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**MBAS 508**



**Third Semester M.B.A. Degree Examination, April/May 2022**  
**BUSINESS ADMINISTRATION**  
**Promotions and Distribution Management**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**  
**(Compulsory)**

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

1. "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.

**SECTION – B**

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

2. What are the objectives of sales promotion ? Explain the methods of sales promotion.
3. Write a short notes on :
  - a) Industrial Advertising
  - b) Consumer Advertising.
4. Define advertising and explain role of advertisement in marketing mix.
5. State the importance of Warehousing and Storage in distribution management.
6. Discuss the critical factors affecting distribution management.
7. Examine the factors to be considered while selecting an advertising agency.
8. Compare and contrast between Publicity and Corporate advertising.

**SECTION – C**  
**(Compulsory)**

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

9. A Public Company was started in January 2007 in the Eastern India. In 2010, the Directors decided to enter the fruit canning industry since there was lot of demand in foreign and domestic markets, for good quality canned foods. The Company's products were branded with the name 'Sweety'. The products were mango pulp and mango juice, jams etc. The management of the company has not been fully satisfied with sales figures. Suggest a suitable advertising campaign to enhance the sales of its products.