

Roll No. ....

## BBA-405(O)

**B. B. A. (Fourth Semester)**

**EXAMINATION, May, 2013**

**(Old Course)**

**Paper Fifth**

### ADVERTISING AND SALES PROMOTION

*Time : Three Hours ]*

*[ Maximum Marks : 75*

**Note:** All questions are compulsory and carry equal marks.

1. Identify and discuss the key environmental factors which have brought about an advertising revolution in India in recent years.

*Or*

- (a) Distinguish between selling and marketing concepts.
  - (b) Identify the various demand states and explain the sales tasks involved.
2. Enumerate the steps involved in the sales process and briefly discuss the importance of each of them.

*Or*

How do psychological and social factors influence consumer behavior? Illustrate your answer with suitable examples.

[ 2 ]

3. What are the steps involved in the market segmentation process ? How do you segment the market for

- (a) Android phones
- (b) Junk foods ?

*Or*

(a) What are the advantages of branding to consumers and marketers ?

(b) Describe some common positioning of errors.

4. What is the role of pricing in the integrated advertising mix ? Describe the alternative advertising strategies that could be considered for a new product.

*Or*

Write short notes any *two* of the following :

- (a) Family life cycle
- (b) Sales mix decisions
- (c) Print versus Electronic advertising

5. "Advertising is economically beneficial but socially unjustifiable". Do you agree with this ? Discuss the utilities of advertising in a business organization.

*Or*

What is strategic planning ? Discuss the importance of strategic planning in the modern sales management.