

**SARDAR PATEL UNIVERSITY**  
**Programme: - Bachelor of Vocation (Retail Management)**  
**Semester: I**  
**Title of the Paper – IV Sales and Distribution in Retailing**  
**Course Code - UR01BVSC04**

Unit	Title and Descriptions	Credit:4
<b>1</b>	<b>Sales and Distribution in Retailing:-</b> Introduction, Evaluation of Sales Management, its Meaning, <b>Nature and Importance of Sales Management:</b> Relationship Selling, Varying Sales Responsibility/ Sales Position, Importance of Personal Selling and Sales Management, <b>Role and Skills of Modern Sales Managers:</b> Skills of Sales Manager.	50%
<b>2</b>	<b>The Method of Merchandise Procurement :-</b> <b>Merchandise Sources:</b> Identifying the Sources of Supply, Contacting and Evaluating the Sources of Supply, Negotiating with Vendors, Establishing Vendor Relations, Analysing Vendor Performance <b>The Age of Global Sourcing:</b> The Independently owned Office, The Co-operatively owned Office, The Individually owned Office, The Merchandise Brokers of Commission Office	50%

**Reference Books:**

- “Sales and Distribution Management” Text and Cases,2/e , 2<sup>nd</sup> Edition, by Krishna K Havaladar & V M Cavale (Tata McGraw Hill Education Private Limited, New Delhi,2011 )
- “Retail Management- Text & Cases”, 3<sup>rd</sup> Edition by Swapna Pradhan(Tata McGraw Hill Education Private Limited, New Delhi,2010.)
- “Management - Principles and Practice”, by R. Srinivasan, S.A.Chunawalla (Himalaya Publishing House, New Delhi, 2014)
- “Retail Management” by Chetan Bajaj, Rajnish Tuli, Nidhi V Shrivastava(Oxfor Higher Education, New York, 2010)
- “Marketing Management” (Text and Cases in Indian Context) by Dr. K. Karunakaran (Himalaya Publishing House, New Delhi, 2012.)

