

**Veer Narmad South Gujarat University**

**First Year B.Com**

**Semester – 1**

**Course Code – CE 125 I**

**SALESMANSHIP AND PUBLICITY PAPER- I**

**(Syllabus effective form Academic Year 2011-2012 and onward)**

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

Unit 1: Salesmanship : Meaning, scope, development and Importance. Main elements of salesmanship. Art or science, sales psychology. Types of customers, buying motives, selling points. (30%)

Unit 2: Different stages of Sales process : Selling process, attracting attention of customers, Interview, Creation of Interest, creation of desire, disposal of objectives, decision making and closure. (30%)

Unit 3: Advertising : Meaning, Importance (in selling process), Objectives, characteristics. Advantages and Disadvantages. (25%)

Unit 4: Case study (15%)