**AMET Business School**

**Question Bank**

**BBM III yr**

**Subject Code:512 Advertising and Sales Management**

**Part – A 2 marks**

1. Define the term advertising
2. Define the term non-personal
3. Define sales management
4. What are the objectives of sales management
5. What is the full form of AIDAS
6. What is personal selling
7. What are the different stages of selling process
8. What are the types of sales organization
9. Define sales potential
10. How to determine sales potential
11. Define job analysis
12. Define job description
13. Define sales target
14. What is compensation?
15. Define motivation
16. Define sales budget
17. Define the concept of advertising.
18. What are the elements of message copy?
19. What is sales content
20. What are the types of media?
21. What is showmanship?
22. What is sales meeting?

Part – B 5 marks

1. Distinguish personal Vs non-personal
2. Explain the social role of advertising
3. Make sure the advertisements are not false or misleading: Comment
4. Explain the advertising objectives
5. Explain the right set o circumstances theory
6. Explain buying formula theory
7. Explain the prospecting in selling process
8. Explain the line sales organization
9. Explain the line staff sales organization
10. Explain the committee sales organization
11. Explain the functional sales organization
12. Explain the determinants of sales potential
13. Explain the steps in job analysis
14. Write short notes on job description
15. Explain the role of ASCI
16. Explain the job qualifications of sales personal
17. What are the sources of recruitment?
18. Distinguish the internal and internal sources of recruitment
19. Explain the sales force training methods
20. How to evaluate the sales training programme
21. Explain the objectives of compensation
22. Explain sales meeting and sales contents
23. How to determine sales person performance?

**Part – C 10 marks**

1. Discuss the social and economic aspects of advertising
2. Discuss the legal issues in advertising
3. Discuss AIDAS theory of selling
4. Discuss the selling process
5. Discuss any two sales organization
6. Discuss the various sources of recruitment in sales management
7. Discuss the various methods of motivation sales force
8. Discuss the determinants of sales person performance
9. Write short notes on the following:
10. Sales related analysis b) Cost related analysis c) Activity related analysis
11. Describe the methods of sales training.
12. Discuss the role of advertising agencies.
13. Discuss the methods of sales force remuneration.
14. Discuss the media measurement in India
15. Write notes on recruitment and selection of sales force.
16. Explain the types and media characteristics.