

I. INTRODUCTION

Market is an important institution of our social and economic system. Any civilized society achieves its goals through the creation of inter related system of action. Marketing is a system created by society for the purpose of supplying goods and services - personal selling is one of the important marketing activities in most organisations. The scope for selling has increased substantially during the past few decades due to growth in the trade and industry. Persuasive selling skills are being used not only by organisation whose objective is to earn profit but also by non-profit organisation. Because of this varied nature of the selling jobs professional selling has developed into a specialised area of management recognising its scope significance and importance SIVE developed a specialised vocational course in Marketing and Salesmanship.

However as a result of adoption of new economic policies the marketing environment in the country is changing fast. This brings with its new challenges and opportunities in the vocational of selling. For example lot of emphasis is being made on direct dealing these days. As a result the art of marketing widened in order to incorporate some of the change and to make the course more useful in achieving its objective SIVE organised a workshop at its campus in Hyderabad. From 17th January 2005 and reviewed the existing curriculum in this area. It reviewed the available Job opportunities in the field of selling and made an analysis of the tasks performed by sales people and the needed knowledge and skills to perform those tasks. On the basis of such analysis a thoroughly revised and structured course of study has been prepared. It is hoped that the present exercise will prove useful in making the course job oriented and would help in achieving its objectives of developing vocational skills in the area of marketing and Salesmanship.

II. OBJECTIVES OF THE COURSE

To train the student as a competent marketing assistant/
salesman persons

III. SKILLS TO BE PROVIDED

1. Knowledge about concepts of marketing
2. Identifying customers and their needs
3. Marketing sales and organising demonstrations in sales promotion activities
4. Displaying Merchandise and explaining services profile
5. Communication skills in Advertising
6. Computer basics and their application in marketing

IV. JOB OPPORTUNITIES

A) WAGE EMPLOYMENT

1. General Salesmanship
2. Sales Assistant/counter Salesman
3. Retail Salesman
4. Delivery Salesman
5. Wholesale Saleman
6. Sales Representative
7. Technical Salesman
8. Travelling Salesman
9. Auction sale conductor
10. Courier Salesman
11. Travel-Tourism/Hotel Agency Salesman
12. Door to Door Salesman
13. Direct Selling Representative
14. Advertising Trainee
15. Market Research Assistant
16. Market Survey Assistant
17. Sales Promotion Assistant

B) SELF EMPLOYMENT

1. Stockist/Distributors/Wholesale Dealer
2. Retail shop/Establishment/Showroom owner
3. Commission agent
4. Auctioneer
5. Travel Agent
6. Mail Order Business
7. Maintenance Service Supplier
8. Real Estate Dealer
9. Direct Selling house
10. Insurance Agent
11. Investment Agent
12. Multimedia Services
13. Investment Advisors

V. SCHEME OF INSTRUCTION & EXAMINATION

Annual Scheme of Instruction and Examination for Vocational Courses 1st & 2nd Year

Part - A	Theory		Practicals		Total	
	Periods	Marks	Periods	Marks	Periods	Marks
1. English	185	75	-	-	185	75
2. G.F.C.	185	75	-	-	185	75
Part - B						
3. Vocational Subjects						
Paper - I	160	50	160	50	320	100
Paper - II	160	50	160	50	320	100
Paper - III	160	50	160	50	320	100
Part - C						
4. On the Job Training -	-	-	210	50	210	50
Total	840	300	690	200	1540	500

Scheme of Instruction per week for Vocational Courses

Part - A	Theory	Practicals	Total
1. Communication Skills/English	6	-	6
2. G.F.C.	4	2	6
Part - B			
3. Vocational subjects			
Paper - I	5	5	10
Paper - II	5	5	10
Paper - III	5	5	10

I Year – Part - B

Paper - I	Commerce and Accountancy
Paper - II	Elements of Marketing
Paper - III	Computer Fundamentals

II Year – Part B

Paper - I	Commerce and Accountancy
Paper - II	Elements of Salesmanship
Paper - III	Computer applications in Selling

Communication – Inward and Outward correspondence – Office
Mechanisation : Use of Computers, Fax, E-mail, Pagers

06 BUSINESS FINANCE (26 periods)

Nature and significance of Finance – Types of Business Finance
: Long term, medium term and short term finance, Their uses –
Sources of Finance : Owners Fund and Borrowed funds,
characteristics, Merits and Demerits of different sources of
finance

- a) Equity shares
- b) Preference shares – Different types
- c) Debentures – Different types
- d) Public deposits
- e) Retained earnings
- f) Institutional finance
- g) Borrowing from Banks

07 MONEY AND BANKING (20 periods)

Barter system and its defects – Money : Types of Money,
Functions of money, characteristics of good money – Banking :
Meaning, different types of banks – Commercial Banks and their
functions – Reserve Bank of India and its functions – Rural Banks
– Lead Bank Scheme.

ACCOUNTANCY — (PRACTICALS)

160 periods

50 marks

01 INTRODUCTION (10 periods)

Book Keeping Vs. Accountancy – Uses of Accounting – Accounting concepts – Accounting Conventions – Accounting terminology

02 DOUBLE ENTRY SYSTEM (10 periods)

Meaning – Theory of Double entry system – Classification of accounts - Advantages of double entry system.

03 THE JOURNAL (20 periods)

Introduction – Journalising of different transactions – Advantages of Journal

04 LEDGER (10 periods)

Meaning – Ledger postings – System of balancing the account – Advantages of Ledger.

