Promotion. Digital Marketing & Social Media Engagement, School & College sampling campaigns. Results & impact of Parle's sales promotion efforts led to remarkable outcomes such as 25% increase in sales volume, during the campaign perio, strengthened retailer partnerships with 90% of distributors reporting higher demand, increased consumer engagement through digital platforms, improved market penetration in rural areas due to targeted pricing strategies.

Questions :

i. What were the key elements that made Parle's sales promotion campaign successful? 3

ii. What risks did Parle face by relying heavily on discounts and promotional offers? 4

iii. What additional sales promotion techniques could Parle implement to maintain market leadership? 4

iv. What lessons can other FMCG brands learn for from Parle's sales promotion strategy? 3

7. (a) Differentiate between consumer oriented and trade-oriented sales promotion tools. 7

(b) Outline the key steps in designing an effective sales promotion strategy. 7

Or

8. Discuss the necessity of budgeting for sales promotion. Elaborate in brief any five methods of sales promotion budgeting. 4+10

*****

PG Even Semester Examination, May 2025

BUSINESS ADMINISTRATION

(4th Semester)

Course No.: MM-03

(Advertisement and Sales Promotion Management)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. Dabur, one of India's oldest and most trusted FMCG brands, has successfully evolved its marketing communication strategies while staying true to its Ayurvedic heritage. Founded in 1884, Dabur initially postitoned itself as a healthcare and wellness brand rooted in Ayurveda. Over time, it expanded into personal care, home care and food products. Despite competitoon from multinational brands like Unilever and Colgate-Palmolive, Dabur has maintained its stronghold by blending traditional values with modern marketing approaches. Dubur's marketing communication focuses on three key pillar : trust, health benefits and family bonding. Campaigns for products like Dabur Chyawanprash emphasize immunity and wellness, targeting health consious consumers, while Dabur Honey campaigns position it as a natural and healthy alternative to sugar. The brand uses a multi platform strategy, including television, print, influencer marketing and digital campaign. It

has also leveraged regional and vernacular advertising to connect with customers across India's diverse linguistic landscape.

Marketing communication strategies used by Dabur :

a. Emotional and Trust based Messaging

b. Regional Customization

c. Influencer and Celebrity Eendorsement

d. Health & Wellness Trend Alignment

e. Digital and Social Media Presence

Questions :

i. How has Dabur effectively used trust and Ayurveda in its marketing communication? 3

ii. How does Dabur differentiate itself from competitors like Patanjali and Himalaya? 3

iii. How can Dabur further enhance its digital marketing efforts to appeal to Gel Alpha consumers? 4

iv. What challenges might Dabur face in balancing tradition with modern branding strategies? 4

2. Define Advertising and Advertising Management. What are the three major types of institutions/ organisations involved in advertising? Discuss briefly the various stages involved in the advertising process. What is USP? 2+3+7+2

Or

3. (a) Discuss briefly the factors that should be considered when setting the advertising budget. What are the different methods of setting advertising budgets? 2+6

(b) What is Media Planning? Discuss the AWs that are involved in building a media plan. 2+4

4. What are the rationale for testing Advertising effectiveness? Discuss briefly the various direct and indirect measurements of advertising effectiveness. 3+4+7

Or

5. (a) What is an advertising organisation? Why are advertising organisation called Agencies? What are the functions of an advertising agency? 2+1+3

(b) Advertising agencies are accredited to which organisation? What are the benefits of an accredited advertising agency? 1+2

(c) What are the different types of advertising compensation methods? 5

6. Parle Products, one of India's leading FMCG companies, has been a household name for decades. Known for its popular biscuits such as Parle-G, Monaco and Hide & Seek, the company faced increased competitoon from both domestic and international brands. To maintain its market leadership and drive sales, Parle launched a strategic sales promotion campaign. By 2019, the brand faced stagnation in sales due to the rise of competitors like Britannia, ITC and regional snacks brands. Additionally, shifting consumer preferences towards premium and healthier snack options posed a challenge. To counteract these trends, Parle implemented an aggressive sales promotion strategy such as— Price Discounts & Value Packs, Buy more-save more offers, Retailer Incentives, Scratch & win contests, Festival