

APPENDIX – C
THIRD EXAMINATION OF HOTEL MANAGEMENT AND CATERING
TECHNOLOGY

THEORY

Sr. No.	Subject	Marks allotted			Min. Pass Marks	No. Of Periods	Exam Hrs.
		Sessional	Final Theory	Total			
3-T-1	Computer Application-I	20	80	100	45	3	3
3-T-2	Food Production & Patisserie-III	20	80	100	45	3	3
3-T-3	Food & Beverage Service-III	20	80	100	45	3	3
3-T-4	Hotel Housekeeping –III	20	80	100	45	3	3
3-T-5	Front Office Management-III	20	80	100	45	3	3
3-T-6	Financial Analysis & Decision Making	20	80	100	45	3	3
3-T-7	Human Resource Management	20	80	100	45	3	3
3-T-8	Marketing and Sales Management	20	80	100	45	3	3
	Library					2	
				800		24+2+26	

PRACTICAL

Sr.No.	Subject	Term Work Marks	Final Practical Marks	Total	Min. Pass Marks	No.Of Periods	Exam Hrs.
3-P-1	Computer Application-I	--	50	50	25	3	3
3-P-2	Food Production & Patisserie-III	25	100	125	60	8	4
3-P-3	Food & Beverage Service-III	25	100	125	60	4	3
3-P-4	Hotel Housekeeping –III	25	75	100	50	2	3
3-P-5	Front Office Management-III	25	75	100	50	4	3
				500		21	

Note:

Outdoor Catering 10 times.

Industrial Training 12 Weeks

Log Book on training should be maintained by the student and signed by Training Co-ordinator /Head of the Deptt. / Head of Institution. Grade should be allotted as :- Excellent A, Very Good-B, Good-C, Fair-D, Poor-E.

*** One practical batch will consist of 12-16 students.**

3-T-1
COMPUTER APPLICATION-I

Theory – 80
Sessional – 20

Total – 100

UNIT	CONTENT	MARKS
I	Computer and Computing Concepts Evolution of computer Application areas of computer Benefit and limitations of computers	10
II	⌚ Computer System Organisation o Block Diagram o Function of each block	10
III	⌚ Types of Computers o Classification in brief ⌚ CPU o Function and importance of CPU ⌚ Memories o Types of memories o Function of various memories	10
IV	⌚ Various types of input and output devices o Keyboard o Card Reader o Printer o Monitor o Mouse o Scanner etc.	10
V	⌚ Various storage devices o Floppy disk, magnetic tape, magnetic disc, optical disc etc. o Hard disk, mass storage devices etc.	10
VI	⌚ Type of software o Operating System Software o Application Software o Packages Software in Hotel Industry –GDS, Fidelio, HMS – Galileo and Showman- POS and HMS ⌚ Utilization of Software	10
VII	⌚ Operating Systems o Dos, Unix, Windows, Windows NT, Linux o Dos commands Understanding GUI environment in Windows 8 - Utility tools in Windows XP – Detail information on - Audio Troubleshooting - Video Troubleshooting Use of control panel to add font in system and display utility.	10
VIII	Knowledge of Windows Operating Systems Microsoft Office Emphasis on MS WORD & EXCEL Short Introduction to SPSS Understand – Virus in Computer and Antivirus for computer	10

3-P-1
COMPUTER APPLICATION-I
(Practical)

Practical – 50

UNIT	CONTENT
I	➤ Dos Commands ➤ Window Utility Tools
II	3 Practical related to MS-WORD
III	3 Practical related to MS-EXCEL

Books Recommended

1. Computer Fundamentals : P.K. Sinha, BPB Publications
2. Understanding Windows
3. MS WORD made easy
4. MS EXCEL made easy
5. MS-OFFICE made easy

