

## U.G. 5th Semester Examination - 2020

### BBA

Course Code : **BBADSHT2 [DSE 2]**

Course Title : **Promotion Mix**

Full Marks : 40

Time : 2 Hours

*The figures in the right-hand margin indicate marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

1. Answer any **ten** questions of the following:

1×10=10

- a) Who are "Publics" in PR?
- b) What is IMC?
- c) What are the two main types of Retail segment?
- d) What is product mix?
- e) What do you mean by market logistic?
- f) Name two advertising appeals.
- g) What do you mean by Trade Promotion?
- h) What is Rebate?
- i) What is Brand Equity?

- j) What is surrogative advertisement?
- k) What is Co-branding?
- l) Give an example of Bonus Pack.
- m) Name four Advertising Medium.
- n) Define Vendor Support Programme.
- o) What is Trade incentive?

2. Answer any **five** questions of the following: 2×5=10

- a) Mention two basic differences between advertising and sales promotion.
- b) What is Advertising Budget?
- c) Name any five execution frameworks of Advertisement.
- d) What are the basic objectives of Trade Promotion?
- e) Differentiate between Rebates and Price off.
- f) What is sales territories?
- g) What do you mean by target audience?
- h) Explain Direct Marketing with an example.

3. Answer any **two** questions of the following: 5×2=10

- a) What are the Steps of Developing an IMC plan?
- b) "IMC approach increases the opportunities of

promoting any brand more effectively' –  
Comment.

- c) What are the steps of Personal Selling Process?  
Why does an Organization go for Personal  
Selling?

4. Answer any **one** question of the following :10×1=10

- a) Why corporate names and Brand logos are  
considered as an important element. Explain with  
proper example? Explain Corporate Image  
Component. 5+5
- b) "Trade promotion is an important aspect in  
business". – Discuss in this connection the  
objectives of trade promotion. What are the  
types of trade promotion? Discuss. 5+5
- c) Explain various types of Trade Promotion in  
details with proper example.

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