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| **SESSION** | **JUL/AUG 2024** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **III** |
| **COURSE CODE & NAME** | **DBB2105 ADVERTISING AND SALES** |
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**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 1.**

**Concept of Advertising**

Advertising is a form of communication used by businesses, organizations, or individuals to promote their products, services, ideas, or causes. It is a paid, non-personal method of conveying messages to a targeted audience through various media channels such as television, radio, newspapers, social media, and the internet. The primary goal of advertising is to inform, persuade, and remind consumers about the offerings of a brand, ultimately

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**2. Write a detailed note on Hierarchy-of-Effects model of advertising.**

**Ans 2.**

**Hierarchy-of-Effects Model of Advertising**

The **Hierarchy-of-Effects Model**, introduced by Robert J. Lavidge and Gary A. Steiner in 1961, is a well-known framework in advertising that explains how advertising influences consumer behavior over time. This model describes the step-by-step process consumers go through, from becoming aware of a product to eventually making a purchase decision. It provides a structured approach to understanding and designing advertising campaigns by focusing on the progression of consumer responses. The model is widely used by marketers

**3. Discuss print advertising. Also, explain the characteristics of the press, include suitable examples to support your answer.**

**Ans 3.**

**Print Advertising**

Print advertising is one of the oldest and most traditional forms of advertising that uses printed media such as newspapers, magazines, brochures, and flyers to promote products, services, or ideas. Despite the rise of digital advertising, print media remains a popular choice for its tangible nature and ability to reach specific target audiences. Businesses use print advertising to convey detailed messages, build brand awareness, and establish credibility.

This form of advertising offers high-quality visuals, permanence, and a sense of authenticity

**Assignment Set – 2**

**4. Explain sales management strategies in detail, include the suitable examples to support your answer.**

**Ans 4.**

**Sales Management Strategies**

Sales management strategies are structured approaches used by organizations to achieve their sales objectives effectively. These strategies ensure that sales processes are aligned with the company’s goals while optimizing resources and improving performance. Effective sales management involves setting targets, managing sales teams, and monitoring performance to ensure success. Below are key strategies, supported by relevant examples.

**1. Setting Clear Sales Goals**

Clear and measurable goals provide direction and motivation for sales teams. For example, a

**5. Discuss the concepts of personal selling. Detail the objectives of personal selling.**

**Ans 5.**

**Concept of Personal Selling**

Personal selling is a direct form of communication where a salesperson interacts with potential customers to promote and sell a product or service. Unlike mass advertising, personal selling involves one-on-one interaction, which allows for personalized attention, addressing specific customer needs, and building strong relationships. It is particularly effective for complex products that require detailed explanations or customized solutions,

**6. Write a detailed note on types of sales organization structures, include suitable examples to support your answer.**

**Ans 6.**

**Types of Sales Organization Structures**

A sales organization structure refers to the framework used to organize a company’s sales efforts, ensuring that roles, responsibilities, and resources are allocated effectively to achieve business objectives. The structure determines how sales teams operate, report, and collaborate to meet organizational goals. Different types of sales organization structures are employed based on the company’s size, market, product portfolio, and target audience. Below are the