

2124
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) What is personal selling? Explain its objectives.
- b) What is vertical marketing system?
- c) What is sales performance?
- d) How does e-commerce impact traditional selling?
- e) What is physical distribution?
- f) Why is location important in warehousing? (4x4)

UNIT - I

II. Explain the meaning and importance of sales management in today's competitive business environment. (16)

III. Explain the importance of sales forecasting and discuss various methods used to predict future sales. (16)

UNIT - II

IV. Explain the importance of aligning sales training, motivation and compensation strategies to achieve organisational goals. (16)

V. What is Sales Management Information System (SMIS)? Describe the challenges of implementing an SMIS and how can organizations overcome it? (16)

UNIT - III

VI. Explain the different types of distribution channels and discuss their functions. (16)

VII. Discuss the challenges international sales managers face when operating in diverse markets. (16)

P.T.O.

(2)

UNIT - IV

- VIII. Explain the concept of automation in warehousing and discuss its advantages and disadvantages. (16)
- IX. Discuss the recent trends in the field of logistics sector in context of international sales and distribution management. (16)

x-x-x