

21/11/2020

Code No. 12059

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, November 2020

Subject: Promotion and Distribution Management

Paper – MB – 305 Elective – II (Marketing)

Time: 2 Hours

Max.Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Point of Purchase Promotion
- 2 Ad. Copy
- 3 Sales Quota
- 4 Yellow Pages
- 5 Zero Level channel

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

6. What are the elements of communication process?
7. Explain the strategies and tactics for implementing the integrated marketing concept and write its importance in the modern marketing scenario.
8. What is DAGMAR? How is DAGMAR an improvement over the previous approaches for measuring advertising?
9. "Without creativity advertisement is wastage" Comment, how the effective creativity done in the advertisements.
10. Define the sales promotion. Explain the objectives of sales promotions and give the reasons for increasing demand for sales promotion.
11. Describe the sources of sales force recruits with suitable examples.
12. Explain the importance of trade promotional tools with appropriate examples.
13. Briefly discuss the different types of consumer promotion tools.
14. Describe the importance of vertical and horizontal Marketing Channels.
15. How do companies select, motivate Channel Members? Explain.
