

MARKETING & SALES (CODE NO. 412)

CLASS IX (SESSION 2019-2020)

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Theory (Part A & B)	50 marks
Practical (Part C)	50 marks
Total Marks	100 marks

Theory

❖ PART A: EMPLOYABILITY SKILLS

- Unit 1: Communication Skills
- Unit 2: Self-management Skills
- Unit 3: Information and Communication Technology Skills
- Unit 4: Entrepreneurial Skills
- Unit 5: Green Skills

❖ PART B:

- Unit 1: Introduction to Marketing and Sales
- Unit 2: Concept of Market
- Unit 3: Basic concept of Sales and selling
- Unit 4: Understanding customer & consumer
- Unit 5: Activities in Sales and Marketing

❖ PART C:

- Project
- Viva based on Project
- Practical File / Report / Portfolio Power Point presentation
- Demonstration of Skill competency via Lab Activities