

2122

B. Voc. (Logistic Management)

Fifth Semester

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) Note on challenges of personal selling.
- b) Write note on multi-channel marketing systems.
- c) Growth of E-commerce in today's era.
- d) Automation in warehousing.
- e) Process of fixing sales budget.
- f) Importance of logistics management.

(4x5)

UNIT - I

- II. Sales forecasting is an arduous task. Justify. (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. Explain the factors which influence the choice of channels of distribution. (15)
- VII. 'Middlemen are parasites and they should be eliminated', do you agree? (15)

UNIT - IV

- VIII. Explain in detail the complexity of warehousing function in International trade. (15)
- IX. Discuss in detail elements of logistics management. (15)

x-x-x