

MP-605

December – Examination 2021

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

SALES AND LOGISTICS MANAGEMENT

Paper : MP-605

Time : 1½ Hours]

[Maximum Marks : 80

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

Section-A

4×4=16

(Very Short Answer Type Questions)

Note :- Answer any *four* 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 4 marks.

1. (i) What is Relationship building ?
- (ii) What is Budget Planning ?
- (iii) What is a sales territory ?
- (iv) What is Sales Audit ?
- (v) What is Procurement Management ?
- (vi) Write any *two* Factors affecting Compensation.
- (vii) What do you mean by Performance Evaluation ?
- (viii) What is Physical Distribution ?

Section-B **4×16=64**

(Short Answer Type Questions)

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

2. Explain the importance of CRM in creating a customer centric organization.
3. What are the relative advantages of a line sales organization and line and staff sales organization ?

4. What do you understand by Personal Selling ? How is it different from salesmanship ? Discuss with the help of suitable examples.
5. How is sales planning different in B2B and B2C markets ? Discuss in detail.
6. What is the process used for sales forecasting ? Write a step by step procedure.
7. What is marketing cost analysis ? Discuss the various steps involved in marketing cost analysis.
8. What do you mean by Procurement ? Explain the Procurement life-cycle in any organization.
9. What is Motivation ? What does Maslow's need hierarchy tell us about needs ?