

**MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION,  
MUMBAI - 51**

1	Name of Course	C. C. IN MARKETING AND SALESMANSHIP ASSISTANT (w.e.f. 2018-19) (408209)																																																													
2	Max. Nos. of	25 Students																																																													
3	Duration	1 Year																																																													
4	Type	Part Time																																																													
5	Nos. of Days /	6 Days																																																													
6	Nos. of Hours	7 Hrs																																																													
7	Space Required	Theory Class Room – 200 sqft Practical – 800 sqft																																																													
8	Entry	S.S.C. Passed																																																													
9	Objective Of Syllabus/ introduction	The basic objectives of this syllabus are as follows - 1. To introduce the student to the concept of new marketing. Importance of salesmanship in the today’s commercial world and new advertisement techniques and role of media in modern commerce. 2.To give the students basic knowledge, principles and practice of salesmanship and marketing including marketing management, market research, product planning and pricing policies. 3. To familiarize the students with case studies in respect of marketing, advertising and salesmanship of different products in various situations. 4. To make the students more familiar with the skills of practitioner engaged in buying, selling, marketing and advertising.																																																													
10	Employment Opportunity	He can get job in various Establishment.																																																													
11	Teacher’s Qualification	M.Com., II Class in Marketing Management OR M.Com. II Class in Business Management. OR B. Com. II Class, and M.B.A., with one year business / teaching or professional experience.																																																													
12	Training System	<table><tr><th colspan="4">Training System Per Week</th></tr><tr><td>Theory</td><td>Practical</td><td colspan="2">Total</td></tr><tr><td>6 Hours</td><td>18 Hours</td><td colspan="2">24 Hours</td></tr></table>						Training System Per Week				Theory	Practical	Total		6 Hours	18 Hours	24 Hours																																													
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13	Exam. System	<table><tr><th>Sr. No.</th><th>Paper Code</th><th>Name of Subject</th><th>TH/PR</th><th>Hours</th><th>Max. Marks</th><th>Min. Marks</th></tr><tr><td>1</td><td>40820911</td><td>Salesmanship, Marketing and Sales Management</td><td>TH-I</td><td>3 hrs</td><td>100</td><td>35</td></tr><tr><td>2</td><td>40820912</td><td>Advertising , Business Correspondence &amp; Market Research , Business Laws</td><td>TH-II</td><td>3 hrs</td><td>100</td><td>35</td></tr><tr><td>3</td><td>40820913</td><td>Marketing, Agricultural Marketing and Foreign Trade</td><td>TH-III</td><td>3 hrs</td><td>100</td><td>35</td></tr><tr><td>4</td><td>40820921</td><td>Salesmanship, Marketing and Sales Management</td><td>PR-I</td><td>3 hrs</td><td>100</td><td>50</td></tr><tr><td>5</td><td>40820922</td><td>Advertising , Business Correspondence &amp; Market Research , Business Laws</td><td>PR-II</td><td>3 hrs</td><td>100</td><td>50</td></tr><tr><td>6</td><td>40820923</td><td>Marketing, Agricultural Marketing and Foreign Trade</td><td>PR-III</td><td>3 hrs</td><td>100</td><td>50</td></tr><tr><td></td><td></td><td>Total</td><td></td><td></td><td>600</td><td>255</td></tr></table>						Sr. No.	Paper Code	Name of Subject	TH/PR	Hours	Max. Marks	Min. Marks	1	40820911	Salesmanship, Marketing and Sales Management	TH-I	3 hrs	100	35	2	40820912	Advertising , Business Correspondence & Market Research , Business Laws	TH-II	3 hrs	100	35	3	40820913	Marketing, Agricultural Marketing and Foreign Trade	TH-III	3 hrs	100	35	4	40820921	Salesmanship, Marketing and Sales Management	PR-I	3 hrs	100	50	5	40820922	Advertising , Business Correspondence & Market Research , Business Laws	PR-II	3 hrs	100	50	6	40820923	Marketing, Agricultural Marketing and Foreign Trade	PR-III	3 hrs	100	50			Total			600	255
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**SYLLABUS  
THEORY I  
Salesmanship, Marketing and Sales Management  
PART A**

**1. Origin of Salesmanship**

Definition, Nature, Origin, Salesmanship as a career, Importance of personal selling, Types of Salesman including Traveling Salesman and Counter Salesman

**2. Organization of Sales Department**

**Knowledge of Product** - (a) Goods Meaning Nature, (b) Classification and features of products (c) Importance of complete product knowledge (d) Major areas of product knowledge i.e. Manufacturer User, Price, Life etc.(e) Sources of Product information. (f) Sales organizations structure and functions of Sales Manager.

