

SRR & CVR GOVT.DEGREE COLLEGE (A), VIJAYAWADA DEPARTMENT OF COMMERCE

V Semester

B.com general, computer applications

Title of the Paper: Sales Promotion and Practice

Question Bank

UNIT – 1

Short :

- 1) Sales promotion?
- 2) Coupons and discounts?
- 3) Advantages of sales promotion?
- 4) Free samples distribution?
- 5) Contests or Sweepstakes?

Essay :

- 1) Explain the Nature and Scope of Sales promotion?
- 2) Explain the factors influencing sales promotion?
- 3) Discuss the strengths and limitations of sales promotion?
- 4) Define what is sales promotion? What are its objectives?
- 5) Explain different models of sales promotion?

UNIT – 2

Short :

- 1) Sales organization?
- 2) Types of sales organization?
- 3) Schemes of sales organization?
- 4) Advantages of sales organization?
- 5) Purpose of sales organization?

Essay :

- 1) Explain types of sales organization?
- 2) Discuss the procedure of setting up of sales organization?
- 3) Define sales organization? Explain principles of sales organization?
- 4) Explain the advantages and disadvantages of sales organization?
- 5) What is sales organization? Explain the purpose of setting up of sales organization?

UNIT – 3

Shorts :

- 1) Cross promotion?
- 2) Personal selling?

- 3) Surrogate selling?
- 4) PLC?
- 5) Functions of sales executive?

Essay :

- 1) Briefly explain the sales promotion methods in Product Life Cycle?
- 2) Briefly explain the types of sales promotion?
- 3) Explain the theories of personal selling?
- 4) Discuss the functions of sales executive?
- 5) Explain about Cross Promotion?

UNIT – 4

Short :

- 1) What is display of product?
- 2) What is Demonstration?
- 3) What is Fashion Show?
- 4) What is Convention?
- 5) Sales promotion campaign?
- 6) What is promotion strategy?

Essay :

- 1) Briefly explain the tools of sales promotion?
- 2) Explain the briefly benefits of Fashion Shows in sales promotion?
- 3) Discuss the advantages of conventions in sales promotion?
- 4) Explain various steps in designing of sales promotion campaign?
- 5) Explain ethical and legal issues in sales promotion?

UNIT – 5

Short :

- 1) What is sales force management?
- 2) Channels of distribution?
- 3) Motivation of sales personal?
- 4) Define induction?
- 5) What is compensation?

Essay :

- 1) Explain various types of salesmen?
- 2) Explain the qualities and functions of sales manager?
- 3) Discuss about selection of sales personnel?
- 4) Discuss the motivation of sales personnel?
- 5) Write designing of events for enhancing sales promotion?

