

32 Lecture - MGT301

Important Subjective

1. **What is the difference between advertising and public relations?**

Answer: Advertising is a paid form of promotion, whereas public relations is focused on generating positive publicity for a company through media coverage and other methods.

2. **How can businesses use personal selling to build customer relationships?**

Answer: Personal selling allows for one-on-one communication between a salesperson and customer, which can help build trust and rapport. Salespeople can also provide personalized recommendations and support to help customers find the right product for their needs.

3. **What are some common types of sales promotions?**

Answer: Some common types of sales promotions include discounts, coupons, buy-one-get-one offers, and free samples.

4. **How can businesses use direct marketing to reach customers?**

Answer: Direct marketing involves communicating with customers directly through channels like email, mail, or phone. Businesses can use targeted messaging and personalized offers to reach customers more effectively.

5. **How can businesses measure the effectiveness of their promotion strategies?**

Answer: Businesses can measure the effectiveness of their promotion strategies by tracking metrics like sales, website traffic, and social media engagement. They can also use surveys and other tools to gather feedback from customers.

6. **What is the goal of a trade show?**

Answer: The goal of a trade show is to showcase products to potential customers and build relationships with suppliers and other businesses in the industry.

7. **How can businesses use celebrity endorsements as part of their promotion strategies?**

Answer: Celebrity endorsements can help build brand awareness and credibility by associating a product or service with a well-known public figure. However, it's important for businesses to choose celebrities who align with their brand values and target audience.

8. **What is the role of public relations in crisis management?**

Answer: Public relations can help businesses manage crises by communicating openly and transparently with customers and other stakeholders, addressing concerns and offering solutions.

9. **How can businesses use social media as part of their promotion strategies?**

Answer: Social media can be a powerful tool for businesses to reach customers and build relationships. By creating engaging content and responding to customer feedback, businesses can increase brand awareness and loyalty.

10. **What are some ethical considerations businesses should keep in mind when developing promotion strategies?**

Answer: Businesses should avoid making false or misleading claims, and should respect the

privacy and preferences of customers. They should also be transparent about any sponsored content or partnerships.