

AUTOMOTIVE (404)
(JOB ROLE: Sales Executive Dealer)
CLASS IX- X (SESSION 2019-2020)

1. COURSE OVERVIEW :

Automotive - Sales Executive Dealer performs the activity related to preparation of sales of automobile products such as two wheeler, four wheeler, light motor vehicle, heavy automobile and transport vehicle. As sales executive he plan promote sales of automobile products through various mean such as retailer, dealer, stockiest and other outlets. Sales Executive Dealer is responsible for supporting sales to generate sales leads (telemarketing activities) and also support overall sales process to support both sales and service activities.

2. OBJECTIVES OF THE COURSE:

- Communicate effectively with the customers;
- Identify the principal components of a computer system
- Identify and control hazards in the workplace that pose a danger or threat to their safety or, or that of others.
- Demonstrate self-management skills.
- Demonstrate the ability to provide a self-analysis in context of entrepreneurial skills and abilities.
- Demonstrate the knowledge of the importance of green skills in meeting the challenges of sustainable development and environment protection.
- Identify and demonstrate safe use of hand and power tools/equipment used in vehicle showroom;
- Generate sales leads through telemarketing activities
- Support the overall sales process
- Plan and organise work to meet expected outcomes
- Recognize the benefits of great customer service;
- Provide customers necessary information appropriately and systematically;
- Use techniques to provide services based on customer's needs and wants;
- Administer first aid to a casualty with small cuts, grazes, bruises, external bleeding, minor burns and scalds

3. SALIENT FEATURES OF AUTOMOTIVE:

1. Automotive as a vehicle unit.
2. Systems/sub systems & components.
3. Automotive electronics for safety, pollution control, fuel efficiency and comforts.
4. Other related areas of automotive electronics for traffic management, diagnostics, repair etc.

4. CURRICULUM

Theory	50 marks
Practical	50 marks
Total Marks	100 marks

The unit-wise distribution of periods and marks for Class IX is as follows:

	Units	No. of Hours for Theory and Practical 260		Marks
Part A	Employability Skills			
	Unit 1: Communication Skills –I	13		10
	Unit 2: Self-management Skills –I	07		
	Unit 3: Information and Communication Technology Skills – I	13		
	Unit 4: Entrepreneurial Skills – I	10		
	Unit 5: Green Skills – I	07		
	Total	50		
Part B	Vocational Skills			
	Unit 1: History and Evolution of Automobiles	10	05	4
	Unit 2: Various types of Automobiles	10	10	4
	Unit 3: Major Systems & Components of an Automobile	45	60	18
	Unit 4: Road Safety	15	15	6
	Unit 5: Automobiles and our Environment	20	20	8
	Total	100	110	40
Part C	Practical			
	Project			10
	Viva based on Project			10
	Practical File / Report / Portfolio Power Point presentation			10
	Demonstration of skill competency via Lab Activities			20
	Total			50
	Grand Total	260		100

The unit-wise distribution of periods and marks for Class X is as follows:

	Units	No. of Hours for Theory and Practical 260		Marks
Part A	Employability Skills			
	Unit 1: Communication Skills -II	13		10
	Unit 2: Self-management Skills - II	07		
	Unit 3: Information and Communication Technology Skills - II	13		
	Unit 4: Entrepreneurial Skills - II	10		
	Unit 5: Green Skills - II	07		
	Total	50		
Part B	Vocational Skills			
	Unit 1: Automobile and its components	25	30	10
	Unit 2: Tools	15	15	06
	Unit 3: Vehicle Servicing	25	30	10
	Unit 4: Customer sales care	10	10	04
	Unit 5: Innovation and Development	15	15	06
	Unit 6: Reading of Service manual	10	10	04
	Total	100	110	40
Part C	Practical			
	Project			10
	Viva based on Project			10
	Practical File / Report / Portfolio Power Point presentation			10
	Demonstration of skill competency via Lab Activities			20
	Total			50
	Grand Total	260		100

5. LIST OF EQUIPMENT AND MATERIALS

The list given below is suggestive and an exhaustive list should be prepared by the vocational teacher. Only basic tools, equipment and accessories should be procured by the Institution so that the routine tasks can be performed by the students regularly for practice and acquiring adequate practical experience.

1. Two Post lift
2. Air compressor
3. Wheel balancer
4. Bench vice
5. Work tables
6. Bench grinder
7. Oil draining & filling equipment
8. Cooling system tester
9. Multi meter
10. Hydro meter
11. BC clamp meter
12. Coolant tester
13. Battery & charging system tester (Megatronics)
14. Diagnostic tool (genesis Evo)
15. Hand tools
16. Pneumatic tools
17. Torque wrenches
18. Car seat covers
19. Steering covers
20. Gear Knob covers
21. Fender covers/kits
22. Floor mats
23. Cotton gloves
24. Hard toed boots
25. Sun glasses (3 m)
26. Bump caps
27. Air tester filter machine
28. Hydraulic press
29. Hydraulic jacks
30. Vehicle safety stands
31. Parts washing station car
32. Pullers
33. Sliding hammer
34. Wheel aligner
35. Head Light Focusing
36. A/c Machine (124 Robin air)
37. General Hand Tools
38. A/c Leakage Tester
39. Old car

A. Practical Guidelines of Class IX

1. MINIMUM PASS MARKS

The Minimum number of marks required to pass as per the examination cell guidelines.

2. Marks for record, Viva Project etc., in respect of Secondary School Curriculum (Under NSQF) OF School Certificate Examination:

Marks allotted for laboratory Record, Viva Voice etc., should separately be stated in the answer book (if answer-Books are used) and added to the marks given for other items. The projects and the practical records, duly punched should be returned to the students concerned immediately after evaluation.

