

11. Discuss the process of budgeting for sales activities of a firm.
12. Discuss important methods of performance evaluation of salesforce.
13. Discuss the methodology for setting sales territory for salesforce.

MP-605

June – Examination 2024

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.

1. Explain the following terms :

- (i) Sales organisation
- (ii) Personal selling
- (iii) Sales forecasting
- (iv) Sales Quota
- (v) Channel Intermediaries
- (vi) Inventory control
- (vii) Order processing
- (viii) Distribution channel

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. Examine scope of sales management.
- 3. Discuss qualities of a good salesperson.

MP-605/4

(2)

TT-553

- 4. Discuss the methods of recruitment of salesforce.
- 5. Examine components of compensation for salesforce.
- 6. Discuss the methods of motivating salesforce.
- 7. Examine problems of channel management.
- 8. Discuss the issues pertaining to inventory control system.
- 9. Discuss the basis of allotment of sales Quota.

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 various types of sales organisations and their suitability for various sales activities.

MP-605/4

(3)

TT-553 *Turn Over*