

Marketing & Salesmanship
CLASS–XII

MARKETING (783)
THEORY

Time: 3 Hours

Marks: 60

S. No.	Unit	Sessions	Marks Allotted
1.	Product	<ul style="list-style-type: none"> • Meaning & Importance of Product. • Classification of Product. • Product Life Cycle – Concept & Stages. • Role of Packaging & Labeling. 	10
2.	Price Decision	<ul style="list-style-type: none"> • Meaning and Importance of Price. • Factors Affecting Pricing. • Types of Pricing. 	10
3.	Place Decision: Channels of Distribution	<ul style="list-style-type: none"> • Meaning & Importance of Place. • Types of Distribution. • Factors affecting the choice of Channels of Distribution. • Functions of intermediaries. 	16
4.	Promotion	<ul style="list-style-type: none"> • Meaning & Need of Promotion. • Elements of Promotion Mix. • Factors affecting the selection of Promotion. 	12
5.	Emerging Trends in Marketing	<ul style="list-style-type: none"> • Service Marketing. • Online Marketing. • Social Media Marketing. 	12

PRACTICAL

Time: 2 Hours

Marks: 40

Note: Unit No. 4 is compulsory and any two units out of Unit No.1, 2 and 3 may be allotted for practical. In total only three units are to be allotted to a student.

1. Market survey of selected consumer products on the basis of brand name and package. Collection of data and preparing report on the popularity of different brands and popularity and quality of packages of the products, and reasons thereof.
2. Making enquiries from wholesalers and retailers to study and report on the channels of Distribution of selected products.
3. Visiting Departmental store/retail, shop or consumer co-operative store located nearby to Study and report on the functioning of the store or shop.
4. Screening advertisements in newspapers/magazines, and through radio and TV Programmes and reporting on the differences in appeal of different media of advertising.