

Department of Management Studies

MBA. Mid Question Bank (R23 Regulation)

Academic Year: 2024-25

Semester: III

Subject Name: SALES AND PROMOTION MANAGEMENT (22MB321PE)

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PART-A

Q.No	Questions	Marks	BL	CO	Unit No
1	Write the primary goal of promotion in marketing.	2M	L4	CO1	UNIT-I
2	Distinguish the promotion and advertising.	2M	L4	CO1	UNIT-I
3	How can sales promotions influence consumer behaviour?	2M	L4	CO1	UNIT-I
4	What is the main objective of advertising?	2M	L1	CO1	UNIT-I
5	What is personal selling?	2M	L1	CO1	UNIT-I
6	Explain briefly about primary goal of publicity in marketing.	2M	L2	CO1	UNIT-I
7	What is Misleading and deceptive advertising?	2M	L4	CO2	UNIT-II
8	What role does advertising play in introducing new products?	2M	L1	CO2	UNIT-II
9	What is the role of advertising in competitive markets?	2M	L1	CO2	UNIT-II
10	Explain the Visualization of Advertising.	2M	L2	CO2	UNIT-II
11	What is meant by advertising layout?	2M	L1	CO2	UNIT-II
12	What are the functions of layout?	2M	L1	CO2	UNIT-II
13	Explain the importance of sales management.	2M	L1	CO3	UNIT-III
14	Write about Different types of selling.	2M	L2	CO3	UNIT-III
15	What are the key components of a sales plan?	2M	L1	CO3	UNIT-III
UPTO MID-I					
16	Define the moving average method work in sales forecasting.	2M	L1	CO3	UNIT-III
17	What are the advantages of using market surveys for sales forecasting?	2M	L1	CO3	UNIT-III
18	Explain the purpose of a sales budget.	2M	L1	CO3	UNIT-III
19	What is the definition of sales promotion?	2M	L1	CO4	UNIT-IV
20	What Bait and Switch advertising?	2M	L1	CO4	UNIT-IV
21	How do sales promotions help in increasing sales volume?	2M	L4	CO4	UNIT-IV
22	What is the definition of personal selling?	2M	L1	CO4	UNIT-IV
23	How does personal selling allow for customized solutions for customers?	2M	L4	CO4	UNIT-IV
24	Briefly Explain the concept surrogate selling.	2M	L2	CO4	UNIT-IV
25	What is the definition of sales distribution?	2M	L1	CO5	UNIT-V
26	Write the difference between direct and indirect distribution.	2M	L2	CO5	UNIT-V
27	What is the primary purpose of distribution channels in sales?	2M	L1	CO5	UNIT-V

28	What is the role of wholesalers in the distribution process?	2M	L1	CO5	UNIT-V
29	Explain the direct and indirect distribution channels differ for consumer goods.	2M	L2	CO5	UNIT-V
30	How do distribution channels for rural markets differ from those in urban areas?	2M	L4	CO5	UNIT-V

