

MP-605

June - Examination 2016

Master of Business Administration - II Year Examination

Sales and Logistics Management

Paper - MP-605

Time : 3 Hours]

[Max. Marks :- 80

Note: The question paper is divided into three sections A, B and C. Write answers as per given instructions.

Section - A

8 × 2 = 16

(Very Short Answer Questions)

1) Define the following within 30 words each:

- (i) CRM
- (ii) Product Sales Organisation
- (iii) Relationship Building
- (iv) Sales Territory
- (v) Sales Analysis
- (vi) Intrinsic Motivation
- (vii) Retailing
- (viii) Physical Distribution

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions within the limit of 200 words each.

- 2) Explain geographic and product sales organisation structures highlighting their respective advantages and limitations.
- 3) Write short notes on:
 - (i) Types of sales budget
 - (ii) Limitation of budgeting
- 4) Discuss the types of training in management in detail.
- 5) Discuss the methods of motivating sales force.
- 6) Define wholesaling. Discuss its types and functions.
- 7) Discuss the role and significance of various ICT tools and techniques in handling the orders.
- 8) What is inventory? What are its functions and types? Explain.
- 9) Discuss the method of designing sales territories.

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Answer **any two** questions within 500 words each.

- 10) Discuss the stages of personal selling process.
 - 11) What are the major sales forecasting techniques? Also explain its limitations.
 - 12) Explain the various types of compensation provided to the employees in organisation.
 - 13) What are different modes of transportation? Discuss their pros and cons.
-