10. What are the factors that influence sales promotion of consumer goods?

9. Describe IMC approach for promoting consumer products. Answer any five questions out of eight questions. (5 x 10 = 50 marks)

PART B - (5 x 10 = 50 marks)

8. Give a note on different types of price promotions.

7. Explain the role of promotions in introducing new products.

6. State the objectives to stimulate repeat sales.

5. Explain push and pull strategies in logistics and supply chain management.

4. What are the major elements of promotion mix?

3. Explain the importance of customer loyalty.

2. How to determine the campaign budget.

1. State the objectives of advertising.

PART A - (5 x 6 = 30 marks)

Maximum: 100 marks

Time: Three Hours

M.B.A. DEGREE EXAMINATION, JUNE 2014

MBM 4002

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(a) What kind of promotion tools do you suggest

(b) What is HDC bank to expand its customer

employed by HDC bank

marketing elements in the promo

Which marketing budget is allocated to promo.

year, and therefore, a large percentage of the

This plan has resulted in very positive outcome.

These promotions are conducted based on

Mr. Keeler, president of the company said, “These

and our high-profile customers, said Mr. Keeler.

HDFC as a one-stop financial supermarket,

HDFC was a one-stop financial supermarket,

The bank has also tied up with business leaders, to

The 10,000 copies of the brochure would be
distributed across cities to

personalized messages about our various products to

the kids Advantage account. Besides

promotion of the kids Advantage account. Besides

competition will be held on wildlife across cities to
11. Explain the meaning and importance of CRM.
12. Discuss about retail sales promotion strategies.
13. Elaborate on the importance of advertising as an integral part of marketing and promotion mix.
14. Write a short notes on
   (a) Rebates
   (b) Coupons
15. Describe joint promotion and state its guidelines.
16. Describe about the different types of retailer promotions.

PART C — (1 x 20 = 20 marks)

Case Study — Compulsory

17. HDFC bank is the second largest private banking sector in India having 2,201 branches and 7,110 ATM's spread over 1,174 cities in India and has more than 800 locations to serve customers through Telephone banking. HDFC ATM cards is the most preferred card for shopping and online transactions as it is compatible with all domestic and international Visa/Master card, Visa Electron/Maestro, Plus/cirrus and American Express. HDFC has received "Best Bank" award from various financial rating institutions like Dun and Bradstreet, Financial express, Euro money awards for excellence, Finance Asia country awards.

The focus of banks has shifted from the largest ATM network to the fastest ATM. HDFC ATM's allow the customers to store their favourite transaction and then give quick access to that transaction with a favourite button rather than going thru multiple screens every time and thus helps in 40% faster cash withdrawal. HDFC is communicating this benefit to the customers thru the "40% Faster ATM" advertisement series. The ATM ad is well positioned to fit with the HDFC Bank's tag line "We understand your world" by focusing on the real issues like parking problems that underscores the need for faster ATMs and thus delivers the message clearly that they care for their customers.

From doing cross-selling exercises to organizing school-level painting competitions promotional activities are going to be the main focus of HDFC Bank's marketing strategy. Speaking to Business Line, Mr. Ajay Kelkar, Vice-President and Head, Marketing, HDFC Bank, said, "We are looking at positioning HDFC as a one-stop financial supermarket and the objective of the promos is not just acquisition of new customers, but we are also looking at creating product awareness, enhancing usage and also providing value-adds to our customers to reward them for their faith and loyalty." The first promo is titled Wheels of Fortune. This promo is targeted at all those customers who avail a personal loan, car or two-wheeler loan. There will be a lucky draw at the end of the promo and the winners would get exotic prizes. For children, a school-level painting