

Session 2024-25 (Scheme w.e.f. 2023-24)			
Part – A Introduction			
Subject	Marketing		
Semester	IV		
Name of the Course	Sales Management		
Course Code	B23-MKT-401		
Course Type: (CC/MCC/MDC/CCM/ DSEC/VOC/DSE/PC/AEC/ VAC)	CC-4		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	After completing the course, the learner will be able to: 1. Understand the basics of sales management and sales forecasting. 2. Acquaint with sales planning, sales quotas sales territories and sales budgets. 3. Know about the recruitment, selection, placement, induction, training and development of the sales force. 4. Comprehend the concepts of training, motivation, evaluation and control of sales force.		
Credits	Theory	Tutorial	Total
	3	1	4
Contact Hours	3	1	4
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hours	-	-
Part-B Contents of the Course			
Instructions for Paper Setters			
Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Sales management: Concept, objectives and functions; Sales manager: Types, qualities and responsibilities; Fundamentals of selling; salesmanship; Selling process; Sales planning: Process, types and limitations; Sales forecasting: Objectives, procedure, methods and limitations.	16	
II	Sales quotas: Objectives, types, determinants and methods for setting sales quotas; Sales territories: Need, determinants, principles, and procedure for establishing sales territories; Sales budget: Types, essentials, process and approaches to sales budget	14	

	formulation; Sales organization: Significance and functions, setting up a sales organization, factors affecting and pre requisites of ideal sales organization.	
III	Sales force management: Recruitment, selection, placement; Compensation: Factors determining remuneration to salesmen, designing compensation plan; Sales meetings and sales contests.	16
IV	Sales training: Objectives, principles, types and methods; Development and induction of sales force; Methods of motivating sales force; Evaluating performance of sales force; Promotion policies; Controlling sales personnel; Sales audit; Sales records and reporting system; Ethical issues in Sales management.	14
Suggested Evaluation Methods		
Internal Assessment:		End Term Examination:
➤ Theory 30		
Class Participation		05
Seminar / Presentation/ Assignment/ Quiz/ Class Test etc.		10
Mid-Term Exam		15
Part-C Learning Resources		
Recommended Books / E-Resources/ LMS:		
• Anderson, R.E., Hair, J.F, Bush, A.J.- Professional Sales Management, McGraw Hill, Singapore. • Dalrymple, D.J. and Cron, W. J. - Sales Management – Concepts and Cases, John Wiley, New York. • Johnston, M. and Marshall, G.-Churchill/Ford/Walker's Sales Force Management, McGraw Hill, Singapore. • Futrell, Charles M.: Sales Management – Teamwork, Leadership and Technology, Thomson Asia, Singapore • Johnson, E.M., Kurtz, D.L. and Schewing, E.- Sales Management, McGraw Hill, Singapore. • Stanton, W.J. and R. Sapiro- Management of Sales Force, McGraw Hill, Singapore. • Still, R.R. and Cundiff, E.W.-Sales Management, Pearson, New Delhi.		