

Code No. 2023

FACULTY OF MANAGEMENT
M.B.A. III - Semester Examination, December 2014

Subject: Promotion and Distribution Management
Course No. 3.6.2 (M)
Elective: II (Marketing)
(Major - I: Area)

Time : 3 Hours

Max. Marks: 80

Note: Answer all the questions
Part – A (10 x 2 = 20 Marks)

- 1 Write short notes on the following.
- (a) Integrated Marketing communication
 - (b) AIDA
 - (c) Hybrid Distribution
 - (d) Creative tactics
 - (e) Shelf offers
 - (f) Pull strategy
 - (g) Channel conflicts
 - (h) Selective distribution
 - (i) DAGMAR
 - (j) Supply chain management

Part – B (5 x 12 = 60 Marks)

- 2 (a) Explain the role of different elements of promotion mix in marketing communication.
OR
(b) Explain the integrated marketing communication process.
- 3 (a) Write a note on media planning and scheduling.
OR
(b) What are the creative execution tactics for low and high involvement persuasion?
- 4 (a) Explain the role of personal selling in IMC programme.
OR
(b) Explain the various components of sales force management.
- 5 (a) Explain various sales promotion methods.
OR
(b) What is Direct Marketing? Under what conditions would it be successful?
- 6 (a) What are the factors that may be considered while designing logistics strategies?
OR
(b) Write short notes on the following:
(i) Specialty Advertising (ii) Yellow pages (iii) Publicity

Code No. 2026

FACULTY OF MANAGEMENT
M.B.A. III - Semester Examination, December 2014

Subject: Marketing Engineering
Course No. 3.6.3 (M)
Elective – III (Marketing): Major – II (Area)

Time: 3 Hours**Max. Marks: 80****Note: Answer all the questions.****Part – A (10 x 2 = 20 Marks)**

1 Write short notes on the following.

- (a) Marketing Engineering
- (b) Response Model
- (c) Customer value
- (d) Product positioning
- (e) Perceptual maps
- (f) Product Life Cycle
- (g) Shared expenditure models
- (h) Strategic marketing
- (i) Syntax Approach
- (j) Promotional analysis

Part – B (5 x 12 = 60 Marks)

2 (a) Explain the merits and demerits of marketing engineering approach in a complex business environment.

OR

(b) Describe different tools for marketing engineering.

3 (a) Explain the inter relationship between brand linkages and product positioning.

OR

(b) Discuss new product forecasting models and state the criteria's for selection of forecasting methods.

4 (a) Discuss the merits and limitations of Response model.

OR

(b) Examine the issues and implications of qualitative Response models.

5 (a) Explain the significant aspects in strategic market analysis.

OR

(b) Discuss the essentials for media decision and Ad-design.

6 (a) What is differential pricing and state the bases for differential pricing?

OR

(b) Describe the promotional analysis and its effects.
