

- Q.24 Explain perceived risk in detail.
- Q.25 What is guerrilla marketing, and how can it be applied in sales promotion?
- Q.26 Describe in detail the concept of attitude.
- Q.27 Explain in detail the promotion of sales force.
- Q.28 How does cross-promotion work, and how is it effective in sales promotion?
- Q.29 Discuss in detail the ethical considerations in sales promotion.
- Q.30 Write a detailed note on sales promotion budget.
- Q.31 What is meant by trade allowances & deal exchanges? Explain in detail.
- Q.32 Explain the importance of setting clear objectives in sales promotion.
- Q.33 How can businesses measure the effectiveness of their sales promotion efforts?
- Q.34 Discuss the potential disadvantages associated with sales promotion.
- Q.35 Discuss in detail the process of public relations.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 What do you mean by public relations? Explain in detail the process of public relations.
- Q.37 What do you understand by sales promotion? Write a detailed note on factors influencing sales promotion.
- Q.38 Write a detailed note on Attribution and Dissonance theories.

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5th Sem. / DBM, DBM (IPM)

Subject:- Sales Promotion and Public Relation

Time : 3Hrs.

M.M. : 100

SECTION-A

Note: Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 Which of the following is a potential disadvantages of sales promotion activities?
- Building long-term brand loyalty
 - Lowering profit margins
 - Enhancing brand reputation
 - Strengthening relationships with channel partners
- Q.2 Which of the following sales promotion techniques is most effective in encouraging repeat purchases?
- Coupons
 - Product bundling
 - Premiums
 - Sweepstakes
- Q.3 In sales promotion, the term "shelf talker" refers to:
- A discount offered at the checkout counter
 - A visual display placed on store shelves to draw attention to a product
 - A type of coupon distributed through email
 - A direct mail promotion sent to customers' homes
- Q.4 Which of the following is an example of a "pull" sales promotion strategy?
- Offering trade discounts to retailers
 - Distributing free samples to consumers
 - Providing sales training to the sales force
 - Running a trade show for industry professionals

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- Q.5 The use of limited time offers and countdowns in sales promotion is designed to:
- Encourage impulse purchases
 - Promote long-term customer loyalty
 - Build brand awareness
 - Strengthen supplier relationships
- Q.6 Which of the following is not a type of consumer sales promotion?
- Rebates
 - Trade shows
 - Loyalty programs
 - Price discounts
- Q.7 When a manufacturer provides incentives to encourage distributors or retailers to promote their products, it is known as:
- Consumer promotion
 - Trade promotion
 - Personal selling
 - Public relations
- Q.8 Which sales promotion technique is aimed at rewarding customers based on their cumulative purchases over time?
- Coupons
 - Sampling
 - Loyalty programs
 - Contest
- Q.9 Which of the following is a common tool used for measuring the effectiveness of public relations efforts?
- Customer surveys
 - Sales reports
 - Advertising budgets
 - Competitive analysis
- Q.10 When a company sponsors a local charity event and issues a press release about it, this is an example of:
- Community relations
 - Employee relations
 - Investor relations
 - Media relations

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Rebates require customers to pay the full price of a product initially and then receive a partial refund later. True/False

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- Q.12 In a "buy one, get one free" promotion, customers must purchase two items to receive the free product. True/False
- Q.13 Sampling is an effective sales promotion technique for introducing new products to the market. True/False
- Q.14 Trade allowances are discounts offered by manufacturers to consumers as an incentive to purchase their products. True/False
- Q.15 Sales promotions are primarily focused on building a long-term brand image and customer loyalty. True/False
- Q.16 Public relations activities are considered a form of sales promotion. True/False
- Q.17 Sales promotion strategies are not influenced by the product's life cycle stage. True/False
- Q.18 Cooperative advertisement involves manufacturers and retailers sharing the cost of advertisement. True/False
- Q.19 Public relations activities are typically geared towards maintaining positive relationships with the company's internal stakeholders only. True/False
- Q.20 Public relation professionals are not concerned with managing company's image or reputation. True/False

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 Discuss the role of social media in modern public relations strategies and how it has changed the way companies interact with the public.
- Q.22 Describe the role of publicity in conjunction with sales promotion.
- Q.23 Explain in detail the push strategies of sales promotion.

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