

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. What do you understand by Personal Selling ? How is it different from salesmanship ? Discuss with the help of suitable examples.
11. What do you mean by Procurement ? Explain the procurement life cycle in any organization.
12. “Compensation if effective is the cause of retaining efficient employee in the organisation.” In the light of this statement, explain Compensation Plan.
13. “Performance Evaluation System determines the success of the organisation.” In the light of this statement, define performance evaluation system in detail.

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June – Examination 2023

**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 Strategic Sales Management ?
- (ii) What do you mean by Customer Relationship Management ?
- (iii) What do you mean by Unity of Objectives ?
- (iv) Write the type of any *two* methods of sales forecasting.
- (v) What is Sales Audit ?
- (vi) What do you mean by Financial Compensation ?
- (vii) What do you mean by Channel Conflict ?
- (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.

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2. Explain various functional elements of Sales Management.
3. Discuss the factors affecting sales organizational design.
4. What is a Sales Budget ? What is the need of having a flexible sales budget ?
5. Define Sales Forecasting. What are its major characteristics and significance ?
6. Explain various factors Determining Sales Territories.
7. Discuss the various steps involved in marketing cost analysis.
8. What is Motivation ? What does Maslow's need hierarchy tell us about needs ? Explain.
9. Discuss the dynamic and strategic role played by Channel Intermediaries in present business world.

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T-553 Turn Over