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**MP-605**

**June – Examination 2020**

**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 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 Planning
- (ii) Sales Forecasting

(iii) Channel Management

(iv) Sales Quota

(v) Inventory Control

(vi) Sales Force Procurement

(vii) Sales Manager

(viii) Channel Cooperation

**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. Analyse sales strategies for B2C Business Model.
3. Explain the concept of material requirement planning.
4. Examine the important channel intermediaries of distribution management.
5. Discuss the methods of performance evaluation for sales force.
6. Discuss the important training method for sales force.
7. Examine the methods for fixing sales quota.
8. Explain various forms of sales organization.
9. Discuss various types of personal selling.

**Section-C**

**2×16=32**

**(Long Answer Type Questions)**

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

10. Discuss the methods of compensation of sales force.
11. Discuss the tools and techniques of ICT for sales management.
12. Discuss important methods for sales forecasting.
13. Discuss the process and methods of inventory control system.