

**M.B.A. (GM-MM) Sem.-4 Examination****LS-402****S & DM****April-2025****Time : 2-30 Hours]****[Max. Marks : 70**

- Note: 1. All questions carry equal marks.  
2. Q-2,3,4 have internal options  
3. Q-1.5 are compulsory

Q-1 Answer the following questions in brief.

1. Write about Regression analysis and Exponential smoothing method.
2. Explain the types of expense plans.
3. Explain two methods of setting quotas.
4. Write about objective and task method for setting sales budget.

Q-2 What is meant by logistic strategy? What modes of transportation would you use for a company manufacturing television sets? Also give justification for your recommendations.

OR

Define selection and recruiting, Some IT companies like Microsoft recruit only experienced people from the organizations. Some like TCS recruit from educational institutions. Explain the difference in sources used by these organizations selling the same kind of service and products.

Q-3 What is retailing? What are the trends in retailing in India? What is the role of retailer?

OR

Write codes of ethics. Why we need ethical leadership? What is the importance of ethical governance?

Q-4 What is motivation? Why it is important to sales managers? How is Maslow's hierarchy of Needs related to motivation in organization.

OR

Define distribution management. What is warehousing? Explain different types of warehouses

Q-5 Answer in short-

1. Which are the channel design factors? Explain channel design process.
  2. Write in short about psychological tests for interviewing
  3. Write about relationship techniques and types of relationships.
  4. Write about integrated selling and marketing along with flow chart.
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