

(iii) TRADE : MARKETING

12th VOCATIONAL

PAPER-I

ADVANCED MANAGEMENT -II

THEORY

Time : 2 hrs

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

▪ Management

Meaning, Management as Science, Management as an Art, Management as Profession, Administration and Management, Levels, Principles of Management Given by Henry Fayol, Managerial Skills and Rules, Role of Marketing Manager.

- **Scientific Management:** Meaning, Features, Principles of Scientific Management, Steps to Grow Your Business with Marketing Strategies, Aims, Objectives and Techniques of Scientific Management.
- **Business Environment:** Meaning, Features, Importance, Components, (i.e. Social, Economic, Political and Technical Environment), Meaning and Features of New Economic Policy 1991, Meaning of Liberalization, Privatization and Globalization.
- **Planning:** Meaning, Step, How to Make Plans Effective, Elements of Planning i.e. Objectives, Policies, Procedures and Budgets, Rules, Methods, Strategies and Programmes.
- **Organization Structure:** Meaning, Developing Organization Structure, Features of a Good Organization Structure, Role and Forms of Organization Structure.
- **Staffing:** Selection Procedure, Type of Tests, Advantages and Disadvantages, Interview: Meaning, Types of Interview i.e. Group Interview, Individual Interview, Panel Interview and Telephonic Interview.
- **Directing:** Meaning of Directing, Leadership: Meaning, Features, Qualities of a Good Leader, Importance of Leadership Management, Techniques of Effective Leadership, Motivation: Meaning, Types, Importance, Intrinsic and Extrinsic Techniques of Motivation, Theories of Motivation.

ADVANCED MANAGEMENT -II

Time: 3 hrs

PRACTICAL

Marks : 50

- Make a project report on hierarchical structure of public or private sector organization.
- Make a file by collecting advertisements regarding recruitment from newspapers, magazines and internet etc.
- Visit the various websites and prepare project on steps to apply online for test and interview.
- Designing and filling up curriculum vitae for apply a post of marketing manager in an industry.
- Visit to nearest bank/organization and make a report on functions of its manager and other staff.
- Project work: draw organizational flow charts of any five business organizations by showing levels of its management.

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PAPER-II

MARKETING MANAGEMENT - II

THEORY

Time : 2 hrs

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

- **Marketing**
Meaning, Concept, Functions, Role, Elements of Modern Marketing, Marketing and Selling, Marketing Management. Management Philosophies.
- **Financial Management And Financial Institutions**
Financial Management: Meaning, Scope, Objectives, Financial Planning: Meaning, Objectives, Functions of a Financial Manager, Capital Structure: Fixed Capital, Working Capital, Financial Institutions: Meaning, Kinds of Financial Institutions i.e. Commercial Banks, Insurance Companies and Finance Companies.
- **Marketing Mix**
Meaning, 4 Ps of Marketing Mix (i.e. Product, Place, Price and Promotion), Types of Products, Meaning of Price Determination, Factors Affecting Price Determination, Meaning of Channels of Distribution, Kinds of Channels, Meaning of Sales Promotion and Types of Sales Promotion.
- **International Marketing**
Meaning and Benefits of International Marketing.
- **Financial Markets**
Capital Markets, elements of Capital Markets, nature and functions of Capital Markets, Primary and Secondary markets, unorganized Capital Market, Money Market, constituents of Money Markets, functions of Money Markets, distinction between Capital and Money Market, Stock exchange, functions of stock exchange, over the counter exchange of India, objectives of SEBI, functions of SEBI.

MARKETING MANAGEMENT - II

Time: 3 hrs

PRACTICAL

Marks : 50

- Prepare a report of five financial institutions that provide loan to companies.
- Prepare a project by enlisting the different methods of marketing mix.
- Visit to an organization and report its different methods of marketing.
- List marketing strategies being used for consumer products of any company.
- Project report on different kinds of loans provided by financial institutions.
- Market survey of selected consumer products on the basis of brand name and package.
- Making enquiries from wholesalers and retailers to study and report on the channels of distribution of selected products.

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PAPER-III

SALESMANSHIP - II

THEORY

Time : 2 hrs

Theory : 30 Marks

InA : 10 Marks

Practical : 50 Marks

Total : 90Marks

- **SALESMANSHIP**

Meaning, Types, Training of Salesman, Wage Payment of Salesman, Salesmanship as Career, selection Techniques of Salesman.

- **E-BANKING**

Meaning, Features, Difference between of e-banking and Traditional Banking, Types of e-banking, Advantages and Disadvantages, Process of e- banking, Present Status of e-banking in India.

- **E-MARKETING**

Meaning, Features, Difference between e-marketing and Traditional Marketing, Advantages and Disadvantages, Present Status of e-marketing in India. 4 P's of e- marketing

- **E-ADVERTISING**

Meaning, Features, Difference between e-advertising and Traditional Advertising, Advantages and Disadvantages.

- **SALES PROMOTION**

Meaning, Objectives, Merits, Demerits and Techniques of sales promotion, Role of Media in Sale Promotion.

- **RETAIL MANAGEMENT**

Retail Management: Meaning, Retailer, Retail vs. Wholesale, Retail Stores.

SALESMANSHIP - II

Time: 3 hrs

PRACTICAL

Marks : 50

- Prepare a report on best method of selling by your nearest area's trader.
- Interact with at least five salesmen to know the different techniques of salesmanship used by them.
- Prepare project work on the role of media in salesmanship.
- Visit your nearest market place and make a report on consumer's behavior towards online and offline shopping.
- Make an assignment on the popularity of different brands of consumer product.
- Role playing by each student as salesman with some other student playing the role of customer. Teacher concerned to assess the performance and external examiner to give his award on the basis of oral questions.
- Preparation of sales presentation plan by each student on the basis of selected products to be sold and type of customers to be called upon.
- Ascertain through interview of outdoor salesman (living or working nearby) the important steps which they follow in sales presentation and preparation of report thereon.