

2 ½ Hours

Total Marks : 75

INSTRUCTIONS:

1. Q1 is compulsory.
2. Q2 to Q5 have options within questions.
3. Draw a neat diagram along with examples wherever applicable.

Q1. Case Study

Protinex- Serving Nutrition for more than 65 years.

Protinex has consistently been delivering protein nutrition to its customers and is well known for its reliability. Having a reputation of providing good optimal nutrition, and ensuring the all-round development of people, it now wishes to relaunch itself by introducing different flavors in attractive packaging.

- a Analyze the situation and suggest various consumer-oriented sales promotion techniques the brand could apply while relaunching. (05)
- b Conduct a SWOT analysis for Protinex. (05)
- c Design a viral marketing campaign for launching new flavors of the protein shake. (05)

Q2. Answer the following

- a Discuss the various challenges faced in implementing sales promotion. (08)
- b Explain Push & Pull strategies? Discuss which strategy suits best for Dominos as a brand in India. (07)

OR

- c Discuss the factors leading to increase in sales promotion activities. (08)
- d Explain in detail any 3 psychological theories used by marketers during the sales promotion activities. (07)

Q3. Answer the following

- a Discuss the various Trade oriented sales promotion techniques that are used to influence retailers and traders. (08)
- b Elaborate on the various short-term effects of sales promotion? (07)

OR

- c Discuss the role of media and timing in the success of a sales promotion campaign. (08)
- d Explain the different strategies adopted for budgeting of sales promotion. (07)

Q4. Answer the following

- a "Big data- the secret weapon behind loyalty programs." Discuss. (08)
- b How can gamification drive towards customer loyalty programs? Support your answer with industry examples. (07)

OR

- c Design a sales promotion campaign for an upcoming brand of Holiday Club. Mention the target audience, positioning strategy & loyalty programs the club could use. (15)

Q5. Write Short Notes on (Any 3)

(15)

- a CFB v/s Non-CFB
 - b Influence of sales promotion on customer purchase.
 - c Sales meetings and Training.
 - d IMC Tools.
 - e Sales Promotion Traps
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