

**CMR
 INSTITUTE OF
 TECHNOLOGY**

SCHEME OF EVALUATION
Internal Assessment Test 1 – Mar 2023

Sub:

Logistics and Supply Chain Management

 Date: 18/1/24 Duration: 90mins Max Marks: 50 **Sem:**

III

Code:

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Branch:

MBA

Note: Part A - Answer Any Two Full Questions (20*02=40 Marks)
 Part B - Compulsory (01*10= 10marks)

Part	Question #	Description	Marks Distribution		Max Marks
A	1	a) Define sales organization. sales organization is responsible for the sale and distribution of goods and services. It represents the selling unit as a legal entity. It is responsible for product guarantees and other rights to recourse, for example. Regional subdividing of the market can also be carried out with the help of sales organizations.	Definition	3	20 M
		b) Describe the types of sales quota. 1. Revenue or profit quotas 2. Activity quotas 3. Volume quotas 4. Cost-based quotas 5. Forecast quotas 6. Combination quotas	3.5 M points +3.5 M for explanation	7	
		c) Illustrate with an example, selling skills needed to insurance sales manager. Consistently Provide High-Quality Customer Service Strong People Skills Participate in Your Community Be Proactive Build Your Network With Other Insurance Agents Sell Multiple Products Use Marketing Tactics to Support Sales Lead Generation Build a Consistent Positive Reputation Always Listen to the Customer	5 M points + 5 M for explanation	10	

2	a)	<p>List the factors influencing the sales territory.</p> <p>Ability of sales-forces</p> <p>Nature of sales efforts</p> <p>Sales effectiveness</p> <p>Sales potential</p>	Explain any three points	3	20 M
	b)	<p>Discuss the qualities of a good sales manager.</p> <ul style="list-style-type: none"> • Someone who shows positivity • Someone who can motivate others • Someone who focuses on the end goal • Someone who can discipline others when necessary • Someone devoted to helping others succeed • Someone who practices transparency • Someone who enjoys continued learning • Someone who can be creative • Someone who can teach others • Someone who can communicate ideas between groups of people 	Any seven points and its explanation	7	
	c)	<p>Outline the types of fringe benefits those can be offered to sales head of Karnataka (cement manufacturing company).</p> <p>Employee stock options</p> <p>Transportation assistance</p> <p>Free or discounted meals</p> <p>Free gym membership</p> <p>Tuition reduction or assistance</p> <p>Life, dental, or vision insurance</p> <p>Childcare reimbursement</p> <p>Company-owned vehicle</p> <p>Unlimited paid time off (PTO)</p> <p>Employee discounts</p> <p>Discounted amusement park tickets</p> <p>Retirement plan contributions</p> <p>Company cell phone</p> <p>Moving expenses</p> <p>Free or discounted lodging</p> <p>Paid sick days</p>	Min ten benefits to be mentioned and explained	10	
3	a)	<p>Define compensation.</p> <p>compensation refers to monetary payment given to an</p>	Definition	3	20 M

		individual in exchange for their services. In the workplace, compensation is what is earned by employees. It includes salary or wages in addition to commission and any incentives or perks that come with the given employee's position.			
		<p>b) Describe the process of motivation.</p> <pre> graph TD Motive[Motive] --> Behaviour[Behaviour] Behaviour --> Goal[Goal] Goal --> TR[Tension Reduction] TR --> Motive </pre> <p>Figure: Process of Motivation</p>	Chart 2 M+ explanation 5 M	7	
		<p>c) Outline the methods of setting sales quota.</p> <ul style="list-style-type: none"> • Quotas based on forecasts and potentials. • Quotas based on forecasts only. • Quotas based on past experience. • Quotas based on executive judgments. • Quotas salespeople set. • Quotas related to compensation. 	Any 5 types and its explanation	10	
B	4	<p>a) Part B - Compulsory (01*10=10 marks) – CASE STUDY</p> <p>In response to evolving market dynamics, XYZ Solutions appointed Mark Anderson as Sales Manager. Anderson spearheaded a comprehensive restructuring of the sales department, assigning clear roles and responsibilities. By implementing performance metrics and fostering a results-driven culture, he improved accountability and efficiency. Through strategic coaching and training programs, Anderson enhanced the team's sales acumen, resulting in a 25% increase in monthly revenue within six months. His hands-on approach to client relationships and adept negotiation skills were instrumental in securing key partnerships.</p>	Mention at least 5 points and its explanation 5M+5M	10	10 M

Outline strategies which can be adapted to address challenges in other sales environments.



Strong leadership



Effective communication



Active listening



Motivation



Critical thinking



Recruiting and mentoring



Task delegation



Goal and performance management