

Syllabus

BBA 306: SALES MANAGEMENT AND LOGISTICS **For Students of BBA 5th semester** **PANJAB UNIVERSITY**

Objectives: 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.

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

Distribution – Basic concept, Transportations, Inventory, Warehousing, Managing logistics. **Concepts and importance of a Supply Chain (SC)**, Key issues of Supply Chain Management, Competitive and SC strategies, achieving strategic fit, Strategic Alliances, Third party and fourth party logistics, Reverse Logistics, Retailer- Supplier partnerships (RSP), Contract Sharing, Supplier evaluation and selection, Use of best practices and Information Technology (IT) in Supply Chain Management

NOTE: The question paper will include short case studies in Section – A.