

R22

Code No: 783AH

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, February - 2025

SALES AND PROMOTION MANAGEMENT

Time: 3 Hours

Max.Marks:60

Note: This question paper contains two parts A and B.

i) **Part- A** for 10 marks, ii) **Part - B** for 50 marks.

- Part-A is a compulsory question which consists of ten sub-questions from all units carrying equal marks.
- Part-B consists of **ten questions** (numbered from 2 to 11) **carrying 10 marks each**. Each of these questions is from each unit and may contain sub-questions. For each question there will be an “either”/“or” choice, which means that there will be two questions from each unit and the student should answer either of the two questions.

PART – A

(10 Marks)

- 1.a) Enumerate about Promotion and its concept. [1]
- b) Brief about Evolution of Promotion. [1]
- c) Mention about importance of advertising. [1]
- d) Enlist about advertising media. [1]
- e) Enumerate about uses of sales management. [1]
- f) What are the types of Selling? [1]
- g) Brief about the concept of sales promotion. [1]
- h) What are the needs of sales promotion? [1]
- i) Explain about Sales distribution. [1]
- j) Why channels are needed for sales distribution? [1]

PART – B

(50 Marks)

2. Enumerate in detail about advantages of Direct Marketing and brief on the methods of measurement of Direct Marketing Effort. [10]
- OR**
3. “Publicity is a tool for promotion”, brief about this context in detail and examine the importance of different promotional mix elements. [10]
4. Enlist in detail about Functions, Principles, and Elements of a layout of a advertising with suitable examples. [10]
- OR**
5. Describe the concept of Advertising Message, Advertising Budget, and brief on methods of evaluation of Advertising Effectiveness. [10]
6. Enumerate in detail about Sales Planning Process and Sales Forecasting Methods with suitable illustrations. [10]
- OR**
7. Examine the methods of sales force recruitment and Selection in Indian MNCs. [10]

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

8. Enumerate in detail about Sales Promotion importance at each phase of Product Life Cycle. [10]

OR

9. What do you mean by Surrogate Selling? Discuss its importance in Indian firms. [10]

10.a) Categorize about the Channels for Rural Markets.

b) Illustrate the Channel Strategy Decisions in brief. [5+5]

OR

QA QA QA QA QA QA QA G

11.a) Explain the reasons for Channel Conflicts.

b) Brief on the strategies for managing International Channel of Distribution. [5+5]

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QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G