

- Q.26 Give a brief overview on the trade promotion.
 Q.27 How will you evaluate the sales promotion budget?
 Q.28 What do you understand with sales promotion budget?
 Q.29 What do you mean by price deals?
 Q.30 What is the role of refunds in sale promotion?
 Q.31 What do you mea by sponsorship?
 Q.32 What do you mean by trade fairs?
 Q.33 What do you understand with public relations?
 Q.34 What is the importance of public relations?
 Q.35 Briefly explain the steps involved in the public relations.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
 Q.36 Explain the significance of public relations in an organization and brief the causes responsible for the Growth of public relations.
 Q.37 Give a detailed overview about sales budget. How a good sales budget can achieve the sales promotion objectives?
 Q.38 How sales promotion and consumer behavior are related to each other? Explain the attribution and dissonance theories in context of the same.

No. of Printed Pages : 4 186752-M/126752-M/
 Roll No. 073422/106754-M/106761-M

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

Time : 3Hrs. M.M. : 100

SECTION-A

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

- Q.1 The issues in pricing strategies includes.
 a) Predatory pricing b) Price fixing
 c) Deceptive pricing d) All of above
 Q.2 The geographical pricing strategy in which seller bears whole or portion of freight is classified as
 a) Flexible pricing
 b) Uniform pricing
 c) Basing point pricing
 d) Freight, absorption costing
 Q.3 The pricing strategy which combines prices of two or more products in a combo pack is classified as
 a) Segmented pricing b) Discount pricing
 c) Allowance pricing d) Product bundle pricing
 Q.4 The kind of pricing strategy which allow sellers to continuously adjust prices according to needs and characteristics of customers is classified as
 a) Face pricing b) Termed pricing
 c) Dynamic pricing d) International pricing
 Q.5 In the personal selling process the step which consists of identifying potential customers is classified as

(100) (4) 186752-M/126752-M/
 073422/106754-M/106761-M

(1) 186752-M/126752-M/
 073422/106754-M/106761-M

- a) Presenting quota b) demonstrating quota
c) Prospecting d) Qualifying
- Q.6 The kind of costs which is directly proportional to level of production are called
a) Total costs b) Overhead costs
c) Variable costs d) Fixed costs
- Q.7 The pricing strategy in which the prices of products are set according to perception of buyers rather than according to cost of seller is classified as
a) Competition based pricing
b) Discount and bonus pricing
c) Customer value based pricing
d) Cost based pricing
- Q.8 The advantages of audience selectivity, no ad competition and personalization apply to which type of media?
a) Newspapers b) Television
c) Direct mail d) Radio
- Q.9 Which of the following consumer promotion tools is the most effective, but most expensive, way to introduce a new product?
a) Coupons b) Price packs
c) Contests d) Samples
- Q.10 Despite its potential strengths, public relations is often described as:
a) Unethical business
b) Marketing stepchild
c) Corrupt practice
d) Cost drain that is not fruitful

(2) 186752-M/126752-M/
073422/106754-M/106761-M

SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 The way recipients of messages respond is called:.
- Q.12 What does VisCAP stand for?
- Q.13 Setting the budget by following on from what was spent in the past is called.
- Q.14 _____ are different graphic designs used to communicate a product, company or organization identity.
- Q.15 _____ is the process of creating a brand image that engages the heart and minds of customers?
- Q.16 _____ are advantages that allow a product to satisfy customer needs wants or desires.
- Q.17 The literal meaning of trademark is _____.
- Q.18 _____ manage company's brand and product line.
- Q.19 Who develops the verbal brand message?
- Q.20 _____ is container and conveyor of information.

SECTION-C

- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 List any five objectives of sales promotion.
- Q.22 Mention advantages of sales promotion.
- Q.23 What do you understand with pull strategy?
- Q.24 What do you understand with consumer price perception?
- Q.25 What is the role of attribution theories on the consumer decision making?

(3) 186752-M/126752-M/
073422/106754-M/106761-M