

Mid-West University
Examinations Management Office
Surkhet, Nepal
Final Examination-2079
Master of Business Studies (MBS)
Semester - IV

Subject: Sales, Distribution and Retail Management

Course Code: MKT 545

Full Marks: 60 Pass Marks: 30

Time: 3: 00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: CRITICAL THINKING QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions:

1. What do you mean by franchising?
2. Write the differences between factory outlets and ware house club of retailers.
3. Write any two benefits of selling to the firm.
4. What do you mean by sales quota?
5. What do you mean by pricing?
6. Define direct marketing.
7. How does recruitment differ from the selection of employees?
8. Give any two reasons of channel conflict.
9. Write any two functions of a wholesaler.
10. List out the components of promotion.

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any **THREE** questions:

11. Explain the factors affecting retailers. [8]
12. Write and explain the steps in selling process. [8]
13. What do you mean by sales forecasting? Explain any two methods of sales forecasting. [8]
14. Explain the types of quota. [8]
15. Describe the distribution practices in Nepal. [8]

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions:

16. What do you mean by territory design? Explain the seven key elements involved in the process of a territory design. [13]
17. As a manager of a business institution how would take the decision in the process of designing the channels? [13]
18. Define retailing. How do you explain the future of retailing? Example. [13]

THE END