

561501

Seat No. _____

Third Year B. A. Examination

April/May – 2003

Advertising & Sales Management : Paper - XI

(Sales Promotion, Public Relations & Marketing Research)

Time : **3** Hours]

[Total Marks : **70**

Instruction : All questions are **compulsory** and carry **equal** marks.

1 Define marketing research and explain its uses for a firm and economy in detail.

OR

1 What do you know about primary and secondary data ? Explain their advantages and disadvantages.

2 While preparing a good research report which principles would you keep in mind.

OR

2 Define public relations and discuss the main functions performed by public relations department in a company.

3 Examine critically the elements of service marketing mix relating to a bank and how these are managed.

OR

3 What are the reasons responsible for development of service sector in an economy.

4 Being manager of a multinational company 'TOYOTA' manufacturing Cars, which methods would you like use for promotion of its sales.

OR

4 What is meant by Sales Promotion ? Explain the main objectives of it in detail.

- 5** Write short notes on : (any **two**)
- (a) Shareholders and suppliers
 - (b) Consumer contest
 - (c) Lobbying and propaganda
 - (d) Sampling
 - (e) Intangibility and inseparability.
-