

SYLLABUS PLAN 2022-23

BBA- 306 (5th SEM)

SUBJECT- SALES AND LOGISTICS MANAGEMENT

SR.NO.	TOPICS	TEACHING POINTS	SPECIFIC OBJECTIVES	METHOD APPROACHES AND TECHNIQUES	RESOURCES AND LINKS
UNIT-I	Introduction to Sales Management. Sales forecasting Methods. Sales Budget. Sales Quota	Importance of Sales Force. Functions of sales manager. Nature and importance of Personal Selling and Salesmanship, objectives and theories of personal selling. Importance, Process of Sales Budget, Uses of sales budget, Sales territory considerations in allocation of sales territory. Sales Quota, Objectives, Principles of Ceiling Sales Quota, Administration of Sales Quota, Uses of Sales Quota.	The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.	Research study, Recent developments in industry in relation to GST, Discussion, Lecture method, PPT's	1. Sales Management. Text and cases, Krishna K. Havaldar, V M Cavale, McGraw Hill. 2. Sales and Distribution Management, Tapan K. Panda, Sunil Sahadev. Oxford University Press. 3. Sales and Distribution Management. Text and cases. With SAP Applications. An Indian Perspective. Dr. S L Gupta. Excel Books. 4. Sales Management. Joseph F. Hair, Rolph E. Anderson, Rajiv Mehta, Barry J. Babin, Cengage Learning. 5. Salesmanship and Publicity. Rustom S Davar, Sohrab R Davar, Nusli R Davar. Vikas Publishing House Pvt Ltd.
UNIT-II	Introduction to Logistic Management	Management- concept, Transportations, Inventory, Warehousing,	The purpose of this paper is to acquaint the student with the	Research study, Action research, Examples, Recent developments in	1. Sales Management. Text and cases, Krishna K. Havaldar, V M Cavale,

	<p>Concepts and importance of a Supply Chain</p>	<p>Managing logistics.</p> <p>Key issues of Supply Chain Management, Competitive and SC strategies, achieving strategic fit, Strategic Alliances, Third party and fourth party logistics, Reverse Logistics</p> <p>Contract Sharing, Supplier evaluation and selection, Use of best practices and Information Technology (IT) in Supply Chain Management</p>	<p>concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.</p>	<p>industry, Discussion, Lecture method, PPT's</p>	<p>McGraw Hill.</p> <p>2. Sales and Distribution Management, Tapan K. Panda, Sunil Sahadev. Oxford University Press.</p> <p>3. Sales and Distribution Management. Text and cases. With SAP Applications. An Indian Perspective. Dr. S L Gupta. Excel Books.</p> <p>4. Sales Management. Joseph F. Hair, Rolph E. Anderson, Rajiv Mehta, Barry J. Babin, Cengage Learning.</p> <p>5. Salesmanship and Publicity. Rustom S Davar, Sohrab R Davar, Nusli R Davar. Vikas Publishing House Pvt Ltd.</p>
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Questions:

1. What is sales forecasting? Discuss various methods of sales forecasting.
2. What is performance appraisal? Discuss the limitation and problems of performance appraisal.
3. What is sales budget? What are the benefits of having a good sales budget? Discuss.
4. What are the different factors to be considered while deciding the location of warehouse?
5. What is transport pricing? Discuss various methods of transport pricing.
6. What is compensation? Discuss the factors affecting compensation of sales force in an organization.
7. "Motivating the sale force is difficult job" do you agree? Discuss.
8. What is channel of distribution? Discuss the various factors affecting selection of various channel of distribution.
9. Discuss the types and features of warehousing.
10. Discuss the need of an effective physical distribution system in an organization.