3-T-2
FOOD PRODUCTION PATISSERIE – III

Theory – 80
Sessional – 20

Total – 100

UNIT	CONTENT	MARKS
I	<p>A. Meat (Beef ; Veal ; Pork) Structure, selection, storage Cuts of meat, method of preparation / cooking , Special accompaniments</p> <p>B. Poultry & Game Classification, selection, storage Cuts of poultry & Game, Methods of Preparation / cooking Special Accompaniments</p> <p>C. Fish & Seafood Structure & Seafood, storage Classification, cuts of fish, cooking methods; special Accompaniments – Vernacular names,</p>	10
II	<p>International Cooking France, Italy, China, Russia, Spain: Geographical location, historical background, staple food with regional influence, specialties, special equipment.</p>	12
III	<p>Preservation of Food Long Term methods Short term methods Refrigerated storage & Freezing of foods (Both Cooked & Raw) Effect on keeping quality, flavor & nutritive value</p>	12
IV	<p>Kitchen Stewarding Organization Layout Equipment required Importance of kitchen stewarding</p> <p>Production Management Production of work, duty roster, task analysis production planning & scheduling, Production quality & quantity.</p>	10
V	<p>Pasta & Rice</p> <ul style="list-style-type: none"> • Types, storage, manufacture of pasta • Methods of cooking • Accompanying sauces used 	08
VI	<ul style="list-style-type: none"> • High Tea • Cocktail Snacks • Theme menus • Other new or non-conventional catering concept 	08
VII	<p>Cakes:</p> <ul style="list-style-type: none"> • Types, recipes & evaluation • Faults and remedies • Cake icing and decoration <p>Pastries:</p> <ul style="list-style-type: none"> • Types, preparation, evaluation and fat to flour ratio <p>Cookies:</p> <ul style="list-style-type: none"> • Types, preparation and evaluation 	12
VIII	<p>Banquet Menus</p> <ul style="list-style-type: none"> • Planning, Indenting, Costing, Forecasting, Recipes, Pre-preparation & Cooking techniques. <p>Product Research & Development</p> <ul style="list-style-type: none"> • Testing of new Recipe • Developing & testing new recipe 	08

	<ul style="list-style-type: none"> • Food Trails • Sensory evaluation of food 	
--	---	--

3-P-2
FOOD PRODUCTION PATISSERIE-III
(PRACTICAL)

Term Work – 25
Practical Marks – 100

Total – 125

UNIT	CONTENT
1	International cuisine (Six Course Menus) France – 4 menus Italy – 4 menus China – 3 menus Russia – 1 menus Spain – 1 menus Indian – 2 menus
2	Flaky Pastry – Palmiers, Turn overs, Vol-au-vents, Cream horns
3	Short crust pastry – Banquette, Chocolate meringue pie Mushroom quiche
4	Choux Pastry – Chocolate eclairs, Creams puff
5	Rough Puff Pastry – One variety Strudel – One variety
6	Cookies – at least – 10 varieties
7	Fatless sponge – Black forest, pineapple sponge, sponge Fruit Flan, Chocolate Pyramid, Angel Food Cake
8	Butter sponge – Check-mate Gateau, Caramel chip Gateau, Banana Bread, Brownies, Novelty Cake made using Victoria sponge.

Books Recommended:-

- Modern Cookery Vol I & II – Philip Thangam
- Theory Of Cookery – Arora Krishna
- Professional Charcutier – Kinsella John, Harvey David, John Wiley & Sons NY
- Food Preparation & Cooking – Thornes Stanley, Ellen borough House, Wellington Street
- Professional ; Cooking – Gisselen Wayne; John Wiley & Sons
- Larousse Gastronomique
- Basic Cookery – Stevenson David R; Stanley Thrones Ltd.
- Prashad – Cooking with Indian masters – Indrasingh Kalra
- Professional baking – Gisselen Wayne; John Wiley & Sons
- Understanding Cooking – Lundburge & Kotschevan
- Theory Of Catering – Kinton Cesarani ; Hodder & Stoughton
- Basic Cookery – The Process Approach – Daniel R Stevenson; Stanley Thrones Ltd.

3-T-3
FOOD & BEVERAGE SERVICE –III

Theory - 80
Sessional – 20

Total – 100

UNIT	CONTENT	MARKS
I	Banquet : <ul style="list-style-type: none"> • Type : formal, semi-formal and informal • Seating arrangements • Table plan • Service sequence • Calculation of areas 	14
II	<ul style="list-style-type: none"> • Banquet Performa • Function prospect / function sheet • Booking of Banquet • Letter of agreement • Benqueting staff • Duties and responsibilities 	14
III	Buffets : <ul style="list-style-type: none"> • Types of buffet • Layout of buffet 	08
IV	<ul style="list-style-type: none"> • Outdoor catering • Staff briefing • Use of checklist • Equipment needed • Theme dinner • Food festival • Trade fair • Convention • Wedding • Fashion shows 	12
V	Bar Operation : <ul style="list-style-type: none"> • Planning of Bar • Types of bar • Ideal bar layout 	10
VI	Beverage controlling <ul style="list-style-type: none"> • Objective of beverage control • Beverage checklist • Equipments of bar 	08
VII	<ul style="list-style-type: none"> • Stocking of alcoholic beverages • Inventory control system • Cellar records and management 	06
VIII	<ul style="list-style-type: none"> • Purchase methods and records of beverages • Purchase of liquor • Bar management internal control 	08

