

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM Semester: IV**  
**Syllabus with effect from : Nov./Dec., -2020**

<b>Paper Code:</b> UB03CCOM58	<b>Total Credit: 3</b>
<b>Title of Paper:</b> Advertising, Sales Promotion and Sales Management – IV	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>PERSONAL SELLING</b> Nature and Importance of Personal selling Personal Selling Process Types of Personal Selling Advertising V/S Personal Selling	<b>25 %</b>
<b>2</b>	<b>ESSENTIALS OF EFFECTIVE SELLING</b> The Sales Process- Prospecting, Pre-approach, presentation and demonstration, Overcoming Objections, Closing and Follow- up and after sales services.	<b>25 %</b>
<b>3</b>	<b>BUYING MOTIVES</b> 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	<b>25 %</b>
<b>4</b>	<b>SELLING AS A CAREER</b> 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.	<b>25 %</b>

**Basic Text & Reference Books -----**

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