

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 6141

G

Unique Paper Code : 62417503

Name of the Paper : Sales Promotion and Public Relations

Name of the Course : B. A. (Prog)

Semester : V

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt all questions.
3. All questions carry equal marks.

1. Define Sales Promotion, Publicity, and Public Relations. Compare and contrast them with Advertising. (15)

P.T.O.

OR

(a) Discuss the nature and importance of sales promotion. (7)

(b) Differentiate among Advertising, Publicity and Public Relations. (8)

2. Distinguish between: (3×5=15)

(a) Samples and Premiums

(b) Refunds and Rebates

(c) Price Packs and Point-of-Purchase Displays

OR

Write short notes on the following: (3×5=15)

(a) Press Conferences

(b) Handouts and Leaflets

(c) Events Sponsorship

3. Salesforce feels the pulse of the market. Which promotional tools can be used to motivate the salesforce to give true feedback to the company?

(15)

OR

Discuss the major tools of Public Relations. Is there a requirement of marketing public relations? How can it be done?

(15)

4. What are the various ethical and legal issues involved in sales promotion and public relations?

(15)

OR

Describe how marketing managers need to implement and evaluate a sales promotion programme.

(15)

5. Which are the most commonly used consumer sales promotion tools on the digital media?

(15)

OR

P.T.O.

State the various trade promotion tools? How can we measure the impact of trade promotion tools? (15)