

MP-605

June - Examination 2017

**Master of Business Administration - II Year
Examination**

Sales and Logistics Management

Paper - MP-605

Time : 3 Hours]

[Max. 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 Questions)

Note: Answer **all** the questions within 30 words of each.

- 1) (i) What is the difference between sales and marketing?
- (ii) Define Sales Organisation.
- (iii) What is Sales Budget?
- (iv) Give two differences between personal selling and salesmanship.
- (v) Define the term 'Quotas'.
- (vi) What do you understand by the term closing the sales?
- (vii) What are 'Hypermarkets'?
- (viii) What is the iceberg principle in 'sales analysis'?

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions within 200 words each.

- 2) Write short note on: Functions of wholesalers.
- 3) What is committee sales organization?
- 4) What is channel information system?
- 5) How do we manage channel conflict? Write in brief.
- 6) What do you mean by sales forecasting? Write in brief.
- 7) Write short note on the following: Aldefer's ERG theory.
- 8) What is negotiation? What are the principles of negotiation? Discuss.
- 9) Write in brief the process of personal selling.

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Answer **any two** questions within 500 words each.

- 10) Write a short essay on Sales Management.

OR

What is Sales Management Audit. Write in detail.

- 11) You have been appointed a regional sales manager of an FMCG company. Discuss how will you evaluate the performance of sales force working in your region.
- 12) Discuss the dynamic and strategic role of warehouses in business.
- 13) Discuss the role of inventory in the physical distribution management.