## 34 Lecture - MGT301

## Important Subjective

1. What is the difference between consumer promotions and trade promotions?

Answer: Consumer promotions are aimed at the end-users or consumers, whereas trade promotions are targeted towards retailers, wholesalers, or distributors.
2. What is the purpose of a loyalty program?

Answer: The purpose of a loyalty program is to encourage repeat purchases by offering incentives or rewards to customers who frequently buy from a particular company.
3. What are the advantages of using sales promotions?

Answer: Sales promotions can help boost sales, create brand awareness, encourage customer loyalty, and differentiate a company's products from its competitors.
4. What is a point-of-purchase display?

Answer: A point-of-purchase display is a marketing tactic that involves displaying a product or products at the point of sale, such as at the checkout counter or on an endcap in a store.
5. What is a rebate, and how does it work?

Answer: A rebate is a sales promotion tactic that involves offering a cash refund to customers who purchase a product or service. Customers typically need to fill out a form and submit proof of purchase to receive the rebate.
6. How do trade promotions differ from consumer promotions in terms of their goals? Answer: Trade promotions are typically aimed at increasing sales by encouraging retailers or wholesalers to stock and promote a particular product. Consumer promotions, on the other hand, are aimed at increasing sales by encouraging end-users or consumers to purchase a particular product.
7. What is a premium, and how is it used in sales promotions?

Answer: A premium is a sales promotion tactic that involves offering a free item or gift with the purchase of a product or service. This can help incentivize customers to make a purchase and can also help differentiate a company's products from its competitors.
8. What is the purpose of a sweepstakes?

Answer: The purpose of a sweepstakes is to create excitement and interest around a particular product or brand by offering a chance to win a prize.
9. What is the difference between push and pull strategies in sales promotions?

Answer: Push strategies involve promoting a product or service to retailers or wholesalers, with the goal of getting them to push the product out to consumers. Pull strategies, on the other hand, involve promoting a product or service directly to consumers, with the goal of creating demand that will pull the product through the supply chain.
10. What is the role of incentives in sales promotions?

Answer: Incentives are used in sales promotions to encourage customers to make a purchase, often by offering a discount, a free gift, or some other type of reward or incentive for taking

