

**MP-605**

December - Examination 2015

**MBA IInd Year Examination**

**Sales and Logistics Management**

**Paper - MP-605**

**Time : 3 Hours ]**

**[ Max. Marks :- 80**

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**Note:** The question paper is divided into three sections A, B and C.

**Section - A**

8 x 2 = 16

- 1) Define the following within 30 words of each:
- (i) Compensation
  - (ii) Sales Territories
  - (iii) Hyper market
  - (iv) Global positioning system
  - (v) Distribution channel
  - (vi) Logistics management
  - (vii) Wholesaler
  - (viii) Personal selling

**Section - B**

4 x 8 = 32

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

- 2) Explain the functions of wholesalers.
- 3) What are the basic principles of negotiations?
- 4) Explain inventory control with its importance.
- 5) What do you mean by Sales Quotas? Elaborate.
- 6) How to motivate sales force to achieve organization's goal?
- 7) Why evaluation of performance of sales force is important in organization?
- 8) What do you understand by channel management? Explain in detail.
- 9) What is the importance of sales forecasting? Why it is done in organization?

**Section - C**

2 x 16 = 32

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

- 10) What do you understand by sales management? What is the process of sales management? Explain in detail.
- 11) Why sales planning and budgeting is done in organization? How is it useful in sales management? Explain in detail.
- 12) Explain the vertical marketing system and horizontal marketing system in detail with illustration.
- 13) What do you understand by training of sales force? How are they trained by organisation to achieve goal efficiently.