

MARKETING AND SALES (CODE NO. 412)
CLASS X (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 : Sales with other functions - Introduction to Marketing Mix
- Unit 2: Market (Segmentation, Targeting and Positioning)
- Unit 3: Basic concept of Sales and selling
- Unit 4: Careers in selling
- Unit 5: Skills in selling

Practical

❖ **PART C:**

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