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MP-605

December - 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.
Answers as per instructions.

Section - A

8 × 2 = 16

- 1) Define the following within 30 words of each:
- (i) Functional elements of sales management.
 - (ii) Sales organisation.
 - (iii) Negotiation
 - (iv) Sales Quota
 - (v) Sales Audit
 - (vi) Extrinsic motivation
 - (vii) Factory outlet store
 - (viii) Carrying costs

Section - B**4 × 8 = 32**

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

- 2) Explain line and staff and functional sales organisation structures with its merits and demerits.
- 3) Write short note on: Barriers of planning.
- 4) What are sales territories and why sales territories are required for organisations? Discuss.
- 5) Discuss any two theories of motivation in detail.
- 6) Explain channel selection process.
- 7) Explain different types of retail formats.
- 8) What is order processing? Discuss the elements of order processing costs.
- 9) What is performance evaluation. Briefly discuss its methods.

Section - C**2 × 16 = 32**

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

- 10) What do you understand by personal selling? How is it different from salesmanship?
- 11) Define sales forecasting. What are its major characteristics and significance? Discuss.
- 12) Write brief note on: Compensation tools and techniques.
- 13) Discuss the various warehousing options available. Also explain the functions of warehouse.