



**WEST BENGAL STATE UNIVERSITY**  
B.A./B.Com. Honours 3rd Semester Examination, 2021-22

**ASPACOR06T-ADVERTISEMENT AND SALES PROMOTION (CC6)**

**SALES PROMOTION**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.  
All symbols are of usual significance.*

**GROUP-A**

**Answer any five questions from the following**

2×5 = 10

1. Define Sales Promotion.
2. Mention two reasons for carrying out sales promotion.
3. What is the role of sales promotion in marketing?
4. What do you mean by timing of promotion?
5. Point out two important trade oriented sales promotion tools.
6. Mention two important sales force oriented sales promotion tools.
7. What do you mean by premium plan?
8. Define the term “presentation and demonstration”.
9. What is Patronage?
10. What is a trade fair?
11. What do you mean by frequency?
12. Give an example of trade discount.
13. How does an exhibition help in promotion?
14. What is trade display?
15. Give an example of specialties and novelties.

**GROUP-B**

**Answer any four questions from the following**

5×4 = 20

16. Discuss the features of sales promotion.
17. Point out the limitations of sales promotion.
18. Highlight four important consumer oriented sales promotional tools.

19. Write a short note on “contest and sweepstakes”.
20. Write a short note on “Exhibition and Fashion shows”.
21. Write a short note on Sales force oriented Sales Promotion.
22. Discuss the concept of consumer price perception.
23. What are the factors to be considered in deciding the rate of discount to be offered?
24. What is “Point of Purchase” display?
25. Write a short note on “duration and frequency of sales promotion”.
26. Mention the advantages of sales promotion.
27. Write a short note on Classical Conditioning Theory.

**GROUP-C**

**Answer any two questions from the following**

10×2 = 20

28. Elaborate the different types of trade oriented sales promotion tools.
29. Discuss about the sales promotion planning guidelines.
30. Enunciate the nature and importance of Sales Promotion.
31. Enumerate the different types of sales force oriented sales promotion tools.
32. Give a layout of implementation of pre-testing methods during Sales Promotional Programme.
33. Elucidate the legal and ethical aspects of sales promotion.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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