05 SUBSIDIARY BOOKS (10 periods)

Meaning and significance – Different types of subsidiary books : Purchases Book, Sales Book, Purchase Returns book, Sales Returns Book, Bills Receivable book, Bills payable book, journal proper – Treatment of trade discount

06 CASH BOOK (30 periods)

Meaning and significance – Features – Kinds of Cash book : Simple Cash book, Cash book with Cash and Discount, Cash book with Cash, Discount and Bank, Cash Book with bank and discount columns – Analytical Petty Cash book.

07 BANK RECONCILIATION STATEMENT (20 periods)

Meaning and significance – Pass Book – Need for reconciliation – Causes of differences – Methods of preparing bank reconciliation statement :

- a) Balance method
- b) Overdraft method.

08 FINAL ACCOUNTS (50 periods)

- a) Meaning, Significance and preparation of Trial Balance.
- b) Trading Account: Meaning and significance - Proforma of Trading Account – Adjustments.
- c) Profit & Loss Account : Meaning and Significance – Steps in preparation of Profit & Loss Account – Proforma of Profit & Loss Account – Adjustments
- d) Balance Sheet : Meaning and Significance – Objectives – Preparation of Balance Sheet – Arrangement of Assets and Liabilities – Adjustments.

PAPER II : ELEMENTS OF MARKETING

(THEORY)

Unit - I : Introduction

— 30 Periods

1. Nature and scope of marketing
2. Importance of Marketing
3. Meaning of Marketing
4. Evaluation of marketing
5. Marketing Process
6. Difference between marketing and selling
7. Contribution of marketing to the society

Unit - II : Marketing Functions

— 25 Periods

1. Concentration
2. Dispersion
3. Equalisation
4. Bying and selling
5. Transportation and storage
6. Standardisation and Grading
7. Financing
8. Risk Management and Insurance
9. Marketing Information and promotion

Unit - III : Selling

— 20 Periods

1. Meaning and Importance
2. Characteristic of Indian Marketing
3. Product Planning and Development
4. Consumerism
5. Characteristics of consumer
6. Industrial Service Marke in India

Unit - IV : Marketing Mix

— 20 Periods

1. Concept and Elements of Marketing Mix
2. Product classification
3. Branding
4. Packing
5. Concept of product life cycle
6. Physical distribution
7. Pricing

Unit - V : Channel of Distribution

— 25 Periods

1. Meaning and functions of channels of distribution
2. Types of middle men
3. Channels used for consumer and industrial goods
4. Importance of warehousing and its types
5. Transportation - modes

Unit VI : Marketing Information

— 20 Periods

1. Importance
2. Methods of collecting Marketing Information
3. External Source of Information
4. Organising and analysing information for improving sales.
5. Obtaining information through direct Market Research

Revision

— 20 Periods

ELEMENTS OF MARKETING

(Practicals - 160 Periods)

1. To visit market and list available brands of selected consumer products and classify them into different categories viz. vegetables, ghee, oils etc. as non-durable product and colour TV, Fan, Electric Bulb etc as durable product.
2. Visit sale selling and corporate retail establishments to find out the channels through which selected consumer products reach the ultimate consumer eg:
Tea - producer - distributors - wholeseller - retailer - ultimate consumer.
This may be followed by a group discussion the role of various intermediaries in marketing of goods and services.
3. Visit the office of a manufacturer/market of some consumer/industries goods and discuss the distribution channels used by them in order to make their product available to the buyers.
4. Exercise in identifying, distinguishing features of the package of few competitive brands of consumer products followed by group discussion on their plus and minus points as well as suggestion for improvement if any.
5. Students may be required to observe important features of the sales promotion schemes being run for some consumer products in the market or by visiting the market or the advertisement in newspaper Radio & T.V.
6. Students may be asked to design different ways in which a given product can be promoted in the market. This may be followed by a group discussion on the topic.
7. Collection of data on prices, customer profile (age, occupation, religion, educational, background, income, social background etc) in respect of some of the competitive brands of a specified product (toilet soap, tea leaves) with the help of group discussion on the concerned topic.

8. Students may be required to observe important features of the sales promotion schemes such as sales contests, free gift coupons, economy packages, special discount being run for some consumer product in the market, by visiting the market/scanning the advertisements in newspaper/Radio/T.V.
9. Exercise in identifying conditions and warranties in respect of selected products.
10. Exercise in weighing, measuring evaluating and grading products

PAPER III COMPUTER FUNDAMENTALS

CHAPTER NAME	THEORY (PERIODS)	PRACTICALS (PERIODS)
1. INTRODUCTION		
TO COMPUTERS	5	NIL
2. OPERATING SYSTEMS		
DOS	20	20
WINDOWS		
- NOTE PAD		
- PAINT	20	20
3. PACKAGES		
- WORD	35	35
- EXCEL	35	35
- POWER POINT	30	30
INTERNET TECHNOLOGIES	15	15
REVISION		5
 TOTAL	 160 PERIODS	 160 PERIODS

Theory

I. Introduction to Computers Data Processing :

- ♦ A brief history of Computing.
- ♦ Block diagram of a computer
- ♦ Classification of Computers
 1. Analog Computers
 2. Digital Computers
 3. Hybrid Computers

- 1. First Gen. Computers 2. Second Gen. Computers
- 3. Third Gen. Computers 4. Fourth Gen. Computers
- 5. Fifth Gen. Computers

- 1. Micro Computers 2. Mini Computers
- 3. Mainframe Computers 4. Super Computers
- ♦ Capabilities and Limitations of a Computer
 - # Capabilities # Limitations

Peripherals:

- ♦ Introduction
- ♦ Input Devices (1) Keyboards (2) Mouse
- ♦ Out put devices (1) Moniter (2) printers

