

ASSESSMENT

Total Marks: 30

- 1.** Give short answers to the following questions: (24)
- i. What is the meaning of promotion in the context of marketing?
 - ii. What are the three basic purposes of promotion?
 - iii. What are the various stages in the process of communication?
 - iv. What is 'noise' in a communication process?
 - v. What are the components of the promotion mix?
 - vi. List the various factors affecting the promotion mix.
 - vii. What is the difference between push and pull promotion strategies.
 - viii. How does the push strategy differ from the pull strategy? State some personal examples.
- 2.** Compare the characteristics of the various elements of the promotion mix. (6)