

MP-605

December - Examination 2019

**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. Prospecting
 - ii. Sales Planning
 - iii. Sales Forecasting
 - iv. Sales Manager
 - v. Channel Power
 - vi. Sales Management
 - vii. Personal Selling
 - viii. Channel Information System

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 important operations of Sales Management.
3. Examine various types of Personal Selling.
4. Discuss various Sales Strategies useful in B2B situations.
5. Describes the parameters and procedure for Planning Inventory.
6. Discuss the factors affecting determination of Sales Territory.
7. Examine the methods of determining sales quota.
8. Prepare a Sales Budget for medium size company of your choice.
9. Write a short note on Material Requirement Planning.

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. Write a detailed note on operations of Sales Plan and Promotion.
11. Discuss various types of compensations available for sales force.
12. Discuss the role of various ICT tools and techniques in handling the orders.
13. Discuss the procedure for setting Sales Quota.