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M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2008.

Third Semester – Elective

DBA 1738 — RETAIL SALES PROMOTION

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Explain Promotion Mix.
2. What do you mean by retail promotion?
3. Explain budget allotment.
4. Give examples for manufacture led promotion budgets
5. Explain Online advertising with suitable examples.
6. What is media Planning?
7. What is public relation?
8. Explain the term publicity.
9. Whom do you call on-line customers?
10. Suggest a few examples for viral marketing.

PART B — (5 × 16 = 80 marks)

11. (a) Highlight the components of retail promotion mix in detail.

Or

- (b) Enumerate the factors influencing promotion strategies.

12. (a) Write a note on cost benefit analysis of retail sales promotion

Or

(b) How do you differentiate between market led and manufacturer led promotion budget?

13. (a) Explain the different types of advertisements in detail.

Or

(b) Critically evaluate the specific features of retail advertisement with suitable examples.

14. (a) Discuss the different stages in the selection process of sales persons.

Or

(b) List down the different types of publicity with suitable examples.

15. (a) Write an essay on customer response management.

Or

(b) How are On-line customers attracted through web design management? Briefly discuss.
