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Roll No.....

BBAMM-306
BBA- IIIrd year
Examination – May 2021
Advertising Management & Sales
Time: Three Hours

Maximum Marks : 40

Note :- Attempt any five questions. (each question carries equal marks)

- Q.1 What is promotion mix? Explain the elements of promotion mix?
- Q.2 Write about the Media Selection and Media Scheduling?
- Q.3 What is the Mass Communication?
- Q.4 Explain the Sales promotion?
- Q.5 What is the use of Marketing for Stimulating?
- Q.6. What is Promotion Mix? Explain the elements of promotion mix?
- Q.7. Write about the functions and classification of advertisement?
- Q.8. Explain Public Service Advertising and its Importance?
