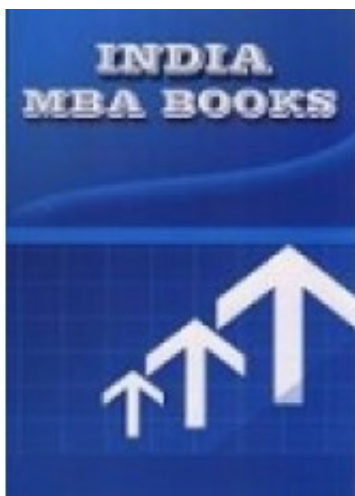


# SALES AND DISTRIBUTION MANAGEMENT



**Brand:** Mehta Solutions

**Product Code:** MBA204

**Weight:** 0.00kg

**Price: Rs500**

## **Short Description**

**GITAM University SALES AND DISTRIBUTION MANAGEMENT**

## **Description**

**SALES AND DISTRIBUTION MANAGEMENT SOLVED PAPERS AND GUESS**

**Product Details: GITAM University SALES AND DISTRIBUTION  
MANAGEMENT**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

**RATING OF BOOK: EXCELLENT**

## **ABOUT THE BOOK**

### **FROM THE PUBLISHER**

If you find yourself getting fed up and frustrated with other **GITAM University** book solutions now mehta solutions brings top solutions for **GITAM University SALES AND DISTRIBUTION MANAGEMENT** contains previous year solved papers plus faculty important questions and answers specially for **GITAM University** .questions and answers are specially design specially for **GITAM University** students .

**Please note: All products sold on mbabooksindia.com are brand new and 100% genuine**

- **Case studies solved**
- **New addition fully solved**
  
- **last 5 years solved papers with current year plus guess**

**PH: 07011511310 , 09899296811 FOR ANY problem**

**FULLY SOLVED BOOK LAST 5 YEARS PAPERS SOLVED PLUS GUESS**

### **SALES AND DISTRIBUTION MANAGEMENT**

**UNIT-I:** Introduction to Sales Management - Evolution of Sales Management, importance of Sales Management, types of Selling, difference between Selling and Marketing, Modern Day Sales Activities, Selling Skills, Selling Strategies, Selling Process.

**UNIT-II:** Sales Planning and Budgeting: Sales planning process, sales forecasting methods, sales budgeting process, methods used for deciding sales budget, types of quotas and quota setting procedure, reasons for establishing or revising sales territories, routing and scheduling sales persons, market cost analysis.

**UNIT-III:** Sales Force Management: Recruitment and selection of the sales force, training the sales force, sales force motivation, sales force compensation, sales force control and evaluation.

**UNIT-IV:** Introduction to Distribution Management -Definition, need for Distribution Channels, designing the Marketing Channels, Motivating and Evaluating Channel Members, Capturing the Customer requirements

**UNIT-V:** Managing Distribution Channels - Managing Channel Information Systems, reasons for Channel Conflicts, Managing Conflict, Managing, Ethical issues in Sales and Distribution Management

**Details**

**1. Books by courier**

**2. Delivery in 5-7 days**

**3. Courier india only**

**4. Rating of product : largest selling**