

Note : Answer **all** the questions.

SECTION – A

(10×2=20 Marks)

I. Write short answers on the following.

- a) Promotion mix
- b) Advertising copy
- c) Outdoor media
- d) Trade oriented sales promotion
- e) Transit advertising
- f) Push strategy
- g) Prize promotion
- h) Mail order business
- i) Internet marketing
- j) Logistics.

SECTION – B

(5×12=60 Marks)

II. **Note :** Answer **all** the questions.

2. a) What is the meaning of Integrated Marketing Communication ? Explain the IMC Planning Process.

OR

- b) Explain the methods of establishing budget for the promotional programmes.

3. a) Explain the advantages and disadvantages of various media in advertising.

OR

- b) Explain the methods of developing media plans and strategies.

4. a) Explain the various activities involved in personal selling.

OR

- b) Explain the methods of evaluating, motivating and controlling sales force effort.

5. a) Explain various techniques of sales promotion.

OR

- b) Explain the significance of public relations in promotional programmes.

6. a) Explain the different types of distribution channels.

OR

- b) How do you develop logistics strategies in transportation and storage model ?

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PART – A (10x2=20 Marks)

1. Write short notes on :
 - (a) Graphic method
 - (b) Business value
 - (c) Arrow model
 - (d) PLC
 - (e) Casual method
 - (f) Full model
 - (g) Gravity model
 - (h) Market potential
 - (i) Re-positioning
 - (j) Life time value

PART – B (5x12=60 Marks)

- 2.(a) What are the tools for marketing engineering?

OR

- (b) Explain Trial / Repeat model.

- 3.(a) Compare perceptual and preference maps. What are the limitations of these maps?

OR

- (b) Explain the new products forecasting models.

- 4.(a) What are the uses of market response model?

OR

- (b) Explain share expenditure model.

- 5.(a) Explain advertizing budgeting models.

OR

- (b) Explain Adcad system and syntax approach.

- 6.(a) Explain the pricing models.

OR

- (b) How do you analyze promotional programs of a company?
