

**FACULTY OF MANAGEMENT**  
**MBA (CBCS) III – Semester Examination, February 2021**

**Subject: Promotion & Distribution Management**  
**Paper: MB 305-2 : (Marketing)**  
**Elective - Marketing**

**Time: 2 Hours**

**Max.Marks: 80**

**PART – A**

**Note: Answer any four questions.**

**(4x5 = 20 Marks)**

- 1 Appeals
- 2 Price Promotions
- 3 Market Logistics
- 4 Media plans
- 5 Channel Design

**PART – B**

**Note: Answer any four questions.**

**(4x15 =60 Marks)**

- 6 What is Marketing Communications? Explain the process of integrated marketing communication?
- 7 How do you establish objectives and budgeting for a promotional programme of your choice?
- 8 What is a creative strategy? How do you develop it?
- 9 What do you mean by execution styles? Explain with the help of some examples.
- 10 Examine the need for the integration of personal selling with other promotional tools.
- 11 Describe the need and importance of motivating and controlling sales force.
- 12 "Advertisement plays a vital role in the promotion of any product". Discuss.
- 13 What is meant by Direct Marketing? What are its advantages?
- 14 Outline briefly the various functions of channels of distribution.
- 15 What factors are influencing the selection of channels of distribution?

\*\*\*\*