BBA DEGREE (CBCS) EXAMINATION, APRIL 2021

Sixth Semester

Bachelor of Business Administration

Choice Based Core Course - BA6CBT32 - ADVERTISING AND SALESMANSHIP

2017 Admission Onwards

1EFC6BAB

Time: 3 Hours   Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is window display?

2. Write any two disadvantages of radio advertising.

3. What is negative product placement?

4. What is a modular advertising agency?

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

6. Explain in brief the objective and task method used in framing the advertising budget.

7. Write any two advantages of proof reading.

8. Write any two importance of caption.

9. Mention any two benefits of salesmanship.

10. Who is a speciality salesman?

11. Describe role playing method of sales training.

12. Write any two non financial motivators used for motivating the salesman.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. What are the advantages of advertising in journals?

14. Write any 4 demerits of television advertising.

15. Explain the advantages of using an advertising agency.

16. Explain the instinct appeal value of an advertisement copy.

17. Explain the functions of layout.

18. Explain the functions performed by a retailer's salesmen.

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

20. Explain different types of incentives used for motivating the salesman.

21. Explain different types of remuneration used for motivating the salesman.

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. Write an essay on different broadcast medias used in India for advertising

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

24. Explain the series of steps followed by a salesperson while selling a product.

25. Explain the knowledge, skills and qualities of a good salesman.

(2×15=30)