

**Part-B****Programme: Bachelor of Business Administration (Semester IV)**

Code of Course: Subject	Title of Course: Subject	Total No. of Periods
BBA 402	<b>Sales &amp; Distribution Management</b>	75

**Course Outcomes:**

The students will be able -

1. To know the concept of sales management
2. To understand the Sales Forecasting.
3. To understand the various aspects of Advertisement.
4. Application of Selling Skills and Various techniques of sales promotion
5. Application of Sales Distribution Strategy.
6. To understand the inventory and warehouse management.

Unit	Topic	No. of Periods
I	1.1 Sales Management- Concept, Objectives, Importance & Functions. 1.2 Sales Forecasting- Concept & Process of Sales Forecasting. 1.3 Personal Selling- Concept, Process of Personnel Selling. 1.4 Salesmanship- Concept and Attributes required, Salesmanship as a career	13
II	<b>Advertisement</b> 2.1 Advertisement – Concept, Need and Importance 2.2 Advertisement -Objectives, Scope, Nature, Functions. 2.3 Advertisement- Science, Art & Profession 2.4 Role of Advertising in Business, Industry & Economy	13
III	3.1 Selling Skill- Concept, Importance 3.2 Sales Promotion- Concept, Types of Sales Promotion, Sales Promotion Tools & Techniques. 3.3 Sales Promotion Planning – Concept, guidelines to sales promotion planning 3.4 Sales Budget-Concept, Types, Procedure & Methods	13
IV	<b>Sales Distribution:</b> 4.1 Channels of distribution- Concept & Types of Channels. 4.2 Distribution Channel Decision-Online Marketing-Types and Importance 4.3 Distribution Strategies- Types of distribution strategies and channel design. 4.4 Indian distribution system- concept, different modes of transportation	13
V	<b>Inventory and Warehousing management:</b> 5.1 Inventory- Meaning and Concept of Inventory management, Types and functions of inventories. 5.2 Warehousing- Meaning, Objectives and functions of warehousing management. 5.3 Warehouse layout and design, physical control and security. 5.4 Automation and IT systems in warehouse operations and management.	13
VI	<b>Skill Enhancement Module-</b> 1. Preparation of Sales forecasting Budget 2. Preparing Advertisement design for various products & services. 3. Preparation of report on various sale promotion tools you will use to increase your business sale, like FMCG & Consumer durables. 4. Preparation of report on opportunities and challenges for perishable goods	10