

Roll No.....

Total No. of Page(s): 1

MBA/ D-21: 27075

MM-303 : Sales and Logistics Management

Time: 3 Hours]

[Max. Marks: 70

Note: Q. No. 1 is compulsory carrying 4 marks each. Attempt any five questions out of remaining eight questions carrying 10 marks each.

Q. 1. Write short notes on the following:

- a) Market Potential
- b) Logistics Organization
- c) Responsibilities of field sales manager
- d) Reverse logistics
- e) Motivational tools to motivate the sales force

Q 2. What are the approaches of sales planning? Discuss the steps involved in the sales planning process.

Q 3. How sales budget is decided? Which factors affect the choice of appropriate method of budgeting?

Q 4. Discuss the attributes of good sales quota plan. If you are manager of cosmetic products, explain the methods of setting sales quota.

Q 5. Discuss the components of a good sales compensation plan. Explain the various methods of compensation.

Q 6. Why sales territory is designed? Discuss the criteria for dividing sales territory.

Q 7. Discuss the essentials of effective warehousing. What warehousing decisions are taken in the organization?

Q 8. Discuss the significance of packaging in logistics. What packaging issues emerge and how are these resolved?

Q 9. Explain the recent trends in logistics and the challenges associated with E-Logistics.