

## MBA 316: SALES AND DISTRIBUTION

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks
Credits: 4	

*Course Objectives: Upon completion of this subject, participants should have an ability to:*

- Acquaint with the concepts which are helpful in developing and managing sales force and marketing channels to gain competitive advantage.
- Familiarize with the concepts, techniques and the practical aspects of the key decision-making variables in distribution channel management.


**Hours: 40**

**UNIT I (12 Hrs): Introduction to Sales Management & Sales Control: Selling Vs Marketing-** the argument continues, Psychology of selling-why people buy, Sales knowledge-customers, products and technologies, SPIN selling, Sales Negotiations, Role of Sales Manager, Time, territory and self-management, Sales Force Automation. Sales Territory: Concept and process of devising sales territories. Sales forecasting and Sales Potential, Sales Forecasting Techniques Sales Budget: Purpose and Procedure Sales Quotas: Concept and types.

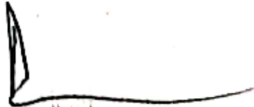
**UNIT II (08 Hrs): Managing the Sales Force: Concepts of sales force management: Recruitment and Selection of sales personnel. Sales Training: Areas of sales training: Company specific knowledge, product knowledge, industry and market trend knowledge, and customer education. Compensating and motivating sales force. Routing and scheduling of sales force. Sales audit**

**UNIT III (10 Hrs): Distribution Channel Strategies: Distribution Channels: Concept, Functions and Types, Distribution channel strategy and features of effective channel design. Channel Conflict: Concept and stages, conflict management International distribution strategy.**

**UNIT IV (10 Hrs): Logistics and Supply Chain Management: Definition & scope of logistics, Components of logistics. Inventory management decisions: Concept of EOQ, ROP,**

  
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JIT, online inventory management Out bound Logistics: Transportation decision, location and warehousing decisions Concept and scope of Supply chain management. Components of Supply Chain Management.


### Suggested Readings

1. Sales Management: Principle, Process and Practice Donaldson B - (Palgrave) 2008, 3e
2. Sales & Distribution Management, Panda, Sahadev- (Oxford) 2009 (13<sup>th</sup> impression), 1e
3. Sales Force Management, Spiro - (Tata Mc Graw Hill) 2009, 11e
4. Sales Management: Decisions, Strategies and Cases Still Richard R, Cundiff Edward W. and Govoni Norman A.P - (PHI) 2008, 5e
5. Marketing Channels, Rosenbloom – (Cengage Learning) 2010, 7e
6. Marketing Channels, Coughlan A.T., Stern Louis W., EL-Ansary A.I. and Anderson E - (PHI/Pearson) 2009, 7e
7. Marketing Channels, Churchill, Ford, (TMH) 2009, 9e

**COURSE OUTCOMES** : After completion of this course, the student will be able to

<b>COURSE OUTCOMES DESCRIPTION</b>	
<b>CO1</b>	<i>Ability to illustrate the fundamentals of Distribution channels, Logistics and Supply Chain Management</i>
<b>CO2</b>	<i>Able to Explain and discuss the general concepts of sales and distribution management.</i>
<b>CO3</b>	<i>Able to Recognise and demonstrate the significant responsibilities of sales person.</i>
<b>CO4</b>	<i>Able to Describe and Formulate strategies to effectively manage company's sales operations.</i>
<b>CO5</b>	<i>Able to evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team</i>
<b>CO6</b>	<i>Ability to identify and apply the knowledge of subject practically in real life situations</i>

<b>Employable Skills</b>	<b>Measuring Tools</b>
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions

  
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