

**QUESTIONS BANK FOR  
BBA-V SEM PAPER CODE: BBA-504  
Sub: ADVERTISING AND SALES MANAGEMENT**

**Note:** Each Question Carry 2.5 Marks

- Q.1. What is advertisement?
- Q.2. Define the advertisement.
- Q.3. What is scope of advertisement?
- Q.4. Write the objectives of advertisement.
- Q.5. Write the main functions of advertisement.
- Q.6. Explain the types of advertisement.
- Q.7. What is the process of advertisement?
- Q.8. What is marketing mix?
- Q.9. What is the role of advertisement in marketing mix?
- Q.10. What is social aspect of advertisement?

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