

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT
End Term Examination, December, 2024
BBA, Semester IV, 2023-24 (Backlog)

Roll No.....

MA1102: Advertising & Sales Management

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything, other than your roll number, on the question paper.
2. Attempt any 5 questions, all questions carry equal marks.

- | | | |
|------|---|---------------|
| Q. 1 | What do you understand by distribution channel? A multinational company is planning to launch its brand of cosmetics in India. What channels of distribution should it adopt to make an impact in the already crowded markets of cosmetics? | 06.0
(LO3) |
| Q. 2 | Is sustainability a viable concept for Indian businesses? Illustrate how there can be conflicts between the needs and desires of various stakeholders. | 06.0
(LO4) |
| Q. 3 | Develop a suitable global marketing strategy for a brand of jeans manufacturing. | 06.0
(LO4) |
| Q. 4 | Assume that Adidas wishes to sell expensive wristwatches for men and women. What factors should it consider when developing its strategy to open a retail outlet in Jaipur? | 06.0
(LO3) |
| Q. 5 | Identify three companies, A, B and C, that build customer value through product excellence, operational excellence, and customer excellence respectively. Justify your choice through appropriate reasoning. | 06.0
(LO4) |
| Q. 6 | Explain the various steps involved in the sales process. | 06.0
(LO1) |