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B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2019

Sixth Semester

Choice Based Core Course—ADVERTISING AND SALESMANSHIP

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.
1 mark each.

Define :

1. Direct mail.

2. Corporate advertising.

3. Embedded marketing.

4. In-house agencies.

5. Copywriting.

6. Logo.

7. Proof Readers.

8. Closing the sale.

9. Pioneer salesman.

10. Sales incentives.

(10 × 1 = 10)

Part B

Answer any eight questions.
2 marks each.

11. What is cold calling ?

12. What is customer relationship management ?

13. How the salesman builds the image of the organisation ?

14. What do you mean by sales presentation ?

15. What is the purpose of headlines in an ad copy ?

16. What are slogans in advertising ?

Turn over

17. How the advertisement budget is affected with the stage of PLC ?

18. What is advertisement research ?

19. What are the benefits of advertising in magazines ?

20. What do you mean by target audience ?

21. What is public speaking ?

22. How advertisement helps in the availability of better quality products to consumers ?

$(8 \times 2 = 16)$

Part C

Answer any six questions.
4 marks each.

23. Discuss the areas of ethics in advertisement.

24. Bring out the types of ad agencies.

25. Explain the role and importance of copy writing in different media.

26. Discuss the elements of a layout.

27. What makes proof reading important in advertising ? Explain.

28. How typography helps in product positioning ? Explain with examples.

29. Write down the skills and qualities required for a salesman.

30. Discuss the advantages and disadvantages of direct marketing.

31. Describe the essentials of a good ad copy.

$(6 \times 4 = 24)$

Part D

Answer any two questions.
15 marks each.

32. Explain the methods of motivating salesmen.

33. Critically evaluate the recent trends in Indian advertising with suitable examples.

34. Describe the types of product placement.

35. Explain the steps in selling.

$(2 \times 15 = 30)$