

FACULTY OF MANAGEMENT**M.B.A. III – Semester (CBCS) Examination, January 2019****Subject: Promotion and Distribution Management****Paper Code – MB – 305 – 2****Discipline Specific Elective – II (Marketing)****Time: 3 Hours****Max.Marks: 80****PART – A (5x4 = 20 Marks)****[Short Answer Type]****Note: Answer all the questions in not more than one page each.**

- 1 Marketing Communications
- 2 DAGMAR Approach
- 3 Functions of Personal Selling
- 4 Direct Marketing
- 5 Marketing Intermediaries

PART – B (5x12 = 60 Marks)**[Essay Answer Type]****Note: Answer all the questions by using internal choice
in not exceeding four pages each.**

- 6 a) Explain about the basic IMC tools used to accomplish an organization's communication objectives.
OR
b) Explain the methods of establishing budget for the promotional programs.
- 7 a) Discuss about different creative execution styles available to an advertiser with examples.
OR
b) What is media planning? Describe in brief the various types of media available for advertising.
- 8 a) Describe the personal selling process in detail.
OR
b) What is personal selling? Discuss the changing role of personal selling in today's modern world.
- 9 a) What is sales promotion? Explain various sales promotional tools with examples.
OR
b) Explain about various support media available to the marketer in developing an INC program.
- 10 a) Discuss the elements of total cost in the physical distribution system.
OR
b) What are the various types of channels? Elaborate.
