



**PARVATHANENI BRAHMAYYA
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**

Autonomous

Siddhartha Nagar, Vijayawada-520010

Re-accredited at 'A+' by the NAAC

22 BA 403: Sales and Distribution Management

Subject Code :	22 BA403	I A Marks	30
No. of Lecture Hours / Week	05	End Exam Marks	70
Total Number of Lecture Hours	75	Total Marks	100
Practical Component	01 Hour/Week	Exam Hours	03
Course Focus	Employability	Entrepreneurship	Skill Development

Course Outcomes	
By the end of the course, students will be able to:	
CO1	Acquaint the students with the concepts that help develop and manage a sales force to gain a competitive advantage.
CO2	Tackle the threats and capitalize on opportunities by forecasting sales and operations.
CO3	Provide an understanding of the concepts, attitudes, techniques, and approaches required for effective decision-making in the areas of Sales and Distribution.
CO4	Identify different components like transportation, concepts, techniques, and the practical aspects of the key decision-making variables.
CO5	Develop an understanding of logistics and Supply chain Management for improving distribution efficiency.

Contribution of Course Outcomes towards Achievement of Program Outcomes & Strength of correlations (H-High, M-Medium, L-Low,0-Nil)								
22BA403		PO1	PO2	PO3	PO4	PO5	PO6	PO7
	CO1						2	3
	CO2	3				2		
	CO3	3	2					
	CO4					3		2
	CO5					2		3

Units	Syllabus	No of Hours
UNIT-I	Sales Management – Concept, Nature and Scope, Objectives and Functions – Organization Framework of the Field Sales Force – Types and Methods – Field Sales Manager: Tasks and Responsibilities, Relation with Salesman, and Relationship with Top Management – Coordinating and Controlling the Marketing Mix –Trends and Challenges.	15

UNIT-II	Sales Forecasting & Operations – Methods and Procedural Steps in Forecasting – Prospecting for Customers – Modes of Sales Presentation – Designing and Delivering of Sales Presentation – Sales Budgeting – Allocation of Field Sales Resources – Design Sales Territories – Sales Quota – Control of Sales, Sales Meeting and Sales Contest, Organizing Display, Showroom and Exhibitions – Planning Manpower Requirements – Recruiting and Selecting Sales Personnel.	15
UNIT-III	Salesforce Management – Developing Sales Training Programs – Executing and Evaluating Sales Training Programs – Motivating Sales Personnel – Compensating Sales Personnel – Designing and Administering Various Compensation Plans – Controlling Sales Personnel and Managing – Sales Evaluation Programs – Comparing Standards with Actual Performances of Sales Personnel – Sales Audit and Analysis.	15
UNIT-IV	Distribution Management – Role of Distribution in Marketing Mix – An Overview of Marketing Channels – Structure, Functions, and Relationships of Channels of Distribution – Channel Dynamics and Conflicts–Channel Design Process and Channel Management Decisions – Channel Intermediaries – Role and Types – Wholesaling – Types of Wholesalers, and Wholesaler marketing decisions – Retailing – Types of Retailers, and Retailer Marketing Decisions.	15
UNIT-V	Market Logistics –Logistics Objectives, Market Logistics Decisions for Distribution Channels – Transport and Handling – Economic of Transportation, Organizing Transport Facilities, Transport Procedure and Documentation – Role of Information System in Distribution Channel Management.	15
Case Study (Not Exceeding 300 words)		
Practical Component:		
<ul style="list-style-type: none"> • Interview a salesperson and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, why chose a sales career, and what it takes to succeed in this profession. • Ask your friends if they would buy certain goods like groceries, vegetables, socks, mobile, pens, etc from the roadside vendor as against a regular shop. Group the products into low-risk and high-risk ones. Does this buying behaviour also depend on the personality of the individual doing the buying? Or the one doing the selling? • Students can make a presentation on any product or service of student choice, covering selling strategies and one-day work exposure towards merchandising in any big retail outlets of respective places where the institute is operating. Rural colleges can send the students to the city nearby to observe the merchandising planning in retail outlets and to make a small report. • Roles and functions of sales managers and salespeople are different in every organization Salespeople view the roles of sales managers in their way and vice versa. You are the sales manager of a company. You analyze what you feel should be the roles of a sales manager and a salesperson for maximizing sales of the organization. • Your company is active in Internet trading. A current issue in internet trading is: how to make internet selling safe. Different methods have been suggested for the safety or security of 		

Internet trading. You have to analyze different methods and recommend a method for your company.

