

34 Lecture - MGT211

Important Subjective

1. What is sales promotion and how does it differ from advertising?

Answer: Sales promotion refers to marketing activities that are designed to stimulate sales of a product or service, such as coupons, rebates, and limited-time offers. Advertising, on the other hand, involves promoting a product or service through paid media channels such as television, radio, and print.

2. How can sales promotion help a company achieve its marketing objectives?

Answer: Sales promotion can help a company achieve its marketing objectives by increasing brand awareness, driving short-term sales, encouraging customer loyalty, and differentiating a product from its competitors.

3. What is the difference between a push promotion and a pull promotion?

Answer: A push promotion involves targeting intermediaries such as wholesalers and retailers to promote a product to their customers, while a pull promotion involves targeting end consumers directly to create demand for a product.

4. How can a company measure the effectiveness of a sales promotion campaign?

Answer: A company can measure the effectiveness of a sales promotion campaign by tracking metrics such as sales volume, customer acquisition and retention rates, redemption rates for coupons and rebates, and return on investment.

5. What are the advantages and disadvantages of using price discounts as a sales promotion tactic?

Answer: The advantages of using price discounts include attracting price-sensitive customers, increasing short-term sales, and encouraging repeat purchases. The disadvantages include reduced profit margins, potential damage to brand image, and the risk of creating a price war with competitors.

6. How can a company use social media to execute a sales promotion campaign?

Answer: A company can use social media to execute a sales promotion campaign by creating engaging content, offering exclusive discounts and promotions to followers, and using social media influencers to promote their products.

7. What are the ethical considerations that a company should keep in mind when designing a sales promotion campaign?

Answer: A company should avoid making false or misleading claims, ensure that promotions are fair and accessible to all customers, and avoid targeting vulnerable populations such as children and the elderly.

8. What are the different types of sales promotion tactics that a company can use?

Answer: Some of the different types of sales promotion tactics include price discounts, coupons, rebates, loyalty programs, contests, sweepstakes, and free samples.

9. How can a company use sales promotion to differentiate its products from those of its competitors?

Answer: A company can use sales promotion to differentiate its products by offering exclusive discounts or premiums that are not available from competitors, or by offering promotions that emphasize unique product features or benefits.

10. What are some common mistakes that companies make when executing a sales promotion campaign?

Answer: Some common mistakes include offering promotions that are not relevant or valuable to customers, failing to communicate the terms and conditions of the promotion clearly, and not allocating enough resources to track and measure the effectiveness of the promotion.