



DMM-5541
M. B. A. (F.T.) & (E) (Sem. IV) (CBCS)
(Reg. & ATKT) Examination
March / April - 2016
Sales & Supply Chain Management

Time : 3 Hours]

[Total Marks : 70/100

Instructions :

(1)

<p>नीचे दशांशवैध निशानीवाणी विगतो उत्तरवही पर अवश्य लिखनी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : M. B. A. (F.T.) & (E) (Sem. IV) (CBCS) (Reg. & ATKT)</p> <p>Name of the Subject : Sales & Supply Chain Management</p> <p>Subject Code No. : <input type="text" value="5"/> <input type="text" value="5"/> <input type="text" value="4"/> <input type="text" value="1"/> Section No. (1, 2.....): <input type="text" value="Nil"/></p>	<p>Seat No. : <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/></p> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; width: 100%;">Student's Signature</div>
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- (2) This question paper is for both the courses CBCS & New Course ATKT.
- (3) Each question carry equal marks. Figure on the right indicate maximum marks for the question.
- (4) Question paper of regular CBCS and ATKT are total of 70 marks and each question carry 14 marks.
- (5) Question paper of New Course ATKT is of total 100 marks and each question carries 20 marks.

1 Explain the process of selection of Sales People in the organization. Quote suitable Examples.

OR

1 Define Sales Territory. Explain the concept of Sales Territory. Why do firms establish Sales territories. Explain with suitable examples.

2 Explain the concept of supply chain management. Also explain various functions of physical distribution system.

OR

2 Explain alternative sales force compensation plans. Also explain the advantages and disadvantages of each compensation plans. Quote suitable examples.

3 Write note on any **two** :

- (1) Causes of Turnover of Sales People.
- (2) Functions of Sales Executives.
- (3) Objectives of Sales Management.
- (4) Prospecting.

4 Explain the meaning of Packing and Packaging. Also discuss functions of Package. Quote Suitable examples.

OR

4 Explain the concept of distribution channel also discuss various factors affecting the Choice of channel of distribution.

5 Write notes on any **two** :

- (1) Intermodal Transportation.
- (2) Modes of Transportation.
- (3) Warehousing.
- (4) Order Processing.
