ABOUT THE COURSE

Vocational education is designed to fulfill the manpower requirement for national development. It helps to develop vocational aptitude, work culture, values and attitudes of the learner so as to enrich the productivity of the nation. The vision of Vocational Higher Secondary Education in Kerala is to equip the youth with multiple skills matching technological advancements and to produce skilled work force for meeting the demands of the emerging industries and service sectors with national and global orientation. We are in the forefront of spreading the message of vocational education based on Gandhiji's focus on education, i.e. Self-sufficiency paves the way for self-employment. The multifarious tasks of vocational education according to the new curriculum includes Theoretical studies, Lab practical work, Industrial Training/On the Job Training (OJT), Production-Service cum Training Centre (PSTC) and Apprenticeship training. It gives importance to knowledge, skill and attitude of the learner. All these aspects highlight and enrich the vocational education in Kerala.

"Marketing and Financial Services" is one of the premier courses which provides maximum employment opportunities in the present scenario of globalisation and liberalisation. In fact, if we study the reasons for the failure of most of the Small Scale Industries (SSIs) ranging from food products to service sector, we would find that the quality and features of SSI products are much superior to big brands but our SSI products lack proper marketing skills. Hence all entrepreneurs of beauty parlours, finance companies, food products etc. require sound marketing skills for becoming a successful businessman.

The Marketing and Financial Services course aims to develop the students' knowledge, skills and attitudes to be productive employees in the area of Marketing and Financial Services. In this course, the students will gain a perspective in multiskills to perform the multi tasks of Marketing and Financial service within an overall business system. The course mainly includes basic marketing and selling skills as well as Information Technology skill related to marketing including e-commerce during the first year in two modules. Retail marketing and financial service marketing are included under the second year modules.

The basic marketing and selling skills curriculum takes into account the importance of marketing functions, marketing mix, customer relations, communication and selling process. The basic IT skills related to marketing can be studied with the help of MS Office, Open Office, Photoshop and Web Designing. Considering job opportunities and career prospects in the field of "Retail", the relevant areas of organized and unorganized retailing are incorporated in the module for Retail

Marketing. As the environment in which financial services are marketed is becoming more competitive, the task of marketing financial services is challenging and specialized. The marketing aspects of various financial products are also included under the new curriculum. It is intended that this curriculum provides learners with opportunities to develop generic employability skills, values and attitudes in addition to foundational knowledge of work in the service sector namely in retail marketing and investment sectors. The course also provides the learner with the foundation for higher level skill education.

JOB ROLES

"Marketing and Financial Services" will provide ample opportunities in the government sector, public sector, organised sector and for self-employment. In fact, in the private sector, the supply of skilled sales personnel is much less than the demand. Following are some of the industries where there are employment opportunities:

- Consumer Durable Industry
- Banking and NBFCs
- Insurance Companies (LIC, TATA AIG, Bajaj Allianz etc.)
- Organised and Unorganised Retail Industry (Lulu, Reliance, Big Bazaar, More etc.)
- Telecom Industry (Reliance, Idea etc.)
- Call Centres and BPOs (customer care)

The job roles identified are listed below:

JOB ROLE (CAREER PATH)

Govt. / Public Sector	Private Sector	Self-Employment
Sales Executive/ Marketing Executive	Sales Executive/Marketing Executive	Insurance Agent
Salesman/Assistant	Merchandising Salesman	Advertisement Agency
Commercial Assistant	Customer Care Executive	Online Stock Brokers
Packing Assistant	Travelling Salesman/ Distributor	Call Center Executive (BPO)
Auctioneer	Packing Assistant/ Stores Assistant/Purchase Assistant	Data Entry Operator
Bill Clerk	Insurance Agent	Real Estate Brokers
Sales Representative	Financial Service Agent Credit Card Agent Customer Forum Executive Event Management Assistant	Event Management Agency Internet café

