



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

SALES AND DISTRIBUTION MANAGEMENT (MBA-313)

MBA-3rd SEMESTER

ACADEMIC YEAR (2024-25)

Dr. Amanpreet Kaur

Assistant Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

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Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1

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Please Do Not Print Unless Necessary

Detailed Syllabus

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
1	MBA-313	Sales and Distribution Management	Core	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	CO2 Assess market potential and sales potential through market identification and motivation analysis.
CO3	CO3 Analyze the roles of wholesalers, retailers, and facilitating agencies within various channel structures.
CO4	CO4 Identify the sources of channel conflicts and their impact on distribution efficiency
CO5	CO5 Evaluate the effectiveness and impact of electronic marketing channels compared to traditional channels.

UNIT I

Sales Management: Introduction to sales management, Nature, Objectives and Importance of sales management, 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. **(10Hrs.)**

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.)**

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.

(9 Hrs.)

Textbooks

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

Reference Books

S.No	Name of the Suggested Books	Name of Author	Publisher Name	Edition (Pub.Yr.)
3	Marketing Channels	Stern & El – Ansary	Prentice Hall India	5th (2016)
4	Sales and Distribution Management	Panda.Tapan.K.& Sunil Sahadev	Oxford University	2nd (2011)

COURSE PLAN

Unit-I Introduction to Sales Management

S.No	Topics	Recommended Books
1	Introduction to sales management	Book 1, Ch.1
2	Nature, Objectives and Importance of sales management,	Book 1, Ch.1
3	Buyer-Seller Dyad	Book 1, Ch.2
4	Sales Management Process	Book 2, Ch.2
5	Sales organization	Book 1, Ch.2
6	Sales Territory Management,	Book 2, Ch.2
7	Sales Quota Management	Book 2, Ch.2



8	Theories of Selling-AIDAS,	Book 1, Ch.2
9	Theory of Selling, Buying Formula,	Book 1, Ch.2
10	Behavioral Equation	Book 1, Ch.2
Unit-II Sales Analysis and Recruitment of Sales Force		
11	Sales Analysis -Market Potential	Book 1, Ch.3
12	Sales Potential	Book 1, Ch.3
13	Market Identification	Book 1, Ch.3
14	Market Motivation Analysis of Market Potential	Book 1, Ch.3
15	Product Policies—What to Sell	Book 1, Ch.4
16	Ethics in Sales	Book 4, Ch.4
17	Selection of sales Force	Book 4, Ch.9 http://www.recruitmenttopper.com/marketing-aptitude-study-material-personal-selling/7953/ Book 4, Ch. 1
18	Functions of Sales executive	https://theintactone.com/2019/12/31/functions-of-sales-executives/#google_vignette
19	Motivation of sales force	Book 1, Ch.12
20	Sales Force Compensation	Book 1, Ch.13and 14
21	Evaluation of Sales Force	Book 1, Ch.16
Unit-III Marketing Channels		
22	Concepts of Marketing Channels	Book 2, Ch. 1
23	Importance and Need of Channels	Book 2, Ch.1
24	Flows in Channels	Book 2, Ch. 1
25	Levels of Channels	Book 4, Ch.14
26	Classification of distribution channels	Book 4, Ch. 20
27	Channel Structures	Book 1, Ch.16 Book 4, Ch. 20
28	Channel Participants: Wholesalers	Book 2, Ch.2
29	Channel Participants- Retailers	Book 2, Ch.2
30	Channel Participants -Facilitating Agencies	Book 2, Ch.2
31	Design marketing channels	Book 2, Ch.6



32	Customer Oriented Marketing Channels,	Book 1, Ch.21
33	Channel Management in rural markets	Book 1, Ch.21
Unit-IV Channel Members Management		
34	Selection of Channel Members	Book 2, Ch.7
35	Compensation of Channel Members	Book 4, Ch.1
36	Performance Appraisal of Channel Members	Book 2, Ch.14
37	Channel Conflicts	Book 2, Ch.4
38	Techniques to resolve Channel Conflicts	Book 2, Ch.4
Unit-V Strategy in Marketing Channels		
39	Channel Information System	Book 1, Ch.23
40	Electronic marketing channels	Book 2, Ch. 15
41	Disintermediation	Book 2, Ch. 15
42	Reintermediation	Book 2, Ch. 15
43	Virtual versus Conventional Channels	Book 2, Ch. 15
44	Mobile Electronic Channels,	Book 2, Ch. 15
45	Electronic Channels on Social Sites	Book 2, Ch. 15
46	Advantages and Disadvantages of E-Channels	Book 2, Ch. 15

ADDITIONAL WEB RESOURCES

1.	Course Pack Distribution and Sales Management 2024 created on Harvard Publishing House https://hbsp.harvard.edu/coursepacks/1100593
2.	A video lecture on distribution channels https://study.com/academy/lesson/video/distribution-channels-in-marketing-definition-types-examples.html
3	A video lecture on sales management http://www.learnerstv.com/video/Free-video-Lecture-26292-Management.htm
4	Sales Management Process https://www.ddegjust.ac.in/studymaterial/mba/mm-308.pdf



5	Sales Distribution Management https://ycmou.ac.in/media/publication/ycmou_book/SNP_YB_143.pdf
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GRADING AND ASSESSMENT

- **Sessional Test:** 15 marks
- **Assignment:** 10 marks
- **Attendance:** 5 marks
- **Final Examination:** 70 marks

COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Monday (12:55 PM – 1:45 PM)
Friday (12:55 PM – 1:45 PM)
- **Contact Information**
amanpreet.llb@mietjammu.in