FACULTY OF MANAGEMENT
M.B.A. III – Semester (CBCS) Examination, January 2018
Subject: Promotion and Distribution Management (MKT)
Code No. 4518

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.

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