

VEER NARMAD SOUTH GUJARAT UNIVERSITY

F. Y. B.COM.

SALESMANSHIP AND PUBLICITY.

(IN FORCE FROM 2010).

OBJECTIVE: TO HELP STUDENTS UNDERSTAND THE CONCEPT OF SALESMANSHIP & ADVERTISING.

1. Salesmanship: Meaning, scope, development and importance. Main elements of salesmanship. art or science, sales psychology. Types of customers, buying motives, selling points.

(10%).

2. Different stages of sales process: attracting attention, interview, creation of interest, creation of desire, disposal of objectives, decision making and closure..

(15%).

3. Types of salesman: Meaning and types. qualities of salesman. selection, appointment, training, remuneration, powers and duties of salesman.

(10%).

4. Sales management: Concept, its place in organization, Qualifications, functions and powers of sales manager, sales procedure for execution of order, selling policies, sales promotion, after sales services.

(10%)

5. Advertising: Meaning, importance (in selling process), objectives, characteristics, advantages and disadvantages, advertising and consumer behaviour, (15%).

6. Media of advertising: different media, advertisement on internet. media selection decision. Social responsibilities and advertising.

(15%)

7. Programming advertising: Foundation of effective advertising, programme of advertising policy, Execution of programme, Function of advertising department.

(15%)

8. case study

(10%)