



Teaching Plan: Sales & Distribution Management

School: Alabbar School of Management		Academic Session: 2023-2024		MBA IV SEMESTER FOR STUDENTS' BATCH: 2022-2024	
1	Course code	MGTM-404M			
2	Course Title	Sales & Distribution Management			
3	Credits	4			
4	Learning Hours	Contact Hours		60	
		Assessment		20	
		Guided Study		20	
		Total hours		100	
5	Course Objective	<ul style="list-style-type: none"> The course exposes the students to a wide range of activities and sub-activities involved in the field of Sales & distribution management It attempts to equip them with skill sets required to handle this marketing sub-function dexterously. To apprise the student with the detailed conceptual and functional aspects of Sales management. To augment and reinforce conceptual learning with application in a real corporate framework. 			
6	Course Outcomes	<p>CO1: Make students aware about the concept of sales management and personal selling.</p> <p>CO2: Learn the fundamentals of recruiting, selecting and building a performing team of sales personals.</p> <p>CO3: Understand the fundamentals of distribution of a physical product in order to serve the customers with his convenience.</p> <p>CO4: Understand the aspects of Distribution management as logistic control and managing the entire supply chain of a physical good.</p> <p>CO5: Learn the modern ways and tools in sales management.</p>			
7	Outline syllabus:				
7.01	Paper Code	Unit	Introduction	Reference Number	Lectures
7.02	MGTM-404M Unit I	(a)	Sales Management & personal selling:- Conceptual understanding, Sales objectives, Importance Personal selling: Buying decision process. Personal selling and sales management PPT (slideshare.net)	TB1 1-7	4
		(b)	Classification of buyer accounts, Personal selling process, Selling methods. Sales Management PPT (slideshare.net) Personal Selling (ppt) - Course Sidekick	TB1 8-26	4
		(c)	Sales forecasting, budgeting, Territories, Quotas. Sales Management PPT (slideshare.net)	TB1 56-79	4
	MGTM-404M	(a)	Sales force management:- Need assessment, Recruitment, Selection, Sales organization structures, Sales force development: Training, Motivating, Compensating; Sales force control mechanism Sales Management PPT (slideshare.net)	TB1 116-129	4

7.03	Unit 2				
7.04	MGTM-404M Unit 3	(a)	Distribution management:- Importance, Types of distribution channels, Channel decisions; Selecting & motivating distribution channel partners Distribution Management PPT (slideshare.net)	TB1 82-90	4
		(b)	Distribution channel cost control; Retailing explored. Distribution Management PPT (slideshare.net)	TB1 162-169	4
		(c)	Wholesaling explored. Distribution Management PPT (slideshare.net)	TB1 170-172	4
7.05	MGTM-404M Unit 4	(a)	Logistics & Supply Chain Management:- Logistics: Conceptual understanding; Functional areas of Logistics management; Key decision areas of logistics management: Inventory management; Warehousing; Transportation; Merchandize shrinkage/theft. Logistics Supply Chain Mgt200813.pdf (pondiuni.edu.in) Logistics and Supply Chain PPT (slideshare.net) supply chain and logistics management PDF (slideshare.net)	TB1 162-170 TB1 170-177 TB1 178-187	4
7.06	MGTM-404M Unit 5	(a)	Recent trends in Sales management:- Sales Management Information system; Relationship marketing. (59) Emerging trends of sales management Rahul itankar - Academia.edu	TB1 190-241	4
		(b)	E-selling/e-marketing/Selling with internet leverage; Direct marketing (59) Emerging trends of sales management Rahul itankar - Academia.edu	TB1 247-282	4
		(c)	International Sales Management. (59) Emerging trends of sales management Rahul itankar - Academia.edu	TB1 288-304 340-358 362-380 386,412	4
8	Course Evaluation				
8.1	CA: 40%				
8.1.1	Attendance	5%			
8.1.2	Assignment	20%			
(a)	Theory	15%			
(b)	Presentation	5% s			
8.1.3	Class test	15%			
8.1.4	Any other	--			
8.2	MTE	20%			
8.3	End-term examination: 40%				

