

Code No: MB194C2/19

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY- GURAJADA
VIZIANAGARAM**

MBA IV Semester Regular/Supplementary Examinations, May-2025.

Promotional and Distribution Management

Time: 3 Hours

Max. Marks: 75

*Answer any FIVE Questions One Question from Each Unit
All Questions Carry Equal Marks*

UNIT-I

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|----|---|--|-----|
| 1. | a | What is Marketing Communication? Differentiate Internal Communication Vs External Communication. | 6 M |
| | b | List out and explain the attributes of promotion mix. | 6 M |

OR

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|----|---|---|-----|
| 2. | a | Discuss the process of IMC with suitable example. | 6 M |
| | b | Elaborate the process of establishing objectives and budgeting for the promotional programme. | 6 M |

UNIT-II

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|----|---|--|-----|
| 3. | a | Explain the following in detail.
[1] Advertising Appeals.
[2] Creative Tactics. | 6 M |
| | b | “The role of IMC is very crucial in delivering effective messages to target customers”, critically evaluate. | 6 M |

OR

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|----|---|--|-----|
| 4. | a | Explain the following in detail.
[1] Creative strategy development.
[2] Media Mix. | 6 M |
| | b | Discuss in detail the concept of Media planning & Strategy. | 6 M |

UNIT-III

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|----|---|--|-----|
| 5. | a | Apply the personal selling process to washing machine and explain each step in detail. | 6 M |
| | b | Discuss in detail the integration of personal selling with other promotional tools. | 6 M |

OR

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|----|---|---|-----|
| 6. | a | How do you evaluate, motivate and control the efforts of Salesforce? | 6 M |
| | b | “Role of personal selling in IMC programme is very crucial”, critically evaluate. | 6 M |

UNIT-IV

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|----|---|--|-----|
| 7. | a | Discuss the process of developing and operating sales promotion for consumers. | 6 M |
| | b | What are the objectives of sales promotion? Differentiate consumer oriented sales promotion Vs trade oriented sales promotion. | 6 M |

OR

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|----|---|---|-----|
| 8. | a | “Sales promotion makes the customers loyal to discounts and disloyal to brands”, critically evaluate. | 6 M |
| | b | Discuss the process of developing and operating sales promotion for trade. | 6 M |

UNIT-V

9. a How do you perform the tasks of motivation and control of channel members? 6 M
b Explain the channel design process in detail. 6 M

OR

10. a List out the functions of channel members. 6 M
b “Role of channel members in the process of making the product reaching the target customer is very crucial”, critically evaluate. 6 M

CASE STUDY

- 11 Founded In 1853, Levi Strauss established Levi Strauss & Co., a wholesale dry goods firm in San Francisco. Seeing a need for labour trousers that could withstand harsher circumstances, he and tailor Jacob Davis invented the first jean. In 1873, they were granted a US patent for 'waist dungarees' incorporating metal rivets at stress locations. The first product line with the lot number "501" was produced in 1890. Today, we are one of the world's leading brand-name garment corporations and a worldwide leader in denim wear. Our trademarks include Levi's®, Dockers®, Signature by Levi Strauss & Co.™, and Denizen®. 15M

The marketer must learn about customer demands and evolving behaviours, as well as apply the Marketing Concept. Levi Strauss & Co. sold jeans to a broad market and did not bother segmenting the market until their sales declined. The consumer behaviour research revealed that their largest market, the baby boomers, had outgrown their needs. As a result, they introduced Khaki or Dockers for various sectors, as well as comfortable action stocks for customers over the age of 50. Thus, by segmenting the market, targeting different groups, and meeting their demands, they not only recovered lost revenues but greatly surpassed them. They also targeted female customers for jeans, and both men and women began to wear them in larger numbers. The company's offering must be expanded to accommodate different segments.

Questions:

- [1] Design a channel to Livis jeans for the customer segment of 50 years age. [5 M]
[2] Design a IMC program to Livis jeans for the customer segment of 50 years age. [5 M]
[3] Provide suggestions for expanding the business for Livis jeans. [5 M]