

AT-1455

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) Define "Sales Promotion". Explain how it differs from advertising. Identify benefits of sales promotion. 14

OR

- (b) "Sales Promotion is the only promotion tool that can make use of 'Pull' and 'Push' strategy simultaneously." Discuss with example. 14

SECTION-B

2. (a) What do you mean by habitual buying behaviour ? 7
(b) A consumer wants to purchase Air Conditioner for a family having a four members. Describe the various stages of the buying process a consumer is likely to pass through. 7

OR

- (c) What is deal prone consumer ? In what aspects does it influence the consumer behaviour ? 7
(d) Explain how internet can be used for the distribution of various promotional offers such as samples coupons etc. Give suitable example. 7
3. (a) Discuss different approaches evaluating sales promotion schemes. 7
(b) Companies are using a variety of sales promotion techniques like "more for the same" or "extra-value-promotion". If your company is in garment manufacturing which technique would you find more suitable and why ? 7

OR

- (c) Explain pre-testing in the context of sales promotion evaluation. 7
(d) VLCC is introducing "Day and Night cream" to protect skin. It is distributing free samples through retailer's. How should the company plan to evaluate its free sample exercise ? Explain. 7

SECTION-C

4. (a) "Coupons can be used to accomplish many promotional objectives." Discuss. 7
(b) Discuss steps involved in retailers promotion planning process. 7

OR

- (c) Explain the concept of trade dealing. 7
(d) Distinguish between trade sales promotion and consumer sales promotion. 7

SECTION-D

5. After introducing popcorn and sundrop cooking oil, ITC Agrotech launched wheat flour (Atta) under the brand name Healthy World priced at Rs. 30/- for 1 kg. Pack. Healthy world comes in packs ranging from 500 gm to 5 kg. ITC claims that they spent one year on R&D, before launching healthy world benchmarking it against national players like HUL's (Annapurna pillsbury). They have taken care of all the variants such as softness, taste, colour and texture in their product.

Our research revealed that the preferences in the North and South of India differ distinctly in all parameters of atta– Informs Marketing managers, consumers in South are more receptive to branded after North leads in after consumption where average monthly household consumption is 28 kg as against 4 kg. In the South ITC decided to use same sales promotional tools for overall Indian market to increase their consumption. One of the promotional manager Mr. Alok is not continued with the idea as he says each region has different consumption pattern in terms of liking, usage. So we should use different promotional strategy for different region's. On other side, Miss Swati Singh, Marketing Manager suggest that they will use ideal promotional tool which will suit to regions of India.

- (a) With whom do you agree and why ? 7
(b) Prepare sales promotion plan for ITC in accordance with the case. 7