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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) Explain personal selling and Salesmanship.
- b) Write note on horizontal marketing systems.
- c) Growth of E-commerce in selling.
- d) Automation in warehousing.
- e) Relevance of Intermediaries in trade.
- f) Brief note on types of Sales quotas.

(4x5)

### UNIT - I

- II. Sales forecasting is a tedious task, do you agree? Explain the method you will adopt for forecasting sales of seasonal products with examples. (15)
- III. Discuss the challenges channels of Distribution face in Indian context in case of perishable goods. (15)

### UNIT - II

- IV. 'E-commerce has changed the landscape of selling function,' discuss the statement in detail. (15)
- V. What are the various methods of motivating Salesmen? Which method you consider the best and why? (15)

### UNIT - III

- VI. What is Physical Distribution? Explain its role in modern marketing with examples. (15)
- VII. Describe the challenges faced by sales manager while negotiating with various types 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 FMCG sector. (15)

X-X-X