

SEAT No. \_\_\_\_\_

**SARDAR PATEL UNIVERSITY**

M. ABUVA - MARR - 26120

**TUESDAY, NOVEMBER 7, 2017**

**UB01ECOM05 PRINCIPLES OF MARKETING-I**

**TOTAL MARKS: 60**

Draw diagrams and cite examples wherever necessary.

- OR

- OR

- OR

- OR

- Q.4 Write a Short Note on: (15)
- (a) Types of Distribution Channels
- (b) Channel Selection Decision.