



# C. U. SHAH UNIVERSITY

Faculty of: Commerce  
 Bachelor of Commerce  
 Semester : Sem– I  
 Name: Sales Management-I

CODE : 4CO01SMA2

### Teaching & Evaluation Scheme

Sr. No	Subject Code	Name of the Subject	Teaching Hours / Week				Credits	Evaluation Scheme							
			Th	Tu	Pr	Total		Theory				Practical			Total Marks
								Sessional Exam		University Exam		Interna I	Un iver sity		
								Marks	Hr/s	Marks	H r/ s	Pr / Viva	T W	Pr	
1	4CO01SMA2	Sales Management-I	3	--	--	3	3	30	1 <sup>1</sup> / <sub>2</sub>	70	3	--	--	--	100

**Objective:** Helping the student to understand the Behavioral Dynamics of Consumers.

**Prerequisite:** Basic Understanding of Concepts of Management and Organizational Dynamics.

### Course outline

Sr.no	Course Contents	Number of Hours
1	Salesmanship Introduction: Evolution of the Concept, Meaning & Definition, Features of Good Salesmanship, Scope & Utility, Is Salesmanship an Art or a Science or a Profession, Counter Salesmanship & Creative Salesmanship	12
2	Personal Selling: Introduction, Definitions, Role and Significance,	10

	Objectives, Functions, Theories of Selling, Advantages and Limitations, Personal Selling and Advertising, Types of Personal Selling	
3	Process of Selling, Psychology of Salesmanship, Attracting Attention, Approaching and Welcoming Prospects, Sales Talk, Awakening Interest, Creating Desire, Securing Action, Prospecting, The Approach – Overcoming Objections Closing the Sale, Services after Sales	12
4	Sales Promotion concepts: Significance, Forms, Sales Promotion programmed, Setting the Objectives, Sales Promotion targets, Implementation, Sales Promotion, Research & Evaluation, Sales Promotion of Industrial Products, Services and Mechanisms, Promotion in Developing Countries, Sales Promotion Strategy	11
<b>Total Hours</b>		<b>45</b>

### **Learning Outcomes:**

Theoretical Outcome : The students after studying this paper, will have a clarity of various basic concepts used in Marketing like Attracting Attention , Advertising, Promotional Activity etc.

Practical Outcome : Develop basic skills to deal with the Marketing Strategy and implementation of the same

Teaching & Learning Methodology: The following pedagogical tools will be used to teach this course:

- (A) Lectures
- (B) Case discussions
- (C) Quiz/Class Participation/Assignment, etc.

### **Recommended Books:**

1. 'Salesmanship' Russel
2. 'Salesmanship of Publicity' R.S.Davar
3. 'Successful Selling' J.E.S. Dawson
4. 'Sales Management' PradipkumarMallik

### **E-Resources :**

- <http://www.managementparadise.com/forums/articles/170085-whole-syllabus-sales-management-ppt-format.html>
- <http://freepdfdb.org/ppt/customer-service-training-materials-powerpoint>