3-P-3
FOOD & BEVERAGE SERVICE – III

Term Work - 25
Practical Marks – 100

Total – 125

UNIT	CONTENT
	<ul style="list-style-type: none"> • Function organization of banquet • Compiling menu for special occasion Like corporate, association, social • Drawing of table plan • Seating arrangement • Formal service • Clearance • Clearance and rearranging • Buffet service • Layout of buffet • Food Layout • Clearance and rearranging • Calculation of Crockery for banquets as per menu and service • Use of checklist for outdoor catering • Bar operation • Setting of a bar • Stocking of alcoholoc beverages • Service at bar

Book Recommended:

1. Lilicrap, Food & Beverage Service, Seventh edition, Hodder Arnold, Book power ELST.
2. Strianese A.J. Dining Room and Banquet Management.
3. Kotschevu L.H. Management Bar and Beverage operations.
4. Jack, Kivela, J., Purchasing for the hospitality industry.
5. Keister C. Donglas, Food and Beverage Control, Prentice Hall, Englewood Cliffs.
6. Rey / Wieland, Managing Service in Food & Beverage Operations. The educational Institute of the American Hotel and Motel Association.

3-T-4
HOTEL HOUSEKEEPING – III

Theory – 80
Sessional – 20

Total – 100

UNIT	CONTENT	MARKS
I	Housekeeping supervision <ul style="list-style-type: none"> • Importance of inspection • Checklist for inspection, typical areas usually neglected • Self supervision techniques for cleaning staff • Degree of discretion / delegation to cleaning staff • Pantry replacement and Routine replacements 	10
II	Discard management (Linen / uniform room)	10
III	Interior Decoration <ul style="list-style-type: none"> • Importance • Classification • Principles of art – Harmony, Rhythm, Balance, Proportion, Emphasis • Elements of art – Line, Form, Colour, Texture. • Lighting – definition, types, glare, daylight • Types of lighting used in various area of a hotel – Filament bulbs, fluorescent tubes, standard lamp & lamp & table lamps, candles. • Heating and ventilation 	20
IV	Furniture <ul style="list-style-type: none"> • Types of furniture, Types of Joints in furniture. • Selection • Materials used • Furniture care & cleaning • Selection of furniture for hotels (Commercial / Resort) • Furniture’s Arrangement in hotels 	10
V	Window Treatment <ul style="list-style-type: none"> • Types of windows, selection of fabrics • Types of Curtains, Hardware required • Accessories 	10
VI	Soft Furnishing & Accessories <ul style="list-style-type: none"> • Type, use & care of soft furnishing • Type of accessories : Functional & decorative 	10
VII	Special provision for Handicapped elderly, children, overseas visitors Guest Room – added feature & modification Public area – Wash rooms, restaurants, main entrance etc; added features & modifications.	10

3-P-4
HOTEL HOUSEKEEPING – III
(PRACTICAL)

Term Work – 25
 Practical Marks – 50

 Total – 75

UNIT	CONTENT
I	Use of checklist for supervision – VIP Room Service, Pest control etc. (at least 5 situations)
II	Situation Handling (Service designing for) <ul style="list-style-type: none"> • Airline Crew guest • Single lady guest • Children • Typical HK complaints : Water leakage : Faucet choked : No hot water supply : A/C not effective
III	Inter-dept – Co-ordination : Room service (Situation) : Maintenance : Telephone : Security : Front Desk
IV	Window Treatment : 5 types of window's to be treated
V	Layout of furniture arrangement in lobby, restaurant guest Room, banquet Hall, Floor plans of rooms, corridors, restaurants
VI	Conception & designing of guest Room including making floor plans, wall elevations. Use of principle & elements of Art
VII	Furniture Polish – Different types of furniture & Polishes required (at least 5 types)

Assignments:

- Visit to furniture & furnishing mall
- Visit to hotel to see special provision for handicapped / children / overseas visitors.

