

MP-605

June - Examination 2019

**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** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) Explain the following concepts:-
 - (i) Sales Management Cycle
 - (ii) Sales Manager
 - (iii) Economic Order Quantity
 - (iv) Materials Handling Machinery
 - (v) Sales Organization
 - (vi) Channel Control
 - (vii) Re-order Quantity
 - (viii) Sales Territory

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Analyse the compensation plans for sales force.
- 3) Discuss the important channels for physical distribution.
- 4) Discuss important methods of inventory control.
- 5) What are important channel intermediaries? Explain.
- 6) Discuss the roles and responsibilities of a Sales Manager
- 7) Discuss the changing patterns in Personal Selling.
- 8) Explain the importance of sales management.
- 9) Discuss the process of personal selling.

Section - C**2 × 16 = 32**

(Long Answer 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 for establishing Sales Territories.
- 11) Describe major techniques of Sales Forecasting.
- 12) Discuss a training management plan for sales force in an Organization.
- 13) Discuss the methods of motivating sales force.
