

QP CODE: 25020344



Reg No : .....  
Name : .....

**BBM DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE  
EXAMINATIONS, FEBRUARY 2025**

**Sixth Semester**

Bachelor of Business Management

**CORE COURSE - BM6CRT28 - ADVERTISEMENT & SALES MANAGEMENT**

2017 Admission Onwards

2E90AC70

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define advertisement.
2. What do you mean by advertisement media?
3. What do you mean by selling ad copy?
4. Define sales promotion.
5. Define exploratory research.
6. What do you mean by product life cycle research?
7. What do you mean by advertising research?
8. What do you mean by joint venture?
9. What do you mean by customer referral programme?
10. What do you mean by 'pre-approaching' in personal selling?
11. What do you mean by sales force management?
12. What do you mean by conference method of training?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. How can advertising manager evaluate the effectiveness of firm advertising?





14. Explain the importance of sales promotion.
15. "Advertisement is a most important promotional mix." Do you agree? Give reasons.
16. Explain the limitations of motivational research.
17. Explain the features of marketing strategy.
18. What are the strategies used in introduction stage of PLC?
19. Explain the importance of salesmanship.
20. Distinguish between personal selling and salesmanship.
21. Explain the various methods of sales force control.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the advantages of advertising.
23. Discuss the important techniques used in the preparation of sales budget.
24. Explain the various strategies used by company based on market share.
25. Discuss the various methods of remunerating salesmen.

(2×15=30)