Books Recommended:

1. Professional management of Housekeeping operations, Robert J. Martin,; John Wiley & Sons, New York.
2. Hotel Hostel & Hospital Housekeeping, John C. Branson/Margaret Lennox, Edward Arnold Ltd. London (ELBS)
3. Hotel Housekeeping Training manual, Sudhir Andrews; Tata Mc Graw Hill – Delhi
4. Professional Housekeeping, Tucker Schneider, VNR
5. Housekeeping Management for Hotels & Residential Management, Rosemary Hurst; Heinemann.
6. Accommodation and Cleaning Service Vol . I & II, David / Allen,; Hutchinson.
7. Managing H.K. Operations, Margaret Kappa.
8. Housekeeping for Hotels, Motels, Hospitals, Clubs & School, Grace Brigham; Arnold Hienman, Indiana

3-T-5
FRONT OFFICE MANAGEMENT – III

Theory – 80
Sessional – 20

Total – 100

UNIT	CONTENT	MARKS
I	FRONT OFFICE ACCOUNTING SYSTEM Handling of credit instruments Procedure of Handling of credit cards Handling of foreign exchange Billing procedure Mechanical billing NCR Computerized Billing	10
II	REPORTS AND STATISTICS <ul style="list-style-type: none"> • Averages • Occupancy • Guest • Rooms • Graphical representation- <ol style="list-style-type: none"> 1. Mean 2. Median 3. Mode Yield Management 	10
III	CASHIER NIGHT AUDITING <ul style="list-style-type: none"> • Duties of cashier • Job description of Night Auditors • Duties of cashier • Recapitulation Sheet • Transcript • Night Receptionist Report 	10
IV	HOTEL MARKETING <ul style="list-style-type: none"> • Marketing – meaning, definition • Hotel Marketing • Marketing in Hotel – specific features of Hotel Marketing • Hotel as marketing Product 	10
V	SELLING BY RECEPTION STAFF <ul style="list-style-type: none"> • Reception as a sales department • Selling techniques for reception • Points for sale • Room assignment • Selling to different type of clientele 	10
VI	UPSELLING <ul style="list-style-type: none"> • Up selling – meaning, qualities to be acquired by Front Office staff for up selling • Up selling – non pressure technique • Selling to different type of clientele, FIT's Travel Group • Terms and conditions between Travel Agency and Hotels 	10
VII	PROMOTIONAL ACTIVITY <ul style="list-style-type: none"> • Meaning and understanding of Promotion 	12

	<ul style="list-style-type: none"> • Purpose of promotion • Types of promotional activities • Promotional activities used in general • Promotional activities used in Hotel • In house promotional activities 	
VIII	Glossary and Terminology of Billing, Cashier and marketing.	08

3-P-5
FRONT OFFICE MANAGEMENT – III
(PRACTICAL)

Term Work – 25
Practical Marks – 50

Total – 75

UNIT	CONTENT
1	Handling of different types of guest
2	Handling of VIP's
3	Handling a black list
4	Room change notification
5	Handling of wake-up call
6	Baggage handling by bell desk
7	Handling of left baggage
8	Where about card
9	Preparation of final bill
10	Procedure for handling credit card
11	Procedure for handling other forms of credit
12	Selling by front office staff
13	Dances of India
14	Reading of Airline and Railway line table
15	Wild life sanctuaries
16	Time to visit
17	What to see famous
18	How to reach & accommodation
19	Beaches of India
20	Current affair
21	Knowledge of time and distances of places of interest around city.
22	Hill Tourism

Books Recommended:

- Andrews S., Hotel Front Office Training Manual, Tata Publishing Company Limited 1982.
- D. Collins, Accommodation Operations, Plymouth Macdonald Evans, 1967
- Villen Jerome J.; Check in check out, Iowa WMC Brown Co., 1976

