**MBMK02**

**Third Semester Master of Business Administration (Marketing),**

**Examination Aug/Sep-2015**

**Sales Promotion Management**

**Time:-3Hours** **Max. Marks: - 75**

**SECTION-A**

**Answer any five questions. (5\*5)**

1. Write a short note on Planning.
2. Define the Sharing Promotional Risks.
3. Clarify the role of sales executive as co-coordinator.
4. Give a brief introduction to the concept of Organization.
5. Define the term Loyalty-building.
6. Define the concept of Tailor-mades.
7. Enlist the different theories of selling.
8. Mention the Problems of Sales Promotion.

**SECTION-B**

**Answer any two questions. (10\*2)**

1. Explain the Strategic Approach.
2. Define Sales Promotion. Explain its chief objectives.
3. Discuss the reasons for increasing use of sales promotion.

**SECTION-C**

**Answer any two questions. (15\*2)**

1. Explain various Promotional Tools in detail.
2. What is joint Promotion? What are the different Planning Principles?
3. Explain the Sales Promotion schemes at Consumer’s level.