

- Q.24 How do coupons work as a sales promotion technique? Explain in detail.
- Q.25 What are point-of-purchase (POP) displays, and how do they impact consumer?
- Q.26 Explain the term "rebates" and how they incentivise consumer purchases.
- Q.27 What is the significance of trade allowances in trade promotions? Explain in detail.
- Q.28 Define the term "loyalty programs". Explain their role in sales promotion.
- Q.29 How does sampling contribute to sales promotion efforts? Explain in detail.
- Q.30 How do contests differ from sweepstakes in sales promotion?
- Q.31 Explain in detail the concept of "testimonials and reviews" as a sales promotion technique.
- Q.32 What is meant by the term "cooperative advertising" in sales promotion? Explain in detail.
- Q.33 Discuss the importance of aligning sales promotion efforts with product life cycle.
- Q.34 Explain in detail the impact of price discounts on sales.
- Q.35 Write a detailed note on the importance 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 understand by consumer price perception? Also explain consumer decision making.
- Q.37 What do you understand by sales promotion budget? Explain different approaches of sales promotion budget.
- Q.38 Define public relations. Explain in detail the importance of public relations.

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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 not a primary objective of sales promotion?
- Increase brand loyalty
 - Boost short-term sales
 - Enhance long-term sales
 - Encourage trial purchases
- Q.2 What type of sales promotion tool offers customers a specific amount of money off the regular price of a product?
- Coupons
 - Premiums
 - Contests
 - Samples
- Q.3 Which of the following is an example of a trade promotions technique?
- Price discounts to consumers
 - In-store demonstrations
 - Loyalty reward programs
 - Product bundling
- Q.4 In the AIDA model of buying process, which stage focuses on creating interest in the product or promotion?
- Attention
 - Interest
 - Desire
 - Action
- Q.5 When a company offers a "buy one, get one free" it is an example of which type of sales promotion?

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- a) Premium b) Price-based
c) Sampling d) Contest
- Q.6 Which of the following is not a common objective of trade promotions?
a) Increase retailer shelf space
b) Encourage retailers to carry the product
c) Reward and consumers for their loyalty
d) Improve relationships with distributors
- Q.7 Which promotion mix element is specifically designed to stimulate immediate buying action?
a) Advertising b) Public relations
c) Personal selling d) Sales promotions
- Q.8 Which of the following is an example of a point-of - purchase (POP) display?
a) A television commercial
b) A coupon in a magazine
c) A shelf display in a grocery store
d) A sponsored social media post
- Q.9 What is the main purpose of a press release in public relations?
a) To directly promote a product or service
b) To provide information to the media for potential news coverage
c) To engage with customers on social media platforms
d) To conduct market research
- Q.10 Which of the following is not a primary goal of public relations?
a) Building and maintaining relationships
b) Enhancing brand awareness
c) Maximising short-term profits
d) Managing reputation and image

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SECTION-B

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

- Q.11 Sales promotion primarily focuses on long-term brand building rather than short -term sales. (True/False)
- Q.12 Coupons are a form of sales promotion that can be used to encourage immediate purchases.(True/False)
- Q.13 Trade promotions are aimed at consumers to increase brand loyalty. (True/False)
- Q.14 The AIDA model stands for Awareness, Interest, Desire, and Action, in that order. (True/False)
- Q.15 Premiums are promotional items or gifts given away with a purchase. (True/False)
- Q.16 Trade promotions are targeted at channel partners. (True/False)
- Q.17 Point-of-purchase (POP) displays are typically used in personal selling but not in retail setting. (True/False)
- Q.18 Sales promotion is one of the elements of the marketing mix along with product, price, place, and promotion. (True/False)
- Q.19 Public relations is primarily focused on paid advertising and marketing efforts. (True/False)
- Q.20 Reputation management is an essential aspect of public relations, especially in the age of social media.

SECTION-C

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

- Q.21 Explain the concept of "media relations" in public relations and provide an example of how it can benefit an organization.
- Q.22 Explain the difference between consumer sales promotion and trade sales promotion.
- Q.23 Define the AIDA model in the context of sales promotion and explain its stages.

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