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B.M.S COLLEGE FOR WOMEN, AUTONOMOUS
BENGALURU – 560004
SEMESTER END EXAMINATION – MARCH/APRIL- 2023

B.Voc. R.M. – III Semester

ADVERTISING AND SALES MANAGEMENT
(NEP Scheme 2021-22 onwards)

Course Code: BVRM3DSC09

Duration: 2 ½ Hours

QP Code: 3029

Max. Marks: 60

SECTION – A

I. Answer any FIVE of the following questions. Each question carries TWO marks.

(5X2=10)

- What is Advertisement?
- Mention any four Ad appeals
- What is an Advertising Agency?
- What is DAGMAR approach?
- What is Sales management?
- What is Media Research?
- Give the meaning of Digital marketing.

SECTION – B

II. Answer any FOUR of the following questions. Each question carries FIVE marks.

(4X5=20)

- Write a note on social aspects of Advertising.
- Discuss the objectives of Sales Promotion.
- Briefly discuss the functions of Ad agency.
- What are the different methods of advertising budget? Discuss.
- Discuss the complexities and issues faced in international advertising.

SECTION – C

III. Answer any TWO of the following questions. Each question carries TWELVE marks.

(2X12=24)

7. Explain briefly different forms of advertisement
8. Discuss briefly different techniques of sales promotion
9. What are the steps involved in marketing planning process? Explain

SECTION – D

IV. Answer any ONE of the following questions carries SIX marks.

(1X6=06)

10. List 10 qualities of a good salesman
11. Draw a chart showing different types of advertisement