3-T-6
FINANCIAL ANALYSIS & DECISION MAKING

Theory – 80
Sessional – 20

Total – 100

UNIT	CONTENT	MARKS
I	<p>Finance, finance Management & Financial Statements</p> <ol style="list-style-type: none"> 1. Definition, Scope ,Objectives and Function of Financial management. The Role of Financial Manager 2. Meaning, Scope and Sources of Business Finance and its Types. 3. Meaning of Financial Statements, Types, Nature , Importance Uses and Limitations of Financial Statements. 4. Reading and Presentation of Financial Statements in a suitable form to make analysis <p>Meaning objective, Types and Tools of Financial Analysis</p>	04
II	<p>Capitalization and Working Capital</p> <ol style="list-style-type: none"> 1. Capital Formation: Meaning of Fixed and working capital and points of Distinction, sources of Finance: Short, Mid and long term, External and Internal Etc. 2. Depreciation : Meaning and a Source of Internal Finance. 3. Capital Market and Money Market: Meaning area of Application and Points of Distinctions. 4. Over- Capitalization and Under- Capitalization : Meaning Effects and Remedies. 5. Over- Trading Under – Trading: meaning effects and Remedies. 6. Working Capital: <ul style="list-style-type: none"> • Meaning , Classification, Factors influencing working capital. • Sources of Working capital Adequate and inadequate Working capital: Effects, Advantages and Disadvantages. • Simple Problems on Computation of Working Capital with the help of different methods <p>Simple problems on Management to Cash, Inventory, Receivables and Payables.</p>	08
III	<p>Ratio Analysis</p> <ol style="list-style-type: none"> 1. Meaning , Scope, Advantages and Limitations. 2. Types of Analysis. 3. Simple & Analytical Problems on: Profitability , liquidity. Solvency, Return/ Overall Profitability and turnover Ratio <p>Analytical Problems of Preparation of B/S or Proprietary Statements with the help of given Data/ Ration</p>	12
IV	<p>Fund Flow and Cash Flow Statements</p> <ol style="list-style-type: none"> 1. Meaning, concept of Fund , flow of Fund and Fund Flow Statement. 2. Use significance/ Importance of Funds , and its limitations 3. Distinction Between fund Flow Statement and Income Statements, Fund Flow Statements and Balance Sheet 4. Meaning of Cash, Cash Flow and Cash Flow Statements 5. Distinction between funds Flow and Cash Flow Statements. 6. Uses, significance and Limitations of Cash Flow Statement. 7. Simple Problems on Fund Flow and Cash Flow Statements. 	12
V	<p>Budget, Budgeting and Budgetary Control</p> <ol style="list-style-type: none"> 1. Meaning of /Budget, Features, Requirements of Ideal Budgets, types, 	12

	<p>Advantages and limitations or disadvantages.</p> <ol style="list-style-type: none"> Distinction between budget and Forecast, Traditional Budget and Zero Base Budget, Fixed & Flexible Budget. Key Factor in a budget Fixed and Flexible Budgetary factors. Meaning of Budgetary Control, Objective , function, advantages and Limitations. Requisites or Essential for Efficient Budgetary Control. <ul style="list-style-type: none"> Simple problem on flexible Budgets, production Budget and Sales Budgets only Simple Problems on Cash and Capital budgets {Investment Decisions} 	
VI	<p>Cost, Costing and Cost Accounting.</p> <ol style="list-style-type: none"> Cost meaning , Scope and Classification of cost – fixed and Variable, Direct and Indirect, Products and Period Cost, Controllable Uncontrollable, Avoidable and Unavoidable Standard and Historical, Steps and Marginal. Costing: Meaning and Methods, area of Application (Simple Problems) Cost Accounting : Meaning and Scope, Distinction Between Financial Accounting and Cost Accounting. Cost Centers, Profit Centers and Investment Centers. Meaning of Cost Control and Cost reduction, Need {necessity} and Prerequisites, Area of Application, Advantages & Disadvantages Distinction between cost Control and cost Reduction. Simple Problems on Job Sheet Stating Unit Price and Quotation. 	08
VII	<p>Process and Operation Costing {Transport and Canteen/ Hotel Costing}</p> <ol style="list-style-type: none"> Process Costing: <ul style="list-style-type: none"> Meaning Application, Features, Advantages and Disadvantages limitations Normal and Abnormal Losses/ Scrap and Gains / Effectiveness by Product/ Joint Product, Equivalent Product. Inter- Process Profit and Transfer Price / Pricing Operation Costing: <ul style="list-style-type: none"> Meaning , Area of Application, Features, Advantages and Limitations Concept of Normal and Abnormal Loss, Absolute and Commercial Ton Kms or Passenger Kms Actual & Effective Kms Actual & Effective Room Days Etc. <p>Simple Problems on Process Costing and Operation costing</p>	12
VIII	<p>Marginal and Standard Costing</p> <ol style="list-style-type: none"> CVP (Cost Volume Profit) Analysis. <ul style="list-style-type: none"> Meaning of CVP, BEP, P/V Ratio, Margin of Safety, Objectives, Used, Assumptions, advantages and Disadvantages. Construction and Plotting of BEP Chart Simple Problems on BEP for Present and future Conditions Expected Profit and Expected Sales Marginal Costing. <ul style="list-style-type: none"> Meaning Necessity , Scope Advantages and Disadvantages. Simple Problems on the Application of Marginal Cost concept in-1 Make a Buy. 2. Dropping a Line (Temporary or Permanent), Acceptance of an order at a Special Selling 	12

