

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM**  
**Semester: V**  
**Syllabus with effect from : JUNE 2020**

<b>Paper Code:</b> UB05CCOM28	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Advertising, Sales Promotion and Sales Management-V	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>Sales Management</b> 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	<b>25 %</b>
<b>2</b>	<b>Recruitment And Selection Of Salesman</b> Meaning of Recruitment and selection. Importance & Sources of Recruitment. Methods of selecting salesmen Principles of selection and Selection procedure.	<b>25 %</b>
<b>3</b>	<b>Training Of Salesmen</b> Meaning Importance of Sales Training, Objectives of Training. Methods of Sales Training. Principles of Training. Contents of a good Training programme. Limitations of Training.	<b>25 %</b>
<b>4</b>	<b>Motivation And Compensation Of Salesmen</b> 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	<b>25 %</b>

**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

