

them bankwise, preparing schedule for each bank and general summary, exchanging the cheques in clearing house, preparing adjustment vouchers, entering the clearing register and balancing.

Negotiable Instruments: Practical exercises on cheques, bill of exchange and draft, crossing, endorsement, discounting, clean and documentary bills, collection of bills.

Establishment: Different cases of scrutiny of salary payments, maintenance of leave records, scrutiny of calculation of income tax, perquisite value, medical bills, travelling expenses etc.

(iii) TRADE : MARKETING

PAPER-I

BASIC MANAGEMENT

THEORY

Time : 2 hrs

Theory	: 30 Marks
CCE	: 10 Marks
Practical	: 50 Marks
Total	: 90Marks

- **Management**

Meaning, Features, Objectives, Functions of Management, Role of a Manager in an Organization, Five Steps to Grow Your Business with Marketing Strategies, Marketing Manager: Duties and Job Description of Marketing Manager.

- **Planning**

Meaning, Features, Importance, Advantages and Limitations.

- **Organization**

Meaning, Features, Objectives, Principles, Formal and Informal Organization.

- **Delegation**

Meaning, Principles, Responsibility, Accountability, Centralization and Decentralization.

- **Staffing**

Meaning, Human Resource Management, Recruitment, Training, Wage Payment.

- **Directing**

Meaning, Supervision and Communication.

- **Controlling**

Meaning, Features, Importance and Limitation.

BASIC MANAGEMENT

Time: 3 hrs

PRACTICAL

Marks : 50

- Preparation of organizational structure of a firm/company/business house located in your vicinity.
- Make a project report on methods of recruitment, staffing pattern and method of wage payment.
- Make an assignment on training procedure.
- Enlist all the principles of management in your file.
- Make a report on planning procedure followed in your school.
- Group discussion on developing overall plans of your school, record the views and make a plan.

PAPER-II

MARKETING MANAGEMENT - I

THEORY

Time : 2 hrs

Theory : 30 Marks
CCE : 10 Marks
Practical : 50 Marks
Total : 90Marks

▪ **Marketing**

Meaning, Objectives, Importance and Advantages of Marketing.

▪ **Marketing Management**

Meaning, Objectives, Importance and Advantages of Marketing Management.

▪ **Marketing Segmentation**

Meaning, Importance, Advantages and Disadvantages.

▪ **Marketing Mix**

Meaning and Elements of Marketing Mix.

▪ **Product Planning**

Meaning, Objectives, Product Life Cycle, Product Planning Steps and Importance of Product Planning.

▪ **Pricing**

Meaning of Price, Importance, Pricing Policies and Strategies, Meaning and Objectives of Price Determination, Four Different Pricing Methods (i.e. Cost Based Pricing, Demand Based Pricing, Competition Based Pricing and Geographical Pricing).

▪ **Channel of Distribution**

Meaning, Classification of Channels and Marketing Channel Strategies.

MARKETING MANAGEMENT - I

Time: 3 hrs

PRACTICAL

Marks : 50

- Project enlisting of products of daily use by consumers/traders in local market of your locality.
- Study the product life cycle of any two products.
- Mock drill for selling any two consumer product in school.
- Study the distribution channels of any two products.
- Pricing policy of two- wheelers.
- Taking any two brands of your choice, collect the following market information.
 - (a) Segments for which they are made.
 - (b) Competitors brands.
 - (c) Marketing mix information: information about its price, ways of promotion, ways of distribution.

PAPER-III

SALESMANSHIP - I

THEORY

Time : 2 hrs

Theory : 30 Marks
CCE : 10 Marks
Practical : 50 Marks
Total : 90Marks

▪ **Salesman Ship**

Meaning, Features, Importance, Personal Selling and Salesmanship, Importance of Salesmanship, Qualities of a Good Salesman.

▪ **Product**

Classification of Products, Branding: Meaning, Importance and Benefits, Packaging: Meaning Need and Advantages of Packaging, Labeling: Meaning, Types, Importance and Advantages of Labeling.

▪ **Sales Promotion and Advertising**

Meaning, Objectives and Methods of Sales Promotion, Advertising: Meaning, importance, Types of Advertising, Advantages and Disadvantages, Preparation of an Advertisement, Advertising Agency, Functions of Advertising Agency.

▪ **Consumer Protection**

Meaning of Consumer, Consumer Rights, Meaning and Ways of Consumer Protection, Consumer Protection Act 1986, Redressal machinery under the Act.

▪ **Retail**

Meaning, Types of Retailing and Importance of Retailing.

SALESMANSHIP – I

Time: 3 hrs

PRACTICAL

Marks : 50

- Survey the products which are sold door to door or in your street through personal selling and describe the various pros and cons from buyer and seller's point of view.
- Describe different methods of advertisement of at least 5 products being sold in your local market.
- Design different types of logo designs.
- Enlist different kinds of packing of various products.
- Identify from newspaper column's the jobs of salesman advertised and the qualification desired, and make a track record of it.