

Duration: 2½ Hours

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

Infiniti Retail is one of India's leading Consumer Durables and Electronics (CDE) retailer, operating under the brand name "Croma". Croma caters to all multi-brand digital gadgets and home electronic needs in India. Currently Chroma has announced "Welcome Spring" offer where it is assuring a guaranteed offer on all Consumer Durables. (15)

Answer the Following:

- a) Conduct a SWOT analysis of the Brand. (05)
- b) Suggest appropriate sales promotion techniques Croma could use to attract consumers. (05)
- c) Plan a viral marketing campaign for online sales. (05)

Q2. Answer the Following

- a. Explain the importance of sales promotion and discuss the reasons for increase in sales promotion. (08)
 - b. Giving appropriate examples discuss Push and Pull theory of sales promotion. (07)
- OR**
- c. Compare CFB v/s Non CFB model of sales promotion. (08)
 - d. What is sampling? Explain the advantages and disadvantages of sampling method. (07)

Q3. Answer the Following

- a. Discuss the different types of sales force oriented promotional techniques, widely used by companies to motivate their employees. (15)

OR

- b. Discuss the short- and long-term effects of sales promotion. (08)
- c. Explain the different strategies adopted for budgeting of sales promotion activities. (07)

Q4. Answer the Following

- a. How is loyalty related to gamification? (08)
- b. Discuss the various Traps of Sales promotion. (07)
- OR**
- c. Design a sales promotion campaign for a High-end wrist watch brand. Mention the target audience, positioning strategy and loyalty program that the brand could use for promotion. (15)

Q5. Write Short Notes- (any3) (15)

- a. Door -in-the face technique.
- b. Trade shows.
- c. Big Data.
- d. Dealers incentives.
- e. Integrated Marketing Communication.
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