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B.M.S COLLEGE FOR WOMEN
BENGALURU – 560004

III SEMESTER END EXAMINATION JAN/FEB - 2024

B.Voc. R.M. - ADVERTISING AND SALES MANAGEMENT
(NEP Scheme 2021-22 Onwards F+R)

Course Code: BVRM3DSC09

Duration: 2 ½ Hours

QP Code: 3029

Max. Marks: 60

Instructions: Answer all the sections.

SECTION-A

I. Answer any Five of the following questions. Each question carries Two Marks. (5X2=10)

- Give the meaning of International advertising.
- Mention any four objectives of sales promotion.
- What is advertising layout?
- What is DAGMAR approach?
- Give the meaning of content development.
- What is advertising budget?
- What is 'reach' and frequency of advertisement?

SECTION-B

II. Answer any Four of the following question. Each question carries Five Marks. (4X5=20)

- Briefly discuss any 5 factors affecting advertising budget.
- Mention the qualities of a good advertisement copy.
- Elucidate the functions of advertising agency.
- What is the role of Advertising in marketing mix?
- Briefly explain the scope of sales management.

SECTION-C

III. Answer any Two of the following question. Each question carries Twelve Marks. (2X12=24)

- Explain the sales promotion techniques in detail.
- Explain the different types of advertisements.
- Discuss the purposes and functions of advertising?

SECTION-D

IV. Answer any One of the following questions carries Six Marks. (1X6=6)

- List any 6 Indian companies and their products which are advertising their products abroad.
- List 10 qualities of a good salesman.

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