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%)