

GUJARAT UNIVERSITY
K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) M.B.A. Integrated Degree Course]
Fifth Year M.B.A. (SEM – IX)

KS_M_M_54

Sales and Distribution Management (Marketing Elective)

3 credit course

Objective: The Objective of this course is to help students understand the sales and distribution as integral aspect of marketing function in business organization. Rapid changes in business environment, communication medium, information technology, increased competition and need for higher level of customers' satisfaction have made this course on Sales and Distribution Management very important. After the course the student will be able to appreciate the role of sales executives and manager in the organization.

MODULE - I

[20%]

Introduction to sales Management

- Nature Scope, Importance and Evolution of Sales Management.
- Objectives of sales Management
- Sales management process and its stages.
- Types of personal selling situation.
- Theories of selling.
- Sales forecasting and budgeting.
- Emerging trends in selling.

MODULE - II

[20%]

- Sales Relationship, territory and Quota Management.
- Relationship Management.-sales Department Relations, Distributive Network Relation, Customer Relation.
- Management of Sales territory, sales quota and sales organization structures.

MODULE - III

[20%]

Sales Force Management

- Recruitment
- Selection
- Training.
- Motivating
- Compensating
- Controlling the sales force.

MODULE - IV**[20%]**

Distribution management

- Introduction need and scope of distribution management
- Marketing channel strategy design & management
- Institution for distribution-retailing, wholesaling and franchising.

MODULE – V**[20%]**

Market Logistic and supply Chain Management

- Definition and scope of logistics.
- Component of logistics.
- Warehousing and inventory decisions.
- Transportation decisions.
- Supply Chain Management and its strategies.
- Channel Information System.

No of lectures in semester: Approximately 40 to 45 hours**Assignments:** Minimum 3 Assignments**Evaluation Pattern:**

Continuous Evaluation	30%
Mid-Sem. Exam	20%
End-Sem. Exams	50%

Reference Books:

- Sales and Distribution Management - Tapan K Panda and Sunil Sachdev –Oxford
- Sales and Distribution Management-Krishna K. Havaladar, Vasant M. Cavale-Tata McGraw Hill.
- Sales management Strategic and cases Richards Still,Edward Cundiff, Normon Govoni - Pearson.
- Sales Management:-Concept, Practice and Cases-F. M. Johnson, D. L. Kurtz, Scheuing - Tata McGraw Hill
- Sales and Distribution Management – Dr. S. L. Gupta –Excel