

Code No: MB1334/R13

MBA III Semester Supplementary Examinations, Nov-2017

PROMOTION AND DISTRIBUTION MANAGEMENT

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. a . Define sales promotion and Explain different types of consumer sales promotion. | 6M |
| b . Briefly explain about the promotional mix elements of marketing. | 6M |
| 2. a Explain the steps involved in Advertising planning process. | 6M |
| b Discuss about the AIDA model of marketing communication. | 6M |
| 3. a Define Advertising and Explain the role and limitations of Advertising in developing economy. | 6M |
| b Define advertising copy and describe the elements of advertising copy. | 6M |
| 4. a List out the functions of Advertising agencies. | 6M |
| b What do you mean by corporate advertising and explain its objectives. | 6M |
| 5. a Explain briefly about different types of out - door media. | 6M |
| b What are the factors to be considered while choosing advertising media for a product? | 6M |
| 6. a What do you mean by Media scheduling? Explain briefly about Wave and Media dominance theory of scheduling. | 6M |
| b Define Advertising budget? Explain about most commonly used advertising budgeting method. | 6M |
| 7. a Differentiate the role of a wholesaler and retailer in a marketing channel. | 6M |
| b Write about different types of retail formats in the contemporary business. | 6M |

Case study

The Kumar Group, founded in the year 1992 with two-business divisions-Dairy and Renewable Energy under its flagship Company Kumar Foods Limited (KFL) with the:

Vision: Delighting every home with Fresh & Healthy products and empowering the Farmer

Mission:

- To be a nationally recognized brand for Healthy and Fresh products with a revenue of INR 6000 Crore.(USD 1 Billion) by 2022
- Anticipate, understand and respond to our Customers' needs by creating high quality products and making them available through innovative and convenient channels
- Embrace the right technology to delight our Customers
- Strong supporter of balancing Economic, Social and Environmental aspects to create a better tomorrow
- Devoted to empowering the Farmer community through our unique 'Relationship Farming' Model
- Aim to be the Employer of Choice by nurturing Entrepreneurship and Promoting Empowerment, alongside transparency

In the year 1994, KFL went Public and was oversubscribed 54 times. KFL shares are listed on BSE and NSE. At present, Heritage has a market presence in the states of Andhra Pradesh, Telangana, Karnataka, Kerala, Tamil Nadu, Maharashtra, Odisha, NCR Delhi, Haryana, Rajasthan, Madhya Pradesh, Punjab, Uttar Pradesh, Gujarat and Uttarakhand. More than three thousand villages and three lakh farmers are being benefited in these states. On the other side, Kumar is serving millions of customers needs by, employing more than 2400 people and generating indirect employment opportunities for more than 10000 people. Beginning with a humble annual turnover of Rs.4.38 crores in 1993-94, the annual turnover of Kumar Foods crossed Rs 2642.89 crores in financial year 2016-17. Though the turnover of the firm is increasing the management of KFL is not much happy in terms of gaining Kumar as a house hold brand image in dairy products as its competitive brands like 'Arun' & 'Suresh' in different target markets (Andhra Pradesh & Telangana states). In this present scenario the management of KFL is planning to restructure the distribution and promotional strategies in order to create 'Kumar' as a house hold brand in dairy products. If you are Marketing Manager of KFL, suggest different distribution as well as promotional strategies to KFL in order to create 'Kumar' as a house hold brand in dairy products in different target markets in the states of Andhra Pradesh & Telangana.
