

- 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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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) Free 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

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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.

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