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| **SESSION** | **MARCH 2023** |
| **PROGRAM** | **BACHELOR of business administration (BBA)** |
| **SEMESTER** | **III** |
| **course CODE & NAME** | **DBB2105 – ADVERTISING AND SALES** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 Marks each** |

**Assignment Set – 1**

**1. Define Advertising along with the history of the Advertising. In extension to the same write five basic components of Advertising.**

**Ans 1.**

**Advertising:**

Advertising refers to the communication of a message or promotion by a company, organization, or individual, typically through various media channels, with the aim of reaching and influencing a target audience to take a specific action, such as purchasing a product or service, supporting a cause, or changing their perception or behavior.

Advertising is the non-personal communication of information usually paid for, and usually persuasive in nature about Its Half solved only

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**2. Discuss Hierarchy-of-Effects Model of advertising in detail.**

**Ans 2.**

**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 model suggests that a consumer or a business buyer moves through a series of six steps

**3. Detailed the Print Advertising. Explain the various Characteristics of the Print Media, also to include suitable examples to support your answer.**

**Ans 3.**

**Print Advertising**

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 order or move through the publication at their own speed. As the print message format is

**Assignment Set – 2**

**1. Define Sales Management along with various Strategies of the same in detail, also to add suitable examples to support your answer.**

**Ans 1.**

According to American Marketing Association (AMA), Sales Management includes “Planning, direction and control of personal selling, including recruiting, selecting, equipping, assigning, routing, supervising, paying and motivating as these tasks apply to the sales force”. It can most easily be defined as planning, implementing, and controlling personal contact programs designed to achieve sales and profit objectives of the firm. In addition to management of

**2. Detail the concept of Personal Selling. Also, to discuss the various objectives of Personal Selling.**

**Ans 2.**

**Concept of Personal Selling**

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 most important methods to contact the prospective buyer personally and to

**3. Explain various types of Sales Organization Structures, also to include suitable examples to support your answer.**

**Ans 3.**

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 structural form. The first two types (line and line & staff) are the most common. Functional and committee organizations are rare. Most sales departments have hybrid organizational