Data Storage Devices

- ♦ Introduction
- ♦ Main Memory
 - # RAM # ROM # CACHE MEMORY
- ♦ Floppy Disks (1) 5 1/4" Floppy (2) 3 1/2" Floppy

Hard disk # Optical Disks # CD Rom

Software:

- ♦ Introduction
- ♦ System Software
 - (1) Operating System
 - (2) Utilities
- ♦ Application Software
 - Packages
 - Languages
- ♦ General Purpose Application Packages
 - (1) DTP
 - (2) Ms-Office
 - (3) DBMS
 - (4) RDBMS
- ♦ Programming Languages
 - (1) Machine Language
 - (2) Assembly Language
 - (3) High Level Language
- ♦ Compilers
- ♦ Interpreter

2. Operating Systems

Ms-Dos

- ♦ Why learn DOS
- ♦ Evolution of DOS
- ♦ PC-DOS-MS-DOS What is OS
- ♦ Getting Started with DOS, POST, BOOTING
- ♦ Important Terms
 - Program, File, File Name, Directory, Volume Label, Disk Drive, Drive Name
 - Ms-Dos Prompt, Command, Devices, Device Names, Error Messages

- ♦ **Understanding**

- ♦ Files Text Files Command Files File Naming Conventions
- ♦ Creating a File (Copy Con) Type (Displaying file Contents)
- ♦ Copying a file Delete Wildcard Characters '*'
Asterisk '?' Question Mark
- ♦ Dir Command, Complete Dos-Text Editor, Copy Command, PRN Command
- ♦ Combine (+), Del Command, REN Command,

- ♦ **Subdirectories**

Making Directories (MD), PATH, # Changing Directory (CD)

Copying Directories, Deleting Directories, Creating Multiple Directories

Current dir (.) And Parent Directory (..), Removing Directories (RMDIR)

Searching Files in Subdirectories, Changing the Screen Display
PROMPT Command

WINDOWS – 98

INTRODUCTION TO WINDOWS – 98

Features of Different Versions # Comparison of Windows – 98 with other Versions.

1. GRAPHICAL USER INTERFACE (GUI) 2. GRAPHICS MANIPULATION

32 – Bit File System # Multitasking # System Robustness # Long File Names

Plug and Play Support # Multimedia Support # Object Linking and Embedding (OLE)

Comparison with CUI (Dos or Unix)

Elements of Windows – 98 Interface

- ◆ My Computer, My Documents, Recycle Bin, Taskbar, Shortcut Menus

Starting a Program (Application)

- ◆ Start Menu, Programs Menu, Documents Menu, Settings Menu, Find and Help

- ◆ Run Menu, Shutdown Menu, Log-Off Menu

Customizing Windows

NOTE PAD

Minimizing, Maximizing, Manually Resizing a Window, Moving, Closing

Shutting Down the PC, Stand By, Shut Down, Restart, Log Off Windows

MANAGING FILES AND FOLDERS

Folders # My Computer Folder # My Document Folder

Notepad

Creating Text Files, Editing Text Files, All the Menu Features of Notepad

Drawing Pictures with Paint

MS Paint :

Starting Windows Paint, Drawing with Pencil Tool, Drawing the Picture with Tools

Embedding a Paint Object, Linking a Paint Object, Previewing Painting # working in windows explorer.

3. PACKAGES

MICRO SOFT WORD

- ♦ Introduction to Word Processing
- ♦ Features of Word Processor
 - Efficient mode of Text editing, Facility of Cut, Copy, Paste, Search and Replace Text
 - Justification, Indentation, Spell Checking, Importing / Exporting Text, Mail Merging
- ♦ Getting Started with MS-Word
- ♦ Contents of the Word Window
 - Title bar, Menu bar, Toolbar, Ruler, Document window, Scroll bar, Status bar
 - Office Assistant, Document Navigator, View Buttons
- ♦ Working with Word Documents
 - Creating a Document, Moving around the Documents, Saving a Document
 - Closing a Document, Opening an Existing Document, Getting around the Document
- ♦ Changing Views
- ♦ Formatting Documents
 - Selecting Text, Reversing Actions, Editing Text, Deleting Text, Moving and Copying
 - Drag and Drop Feature, Formatting Characters, Changing Cases.
- ♦ Paragraph Formatting
 - Text Alignment, Spacing, Indents, Page Formatting, Changing Document Margins

Numbering Pages, Page Breaks, Alignment, Spacing, Line Spacing,

- ♦ Bullets and Numbering
 - Creating Bulleted / Numbered Lists, Changing Bullet Styles and Numbered List
- ♦ Tables
 - Creating Tables, Entering and Editing Text in a Table, Selection in Tables
 - Changing Table Structure, Inserting Rows and Columns, Deleting Rows and Columns
 - Formatting the Tables, Merging cells, Splitting cells.
- ♦ Finding and Replacing Text, Editing and Proofing Text
- ♦ Spell Check, Checking Grammar, Using Thesaurus, AutoCorrect
- ♦ Mail Merging
 - Printing
 - Print Preview
- ♦ Getting Help
- ♦ Quitting Word
- ♦ Shortcut Keys

MS-EXCEL

- ♦ **Introduction to Electronic Spreadsheets**
- ♦ **What is a Spreadsheet, Manual Spreadsheet vs Electronic Spreadsheet**
- ♦ **Applications of Electronic Spreadsheets, Types of spreadsheets**
- ♦ **Features of MS-Excel, Starting MS-excel, Contents of the MS-Excel Window**
- ♦ **What is a Workbook, Using sheets in a workbook, Entering Data, The Data Types**
- ♦ **Entering Column Titles, Entering Numbers, Editing Data, Selecting Cells**
- ♦ **Calculations using formulas.**

