Third Year B. A. Examination
April/May – 2003
Advertising & Sales Management : Paper - XI
(Sales Promotion, Public Relations & Marketing Research)

Time : 3 Hours] [Total Marks : 70

Instruction : All questions are compulsory and carry equal marks.

1 Define marketing research and explain its uses for a firm and economy in detail.

OR

1 What do you know about primary and secondary data ? Explain their advantages and disadvantages.

2 While preparing a good research report which principles would you keep in mind.

OR

2 Define public relations and discuss the main functions performed by public relations department in a company.

3 Examine critically the elements of service marketing mix relating to a bank and how these are managed.

OR

3 What are the reasons responsible for development of service sector in an economy.

4 Being manager of a multinational company 'TOYOTA' manufacturing Cars, which methods would you like use for promotion of its sales.

OR

4 What is meant by Sales Promotion ? Explain the main objectives of it in detail.

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5  Write short notes on: (any two)
  (a) Shareholders and suppliers
  (b) Consumer contest
  (c) Lobbying and propaganda
  (d) Sampling
  (e) Intangibility and inseparability.