25021032

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

Sixth Semester

Bachelor of Business Administration

CHOICE BASED CORE COURSE - BA6CBT32 - ADVERTISING AND SALESMANSHIP

2017 Admission Onwards

C27BB8AB

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is theatre advertising?

2. Write any two disadvantages of radio advertising.

3. Write any two merits of television advertising.

4. What is an advertising agency?

5. What is a full service advertising agency?

6. Mention any two functions performed by an advertising agency.

7. What is memorising value of an advertisement copy?

8. Explain any two benefits of proof reading.

9. Define salesmanship.

10. Why post sale follow up is considered important?

11. Why is knowledge of the product important to a salesman?

12. What is perquisite?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. What is 'sandwich board men'?

14. What is embedded marketing? Explain any four types of embedded marketing.

15. What are the methods used for framing the advertising budget?

16. Explain the features of a good layout.

17. Explain catch phrase.

18. Explain the functions performed by indoor salesmen.

19. What is negotiation? Explain the importance of negotiation in sales.

20. Explain the various techniques used for motivating the salesman.

21. Explain different types of awards and rewards used for motivating the salesman.

(6×5=30)

Part C

Answer any **two** *questions.*

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

22. What are the merits and demerits of advertising in newspaper, magazines and journals?

23. Write an essay on 'ethics in advertising'. Also describe the 'code of ethics for advertising' issued by the Advertising Council of India.

24. What are the benefits of direct marketing? Also explain the major channels used for direct marketing.

25. What are the different methods used for training salesmen?

(2×15=30)