

SARDAR PATEL UNIVERSITY
Programme: BCOM Semester: IV
Syllabus with effect from : NOVEMBER 2019

Paper Code: UB03CCOM38	Total Credit: 3
Title of Paper: Advertising, Sales Promotion and Sales Management – IV	

Unit	Description in detail	Weighting (%)
1	PERSONAL SELLING Nature and Importance of Personal selling Personal Selling Process Types of Personal Selling Advertising V/S Personal Selling	25 %
2	ESSENTIALS OF EFFECTIVE SELLING The Sales Process- Prospecting, Pre-approach, presentation and demonstration, Overcoming Objections, Closing and Follow- up and after sales services.	25 %
3	BUYING MOTIVES Types of Markets: Consumer Market and Industrial Market Decisions making Process in Buying and its types Buying Behaviour Factors influencing Consumer Behaviour Types of buying behavior	25 %
4	SELLING AS A CAREER Qualities of successful sales person. Problems in selling as a career Sales report and documents – Sales manual, order desk, cash memo, and tour diary, daily and periodical report.	25 %

Basic Text & Reference Books -----

- Advertising Management: P. K. Agrawal
- Sales Pramotion and Advertising Management: M.N. Mishra