

Code No. 9103

FACULTY OF MANAGEMENT**MBA III – Semester Examination, May/June 2017****Subject: Promotion & Distribution Management****Elective – II – Marketing****Course No. 3.6.2 (M)****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) Marketing communication
- b) A.I.D.A. model
- c) Media planning
- d) Creative tactics
- e) Personal selling
- f) Premium
- g) Motivation
- h) Market logistics
- i) Support media
- j) Wholesalers

PART – B (5x12 = 60 Marks)**[Essay Answer Type]**

- 2 a) Explain the nature of marketing communication.
OR
b) Discuss the promotion mix elements with appropriate examples.
- 3 a) Write about implementation of creative strategies on advertisement.
OR
b) Discuss the elements involved in execution of creative strategies.
- 4 a) Give your views on motivating sales force.
OR
b) Discuss about need for integration of personal selling with other promotional tools.
- 5 a) What is interactive marketing? Explain its objectives, merits and demerits.
OR
b) Write about consumer oriented and trade oriented sales promotion tools.
- 6 a) Explain the different levels of channels in distribution of services.
OR
b) How to control costs involved in distribution management?
