

MP-605

December - Examination 2017

**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)

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

- 1) (i) What is CRM?
- (ii) Write the key components of a sales plan.
- (iii) Define span of control.
- (iv) Who is a missionary sales person?
- (v) Define market potential.
- (vi) What do you understand by the term sales fore cast?
- (vii) What is a sales territory?
- (viii) What is a horizontal marketing?

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Explain 'Line' and 'Line and Staff' sales organization structures. Give their advantages and limitations.
- 3) While dealing with objections during the process of personal selling, what points should be take care of. Discuss them in brief with examples.
- 4) Discuss the methods of sales budgeting in short.
- 5) Highlight the major differences between build up and break down methods of designing sales territories.
- 6) What is marketing auditing? Explain the components of a marketing audit.
- 7) Explain different types of compensation plans.
- 8) Discuss several selection criteria to be considered during the final 'evolution of channel members.
- 9) Write short note on: Video Kiosks.

Section - C**2 × 16 = 32**

(Long Answer Questions)

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

- 10) How is sales planning different in B2B and B2C markets? Discuss in detail.
 - 11) Differentiate between whole selling and retailing activities. Give examples.
 - 12) Write a detailed note on Channel information system.
 - 13) Discuss training management plan in detail.
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