

RENAISSANCE COLLEGE OF COMMERCE & MANAGEMENT
B.COM VI SEM.
SUBJECT: SALES PROMOTION & PUBLIC RELATIONS

Short questions

1. Define trade promotion and consumer sales promotion.
2. What are the objectives and importance of sales promotion?
3. Explain POP and display material .
4. What do you understand by sales demonstration?
5. Explain the role of samples in promoting sales.
6. Distinguish between publicity and public relation.
7. Write short notes on
 - a. Rebate
 - b. Coupons
 - c. Value packs
8. What do you mean by News Releases and Media Kits.
9. Write a short note on existence of ethical practices of sales promotion.
10. Discuss Public Service Activities.
11. Discuss the Role of Promotion in marketing.
12. What do you understand by marketing mix? Explain.
13. In an economy of shortage, how sales promotion devices can be used successfully? Explain.
14. What promotion techniques are used for consumer promotion? Explain.
15. What are objectives of export sales promotion?
16. What are the tools used for promotion of industrial products?
17. .Describe the sales data method and consumer survey method of evaluation of sales promotion programme.
18. What do you mean by Consumer Sweep-stake?
19. What is the meaning of 'Gifts offers', Fashion Shows, Sales Convention, Trade Affairs?

Long question

1. Discuss various aspects of publicity and public relations in detail.
2. Explain Consumer Sales Promotions and their influence on buying decision.
3. Describe the methods of distributing premiums to consumers to promote sales.
4. What do you mean by sales force promotion? Discuss the methods.
5. How does Patronage reward and contest effect sales figures.
6. What is the influence of Trade shows and exhibitions while deciding the sales promotion strategies .
7. Discuss the Process of finalizing Major Decisions in sales promotion.
8. Discuss the Major tools of PR News Speeches, Special events, handouts and leaflets, public service activities.
9. Discuss in detail Ethical and local aspects of sales promotion and public relations.
10. Explain in detail the Pre-testing of sales promotion and Evaluation of Sales Promotion results.
11. Discuss in detail aspects in Establishment of sales promotion objectives, implementing and controlling the sales promotion.