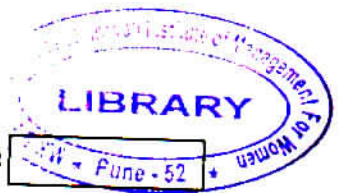


Total No. of Questions : 5]

P2753

SEAT No. :



[Total No. of Pages : 2

May 18

[5365]-4030

M.B.A (Semester - IV)

**404 - MARKETING : SALES AND DISTRIBUTION  
MANAGEMENT  
(2016 Pattern)**

*Time : 2.5 Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *All questions are compulsory*
- 2) *Each question has internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question.*
- 5) *Your answer should be specific and to the point.*

**Q1) A)** Define what is sales planning? Explain sales planning process?

OR

**B)** What are different types of distribution channel? Design channel for consumer goods?

**Q2) A)** What are the criteria for selection of channel member?

OR

**B)** Define what are field sales planning? What are the types of compensation plan?

**Q3) A)** What the methods of sales forecasting?

OR

**B)** Write short notes on :

- i) Sales Audit
- ii) Tale/Mobile Marketing

**P.T.O.**

**Q4) A)** What is the significance and importance of franchisee in channel design?

OR

**B)** What are the different types of wholesalers?

**Q5) A)** What the functions and importance of Retailing?

OR

**B)** What are the factors affecting selection of Location for Retailing?

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