

SALES MANAGEMENT AND ADVERTISING

REVISED SYLLABUS FOR HIGHER SECONDARY FIRST YEAR COURSE

W.E.F. SESSION: 2024-25

Theory: 80 marks

Project: 20 Marks

Time: Three Hours.

Unit wise Distribution of Marks & Periods:

Units	Topics	Marks	Periods
Group –A	Fundamental of Salesmanship (40 Marks)		
Unit-1	Origin, Development and Art of Salesmanship	10	25
Unit-2	Salesperson & Personal Selling	10	10
Unit-3	Knowledge of Products and Consumers	10	20
Unit-4	Retail Selling and Channels of Distribution	10	25
Group-B	Advertising (40 Marks)		
Unit-1	Meaning and Evolution of Advertising	10	20
Unit-2	Advertising Media	10	20
Unit-3	Display	10	20
Unit-4	New Trends in Advertising	10	20
	Total (Theory)	80	160
Group-C	Project Work.	20	20
	Total (Theory + Project)	100	180

Unit wise Distribution of Course Contents:

Group-A: Fundamental of Salesmanship (40 Marks)

Unit-1: Origin, Development and Art of Salesmanship

Marks-10

- Definition of Salesmanship, Origin & Development, Role & Nature of Salesmanship, Psychology in Selling, Creative Salesmanship and Value of its study.
- Fundamental of successful selling, Basis of selling, Analysis of selling points, Techniques of selling.

Unit-2: Salesperson & Personal Selling

Marks-10

- Salesperson- Meaning, Types, Qualities, Functions, Duties & Responsibilities of Salesperson, Selling as a career.
- Personal Selling- Meaning, Steps of personal selling process, importance.

Unit-3: Knowledge of Products and Consumers**Marks-10**

Meaning and different types of consumers, Importance of salespersons, Knowledge about products and consumers, Sources of acquiring product knowledge, Study of Consumers Psychology & Behaviour.

Unit-4: Retail Selling & Channels of Distribution:**Marks-10**

- A. Fundamentals of Retail Selling, Sales Talk- its technique & effectiveness, Meeting customer's objections, Closing of Sales.
- B. Importance of Channels of Distribution, Different channels and determinants of selection of channels, E-Commerce- its meaning, types and importance.

Group-B: Advertising (40 Marks)**Unit-1: Meaning and Evolution of Advertising****Marks-10**

Meaning, Evolutions and Functions of Advertising, Benefits and Limitations of Advertising, Salesmanship Vs Advertising.

Unit-2: Advertising Media**Marks-10**

Types of Advertising Media, Direct & Indirect Advertising, Indoor & Outdoor Advertising and its merits & demerits, Factors affecting selection of Media.

Unit-3: Display**Marks-10**

Meaning, Objectives and form of display, Interior & Exterior Display, Window Display, Show Rooms and Show Case Exhibition-Their impact on Sales.

Unit-4: New Trends in Advertising**Marks-10**

Concept, Emerging forms of Advertising, Social Media Advertising- Meaning of Social Media Advertising, Importance of Social Media Advertising. SMS, WhatsApp, Facebook, Instagram, etc. Impact of Social Media Advertising on different stakeholders.

Group-C: Project Work (20 Marks)**Project Work -****20 Marks.**

- Project Preparation 12 Marks
- Project VIVA VOCE 08Marks

Format for Project Work of the subject - Sales Management and Advertising (H.S. First Year)

Cover Page:-

1. Title of the Project.
2. Information of the student
(Name, Roll No, Registration No, Year)
3. Name of the Supervisor/Guide.

4. Name of the Institution.
5. Year.

Second Page: - Acknowledgement.

Third Page: - Declaration by the students.

Forth Page: - Certificate from Supervisor/Guide.
Certificate from Head of the Institution/Department.

Fifth Page: - Contents/Index.
Main text of the project
References /Bibliography.

Contents of Project Work for H.S First Year Students

The students need to submit project report on any one of the following categories with adequate photographs. The concerning teachers of the institute fairly distribute the contents among students.

1. Study on job satisfaction of salesperson.
2. Study on retailers and their advertising strategies.
3. Study on different techniques of selling by salespersons.
4. Study on 'sales report' or 'sales data' of local business units.
5. Study on channels of distribution.
6. Study on consumer behaviour
7. Study on e-commerce (tools, types, techniques etc)
8. Study on advertising media.
9. Study on promotional tools.
10. Study on social media marketing