

# **MP-605**

**December – Examination 2020**

## **Master of Business Administration (II Year) Examination**

**Sales and Logistics Management**

**Paper : MP-605**

*Time : 2 Hours ]*

*[ Maximum Marks : 80*

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*Note :-* The question paper is divided into two Sections A and B. Write answers as per the given instructions.

**Section-A**

**8×2=16**

**(Very Short Answer Type Questions)**

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

1. Explain the following concepts :

- (i) Sales Management
- (ii) Sales Quota
- (iii) Sales Force
- (iv) Channel Intermediaries
- (v) Channel Control
- (vi) Inventory Control
- (vii) Channel Management
- (viii) Physical Distribution

5. Examine the methods of training for sales force.

- 6. Discuss the mechanism for order processing.
- 7. Prepare a Channel Control System of a Firm.
- 8. Discuss the compensation plan for sales force.
- 9. Prepare a Channel Information System for a firm.

**Section-B** **4×16=64**

**(Short Answer Type Questions)**

*Note* :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 16 marks.

- 2. Explain the forms of sales organization.
- 3. Discuss the process of personal selling.
- 4. Examine the methods of allocation of sales territory.