B. Com (Hons.) (Accounting and Taxation)

DISCIPLINE SPECIFIC COURSE (DSC)
SEMESTER VIII
(BCB44806T): SALES MANAGEMENT

Max. Marks: 100
External: 70
Internal: 30
Pass: 40%
Credits: 4

Objectives:

The course aims to achieve following objectives

1. Discuss the sales, sales management and related concepts.

2. Explain the structure and objectives of a sales organization

Course Outcomes

CO1	Understand the objectives and essential functions of sales management.
CO2	Learn to develop and manage sales budgets and quotas.
CO3	Understand the principles and practices of distribution management and learn to design efficient distribution channels tailored to business needs.
CO4	Identify and address emerging issues in sales management, including the use of sales analytics.

SECTION A

Block 1: Sales Management and Theory of Selling

Sales Management: Objectives and Functions, Setting up a sales organization,

Personal Selling, Scope and Importance of Salesmanship, Designing Sales Force, Strategies and Structures, Selling Process and goals of Sales Management, Functions and qualities of Sales Manager

Theories of Selling: AIDAS, Right Set of circumstances, Buying formula theory. Sale forecasting, Territory Management, Sales Budget, Sales Quota. Procedure of Sales Quota Setting, Sales and Cost Analysis, Sales Territory Management.

Block 2: Distribution Management and Marketing Systems

Distribution Management, Design of Distribution Channel, Channel Conflict,

Co-operation & Competition

Marketing systems: Vertical marketing system, Horizontal Marketing system,

Designing Customer Oriented Marketing Channels: Wholesaling, Retailing.

SECTION B

Block 3: Logistics and Sales HRM

Logistics Transportation, Warehousing, Inventory, Order Processing, Market Logistics Decision, SCM, Emerging Trends. Case analysis

Sales HRM: Introduction to Sales Human Resource Management, Recruitment,

Selection, Training, Compensation Plans, Performance Appraisal of Work Force, Sales Force

Diversity, and Team based Selling Approach

Block 4: CRM and Emerging issues in Sales Management

Customer Relationship Management, Emerging issues in Sales management and Sales Analytics

Suggested Readings:

1. Futrell, C. (1981). *Sales management: Behavior, Practice, and Cases.* Dryden Press
2. Stanton, W. J., & Buskirk, R. H. (1987). *Management of the sales force.* Irwin Professional Publishing.
3. Still, R. R., Cundiff, E. W., & Govoni, N. a. P. (1988). *Sales management: Decisions, Strategies, and Cases*. Prentice Hall.
4. Blattberg, R. C., & Neslin, S. A. (1990). *Sales promotion: Concepts, Methods, and Strategies*. Pearson.
5. Desai, V., & Publishers, V. (2021). *Sales management essentials you always wanted to know*. Vibrant Publishers.

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10