

- 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 : 3 Hrs. 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?

 - a) Increase brand loyalty
 - b) Boost short-term sales
 - c) Enhance long-term sales
 - d) 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?

 - a) Coupons
 - b) Premiums
 - c) Contests
 - d) Samples

Q.3 Which of the following is an example of a trade promotions technique?

 - a) Price discounts to consumers
 - b) In-store demonstrations
 - c) Loyalty reward programs
 - d) Product bundling

Q.4 In the AIDA model of buying process, which stage focuses on creating interest in the product or promotion?

 - a) Attention
 - b) Interest
 - c) Desire
 - d) 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 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

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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