3. Assessment of performance.

- (a) The two examiners, **one internal and the other external**, assigned for the conduct and assessment of Practical Examinations each in **Secondary School Curriculum (Under NSQF)**. Question for the viva examinations should be conducted by both the examiners. Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.
- (b) In the assessment and award of marks, follow strictly the marking Scheme which is given in the list of practical i.e. provided to the Examiners/Schools at the time of Examination.
- (c) Every effort should be made to reach a consensus on the marks to be awarded to individual candidates. If a difference of one or two marks still persists even after discussion the average marks should be awarded.
- (d) Marks awarded for Project / Practical activities, for viva, for project and for Practical files must be separately shown on the answer-book as the total.
- (e) If irregularities are perceived by either examiner in the conduct of the Practical Examination these should be included in the examiner's report and should be sent to the Asstt. Secretary (A.B. Cell) within three days after the end of practical examination.
- (f) The external examiner should assume responsibility of deposit of answer books & award list to the Board.
- (g) Award lists should be signed by both the examiners and should be sent separately through messenger/personally in a double sealed cover and not mixed with the Answer-books. The answer-books can be delivered personally in the Board's office.
- (h) The related material will be collected by the external examiner from the allotted schools.
- (i) In other subject involving practical's, there will be only an external examiner.

4. Procedure for Record of Marks in the Practical answer-books.

The examiner will indicate separately marks of practical examination on the title page of the answer-books under the following heads:-

The subject Teacher in charge of conducting practical may assign practical activities to the students so as to generate interest in students in the subject.

Project for the final practical

Project may be based on any one of the following–

- a. Servicing and testing of major/minor components of a vehicle
- b. Project on automotive innovation.

Project -10 marks

Students should make a project file on the above projects in the proper format. The marks can be allocated based on the quality of work done by the students as per the Curriculum

Viva based on Project -10 marks

The teacher conducting the final practical examination may ask verbal questions related to the project, if any, done by the student. Alternatively, if no project has been assigned to the students, viva may be based on questions of practical nature from the field of subject as per the Curriculum.

Practical File/ Report / portfolioPower Point presentation -10 Marks

Students to make a power point presentation. Alternatively, if they can't be assigned a power point presentation then they can communicate their project work.

Demonstration of skill competency via Lab Activities -20 Marks

Activity question to be created by internal examiner, to be conducted on the practical day -30 minutes.

B. Practical Guidelines of Class X

1. MINIMUM PASS MARKS

The Minimum number of marks required to pass as per the examination cell guidelines.

2. Marks for record, Viva Project etc., in respect of Secondary School Curriculum (Under NSQF) OF School Certificate Examination:

Marks allotted for laboratory Record, Viva Voice etc., should separately stated in the answer book (if answer-Books are used) and added to the marks given for other items. The projects and the practical records, duly punched should be returned to the students concerned immediately after evaluation.

3. Assessment of performance.

- (a) The two examiners, **one internal and the other external**, assigned for the conduct and assessment of Practical Examinations each in **Secondary School Curriculum (Under NSQF)**. Question for the viva examinations should be conducted by both the examiners. Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.
- (b) In the assessment and award of marks, follow strictly the marking Scheme which is given in the list of practical I.e. provided to the Examiners/Schools at the time of Examination.
- (c) Every effort should be made to reach a consensus on the marks to be awarded to individual candidates. If a difference of one or two marks still persists even after discussion the average marks should be awarded.
- (d) Marks awarded for Project / Practical activities, for viva, for project and for Practical files must be separately shown on the answer-book as the total.

- (e) If irregularities are perceived by either examiner in the conduct of the Practical Examination these should be included in the examiner's report and should be sent to the Asstt. Secretary (A.B. Cell) within three days after the end of practical examination.
- (f) The external examiner should assume responsibility of deposit of answer books & award list to the Board.
- (g) Award lists should be signed by both the examiners and should be sent separately through messenger/personally in a double sealed cover and not mixed with the Answer-books. The answer-books can be delivered personally in the Board's office.
- (h) The related material will be collected by the external examiner from the allotted schools.
- (i) In other subject involving practical's, there will be only an external examiner.

4. Procedure for Record of Marks in the Practical answer-books.

The examiner will indicate separately marks of practical examination on the title page of the answer-books under the following heads:-

The subject Teacher in charge of conducting practical may assign practical activities to the students so as to generate interest in students in the subject.

Project for the final practical

Project may be based on any one of the following–

- a. Servicing and testing of major/minor components of a vehicle
- b. Project on automotive innovation.

Project -10 marks

Students should make a project file on the above projects in the proper format. The marks can be allocated based on the quality of work done by the students as per the Curriculum

Viva based on Project -10 marks

The teacher conducting the final practical examination may ask verbal questions related to the project, if any, done by the student. Alternatively, if no project has been assigned to the students, viva may be based on questions of practical nature from the field of subject as per the Curriculum.

Practical File/ Report / portfolio Power Point presentation -10 Marks

Students to make a power point presentation. Alternatively, if they can't be assigned a power point presentation then they can communicate their project work.

Demonstration of skill competency via Lab Activities -20 marks

Activity question to be created by internal examiner, to be conducted on the practical day -30 minutes.

7. CAREER OPPORTUNITIES:

Automobile engineering is a huge industry. There is great number of employment opportunities in the following fields:

1. Private national and multinational automobile companies
2. Service stations
3. Private transport companies