

S.No	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
3	MBA-313	Sales and Distribution Management	Elective	4	4	0	0	30	70	100

COURSE OUTCOMES

At the end of the course the student will be able to: -	
CO1	Describe the nature, objectives, and importance of sales management within a business context
CO2	Assess market potential and sales potential through market identification and motivation analysis.
CO3	Analyze the roles of wholesalers, retailers, and facilitating agencies within various channel structures.
CO4	Identify the sources of channel conflicts and their impact on distribution efficiency
CO5	Evaluate the effectiveness and impact of electronic marketing channels compared to traditional channels.

Detailed Syllabus

Section A

UNIT I: Introduction to sales management: Sales Management- Nature, Objectives and Importance, Buyer-Seller Dyad, Sales Management Process, Sales organization, Sales Territory Management, Sales Quota Management. Theories of Selling-AIDAS, Theory of Selling, Buying Formula, and Behavioral Equation

(10 Hrs)

UNIT II: Sales Analysis and Recruitment of Sales Force: Market Potential, Sales Potential, Market Identification: Market Motivation Analysis of Market Potential, Product Policies—What to Sell, Ethics in Sales. Selection of sales Force, Functions of Sales executive, Motivation of sales force, Sales Force Compensation and Evaluation of Sales Force.

(09 Hrs)

UNIT III: Marketing Channels: Concepts, Importance and Need of Channels, Flows in Channels, Levels of Channels, and Classification of distribution channels, Channel Structures, Channel Participants: Wholesalers, Retailers and Facilitating Agencies, Design marketing channels -Customer Oriented Marketing Channels, Channel Management in rural markets.

(10 Hrs)

Section B

UNIT IV: Channel Members Management: Selection & Compensation of Channel Members, Performance Appraisal of Channel Members. Channel Conflicts, Techniques to resolve Channel Conflicts.

(09 Hrs)

UNIT V: Strategy in Marketing Channels: Channel Information System, Electronic marketing channels, Disintermediation and Reintermediation, Virtual versus Conventional Channels Mobile Electronic Channels, Electronic Channels on Social Sites. Advantages and Disadvantages of E- Channels

(09 Hrs)

Textbooks

S. No	Name of the Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
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1	Marketing Channels	Rosenbloom, Bert	Thomson, South Western	8 th (2012)
2	Sales Management: Decision, Strategy and Cases	Still, Cundiff & Govani	Pearson Education Ltd	5 th (2015)

Reference Books

S.No	Name of the Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
1	Marketing Channels	Stern & El – Ansary	Prentice Hall India	4th (2014)
2	Sales and Distribution Management	Panda.Tapan.K.&Sunil Sahadev	Oxford University Press	2nd (2011)