

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI-600086**

**B.COM DEGREE**

**SYLLABUS**

(Effective from the Academic Year 2019-2020)

**DIRECT SELLING**

**CODE: 19CM/UI/DS23**

**CREDITS: 3**

**OBJECTIVES OF THE COURSE**

- To enlighten students on the basic concepts of Direct Selling
- To create awareness among the students about Sales related Policies
- To equip the students with the skills of Personal Selling Strategies
- To sensitise the students to the need for Sales Organisation

**COURSE LEARNING OUTCOMES**

On successful completion of this course, students will be able to

- Learn the art of selling an idea
- Create market and expand the market
- Develop the overall personality of a salesman
- Effectively plan, organize and coordinate Sales force

**Unit 1**

**Introduction**

- 1.1 Personal Selling – Meaning and Objectives, Advantages and Criticisms
- 1.2 Difference between Personal Selling and Salesmanship
- 1.3 Salesmanship as an art, science and profession
- 1.4 Personal Selling Process

**Unit 2**

**Theories of Selling**

- 2.1 ‘AIDAS’ – Right set of circumstances
- 2.2 ‘Buying Formula’ – Behavioral Equations
- 2.3 Selling skills – Interpersonal skills – Negotiations and Communications Skills

**Unit 3**

**The Sales Organisation**

- 3.1 Purpose of Sales Organisation
- 3.2 Basic Types of Sales Organisations
- 3.3 Sales personality – qualities and traits

## **Unit 4**

### **Selling Methods**

- 4.1 Process of Selling
- 4.2 Sales Meeting and Sales contests

## **Unit 5**

### **Sales Performance and Compensation**

- 5.1 Evaluation of sales performance – Qualitative and Quantitative methods
- 5.2 Types of Compensation plans

## **BOOKS FOR STUDY**

Still Cundiff and Govoni , Sales Management – Decisions Strategies and cases ,  
2005 Saravanel .P and Sumathi .S ,Advertising and Salesmanship , 2017

## **BOOKS FOR REFERENCE**

Gandhi J.C, Marketing – A managerial Introduction,Tata Mc Graw Hill,  
2006 Bernard Katz, How to turn Customer Service into Customer Sale ,2006  
Frank S. Sailsbury , Sales Training – A guide to develop effective sales people,2006  
Richard H. Buskirk,Bruce D. Nuskirk ,Selling Principles and Practices TMH,2007  
Phophalia A.K, Sales Management – Concepts Principles and Practices

## **JOURNALS**

Journal of Personal selling and Sales  
Management Journal of Marketing  
Journal of Marketing Research

## **WEB RESOURCES**

[www.researchgate.net](http://www.researchgate.net)  
[www.jpsssm.org](http://www.jpsssm.org)  
[www.scimogojr.com](http://www.scimogojr.com)

## **PATTERN OF ASSESSMENT**

### **End Semester Examination:**

Section A – 10 X 2 = 20 Marks  
Section B – 5 X 8 = 40 Marks  
Section C – 2 X 20 = 40 Marks

**Total Marks: 100**

**Duration: 3 hours**