NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, (NIET BUSINESS SCHOOL) GREATER NOIDA

PGDM (Standard)

TRIMESTER-V THEORY EXAMINATION (2024-2025)

Subject: Warehouse and distribution Management

Time: 2Hrs.30 min   Max. Marks:60

General Instructions:

IMP: Verify that you have received question paper with correct course, code, branch etc.

1. *This Question paper comprises of three Sections -A, B, & C. It consists of Short type questions & Subjective type questions.*
2. *Maximum marks for each question are indicated on right hand side of each question.*
3. *Illustrate your answers with neat sketches wherever necessary.*
4. *Assume suitable data if necessary.*
5. *Preferably, write the answers in sequential order.*
6. *No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.*

SECTION – A   15

1. Attempt **all** parts:-

1-a.	Define warehouse. (CO1,K1)	1
1-b.	Define organisation structure. (CO2,K2)	1
1-c.	Define prospecting.(CO3,K1)	1
1-d.	List type of middlemen in sales. (CO4,K2)	1
1-e.	Define sales compensation. (CO5,K2)	1

2. Attempt **all** parts:-

2.a.	List importance of warehousing.(CO1,K1)	2
2.b.	Define importance of packaging in ware housing.(CO2,K2)	2
2.c.	List limitation of sales executive. (CO3,K3)	2
2.d.	List importance of sales compensation .(CO4,K5)	2
2.e	List importance of distribution network.(CO5,K5)	2

SECTION – B   15

3. Answer any **three** of the following-

3-a.	Illustrate various uses of warehousing.(CO1,K2)	5
3-b.	Illustrate the importance of sales organisation. (CO2,K3)	5
3-c.	Define theory of personal selling.(CO3,K5)	5
3-d.	Illustrate the importance of distribution management. (CO4,K5)	5

3-e. Define recruitment and selection process. (CO5,K3) 5

SECTION – C 30
Case Let & Application Based

4. Answer any **one** of the following-

4-a. Discuss evolution of sales function. (CO1,K2) 6

4-b. Illustrate factor affecting warehousing. (CO1,K5) 6

5. Answer any **one** of the following- 6

5-a. Explain how sales executive help in creating a product perception. (CO2,K3) 6

5-b. Illustrate the importance of AI in warehousing management. (CO2,K4) 6

6. Answer any **one** of the following-

6-a. List the various limitation of distribution management. (CO3,K3) 6

6-b. Define types of sales executive.(CO3,K4) 6

7. Answer any **one** of the following-

7-a. Define various types of marketing channel.(CO4,K2) 6

7-b. Illustrate factor affecting marketing channel. (CO4,K5) 6

8. Answer any **one** of the following-

8-a. Illustrate the importance of sales training. (CO5,K4) 6

8-b. Explain various factor which affects the sales training. (CO5,K5) 6