

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, January 2018

Subject : Promotion and Distribution Management (MKT)

Paper – MB-305-2

Discipline Specific Elective-II

(Marketing)

Time : 3 hours

Max. Marks : 80

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

- 1 Creative Strategy
- 2 Marketing Budget
- 3 IMC Programme
- 4 Sales Promotion
- 5 Supply Chain Management

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

- 6 a) Explain the nature and integration of marketing communication.
OR
b) Discuss about marketing communications decision process.
- 7 a) Write about styles of strategy execution.
OR
b) Enumerate the development process of media plans.
- 8 a) Write about approaches of personal selling.
OR
b) Discuss about evaluation techniques of sales force effort.
- 9 a) Enumerate the role of support media in promoting sales.
OR
b) Give an overview on sales promotion tools.
- 10 a) What are the functions of distribution channels?
OR
b) Explain the significance of market logistics.
