

Subject Code: MB1334/R13

M B A - III Semester Regular/Supply Examinations, Jan/Feb - 2016
PROMOTION AND DISTRIBUTION MANAGEMENT

Time: 3 hours

Max Marks: 60

Answer any **FIVE** of the following

All questions carry equal marks. **Q.No.8 is compulsory**

1. What are the different types of sales promotion? Which is best suited for beauty care products?
2. Explain the role of advertising in a developing economy.
3. How is advertising critical for the success of a product?
4. Discuss the Role of advertisement agencies in planning the advertising strategy.
5. What are the different methods of providing advertising budget? Which is the best?
6. Discuss the critical factors affecting distribution management.
7. State the importance of Warehousing and Storage in distribution management.

8. CaseStudy:

Coca-Cola India (CCI) in the rural and urban market segments of India and the company's efforts towards effective execution of these strategies, CCI built a distribution network in combination with its bottling partners and contract manufacturers. In urban areas, it distributes products directly from bottling plants to retailers. However, owing to lack of proper infrastructure and difficult access to the remote villages, it modified its distribution chains and adopted the three-tier 'hub and spoke' distribution model, to penetrate into the rural areas and increase its sales. Besides its distribution network, CCI adopted 'Right Execution Daily' (RED) strategy for effective execution of its distribution mainly in urban areas, which boosted the sales of the company. RED ensures the proper display, availability and activation of company's products in the retail stores. With the success of RED in urban markets, the company plans to implement it in rural areas. However, given the potential of the Indian rural markets and the challenges it poses, the question that arises is, how far can RED be effectively implemented and what are the challenges the company might face in reaching out to the rural consumers?

Questions.

- a) Discuss the merits and demerits of Coca-Cola India's distribution strategy.
- b) What are the alternative strategies Coca-Cola could have followed?.
