

MARKETING AND SALES (412)

Class X
(2018-19)

Total Marks: 100 (Theory – 50 + Practical - 50)

Unit No.	Unit Name	Marks
1	Sales with other functions- Introduction to Marketing Mix	5
2	Market (Segmentation, Targeting and Positioning)	10
3	Basic concept of Sales and selling	20
4	Careers in selling	10
5	Skills in selling	5
	Total	50

Practical

Practical Work	Marks
Practical Examination	15
Written Test	10
Viva Voce	10
Project Work/Field Visit	-
Practical File/ Student Portfolio	10
Viva Voce	05
Total	50