

FACULTY OF MANAGEMENT**M.B.A. III-Semester Examination, May / June 2016****Subject: Promotion and Distribution Management****Course No : 3.6.2. (M)****Elective – II (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) Integrated Marketing Communication
 - (b) Middlemen
 - (c) Creative strategy
 - (d) Execution Styles
 - (e) Personal selling
 - (f) Promotional tools
 - (g) Sales promotion
 - (h) Services
 - (i) Channels of distribution
 - (j) Distribution Management

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

- 2 (a) Explain the Integrated Marketing Communication Planning process.
OR
(b) Describe the objectives and budgeting of a promotional programme.
- 3 (a) Explain the process of execution of creative strategy.
OR
(b) Discuss the media planning and strategy.
- 4 (a) What is the role of personal selling in IMC programme?
OR
(b) Describe the process of personal selling.
- 5 (a) Define sales promotion. Explain the consumer and trade oriented sales promotion tools.
OR
(b) Enumerate the role of different elements of support media.
- 6 (a) Describe the role and function of channel of distribution.
OR
(b) Explain the factors to be considered in selecting channels of distribution.

FACULTY OF MANAGEMENT**M.B.A. III-Semester Examination, May / June 2016****Subject: Marketing Engineering****Course No : 3.6.3. (M)****Elective – 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) Arrow model
 - (b) Business value
 - (c) Growth stage
 - (d) Target market
 - (e) Perpetual maps
 - (f) Shared Expenditure
 - (g) Syntex
 - (h) Advertising budget
 - (i) Concept of pricing
 - (j) Bidding

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

- 2 (a) List out the merits and demerits of mathematical model and Response model.
OR
(b) Explain about approaches to measure customer value.
- 3 (a) Describe the stages in product life cycle.
OR
(b) Discuss about significance of market and product analysis methods.
- 4 (a) Discuss about Individual response models.
OR
(b) Explain the nature and concept of market response.
- 5 (a) Write about Advertising Budget model.
OR
(b) Briefly explain about strategic market analysis.
- 6 (a) Discuss in detail about Revenue Management process.
OR
(b) What are the different targets of promotion?