- ♦ Copying Data, Moving Data, Drag- and- Drop Feature
- ♦ Clearing Cell Contents, Saving a Workbook, Closing a Workbook
- ♦ Working with Worksheets, Selecting Worksheets, Renaming Worksheet
- ♦ Inserting and Deleting Worksheets, Changing the order of Worksheets
- ♦ Copying Worksheets, Restructuring Worksheets, Formatting Data
- ♦ Aligning Cell Contents, Creating Borders, Fonts, Orientation of Text
- ♦ Entering Data quickly
- ♦ Charts, Components of a Chart , Drawing a Chart
- ♦ Creating and Editing a Database, Data Form, Searching Data, Sorting Data
- ♦ Filtering, Data Query Using AutoFilter, Turning Off Filter, Creating Subtotals
- ♦ Auditing
- ♦ Getting help in excel
- ♦ Short cut commands
- ♦ Printing in Excel

MS – POWER PONT

- ♦ Introduction to MS-PowerPoint
- ♦ Starting power point
- ♦ Importance of presentations
- ♦ Window Description Presentations
- ♦ Slides
- ♦ Handouts
- ♦ Speaker's Notes
- ♦ Outlines
- ♦ Media Clips
- ♦ Organization Charts
- ♦ Graphs
- ♦ Starting MS-PowerPoint
- ♦ The MS-PowerPoint Window

- ♦ **The MS-PowerPoint Views**
 - Slide View**
 - Slide Sorter View**
 - Outline View**
 - Notes Pages View**
 - Slide Show View**
- ♦ **Presentations and Slides**
- ♦ **Creating a new Presentation**
- ♦ **Creating a new Slide**
- ♦ **Changing the layout for a Slide**
- ♦ **Deleting a slide**
- ♦ **Running a Slide Show**
- ♦ **Saving a Presentation**
- ♦ **Closing a Presentation**
- ♦ **Exiting Ms-PowerPoint**
- ♦ **Opening a Presentation**
- ♦ **Changing the Order of the Slides**
- ♦ **Editing the Slide Master**
- ♦ **Changing the Color Scheme**
- ♦ **Changing the background**
- ♦ **Adding Clip Art**
- ♦ **Organization charts**
- ♦ **Drawing Objects**
- ♦ **Working with the Slide Show**
- ♦ **Setting up a Slide Show**
- ♦ **Controlling the Slide Show**
- ♦ **Adding transition to the Slide Show**
- ♦ **Setting Slide timings**
- ♦ **Getting help**
- ♦ **Printing a Presentation**

4. INTERNET TECHNOLOGIES

- ♦ What Is Networking In Computers A Brief Explanation
- ♦ Introduction To Internet
- ♦ History Of Internet
- ♦ Applications Of Internet
- ♦ World Wide Web
- ♦ Web Page
- ♦ Web Site
- ♦ Web Servers
- ♦ Types Of Internet Service Providers
- ♦ Getting Connected To Internet
- ♦ Protocols
- ♦ Web Browsers
- ♦ Internet Explorer
- ♦ Window And Its Detailed Explanation
 - ♦ Drawing The Window
 - ♦ Tool Bars

Detailed Explanation About

- ♦ Standard Buttons Bar
- ♦ Address Bar
- ♦ Status Bar
- ♦ Internet Addressing System
- ♦ Domain Naming System
- ♦ Web Search Engines
- ♦ Email
- ♦ Creating Email Accounts
- ♦ Composing Mails
- ♦ Sending Mails
- ♦ Receiving Mails
- ♦ Out Look Express
- ♦ Window And Its Detailed Description
- ♦ Configuring Mail Accounts
- ♦ Sending And Receiving mails

COMPUTER FUNDAMENTALS (PRACTICALS)

No. of periods : 160

MS – DOS

- ♦ Files Text Files Command Files
File Naming Conventions
- ♦ Creating a File (Copy Con) Type (Displaying file Contents)
- ♦ Copying a file Delete Wildcard Characters ‘*’
Asterisk ‘?’ Question Mark
- ♦ Dir Command, Complete Dos-Text Editor, Copy Command, PRN Command
- ♦ Combine (+), Del Command, REN Command,
- ♦ **Subdirectories**

Making Directories (MD), PATH, # Changing Directory (CD)

Copying Directories, Deleting Directories, Creating Multiple Directories

Current dir (.) And Parent Directory (..), Removing Directories (RMDIR)

Searching Files in Subdirectories, Changing the Screen Display PROMPT Command

WINDOWS – 98 OPERATING SYSTEM

Elements of Windows – 98 Interface

- ♦ My Computer, My Documents, Recycle Bin, Taskbar, Shortcut Menus
- # Starting a Program (Application)
- ♦ Start Menu, Programs Menu, Documents Menu, Settings Menu, Find and Help
 - ♦ Run Menu, Shutdown Menu, Log-Off Menu

Customizing Windows

NOTE PAD

Minimizing, Maximizing,. Manually Resizing a Window, Moving, Closing
Shutting Down the PC, Stand By, Shut Down, Restart, Log Off Windows

MANAGING FILES AND FOLDERS

Folders # My Computer Folder # My Document Folder Notepad
Creating Text Files, Editing Text Files, All the Menu Features of Notepad

Drawing Pictures with Paint

Starting Windows Paint, Drawing with Pencil Tool, Drawing the Picture
with Tools

Embedding a Paint Object, Linking a Paint Object, Previewing Painting
Working in windows explorer.

