

# B.COM. SEMESTER – 1

**6**    **DSE - 1**    **Personal Selling and Salesmanship - 1**

Name of the Course:            **Personal Selling and Salesmanship - 1**

Course credit:                    **03**

Teaching Hours:                **45 (Hours)**

Total marks:                    **100**

## Course Outcomes

The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process. They will be able to understand selling as a career and what it takes to be a successful salesman.

Unit	Content	No. of Lectures
1	<b>INTRODUCTION TO PERSONAL SELLING</b> <ul style="list-style-type: none"><li>- Introduction-Meaning and Nature</li><li>- Importance - Role and Significance of personal selling</li><li>- Mythology [Legends-Tradition-Theory] of selling</li><li>- Characteristics of a good salesperson</li><li>- Types of salespersons</li><li>- Brief concept of Buying motives and their uses in personal selling</li><li>- Personal selling and Advertising</li><li>- Types of selling situations</li><li>- Advantages and Limitations</li></ul>	<b>12</b>
2	<b>CONCEPT OF SALESMANSHIP</b> <ul style="list-style-type: none"><li>- Introduction</li><li>- Evolution of the concept</li><li>- Meaning and definition</li><li>- Features of good salesmanship</li><li>- Ethical aspects of Selling</li><li>- Scope and functions</li><li>- Importance and Utility</li><li>- Salesmanship: As an art or As a science or As a profession</li><li>- Counter salesmanship and Creative salesmanship</li></ul>	<b>11</b>
3	<b>SELLING PROCESS</b> <ul style="list-style-type: none"><li>- Introduction-Meaning</li><li>- Psychology of Salesmanship</li><li>- Attracting-Attending-Approaching</li><li>- Welcoming prospects: Sales talk and awakening interest</li><li>- Creating desire and Securing action</li></ul>	<b>11</b>



	<ul style="list-style-type: none"> <li>- Prospecting and qualifying</li> <li>- The approach to overcome objections</li> <li>- Closing the sale Services after sales (Post sale activities)</li> </ul>	
4	<b>SALES PROMOTION</b> <ul style="list-style-type: none"> <li>- Introduction-Meaning and Concepts</li> <li>- Significance and Importance</li> <li>- Forms of Sales Promotion</li> <li>- Sales Promotion Programme</li> <li>- Sales promotion of industrial products and services</li> <li>- Mechanisms for good sales promotion</li> <li>- Sales promotion strategy</li> </ul>	<b>11</b>
<b>Total Lectures</b>		<b>45</b>

### Important instructions for paper setter –

Set University examination question paper for regular and external candidates as per the following instruction:

<b>UNIVERSITY EXAMINATION</b>		
<b>(Que. No. 1 to 4 are compulsory for regular students and external candidates)</b>		
Sr. No.	Particulars	Marks
1	QUESTION - 1 (From Unit 1) <b>(OR)</b> QUESTION - 1 (From Unit 1)	20
2	QUESTION - 2 (From Unit 2) <b>(OR)</b> QUESTION - 2 (From Unit 2)	20
3	QUESTION - 3 (From Unit 3) <b>(OR)</b> QUESTION - 3 (From Unit 3)	15
4	QUESTION - 4 (From Unit 4) <b>(OR)</b> QUESTION - 4 (From Unit 4)	15
<b>Total Marks for Regular Students</b>		<b>70</b>
<b>ONLY FOR EXTERNAL CANDIDATES</b>		
5	QUESTION - 5 (From Unit 1 to 4) [Q.5 (A) 15 marks + Q.5 (B) 15 marks] <b>OR</b> QUESTION - 5 (From Unit 1 to 4) [Q.5 (A) 15 marks + Q.5 (B) 15 marks]	30
<b>Total Marks for external candidates</b>		<b>100</b>

### Suggested Readings and Reference Books:

1. Spiro, Stanton, and Rich, Management of the Sales force, McGraw Hill.
2. Rusell, F. A. Beach and Richard H. Buskirk, Selling: Principles and Practices, McGraw Hill
3. Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Press.
4. Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi,
5. Johnson, Kurtz and Schueing, Sales Management, McGraw Hill
6. Pedesson, Charles A. Wright, Milburn d. And Weitz, Barton A., Selling: Principles and Methods, Richard, Irvin
7. Kapoor Neeru, Advertising and personal Selling, Pinnacle, New Delhi.

**Note: Latest Editions of the above books may be used.**

