

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from : JUNE 2013

Paper Code: UB05CCOM08	Total Credit: 3
Title Of Paper: Advertising, Sales Promotion and Sales Management-V	

Unit	Description in detail	Weighting (%)
1	Sales Management Meaning, Definition, Characteristics, Importance, Objectives and Principles of Sales Force Management. Difference between Sales Management and Marketing Management. Functions(Duties & responsibilities) of a Sales Manager Qualities of a Sales Manager Organisation of Sales Department	25 %
2	Recruitment And Selection Of Salesman Meaning of Recruitment and selection. Importance & Sources of Recruitment. Methods of selecting salesmen Principles of selection and Selection procedure.	25 %
3	Training Of Salesmen Meaning Importance of Sales Training, Objectives of Training. Methods of Sales Training. Principles of Training. Contents of a good Training programme. Limitations of Training.	25 %
4	Motivation And Compensation Of Salesmen Meaning and Needs of Motivation Tools of Motivation Need of sound Remuneration Plan. Essential features of a sound Remuneration Plan. Factors affecting Remuneration plan. Methods of Remuneration	25 %

Basic Text & Reference Books

- Salesmanship and Advertising- R.C.Agrawal
- Salesmanship and Publicity- J.S.K.Patel.
- Marketing Management- R.C.Agrawal
- Advertising, sales & Promotion Management- S.A.Chunawala.
- Sales Promotion and Advertising Management- M.N.Mishra.
- Salesmanship and Sales Management- P K Sahu & K C Raut