9	Text Books & References	
9.1	Text book	Still Richard R, Cundiff Edward W and Govoni Norman A P, <i>Sales Management Decisions, Strategies and Cases</i> , Prentice Hall of India Pvt. Ltd., New Delhi, 5 th Ed., 2008.
9.2	References	Havaldar Krishna K and Cavale, Vasant M, <i>Sales and Distribution Management Text and Cases</i> , Tata McGraw Hill Education Pvt. Ltd. , New Delhi, 2009. Gupta S L, <i>Sales and Distribution Management Text & Cases An Indian Perspective</i> , Excel Books, New Delhi, 2005.
9.3	Video References	Lecture 02 : Sales Management, Personal Selling, and Salesmanship - YouTube Personal Selling Process, Role, Features, Importance of personal selling, Marketing management - YouTube Sales Force Management - Meaning, Process (Recruitment, Selection, Training) - YouTube MANAGING THE SALES FORCE IN HINDI With examples Sales Management BBA/MBA ppt - YouTube DISTRIBUTION CHANNELS IN HINDI Concept, Importance, Types with Examples Marketing Management ppt - YouTube Channels of distribution Distribution channel - YouTube What is Logistics Management {in Hindi}? Difference between Logistics & Supply Chain, Example - YouTube What is Logistics Management? Meaning, Importance, Basic Functions & Strategies AIMS UK - YouTube SALES AND DISTRIBUTION MANAGEMENT - YouTube What is Relationship marketing ? what is relationship marketing in hindi marketing strategies - YouTube E Marketing : meaning, definition, advantages, disadvantages, types, marketing management, bba mba - YouTube Lecture 46 : Direct Marketing – Part I - YouTube Strategic Sales Management #Prof_sourabh_arora #Prof_kalpak_kulkarni - YouTube
10	Teaching Method	White board, PPT, Presentation, and Group Discussion

Mapping of Outcomes v. Topics

Outcome no. → Syllabus topic↓	1	2	3	4	5
Paper Code. Unit I (a)	✓				
Paper Code. Unit I (b)	✓				
Paper Code. Unit I (c)	✓				
Paper Code. Unit II (a)		✓			
Paper Code. Unit II (b)		✓			
Paper Code. Unit II (c)		✓			
Paper Code. Unit III (a)			✓		
Paper Code. Unit III (b)			✓		
Paper Code. Unit III (c)			✓		

Paper Code. Unit IV (a)				✓	
Paper Code. Unit IV(b)				✓	
Paper Code. Unit IV(c)				✓	
Paper Code. Unit V (a)					✓
Paper Code. Unit V(b)					✓
Paper Code. Unit V(c)					✓

Question Bank

Unit-1

1. Define sales objectives and explain their importance in the overall business strategy. (5)
2. Outline the key steps in the personal selling process and discuss the significance of each step. (5)
3. Briefly explain the concept of sales forecasting and mention two methods commonly used in the process. (5)
4. Define sales territories and discuss the factors that should be considered when designing effective sales territories. (5)
5. Explain the purpose of sales quotas and discuss one potential challenge in implementing them. (5)
6. Provide a comprehensive explanation of the conceptual understanding in sales management, emphasizing its role in achieving organizational goals. (10)
7. Compare and contrast two different personal selling methods, highlighting their advantages and disadvantages in different business scenarios. (10)
8. Elaborate on the interrelationship between sales forecasting and budgeting, illustrating how accurate forecasting contributes to effective budgeting. (10)
9. Discuss the importance of classifying buyer accounts in personal selling and provide examples of how different classifications may require distinct selling approaches. (10)
10. Explain how sales territories and quotas are interconnected in sales management, emphasizing how effective territory management contributes to the successful implementation of sales quotas. (10)

Unit-II

1. Briefly explain the importance of need assessment in the recruitment process for a sales force. (5)
2. Define and compare two common sales organization structures, highlighting the advantages and disadvantages of each. (5)
3. Provide two key benefits of sales force training and briefly outline a training program's essential components. (5)
4. Explain the significance of motivation in sales force management and provide an example of a motivational strategy. (5)
5. Define a sales force control mechanism and discuss one method companies can use to monitor and evaluate the performance of their sales teams. (5)
6. Discuss the interrelationship between need assessment, recruitment, and selection in the context of building an effective sales force. How can a well-conducted need assessment positively impact the recruitment and selection process? (10)
7. Outline the three components of sales force development (training, motivating, compensating). Discuss how a holistic approach to these components contributes to the overall success of the sales force. (10)
8. Compare and contrast a geographic organizational structure with a product-based structure in the context of sales management. Provide examples of industries where each structure may be most effective. (10)
9. Explore different motivational theories and discuss how they can be applied to motivate sales teams. Provide real-world examples of successful motivation strategies. (10)
10. Elaborate on the importance of implementing effective control mechanisms in sales management. Discuss two specific control mechanisms and their impact on improving sales team performance. (10)

Unit-III

1. Summarize the key reasons why effective distribution management is crucial for businesses. (5)
2. List and briefly explain three different types of distribution channels commonly used by businesses. (5)
3. Identify two criteria that businesses should consider when selecting distribution channel partners. (5)
4. Provide a brief overview of one effective strategy for controlling distribution channel costs. (5)
5. Highlight one key difference between retailing and wholesaling, emphasizing how this difference impacts the distribution process. (5)
6. Discuss the factors that influence channel decisions in distribution management, considering both internal and external factors. How do these decisions align with overall business strategy? (10)
7. Explore the process of selecting distribution channel partners and discuss two motivational strategies that businesses can employ to enhance the performance of their partners. (10)
8. Elaborate on two effective strategies for controlling distribution channel costs, providing examples of how companies implement these strategies for efficiency. (10)
9. Analyze the role of retailing in the distribution process. Discuss two trends or innovations in the retail industry and their impact on distribution management. (10)
10. Provide an in-depth overview of the functions and significance of wholesaling in the distribution chain. (10)
11. Discuss how wholesalers add value to the distribution process and contribute to overall supply chain efficiency. (10)

