



**QP CODE: 23105803**

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

**Name** : .....

**BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,  
MARCH 2023**

**Sixth Semester**

Bachelor of Business Administration

**CHOICE BASED CORE COURSE - BA6CBT32 - ADVERTISING AND  
SALESMANSHIP**

2017 Admission Onwards

8ABE77C0

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Explain in brief any two objectives of advertising.
2. What is national advertising?
3. Write any two disadvantages of television advertising.
4. Mention any two functions performed by an advertising agency.
5. What is ethical advertising?
6. Write any two factors to be considered in determining the size of advertising budget.
7. What is proofreading?
8. Mention any two benefits of using symbols in advertising.
9. What is salesmanship?
10. Who is a re-sale salesman?
11. Write any two merits of straight commission method.
12. Write any two demerits of straight salary method of remuneration.





(10×2=20)

**Part B**

*Answer any **six** questions.*

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

13. Define advertising. Write any four objectives of advertising.
14. What are the disadvantages of advertising in magazines?
15. What is an advertising agency? Write any four factors to be considered in selecting an advertising agency?
16. What are the characteristics of a good copy?
17. What are the functions of layout?
18. Explain any six functions performed by a wholesaler's salesman?
19. Negotiating in sales is one of the most fundamental aspects of selling'. Explain.
20. Explain the various knowledge required for successful salesmanship.
21. Explain the various techniques used for motivating the salesman.

(6×5=30)

**Part C**

*Answer any **two** questions.*

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

22. Explain in details various indoor and outdoor advertising media's used in India.
23. Explain the advantages of using an advertising agency? What factors are to be considered in selecting an advertising agency?
24. What are the benefits of direct marketing? Also explain the major channels used for direct marketing.
25. Explain the different methods used for training salesmen.

(2×15=30)

