

Subject Code: 1MS2020353

Subject Title: Sales and Distribution Management

1. Course Objectives and Outline:

The objective of this course is to help management students to understand the Sales & Distribution functions as integral part of marketing functions in the context of Indian market with following objectives.

- To outline the areas in which sales executives make decisions
- To analyze decision alternatives and criteria in area of sales.
- To provide a detailed understanding of customer handling skills as a sales person.
- To familiarize students with the importance of marketing channels and physical distribution systems to make them aware of trends and decisions faced by Retailers in designing, managing, evaluating and modifying distribution channels.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Internal Assessment	
4	-	-	4	60 Marks	40 Marks	100 Marks

3. Syllabus

Module No.	Contents	Total Hours	Weight
1	Nature and scope of sales management, personal selling objectives, Types of sales management positions, Theories of personal selling, personal selling strategies. Case study	12	25%
2	Selling process, relationship selling, Designing Sales Territories, sales quotas, Case study	12	25%
3	Introduction need and scope of distribution management, Distribution Resource Planning. Marketing channels strategy, levels of channels, institutions for channels- retailing wholesaling, designing channel systems, channel management	12	25%
4	Definition & scope of logistics, Components of logistics, inventory & warehouse management, transportation, channel information systems, Rail, Road and Air transport, Functions, Advantages and Disadvantages, distribution management in international markets	12	25%

4. Course Pedagogy

The pedagogy of the subject involves followings:

- (i) Discussion on concepts and issues on Sales & Distribution Management.
- (ii) Case discussion covering a cross section of Sales & Distribution Management.
- (iii) Projects/ Assignments/ Quizzes/ Class participation etc.

5. Suggested Readings

a. Books

- 1 Sales & Distribution Management by Krishna K. Havaladar, Vasant M. Cavale, Tata McGraw Hill .
- 2 Sales Management : Decisions, Strategies & Cases by Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson
- 3 Sales & Distribution Management by Tapan Panda and Sunil Sahadev. Oxford
- 4 Sales and Distribution Management by S. L. Gupta, Excel Books
- 5 Sales Force Management by Mark W Johnston, Greg W Marshall, Mc Graw Hill

b. Journals/Magazines

- International Journal of Retail & Distribution Management - Emerald Publishing
- Indian Journal of Marketing

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination	60%
2	Internal Assessment -Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; <i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i> -The weightage of a sub-component should not exceed 50% of internal assessment component weight. - The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.	40%