Unit-IV

1. Define logistics and provide a brief explanation of its role in the overall supply chain. (5)
2. List three key functional areas within logistics management and briefly describe the responsibilities of each. (5)
3. Explain the importance of inventory management in logistics and provide one strategy for optimizing inventory levels. (5)
4. Briefly outline the primary functions of warehousing in logistics and mention one technology that has

- improved warehouse efficiency. (5)
5. Discuss the impact of merchandise shrinkage/theft on logistics and suggest one preventive measure to address this issue. (5)
 6. Provide a comprehensive definition of logistics and discuss how it differs from supply chain management. Explain the critical role logistics plays in ensuring product availability and customer satisfaction.(10)
 7. Explore the interdependence of the three key functional areas within logistics management. How do effective coordination and communication between these areas contribute to the overall success of logistics operations? (10)
 8. Discuss the challenges associated with inventory management in a global supply chain. Explain how technology can be leveraged to address these challenges and enhance inventory accuracy. (10)
 9. Elaborate on the role of warehousing in logistics and discuss two innovative technologies or practices that have transformed modern warehouse operations. (10)
 10. Include a discussion on the role of transportation in logistics. Identify two factors that influence transportation decisions and discuss their impact on the efficiency of the overall supply chain. (10)
 11. Explore the causes and consequences of merchandise shrinkage/theft in logistics. Discuss two proactive measures that organizations can take to prevent or minimize these issues and safeguard their supply chain. (10)

Unit-V

1. Explain the role of Sales Management Information System (SMIS) in enhancing the effectiveness of sales teams. Provide examples of how SMIS can be utilized for better decision-making in sales management. (5)
2. Define relationship marketing and discuss its significance in the context of modern sales management. (5)
3. How can companies build and maintain strong customer relationships to drive long-term success? (5)
4. Describe the key elements of e-selling/e-marketing and how it has revolutionized traditional sales approaches. (5)
5. Discuss the advantages and challenges of selling with internet leverage in the current business environment. (5)
6. What is direct marketing, and how does it differ from other marketing strategies? Provide examples of direct marketing techniques and explain how companies can effectively implement direct marketing campaigns to boost sales. (5)
7. Discuss the major challenges and opportunities associated with international sales management. How does the global business environment impact sales strategies, and what considerations should companies take into account when expanding sales internationally? (5)
8. Explore the integration of Sales Management Information System (SMIS) with other organizational systems. Discuss the benefits of such integration and how it contributes to a more seamless sales process. Provide real-world examples of companies successfully implementing integrated SMIS. (10)
9. Elaborate on the strategies companies can employ to build and sustain strong customer relationships in the era of relationship marketing. Discuss the role of technology and data analytics in enhancing customer relationship management for improved sales performance. (10)
10. Analyze the evolving trends in e-selling and e-marketing. Discuss the impact of emerging technologies on online sales strategies, such as artificial intelligence, virtual reality, and augmented reality. Provide examples of companies adapting and thriving in the dynamic e-selling landscape. (10)
11. Develop a comprehensive plan for a direct marketing campaign for a fictional product or service. Include target audience identification, communication channels, messaging strategies, and performance metrics. Justify your choices based on current trends in direct marketing. (10)
12. Formulate a strategic approach for a company planning to expand its sales internationally. Consider factors such as market analysis, cultural considerations, legal and regulatory challenges, and adaptation of sales tactics. Provide recommendations for successful international sales management in the chosen scenario. (10)

PROJECTS, ASSIGNMENTS, AND PRESENTATIONS (To be given to group of students)

1. Identifying the Conceptual understanding of Sales Management and knowing the Buying decision process, Classification of buyer accounts, Personal selling process, Selling methods; Sales forecasting, budgeting, Territories or Quotas.
2. Analysis the Need assessment, Recruitment, Selection process and Understanding the Sales organization structures; Sales force development: Training, Motivating, Compensating; Sales force control mechanism.
3. Understanding the concept of Distribution management; Importance, Types of distribution channels, and Channel decisions.
4. Conceptual understanding of Logistics & Supply Chain Management and gaining the knowledge of different Functional areas of Logistics management and Key decision areas of logistics management:
5. Understanding the Recent trends in Sales management i.e. Sales Management Information system; Relationship marketing; E-selling/e-marketing/Selling with internet leverage; Direct marketing; International Sales Management