QP CODE: 24001274

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

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

Sixth Semester

Bachelor of Business Administration

CHOICE BASED CORE COURSE - BA6CBT32 - ADVERTISING AND SALESMANSHIP

2017 Admission Onwards

7780DD11

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is travelling display?

2. Explain in brief theatre advertising?

3. Write any two demerits of television advertising.

4. What is an advertising agency?

5. What is a creative boutique?

6. Explain in brief the percentage of sales method used in framing the advertising budget.

7. What is advertisement lay out?

8. Write any two benefits of using symbols in advertising.

9. Describe in brief any two sources used by a salesman for locating prospects.

10. Who is an outdoor or touring salesman?

11. What are perquisites?

12. Mention any two essentials of a good remunerative plan.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. What do you mean by advertising? Write any four importance of advertising.

14. What are the demerits of radio advertising?

15. "An advertiser should maintain a high degree of ethical standards". Explain.

16. What are the advantages of proof reading?

17. What is lithography?

18. What are the functions performed by a salesman.

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

20. What are the physical and mental qualities required to ensure a successful career in selling?

21. What are the different techniques used for motivating the salesman.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the importance of advertising. What are the different types of advertising?

23. Explain the merits of using an advertising agency? What factors are to be considered in selecting an advertising agency?

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

25. What are the advantages of training a salesman? Explain different individual training methods.

(2×15=30)