**3. Commercial Organization**

**Knowledge of organizations** :- (a) Definition, Meaning, Nature, Importance of Organization (b) Types of Business Organizations (i) Sole Proprietorship (ii) Partnership (iii) Co-operative Societies (iv) Private companies (v) Joint Stock Companies

**4. Customer**

Knowledge of Customer, Definition, Importance, Source of getting knowledge about customer, Classification of buyer, Ultimate consumer Industrial buyers and Institutional buyers, Government etc. Buying Motives : rational and emotional factors of influencing purchase of a product Analysis of consumer consideration of sex, age, income etc; Finding out customer or identifying customer; Major needs and problems

**5. Sales Process**

Sales talk and presentation-Planning, Presentation and various steps in presentation, Overcoming objections, Different types of objections and their ranking, Closing the sales after sales service

**THEORY I  
PART B**

**1. Marketing Management**

Meaning, Evolution of Marketing management, Sales Management Organizing the marketing; Unit or department Various Marketing Organizational Structures, Marketing Programme and its Planning, Marketing Expenses Budget, Relationship between marketing and other departments

**2. Sales Management -**

Organization of sales department & its Structure, Functions of Sales department, sales force, Sales routine, dealings with orders, Sales manager's duties and responsibilities, Qualities essential for sales manager's job, Problems with sales management, Sales quotas and Sales territories, Legal and Social aspects of sale

**3. Recent trends of Marketing in India**

Growth and developments of markets in India, Middle class explosion in India, Growth of consumerism and consumer protection, new economic Policies, Marketing of nonprofit organizations, E-marketing

**4. Rural Marketing**

Meaning, concept, importance of Rural Marketing in economic development, Classification of rural markets, Problems of rural marketing in India, Rural marketing functions, Co-operative marketing, Market Legislation

**PRACTICAL I**  
**Salesmanship, Marketing and Sales Management**  
**PART A**

1. Interviews of Salesmen such as counter salesman, travelling salesman etc. and different types of salesman, Travelling salesman's reports.
2. (1) Visits to consumer goods manufacturing industries shops  
(2) Industrial goods manufacturing industries / shops  
(3) Service organizations, agencies (STD Shops, counter companies, travelling agents, consultants)
3. Visits to different commercial organizations: Sole Trading, Partnership, Co-Operative societies, Joint Stock Companies
4. (A) Interviews with-  
(i) Consumers  
(ii) Industrial goods consumers  
(iii) Service man  
(B) Visits to trade fairs, exhibitions, sales in your town to observe the customer buying process
5. (a) Collection of Sales Literature  
(b) Demonstration of sales and presentation  
(c) Door to Door selling under production, practical training centre (P.T.C.) in your institution  
(d) Counter selling in some small shops for a week, on the job training (O.J.T.)

**PRACTICAL I**  
**PART B**

**1. Marketing Management**

Using spread sheets for the preparation of Organization charts of marketing department, Preparation of marketing programme, Preparation of Marketing Expenses Budget Finding out drawbacks of marketing budget, Case studies  
(Note : For the above practical, computer knowledge and orientation is essential)

**2. Sales Management**

1. Preparing Sales report, Daily reports, Expenses reports, Weekly and monthly reports
2. Sales Team to team comparison of performance evaluation
3. Allocation of sales territories
4. Allocation of sales quotas

**3. Recent trends in Marketing**

Group discussion, Reading of news paper articles, case studies, Study of marketing policies adopted by nonprofit organizations,  
Visits to Rural Market  
Visits to Co-Operative Markets

