

## Part B

### Name of Programme – Master of Commerce (Semester IV) Group B Management

Code of Course: Subject	Title of Course: Subject	Total No. of Periods
M.Com. 43 B	<b>Sales and Distribution Management</b>	75

#### COs

The objective of the course is to improve marketing skill and Distribution management avenues.

To give knowledge for strategy, planning budgeting, and forecasting of Sales.

This course is also guiding them how to manage inventory control system within an organization of Business Concern and Individual.

Unit	Content	Periods
Unit I	<b>Unit-I:</b> 1.1 Sales management: Meaning, objectives, nature. Phases of evolution of Sales management. 1.2 Sales Organization: Characteristics, structure, Types and classification and importance. Sales management cycle and control. 1.3 Duties and responsibilities of General sales Manager. Steps in setting up the sales organization. 1.4 Sales forecast: meaning, objectives, sales forecast method, limitations. Market Analysis and sales planning. Marketing strategy	15
Unit II	<b>Unit-II</b> 2.1 Salesmanship: Meaning, attributes of salesmanship, essentials of good salesmanship. Merits and limitations of personal selling, 2.2 Sales territory: concept and purpose, sales territory- design criteria and process. 2.3 Sales promotion: sales promotion strategy and structure, sales promotion programme. Promotion mix, sales and brand promotion. 2.4 Management of Sales Force: Unique operating environment for sales field, sales force, Sales job analysis, Sales force recruitment. Sales Force selection process and Training.	15
Unit III	<b>Unit-III</b> 3.1 Selling Skills-Meaning, Concept, Objectives & Need 3.2 Tools and techniques for building sales relationship 3.3 Sales force motivation and compensation 3.4 Sales quotas, Selling Budget, Sales Audit and cost analysis.	15
Unit IV	<b>Unit-IV</b> 4.1 Sales Distribution: Physical distribution concept and its importance, Physical distribution and coordination, physical distribution- as a total logistic system. 4.2 Distribution audit: concept, components role of intermediaries in distribution management, network planning. Strategic decision 4.3 Classification of distribution channel, design of distribution channel 4.4 Distribution channel for services, channels conflicts for services. Performance and evaluation of channel.	15
Unit V	<b>Unit-V</b> 5.1 Warehousing and Inventory control: warehousing objectives and functions classification of warehouses. Order processing system. Inventory control and management 5.2 Wholesalers: wholesaling nature scope classification of wholesalers, distribution services and functions of wholesalers. Marketing strategy of wholesaler, marketing mix decisions by wholesalers 5.3 Transportation: Transportation role and modes, transportation organization and co-ordination, transportation mix and selection criteria. 5.4 Retailing: nature, scope, function and classification store and non-store retailing. Strategy to sustain competitive advantages in retailing. Franchising strategies, agreement terms of payment. Obligations of franchisers.	15

#### REFERENCE BOOKS:

1. Sales and Distribution Management: N.G.Nair, Latha Nair; Himalaya Publishing House, New Delhi
2. Sales management: Douglas J Dalrymple, William L. Corn & Thomas E. Decarlo; John Wiley & sons Inc.
3. Sales Management with personal selling & salesmanship: S.A. Chunawalla; Himalaya Publishing House, New Delhi.
4. Sales Management Decision, strategies and cases: Richard R. Still, Edward W. Cundiff & Norman A.P. Govoni; Prentice Hall of India Pvt. Ltd. New Delhi.
5. Advertising and Sales Management: S.C. Agrawal; Dhanpat Rai Publishing Co. New Delhi.
6. Sales Promotion and Advertisement Management: M.N. Mishra; Himalaya Publishing House, New Delhi.
7. Salesmanship & Sales Management: P.K.Sahu and K.C.Rout' Vikash Publishing House, Pvt. Ltd. New Delhi.
8. Advertising and sales Management: C.N. Sontakki ; Kalyani Publishing New Delhi.
9. Sales and Distribution Management: K. Shridhara Bhat; Himalaya Publishing House, New Delhi.