

B.A-II (Marketing)

IIIrd Semester

Original Name: Marketing (Salesmanship and agricultural marketing)-1

Proposed Name: Paper: personal selling and salesmanship

Time: 3 Hours Max Marks-90

Internal Marks- 10

Note: - The Examiner shall set nine questions in all covering the whole syllabus.

Question No. 1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The Examiner will set two questions from unit out of which the candidate shall attempt four questions selecting one question from each unit. All the questions shall carry 18 marks each.

Unit-I

Nature and Importance of personal selling. Door to door selling situations where personal selling is more effective than advertising Vs. cost of Personal selling.

ANDA Model of selling. Types of Selling Situations. Types of Sales Persons.

Unit-II

Buying motives. Types of markets consumer and Industrial markets, Their characteristics and implications for the selling function. Process of effective selling: Prospecting, preapproach, approach, presentation and demonstration, handling and objections. Closing and sale post-sale activities.

Unit-III

Qualities of the successful sales person with particular reference to sunsumer services.

Selling as a career ,advantages and difficulties, Measures for making selling an attractive career.

Unit-IV

Distribution network relationship. Reports and documents: Sale manual, Order Book, Cash memo, Tour Diary and periodical reports.

Suggested Readings: (1) Marketing Management, Philip kotler, 7th Edition, Prentice Hall

(2) Fundamental of Marketing, Stanton and Futrell, 8th Edition, McGraw Hill

(3) Case in Advertising and Communication Management in India, Subroto Sen

Gupta, IIM Ahemedabad

B.A (Marketing) II (Fourth Semester)

Original Name: Marketing (Salesmanship and agricultural marketing)-II

Proposed Name: Paper Marketing Communication

Max. Marks: 90

Time: 3 hours

Internal Assessment: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 18 marks each.

Unit – 1

Nature and Importance of Communication, Communication Process, Elements of the Communication process, Application of Communication Process in Marketing

Unit – 2

Steps in developing effective marketing Communication, Methods of Marketing Communication

Unit – 3

Advertising, Personal Selling, Public Relations, Sales Promotion, their meaning and distinct characteristics

Unit – 4

Setting up of Targets- Policies, Strategies and Methods of achievements; Integrated Communication in Marketing.

Suggested Readings: (1) Marketing Management, Philip kotler, 7th Edition, Prentice Hall

(2) Fundamental of Marketing, Stanton and Futrell, 8th Edition, McGraw Hill

(3) Case in Advertising and Communication Management in India, Subroto Sen Gupta, IIM Ahemedabad