

## MAM III – Semester Regular/Supplementary Examinations, November – 2016

## PROMOTION AND DISTRIBUTION MANAGEMENT

Time: 3 hours

Max. Marks: 60

*Answer Any FIVE Questions  
All Questions Carry Equal Marks  
Question No. 8 is Compulsory*

1. a) Define sales Promotion? Explain the objectives sales promotion. 6 M  
b) What are the various sales promotion techniques? Discuss them in short. 6 M
2. a) What are the various components of advertising-copy? Explain structure. 6 M  
b) What do you mean by pre testing and post testing methods of measuring ad effectiveness? 6 M
3. a) Examine the factors to be considered while selecting an advertising agency. 6 M  
b) Compare and contrast between Publicity and corporate advertising. 6 M
4. a) Explain the “Objective and Task” method of preparing advertising budget. 6 M  
b) Write short note on i. Brand image, ii. Brand positioning. 6 M
5. a) What is advertisement in marketing mix 6 M  
b) Define channels of distribution. Explain its functions 6 M
6. a) What is retailing? Explain the different Retail theories. 6 M  
b) Explain the parties involved in distribution channels of Management 6 M
7. a) Distinguish between advertising and sales promotion 6 M  
b) “With an advent of internet and e-commerce, non-store retailing is on rise, in India”. Do you agree with the statement? Justify your answer. 6 M
8. Analysis the following 12 M  
For each of the three scenarios below categorize the demand for bulk breaking, spatial convenience, waiting/ delivery time, and assortment/ variety as high, medium, or low. In each case, explain your answers and describe a marketing channel that would beat the target end-user’s demands for service outputs.
  - a. A women in an emerging market country of South East Asia wishes to buy some cosmetics for herself. She has never done so before and is not entirely sure of the occasions on which she will wear the cosmetics. She does not live near a bit city. She is too poor but has a bit of extra money for a small luxury.
  - b. A manufacturer uses a particular industrial chemical in one of its large scale production process and needs to buy more of this chemical. The rest of the raw materials for its plant operations are delivered in a just-in-time fashion.
  - c. Before you visit certain parts of the world, you are required to get a yellow fever vaccine. Many travellers let this slip until the last minute, forgetting that it is



advisable (or avoiding unpleasant shot as long as possible). But they definitely realize they need the shot, and they do not to have a cancel trip at the last minute because they did not get it. They often find themselves making a long rip to regional medical centre because they did not plan ahead.

