

MP-605

December - Examination 2018

**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) Explain the following concepts:-
 - (i) Sales Management
 - (ii) Sales Organization
 - (iii) Personal Selling
 - (iv) Sales Budget
 - (v) Sales Quota
 - (vi) Channel Control

(vii) Inventory Control

(viii) Physical Distribution

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 the importance of sales management.
- 3) Discuss the process of personal selling.
- 4) Examine the methods of sales determining quota.
- 5) Analyse the compensation plans for sales force.
- 6) Discuss the important channels for physical distribution.
- 7) Discuss important methods of inventory control.
- 8) Discuss the process of ordering.
- 9) What are important channel intermediaries? Explain.

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) Discuss important organization structures for sales management of a firm.
 - 11) Discuss important methods of sales forecasting.
 - 12) Write a detail note on territory management.
 - 13) Examine the methods of performance evaluation.
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