



QP CODE: 24000586

24000586

Reg No :

Name :

BBM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

Bachelor of Business Management

CORE COURSE - BM6CRT28 - ADVERTISEMENT & SALES MANAGEMENT

2017 Admission Onwards

7D1A1EA2

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Who is known as 'prospect' in advertising?
2. What do you mean by sky advertising?
3. What do you mean by advertisability?
4. What is meant by incentive in sales promotion?
5. What do you mean by case research design?
6. What do you mean by external research?
7. Define advertising research.
8. What do you mean by horizontal integration?
9. What do you mean by guerrilla warfare?
10. What do you mean by retail salesmen?
11. What do you mean by sales force?
12. What do you mean by job analysis?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Explain the features of advertisement.





14. "Advertisement brings long term benefit, but sales promotion is for quicker results."
Explain.
15. Explain the objectives of sales promotion budget.
16. Explain the characteristics of motivational research.
17. What are the essentials of a good marketing strategy?
18. State the difference between strategies and tactics.
19. What are the qualitative objectives of personal selling?
20. "Salesman are born and not made". Discuss.
21. Explain the essentials of a good remuneration plan.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss various elements of advertisement copy.
23. Explain sales promotion campaign. Describe the major steps involved in a sales promotion campaign.
24. Explain the various strategies used in PLC stages.
25. What are the various determinants of consumer buying behavior?

(2×15=30)

