

5307 NEW

M. COM. (FINAL) BUSINESS ADMINISTRATION

7.2 SALES AND ADVERTISING MANAGEMENT

Unit – I

Sales Organisation: Purpose of organisation, basic types of sales organisation structure, Sales manager qualities and functions. Introduction to Sales Management

Unit – II

Sales force management: Personnel management in the selling field, recruitment selection and training sales personnel, remuneration of sales personnel, motivation of sales personnel.

Unit – III

Sales fields and salesmen's territories, Work assignment and quotas.

Unit – IV

Advertising as management function, Role of advertising process, Historical Perspective of Advertising, Consumer orientation in advertising, Objectives of advertising, Advertising department and Advertising agency.

Unit – V

Advertising appeal, Selecting the appeal, Advertising layout, Advertising copy, Creative advertising, Advertising media, Meaning, types, selection of media (factors). Uses and abuses of Advertising: Social Responsibility.

Suggested Readings

1. Agrawal, J.K. and Agrawal, R.K.: Sales Management (Hindi).
2. Bhadada, B.M., Porwal, B.L.: Sales Management (Hindi), Ramesh Book Depot, Jaipur.
3. Cundiff, Still and Gowani: Sales Management, Prentice Hall of India.
4. Dashora, M.L.: Sales Manship (Hindi) (Kalyani).
5. Davar, R.S.: Salesmanship and Advertising.
6. Jain, S.C.: Vikraya Prabandh – Sales Management (Hindi), Sahitya Bhawan, Agra.
7. Srivastava, P.K.: Vipran Prabandh, Marketing Management (Hindi), Publishing House, Himalaya.