

Class 10+1
SUBJECT : Marketing and Salesmanship
First Semester – April 1 to Sept. 30

Unit Test	Book	Subject Matter/Lesson/Topic
		UNIT-1 (1st Semester)
		<p>Introduction Concept of Salesmanship, Functions of Salesman, Types of Salesman, Importance of personal selling in the context of competitive environment.</p> <p>- Duties and responsibilities of a salesman, methods of training salesman. Qualities of a good salesman. Rewards in Saling – Financial and Non-Financial</p>
		UNIT-2 (1st Semester)
		<p>Meaning, Importance, Function of Sales Management, Responsibilities of Sales Manager :- Source of Recruitment of sales force, coordination of the sales department with other departments.</p>