

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, April 2024
BBA, Semester IV, 2023-24

Roll No.....

MA1102: Advertising & Sales Management

Time: 2.5 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 decisions KFC needs to take if it wants to expand into new geographical markets across Asia? 06.0
(LO4)
- Q. 2 Recommend suitable distribution channel for a new brand of milk to be launched by a local dairy in your state. 6.0
(LO3)
- Q. 3 "A cosmetic manufacturer should operate in a more responsible and ethical manner by using sustainable marketing principles". Do you agree or disagree? Justify your answer with suitable illustrations. 06.0
(LO4)
- Q. 4 Explain the ways in which companies can utilize internet for online marketing. 06.0
(LO2)
- Q. 5 Describe the competitive marketing strategies of market leader and market challengers with relevant examples. 06.0
(LO4)
- Q. 6 Discuss various types of store and non-store based retailers with suitable examples. Also explain the recent trends in retailing in India. 06.0
(LO3)