

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, May / June 2018

Subject : Promotion and Distribution Management (MKT)

Paper – MB-305-2

Discipline Specific Elective-II

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Media Planning
- 2 Benefits of personal selling
- 3 Nature of Marketing Communication
- 4 Support Media
- 5 Market logistics

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Describe the Integrated Marketing Communication Planning process.
OR
b) Explain how do you prepare a budget for promotional programme.
- 7 a) Discuss about creative strategy development and its need.
OR
b) Write a note on implementation of marketing strategies.
- 8 a) Discuss about process of personal selling.
OR
b) Explain the need for motivating sales force.
- 9 a) Bring out the objectives of sales promotion.
OR
b) What is meant by direct marketing? State its merits and demerits.
- 10 a) Write about controlling of distribution costs.
OR
b) Explain the criteria involved in selecting a distribution channel.
