

S.NO : 22N1-BBE3

Course Code: BAE3

A.D.M.COLLEGE FOR WOMEN, NAGAPATTINAM

(AUTONOMOUS)

(BBA) Degree Examination

V Semester – November – 2022

MBE I – ADVERTISING AND SALES MANAGEMENT

Time: 3 hours

Maximum Marks: 75

Section –A

10X2=20

Answer **ALL** the Questions

1. Define the term 'Advertising'.
2. Point out the elements of advertising marketing mix.
3. Recall the meaning of Advertising Copy.
4. "Advertising copy is the soul of an advertisement". Comment.
5. State the purpose of advertising agency.
6. Bring out the advantages of mobile advertising.
7. What is a by Sales Force?
8. State the importance of remuneration to sales force.
9. Point out two advantages of sales promotion.
10. List down any two examples of sales promotion.

Section -B

5X5=25

Answer **ALL** the Questions

11. a) State the objectives of advertising.

(or)

b) Point out the importance of 'Salesmanship'.

12. a) Describe the different kinds of advertising copy.

(or)

b) Identify the purpose of advertising mix.

13. a) Write the steps in measuring the effectiveness of advertisement.

(or)

b) State the merits of online advertising.

14. a) Bring out the qualities of a successful salesman.

(or)

b) Analyze the importance of training for salesman.

15. a) Explain out the objectives of sales promotion.

(or)

b) What do you understand by Personal Selling? Is it an effective selling process?

Section –C

3 X 10 = 30

Answer any **THREE** Questions

16. Explain the advertisement communication process.
17. Write a detailed note on 'Advertising Budget'.
18. Enumerate the different kinds of advertising.
19. Discuss the methods of sales force motivation.
20. Explain the various tools of sales promotion.
