

- Q.24 What do you understand with perceived risk in sales promotion?
  - Q.25 What is the role of Dissonance theories on the consumer decision making?
  - Q.26 Define term promotion for sales force.
  - Q.27 What is the objective of sale promotion budget?
  - Q.28 Write any five Characteristics of successful sale promotion.
  - Q.29 Define price packs.
  - Q.30 How coupons can be used as sale promotion technique.
  - Q.31 Explain buy back offers.
  - Q.32 What do you understand with event sponsorship.
  - Q.33 How public relations are used in sales promotion?
  - Q.34 What do you mean by public relations?
  - Q.35 Briefly describe 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 is the importance of sales promotion in today's marketing environment? Explain various sales promotion techniques with examples.

Q.37 Why research is important in Public relations? Briefly discuss various PR research techniques.

Q.38 Explain the different factors that affect the consumer decision making.

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**DBM ( IPM )**  
**Subject:- Sales Promotion & Public Relation**

Time : 3Hrs. M.M. : 100

M.M. : 100

## **SECTION-A**

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

- Q.1 Which among the following is a Pull Strategy?

  - a) Trade promotion
  - b) Consumer promotion
  - c) Sales force promotion
  - d) None of these

Q.2 If a company gives false message to the customers, it is known as

  - a) Obscene ads
  - b) Subliminal ads
  - c) Deception
  - d) None of these

Q.3 The plan that show time, date and frequency of an advertisement is

  - a) Media plan
  - b) Media schedule
  - c) Media time
  - d) Media space

Q.4 Point of Purchase Ads are also known as

  - a) In-store advertising
  - b) Built-in advertising
  - c) Green advertising
  - d) Stock advertising

Q.5 A sales person who has a customer relationship, selling products is said to be involved in:

- a) Direct selling  
 b) Customer value selling  
 c) Cross-selling  
 d) Link-selling
- Q.6 Which tool of the promotional mix consist of short-term incentives to encourage the purchase or sale of product or service?  
 a) Advertising      b) Public relations  
 c) Direct marketing      d) Sales promotion
- Q.7 The concepts of \_\_\_\_\_ suggests that the company must blend the promotion tools carefully into a coordinated promotion mix.  
 a) Public relations  
 b) Integrated market planning  
 c) Integrated marketing communications  
 d) Global cultural imperatives
- Q.8 Advertising aims at \_\_\_\_\_  
 a) Product selling      b) Marketing  
 c) Customer relation      d) Mass communication
- Q.9 Promotions that are aimed at intermediary in the distribution channel are known as  
 a) Trade promotions      b) Sales promotions  
 c) Consumer promotion      d) Sale force promotion
- Q.10 Which of the following promotional forms is often described as being too impersonal and only a one-way communication form?  
 a) Advertising      b) Personal selling  
 c) Public relations      d) Sales promotion

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## SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 Attitudes toward a brand result from a combination of \_\_\_\_\_ attitude-formation processes.
- Q.12 A strength of radio advertising is \_\_\_\_\_.
- Q.13 Marketers can enhance the consumers ability to access knowledge structures by \_\_\_\_\_.
- Q.14 The means by which the message is passed to the receiver is called \_\_\_\_\_.
- Q.15 A communications strategy which promotes heavily to end consumers is called \_\_\_\_\_.
- Q.16 A promotional campaign which promotes heavily to channel intermediaries is called :
- Q.17 What does AIDA stand for?
- Q.18 The idea that advertising only nudges people in a direction in which they were heading anyway is called:
- Q.19 At which point in the PLC would you expect the highest promotional spend to occur?
- Q.20 What is meant by the word “Cognitive”?

## SECTION-C

- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 What are the factors that influence the sale promotion?
- Q.22 Mention any five drawbacks of sale promotion.
- Q.23 What do you understand with push strategy?

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