6. What are the functions of sales promotion?

5. What do you understand by promotion? Explain with examples – comment.

4. Marketing mix? What is marketing mix? What are the elements of marketing mix?

3. The buyer - comment.

2. Effective sales promotion is dependent upon excellent communication between the seller and the buyer – comment.

1. Define advertising. Explain its objectives.

Answer any FIVE questions out of the following.

PART A - (5 x 6 = 30 marks)

Maximum: 100 marks

Time: Three hours

(2012-2013 Batch onwards)

RETAIL SALES TECHNIQUES AND PROMOTIONS

Retail Management

Fourth Semester

DECEMBER 2014/ JANUARY 2015

M.B.A. DEGREE EXAMINATION

MBRM 4002
7. What is media strategy and its different media strategy?

8. Explain the sales promotion strategy.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.


10. Explain the choice of advertising media strategy.

11. Describe the role of promotion in marketing.

12. "Promotional tools vary in their cost effectiveness at different stages of buyer readiness". Do you agree? Explain.

13. Explain the reasons for growing use of sales promotion in recent years.

14. Describe the sales promotion schemes at consumer level.

15. Detail the types of promotion techniques for two wheeler products in your home state.

16. Explain steps involved in introduce new products development.

PART C — (1 × 20 = 20 marks)

Compulsory.

Case study:

17. Deepan and Co. Manufactures a new variety of cleaning solution. They will be competing with two other companies which are presently running their promotional campaigns. One was offering a summer holiday at simla and the other had attached small sponge to each of the cans.

Mr. Deepan, the Director of this Company called the marketing manager for a discussion to know whether promotional campaigns of others are effectives. These days, a lot of products seem to be promoted in one way or the other.

In view of the fact that Deepan and Co. Is also likely to launch its new product shortly, Mr. Deepan wanted to know whether his marketing department have considered using a promotion to help get the thing off the ground.

Questions

(a) Do you feel a promotional campaign is required?

(b) What type of promotional campaign you will recommend?

(c) Analyse the merits and demerits of the available choices and recommended.