

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Programme: B.COM Semester: V
Syllabus with effect from the Academic Year: June, 2023

B.COM. SEMESTER-V		
Paper Code	Title of the Paper	Total Credit
UB05CCOM78	Advertising, Sales Promotion and Sales Management-V	3

Course Objectives	To make student ready for advertisement job
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Course Description		
Unit	Description	Weightage
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%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to
After completion of this course, student: <ul style="list-style-type: none"> • Will learn about Sales Management • Will get familiar with Recruitment And Selection of Salesman • Will be aware about Training ,Motivation And Compensation of Salesmen

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)	
Sr. No	References
1.	Salesmanship and Advertising-R.C.Agrawal
2.	Salesmanship and Publicity-J.S.K.Patel.
3.	Marketing Management-R.C.Agrawal
4.	Advertising, sales & Promotion Management-S.A.Chunawala.
5.	Sales Promotion and Advertising Management-M.N.Mishra
6.	Salesmanship and Sales Management- P K Sahu& K CRaut
On-Line Resources available that can be used as Reference Material	
https://ugcmocs.inflibnet.ac.in/view_module_ug.php/139	