

- Q.24 What do you understand with perceived risk in sales promotion?
- Q.25 What is the role of Dissonance theories on the consumer decision making?
- Q.26 Define term promotion for sales force.
- Q.27 What is the objective of sale promotion budget?
- Q.28 Write any five Characteristics of successful sale promotion.
- Q.29 Define price packs.
- Q.30 How coupons can be used as sale promotion technique.
- Q.31 Explain buy back offers.
- Q.32 What do you understand with event sponsorship.
- Q.33 How public relations are used in sales promotion?
- Q.34 What do you mean by public relations?
- Q.35 Briefly describe the process of public relations.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 What is the importance of sales promotion in today's marketing environment? Explain various sales promotion techniques with examples.
- Q.37 Why research is important in Public relations? Briefly discuss various PR research techniques.
- Q.38 Explain the different factors that affect the consumer decision making.

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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 Which among the following is a Pull Strategy?
- Trade promotion
 - Consumer promotion
 - Sales force promotion
 - None of these
- Q.2 If a company gives false message to the customers, it is known as
- Obscene ads
 - Subliminal ads
 - Deception
 - None of these
- Q.3 The plan that show time, date and frequency of an advertisement is
- Media plan
 - Media schedule
 - Media time
 - Media space
- Q.4 Point of Purchase Ads are also known as
- In-store advertising
 - Built-in advertising
 - Green advertising
 - Stock advertising
- Q.5 A sales person who has a customer relationship, selling products is said to be involved in:

- a) Direct selling
 - b) Customer value selling
 - c) Cross-selling
 - d) Link-selling
- Q.6 Which tool of the promotional mix consist of short-term incentives to encourage the purchase or sale of product or service?
- a) Advertising b) Public relations
 - c) Direct marketing d) Sales promotion
- Q.7 The concepts of _____ suggests that the company must blend the promotion tools carefully into a coordinated promotion mix.
- a) Public relations
 - b) Integrated market planning
 - c) Integrated marketing communications
 - d) Global cultural imperatives
- Q.8 Advertising aims at _____
- a) Product selling b) Marketing
 - c) Customer relation d) Mass communication
- Q.9 Promotions that are aimed at intermediary in the distribution channel are known as
- a) Trade promotions b) Sales promotions
 - c) Consumer promotion d) Sale force promotion
- Q.10 Which of the following promotional forms is often described as being too impersonal and only a one-way communication form?
- a) Advertising b) Personal selling
 - c) Public relations d) Sales promotion

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SECTION-B

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

- Q.11 Attitudes toward a brand result from a combination of _____ attitude-formation processes.
- Q.12 A strength of radio advertising is _____.
- Q.13 Marketers can enhance the consumers ability to access knowledge structures by _____
- Q.14 The means by which the message is passed to the receiver is called _____
- Q.15 A communications strategy which promotes heavily to end consumers is called
- Q.16 A promotional campaign which promotes heavily to channel intermediaries is called :
- Q.17 What does AIDA stand for?
- Q.18 The idea that advertising only nudges people in a direction in which they were heading anyway is called:
- Q.19 At which point in the PLC would you expect the highest promotional spend to occur?
- Q.20 What is meant by the word “Cognitive”?

SECTION-C

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

- Q.21 What are the factors that influence the sale promotion?
- Q.22 Mention any five drawbacks of sale promotion.
- Q.23 What do you understand with push strategy?

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