

Roll No. ....

**Y – 963**

**MBA (General) Final Year EXAMINATION, May/June-2021**

**DISTANCE MODE**

Paper – 605

**(MM) SALES AND LOGISTICS MANAGEMENT**

*Time : Three Hours*

*Maximum Marks : 70*

*Minimum Pass Marks : 28*

**Note**—Attempt *all* questions.

**Unit-I**

1. What are the difference between selling and personal selling ? Describe function of sales management. 14

**Unit-II**

2. What do you mean by sales forecasting ? Explain its various methods. 14

**Unit-III**

3. What do you mean by Compensation ? Describe various methods of determination of compensation. 14

**Unit-IV**

4. What is channel management ? Describe various factors effectively selection of appropriate channel. 14

**Unit-V**

5. What do you mean by inventory control ? Describe various techniques of inventory control. 14

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