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MBAS 508

Third Semester M.B.A. Degree Examination, December 2017

BUSINESS ADMINISTRATION
Promotion and Distribution Management

Sri Dharmasthala Manjunatheshwara
College of Business Management, Mangalore
Post Graduate Centre for Management
Studies and Research Library

Max. Marks : 70

Time : 3 Hours

SECTION – A
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages. (1×15=15)

1. Discuss the importance of personal selling and describe the various steps involved in the personal selling process.

SECTION – B

Note : Answer **any five** questions. **Each** question carries **eight** marks. Answer to the question should **not** exceed **five** pages. (5×8=40)

2. What is an advertisement copy ? What are the principal elements of a good copy of advertisement ?
3. What are the objectives and tools of public relations ?
4. Explain the major decision areas in the advertising planning and management.
5. Explain how sales budget levels are determined.
6. State the importance and functions of channels of distribution.
7. Explain the major steps and tools used in a systematic sales person selection process.
8. 'Retailing has an important role to play in the economy'. Discuss.
9. Explain the concept 'Supply Chain Management'. What are the current trends in SCM ?



SECTION – C
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages.

(1×15=15)

10. A Mumbai based soft drink company has proposed to launch a new variant of soft drink in three flavours Lemon, Vanila, Orange priced at Rs. 10/-, Rs. 11/-, Rs. 12 in 300 ml bottles.

Posers.

- 1) As an advertising consultant develop an advertising campaigning strategy.
- 2) What will be your message, who will be your target audience and what will be the ideal media mix ?