



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Department: Commerce
Subject: Marketing	Part II– Subject Specific Skills
OTQs and DTQs	Chapter 4: Promotion

Qt no.	OBJECTIVE TYPE QUESTIONS
1	A company sends an internal newsletter to its employees regarding the new code of conduct. Which type of communication does this represent? a. External communication with stakeholders b. Internal communication meant for internal publics c. Communication between internal and external publics d. Integrated Marketing Communication
2	During World War II, Bourn Vita continued to advertise despite the product being in short supply. Which function of promotion was the company primarily fulfilling? a. Persuading customers to switch brands b. Informing customers about price changes c. Reminding customers of the brand to ensure loyalty d. Adding value through perceived quality
3	Which of the following is a characteristic feature of 'Above-the-Line' (ATL) promotional activities? a. They are targeted at a highly selective audience in a store b. They involve direct interface and instant feedback from consumers c. They use broadcast and print media to reach a mass audience d. They are generally inexpensive and ground-level focused
4	According to the American Marketing Association, advertising is a 'non-personal' presentation. This implies that: a. The sponsor of the advertisement cannot be identified b. The communication does not involve direct face-to-face interaction c. The message is only meant for internal company members d. The advertiser does not have to pay for the media space
5	Marico used barbers as 'inflection points' to influence men to buy Parachute After-Shower cream. This is a strategic application of which promotional element? a. Direct Marketing b. Sales Promotion c. Word-of-Mouth Communication d. Public Relations
6	A firm offers a 'Buy One Get One Free' incentive valid only for the upcoming weekend. This activity is best classified as: a. Advertising, as it informs the public b. Sales Promotion, as it offers an incentive for immediate purchase c. Personal Selling, as it involves a featured offer d. Public Relations, as it builds a favourable image
7	Which element of the promotion mix is defined as a 'management function' that evaluates public attitudes and executes programs to earn public acceptance? a. Sponsorship b. Direct Marketing c. Personal Selling d. Public Relations
8	Which of the following is the overall goal of promotion mix?

	a. To decrease operating expenses b. To convey a message c. To persuade consumers to buy d. To have less goods available
9	A company uses a computerized database to send custom-tailored offers to individual consumers to generate a measurable response. This is known as: a. Mass Communication b. Direct Marketing c. Above-the-Line Promotion d. Sponsorship
10	Identify the specific element of the promotion mix a. A premium skincare brand, 'Lumina,' sends personalized catalogs and discount codes via email directly to customers who have previously purchased their anti-aging serum. The email includes a link to a private portal for reordering. b. To clear old stock before the launch of a new model, 'Turbo-Drive' cycles offers a 'Buy One, Get One 50% Off' deal for a limited period of two weeks, advertised through bright banners at the storefront. c. A high-end industrial machinery firm, 'Heavy-Tech Corp,' employs a team of technical experts who visit manufacturing plants to demonstrate how their new hydraulic press works and negotiate long-term service contracts. d. Following a minor product recall, 'Green-Foods' organizes a press conference and sponsors a local community health marathon to rebuild trust and maintain a positive corporate image among the general public.
DESCRIPTIVE TYPE QUESTIONS	
1	Give any three differences between Advertising and Word of Mouth communication. (OR) Differentiate between Advertising and Word of Mouth Communication.
2	Brand 'Dhara', a prominent name from the Mother Dairy stable, has strategically shifted its focus toward tier-II towns and rural Indian markets. According to Dinesh Agrawal, Chief Operating Officer, nearly 75% of the brand's marketing expenditure is dedicated to Below-the-Line (BTL) activities and Out-of-Home (OOH) advertising. Instead of relying solely on expensive television campaigns, Dhara invests heavily in wall paintings, participation in local 'melas' (fairs), and ground-level visibility. Why has Dhara made a gradual shift from Above the line activities to Below the line activities?
3	A leading consumer electronics firm is preparing to launch a revolutionary smartphone in the highly competitive Indian urban market. The company faces a 'brands-cluttered world' where it must not only create awareness but also convincing customers to switch from established rivals. The marketing team estimates that a full 360-degree campaign, including a national television blitz, will require an investment of Rs. 20 crores to Rs. 25 crores. To ensure success, the firm plans to use Advertising to reach the masses, while simultaneously offering 'extra benefit' incentives through Sales Promotion (such as limited-time exchange offers) to trigger immediate purchases. Additionally, they plan to hold exclusive launch events to generate Publicity and use Direct Marketing via email to reach their existing database of loyal customers. The goal is to create a 'lifetime relationship' by involving the customer with the brand at multiple touchpoints. The firm is using a '360-degree campaign.' Identify three different elements of the Promotional Mix mentioned in the case and describe the specific function each element serves in this launch.
4	Various influencers discuss their experiences of the product with potential buyers as influencers for promoting the product of a company. Which mode of promotion is referred in the above sentence? Explain it.
5.	State any three objectives of sales promotion. (OR)

	Explain any four objectives of sales promotion. (OR) State any four objectives of activities which add value to a product or service for a limited time period by offering an incentive to purchase.
6	Explain any four functions of advertising.
7	How does the division of communication tools within the promotion mix help in different ways?
8	Differentiate between Push and Pull Strategies.
9	A new product is available in the market but customers are unaware of the product. In this situation, which elements of marketing mix should be used by the manufacturer to reach out to the customers?
10	Differentiate between Advertising and Personal Selling.
11	Suggest promotion mix for the following: a. Business Competition for Senior Secondary students b. Charity Gala c. Gym subscriptions
12	Discuss in detail about the various Sales promotional techniques.