



Program	Master of Business Administration (MBA)	Semester - 4
Type of Course	Major	
Prerequisite		
Rationale	-	
Effective From A.Y.	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

SEE - Semester End Examination, T - Internal Theory, P - Internal Practical

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Module- I Introduction to Sales Management: Nature and Importance of sales management, Role of a Sales Manager, Types of sales management positions, Theories of personal selling, Personal selling objective, Sales forecasting methods, Sales Related Marketing Policies, Organizing & Driving Sales Efforts: Personal Selling Process, Kind and Size of the Sales Force, Sales Organization Structures, Sales Territories & Quotas Sales Budgets	15	25
2	Module-II Sales Force Management, Sales Job Analysis, Sales Force Compensation Structure, Sales Force Motivation, Sales Contests, Sales Force Supervision, Sales Expenses, Sales Performance Evaluation, Sales Reports, Sales Audits	15	25
3	Module-III Distribution Management: Introduction, Need and scope of distribution management, Marketing channels strategy Levels of channels, Functions of channel partners, Evolution & possible channel formats. Conflict management.	15	25
4	Module-IV Channel Information Systems: Elements of CIS, Designing of a CIS, Channel Performance Evaluation, Market logistics and supply chain management: Definition & scope of logistics, Component/s of logistics, Inventory & warehouse management, Transportation, technology in logistics and SCM, Sales & distribution management in international markets	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy				
Level	Remembrance	Application	Evaluate	Create
Weightage	25	25	25	25

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcomes

At the end of this course, students will be able to:

CO1	Develop and Implement Sales Strategies.
CO2	Manage and Motivate a Sales Force.
CO3	Optimize Distribution Channels and Logistics
CO4	Utilize Channel Information Systems and Evaluate Performance

CO PO Mapping

CO	CO - 1	CO - 2	CO - 3	CO - 4
PO - 1	2	3	1	1
PO - 2	1	2	3	2
PO - 3	0	1	1	3
PO - 4	2	2	3	1
PO - 5	0	0	0	3

Reference Books

1.	Sales & Distribution Management (TextBook) By Krishna K. Havaldar, Vasant M. Cavale Tata McGraw Hill Latest
2.	Sales and Distribution Management:Decisions,Strategies & Cases By Richard R. Still,Edward W. Cundiff,Norman A.P. Govoni, Sandeep Puri Pearson Latest
3.	Sales and Distribution Management – A Practice-Based Approach By Ramendra Singh Vikas Publishing House Pvt. Ltd Publication Latest Edition