**SESSION AUG/SEP 2022**

**PROGRAM BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

**SEMESTER III**

**COURSE CODE &amp; NAME DBB2105 – ADVERTISING AND SALES**

**Assignment Set – 1**

**1. Explain the concept of Advertising while having some light on the history of the Advertising. Also, to detail five basic components of Advertising.**

**Ans:** "Advertisingis the non-personal communication of information usually paid for, and usually persuasive in nature about products, services or ideas by identified sponsors through the various media to reach broad audiences

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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 team in identifying the best communications strategy. The

**3. Detailed the Print Advertising. Further to explain the various 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

**Assignment Set – 2**

**4. Discuss the Sales Management Strategies in detail, while explaining 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

**5. Explain the concepts 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 close the sale.

Personal selling is one of the

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

**Ans: Following are the four basic types of sales organization structures:**

1. Line sales organization

2. Line and staff sales organization

3. Functional sales organization

4. Committee sales