

This question paper contains 2 printed pages.

4240

Your Roll No. ....

MBA (FT)

A

Paper F-3205— SALES AND DISTRIBUTION  
MANAGEMENT

Time : 3 hours

Maximum Marks : 70

(Write your Roll No. on the top immediately  
on receipt of this question paper.)

Attempt two questions from Part A and three  
questions from Part B.

PART A

1. Consider the following data regarding the sales of a particular product:

Month	Sales (000 units)
1	200
2	220
3	250
4	260

- (a) Obtain sales forecast for 5th month using exponential smoothing method. (Assume  $F_1 = D_1$  and  $\alpha = 0.6$ .)

- (b) What will be sales forecast for month 9? 7+7

2. Explain relationship between sales and distribution.  
Give suitable example. 14

P. T. O.

3. Explain the following:

(a) Steps of sales territory design

(b) Compensation plan of sales force.

7+7

### PART B

4. Explain various bases of power and how they can be used in managing marketing channel. Explain with suitable example in the context of carbonated beverages. 14

5. How can AHP be used in evaluating performance of channel intermediary? 14

6. "Larger the number of intermediaries higher would be the cost of product." Comment on the statement. Give suitable example to support your arguments. 14

7. Explain channel design process for distribution of placement brochure of premium B-School. 14