MICRO SOFT WORD

- ♦ Getting Started with MS-Word
- ♦ Contents of the Word Window
 - Title bar, Menu bar, Toolbar, Ruler, Document window, Scroll bar, Status bar
 - Office Assistant, Document Navigator, View Buttons
- ♦ Working with Word Documents
 - Creating a Document, Moving around the Documents, Saving a Document
 - Closing a Document, Opening an Existing Document, Getting around the Document
- ♦ Changing Views
- ♦ Formatting Documents
 - Selecting Text, Reversing Actions, Editing Text, Deleting Text, Moving and Copying

Drag and Drop Feature, Formatting Characters, Changing Cases.

- ◆ Paragraph Formatting

Text Alignment, Spacing, Indents, Page Formatting, Changing Document Margins

Numbering Pages, Page Breaks, Alignment, Spacing, Line Spacing.

- ◆ Bullets and Numbering

Creating Bulleted / Numbered Lists, Changing Bullet Styles and Numbered List

- ◆ Tables

Creating Tables, Entering and Editing Text in a Table, Selection in Tables

Changing Table Structure, Inserting Rows and Columns, Deleting Rows and Columns

Formatting the Tables, Merging cells, Splitting cells.

- ◆ Finding and Replacing Text, Editing and Proofing Text

- ◆ Spell Check, Checking Grammar, Using Thesaurus, AutoCorrect

- ◆ Mail Merging

Printing

Print Preview

- ◆ Getting Help

- ◆ Quitting Word

- ◆ Shortcut Keys

MS-EXCEL

- ◆ Starting MS-excel, Contents of the MS-Excel Window

- ◆ What is a Workbook, Using sheets in a workbook, Entering Data, The Data Types

- ◆ Entering Column Titles, Entering Numbers, Editing Data, Selecting Cells

- ◆ Copying Data, Moving Data, Drag- and- Drop Feature

- ♦ Clearing Cell Contents, Saving a Workbook, Closing a Workbook
- ♦ Working with Worksheets, Selecting Worksheets, Renaming Worksheet
- ♦ Inserting and Deleting Worksheets, Changing the order of Worksheets
- ♦ Copying Worksheets, Restructuring Worksheets, Formatting Data
- ♦ Calculations using formulas.
- ♦ Aligning Cell Contents, Creating Borders, Fonts, Orientation of Text
- ♦ Entering Data quickly
- ♦ Charts, Components of a Chart , Drawing a Chart
- ♦ Creating and Editing a Database, Data Form, Searching Data, Sorting Data
- ♦ Filtering, Data Query Using AutoFilter, Turning Off Filter, Creating Subtotals
- ♦ Auditing
- ♦ Other Commands available in Tool and Data menus
- ♦ Getting help in excel
- ♦ Short cut commands
- ♦ Printing in Excel

MS – POWER PONT

- ♦ Starting power point
- ♦ Importance of presentations
- ♦ Window DescriptionPresentations
- ♦ Slides
- ♦ Handouts
- ♦ Speaker's Notes
- ♦ Outlines

- ♦ Media Clips
- ♦ Organization Charts
- ♦ Graphs
- ♦ Starting MS-PowerPoint
- ♦ The MS-PowerPoint Window
- ♦ The MS-PowerPoint
 - Views
 - Slide View
 - Slide Sorter View
 - Outline View
 - Notes Pages View
 - Slide Show View
- ♦ Presentations and Slides
- ♦ Creating a new Presentation
- ♦ Creating a new Slide
- ♦ Changing the layout for a Slide
- ♦ Deleting a slide
- ♦ Running a Slide Show
- ♦ Saving a Presentation
- ♦ Closing a Presentation
- ♦ Exiting Ms-PowerPoint
- ♦ Opening a Presentation
- ♦ Changing the Order of the Slides
- ♦ Editing the Slide Master
- ♦ Changing the Color Scheme
- ♦ Changing the background
- ♦ Adding Clip Art
- ♦ Organization charts
- ♦ Drawing Objects

- ♦ Working with the Slide Show
- ♦ Setting up a Slide Show
- ♦ Controlling the Slide Show
- ♦ Adding transition to the Slide Show
- ♦ Setting Slide timings
- ♦ Getting help
- ♦ Printing a Presentation

INTERNET TECHNOLOGIES

- ♦ Getting Connected To Internet
- ♦ Protocols
- ♦ Web Browsers
- ♦ Internet Explorer
- ♦ Window And Its Detailed Explanation
 - ♦ Drawing The Window
 - ♦ Tool Bars

Detailed Explanation About

- ♦ Standard Buttons Bar
 - ♦ Address Bar
 - ♦ Status Bar
- ♦ Internet Addressing System
- ♦ Domain Naming System
- ♦ Web Search Engines
- ♦ Email
- ♦ Creating Email Accounts
- ♦ Composing Mails
- ♦ Sending Mails
- ♦ Receiving Mails
- ♦ Out Look Express
- ♦ Window And Its Detailed Description
- ♦ Configuring Mail Accounts
- ♦ Sending And Receiving mails

OFFICE ASSISTANT
II YEAR
PART B - VOCATIONAL SUBJECTS
PAPER – I COMMERCE AND ACCOUNTANCY COMMERCE
(THEORY)

160 periods

Marks: 50

01 INSURANCE (26 periods)

Concept of Insurance – Need and significance – Types of insurance (Life, Fire, Marine insurance) – Policies and procedures.

02 MARKETING SYSTEM (36 periods)

Meaning and significance of Marketing – Marketing Vs. Selling – Functions of Marketing - Channels of distribution – Role of wholesalers and retailers – Tele-Marketing – E-Commerce – Transport and Warehousing (Road, Rail, Air, Water) – Types of transport – Merits and Demerits – Need and significance of warehousing – Types of warehousing

03 ADVERTISING (16 periods)

Concept of Advertising – Need and significance – Advertising Media and their advantages and disadvantages – Positive and Negative effects of Advertising.

