

- 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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5th Sem / Branch : DBM, DBM (IPM)

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

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- Q.6 Promotional campaign excludes this function
 a) Boosting of sales
 b) A series of Events to promote
 c) Manufacturing
 d) All of these
- Q.7 BOGO is a _____
 a) Advertising technique
 b) Sales promotional tool
 c) Selling process
 d) None of these
- Q.8 BOGO stands for _____
 a) Buy one, Give one b) Buy one, Get one
 c) Buy Own, Get Own d) None of these
- Q.9 Which sells strategy suitable for most of firm in general?
 a) Hybrid b) Push
 c) Pull d) None of these
- Q.10 Public relations involves _____
 a) News Article b) Social Media Posts
 c) Social Work d) All of these

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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- Q.12 _____ (Producer/Customer) is the main focus of sales promotion.
- Q.13 There is a low involvement of consumer in sales promotion scheme (True/False)
- Q.14 Sales promotion can be made in form of service and goods (True/False)
- Q.15 Extra quantity in same price is not a sales promotion technique (True/False)
- Q.16 Marketing activities that stimulate consumer is _____ (Sales promotion/ work promotion).
- Q.17 A mix strategy in sales named as _____ (Hybrid/ Focus)
- Q.18 Couponing is an example of _____ (Marketing/Sales) promotion technique.
- Q.19 The reduction in the price of a product for a short span of time is known as _____ (Sales/Market) offer.
- Q.20 Publicity is a paid form of promotion (True/False)

SECTION-C

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