

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 various sales organization structures highlighting their respective advantages and limitations.
11. What are the major sales forecasting techniques ? Write a descriptive note commenting on their merits and limitations.
12. “Compensation if effective is the cause of retaining efficient employee in the organization.” In the light of this statement, explain Compensation Plan.
13. What do you mean by performance evaluation ? State its importance in an organization.

MP-605/4

(4)

TC-553

MP-605

December – Examination 2023

MBA (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.

MP-605/4

(1)

TC-553

Turn Over

1. (i) What is CRM ?
- (ii) What is Degree of Specialization principle ?
- (iii) What is a Reference selling ?
- (iv) What is Negotiation ?
- (v) What is Procurement Management ?
- (vi) Write any *two* Factors affecting Compensation.
- (vii) What do you mean by Unity of objectives ?
- (viii) What is Physical Distribution ?

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. Throw light on the nature, scope and importance of sales management.

3. What is personal selling ? Discuss the process and advantages of personal selling.
4. Illustrate the importance of sales policies, program and rules in the sales planning process.
5. What is a sales territory and why is it important for organizations to establish sales territories ?
6. Define Sales-analysis. How the sales analysis techniques have become so important in success of firm ? Explain.
7. Differentiate between Traditional Vs. Strategic Procurement.
8. Which theory of motivation, according to you, is best in today's scenario and why ?
9. What is Channel Management ? Explain the dynamics of Channel Relationships.