



# **SALES AND SERVICES MARKETING 23MBPC613**

**(COURSE HANDBOOK)**

**MBA**

**COURSE FACULTY:**

Asso. Prof. Shreekant G Naik  
Asst. Prof. Susanna Zeena D'Silva

# 1. GENERAL INFORMATION

Welcome to Sales and Service Marketing!

This course equips aspiring managers with a comprehensive foundation in the principles, tools, and theories of Sales and Service Marketing, preparing them for success in today's dynamic business environment. The program delves into a wide array of concepts, techniques, and strategies related to sales and retail management, while also incorporating a critical analysis of service gaps through a thorough GAP analysis framework.

The curriculum is structured into five comprehensive modules designed to build upon the last. You will begin with an introduction to sales management, followed by basic concepts of retailing and sales channels. The subsequent modules will delve into service marketing, GAP, service quality, and customer role in service delivery. Practical activities accompany each topic to enhance your understanding and application of these concepts in real-world scenarios.

As you progress through the course, you will be encouraged to actively participate in learning the selling process, sales terminologies, and retailing concepts. This participation helps you understand the retail environment and encourages you to adopt a customer-centric approach. This course will enhance your analytical skills which will be beneficial in your immediate career. To have value addition you are expected to undertake a course on sales management and to do various activities.

The analytical and problem-solving skills honed during the course are highly valuable in navigating complex sales cycles if you opt for a career in sales and marketing. This handbook is a valuable resource that outlines assessments, learning outcomes, and the support services available to you. We are excited to embark on an engaging and productive semester together.

## 1.1.Course Objectives

This course is designed to:

- Provide an overview of concepts, techniques, and approaches to Sales Management.
- Establish the industry-relevant selling skill sets to execute sales effectively.
- Familiarize the students in identifying service gaps and solutions for the same.
- Impart the knowledge of the SERVQUAL Model for solving the service industry problems

## 1.2.Course Outcomes

By the end of this course, students will be able to:

**CO1:** Summarize the concept of sales techniques in B2B, Retail, and B2C organizations.

**CO2:** Identify retail strategies and, retail sales channels to improve productivity.

**CO3:** Apply the knowledge of service characteristics and consumer behavior in various service sectors.

**CO4:** Analyze the GAP model to know service quality deficiency to improve service delivery.

**CO5:** Analyze the customer role in service delivery to enhance CRM strategies.

### 1.3.Text Books and Suggested Sources:

All the below mentioned books are available in the 1st Floor Library.

#### **Key Text Books:**

1. Tapan K. Panda & Sunil Sahadev, "Sales & Distribution Management", 13<sup>th</sup> Edition, Oxford University Press, 2019
2. Valarie A. Zeithmal, Mary Jo Bitner, Dwanye D. Gremler, Ajay Pandit, "Services Marketing", McGraw Hill, 7<sup>th</sup> Edition, 2018

#### **Reference books:**

1. Krishna K. Havaldar and Vasant M. Cavale, "Sales and Distribution Management: Text and Cases", 3<sup>rd</sup> Edition, 2018
2. Richard R. Still, Edward W. Cundiff, Norman A. P. Govoni, "Sales and Distribution Management", 6<sup>th</sup> Edition, Pearson Publication, 2017
3. Christopher Lovelock, Jochen Wirtz, and Jayanta Chatterjee "Services Marketing: A South Asian Perspective", Pearson, 8<sup>th</sup> Edition, 2017
4. Parasuraman, "Services Marketing" Sage Publications, 2018

## 2. THE COURSE

### 2.1.Course Description

<b>Sales and Service Marketing</b>			
Semester	<b>III</b>	CIE Marks	<b>50</b>
Course Code	<b>23MBPE613</b>	SEE Marks	<b>50</b>
Teaching Hours/Week (L:T:P)	<b>4:0:0</b>	Exam Hrs	<b>03</b>
Total Hours	<b>52</b>	Credits	<b>04</b>

The Sales and Service Marketing course is designed to provide students with foundational knowledge in Sales and Service Marketing which helps in developing customer customer-centric approach. The course will run for 13 weeks during Semester 3 and consists of 5 modules that cover essential topics in Sales and Service Marketing. Each week includes 4 lectures, delivered by Dr Shreekant G Naik / Ms Susanna Zeena D'Silva focusing on theoretical concepts, practical applications, and course-related activities. Spanning a total of 52 hours, this 4-credit course is assessed through Continuous Internal Evaluation (CIE) for 50 marks and a Semester-End Examination (SEE) for 50 marks, with 3-hour exam duration. This structure ensures a balanced and engaging learning experience for students.

