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MBAS 508

Third Semester MBA Degree Examination, April/May 2024

BUSINESS ADMINISTRATION

Promotions and Distribution Management

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

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

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

(1×15=15)

1. Define kiosk marketing and guerrilla marketing as emerging promotional strategies. How do these innovative methods engage consumers and create brand awareness in non-traditional ways ?

SECTION – B

Answer **any five** questions. **Each** question carries **8** marks, answer to the question should **not** exceed **5** pages.

(5×8=40)

2. Elaborate on the process of setting an advertising budget.
3. Define the concept of media mix and its role in reaching a diverse audience. Provide examples of an effective media mix strategy.
4. Define sales forecasting and elaborate on its importance in sales management.
5. Discuss the role of technology and digital tools in enhancing the personal selling process.
6. Define retail management and its role in the marketing mix. How does effective retail management contribute to customer satisfaction and brand loyalty ?
7. What are common obstacles that companies face when implementing SCM, and how can they mitigate these challenges ?
8. Define the concept of the virtual value chain in e-commerce. How does the virtual value chain differ from traditional business models ?

P.T.O.



SECTION – C
(Compulsory)

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

(1×15=15)

9. Company Y, a manufacturer of innovative tech gadgets, faces a disruption in its traditional distribution channels due to the emergence of Direct-To-Consumer (DTC) models and online marketplaces. The company's existing distribution partners are experiencing decreased sales while online sales are rapidly increasing.
- Evaluate the advantages and disadvantages of adopting a Direct-To-Consumer (DTC) model for Company Y's tech gadgets.
 - How can Company Y navigate the shift in distribution channels to maintain strong relationships with existing partners while capitalizing on the growth in online sales ?
 - Discuss the role of data analytics and technology in optimizing distribution strategies for tech products in the digital age.

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