

M.B.A. (Semester—IV) Examination
SALES PROMOTION MANAGEMENT
Paper—MBA/4201/SM

Time : Three Hours]

[Maximum Marks : 70

Note :—(1) Attempt **ALL** questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) Explain the term “sales promotion” ; differentiate between consumer sales promotion and trade sales promotion with suitable examples. 14

OR

- (b) What are the various elements of “Promotional Mix” ? How sales promotion is different than advertising and publicity ? Explain with the help of suitable examples. 14

SECTION—B

2. (a) How consumer behaviour studies help to design sales promotion techniques ? Explain with suitable examples. 7
- (b) A well known reputed brand in tea, “Brookbond” is offering 20% price discount on purchase of 1 kg pack for limited period, whereas to counter the sales local brand in tea offers cup and saucer free on purchase of 1 kg tea. According to you for which brand the consumer preferences will get more ? Justify your answer. 7

OR

- (c) Does sales promotion make consumer less brand loyal ? Explain with example. 7
- (d) Coming Summer — 2018 “Lakme” brand wants to introduce sales promotion tool for its “sunscreen lotion”. Which tool company should select in order to increase consumer preference for the brand ? Why ? 7

3. (a) Explain the process of designing sales promotion plan. 7
- (b) "Vardhaman" is well known brand for winter wools collections. In coming Winter 2018, they want to launch new "Jerkins" in the market. How the company should proceed for sales promotion planning ? Justify. 7

OR

- (c) What is sales promotion budget ? Explain any two approaches of sales promotion budget used by manufacturer. 7
- (d) "ABC" is a bathing soap of reputed company, which is at the declining phase of its life cycle. Prepare a sales promotion plan for "ABC". 7

SECTION—C

4. (a) How the sales of the company get affected through sales promotion ? State with the help of suitable examples. 7
- (b) How will you evaluate sales promotion scheme of "Domino Pizza" buy one get one free in consumer's point of view ? 7

OR

- (c) State the reasons for growing impact of sales promotion on increase in sales. 7
- (d) Explain the positive and negative impacts of sales promotions with suitable examples. 7

SECTION—D

5. Kentucky Fried Chicken or KFC has been a late entrant in the Indian market. Even though it has a unique offering with "Crispy Chicken", it faces stiff competition in the fast food segment from organized players like McDonalds which competes with its range of value meals and Dominos which is symbolized by its 30-minute delivery of Pizza. In fact, in all major markets across the globe, KFC competes with these two companies. Both the brands have looked at catering their product offerings suited to Indian tastes.

KFC has also included items such as Rizo (Rice) which is served only in South East Asian countries. The company is owned by Yum Brands ! and has several licensees in India including KFC Malaysia with Kolkata forming a major sourcing destination.

More than 50% of KFC's sales and profits used to be generated from the Chinese market. However, the 2012's food scandal in China has affected the KFC adversely, thereby emphasizing the need to grow in other markets. India forms the perfect answer to this requirement with a young population and growing spending power.

- (1) Suggest a suitable sales promotion strategy KFC should design to gain large portion of market share in India. 7
- (2) Discuss the strategic issues KFC should adopt in designing their sales promotion strategy. 7