04 CONSUMERISM (16 periods)

Concept of Consumerism – Consumer movement in India – Consumer Protection Act – Machinery for settlement of consumer disputes at different levels (Mandal, Town, District, State and National) – Powers and functions of Consumer Forums.

05 FOREIGN TRADE (20 periods)

Basics of Foreign Trade – Distinction between Foreign and Home Trade – Export and Import Trade – Procedures and formalities – Customs duties and Excise Duties.

06 STOCK EXCHANGE (20 periods)

Meaning and significance of Stock Exchange – Functions of Stock Exchange – Listing of securities – Meaning and significance of speculation – Stock Exchange Operators (Bulls, Bears, Stags, Jobbers and Brokers).

07 PERSONALITY DEVELOPMENT AND DEVELOPMENT OF SKILLS (26 periods)

Personality – Personality development – Mind and Mental development – Development skills – Communication skills – Problem solving and decision making skills – Time management skills – Leadership skills – Fostering right attitudes towards self, life, work and others.

ACCOUNTANCY (PRACTICALS)

160 periods

50 Marks

01 **BILLS OF EXCHANGE (16 periods)**

Definition of the Bills of Exchange – Promissory Notes, Cheques and their advantages – Problems on Trade Bills

02 **DEPRECIATION (16 periods)**

Meaning and significance of Depreciation – Causes of depreciation – Principal methods of depreciation – simple problems on depreciation (straight line and diminishing balance methods only)

03 **AVERAGE DUE DATE AND ACCOUNT CURRENT (16 periods)**

Meaning of Average Due Date – Advantages – Calculation of Average Due date – Meaning of and need for Account Current – Problems on Account current.

04 **CONSIGNMENT (28 periods)**

Meaning and significance – Terminology used in Consignment Accounting – (Consignor, Consignee, Account Sales, Proforma Invoice, Commission and Del Credere Commission) – Problems on Consignment Account

05 **RECTIFICATION OF ERRORS (20 periods)**

Errors disclosed and not disclosed by Trial Balance – Suspense Account.

06 **ACCOUNTS OF NONTRADING CONCERNS (30 periods)**

Distinction between Capital and Revenue expenditure – Simple problems on Receipts and Payments Account – Income and Expenditure Account – Balance Sheet

07 **PARTNERSHIP ACCOUNTS (34 periods)**

Problems on Methods of treatment of Goodwill on Admission and Retirement – Problems on Admission and Retirement.

ELEMENTS OF SALESMANSHIP (THEORY)

Unit - I : Introduction

— 15 Periods

Concept of Salesmanship, changing roles and functions of a salesman.

Importance of personal selling in the context of competitive environment

Types of selling

Unit - II : Salesman Career

— 25 Periods

Career Counselling & guidance

Types of salesman - retail, whole sale, specialized salesman.

Duties, responsibilities, opportunities and growth in the sales field

Qualities : Physical, mental, psychological, social and cultural

Rewards in selling : financial and non financial (incentives)

Sources of recruitment of Sales Force

Methods of training salesman

Unit - III : Product Knowledge

— 15 Periods

Importance of complete product knowledge-major areas of knowledge - manufacturers how used, life of products, guarantee price, how other customers liked it etc. Sources of product information : published sources and unpublished sources, packing, labelling and other specification enclosures etc.

Unit - IV : Buyer Behaviour

— 20 Periods

Introduction

Classification of Buyers - Industrial, institutional, Government and ultimate consumers.

Buying motives - rational and emotional factors influencing purchase of a product.

Shopping behaviour - frequency, place and unit of purchase

Unit -V : Identification of potential Customers — 20 Periods

Analysis and consumer profile - age, sex, income, educational, cultural and linguistic background etc.

Methods of identifying customer perceptions influencing decision regarding purchase of a product.

Finding out customers needs, problems and potentialities

Unit - VI : Sales Presentation — 20 Periods

Introduction

Planning for sales presentation -setting objectives for the sales planning, sales talk, supporting evidence etc.

Steps in sales presentation

Establishing report, introducing product by highlighting benefits and providing information relating to product futures and benefits.

Unit - VII : Objections — 10 Periods

Objections regarding price, quality, compensative disadvantages, genuineness

Methods/Techniques to be followed to overcome objections

Unit - VIII : Specialised categories of Salesman — 10 Periods

Auction Salesman conductor

Insurance Agent

Real Estate Dealer

Investment Salesman

Export Salesman

Maintenance Service Salesman

Mail order sales

Mobile Salesman/Door to Door

Travel Agency Salesman/Tourism

Health Care (Hospital) Agent

Revision — 20 Periods

ELEMENTS OF SALESMANSHIP (PRACTICALS)

1. Survey with friends, relatives, etc., to find out their feelings about selling as a career.
2. Survey of one or two newspapers/magazines to find :
 - Personal qualifications prescribed by different firms for the recruitment of salesmen.
 - Duties and responsibilities of the sales people.Alternatively, a field visit to different types of sales organizations may be organized to collect information from managers in respect of qualifications, duties and responsibilities of a salesman.
3. Discussing relevant cases/audio-visual sales presentation to evaluate the following :
 - Features of the product which are introduced to the customers;
 - Handling of promotional Support;
 - Handling objection with respect to price, competitive disadvantages, etc, and making follow-up calls;
4. Role play exercise in communication and persuasion in some common situations, for example :
 - A non smoker tries to persuade a smoker to stop smoking;
 - A consumer durable product's (say T.V., Radio, Washing machine) salesman presenting his company's product to prospective buyers/handling customer's objections.
5. Field visit to some retail outlet to observe selling techniques used by salesmen, followed by a discussion.
6. Field visit to interview sales/purchase manager of some organization to find out some of their recent purchases and the factors influencing the same as also the role played by the salesman in this regard.