**4. Rural Marketing**

Visits to - (1) Wholesaler & Retailer & comparison between their functions  
(2) Co-Operative Stores                      (3) Khadi Bandar                      (4) Rural Bank  
(5) Cottage Industry and preparation of visit reports

**THEORY II**  
**Advertising , Business Correspondence & Market Research , Business Laws**  
**PART A**

**1. Advertising and Publicity**

- (A) Communication, Definition, Meaning, Importance, Process of communication, Tools and forms of communication
- (B) Production of advertising
  - (i) Print advertising - Press and advertising literature
  - (ii) Audio
  - (iii) Visual
  - (iv) Using multi media

**2. Advertising**

- (A) Types of media, Selection decision
- (B) Consideration of various factors selecting media
- (C) Advertising agency, meaning, functions, Organization, Constituents, Selection of agency, working of advertising agency
- (D) Payment System
- (E) Use of computers in
  - (i) Preparation of advertisements
  - (ii) In media planning
  - (iii) Preparations of advertising literature
- (Doing all this with the help of PageMaker, coral draw, PowerPoint etc.)
- (F) Advertising as a profession

**3. Elementary Knowledge of Book-keeping**

Definition, Objects, Importance, Rules of Journalizing, Ledger Sales and Purchase book, Return books, Cash book, Trial balance, Final accounts

**4. Business Correspondence**

- (A) Lay out and essentials of a good business letter
- (B) Correspondence relating to quotation, orders, cancellation of orders, complaints and settlements, credit recovery letters, circulars, arrival of new products, settlement of insurance claims, loans and overdraft facility, stop payment, application of sales agency etc.
- (C) Postal information: importance, Indian post and telegraph department, Procedure of V.P.P, Registered post, Book-post, Parcels, telegrams, fax, Courier post etc.
- (D) Modern means of communication: STD, PCO, Pager, Cello phones, E-mail, Internet for business correspondence

**5. Computer Awareness**

Introduction of Computer, Information about the different parts of the computers, software and hardware, importance of computer in modern world, computer languages, computer accounting

## **TH II**

### **PART B**

#### **1. Marketing Research**

Definition, Meaning, Scope and objective of Marketing Research, Elements affecting marketing problems, Areas of Marketing Research, Steps in marketing research, Marketing information system, Collection of data from Internal and external sources, Analysis of collected data, Analysis of collected sales record, Research Instruments : Questionnaires, Interviewing Schedule, Sampling, Panel Research, Field work, Survey, Test marketing, Cost of Research (Use of computers in data analysis is needed)

#### **2. Demand Analysis**

Meaning and types of demand, affecting factors, Sales forecasting, Nature, Role, Methods of forecasting, Short term, long term, statistical methods, Test marketing, Objectives and findings, Segmentation, definition, importance, Basis of market segment, consumer market segment in India

#### **3. Buyer's Behavior**

Buyer's behavior, Various influences affecting buyer's behavior, External Economic, Sociological, Cultural motivations; models, Types of consumers and their motives, Recent theories of buyer's behavior, Cognitive theory, Meyto theory, MC-greger's stimulus Response theory, Perception, Maslow's theory, Freud's theory.

#### **4. Elements of Business Laws**

Bombay Shop Act, Indian Contract Act, Essentials of valid contract, Revortion of contract, Sales of Goods Act, Conditions: Warranties and guarantees, Right's and liabilities of buyers and Sellers and of unpaid sellers, carriage of Goods Act, Central Sales Tax and State Sales Tax, elementary knowledge Need and importance of the above Acts, forms for registration procedures exemptions and filing of returns

## **PRACTICAL II**

### **Advertising , Business Correspondence & Market Research , Business Laws**

#### **PART A**

1. Preparation of advertisement : Preparation of copy, Headline, Slogans, humor in copy, Use of illustrations Preparation of advertisement for different media, News papers magazines, Film slides, Radio, T.V. etc.
2. Visits to advertising agencies for knowing their working
  - (a) Collection of different types of advertisements
  - (b) Critical evaluation of published advertisements
  - (c) Visit report on the above
3. Practical accounting : computerized accounting, tally mark system, preparation of various books, Vouchers, return books
4. Study of lay out of good business letters, Enquiry letters, Quotations, Orders, Complaints, answers to complaints and Banking correspondence
5. **Visits**  
10 visits to various types of advertising agencies and 5 visits to study the computerized accounting in marketing.

