

SECTION C

5. 'Johnson and Johnson' is a well known company for all kind of baby powder, oil, shampoo and lotions. J and J has enjoyed market leadership from last two decades in all its segments of baby products. J and J has also launched their other product Lines as cough syrups, sanitary pads and mouth wash. The whole product portfolio for J and J was enjoying the market leadership among their competitors' brands. All of their products were available in different sizes. So as to suit all class of customers who can afford.

During Last three years, company has faced problem of fall in their sales of baby items irrespective of heavy emphasis on advertisements and personal selling to doctors. Mean while there were rumors spread in the market, that use of J and J baby products might cause cancer to your baby.

The marketing Head Mr. Raghunathan has arranged emergency meeting and asked their marketing executive to come up with certain sales promotional strategies so as to gain their sales again.

Mr. Prasad, who is working with J and J from last 10 years as marketing executive has suggested to offer 'Price discount' up to 30% on all their baby products as well as special trade

Fourth Semester M. B. A. Examination SALES PROMOTION MANAGEMENT

Paper - MBA / 4201 / SM

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[Max. Marks : 70

SECTION A

1. (a) What is 'Sales Promotion' ? Describe how it differs from advertising and enlist the benefits of sales promotion to Marketers, Distribution channel and ultimately to the customer.

OR

- (b) Describe the various types of sales promotion tools and techniques with methods. Also explain the concept and applications of promotion mix. 14

SECTION B

2. (a) Explain how consumer decision - making model can be used for sales promotion. 7
- (b) A well known brand of men's apparels wants to introduce sales promotion scheme. One of

marketing manager has suggested to introduced 'buy two and get one free' scheme, where as, other was having opinion to give straight '40% discount'. Suggest the suitable offer in terms of economic viability. 7

OR

(c) Describe the economic theories of promotion. 7

(d) Mr. Prasad is a class one officer and he is having a strong belief that ; if any company offers any sort of sales promotion scheme e. g. discount, bye one get one free, on their product then those products are of inferior quality or substandard. As a marketing manager how will you tackle such kind of consumer perception ? 7

3. (a) Explain the approaches used for evaluating sales promotion experiment. 7

(b) 'Kellogg's' a brand of cereals wants to establish their market in India. They have given major emphasis on advertisements. Now they want to design certain sales promotional strategies for women of India. So suggest 2 different strategies. 7

OR

(c) Describe the impact of sales promotion on sales of a company. 7

(d) 'Kisan - Ketchup' wants to increase their useage at home by children as well as all family members. So which sort of sales promotion strategy will you suggest to Kisan ? Why ? 7

4. (a) Describe the sales promotion planning process. 7

(b) You have entered into the business of marketing health drinks for old age person in metro cities, where you have to compete with 'Red Bull' and Energizer, who are market leaders. What sort of sales promotion planning will you do for your product ? Justify your Answer. 7

OR

(c) Discuss the various approaches to sales promotion budgeting. 7

(d) 'Monte-Carlo' well known brand of winter wears wants to clear their stock. Suggest a promotional process to achieve this objective ? 7

promotion scheme should be launched for retailers so that they will push their product in to the market more aggressively.

Mr. Nitin, who has joined J and J last year as junior sales executive has suggested to offer "More on same Price" for their buyers and his justification for that was, giving price discounts has more monetary loss, as compared to more quantity. Another marketing executive Mr. Vijay who is having experience of 3 years in J and J has completely contrasting opinion than marketing head. He says we should not launch any type of sales promotion scheme as this will increase expenses. We must carry out certain activities specially for brand image building.

- (a) With whom do you agree and why ? 7
- (b) Considering you as one of the marketing executive for J and J prepare a plan for J and J in accordance with the case. 7



