

कक्षा XII

विशय: Marketing and Salesman Ship

द्वितीय समैस्टर-1 अक्टूबर से 31 मार्च तक

मास	पुस्तक का नाम	विशय वस्तु	शिक्षण के पीरियड	दोहराई के पीरियड	प्रयोगात्मक कार्य
अक्टूबर	<u>Unit-I</u>	Channels and Distribution- Meaning, Function of Distribution, Types of Distribution, Factor affecting Channels of distribution, <u>Practical:-</u> Channels and Distribution system of products in India (Market survey)	10	2	2
नवम्बर Unit Text-I 17 to 25		Role and importance of warehousing, transportation and communication in marketing. Choice of mode of transport. <u>Practical:-</u> Choice of Mode of Transportation (M.S.)	20	4	6
दिसम्बर	<u>Unit-2</u>	Sales promotion:- Meaning, features, importance, techniques and limitations. <u>Practical:-</u> Technique of sales promotion (M.S.)	12	4	4
षीतकालीन अवकाश 22 दिसम्बर से 31 दिसम्बर तक					
जनवरी Unit Text-II 15 to 23	<u>Unit-3</u>	Advertisement:- meaning features, functions, advantages, media of advertising <u>Practical :-</u> Method of Advertisement in India (M.S.)	20	4	6
फरवरी	<u>Unit-4</u>	Personal Selling:- Meaning, features, objectives, Advertising V/s Personal selling. <u>Practical :-</u> Method of personal selling in India (M.S.)	12	4	4
मार्च	<u>Unit-5</u>	Process of personal selling. Public Relation-meaning, features, importance, and tools to Establish Public relations.	6	2	----