



**WEST BENGAL STATE UNIVERSITY**  
B.A./B.Sc./B.Com. Major Part-III Examination, 2020

**ADVERTISING SALES PROMOTION AND SALES MANAGEMENT**

**PAPER-ASPV-VI**

**SALES PROMOTION AND PUBLIC RELATIONS**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.*

**Answer any *three* questions taking *two* from Group-A  
and taking *one* from Group-B** 16×3 = 48

**GROUP-A**

**(SALES PROMOTION)**

1. What is Sales Promotion? Discuss its strength and limitations. 4+6+6
2. What do you mean by Consumer Orientation Sales Promotion? Distinguish between consumer orientation and trade orientation sales promotion. Discuss the major features of sales force oriented sales promotion. 4+6+6
3. Write short notes on: 4×4=16
  - (a) Premium plan
  - (b) Exhibition
  - (c) POP displays
  - (d) Demonstration.
4. Discuss about the different conventions of sales promotions. Discuss the various steps that are required for developing a sales promotional programme of a consumer durable product. 8+8
5. What do you mean by sales force oriented promotion? Discuss how sample distribution and trade shows help in promoting a product or service. 8+4+4

**GROUP-B**

**(PUBLIC RELATIONS)**

6. (a) Discuss about the reasons for the growing importance of sales promotion. 10+6  
(b) Discuss the similarities between Publicity and Public Relation.
7. Write short notes on: 4×4=16  
(a) News  
(b) Speeches  
(c) Special events  
(d) Audio visual tools of Public Relation.
8. Discuss the legal and ethical aspects of Public Relation. 10+6
9. (a) Discuss the various tools of Public Relation. 8+8  
(b) Write short note on Hand-outs and leaflets.
10. How does a company maintain its responsibilities towards the public's of a company? 16

**Overall Impression- 2 Marks**

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