

39 Lecture - MGT301

Important Subjective

- 1. What is the role of advertising in the promotion mix?**
Answer: Advertising plays a crucial role in the promotion mix as it is a paid form of communication that is designed to reach a large audience. Its purpose is to create awareness, generate interest, and influence the buying behavior of consumers.
- 2. What are the different types of sales promotions?**
Answer: The different types of sales promotions include coupons, rebates, premiums, point-of-purchase displays, and contests/sweepstakes. Each type is designed to incentivize customers to make a purchase or increase their loyalty to a brand.
- 3. How does personal selling differ from other forms of promotion?**
Answer: Personal selling is a face-to-face interaction between a salesperson and a potential customer, whereas other forms of promotion are typically mass communication efforts like advertising and sales promotions. Personal selling allows for more personalized and customized communication with the customer.
- 4. What is the difference between public relations and advertising?**
Answer: Public relations is a communication strategy aimed at building and maintaining relationships between an organization and its stakeholders. Advertising, on the other hand, is a paid form of communication aimed at promoting a product or service. Public relations is often focused on creating a positive image for the organization as a whole, while advertising is focused on promoting a specific product or service.
- 5. How can social media be used in the promotion mix?**
Answer: Social media can be used to reach a large audience, engage with customers, and create buzz around a brand or product. It can be used for advertising, sales promotions, public relations, and even personal selling through direct messaging and chatbots.
- 6. What is the purpose of a sales promotion?**
Answer: The purpose of a sales promotion is to incentivize customers to make a purchase or increase their loyalty to a brand. Sales promotions are often short-term tactics aimed at generating immediate sales or increasing foot traffic to a store.
- 7. How can direct marketing be used to target specific customers?**
Answer: Direct marketing allows for personalized communication with specific customers through channels like email, direct mail, and telemarketing. It can be used to send targeted offers and promotions to customers based on their past purchase behavior or other demographic information.
- 8. What is the role of public relations in crisis management?**
Answer: Public relations plays a crucial role in managing a crisis by communicating with stakeholders and the media to minimize negative impact and protect the reputation of the organization. It involves creating a crisis communication plan, providing accurate and timely information, and being transparent about the situation.

9. **What is the difference between push and pull promotion strategies?**

Answer: A push promotion strategy involves pushing a product or service through the distribution channel to retailers or wholesalers, who then promote it to customers. A pull promotion strategy involves creating demand among customers who then pull the product through the distribution channel by requesting it from retailers or wholesalers.

10. **What is the role of personal selling in B2B marketing?**

Answer: Personal selling is often a key component of B2B marketing as it allows for direct communication between salespeople and potential customers. It can be used to build relationships, understand customer needs, and provide customized solutions.