## **PRACTICAL II**

### **PART B**

#### **1. Marketing Research**

Actual preparation of Questionnaires, preparation of survey reports, survey work, statistical analysis of survey reports, finding results from reports, various types of surveys should be done for consumer & industrial products

#### **2. Demand Analysis**

Preparation of Sales forecasting project, visit to industrial & commercial unit  
Observation of demand trends in Urban and Rural markets  
Preparation of demand charts with the help of Statistical data  
Preparation of statistical tables to find out the results

#### **3. Buyer's Behavior**

Preparation of questionnaires, Interview schedules  
Finding out actual customers  
Study of buying habits

#### **4. Elements of Business Laws**

Case studies, Filing of Sales Tax registration forms and Return forms,  
Visits to sales tax office

## **THEORY III**

### **Marketing, Agricultural Marketing and Foreign Trade**

#### **PART A**

#### **1. Marketing**

Definition, Meaning, Objectives and scope of Marketing, Difference between marketing and selling

Market : Definition, types, Role and Scope, Evolution of Modern concept of marketing

Approaches to the study of marketing,

Marketing and society influencing factors.

Emerging role of marketing in Economy in general Recent Trends in Marketing

#### **2. Marketing Activities**

Concept of Marketing Mix, Classification of Marketing Activities, Product Planning & Development, Product Innovation, Product Mix, Product Design, Product Life cycle, launching the product standardization, Grading Branding Supporting Marketing Activities

#### **3. Modern Channels of Distribution**

Marketing channels: Definition, Types, Decision Making on Channels of Distribution, Wholesaler-Retailer's concept, importance, Types of Retailing in India, Major Developments - concern for consumers convenience, Franchising, Home Delivery, E-Retailing, Departmental stores super Markets, Co-operative store, Chain Stores, Hire purchase and Installment system of selling, Tele-shopping.

#### **4. Transportation**

Importance, Different modes of transport: Land, Water, Air, their features and advantages, Disadvantages, Delivery of consignments, documents relating to transportation octroi and state taxes

#### **5. Pricing Policies And Strategies**

Importance of pricing policies and Influencing factors

#### **6. Insurance**

Meaning, Importance, Kinds of Insurance; Fire, Marine, Transit Insurance

## **THEORY III**

### **PART B**

#### **1. Agricultural Marketing in India**

Structure and Type of Agricultural Markets System of Agricultural Marketing.

Marketing Agencies

Agricultural price policy in India

Regulated Markets

Co-operative Marketing

Recent Trends in Agricultural Marketing

#### **2. Agriculture and Agro Based Product Marketing**

Marketing of agricultural products such as sugarcane, cotton, wheat, rice. Marketing of

agricultural based products such as milk, bakery, fruit, juices, oil, flowers

#### **3. Industrial Marketing**

Definition, types of Industrial Goods and Customers; Characteristics of customers, Industrial

Marketing middlemen, Industrial Marketing Research, Recent Trends of Selling Industrial

Products

#### **4. Stock Market /Exchange**

History, purpose, aims, membership, management, meaning of various types of securities, Listing

of securities, Government and Stock Exchange, National Stock Exchange, SEBI

#### **5. International Marketing**

Concept of Globalization, Requirement of International Marketing, checklist for International

Marketing, Channels of Distribution, Various agencies, procedure in selling goods in International

Market, Agencies helping International Market, Factors creating problems in international

Marketing, Recent Trends in International Marketing

#### **6. Foreign Trade**

Concept of Foreign Trade, Trade agreements, Export Procedure, Import procedure, various Terms

and documents used in Foreign Trade : F.O.R., F.O.B., F.A.S., C & f, C.I etc. Letter of Credit,

Bill of Lading, Charter Party, letter of Hypothecation

## **PRACTICAL III**

### **Marketing, Agricultural Marketing and Foreign Trade**

#### **PART A**

#### **1. Marketing**

Visits to various types of markets.

