

ASPSM II

MARKEITNG COMMUNICATION

Q1. Explain the influence of demographic variables on the marketer's of consumer's products.

Q2. Define the various communication objectives set by the marketer.

Q3. Define promotion. Why is promotion becoming an important tool for marketers? Explain the various promotion tools used by the marketers to promote a consumer product in the market.

Q4. Why is sales promotion considered an important tool to supplement advertising & personal selling?