

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600086.  
(For candidates admitted during the academic year 2015-2016)

SUBJECT CODE: 15CM/PI/AS14  
B.B.A DEGREE: BUSINESS ADMINISTRATION  
END SEMESTER EXAMINATION  
APRIL – 2018

COURSE : MAJOR CORE

PAPER : ADVERTISING AND SALESMANSHIP

TIME : 3 hrs

MAX MARKS:100

**SECTION A**

(5 x 8 = 40)

ANSWER ANY FIVE QUESTIONS

- 1) Explain the factors influencing the choice of Media.
- 2) Is Salesmanship an art, science or profession.
- 3) What are the advantages of advertising?
- 4) What are the qualities required for a salesman
- 5) Explain in detail the steps involved in planning an Ad-Campaign.
- 6) What is meant by sales meeting.
- 7) Design an ad Copy for a product of your choice.

**SECTION B**

(3 x 20 = 60)

ANSWER ANY THREE QUESTIONS

- 8) What are the various kinds of an Ad Copy and its elements?
  - 9) Explain the process of Selling.
  - 10) What are the various kinds of salesmen?
  - 11) Elaborate the different types of Media used for Advertising.
  - 12) Write in detail about the different types of performance evaluation of a salesman.
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