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| **SESSION** | **April 2024** |
| **PROGRAM** | **BACHELOR of business administration (BBA)** |
| **SEMESTER** | **III** |
| **course CODE & NAME** | **DBB2105 – ADVERTISING AND SALES** |
| **CREDITS** | **4** |

**Assignment Set – 1st**

**Questions**

**1. Define Advertising along with the history of the Advertising. In extension to the same write 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 primary objectives of advertising include creating awareness, generating interest, and stimulating desired responses from the audience.

"Advertisingis the non-personal communication of information usually paid for, and usually

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**2. Discuss 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 becoming convinced to make a purchase.

**These six steps are as follows:**

**Awareness –** If most of the target audience is unaware of the object, the communicator’s task

**3. Detail Print Advertising. Explain the various Characteristics of the Print Media, also to 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 message format is less fleeting than broadcast and more concrete, people tend to spend

**Assignment Set – 2nd**

**Questions**

**4. Define Sales Management along with various Strategies of the same in detail, also to add 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

**5. Detail the concept of Personal Selling. Also, to discuss the various 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 most important methods to contact the prospective buyer personally and to persuade him or her to buy the products. It involves the use of a sales force to support a push strategy (encouraging intermediaries to buy the product) or a pull strategy

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

**Ans:There are 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 sales organization:**

The line sales organization is the oldest and simplest sales organizational structure. It is