

**B.COM (H): 5th SEM.**

**Sales & Distribution Management**

**CODE: 315**

**OBJECTIVE:** The primary objective of the course is to familiarize the student with the sales Operations and sales management functions and customer relationship management. Endeavor is to provide both theoretical inputs and applications of practical aspects.

**UNDERSTANDING:**

Q1 Explain AIDAS theory of Selling?

Q2 Explain the Importance of Ethics in sales Management?

Q3 What are Fringe benefits? Explain.

Q4 Explain the concept of Salesmanship. Also give essential qualities of a successful salesman?

Q5 What do you understand by Customer Relationship Management? Elaborate.

**PROCEDURE:**

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. The assignment should be handwritten and properly filled. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy OR Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and using diagrams.
10. Put Examples

**OUTCOME:**

After doing the assignment, students will understand the Basics of Sales and Distribution, Which will further help them in their career and Professional Life.

**REFERENCE BOOKS:**

1. Gandhi, T.C., *“Marketing A Managerial Introduction”*, 2003.
2. Gupta & Suri, *“Case Studies in Marketing Management”*, Himalaya Publishing House, 2005.