

MARKETING - I B.COM

UNIT IV - PART A - 2 MARK QUESTIONS

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1. What do you mean by 'Promotional mix' ?

The **promotional mix** is one of the 4 Ps of the **marketing mix**. It consists of public relations, advertising, sales **promotion** and personal selling.

2. What is Sales Promotion?

Sales promotions are activities that supplement a company's advertising, public relations, and professional selling efforts. They create incentives for customers to buy products more quickly and make larger purchases.

Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes.

3. What is advertising?

Advertising is an audio or visual form of **marketing** communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of **advertising** are typically businesses wishing to promote their products or services.

4. What do you mean by Publicity?

Publicity is also a way of mass communication. It is not a paid form of mass communication that involves getting favourable response of buyers by placing commercially significant news in mass media.

Publicity is not paid for by the organisation. Publicity comes from reporters, columnists, and journalists. It can be considered as a part of public relations.

5. Define Personal Selling?

Personal selling is also known as face-to-face **selling** in which one person who is the salesman tries to convince the customer in buying a product. It is a promotional method by which the salesperson uses his or her skills and abilities in an attempt to make a sale.

Examples of such products as require personal selling are:

(1) Medicines, where salesmen (called medical representatives) still go from doctor to doctor or from hospital to hospital, canvassing new medicines manufactured by their pharmaceutical companies.

(2) Industrial goods (like new machines or spare parts), where salesmen visit various industrial houses and convince the industrialists, of the utility of the new industrial goods manufactured by their companies.

6. What do you mean by Public Relations ?

Public Relations (PR) are any purposeful communications between an organisation and its publics that aim to generate goodwill. According to John E. Marston “Public relations is planned, persuasive communication designed to influence significant public”.

The following are illustrative examples of public relations.

- Investor Relations. Publishing quarterly reports, press releases and regulatory disclosures.
- Government Relations.
- Community Relations.
- Media Relations.
- Media Production.
- Customer Relations.
- Marketing Communications.
- Influencers.

7. What is A I D A concept in promotional mix?

The various promotional methods, namely sales promotion, advertisement and personal selling must conform to the AIDA concept.

A - Attention

I - Interest

D - Desire

A - Action

Whatever may be the promotional method, it should draw the **attention** of the potential buyers.

The promotional method should induce **interest** in the minds of the customer or it must make him curious to know more about the product.

The promotional strategy of the marketer must kindle his **desire** to buy.

Finally, the promotional strategy must instigate him to **act**. At this stage, he is fully convinced about the merits of the product and buys it.

8. What are the three levels of sales promotional activities?

Sales promotional activities are undertaken at 'dealer's level', 'consumer's level' and salesmen's level'.

9. What are the dealer level sales promotional activities ?

Demonstration: The manufacturer's staff may conduct special demonstrations for the company's product in the premises of the Trader.

E.g.: Demonstrations for Consumer Durables like microwave oven, aqua guard, vacuum cleaner, washing machine etc.

Display Materials: The manufacturers may also supply display materials on their products, consisting of banners, boards, posters etc., to traders to enable them to display the same in their business premises.

Trade fairs and Exhibitions: Participating in trade fairs and exhibitions provides an opportunity for the traders to meet the buyers in a particular place and explain about its attributes.

Dealer Competition: To encourage healthy competition among dealers, manufacturers evaluate their performance over a period of time. Those dealers who have excelled in sales, window displays and so on are identified and suitably rewarded.

10. Name some of the sales promotional activities at consumer's level.

Free samples, Price off, Money refund offer, Gifts, Off season discounts, Festival discounts, coupons, Extra quantity, Exchange offer, Free door delivery and Installation, Lucky draw, slogan Contest etc.

11. Define Advertising.

The American Marketing Association defines advertising as “any paid form of non-personal presentation and promotion of goods, services or ideas by an identified sponsor”

12. Name some kinds of Advertising.

- a) Product Advertising
- b) Institutional Advertising
- c) Competitive Advertising
- d) Comparative Advertising
- e) Co-operative Advertising
- f) Non-commercial Advertising

13. What do you mean by Product Advertising ?

Product advertising is any method of communication about the promotion of a **product** in an attempt to induce potential customers to purchase the **product**. **Advertisement** usually requires payment to a communication channel.

14. What is Institutional Advertising?

Institutional advertising is any type of **advertising** intended to promote a company, corporation, business, **institution**,

organization or other similar entity. Such **advertising** does not attempt to sell anything directly.

The main objective of **institutional advertising** is to build a positive image and to generate goodwill about a particular industry, rather than to promote sales.

15. What is Competitive advertising?

Competitive advertising is the form of advertising in which a business or a company shows its superiority of its products over similar offerings from its competitors.

By establishing a contrast for the consumer and trying to influence the consumer's buying choice, this company hopes to obtain a larger market share.

16. What is Comparative Advertising?

Comparative advertising or **advertising war** is an **advertisement** in which a particular product, or service, specifically mentions a competitor by name for the express purpose of showing why the competitor is inferior to the product naming it.

17. What is a Co-operative Advertising ?

Cooperative advertising is the sharing of costs for locally placed **advertising** between a retailer or wholesaler and a manufacturer. Many manufacturers have a set amount of **cooperative advertising** funds available per year, distributed as opportunities for collaboration arise.

18. What is a Non-Commercial Advertising?

Such advertisements are brought out by charitable organisations mainly to secure financial help from philanthropists.

Example : Organisations like “Sivananda Gurukulam” in Chennai solicit financial help from generous people, particularly during festival times, for the benefit of the inmates.

19. What is an advertisement copy?

The reading matter of the theme of advertisement is known as 'Advertisement Copy'.

Examples of advertisement copy:

'The complete planned food' - COMPLAN

'Boost is the secret of our energy' - BOOST

20. What do you mean by 'Advertisement Media'?

The advertisement media are devices that carry the advertisement messages. Once the advertisement copy has been prepared, the next step is to bring out the same through a proper medium.

21. What may be the media for Advertisement?

- a) Press - Newspapers and Magazines
- b) Radio
- c) Television
- d) Advertisement films and Slides
- e) Outdoor advertising
- f) Point of Purchase advertising
- g) Direct Mail

22. What is an Advertising Agency?

It is an organisation that undertakes the job of advertising for and on behalf of others, say Manufacturers. They are professionals who are experts in the job of advertising.