

***Revised Syllabus of Courses of Bachelor of Management
Studies***

(BMS) Programme at Semester

V

***with effect from the Academic Year 2018-
2019***

Elective Courses (EC) Group

B: Marketing Electives

**3. Sales and Distribution
Management**

***Modules at a
Glance***

SN	Modules	No. of Lectures
1	Introduction	15
2	Market Analysis and Selling	15
3	Distribution Channel Management	15
4	Performance Evaluation, Ethics and Trends	15
Total		60

SN	Modules/ Units
1	Introduction
	<p>a) Sales Management:</p> <ul style="list-style-type: none"> ✓ Meaning, Role of Sales Department, Evolution of Sales Management ✓ Interface of Sales with Other Management Functions ✓ Qualities of a Sales Manager ✓ Sales Management: Meaning, Developments in Sales Management- Effectiveness to Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use of Internet, CRM, Professionalism in Selling. ✓ Structure of Sales Organization – Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure <p>b) Distribution Management:</p> <ul style="list-style-type: none"> ✓ Meaning, Importance, Role of Distribution, Role of Intermediaries, Evolution of Distribution Channels. <p>c) Integration of Marketing, Sales and Distribution</p>
2	Market Analysis and Selling
	<p>a) Market Analysis:</p> <ul style="list-style-type: none"> ✓ Market Analysis and Sales Forecasting, Methods of Sales Forecasting ✓ Types of Sales Quotas – Value Quota, Volume Quota, Activity Quota, Combination Quota ✓ Factors Determining Fixation of Sales Quota ✓ Assigning Territories to Salespeople <p>b) Selling:</p> <ul style="list-style-type: none"> ✓ Process of Selling, Methods of Closing a Sale, Reasons for Unsuccessful Closing ✓ Theories of Selling – Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory ✓ Selling Skills – Communication Skill, Listening Skill, Trust Building Skill, Negotiation Skill, Problem Solving Skill, Conflict Management Skill ✓ Selling Strategies – Softsell Vs. Hardsell Strategy, Client Centered Strategy, Product-Price Strategy, Win-Win Strategy, Negotiation Strategy ✓ Difference Between Consumer Selling and Organizational Selling ✓ Difference Between National Selling and International Selling

SN	Modules/ Units
3	<p data-bbox="277 203 740 237">Distribution Channel Management</p> <ul style="list-style-type: none"> <li data-bbox="277 253 1046 286">• Management of Distribution Channel – Meaning & Need <li data-bbox="277 297 1401 376">• Channel Partners- Wholesalers, Distributors and Retailers & their Functions in Distribution Channel, Difference Between a Distributor and a Wholesaler <li data-bbox="277 387 1107 421">• Choice of Distribution System – Intensive, Selective, Exclusive <li data-bbox="277 432 1401 510">• Factors Affecting Distribution Strategy – Locational Demand, Product Characteristics, Pricing Policy, Speed or Efficiency, Distribution Cost <li data-bbox="277 521 1161 555">• Factors Affecting Effective Management Of Distribution Channels <ul style="list-style-type: none"> <li data-bbox="309 566 549 600">▪ Channel Design <li data-bbox="309 611 539 645">▪ Channel Policy <li data-bbox="309 656 1401 734">▪ Channel Conflicts: Meaning, Types – Vertical, Horizontal, Multichannel, Reasons for Channel Conflict <li data-bbox="309 745 1401 824">▪ Resolution of Conflicts: Methods – Kenneth Thomas’s Five Styles of Conflict Resolution <li data-bbox="309 835 735 869">▪ Motivating Channel Members <li data-bbox="309 880 699 913">▪ Selecting Channel Partners <li data-bbox="309 925 608 958">▪ Evaluating Channels <li data-bbox="309 969 560 1003">▪ Channel Control
4	<p data-bbox="277 1025 847 1059">Performance Evaluation, Ethics and Trends</p> <p data-bbox="277 1070 911 1104">a) Evaluation & Control of Sales Performance:</p> <ul style="list-style-type: none"> <li data-bbox="341 1126 759 1160">✓ Sales Performance – Meaning <li data-bbox="341 1171 1027 1205">✓ Methods of Supervision and Control of Sales Force <li data-bbox="341 1216 1187 1249">✓ Sales Performance Evaluation Criteria- Key Result Areas (KRAs) <li data-bbox="341 1261 715 1294">✓ Sales Performance Review <li data-bbox="341 1305 699 1339">✓ Sales Management Audit <p data-bbox="277 1350 948 1384">b) Measuring Distribution Channel Performance:</p> <ul style="list-style-type: none"> <li data-bbox="341 1395 1107 1429">✓ Evaluating Channels- Effectiveness, Efficiency and Equity <li data-bbox="341 1440 1401 1518">✓ Control of Channel – Instruments of Control – Contract or Agreement, Budgets and Reports, Distribution Audit <p data-bbox="277 1529 708 1563">c) Ethics in Sales Management</p> <p data-bbox="277 1574 1011 1608">d) New Trends in Sales and Distribution Management</p>