## 2.2. Initiating Contact with Staff and Other Students

Students are encouraged to use class hours for inquiries and are welcome to visit the faculty office for additional support. Given the large class size, emailing is also an effective communication option.

## 2.3. Resources

Resources include dynamic tools such as digital libraries, e-learning platforms, and research databases, which provide students with anytime, anywhere access to academic materials and interactive courses through a variety of resources available on the college website, including the VTU Consortium, open-access repositories, and government portals (e.g., NPTEL, NDLI).

E-learning and digital library can be accessed via the college website <https://mite.ac.in/> (Campus Life section > Library > VTU Consortium/e-learning platforms/additional sources).

## 2.4. Staff

Course Faculty: Dr Shreekant G Naik

Cabin: 3<sup>rd</sup> floor, PG Block

Email: [shreekant@mite.ac.in](mailto:shreekant@mite.ac.in)

Course Faculty: Ms Susanna Zeena D'Silva

Cabin: 2<sup>nd</sup> floor, PG Block

Email: [susanna@mite.ac.in](mailto:susanna@mite.ac.in)

## 2.5. Topics and Reading materials for each module

### **Module 1**

*No. of Hours: 10*

#### **- Topic: Introduction to Sales Management**

- Introduction to Sales Management: Meaning, Sales organizations, qualities and responsibilities of sales manager. Selling skills & selling strategies, selling situations. Personal Selling: Meaning, selling process, sales presentation, Handling customer objections, Follow-up action. Cross-Selling and Up-Selling.
- Management of Sales Territory and Sales Quota: Sales Territory Meaning, size, design, sales quota, and procedure for sales quota. Types of sales quotas, Methods of setting sales Quota.
- Sales Force Recruitment, Motivation and Compensation: Recruitment and selection of sales force, Training of sales force. Compensation means, Types of compensation plans, and evaluation of the sales force by performance and appraisal process.

- **Essential Readings:**

- Tapan K. Panda & Sunil Sahadev, "Sales & Distribution Management", 13<sup>th</sup> Edition, Oxford University Press, 2019, (Chapters 1,2,6,7,8,9,10, & 11)

- **Additional Reading:**

- Krishna K. Havaldar and Vasant M. Cavale, "Sales and Distribution Management: Text and Cases", 3<sup>rd</sup> Edition, 2018, (Chapters 1,2,4, & 6)
- [https://www.researchgate.net/publication/337723605\\_The\\_Concept\\_and\\_Steps\\_of\\_Personal\\_Selling](https://www.researchgate.net/publication/337723605_The_Concept_and_Steps_of_Personal_Selling)

**Module 2**

*No. of Hours: 10*

- **Topic: Retailing and Sales Channels**

- **Retailing:** The basic concept of retailing, types of retailers, multi-channel retailing, organized retailing in India, services retailing, Retailing: Role, Relevance, and Trends, Retail organization, Retail Merchandise management, Store Management.
- **Retail Sale Channels:** Carrying and Forwarding Agents, Wholesalers, Dealers, Retailers, and Franchisees. E-commerce, B2B, B2C, D2C concepts, Modern Trade (MT) and General Trade (GT). Pricing: Trade Price, Price to Stockist, and Price to Retailer.
- **Retail & Sales Metrics:** Target Achievement in volume & value, incremental Growth, Per Capita Per Month (PCPM), Year to Date (YTD), Year Over Year growth (YOY), Moving Annual Total (MAT), Market Share. Sales per square foot, Gross Margin, Return on Investment

- **Activities:**

- **Chart-making exercise on Selling Process & Sales Hierarchy:**  
Students will present 'selling process stages' and 'sales hierarchy' for different sectors like Retailing, Banking, Insurance, FMCG, Automobile, Durable, IT, and Hospitality. Students will actively participate in Chart-making exercises on the importance of the 8-stage selling process, and sales hierarchy with their roles and responsibilities mentioning examples of companies. This activity encourages to know about selling methods in different industries including salesperson's roles and responsibilities, and make learning this course more joyous and practical.

