

**FACULTY OF MANAGEMENT****M.B.A. III-Semester Examination, December 2015****Subject: Promotion and Distribution Management****Course No : 3.6.2. (M)****Elective – III****Time : 3 Hours****Max. Marks: 80****Note: Answer ALL the questions.****Part – A (10x2=20 Marks)****(Short Answer Type)**

- 1 Write short notes on the following.
  - (a) Promotional Budget
  - (b) IMC Planning
  - (c) Media Planning
  - (d) Appeals
  - (e) Integration of personal selling
  - (f) Controlling sales force
  - (g) Shelf offers
  - (h) Interactive marketing
  - (i) Channel partners
  - (j) Marketing logistics

**Part – B (5x12=60 Marks)****(Essay Answer Type)**

- 2 (a) Explain the model of marketing communication decision process.  
**OR**  
(b) Define marketing communications. Explain the importance of marketing communication.
- 3 (a) Describe concept of creative strategy development.  
**OR**  
(b) Explain how media strategies and plans are developed and implemented with IMC perspective.
- 4 (a) What is personal selling? Elucidate the personal selling process.  
**OR**  
(b) Describe how sales force members are motivated and their efforts are controlled.
- 5 (a) Explain the different promotional tools with suitable examples.  
**OR**  
(b) Discuss the following:
  - (i) Internet marketing
  - (ii) Publicity and Public relations
- 6 (a) How do you select the channel members?  
**OR**  
(b) Explain the role of Supply Chain Management in Distribution.

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**FACULTY OF MANAGEMENT**

**M.B.A. III-Semester Examination, December 2015**

**Subject: Marketing Engineering**

**Course No : 3.6.3. (M)**

**Elective – III – Marketing**

**Time : 3 Hours**

**Max. Marks: 80**

**Note: Answer ALL the questions.**

**Part – A (10x2=20 Marks)  
(Short Answer Type)**

- 1 Write short notes on the following.
- (a) Box model
  - (b) Customer value
  - (c) Product Testing
  - (d) Market positioning
  - (e) Preference maps
  - (f) Individual response
  - (g) Brand Ambassador
  - (h) Strategic markets
  - (i) Concept of promotion
  - (j) Transfer pricing

**Part – B (5x12=60 Marks)  
(Essay Answer Type)**

- 2 (a) How to assess business value of marketing engineering?  
**OR**  
(b) Write a note on marketing decision environment.
- 3 (a) Give an overviews on New product forecasting models.  
**OR**  
(b) Explain the concept of STP with appropriate examples.
- 4 (a) Write a note on shared expenditure models.  
**OR**  
(b) Examine the need and significance of qualitative response models.
- 5 (a) Explain about elements, considered in design an ad.  
**OR**  
(b) Describe the steps in strategic marketing decision making process.
- 6 (a) What is meant by differential pricing? State its benefits and limitations.  
**OR**  
(b) Discuss about uses and effects of promotional analysis.

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