

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

Time : Three Hours]

[Maximum Marks : 70

N.B. :— (1) Attempt **ALL** questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) Discuss the factors which makes sales promotion different from other marketing tools. Discuss with examples. 14

OR

- (b) What is sales promotion ? Discuss its importance and scope in present scenario with examples. 14

SECTION—B

2. (a) What do you mean by "Deal Prone Consumers" ? How do they affect sales promotion activities and vice-versa ? 7
- (b) Two class one officer of state government who are friends, discussing the price discount given on A.C. one of them refused to buy the A.C. on discount saying it would be against his status. How will you persuade the class one officer status consumer to buy your A.C. ? 7

OR

- (c) Discuss the effect of sales promotion on consumer behaviour. 7
- (d) 'Amazon' wants to increase sale and promote its sales by 25 %, which sales promotion tool will you suggest and why ? 7
3. (a) "Sales promotion has very short and quick impact on sales." Do you agree with the statement ? Explain. 7
- (b) 'Patanjali Aata Noodles' wants to increase their usage, targetting the family members from the age group of 5 to 35 years. Which sales promotion strategy you will suggest for Patanjali ? Why ? 7

OR

- (c) Explain Pre-testing in the context of sales promotion evaluation. 7
- (d) Brand A of a health drink offers a price discount. Brand B however offers a cricket bat free. Evaluate both the promotion schemes from the point of view of consumer. 7

SECTION—C

4. (a) Explain the importance of sales promotion budgets for any organisation. 7
(b) Explain the process and importance of designing sales promotion plan. 7

OR

- (c) Explain the pre-testing approach in context with sales promotion planning. 7
(d) Explain any two methods for formulating the sales promotion budget with each suitable examples. 7

SECTION—D

5. In 2014, Reebok launched a marketing campaign to bring fans closer to India's highly popular 'Pro-Kabaddi' – a little too closer.

Are the 20 team's members donated their blood, which was thereby mixed into the ink used to make posters of the team. The poster was given to fans who bought 7000/- each. All Jersey made by Reebok each of the 8000 posters comes with a certificate of authenticity.

The promotion was done through advertising on radio, outdoor and online media. The objective of the campaign was to create an emotional bond between the 'Pro-Kabaddi' squad and their fans and grow sales of all apparel by 15 %. It ended up with total sell out of all posters and 24 % increase in sales.

- (a) Analyse the case.
(b) Discuss the strategic issue Reebok adopted in designing their sales promotion strategies.

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