



ASSIGNMENT

DRIVE	SPRING 2014
PROGRAM	Bachelor of Business Administration- BBA
SEMESTER	3
SUBJECT CODE & NAME	BBA 304 - Advertising and sales
BK ID	B1598
CREDIT & MARKS	4 CREDITS, 60 MARKS

Q.No	Questions	Marks	Total Marks
1	Define advertising and discuss the various functions of advertising.		
	Meaning	4	10
	Functions	6	
2	Discuss in brief the various message strategies in advertising.		
	3 strategies	10	10
3	Observe any newspaper advertisement of any telecom company. What is the target audience and what are benefits of choosing newspaper for advertisement.		
	Selection of appropriate advertisement	3	10
	Identifying target audience	3	
	Advantages of newspaper advertisement	4	
4	What is internet advertising? How is it different from Email advertising?		
	Internet advertising	6	10
	difference	4	
5	What are the various sales presentation techniques? Discuss.		
	Sales presentation techniques	10	10
6	Write short notes on: a) Sales promotion b) Personal selling		
	a) meaning and scope of sales promotion	5	10
	b) meaning and objectives of personal selling	5	

Note – Answer all questions. Kindly note that answers for 10 marks questions should be approximately of 400 words. Each question is followed by evaluation scheme.

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