

MBA II Year Examination
MP-605 : Sales & Logistics Management

Time: 3 Hours

Max. Marks: 80

Note: The question paper is divided into three sections A, B & C. Write Answers as per the given instructions.

Section A
(Very Short Answer Type Questions)

Note: Answers all 8 questions. As per the nature of the questions you delimit your answer in one sentence up to 50 words. Each question carries equal marks. (Marks 2x8=16)

1. What is the difference between Sales and Marketing?
2. What do you understand by sales organization?
3. What is a Sales Budget?
4. Define sales Forecasting.
5. What do you understand by the term "Sales Territory"?
6. Distinguish between sales analysis and cost analysis.
7. What is physical distribution?
8. What is e-tailing?
9. What do you mean by Sales management?
10. What is customer relationship management?
11. Give two differences between personal selling and salesmanship.
12. What are the different types of Quotas?
13. What is the equity theory of compensation?
14. Give two differences between intrinsic motivation and extrinsic motivation.
15. What is channel information system?
16. What is order processing?
17. Write any two objectives of sales management.
18. What do you understand by 'Closing the Sales'?
19. What is the difference between market potential and sales potential?
20. What is a budget Quota?
21. Write any two factors affecting the establishment of Sales territories.
22. What is the ice berg principle in sales analysis?
23. What are Hyper markets?
24. Define global positioning system?

Section B

(Short Answer Type Questions)

Answer any 4 questions. Each answer should not exceed 100 words. Each question carries 08 marks. (Marks 8x4 = 32)

1. What is the process of Personal selling? Give examples.
2. “ Sales Forecasting Is the need of the hour” .Comment.
3. What are sales Quotas and why is it significant for sales managers to set quotas for sales personnel?
4. Write short notes on the following:
 - a) Compensation Tools and Techniques
 - b) Factors affecting compensation
5. What is motivation ? What does Maslow’s need Hierarchy theory tell us about needs?
6. Discuss the various warehousing options available, with their merits and demerits .
7. What are the different modes of transport? Give examples.
8. Write in brief about the different retail formats.
9. What are the roles and responsibilities of a sales manager.
10. What is organizational design? What functions does it serve?
11. Write short notes on the following:
 - (a) Mc Gregor’s theory ‘X’ and theory ‘Y’
 - (b) Aldefer’s ERG theory.
12. Briefly define methods of performance evaluation in sales management.
13. How do we manage Channel conflict. Write in brief.
14. Discuss the advantages and disadvantages of road transport.
15. Compare and contrast the differences between periodic and perpetual review system.
16. Write a short note on:
 - a. ERP system enterprise resource planning
 - b. Advanced planning and scheduling system.
17. What is negotiation? What are the principles of negotiation?
18. What is the difference between strategy and structure. Write in brief.
19. Write a short note on:
 - a. Functions of wholesalers
 - b. Types of wholesalers.

20. Write a note on Types of order processing systems.
21. What are the objectives and principles of material handling.
22. Write a short note on:
 - a. Fair share allocation method of Inventory planning
 - b. Distribution requirements planning.
23. What are the advantages and disadvantages of rail transport.
24. Write a note about how Information and Technology can be useful in logistics management.

Section C

(Long Answer Type Questions)

Answer any 2 questions. Each answer should not exceed 800 words. Each question carries 16 marks. (Marks 2x16=32)

Section-C

1. Explain the various sales organization structures. Give Examples.
2. Write short notes on the following:
 - a. Committee sales organization
 - b. Hybrid sales organization
 - c. line organization
 - d. line and staff organization
3. Elaborate on the methods utilized by the organizations for setting sales quotas?
4. Write a note on Socially Responsible Procurement in detail?
5. Explain the Vertical marketing system & horizontal marketing systems in detail. Give Examples.
6. Write a detailed note on retailing. Give few Indian examples who are involved in retailing.
7. What do you understand by logistics information system(LIS)?What are the different Domains of LIS?
8. How do the logistics capabilities facilitate the E-Commerce? Write in detail?
9. Write a short essay on Sales Management.
10. Discuss the process of developing a sales organization.

11. Write short notes on the following:
 - a. Elements of sales planning
 - b. Types of sales budget
 - c. Limitations of Budgeting
 - d. Uses of sales budget.
12. What is sales management Audit. Write in detail.
13. You have been appointed a regional sales manager of an FMCG Company. Discuss how you will evaluate the performance of sales force working in your region?
14. Discuss the dynamic and strategic role of warehouse in business.
15. Discuss the utility of Physical Distribution from marketing as well as operational perspective.
16. Discuss the role of inventory in the physical distribution management.
17. Discuss, how personal selling has changed over years. Quote examples.
18. How is sales planning different in B2B and B2C markets. Discuss in detail.
19. What are the various motivating strategies. Give suitable examples where necessary.
20. "Performance Evaluation System determines the success of the organization." In the light of this statement, define performance evaluation system in detail.
21. What is a channel conflict? What are the types of channel conflict and techniques of resolving channel conflict?
22. Discuss the dynamic and strategic role played by channel intermediaries in present business world.
23. What do you mean by containerization? Why it has become popular at the advent of L&SCM (Logistics and supply chain management)? Write in detail with suitable examples.
24. "Training is essential to impart necessary selling skills in sales persons". In the context of this discuss how you will develop the selling skills in sales persons.