

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2016-18)
PGDM Trimester IV Examination September 2017

Subject	Channel Strategy, Media and Integrated Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	29.09.2017

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

Sri Sri Ravi Shankar, founder of the Art of Living Foundation, is planning to open about 1,000 retail stores to sell ayurvedic products, reflecting the increasing demand for herbal products across India. The debut list of products will include toothpastes, detergents, ghee and cookies. "People have now accepted ayurvedic products in their daily lives, and we believe our brand offerings are different compared to those of existing players," said Tej Katpitia, chief executive of Sri Sri Ayurveda (SSA) Trust.

The company has already been selling health drinks, soaps, fragrances and spices since 2003 through modern retail stores and online, but will now enter several food and home categories expanding its portfolio to over 300 products. The company makes these products in-house at three manufacturing units in India.

You as a Marketing Consultant are required to:

- (1)** Suggest a detailed Distribution strategy for Sri Sri Ayurveda products, to ensure the maximum reach to the relevant target audience keeping in mind the brand image of the company. **(10 Marks)**
- (2)** Suggest a detailed media plan & strategy, which enables Sri Sri Ayurveda to increase its brand awareness and revenues. **(10 Marks)**

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a)** Prataap Snacks Limited is planning to increase presence of its "Yellow Diamond" chips & namkeen products in rural Maharashtra. Prepare a suitable distribution strategy.
- b)** What is the role of the 'Channel' in Marketing Strategy? Explain with suitable examples
- c)** Describe in brief the steps involved in designing a 'Distribution Logistics System'

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a)** Define Channel Conflicts and state various types of channel conflicts with suitable examples.
- b)** Explain in brief about the role of various Marketing Intermediaries.
- c)** What is Media Buying? Explain the functions of Media Buyer.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) 'Marketing Channel offers ample of utilities to the consumers' – do you agree? Support your answer with suitable examples
- b) Explain in brief various steps involved in designing a 'Channel System'
- c) Describe in brief Usability of different Channel Options with suitable examples.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is Salesperson's Role in Controlling the Distributor? Explain with suitable examples
- b) Describe in brief Macro perspective of measuring the channel performance
- c) Explain in brief various functions of channel member

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Short Notes:

- a) Scheduling methods under media planning.
- b) Measuring Advertising Effectiveness
- c) Return On Promotional Investment (ROPI)

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Distinguish Between:

- a) Distribution Logistics Vs. Supply chain Management with suitable examples
- b) Print Media Vs. TV Media with suitable examples
- c) Intensive Distribution Vs. Selective Distribution Vs. Exclusive Distribution with suitable examples