

MNG 304 A
SALES AND DISTRIBUTION MANAGEMENT
Credit: 4, Class Hours: 40

Module - I : Sales Management; Objectives and Functions, Setting up a sales organization, Selling process, Management of Sales force, Recruitment & Selection, Training, sales force motivation, Compensating Sales Force, Sale forecasting, Territory Management, Evaluation of sales force ,Sales Budget, Sales Quota.

Module - II: Distribution Management, Designing customer oriented marketing channel, Managing channel member behavior, Channel Conflict, Co-operation & competition.

Module – III: Vertical marketing system, Horizontal Marketing system, Logistics management – Objectives of logistics, Logistics planning, Inventory management decisions, Transportation decisions, Supply chain Management.

Module - IV : Managing the international channels of Distribution- Differences in customer expectation across countries, International orientation of companies, the mode of entry decisions, Implications of entry mode.

Module – V: The concerned faculty shall have the liberty to define the course contents under this module and teach students accordingly.

Reference Book:

1. Sales and Distribution Management, Tapan K. Panda, Sunil Sahadev, Oxford
2. Sales and Distribution Management, Krishna K. Havaladar, V.M. Cavale, Tata McGraw
3. Sales and Distribution Management, S.A.Chunawalla, Himalaya Publishing House
4. Sales Management, Joseph F.Hair, Rolph E. Andreson, Rajiv Mehta, Babin, Cengage
5. Sales Management, Pradip Kumar Mallik, Oxford
6. Sales Forecasting, Thomes F. Wallace, Robert A. Stahl, Shroff Publishers
7. Sales and Operations Planning, Thomas F. Wallace, Shroff Publishers
8. Sales Management, Tanner, Honeycutt and Erffmeyer, Pearson
9. Sales Management, Ingram,Laforge, Avila, SchwepkerJr.,Williams, Thomson
10. Marketing and Sales Management, D.C.Kapoor, S.Chand
11. Sales and Distribution Management, K. Shridhara Bhat, Himalaya Publishing House
12. Sales and Distribution Management, Dr.S.L.Gupta, Excel Books
13. Sales Management, R.K.Srivastara, Ernest Cyril de Run, Kim ShyanFam, Excel Books
14. Sales Management, Richard R.Still, Edward W. Cundiff,NormanA.P.Govori, PHI
15. Sales Management, Prof.M.V.Kulkarni, Everest Publishing House
16. Fundamentals of Sales Management, Ramneek Kapoor, Macmillan

17. Salesmanship and Sales Management, P.K.Sahu, K.C.Rout, Vikas Publishing House
- 18 Basics of Distribution Management, Satish K. Kapoor, Purva Kansal, PHI Pvt.Ltd.