

Advance Diploma Course (Add-on)  
Advertising and Sales Management  
Paper - II (CAS-106): Sales Promotion and Public Relations

Time allowed: 3 Hours

Max. Marks: 75

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory.

x-x-x

I. Attempt any five of the following:-

- a) State the importance of designing a promotional campaign
- b) Give the significance of public relations?
- c) Note on price premium.
- d) What is trade oriented promotion?
- e) Define sales promotion.
- f) What is the difference between Advertising and Publicity?
- g) Define trade shows.
- h) Evaluate sample as a sales promotion tool.

(5x3)

II. What are the functions performed by PR Department to maintain successful relations with its key public? (15)

III. Write a detailed note on ethical and legal aspects of sales promotion and public relations in Indian context. (15)

IV. Explain the major tools of public relations in detail. (15)

V. Explain the various steps involved in developing a sales promotion program. (15)

VI. Write notes on:-

- a) Fashion shows
- b) contests (15)

VII. What is the importance of sales promotion in an organization? Explain in detail. (15)

VIII. What are the various factors to be considered while selecting any promotional method? (15)

x-x-x