

BBA 6th Semester examination, 2021 (CBCS)

Subject: Promotion mix

Paper: SMM--- 6.2

TIME-3 hours

Full marks: 80

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

Group-A

Candidates are requested to answer any 6 questions.

6x5=30

1. What is marketing mix? Explain in brief the role of marketing mix.
2. Define advertising. Explain the objectives of advertising.
3. What is direct marketing? Elaborate on the various methods of direct marketing.
4. What are the principles of personal selling?
5. Explain in brief the concept of sponsorship and event management?
6. What are the various types of consumer promotion? Elaborate with the help of suitable example.
7. What is co-branding? Explain in brief.
8. What is the nature and objectives of trade promotion?

GROUP-B

Candidates are requested to answer any 5 questions.

5X10=50

9. Define IMC. Discuss the process of Integrated Marketing Communication in detail.
10. What is an advertising budget? Discuss the various methods used for the advertising methods.
11. What is sales promotion? Explain the various sales promotion techniques used by a tour and travel company to promote its domestic and international tour.
12. What is public relation? Explain the tools of public relation.
13. Discuss the factors influencing the selection of an advertising agency. Explain the various services provided by advertising agency to its clients.

14. What is brand management? Elaborate the concept of brand equity and extension.

15. What is personal selling? Explain the steps in personal selling process.