	<p>Price, Key/ Limiting factor.</p> <p>3. Standard Costing.</p> <ul style="list-style-type: none"> • Meaning , Features , Area of Application, Advantage and Disadvantages. • Standard Cost v/s Historical Cost, Standard Cost v/c Estimated cost • Variance analysis: Meaning and considerations. • Simple Problems Based on Material and Salves Variances only 	
--	--	--

Books Recommended:

1. Ozi A. d' cunha & Gleson O. D' Cunha, Hotel accounting & Financial Control, The Dick's Enterprises Mumbai.
2. D.K. Mittal & Mittal, Cost Accounting ; Galgotia Publishing Company, New Delhi.
3. R. K. Sharma & Shashi K. Gupta Management Accounting; KJalyani Publisheer H.O Ludhinana
4. S.C. Kuchhal , Financial Management; Chaitanya Publishing House Allahabad

3-T-7
HUMAN RESOURCE MANAGEMENT

Theory – 80
Sessional – 20

Total – 100

UNIT	CONTENT	MARKS
I	Supervisor and Supervisory Management Who is a Supervisor, Importance of a supervisor, Areas of responsibility of a supervisor, skills of a supervisor, human relations, administration and technical qualities of a supervisor	8
II	Functions of Management Interrelationship of functions of Management, characteristics and benefits of sound and clearly defined objectives	8
III	Leadership: Role, types, Style Importance and qualities of a leader	8
IV	Role of a Manager Finance, Forecasting and budgeting , Implementation of Company policies and procedures, maintaining standards, fostering public relations, maintain harmonious working relationships within the organization.	8
V	Management of Human Resource, function of personnel Mgt Manpower Planning	8
VI	Industrial Psychology and Behavioral Science Communication-Meaning, Process , Types, Channels and Barriers	8
VII	Introduction to Personnel Management Recruitment and Selection Process Interviews	8
VIII	Placement, Induction , Training incentives Promotion, demotions, transfer, absenteeism Replacement	8
IX	Job Analysis and description Performance appraisals Job evaluation techniques	8
X	Grievance handling wage and salary administration, wage incentives trade unions.	8

Books Recommended:

1. Stoner , James, A.F. MANAGEMENT Eaglewood Cliffs, New Jersey
2. Knoontz O' Doneel and Weirich MANAGEMENT, International student edition McGraw hill
3. Boella M.J Personnel Management in the hotel and catering industry , Hutetinson London.
4. Ahuja K.K Personnel Management, Kalyani Publisher, New Delhi
5. Hotel Industry, Frank Bros & Co (Publishers) Ltd

3-T-8
MARKETING AND SALES MANAGEMENT

Theory – 80
Sessional – 20

Total – 100

UNIT	CONTENT	MARKS
I	Market & Marketing Meaning & Definition of Market Types of Market Meaning and definition of Marketing Origin of Marketing Marketing Concept Evolution Marketing Concept	08
II	Marketing Mix Benefits of Marketing Mix Meaning and Definition of Marketing Environment Market analysis Market Demand & Market Segmentation – Meaning Developing Target Market Strategy Criteria for Segmentation Hotel Market Segmentation	12
III	Market Research Definition of Market Research Process of Market Research Trends in Marketing Research Basic Concept and Methods of Marketing Research	08
IV	Marketing of Consumer Goods Definitions of features and classification of consumer goods Product planning & development Product Concept Product Life cycle Channels of Distribution- Meaning and Types Storages and Ware houses- Storages situation, advantages and essential of good storages.	12
V	Sales Management Meaning and definitions of sales Management Nature and importance of Sales Management Role of a Sales Manager Importance and qualification of sales manager	06
VI	Sales Organization Introduction to sales organization Need and importance of Sales organization Functions of Sales organization Types of Sales organization	10
VII	Consumer Behavior and sales promotion Buyer Behaviour Buying Motives Buyer Behavior theory- psychological theory and psychoanalytic theory Buying decision process Sales Promotions Meaning and definition Objective of Promotion Relation between promotion and marketing mix elements Sales promotion tools –coupons brochures point of purchase display etc	16

VIII	Budget Benefits of budgeting Budget for sales department activities The budgeting process Flexibility budget	08
------	--	----