

Exam Code: 1383
Sub. Code: 9465

2032
B. Voc. (Logistic Management)
Fifth Semester
Paper-LEM-504: Sales and Distribution Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four of the following:-

- a) "Sales as a career", Comment.
- b) Write note on vertical marketing systems.
- c) Growth of E-commerce in selling.
- d) Write a note on elimination of intermediaries.
- e) Relevance of relationship marketing.
- f) Brief note on process of Sales budget. (4x5)

UNIT - I

- II. Write a detailed note on theories of personal selling. (15)
- III. Discuss the challenges faced by Indian distribution channels due to Covid-19. (15)

UNIT - II

- IV. "Maintaining the motivation of sales personnel is very crucial". Explain. (15)
- V. What are sales quotas? How are they useful for the efficient monitoring of sales? (15)

UNIT - III

- VI. What is Physical Distribution? Explain its role in modern marketing with examples. (15)
- VII. Who is a Wholesaler? Describe various functions of wholesalers? (15)

UNIT - IV

- VIII. Explain in detail the role and importance of warehousing function in International trade. (15)
- IX. Discuss the complexity of logistics management in today's marketing. (15)

x-x-x