7. Simulation practices in suggestive selling - offering a substitute or economy pack or other product in the shop; or alternatively, a successful salesman/sales manager may be interviewed to know his personal experiences about the use of suggestive selling, handling of objections, (say what objections are most difficult to answer), planning for sales presentation, etc.
8. Visit a local store to make a survey on buying motives of a select number of customers with respect to some of the product, with the help of the questionnaire. The teachers may help to construct a simple questionnaire in this regard and try to analyse and compile the information so collected.
9. Collection of detailed information such as price, packaging, etc., about the product of a company and comparing them with those of competitors - a class room presentation and discussion.
10. Analyse how buying decisions in respect of a consumer non-durable product like toothpaste and a consumer durable product like washing machine are made. Identify decision makers and the factors influencing the buying decisions.

PAPER - III
COMPUTER APPLICATIONS IN SELLING
(THEORY)

Unit - I : Introduction to Windows — 25 Periods

Microsoft windows
Use of Mouse and Keyboard Windows
Proforma memory, control panel
File Manager
Click Calender, Clipboard
Print Manager & Applications

Unit - II : Application packages on Windows — 20 Periods

Various applications packages like Pagemaker, MS Office,
Hardware graphics, Multimedia

Unit - III : Applications using computer — 20 Periods

Sales Analysis in Fluctuations
Seasonal Variations
Invoicing
Utilisation of MS Reminder for Creditors
Financial planning
Break Even Analysis and pricing
Mailer : Fase & E-Mail

Unit - IV : Business Application — 20 Periods

Inventory Measurement - Foxpro for windows or 2.6
Defining Salesman on dealers performance

Unit - V : Computer and communication — 20 Periods

E-Mail
Internet and other networks with security
Fase

Unit VI : Computer Applications in specialised selling situations
— 20 Periods

Travel, Tourism & Hotel (Hospitality)

Courier of Transport

Craftman or House

Departmental Stores/Super Bazar

Insurance

Health Care (Hospitals)

Unit - VIII : Multimedia and publishing applications — 15 Periods

Pagemaker - creation advertisement/stationary

Creation of graphics

Presentation of slides

Revision — 20 Periods

COMPUTER APPLICATIONS IN SELLING

(Practicals - 160 Periods)

Unit - I : Windows Starting

Programme Manager

Using mouse to open components of Windows

Using keyboard to open components of Windows

Unit - II : Using lotus to perform sales analysis

Prepare graphs of sales using lotus

Using word processor/M.S.Word

Using D-base or Foxpro

Analysis of financial data

Mail Merge

Unit - III : Preparation of inventory statement on Lotus /M.S.Excell

Preparation of Inventory records using D-Base, Power point

Preparation of Performance statement of dealer

Using Lotus

Using D-Base

Sorting of performance statement

Unit - IV : Preparation of progress/ for departmental store sales

SYLLABUS FOR ON THE JOB TRAINING

A. SYLLABUS FOR ORGANISATION OF DEALING IN GOODS

Arranging for display of items in retail outlet

Arranging Merchandise/services

Knowledge of various methods and procedures

Applying terminology of markets

Preparing layout of showroom.

Applying Advertisement and publicity techniques

Handling Cash

Maintaining and preparing invoices

Maintaining Stock Registers

Packing and delivery of goods

B. SERVICE ORGANISATIONS

Publishing Auction through advertisement through newspaper

Acting as and crier during auction sale

Selling insurance policies

Estimation of value of Real Estate

Insurance and Investment Advisors

VII. LIST OF EQUIPMENT

1. Computer
2. Printer 132 Column
3. Software for Dos, Windows, M.S. Office, Excell
4. Manual for various arrested software/reference books
5. Demonstration stand
6. File Cover
7. Cup Boards
8. Key Boards Charts
9. Labour Saving devices
10. Overhead Projectors
11. Film slide projection
12. Tape Recorder
13. Transparencies
14. Computer Furniture Table and for printer
15. Slides
16. Video Cassettes Player
17. Video Cassette
18. Colour Television
19. Screen for using projectors
20. Calculators

LIST OF MATERIALS

1. Articles/Commodities
2. Packing materials
3. Stationary Idems (Files, File Pads, Papers, Carbons, pen/pencils, Drawing Sheets)
4. Albums
5. Punching machines
6. Stapler with pins
7. Hammer
8. Floppy
9. Drawing and Painting Materials
10. Printed/Cyclostyled materials

AGENCIES FROM WHERE THE EQUIPMENT CAN BE PROCURED

1. Computer Manufacturer/Dealer
2. Software Dealer
3. Local Peripherals Supplier
4. Stationary shops
5. Local Photocopy Machine Supplier

VIII.

