

**Marketing & Salesmanship**  
**CLASS–XII**

**SALESMANSHIP (784)****CLASS–XII****THEORY****Time: 3 Hours****Marks: 60**

S. No.	Unit	Sessions	Marks Allotted
1.	<b>Sales Organization</b>	<ul style="list-style-type: none"><li>• Introduction to Sales Organization.</li><li>• Functions and Factors affecting Sales Structure.</li><li>• Classification of Sales Organization.</li></ul>	<b>10</b>
2.	<b>Inside Selling / Store Based Selling</b>	<ul style="list-style-type: none"><li>• Understanding In-store Selling Environment.</li><li>• Types of Stores.</li><li>• Salesman as a Facilitator.</li><li>• Sales Career In-store Based Selling.</li></ul>	<b>15</b>
3.	<b>Field Selling</b>	<ul style="list-style-type: none"><li>• Sales Territories: Purpose and Design of Territories.</li><li>• Sales Quotas: Need and Types of Sales Quotas.</li><li>• Activities in Field Selling.</li><li>• Sales Career in Field Selling.</li></ul>	<b>20</b>
4.	<b>Motivation Compensation &amp; for Salesperson</b>	<ul style="list-style-type: none"><li>• Components of Motivation.</li><li>• Compensation Rewards.</li><li>• Non-Compensation Rewards.</li></ul>	<b>15</b>

**PRACTICAL****Time: 2 Hours****Marks: 40**

1. Role playing by each student as salesman with some other student playing the role of customer. Teacher concerned to assess the performance and external examiner to give his award on the basis of oral questions.
2. Preparation of sales presentation plan by each student on the basis of selected products to be sold and type of customers to be called upon.
3. Ascertaining through interview of outdoor Salesman (living or working nearby) the important steps which they follow in sales presentation and preparation of report thereon.