**MBMK02**

**Fourth 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. Enlist the different theories of selling.
2. What do you mean by Tactical Approach?
3. What do you mean by Sales Promotion?
4. Define the term Coupons.
5. Define Immediate Free Premiums.
6. Write a short note on Buyer-Seller Dyad and Reinforcement.
7. What do you mean by Planning?
8. Write a short note on Reconciling Business Goals.

**SECTION-B**

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

9. Explain Sales Promotion at Dealer’s Level.

10. What do you understand by Premium Promotions? Explain its various types.

11. How various schemes of Sales Promotion are designed? Specify the role of identifying

tasks and setting the objectives.

**SECTION-C**

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

12. Describe the Functions of Sales Promotion.

13. Describe the various types of joint promotion.

14. Explain the Limitations of Sales Promotion.