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%).

decision. Social responsibilities and advertising. (15%)

7. Programming advertising: Foundation of effective advertising, programe of
advertising policy, Execution of programme, Function of advertising department.
(15%)

8. Case study
(10%)