**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**DBB2105 – ADVERTISING AND SALES**

**Assignment Set – 1**

**1. Discuss the concept of Advertising along with its five basic components. Throw some light on the history of the Advertising.**

**Ans:** Advertising is a form of communication used to persuade an audience (viewers, readers or listeners) to take some action with respect to products, ideas or services. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Advertising messages are usually paid for by sponsors and viewed via Its Half solved only

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**2. Write a detailed note on Hierarchy-of-Effects Model of advertising in detail.**

**Ans: Hierarchy-of-Effects Model**

Among advertising theories, the hierarchy-of-effects model is predominant. It helps clarify the objectives of an advertising campaign as well as the objective of a particular advertisement. It also aids the marketing

**3. Discuss the Print Advertising. Also, to explain the Characteristics of the Press, include suitable examples to support your answer.**

**Ans:** Print advertising includes printed advertisement in newspaper, magazines, brochures and on other printed surfaces, such as posters and outdoor boards. Readers find that reading publication is more flexible than watching or listening to broadcast because they can stop and re-read, read sections out of

**Assignment Set – 2**

**4. Explain Sales Management Strategies in detail, include the suitable examples to support your answer.**

**Ans:** A sales strategy consists of a plan that positions a company's brand or product to gain a competitive advantage. Successful strategies help the sales force to focus on target market customers and communicate with them in relevant, meaningful ways. Sales representatives need to know how their products or services can fill customer needs and expectations. A successful sales strategy conveys this so that

**5. Discuss the concept of Personal Selling. Detail the objectives of Personal Selling.**

**Ans:** Personal selling can be defined as an oral communication with the potential buyers of a product with the intention of making a sale. It may focus initially on developing a relationship with a prospect, but ultimately ends with an attempt to

**6. Write a detailed note on types of Sales Organization Structures, include suitable examples to support your answer.**

**Ans:** If sound practices are followed in setting up the sales department, the resulting structure takes on features of one or more of four basic types: line, line & staff, functional and committee. The grouping of activities into positions and the charting of relationships of positions causes the organization to take on