- **Essential Reading:**

- Tapan K. Panda & Sunil Sahadev, "Sales & Distribution Management", 13<sup>th</sup> Edition, Oxford University Press, 2019, (Chapters 14,15,19, & 21)

- **Additional Reading:**

- Krishna K. Havaldar and Vasant M. Cavale, "Sales and Distribution Management: Text and Cases", 3<sup>rd</sup> Edition, 2018, (Chapters 10,11,12, & 14)
- Complexities in Sales Management and Characteristics of Modern Selling  
<https://www.youtube.com/watch?v=wW62pR6ftYE>
- Classroom discussion on Indian retail sector environment  
<https://www.ibef.org/industry/retail-india>

### **Module 3**

*No. of Hours: 10*

- **Topic: Introduction to Service Marketing**

- Introduction to Service Marketing: Meaning and Definition of Services Marketing, Reasons for the growth of the services sector and its contribution; difference in goods and service marketing; characteristics of services; concept of service marketing triangle; service marketing mix.
- Consumer behaviour in services: Consumer expectation of services, Zone of tolerance, Factors influencing customer expectation of services. Customer perception of services, Factors affecting customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception.

- **Essential Reading:**

- Valarie A. Zeithmal, Mary Jo Bitner, Dwanye D. Gremler, Ajay Pandit, "Services Marketing", McGraw Hill, 7<sup>th</sup> Edition, 2018, (Chapters 1,2,3,4 and 6)

- **Additional Reading:**

- Christopher Lovelock, Jochen Wirtz, and Jayanta Chatterjee "Services Marketing: A South Asian Perspective", Pearson, 8<sup>th</sup> Edition, 2017, (Chapters 1 & 2)
- [https://www.researchgate.net/publication/366608255\\_Consumer\\_Behavior\\_in\\_the\\_Service\\_Industry\\_An\\_Integrative\\_Literature\\_Review\\_and\\_Research\\_Agenda](https://www.researchgate.net/publication/366608255_Consumer_Behavior_in_the_Service_Industry_An_Integrative_Literature_Review_and_Research_Agenda) (Analysis of research article on consumer behaviour in the Service Industry)

### **Module 4**

*No. of Hours: 10*

- **Topic: GAP Model of Service Quality**

- GAP model of service quality: Key reasons for gap using marketing research to understand customer expectation, building customer relationship through retention strategies, Evaluation of customer relationships, Benefits of customer relationships, levels of retention strategies, Market segmentation - Basis & targeting in services. "Hard & Soft" standards. Key reasons for GAP-2, service leadership.
- Boundary spanning roles: Emotional labour, Source of conflict, Quality-productivity trade-off, Strategies for closing GAP3.

- **Activities:**

- **GAP Analysis in different banks and Star Hotels:**

Presentations by student teams on different nationalized, & private banks, and star hotels with GAP analysis. Students will learn how customer service is expected and perceived in various banks.