Suggested Readings:

1. Krishna K. Havaldar & Vasant M Cavale - Sales & Distribution Management: Text & Cases, Third Edition -Tata McGraw Hill Education Pvt Ltd – 2011.
2. Still, Cundiff and Govani - Sales Management - Decisions, Strategies and Cases – Fifth Edition - Prentice Hall – 2007.
3. Gupta S.L - Sales & Distribution Management (Text and Cases) – Second Edition – Excel Books, New Delhi – 2010.
4. Anderson. R - Professional Sales Management – Second Edition - Prentice Hall Inc, Englewood Cliffs, New Jersey – 1991.
5. Buskirk, R.H. and Stanton. W.J - Management of Sales Force, Fifth Edition - Homewood Illinois, Rochard D. Irwin – 1975.



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**MODEL QUESTION PAPER
M.B.A. (REGULAR) DEGREE EXAMINATION
FOURTH SEMESTER
22 BA 403 Sales and Distribution Management**

Duration: 3hours

Max. Marks: 70

Note:

1. This question paper contains three Sections- **Section- A Section -B and Section -C.**
2. **Section -A** contains 5 short answer questions with an internal choice. Answer any **ALL** questions. Each question carries 4 Marks.
3. **Section -B** contains 5 Essay questions with an internal choice from each unit. Each question carries 8 Marks.
4. **Section -C** contains one Case Study for 10 Marks. (Compulsory)
5. All **Sections** of the Question paper must be answered in one place.

SECTION -A

5 x 4= 20 Marks

		Bloom's Level	CO	Max Marks
1	a) Explain the Marketing mix	L1	CO 1	4M
	(OR)			
	b) Write about Sales forecasting	L1	CO 2	4M
2	a) Discuss the importance of Sales quota	L1	CO 2	4M
	(OR)			
	b) Write a short note on Compensation	L1	CO 3	4M
3	a) What do mean by Sales audit?	L1	CO 3	4M
	(OR)			
	b) Explain the concept of Channel dynamics.	L1	CO4	4M
4	a) Discuss about Supply chain operations	L1	CO 5	4M
	(OR)			
	b) What do mean by Logistics management?	L1	CO 5	4M
5	a) Explain the procedure of evaluating the sales training program	L4	CO 1	4M
	(OR)			
	b) Discuss the factors to motivate the Sales Personnel	L4	CO 1	4M

SECTION -B

5 X 8=40 Marks

			Bloom's level	CO	Max. Marks
UNIT-I					
6	(a)	Illustrate the interface of sales with different functions	L2	CO1	8 M
	(OR)				
	(b)	Who is a field sales manager? What are his tasks and responsibilities?	L2	CO1	8 M
UNIT-II					
7	(a)	Critically explain the methods and procedural steps in forecasting	L2	CO2	8 M
	(OR)				
	(b)	Explain the procedure for designing sales territories.	L2	CO2	8 M
UNIT-III					
8	(a)	Define sales training. Explain the procedure for evaluating the effectiveness of sales training programme	L2	CO 3	8 M
	(OR)				
	(b)	Explain the various compensation plans for managing the sale force.	L2	CO3	8 M
UNIT-IV					
9	(a)	Explain different types of channels of distribution involved in marketing of goods	L2	CO4	8 M
	(b)	Define channel conflicts. Discuss the causes and consequences of conflicts within channel?	L1	CO5	8 M
UNIT-V					
10	(a)	Evaluate the importance of market logistics and its objectives?	L5	CO5	8 M
	(OR)				
	(b)	Critically explain the new developments in supply chain management	L5	CO5	8 M

SECTION -C

1X10=10 Marks

			Blooms level	CO	Max Marks
CASE STUDY(Compulsory)					
11			(CO3)	(L4)	10 M

Teksos Co. (Pvt.) Ltd., a Hyderabad-based Company, manufactures and sells industrial Fastening equipment and supplies through fifty representatives and distributors throughout Andhra Pradesh. The Company which is 15 years old, has experienced its most dynamic growth in the past two years with the development of heavy-duty equipment which could cross into many areas: the construction industry, packaging and crafting, furniture manufacture, mill-work, mobile homes and many others. In and around Hyderabad area, the equipment was selling well to contractors and builders, but not to mills or furniture manufacturers. In other parts of Andhra Pradesh, 92% of the sales was confined to the packaging and furniture industries.

The sales force was doing a good job. Their competence was unquestioned their sales were up substantially each year. But when the company developed the heavy-duty equipment that could expand their sphere of experience-they balked.

The problem was that the sales representatives had grown comfortable selling to only one or two of these industries. The problem facing Mr. P. N. Reddy, the sales manager, was how to shake long-time competent sales representatives out of their regular routine and get them out selling in new markets when new product development indicated a market expansion.

Questions:

1. Suggest suitable guidelines which could cause sales force to expand their efforts into new categories of customers.
2. Outline the advantages and disadvantages of expanding the sales force at this time.