

- Q.26 Explain Bundle pricing as sales promotion tool.
 - Q.27 Explain odd pricing as sales promotional tool.
 - Q.28 Mention some technique of sales promotion.
 - Q.29 Discuss main disadvantages of sales promotion.
 - Q.30 Discuss 'pull strategy' of sales promotion.
 - Q.31 Write a short note on upselling.
 - Q.32 Discuss the factors that affect the sales promotion budget.
 - Q.33 Explain the term event sponsorship.
 - Q.34 Write a short note on price packs.
 - Q.35 What is negative publicity?

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.36 Explain all the factors that should be taken into consideration before designing sales promotion campaign.

Q.37 Explain the Consumer Decision Making Process in Detail.

Q.38 What are the roles of public relation in sales promotion? Discuss the main functions of public relation.

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Subject:- Sales Promotion & Public Relation

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Techniques to promote trade called as _____?
a) Trade Promotion b) Sales Booting
c) Sales Promotion d) None of these

Q.2 Objectives of sales promotion includes
a) Stock clearance b) Increase in sale
c) Minimization of loss d) All of these

Q.3 Sales promotional tools are _____
a) Discount b) Coupons
c) Both a & b d) None of these

Q.4 In this strategy company spent huge money on advertisement to attract new customers.
a) Push strategy b) Pull strategy
c) Both d) None

Q.5 This is not a promotional strategy
a) Push b) Pull
c) Hybrid d) Money Making

SECTION-B

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

- Q.11 Advertisement is a non-paid form of promotion
(True/False)

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- ## **SECTION-C**
- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. $(12 \times 5 = 60)$
- Q.21 Discuss any four main objectives of public relation.
 - Q.22 What do you understand by sales promotion?
 - Q.23 Explain 'push sales strategy' in short.
 - Q.24 Explain promotional budget in short.
 - Q.25 Mention characteristics of successful sales Manager.

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