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| **SESSION** | **NovEMBER 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**

**Questions**

**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:** Advertising is a form of communication that aims to promote or sell a product, service, idea, or brand to a target audience. It is a strategic marketing activity designed to influence the behaviour, perceptions, or preferences of individuals, ultimately leading them to take a specific action. The

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

**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, and 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

**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 products or services can fill customer needs and expectations. A successful sales strategy conveys this so that the sales force spends time targeting right customers at

**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 organization

**1. Line**