- **Essential Reading:**
  - Valarie A. Zeithmal, Mary Jo Bitner, Dwanye D. Gremler, Ajay Pandit, “Services Marketing”, McGraw Hill, 6<sup>th</sup> Edition, 2018, (Chapters 8,9, & 10)
- **Additional Reading:**
  - Christopher Lovelock, Jochen Wirtz, and Jayanta Chatterjee “Services Marketing: A South Asian Perspective”, Pearson, 8<sup>th</sup> Edition, 2017, (Chapters 8 & 10)
  - Video on GAP Models: <https://www.youtube.com/watch?v=vqLeVz6mHX0>  
<https://www.ijrte.org/wp-content/uploads/papers/v8i5/D9553118419.pdf>  
 (Case study on Service Marketing Bridging the Gaps in Hotels)

## **Module 5**

*No. of Hours: 12*

- **Topic: Customer’s Role in Service Delivery**
  - Customer’s role in service delivery: Importance of customer & customer’s role in service delivery, Key reasons for GAP 4 involving communication, four categories of strategies to match service promises with delivery.
  - Pricing of services: Role of price and value in provider GAP 4, Role of non-monitory cost, Price as an indicator of service quality–Approaches to pricing services, pricing strategies, Key intermediaries for service delivery, Intermediary control strategies. Role of services marketing communication, SERVQUAL Model.
  - Physical evidence in services: Importance and Elements of Physical Evidence, Physical Evidence Strategies. Services capes: Types of servicescapes - Objectives and Goals of servicescapes, Role of servicescapes, Framework for understanding servicescapes and its impact on behaviour, guidance for physical evidence strategies, CRM in Services.
- **Essential Reading:**
  - Valarie A. Zeithmal, Mary Jo Bitner, Dwanye D. Gremler, Ajay Pandit, “Services Marketing”, McGraw Hill, 6<sup>th</sup> Edition, 2018, (Chapters 11, 12, & 13)
- **Additional Reading:**
  - Christopher Lovelock, Jochen Wirtz, and Jayanta Chatterjee “Services Marketing: A South Asian Perspective”, Pearson, 8<sup>th</sup> Edition, 2017, (Chapters 6, 12, & 13)
  - Case study on Zomato-SERQUAL Model  
[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=4202997](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4202997)

### 3. ASSESSMENT

The assessment for the Sales and Service Marketing module is divided into two components: Continuous Internal Evaluation (CIE) and Semester End Examination (SEE), each accounting for 50% of the total marks.

**Continuous Internal Evaluation (CIE)** comprises two internal tests, scheduled for the 8<sup>th</sup> and 14<sup>th</sup> week, which together contribute 30% of the total marks. Additionally, students can earn 20% through the completion of assignments (10 marks are allotted for the Chart-making exercise on the Selling Process & Sales Hierarchy, 10 marks are allotted for assignment on GAP Analysis in different banks and star hotels, presentation.)

**Semester End Examination (SEE)** constitutes the remaining 50% of the total marks. Key information regarding examination dates and related details can be accessed via the college website (Academics and Courses section > Calendar of Events > PG Odd Sem).

#### **Rubrics for Assignment Evaluation (Total: 20 Marks / 40% of CIE)**

<b>1. Chart-making exercise on Selling Process &amp; Sales Hierarchy (10 Marks)</b>					
<b>Criteria</b>	<b>10-09 Marks (Excellent)</b>	<b>08-07 Marks (Proficient)</b>	<b>06-05 Marks (Adequate)</b>	<b>04-03 Marks (Basic)</b>	<b>02-01 Mark (Unsatisfactory)</b>
Creativity and Delivery	Highly creative, impactful delivery	Creative, minor delivery gaps	Basic delivery, limited creativity	Minimal effort	No meaningful participation
Subject Understanding	Deep understanding, well-integrated	Good understanding	Basic understanding	Weak understanding	No effort to understand

<b>2. GAP Analysis in different banks and Star Hotels (10 Marks)</b>					
<b>Criteria</b>	<b>10-09 Marks (Excellent)</b>	<b>08-07 Marks (Proficient)</b>	<b>06-05 Marks (Adequate)</b>	<b>04-03 Marks (Basic)</b>	<b>02-01 Mark (Unsatisfactory)</b>
Creativity and Delivery	Highly creative, impactful delivery	Creative, minor delivery gaps	Basic delivery, limited creativity	Minimal effort	No meaningful participation
Subject Understanding	Deep understanding, well-integrated	Good understanding	Basic understanding	Weak understanding	No effort to understand