

**W-1090**

**M.B.A. (General) (N.C.) (Final Year) Examination,  
(Distance Mode) December-2020**

**SALES AND LOGISTICS MANAGEMENT**

**Paper - 605**

*Time : Three Hours*

*Maximum Marks : 70*

*Minimum Pass Marks : 21*

**Note :** Attempt **all** questions.

- Q.1. What is the need of a sales organisation? Describe the factors determining the structure of a sales organisation. 14
- Q.2. What do you understand by 'Personal Selling'? What is its importance in business? Explain. 14
- Q.3. What factors should be decided while planning sales training programmes? 14
- Q.4. Describe performance evaluation. Explain the various benefits and types of methods used for evaluating performance of sales person. 14
- Q.5. Define physical distribution and explain its objectives and the field. 14

