

Section - 5

Q.4 - Define

- (a) Product mix
- (b) Sales promotion
- (c) FMCG
- (d) Branding

Ans: (a) Product mix :- Product mix is the composite of products offered for sale by a firm or a business unit.

There are the following factors

- (1) Product mix length
- (2) Product mix breadth
- (3) Product mix Depth
- (4) Product mix consistency

(b) Sales promotion :- Sales promotion is a short term incentive to initiate or purchase. Sales promotion includes several communication activities that attempt to provide added value or incentive to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales.