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# MARKETING AND SALESMANSHIP

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## CLASS–XI ELECTIVE MARKETING (783) THEORY

*Time: 3 Hours*

*Marks: 60*

S. No.	Unit	Session	Marks Allotted
1.	Introduction to Marketing	<ul style="list-style-type: none"><li>• Meaning, Nature, Objectives, Scope &amp; Importance of Marketing.</li><li>• Difference between Marketing &amp; Selling.</li><li>• Marketing Philosophies.</li></ul>	12
2.	Marketing Environment	<ul style="list-style-type: none"><li>• Meaning and Importance.</li><li>• Macro Environment Factors.</li><li>• Micro Environment Factors.</li></ul>	10
3.	Marketing Segmentation, Targeting & Positioning	<ul style="list-style-type: none"><li>• Meaning &amp; Importance of Segmentation.</li><li>• Bases of Market Segmentation.</li><li>• Meaning and Need for Targeting.</li><li>• Types of Targeting.</li><li>• Meaning &amp; Need for Positioning.</li><li>• Positioning Strategies.</li></ul>	13
4.	Fundamentals of Marketing Mix	<ul style="list-style-type: none"><li>• Meaning and Importance of Marketing Mix.</li><li>• Marketing Mix Components – Service Sector &amp; Consumer Goods.</li></ul>	10
5.	Consumer Behaviour	<ul style="list-style-type: none"><li>• Meaning and Importance of Consumer Behaviour.</li><li>• Factors Affecting Consumer Buying Behaviour.</li><li>• Roles of Buying Behaviour.</li><li>• Stages of Buying Behaviour.</li></ul>	15

## PRACTICAL

*Time: 2 Hours*

*Marks: 40*

*(Any three of the following)*

1. Visit to retail and wholesale stores located nearby and prepare report on the Frequency and volume of sale of selected products of different categories to Customers classified by age and sex.
2. Ascertain from the local market of selected consumer goods to what extent Economic, Social and Cultural factors affect the demand for particular goods, Prepare report.
3. Conduct household or market survey and report on the buying motive of Consumers as regards to price and quality, consumers being classified by Age, sex and income, given certain selected products.
4. Survey of demand for selected products available under different brand names through household enquiries in the local area.
5. Taking any two brands of your choice, collect the following market information.
  - (a) Segments for which they are made.
  - (b) Competitors brands.
  - (c) Marketing mix information – information about its price, ways of promotion, ways of distribution.

**CLASS–XI**  
**ELECTIVE**  
**SALESMANSHIP (784)**  
**THEORY**

*Time: 3 Hours*

*Marks: 60*

S. No.	Unit	Sessions	Marks Allotted
1.	<b>Salesmanship</b>	<ul style="list-style-type: none"> <li>• Meaning &amp; Importance of Personal Selling.</li> <li>• Function &amp; Types of Personal Selling.</li> <li>• Introduction to Salesmanship.</li> <li>• Qualities of effective Sales person.</li> </ul>	<b>15</b>
2.	<b>Essentials of Sales</b>	<ul style="list-style-type: none"> <li>• Knowledge of Industry and Company.</li> <li>• Knowledge of Products.</li> <li>• Knowledge of Customer.</li> </ul>	<b>12</b>
3.	<b>Preliminary Stages of Personal Selling Process</b>	<ul style="list-style-type: none"> <li>• Prospecting: Meaning, Importance, Characteristics for qualifying as a prospects and methods of prospecting.</li> <li>• Pre-approach: Meaning, Importance and sources of information.</li> <li>• Approach: Meaning, Importance &amp; Methods.</li> </ul>	<b>15</b>
4.	<b>Advance Stages of Personal Selling Process</b>	<ul style="list-style-type: none"> <li>• Demonstration &amp; Presentation: Concepts &amp; Essential features of Good Presentation and Demostration.</li> <li>• Objection Handling: Understanding Objections, Procedure for Handling Objections.</li> <li>• Closing Sale: Features and methods of Closing</li> </ul>	<b>18</b>

		<p>Sale.</p> <ul style="list-style-type: none"> <li>• After sale Services: Concepts and importance of after Sale Service.</li> </ul>	
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## **PRACTICAL**

*Time: 2 Hours*

*Marks: 40*

1. Identify from newspaper column's the jobs of salesman advertised and the qualification desired.
2. Interview managers of organizations located nearby and ascertain the qualities of salesmen considered for appointment. Prepare reports.

## **CLASS–XI**

### **GENERAL FOUNDATION COURSE (501)**

(Common for Office Secretaryship, Stenography & Computer Application, Accountancy & Taxation,  
Marketing & Salesmanship, Retail, Financial Market Management and Business Administration)

## **CLASS–XII**

### **ELECTIVE**

### **MARKETING (783)**

### **THEORY**

*Time: 3 Hours*

*Marks: 60*

S. No.	Unit	Sessions	Marks Allotted
1.	<b>Product</b>	<ul style="list-style-type: none"> <li>• Meaning &amp; Importance of Product.</li> <li>• Classification of Product.</li> <li>• Product Life Cycle – Concept &amp; Stages.</li> <li>• Role of Packaging &amp; Labeling.</li> </ul>	<b>10</b>
2.	<b>Price Decision</b>	<ul style="list-style-type: none"> <li>• Meaning and Importance of Price.</li> <li>• Factors Affecting Pricing.</li> <li>• Types of Pricing.</li> </ul>	<b>10</b>
3.	<b>Place Decision: Channels of Distribution</b>	<ul style="list-style-type: none"> <li>• Meaning &amp; Importance of Place.</li> <li>• Types of Distribution.</li> <li>• Factors affecting the choice of Channels of Distribution.</li> <li>• Functions of intermediaries.</li> </ul>	<b>16</b>
4.	<b>Promotion</b>	<ul style="list-style-type: none"> <li>• Meaning &amp; Need of Promotion.</li> <li>• Elements of Promotion Mix.</li> </ul>	<b>12</b>

		<ul style="list-style-type: none"> <li>• Factors affecting the selection of Promotion.</li> </ul>	
5.	<b>Emerging Trends in Marketing</b>	<ul style="list-style-type: none"> <li>• Service Marketing.</li> <li>• Online Marketing.</li> <li>• Social Media Marketing.</li> </ul>	<b>12</b>

## **PRACTICAL**

*Time: 2 Hours*

*Marks: 40*

**Note:** Unit No. 4 is compulsory and any two units out of Unit No.1, 2 and 3 may be allotted for practical. In total only three units are to be allotted to a student.

1. Market survey of selected consumer products on the basis of brand name and package. Collection of data and preparing report on the popularity of different brands and popularity and quality of packages of the products, and reasons thereof.
2. Making enquiries from wholesalers and retailers to study and report on the channels of Distribution of selected products.
3. Visiting Departmental store/retail, shop or consumer co-operative store located nearby to Study and report on the functioning of the store or shop.
4. Screening advertisements in newspapers/magazines, and through radio and TV Programmes and reporting on the differences in appeal of different media of advertising.

## **CLASS–XII ELECTIVE SALESMANSHIP (784) THEORY**

*Time: 3 Hours*

*Marks: 60*

<b>S. No.</b>	<b>Unit</b>	<b>Sessions</b>	<b>Marks Allotted</b>
1.	<b>Sales Organization</b>	<ul style="list-style-type: none"> <li>• Introduction to Sales Organization.</li> <li>• Functions and Factors affecting Sales Structure.</li> <li>• Classification of Sales Organization.</li> </ul>	<b>10</b>
2.	<b>Inside Selling / Store Based Selling</b>	<ul style="list-style-type: none"> <li>• Understanding In-store Selling Environment.</li> <li>• Types of Stores.</li> <li>• Salesman as a Facilitator.</li> <li>• Sales Career In-store Based Selling.</li> </ul>	<b>15</b>
3.	<b>Field Selling</b>	<ul style="list-style-type: none"> <li>• Sales Territories: Purpose and Design of Territories.</li> <li>• Sales Quotas: Need and Types of Sales Quotas.</li> <li>• Activities in Field Selling.</li> </ul>	<b>20</b>

		<ul style="list-style-type: none"> <li>• Sales Career in Field Selling.</li> </ul>	
4.	<b>Motivation &amp; Compensation for Salesperson</b>	<ul style="list-style-type: none"> <li>• Components of Motivation.</li> <li>• Compensation Rewards.</li> <li>• Non-Compensation Rewards.</li> </ul>	<b>15</b>

## **PRACTICAL**

*Time: 2 Hours*

*Marks: 40*

1. Role playing by each student as salesman with some other student playing the role of customer. Teacher concerned to assess the performance and external examiner to give his award on the basis of oral questions.
2. Preparation of sales presentation plan by each student on the basis of selected products to be sold and type of customers to be called upon.
3. Ascertaining through interview of outdoor Salesman (living or working nearby) the important steps which they follow in sales presentation and preparation of report thereon.

## **CLASS–XII**

### **GENERAL FOUNDATION COURSE (501)**

(Common for Office Secretaryship, Stenography & Computer Application, Accountancy & Taxation,  
Marketing & Salesmanship, Retail, Financial Market Management and Business Administration)

### **LIST OF EQUIPMENTS AND SOFTWARE**

1. Computers.
2. Printers.
3. Software.
4. Manual for Various Software / Assorted Reference Books.
5. Demonstration Stand.
6. Computer Consumable Stationery.
7. LCD Projector and Screen.

