(4)

9. Write short notes on: (any two)   5×2=10

   (a) Coupons

   (b) Trade discounts and allowances

   (c) Advantages and disadvantages of sales

       promotion.

Roll No. _____

MS-3140

M.B.A. (M) (Semester-II) Examination, 2015

PUBLIC RELATIONS & S.P.

(M-022)

Time Allowed : Three Hours]   [Maximum Marks : 70

Note :   Answer five questions in all . Question No.1

         is compulsory. In addition, attempt one

         question from each of the four units.

1.   Explain in short the following concepts:

                                          3×10=30

     (a) Deal Proneness

     (b) Lobbying

     (c) Promotion Mix

     (d) The Press

     (e) Trade shows and Exhibitions

     (f) The Publics

     (g) Premium

(h)   Advertising Agency

(i)   Spiffs

(j)   Marketing Mix

Unit-I

2.   What is Public Relations? Which methods and techniques of PR are used by present day organizations?   10

3.   Discuss in short the factors affecting PR. Highlight the role played by PR officer. What qualities must be adorned by a PRO?   10

Unit-II

4.   Describe the interface of : $2.5 \times 4 = 10$

(a)   PR and Government

(b)   PR and Media

(c)   PR and Consumer

(d)   PR and Marketing

5.   Define Advertising. State the role of Advertising. Describe the 5M's of Advertising in detail.

10

Unit-III

6.   Define sales promotion and the types of sales promotion known which sales strategies are observed by the manufacturer and retailer? Discuss them briefly.   10

7.   How is consumer behavior influenced by sales promotions? Explain it using help of all the theories associated with sales promotions.

10

Unit-IV

8.   What are the steps involved in sales promotion planning process? Elucidate. How is retailers promotion different from manufacturer's promotion?   10