**SEMESTER V - PAPER II**

**SALES MANAGEMENT**

**Sub code: 16RSBE 9:2**

**UNIT I**

Sales Management - meaning and scope - functions of sales management – sales policy – selling process – responsibilities of sales manager

**UNIT II**

AIDA Formula- Need for sales force – recruitment and selection of sales force – training of salesman – qualities of a good salesman

**UNIT III**

Sales office functions – interviews – receiving of orders – handling mails – filing

– record keeping – sales bulletin.

**UNIT IV**

Sales promotion – Dealer & Consumer sales promotion tools – Sales Planning – Budgeting & Evaluation

**UNIT V**

Distribution functions – distribution policy – components of physical distribution

**TEXT BOOKS RECOMMENDED:**

1.Salesmanship and Advertising – Davar. 2.Salesmanship – RSN Pillai and Bagavathi. 3.Salesmanship and Publicity – JSK Patel. 4.Sales Management – Richard R. Still.

5.Modern Marketing R.S.N. Pillai and Bagavathi – S.Chand.

# SEMESTER V

# PAPER III

# RETAILMANAGEMENT

Sub code:16RSBE 9:3

**UNITI**

Retail Management – Meaning – Characteristics of retailing – Retail in principles – Reasons for retail growth – Emerging trends in retailing.

# UNITII

Store Location – Importance – Urban vs Rural location – Consumer Behaviour –Determinants – Customer service strategies.

# UNITIII

Stores layout and design – objectives–factors-display

# UNITIV

Inventory Management in Retailing – Material Handling – Principles and purpose of material handling – Symptoms of poor material handling

# UNITV

Retail formats – Store Based Retail format – Non store board retail format –other emerging retail formats .

# TEXTBOOKSRECOMMENDED:

Retail Management– Dr.Harjit Singh–S, Chand & Co.

Retail Management– Balraj Tuli Srivatsava.

Retail Marketing – Dr.L.Natarajan – Marghum Retailing Management–Ansuya Angadi – S.chand & Co.