

**FACULTY OF MANAGEMENT**

**BBA (CBCS) VI-Semester Examination, August 2021**

**Subject : Advertising, Personal Selling and Sales Promotion**

**Paper – BB – 607 – (M) – Marketing**

**(Elective - II)**

**Time : 2 Hours**

**Max Marks : 80**

**Part-A**

**Note: Answer any four questions.**

**(4 X 5 = 20 marks)**

- 1 Sales Process
- 2 Brand Recall
- 3 Compensation
- 4 Sales Organization
- 5 Direct Marketing
- 6 Promotion
- 7 Media buying
- 8 Types of Media

**Part-B**

**Note: Answer any four questions.**

**(4 X 15 = 60 marks)**

- 9 Discuss about the elements of promotional mix
- 10 Briefly explain about types of promotion budget
- 11 Explain Advertisement Appeals with an example.
- 12 Explain in brief the components of advertisement copy.
- 13 Describe the advertising media choice for the following products: Mobile phones and Soft drinks
- 14 Discuss about Media Scheduling with suitable example
- 15 Explain the different Theories of Personal Selling.
- 16 Discuss in detail the Personal Selling Process.
- 17 Explain the importance of sales Promotional Management.
- 18 Discuss about Trade Oriented sales promotion with an example.

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