

# Syllabus

## Panjab University

BBA, (5<sup>th</sup> Semester)

BBA 306 : Sales And Distribution Management

### Objectives :

The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound and distribution policy and in organizing and managing sales forces and marketing channels.

#### Unit - I

Introduction to Sales Management & Importance of Sales Force. Functions of sales manager. Nature and importance of Personal Selling and Salesmanship, objectives and theories of personal selling. Sales forecasting Methods, Sales Budget - 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.

#### Unit - II

Physical Distribution : Meaning, Organization & Management. Channels of Distribution: Its functions, selection & motivation of intermediaries. Market Logistics and supply chain management - Transport system, inventory and warehousing. Distribution warehousing: Its modern Concepts, Functions, Types & features of warehousing, Locations, Automation in warehousing. International Sales and Distribution management.