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MBA (FT)

**Paper F -3207**  
**Sales Promotion Management**

(Admissions of 1998 and onwards)

Time : 3 hours

Maximum Marks :70

(Write your Roll No. on the top of immediately on receipt of this question paper).  
Attempt any **seven** questions. All questions carry equal marks.

1. What is the relevance of sales promotion in the overall marketing strategy of a company engaged in consumer durables/non durables? What would be the strategic difference in the overall marketing plans for a market like India when compared with a mature market?
2. How do the consumer's price perception and risk perception relate to sales promotion? Explain with examples.
3. There is a multinational company dealing in snack food with a national market share of 53% in potato chips. The market share is spread evenly across the country. Based on it's consumer research the company sees great potential in the Indian market with a new variant it has discovered. What promotion strategy should it adopt for successful consumer response? Based on it's international experience the company is of the view that the target group of consumers are consuming only one third when compared with a similar country with equivalent income levels. What promotion strategy should it adopt for increasing the depth of consumption? Please give clear rationale for choosing the activities suggested in both cases.
4. What sales promotion strategy would you recommend in the following situations? Explain.
  - Launch of new brand in the oral care category
  - Encourage repeat purchase for the brand in the ketchup category
5. Outline the main methods of sales promotion budget allocation? Which one is most appropriate? Explain.
6. A leading FMCG company is seeing its premium brand lose share to a low price competitor. What are the various sales promotion options? Which one would you recommend? Explain.
7. Discuss how a deal prone consumer is likely to behave in case of expensive and routinely purchased low- cost products.
8. Discuss in brief the impact of sales promotion on:
  - (a) Brand Switching
  - (b) Category Expansion
9. 'Sales promotion should be adequately planned and timed'. In the light of this, discuss the importance of evaluating sales promotion programme.