

MP-605

December - Examination 2025

Master of Business Administration (II 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. Define the following terms -
 - (i) Salesmanship
 - (ii) Sales budget
 - (iii) Channel
 - (iv) Sales performance
 - (v) Inventory control
 - (vi) Matrix organisation
 - (vii) Sales targets
 - (viii) Sales logistics

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. Discuss the qualities of a good salesman.
3. Describe the process of setting sales quota.
4. Discuss the methods of sales forecasting.
5. Discuss important types of distribution channels.

6. Discuss the process of selection of sales force.
7. Examine the mechanism of inventory control system.
8. Discuss the methods of training for sale force.
9. Discuss the emerging challenges of sales management.

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. Discuss the process of personal selling.
 11. Prepare a sales budget for a mid-sized firm.
 12. Examine the determinants of sales territory.
 13. Examine the methods of compensation of sales force.
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