PART-B

Q.No	Questions	Marks	BL	CO	Unit No
1	Explain the essential characteristics of direct marketing.	4M	L2	CO1	UNIT-I
2	What are the key decisions involved in developing a direct marketing campaign? Discuss how organizations choose the appropriate channel.	4M	L1	CO1	UNIT-I
3	What are the primary objectives of direct marketing campaigns, and how do these objectives differ based on the industry or organization? Discuss.	4M	L4	CO1	UNIT-I
4	Explain advantages of direct marketing for businesses compared to other forms of marketing.	4M	L2	CO1	UNIT-I
5	How can organizations develop a proactive PR strategy to manage their public image and respond to crises?	4M	L4	CO1	UNIT-I
6	Why is it essential to set clear and measurable objectives for marketing or PR programs? Discuss how SMART objectives can be applied to both direct marketing and public relations efforts to ensure success and alignment with organizational goals.	4M	L2	CO1	UNIT-I
7	How has the role of promotion evolved over the years in response to changing consumer behaviour and advances in technology?	8M	L2	CO1	UNIT-I
8	What is personal selling, and how does it differ from other forms of promotion in the marketing mix? Discuss the advantages of personal selling	8M	L4	CO1	UNIT-I
9	What is word-of-mouth (WOM) marketing, and how does it influence consumer behaviour?	8M	L1	CO1	UNIT-I
10	How does advertising help businesses establish brand identity and differentiation in competitive markets? Discuss	4M	L2	CO2	UNIT-II
11	Explain the role of advertising in modern consumer culture.	4M	L1	CO2	UNIT-II
12	How does the AIDA model help businesses design effective marketing campaigns? Discuss	4M	L2	CO2	UNIT-II
13	How do companies develop an advertising budget, and what factors influence budget allocation?	4M	L3	CO2	UNIT-II
14	What are the different types of advertising, and how do they vary based on their objectives, target audience, and media platforms? Discuss	4M	L1	CO2	UNIT-II
15	What are the merits and demerits of using print media for advertising? Discuss	4M	L1	CO2	UNIT-II
16	How does the DAGMAR approach improve the	8M	L2	CO2	UNIT-II

	measurability of advertising results? Discuss				
17	How do companies develop an advertising budget, and what factors influence budget allocation?	8M	L2	CO2	UNIT-II
18	What are the types of Media? Discuss the Merits and Demerits of each media.	8M	L2	CO2	UNIT-II
19	Explain the different types of selling, and how do they cater to different markets and customer needs.	4M	L2	CO3	UNIT-III
20	What is the Difference between selling and marketing? Discuss.	4M	L1	CO3	UNIT-III
21	How do we define and prioritize sales activities?	4M	L4	CO3	UNIT-III
MID-II Questions					
22	What are the key components of an effective compensation plan for sales or marketing teams? Discuss.	4M	L1	CO3	UNIT-III
23	What steps do we follow in our recruitment process?	4M	L1	CO3	UNIT-III
24	Explain the Different types of sales forecasting Methods.	4M	L2	CO3	UNIT-III
25	What is sales promotion Explain concepts and need.	4M	L1	CO4	UNIT-IV
26	Discuss the Personal selling vs advertising.	4M	L4	CO4	UNIT-IV
27	List out the types of sales Promotions.	4M	L3	CO4	UNIT-IV
28	Explain the sales promotions strategies.	4M	L2	CO4	UNIT-IV
29	What are the key stages of the product life cycle, Discuss.	4M	L3	CO4	UNIT-IV
30	Write the Meaning and Definition of Accounting	8M	L1	CO4	UNIT-IV
31	What are the main objectives of a cross-promotion strategy?	8M	L4	CO4	UNIT-IV
32	What are the key benefits of using surrogate selling for both sellers and buyers?	8M	L1	CO4	UNIT-IV
33	Explain the concept of Ethical and legal aspects of sales promotion.	8M	L1	CO4	UNIT-IV
34	What are the Different Types of Distribution Channels?	4M	L1	CO5	UNIT-V
35	Explain the Channels for Rural Market.	4M	L2	CO5	UNIT-V
36	What criteria should be used to evaluate the performance of channel members?	4M	L1	CO5	UNIT-V
37	Explain the Reasons for Channel Conflicts.	4M	L2	CO5	UNIT-V
38	What are the key factors to consider when designing a distribution channel?	4M	L1	CO5	UNIT-V
39	Explain the Channels for Consumer Products.	4M	L2	CO5	UNIT-V
40	Discuss the concept Retailers, Wholesalers, Franchisers.	8M	L4	CO5	UNIT-V
41	How to Managing International Channel of Distribution.	8M	L2	CO5	UNIT-V
42	Discuss the Ethical issues in Sales and Distribution Management.	8M	L3	CO5	UNIT-V