed at the execution stage of a sales training programme. 3

Or

What are the objectives of a sales quota? 3

(3)

UNIT—V

5. What is the importance of follow-up in the sales process? 3

Or

During the process of a sales pitch, how would a salesperson give assurance to an industrial customer during the presentation and demonstration of the product? 3

PART—B

(Marks : 50)

UNIT—I

6. Discuss the evolution of advertising with special reference to the history of Indian advertising. 10

Or

Describe any two of the advertising response hierarchy models. 5+5=10

UNIT—II

7. What is the purpose of a layout in print advertising? Briefly explain any three types of layouts commonly found in the print media. 4+6=10

(4)

Or

What are some of the factors that needs to be considered when deciding on the advertising budget? Explain the different types of advertising budgets that may be used. 2+8=10

UNIT—III

8. What is a media plan? Briefly describe the different components of a media plan. 2+8=10

Or

What is the rationale for evaluating an advertising campaign? Describe some of the measures used to evaluate campaign effectiveness. 3+7=10

UNIT—IV

9. What factors need to be considered when devising a sales compensation plan? 10

Or

Discuss the importance of sales forecasting. Explain any two methods of sales forecasting with their relative advantages and disadvantages. 4+6=10

(5)

UNIT—V

10. What is a sales audit? Discuss the factors that are usually considered in a sales audit.
3+7=10

Or

What is the purpose of sales reports? Briefly explain the different types of sales reports.
3+7=10

PART—C

(Marks : 10)

Read the following situation and answer the question given below :

Ezee-4U, an FMCG company, has been in the market for the last 20 years. It has a wide distribution network whereby its products are conveniently available to its millions of consumers around the country and is already a well-recognised and respected brand.

During the last one year the firm has developed several ready-mix product preparations ranging from idlis, rasogollas, pancakes, dosas and such like. The pricing and packaging of these products will not be so different from those of its competitors already in the market.

(6)

It realizes that its target market will be those who are between 15–50 years, busy people, looking for a quick meal preparation, middle class, educated and primarily urban.

It plans to launch its product sometime in the month of September and has a budget for ₹ 1.5 crores.

11. Design an appropriate advertising campaign that would help them reach their target market. 10

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