

AS-807

M.B.A. Semester-IV Examination
SALES PROMOTION MANAGEMENT

Paper- MBA/4201/M

Time : Three Hours]

[Maximum Marks : 70

Note :— (1) Attempt **all** questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) What is sales promotion Mix ? State different types of sales promotion tools and techniques. 14

OR

- (b) Discuss the nature, characteristics and importance of sales promotion and also explain the relevance of sales promotion in today's time. 14

SECTION—B

2. (a) Discuss the effects of sales promotion on consumer behaviour with suitable example. 7
(b) A popular brand of branded bakery product plans to offer a price discount to beat a new brand of milk which was recently launched with bakery product with milk at much lower price. What is your opinion ? What will be reaction of its buyers as far as quality perception of the said brand is concerned ? 7

OR

- (c) 'Dual promotion' are more effective than 'pull' or 'push' used alone. Discuss this statement. 7
(d) The Govt. of India declares a 50% discount on Khadi every year on 2nd Oct regularly. Do you feel such action creates deal prone customers ? Why ? 7
3. (a) Explain the various methods available to evaluate the sales promotion programme. 7
(b) Big Bazar offers a discount on its MRP of products on every festive season. This has been done for many years. What impact will this have on Consumers' behaviour in your opinion ? Why ? 7

OR

- (c) "Sales promotion has very short and quick impact on sales." Do you agree with the statement ?
How ? 7
- (d) A doll manufacturing company organized the fashion show for the girl children and their dolls.
The response was good. But the program was not successful in getting the on spot buying
of dolls by the girls. Why ? Explain. 7

SECTION—C

4. (a) Discuss steps involved in promotion planning process. 7
- (b) Explain the various approaches of sales promotion Budget. 7

OR

- (c) What parameters are taken into consideration while designing the promotional plan ? 7
- (d) "In business promotional planning plays an important role." Discuss. 7

SECTION—D

5. The mobile service providers are having cut throat competition in the market. The mobile service users market is becoming in India as the third largest market.

The main players in the market are Vodafone, Airtel, BSNL, Reliance, Tata Telecom, Idea & New Jio.

The revenues generated by these companies on calling is half the revenue generated because of the promotion schemes launched by these companies, various promotions schemes for prepaid and postpaid as well as free calling and internet use.

For prepaid - SMS (free) to Gift card of SMS and also various benefits, data usage and free calling. In post paid category various price related schemes and internet usage.

In the crowded market place the war is fought on the value added service and sales promotion schemes. Now Jio has captured the market by giving free calling as well as free data usage.

- (1) Analyse the case. 7
- (2) As a sales promotion analyst, comment on the efforts of these main companies for sales promotion. 7