



**QP CODE: 22101174**

**Reg No** : .....

**Name** : .....

**BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,  
APRIL 2022**

**Sixth Semester**

Bachelor of Business Administration

**Choice Based Core Course - BA6CBT32 - ADVERTISING AND SALESMANSHIP**

2017 Admission Onwards

F735C1FC

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. What is theatre advertising?
2. Write any two merits of television advertising.
3. What is embedded marketing?
4. Write any two benefits of using advertising agency.
5. What is an in house advertising agency?
6. Write any two codes of ethics for advertising issued by the advertising council of India.
7. What do you mean by advertisement copy?
8. What is a catch phrase?
9. Define salesmanship.
10. Who is a missionary salesman?
11. Why is knowledge of his company important to a salesman?
12. Describe sales conference method of sales training.

(10×2=20)





### Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Explain (1) trade advertising and (2) professional advertising.
14. What are the merits of radio advertising?
15. Define 'advertising agency'. Write any four functions performed by a modern advertising agency.
16. Define advertisement layout. What are the functions of layout?
17. What is proof reading? Write any four benefits of proof reading.
18. Explain the benefits of direct marketing.
19. Explain negotiation. Also describe the importance of negotiation in sales.
20. Explain different types of commission and incentives used for motivating the salesman.
21. Explain different types of awards and rewards 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 indoor and outdoor advertising medias used in India.
23. What is an advertising budget? What are the factors to be considered in determining the budget size?
24. Explain the steps in selling process.
25. What are the different techniques used for motivating salesman?

(2×15=30)

