



# INDIAN SCHOOL AL WADI AL KABIR

<b>Class: XII</b>	<b>Department: Commerce</b>
<b>Subject: Marketing</b>	<b>Part II– Subject Specific Skills</b>
<b>OTQs and DTQs</b>	<b>Chapter 4: Promotion</b>

Qt no.	OBJECTIVE TYPE QUESTIONS
1	Which activities are more focused on in-store activations and melas? a. ATL b. BTL c. ALT d. BLT
2	Which of the following is a limitation of cinema advertising? a. Captive audience b. Longer video c. Larger screen d. High distraction
3	This kind of advertising includes benches, posters, signs and transit advertising: a. Out of Home advertising b. Print media c. Yellow Page advertising d. Broadway advertising
4	Who out of the following may focus on sales promotion? (a) A firm needing expansion (b) An industrial company (c) A firm launching a new product in the market (d) A firm needing short-term sales
5	How can personal selling be described? a. Non-paid one-way communication to inform customers about products b. Paid, two-way communication to persuade customers through information. c. Indirect communication d. A form of telemarketing
6	Which type of communication has been popular in penetrating markets? a. Word of mouth b. Promotion c. Direct marketing d. Selling
7	Which of these is not an advantage of outdoor advertising? a. Product can be shown b. Size and dominance c. Reach to audience d. Mass viewing
8	Which of the following is the overall goal of promotion mix? a. To decrease operating expenses b. To convey a message c. To persuade consumers to buy d. To have less goods available
9	What are the key characteristics of below-the-line activities in promotion? a. Targeted to mass audience, using broadcast and print media

	b. Prohibitively expensive requiring significant investment c. Targeted to a selective audience in specific locations d. Primarily focused on rural areas with minimal consumer interface
10	Why is continuous promotion important even during product shortages? a. Promotion helps increase product prices during shortages. b. Promotion attracts new customers during shortages. c. Promotion reminds customers of the brand. d. Promotion is unnecessary during shortages.
	<b>DESCRIPTIVE TYPE QUESTIONS</b>
1	Give any three differences between Advertising and Word of Mouth communication. (OR) Differentiate between Advertising and Word of Mouth Communication.
2	How do Push and Pull strategies affect selection of promotion mix? (OR) Explain Push and Pull strategies of Promotion Mix. (OR) What do you understand by the Push and Pull strategies of promotion mix?
3	Give any two limitations of television advertising.
4	What is personal selling?
5.	State any three objectives of sales promotion. (OR) Explain any four objectives of sales promotion. (OR) State any four objectives of activities which add value to a product or service for a limited time period by offering an incentive to purchase.
6	Explain any four functions of advertising.
7	Why is sales promotion getting preference over advertising, over the years?
8	Direct selling through telemarketing relies heavily on it. Identify and explain the concept.
9	A new product is available in the market but customers are unaware of the product. In this situation, which elements of marketing mix should be used by the manufacturer to reach out to the customers?
10	(a) Name and explain in brief the promotion mix strategy where customer targeted marketing communication is undertaken to build awareness. (b) When does it work well? (c) What will the customer get when it is successful?
11	Distinguish between personal selling and sales promotion on the basis of objective.
12	Explain the functions performed by promotion element of marketing mix.
13	Discuss the role of Communication in Promotion
14	Define advertising
15	Various influencers discuss their experiences of the product with potential buyers as influencers for promoting the product of a company. Which mode of promotion is referred in the above sentence? Explain it
16	Explain the meaning and role of Public Relation and Sponsorship.
17	Define Sales Promotion according to McDonald and Wilson. Name any two objectives of Sales Promotion.
18	Give any three points of difference between advertising and sales promotion
19	Write a short note on public relations and sponsorship as ways of promotion.

20	What is Promotion-mix? If you happen to be promotion manager of Dabur India to launch a new health drink in Indian metros, what factors will you keep in mind while setting the promotion mix?
21	Suggest promotion mix for the following: a. Cosmetics for men b. College Festival c. Multigrain biscuits
22	Discuss in detail about the various Sales promotional techniques.