

**MP-605**

**June – Examination 2022**

**Master of Business Administration  
(II Year) Examination**

**SALES AND LOGISTICS MANAGEMENT**

**Paper : MP-605**

*Time : 1½ Hours ]*

*[ Maximum Marks : 80*

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*Note* :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

**Section-A**

**4×4=16**

**(Very Short Answer Type Questions)**

*Note* :- Answer any *four* 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 4 marks.

*MP-605/3*

( 1 )

**T-553** *Turn Over*

1. (i) What is Customer Relationship Management ?
- (ii) Explain any *two* principles of Sales Organization.
- (iii) Explain any *two* Hurdles for Personal Selling.
- (iv) What is Sales Budgeting ?
- (v) What do you mean by Sales Audit ?
- (vi) What do you mean by Procurement Management ?
- (vii) Explain any *two* factors affecting Compensation.
- (viii) Explain any *two* types of Retail Formats.

**Section–B** **4×16=64**

**(Short Answer Type Questions)**

**Note** :- Answer any *four* questions. Each answer should not exceed **200** words. Each question carries 16 marks.

2. Explain the importance of CRM in creating a customer centric organization.

3. Explain the various sales organization structures highlighting their respective advantages and limitations.
4. What is Personal Selling ? Discuss the process and advantages of personal selling.
5. How is Sales Planning different in B2B and B2C markets ? Discuss in detail.
6. What do you mean by Sales Forecasting ? Explain the various factors affecting Sales Forecasting.
7. Explain the factors affecting the determination of Sales Quotas.
8. Define Sales-analysis. What are the steps in designing a sales control system ? Explain.
9. “Performance Evaluation System determines the success of the organisation.” In the light of this statement, define performance evaluation system in detail.