(a) Collaboration Institutions for curriculum transaction

- Wholesale dealers
- Retail shop establishment
- Departmental stores
- Super bazar/Janta Bazars
- Consumers Co-operative stores
- Dairy Development Corporations
- Maintenance Service Organisation
- Company's marketing consumers durable goods
- Handloom Development Corporations
- Arts and Crafts emporiums
- Advertising agencies
- Export Marketing organisations
- Company's dealing in auction sales
- Life Insurance Company
- General Insurance Companies
- Real estate agents - Property dealers brokers
- Tourism/Travel agencies
- Courier Services Companies
- Share brokers, Investment agents
- Hotel and Restaurants (Front Desk Reception)
- Direct marketing organisation such as mail order houses, Home shopping services, Tele-marketing.
- Fones and Exhibitory
- Computer/Desk Top Publishing organisations
- Multimedia Setups
- Market Research Organisations

b) On the Job Training Sites

A. Organisations Dealing in Goods

- Wholesale shop dealers
- Retail Shop establishments
- Departmental Stores
- Super Bazar/Janata Bazar
- Consumer Co-operative Stores
- Dairy Development Corporation
- Company's dealing in auction sales
- Hotel and Restaurant (Front Desk Reception)
- Direct marketing organisations such as Mail order houses, Home shopping services, Tale Marketing

B. Services Organisations

Advertising Agencies

- General Insurance Companies
- Real Estate agents - property dealers, Brokers
- Tourism/Travel Agencies
- Courier Service Companies
- Share Brokers, Investment agents
- Computer/Desk Top Publishing Organisation
- Multimedia Set-ups
- Market research organisations

Evaluation

Evaluation of the various components of on the job training is required to be done by adopting the following techniques.

Testing and Exams :

These should be administered twice during the programme and should be focussed on knowledge of the organisation as well as the students area of specialization students placed in a retail establishments should be tested on their knowledge/skill in such areas.

Observation :

Occasionally either the supervision or the vocational lecturer conduct one session with the students to assess his ability to communicate his maturity self confidence, comprehension and his overall disposition

Interviews and Viva :

Occasionally either the supervisor or the employer should conduct one to one session with the student to assess his ability to communicate, his maturity and self confidence and his overall disposition.

Project Report :

Student should prepare project report to be examined by the supervisor and the teacher for the jobs assigned to him by the training. The project report would provide important training programme.

IX. QUALIFICATION FOR TEACHING STAFF

M.Com with Second Class

(50 % and above)

Specialisation in Marketing may be preferred.

X. VERTICAL MOBILITY

B.A. and B.Com.,

B.Com (Computers)

B.B.M.

XI. REFERENCE BOOKS

1. Marketing in India by S. Neelamegham published by Vikas publishing House Pvt. Ltd, New Delhi.
2. Ranjan Saxena - Marketing Management in Indian Context, TMH Publication
3. Marketing Management in India, - Ranjan Nair, Sultan Chand, New Delhi
4. Marketing Management by Rustom Davar
5. Salesmanship, Sales Management and Advertising by M.Satyanarayan, Published by Vara and Co., Publisher Pvt. Ltd. Bombay.
6. Principles of Marketing and Salesmanship by J.C. Sinha, Published by S. Chand and Co. Delhi
7. Salesmanship and publicity by J.S.K. patel Published by Sultan Chand and Sons, Delhi
8. Marketing Management by Ramaswamy and Namakumari published by Mc. Milan India, 1995
9. Product Management by Ramanath Majumdar, Prentice Hall Publications
10. Marketing Sens by H.C. Guta, S & S Publication, Delhi
11. Marketing - A Managerial Introduction by Gandhi J.C. published by Tata Mc.Graw Hill publishing Co. Ltd., New Delhi.
12. Field Sales Management by S. Ramchandran published by Allied publishers Pvt. Ltd.
13. Salesmanship and publicity by Rustom S. Davar, published by progressive corporation Pvt. Ltd, Bombay
14. Marketing by Ranjan Mair, Published by Sultan Chand and Sons, Delhi
15. Marketing and Salesmanship by S.A. Sherlekar Published by Himalaya Publishing House.
16. Computer Fundamentals (in Telugu) by Mr. Yesu Babu
17. Fundamental Computer by E. Balaguru Swamy
18. Peter Noton's Introduction to computers

VOCATIONAL CURRICULUM-2005

(With effect from the Academic Year 2005-2006)

**Curriculum of Intermediate Vocational Course
in**

MARKETING & SALESMANSHIP



**STATE INSTITUTE OF VOCATIONAL EDUCATION &
BOARD OF INTERMEDIATE EDUCATION A.P.**

Nampally, Hyderabad

FOREWORD

The National Policy on Education (1986) while proposing educational reorganization, placed high priority on the programme of vocationalisation of education. It emphasized that well planned, systematic and rigorously implemented vocational education will create a distinct stream to prepare students for identified occupations encompassing several areas of activity. The primary aim of vocational courses was to cut across several occupational fields and prepare students with employable skills in organized sectors and self employment. Vocationalisation through re-orientation of educational strategies focused on creating a talent pool of skilled youth who are trained in courses relevant to the market and emerging needs of the various sections of the economy.

Inspired by this vision of the National Policy, the Government of Andhra Pradesh introduced Vocational Education at +2 level with an aim to diversify a sizeable segment of students at the senior secondary stage to the world of work. The State Government aimed at reducing the pressures on higher education through empowering youth by harnessing their capabilities. The requirement of skilled manpower industry is being fulfilled by charting a student's career with right options based on aptitude and talent. An right alternative to medical and engineering courses is envisaged in vocationalisation of education in the State.

In view of the changing needs of the students and growing demand for a spectrum of skill competencies in the economy, the Board of Intermediate Education has reviewed the curriculum of Vocational Courses in order to re-orient them based on their viability and practicability. The revised curriculum for Vocational Courses at Intermediate Level will come into effect from the Academic Year 2005-06 1st Year and from Academic Year 2006-07 for 2nd Year students.

I am confident that the revised curriculum will attract more and more students into vocational stream and help them train in need-based, productive courses leading to gainful employment.



SHASHANK GOEL

Secretary, BIE

