

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 6037

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. (a) Sales promotion supplements advertising and facilitates personal selling. Comment. (8)

P.T.O.

- (b) What are the three major forms of sales promotion?  
Elaborate. (7)

**OR**

- (a) Compare and contrast Advertising, Public Relations  
and Publicity. (8)
- (b) Discuss the nature and importance of sales  
promotion. (7)

2. Distinguish between: (3 × 5 = 15)

- (a) Refunds and Rebates
- (b) Games & Lotteries and Point-of-Purchase Displays
- (c) Coupons and Premiums

**OR**

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

- (a) Events Sponsorship

(b) Press Conferences

(c) Handouts and Leaflets

3. Discuss, in detail, the purpose and steps involved in evaluating a sales promotion programme. (15)

**OR**

Describe the various promotional tools used to motivate the salesforce of present times. (15)

4. Evaluate any five tools of Public Relations. Discuss the importance of marketing public relations. (15)

**OR**

What are the various ethical and legal issues involved in sales promotion and public relations? (15)

5. Why are many companies shifting their promotional strategies from traditional media to digital media? Discuss the role played by Internet with regard to sales promotion. (15)

6037

4

OR

Do you think trade promotion tools make an impact?  
Give arguments to justify your opinion. (15)