

P.B.SIDDHARTHA COLLEGE OF ARTS & SCIENCE :: VIJAYAWADA-10..
(An Autonomous college in the jurisdiction of Krishna University, Machilipatnam)
SALES PROMOTION AND PRACTICE

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|--------------------------------|----------------------------|-------------------------|-----------------|
| Semester: | V/VI | Credits : | 4 |
| Offered to | B.Com(General, Computers) | Course Code | COMSET12 |
| Course Type | Core (Theory) | Year of Introduction | 2022-23 |
| Year of Revision: | | Percentage of Revision: | |
| Hours Taught | 75 hrs. Per Semester | | |
| Course Prerequisites (if any): | | | |

CO1: Students are able to learn about sales promotion its nature and scope and different types of sales organizations (PO1) (PSO1)

CO2: students are exposed to new trends in sales promotion and preparation of product life cycle and get knowledge on theories of personal selling and surrogate selling. (PO5) (PSO1)

CO3: students acquire knowledge on various strategies and promotion campaign. (PO4) (PSO1)

CO4: students will have command on salesmanship and sales operations (PO2) (PSO1)

CO5: students are able to develop skills of sales force management and designing events for enhancing sales promotion . (PO4) (PSO1)

UNIT-I: Introduction to Sales Promotion: Nature and Scope of Sales Promotion- Influencing Factors - Sales Promotion and Control - Strengths and Limitations of Sales Promotion – Sales Organization - Setting-up of Sales Organization - Types of Sales Organization.

UNIT-II: Sales Promotion and Product Life Cycle: Types of Sales Promotion - Consumer Oriented - Trade Oriented - Sales Oriented - Various Aspects -Sales Promotion methods in different Product Life Cycle – Cross Promotion - Sales Executive Functions- Theories of Personal Selling - Surrogate Selling.

UNIT-III: Strategies and Promotion Campaign: Tools of Sales Promotion - Displays, Demonstration, Fashion Shows, Conventions - Conferences, Competitions –Steps in designing of Sales Promotion Campaign – Involvement of Salesmen and Dealers – Promotional Strategies - Ethical and Legal issues in Sales Promotion. Unit-IV: Salesmanship and Sales Operations: Types of Salesman - Prospecting - Pre-approach and Approach - Selling Sequence - Sales budget, Sales territories, Sales Quota's - Point of Sale – Sales Contests - Coupons and Discounts - Free Offers - Showrooms and Exhibitions - Sales Manager Qualities and functions.

Unit-V: Sales force Management and Designing: Recruitment and Selection - Training - Induction - Motivation of sales personnel - Compensation and Evaluation of Sales Personnel - Designing of Events for Enhancing Sales Promotion

Text Books:

Successful Sales Promotion – Pran Choudhury

Reference Books

Don.E. Schultz - Sales Promotion Essentials- Mc Graw hill India

S.H.H Kazmi & Satish K Batra, Advertising and Sales Promotion- Excel Books

Jeth Waney Jaishri& Jain Shruti - Advertising Management - Oxford university Press

Dr.ShailaBootwala Dr.M.D. Lawrence and Sanjay R.Mali -Advertising and Sales Promotion- NiraliPrakashan

Web resources:

<https://www.svtuition.org/2011/08/accounting-for-corporate-restructuring.html>

<https://www.moxienp.com/submitted-pitches/ad72a4b0-f08b-4863-8d07-153083544f50>.

Suggested Co-Curricular Activities

- Assignments, Class seminars, Case studies,
- Compilation of paper cuttings, Group discussions,
- Debates, Quiz, Class exhibitions,
- Preparation of related videos, Invited lectures etc.

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Time: 3Hrs

Max Marls: 75

Section –A

Answer any Five of the following

5X5=25M

1. What are the factors influencing sales promotion? (CO1)
2. What is surrogate selling? (CO2)
3. Explain the scope of sales promotion (CO1)
4. What are coupons and discounts? (CO4)
5. Explain selling sequence. (CO4)
6. Write briefly about training induction. (CO5)
7. What are the various tools of sales promotion? (CO3)
8. Explain cross promotion (CO2)

Section –B

Answer the following

5X10=50M

9. a). Discuss the strengths and limitations of sales promotion (CO1)
Or
b) Explain various types of sales organization (CO1)
10. a) Describe sales promotion methods in product life cycle (CO2)
Or
b) Explain the functions of sales executives (CO2)
11. a). Discuss the steps in designing sales promotion campaign (CO3)
Or
b) Explain various promotional strategies (CO3)

12. a) What are the functions and qualities of sales manager? (CO4)

Or

b) Discuss the various types of salesmen (CO4)

13. a) Explain the process of recruitment and selection of sales personnel (CO5)

Or

b) what are the different events for enhancing sales promotion? (CO5)