



QP CODE: 20100689

Reg No :

Name :

BBA DEGREE (CBCS) EXAMINATION, MARCH 2020

Sixth Semester

Bachelor of Business Administration

Choice Based Core Course - BA6CBT32 - ADVERTISING AND SALESMANSHIP

2017 Admission Onwards

D904DAC5

Time: 3 Hours

Marks: 80

Part A

Answer any ten questions.

Each question carries 2 marks.

1. What do you mean by advertising?
2. What do you mean by primary advertising?
3. What is sky writing?
4. Define advertising agency.
5. Write any two functions performed by an advertising agency.
6. Mention any two codes of ethics for advertising issued by the advertising council of India.
7. Write any two features of a good layout.
8. Write any two benefits of proof reading.
9. What is face to face selling?
10. What is negotiation?
11. Write any two conditions under which sales force supervision is needed.
12. Write any two disadvantages of straight salary method of remuneration.

(10×2=20)



Part B

Answer any six questions.

Each question carries 5 marks.

13. Define advertising. Explain the importance of advertising.
14. How would you classify advertising on the basis of audience?
15. Explain different types of advertising agencies.
16. What is an advertisement copy? Explain any four features of a good copy.
17. How printing is done in lithography?
18. Explain the steps in selling process.
19. Explain the functions performed by wholesaler's salesmen.
20. What are the physical and mental qualities required to ensure a successful career in selling?
21. Explain different types of perks and incentives used for motivating the salesman.

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. Define product placement? What are the different types of product placements? Also explain the advantages of product placement.
23. What are the factors to be considered in determining the budget size? Also explain different methods used for framing the advertising budget
24. Explain different types of salesman. What are the functions performed by wholesalers and retailers salesmen?
25. What are the different financial and non financial motivators used for motivating the salesman?

(2×15=30)

