



Tulsiramji Gaikwad-Patil College of Engineering and Technology

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institution Affiliated to RTM Nagpur University, Nagpur)



Department of Masters of Business Administration

Course Name MMB1108: Sales and Distribution Management

MMB1108	Course Outcomes
CO1	Interpret appropriate sales forecasting method to be adopted by a company.
CO2	Sketching an effecting sales compensation plan for sales executive.
CO3	Design an outline different levels of marketing channel used by the company.
CO4	Illustrate the process of supply chain and reverse logistics.
CO5	Develop -retailing strategy as a channel of distribution.