

- Q.23 Discuss benefits of social media in publicity creation.
 Q.24 How to make the budget of promotional events.
 Q.25 Discuss the factors influencing sales promotion.
 Q.26 Enlist the benefits of sales promotion.
 Q.27 Write a short note on Trade Promotion.
 Q.28 Discuss the consumer decision making process.
 Q.29 Describe the characteristics of successful sales term.
 Q.30 Write a short note on public relation.
 Q.31 What do you understand by the buy back allowance?
 Q.32 Explain main functions of public relation.
 Q.33 Explain the advantages of publicity in short.
 Q.34 Mention some objectives of sales promotion of a growth oriented firm.
 Q.35 Describe various sales promotion strategies in short.

Section-D

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

- Q.36 Design a sales promotional campaign for a FMCG manufacturing firm also explain the objective of each activity included in your campaign.
 Q.37 Explain in detail various methods of determining budget for promotional expenditure.
 Q.38 Discuss some famous consumer oriented sales promotional tools in detail.

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**5th Sem., Branch : DBM, DBM (IPM)
Subject : Sales Promotion & Public Relation**

Time : 3 Hrs. M.M. : 100

SECTION-A

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

- Q.1 Use of group of techniques to boost short term sales is called as _____?
 a) Sales Technique b) Sale Booting
 c) Sales Promotion d) None of these
 Q.2 This is not an objective of sales promotion
 a) Setup new manufacturing unit
 b) Stock clearance
 c) Increase in sale
 d) Minimisation of loss
 Q.3 This is not a sales promotional tool
 a) Fee sample b) Discount
 c) Coupons d) Labelling
 Q.4 In _____ high spending on advertising and consumer promotion to build up consumer demand.
 a) Push Strategy b) Pull Strategy
 c) Both d) None

- Q.5 (Differentiate in design + Low cost) is _____ strategy?
 a) Hybrid b) Push
 c) Pull d) None of these
- Q.6 What is promotional campaign?
 a) A series of Events to boost sale for short time period
 b) A series of Events to boost sale for Long time period
 c) Both statements are right
 d) Both statements are wrong
- Q.7 Coupon is a _____.
 a) Selling Process b) Selling Technique
 c) Sales promotional tool d) None of these
- Q.8 CRM stands for _____.
 a) Customer Relationship Marketing
 b) Customer Relationship Management
 c) Consumer research market
 d) None of these
- Q.9 This is an objective of public relations
 a) Price b) Place
 c) Production d) Promotion
- Q.10 Which selling strategy a firm use for long term business plan.
 a) Hybrid b) Push
 c) Pull d) None of these

Section-B

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

Select True/False and fill right word in blanks

- Q.11 Pull strategy is related with _____ (Sales/Place)
- Q.12 Reduction in _____ (Price/Cost) of a product for short span of time is sales promotion.
- Q.13 Promotional mix includes sales promotion, personal selling, advertising and publicity. (True/False)
- Q.14 The basic objective of sales promotion is to encourage the producer. (True/False)
- Q.15 Sales promotion is also applicable in service sector. (True/False)
- Q.16 Sales Promotion and trade promotion are same. (True/False)
- Q.17 Merchandise allowance is a Trade Promotion Technique. (True/False)
- Q.18 Free coupon is a tool of sales promotion. (True/False)
- Q.19 Sales promotion includes _____ (High Price/Low Price)
- Q.20 Gift is an example of sales promotion. (True/False)

Section-C

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

- Q.21 Find out differences between advertisement and publicity.
- Q.22 Suggest some tools to run promotional campaign through social media.