MP-605

June - Examination 2026

Master of Business Administration (IInd Year) Examination

Sales and Logistics Management

Paper : MP-605

[*Time: **3** Hours*] [*Maximum Marks: **80***]

Note :- The question paper is divided into three Sections A, B and C. Write answers as per the given instructions in each section.

Section-A **8×2=16**

(Very Short Answer Type Questions)

Note :- Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries **2** marks.

1. Define the following terms -
   (i) Retailer
   (ii) Warehousing
   (iii) Channel Conflict
   (iv) Sales Supervision
   (v) Intensive Distribution
   (vi) Closing of Sales
   (vii) Channel Management
   (viii) Sales Force Motivation

Section-B **4×8=32**

(Short Answer Type Questions)

Note :- Answer **any four** questions. You have to delimit your each answer maximum up to **200** words. Each question carries **8** marks.

2. Discuss the importance of training for sales personnel.
3. Explain different methods of compensating sales person.
4. Explain the methods used to evaluate sales force performance.
5. Discuss the role of motivation in improving sales force performance.
6. Define channel Intermediaries and explain their role in distribution.
7. Explain the importance of personal selling in modern marketing.
8. Explain various methods used for forecasting the sales.
9. Discuss the importance of order processing in efficient supply chain management.

Section-C

2×16=32

(Long Answer Type Questions)

Note :- Answer **any two** questions. You have to delimit your each answer maximum up to **500** words. Each question carries **16** marks.

10. Describe various types of sales organizational structure.
11. Explain the causes of channel conflict and measures for effective channel control.
12. Prepare a performance evaluation format for assessing sales representative in an organization.
13. Explain how effective sales forecasting contributes to production and financial planning.
