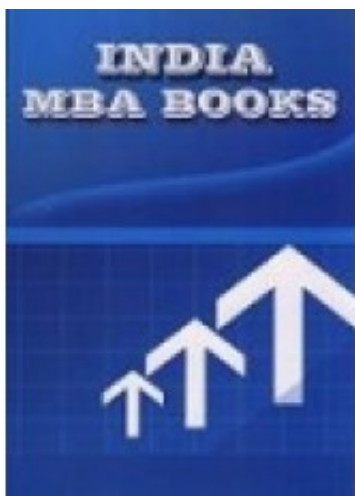


Sales and Distribution Management



Brand: Mehta Solutions
Product Code: 20IMG24GM4
Weight: 0.00kg

Price: Rs600

Short Description

Sales and Distribution Management Rohtak UNIVERSITY

Description

Sales and Distribution Management SOLVED PAPERS AND GUESS

Product Details: Rohtak 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 **Rohtak UNIVERSITY** book solutions now mehta solutions brings top solutions for **Rohtak UNIVERSITY Sales and Distribution Management REPORT** book contains previous year solved papers plus faculty important questions and answers specially for **Rohtak UNIVERSITY** .questions and answers are specially design specially for **Rohtak 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 LASY 5 YEARS PAPERS SOLVED PLUS GUESS

Sales and Distribution Management

UNIT-I

Sales Management: Role of Sales Management in Marketing, Nature and Responsibilities of Sales Management, Modern Roles and Required Skills for Sales Managers. Theories of Selling. Sales Planning: Importance, approaches and process of sales planning; Sales forecasting; Sales budgeting. Sales Organization: Purpose, principles and process of setting up a sales organization; Sales organizational structures; Field sales organization; determining size of sales force.

UNIT-II

Territory Management: Need, procedure for setting up sales territories; Time management; Routing. Sales Quotas: Purpose, types of quotas, administration of sales quotas. Managing the Sales-force: Recruitment, selection, training, compensation, motivating and leading the sales-force; Sales meetings and contests.

UNIT-III

Control Process: Analysis of sales, costs and profitability; Management of sales expenses; evaluating sales force performance; Ethical issues in sales management.

UNIT-IV

Distribution Channels: Role of Distribution Channels, Number of Channels, Factors Affecting Choice of Distribution Channel, Channel Behaviour and Organization, Channel Design Decision; Channel Management Decisions; Distribution Intensity; Partnering Channel Relationship.