

11. Explain the various sales organization structures highlighting their respective advantages and limitations.
12. What do you mean by training in management ? Also state the benefits of training management.
13. Discuss the needs of motivating sales force. How can we motivate them ? Explain.

MP-605

December – Examination 2022
Master of Business Administration
(IInd Year) Examination
SALES AND LOGISTICS MANAGEMENT
Paper : MP-605

Time : 3 Hours]

[Maximum Marks : 80

Note :- The question paper is divided into three Sections A, B and C. 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. (i) What do you mean by Sales Management Cycle ?

- (ii) What do you mean by Sales Organization Structure ?
- (iii) What is Counter Selling ?
- (iv) What is Sales Planning ?
- (v) What do you mean by Sales Territory ?
- (vi) What do you mean by Procurement Management ?
- (vii) What do you mean by Performance Evaluation ?
- (viii) What do you mean by Distribution Channel Decisions ?

Section-B **4×8=32**

(Short Answer Type Questions)

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

- 2. What is Personal Selling ? Discuss the process and advantages of personal selling.
- 3. How is sales planning different in B2B and B2C markets ? Discuss in detail.

- 4. Identify and examine the factors that generally influence sales forecasting in contemporary business.
- 5. Explain the various factors affecting the determination of sales quotas.
- 6. What is a sales territory and why is it important for organizations to establish sales territories ?
- 7. How the sales analysis techniques have become so important in success of firm ? Explain.
- 8. What do you mean by Compensation ? State the factors affecting compensation.
- 9. Describe the various warehousing options available, with their merits and demerits.

Section-C **2×16=32**

(Long Answer Type Questions)

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

- 10. Explain the importance of CRM in creating a customer centric organization.