Visit to local market specially Wholesale Market, retail market with special reference to rural and urban marketing system to find out recent market trends

#### **2. Marketing Activities and Marketing Process**

Study of product life, of different companies, role play in order to demonstrate personal selling,

door to door selling and case studies, Collection of information about 20 (twenty) new products

relaunched with new concepts introduced by various companies, Sources of collection or

information from newspaper's columns, advertising, Internet surfing

#### **3. Modern channels of distribution**

Visits to Departmental stores, chain stores, Co-operative Stores, Super markets, Franchisee, to

know higher purchase installment systems of selling goods.

#### **4. Transportation**

Use of computer applications in road, rail, air and marine transport with reference to the different documents used and preparation of forms, receipts of concerned mode of transport.

#### **5. Pricing Policies**

Visit to middlemen, interviewing the middlemen e.g. Wholesaler's interview, Retailer's interview.

#### **6. Insurance**

Visit to Insurance Company to know about importance of insurance in marketing.

## **PRACTICAL III**

### **PART B**

#### **1. Agricultural Marketing in India**

Visit to market committees with reference to the agricultural products, visit to Co-Operative marketing Societies

#### **2. Agriculture and Agriculture Based Product Marketing**

Interview with Agriculturists producing sugarcane, cotton, wheat, milk, fruits, success stores of Agricultural Marketers, visit to cold storage, Visit to kharedi-vikri centre of agricultural products, visit to factories like Bakery, fruit juices, oil, flowers etc.

#### **3. Industrial Marketing**

Visit to industrial production centers, industrial product selling agencies, with different middleman.

#### **4. Stock Market**

Visit to Stock Exchange and/or interview with share broker; study of change in prices of shares of any particular company over a period of month (Use of newspapers for observing change in price of share), observation reports on fluctuations of security prices, study of the various terms in stock exchange.

#### **5. International Marketing**

Case study of International Marketing

Interviews of businessmen working in the field of export and Import.

#### **6. Foreign Trade**

Preparation of Import /Export documents, FOR,FOB; Bill of Entry, C & F, letter of credit, Bill of lading etc.



## Tools, Equipments & Furniture

Sr. No.	Particulars	Nos.
1.	A Set of Tables & chairs- Duel Desks	10
2.	Table & Chairs (teacher)	04
3.	Black Board	02
4.	Computers	08
5.	Printers	04
6.	U.P.S.	02
7.	Video Camera	01
8.	Tape Recorder	01
9.	Video, Audio Cassettes	10

Sr. No.	Name of the book	Name of Publication	Name of the Authors
1.	Marketing Salesmanship & Advertising	Kalyani Publishers New Delhi	1. Mr.C.N.Sontakki 2. Mr. R.G..Deshpande
2.	Principles and practice Kitab of Marketing in India	Mahal Publication	1. Mr. C.B.Mamoria 2. Mr. R.L.Joshi
3.	Modern Marketing Management	Crown publishing House	1. Dr. Rustam S.Davar, Mumbai 2. Mr. Sohrab R. Davar Madras 3. Mr. Nusli R. Davar
4.	Introduction to Marketing		Mr. Philip Kotlar
5.	Salesmanship		1. Mr. Acharya 2. Mr. Gorekar
6.	Salesmanship, Management and Advertising	Sales Vora Eco.Publishing, Mumbai	M.Satyanagayana
7.	Industrial Marketing		Mr. Alexander
8.	Fundamentals of Marketing		Mr. Cundift Still
9.	Practice of Marketing		Mr. Lalif
10.	Fundamentals of Marketing	Mc-Graw Hill International Editing	1. Mr.William J.Stanton 2. Mr. Charles Futrell
11.	Advertising	Tata Mc-Graw Hill Publishing Company	1. Mr. John S. Wright 2. Mr. Willis L. Winter 3. Sherilyn K. Zeigler

## JOURNALS

- |   |                               |
|---|-------------------------------|
| 1. Journal of Marketing                             | 1. Life Stories of Christlers |
| 2. Marketing  | 2. Life Stories of Songs      |
| 3. Marketing  | 3. Life Stories of Barbailous |
| 4. Advertising Age Bakery Products & consumer goods |                               |
| 5. Journal of Marketing Research                    |                               |

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