

R22

Code No: 783AH

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, February - 2024

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)

- Brief on Public relations techniques. [1]
- Write online marketing importance. [1]
- What is the role of Social media in advertising? [1]
- Brief on AIDA model. [1]
- What are the types of selling? [1]
- Write sales force budget importance in sales management. [1]
- What is surrogate Selling? [1]
- Write the stages in Product Life Cycle. [1]
- Write examples for industrial products. [1]
- Write functions of channel intermediaries. [1]

PART-B

(50 Marks)

- What is promotion mix and explain its importance in sales.
- Discuss in detail the ways to measure direct marketing effort. [5+5]

OR

- Differentiate between Trade promotions and consumer promotions
- Discuss in detail the types and tools of online marketing. [5+5]

- Explain the importance and functions of Advertising.
- Discuss the principles and elements of a advertising layout. [5+5]

OR

- Discuss the methods of research to measure the advertising effectiveness.
- Explain with suitable cases misleading and deceptive advertising. [5+5]

- Explain the various aspects of Sales planning process with an example and brief on methods of sales forecasting. [10]

OR

- What are the various components of Sales force Compensation?
- Discuss the need for motivation of Sales force and brief on tools used to motive sales force. [5+5]

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- 8.a) Differentiate between personal selling and advertising with a real-world case.
- b) Give the need for cross promotion with suitable examples. [5+5]

OR

QA QA QA QA QA QA QA G

- 9.a) Discuss the ethical and legal aspects of Sales promotion.
- b) Describe the importance of cross promotion related to sales promotion. [5+5]

- 10. a) In this era of online sales, do we need distribution channels? Discuss.
- b) Distinguish the channels for consumer and industrial products. [5+5]

OR

- 11.a) Discuss about the channels for Rural markets.
- b) Explain the need for Motivating and evaluating Channel Members. [5+5]

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