SUBJECT APPROACH

Personal selling is widely accepted as one of the most important marketing activities in most organizations. With a rapid growth in the trade and industry, the scope for selling has increased substantially during the past few decades. Persuasive selling skills are being used not only by organizations, whose objective is to earn profit but also by non-profit organizations such as hospitals, clubs, social organizations and so on. The service sector also provides plenty of job opportunities especially in relation to the marketing of financial products. Financial services, the economic services provided by the finance industry, encompasses a broad range of organizations that manage money including credit unions, banks, credit card companies, insurance companies, stock brokerages, investment funds, real estate funds and some government sponsored enterprises. Recognizing its scope and importance, the Department of Vocational Higher Secondary Education, Kerala, under the guidance of SCERT and PSSCIVE developed a new vocational curriculum in Marketing and Financial Services. It is intended that this syllabus will provide the learners with opportunities to develop generic employability skills, values, attitudes and foundational knowledge of work in relation to marketing.

OBJECTIVES OF MARKETING AND FINANCIAL SERVICES CURRICULUM
Knowledge Objectives

To enable the learner to appreciate important aspects of Marketing and Financial Services. The course aims at knowledge and understanding of:

- Basics of marketing
- Identifying customers and their needs
- Receiving and serving the customers
- Making sales presentation and organizing demonstration
- Use of sale aids (like brochures, advertisement copy etc.)
- Handling customer objections and maintaining customer relationship
- Communication, advertising and sales promotion schemes
- Sales talk and sales reporting
- Marketing mix
- Event marketing, Viral marketing and Green marketing
- Computer basics and its uses in marketing
- E-commerce and its applicability in marketing
- Web designing for small entrepreneurs and Office automation

- Basics in internet and Fundamentals of cyber law
- Retailing, Customer service, Retail store layout and design
- Hygiene and safety practices in retail
- Inventory management in retailing
- Stock market operations and Marketing of financial services

Skill Objectives

- Receive and serve the customers
- Identify and determine the customer needs
- Display and demonstrate the merchandise
- Make the sales presentation
- Handle customer objection
- Use of selling aids and closing the sales
- Organize demonstration
- Store layout, design and displaying commodities
- Use of ICT tools in marketing
- Skill in designing label, advertisement copy, brochures etc.
- Skill in buying and selling goods and services using internet
- Skills in marketing financial service products

While transacting the curriculum, the personality traits such as ability to get along with others, acceptance of responsibility, co-operation, co-ordination, courtesy, empathy, cheerfulness, dependability, emotional stability, efficiency, honesty, sociability, initiative, judgment, punctuality, personal appearance, sincerity, willingness to accept criticism, communication, promptness, innovativeness, creativity, patience, creditworthiness, diligence etc. are also considered to enable a person to act as an effective salesman.

Changing role of the teacher

The past few decades have seen a radical change in the concept of learning and the role of teacher in the learning process has also changed drastically. The role of a teacher has changed from that of a knowledge disseminator to that of a facilitator, scaffolder and mentor.

Now the role of a teacher is multi-dimensional and it includes roles such as:

- Mentor
- Facilitator
- Guide
- Motivator

- Democratic leader
- Co-learner
- Researcher
- Resource person
- Friend
- Evaluator
- Philosopher

Use of ICT in Marketing and Financial Services

Many a time, the teacher in Marketing and Financial Services needs to show the video presentation of Product Presentation, Marketing Communication etc. Thus, the potential of ICT in Marketing and Financial Services curriculum transaction are high. The teacher must make use of these modern technologies in the class room, in order to make Marketing and Financial Services learning meaningful.

Application of Inclusive Education in Marketing and Financial Services

Children with special needs can be included. Effective use of ICT would be helpful in our inclusive curriculum where CWSN (Children With Special Needs) category learners can get a better understanding of the ideas and concepts of Marketing and Financial Services. The classroom should also be transformed to cater to the above.

In constructivist paradigm, the learner constructs knowledge on his own through his experiences. It is the duty of the teacher to plan diverse learning activities and help them formulate the concept in the topics by doing/going through these. The role of the learning environment is very important in this process.

Physical environment in the Marketing and Financial Services learning

The classroom should be learner friendly, democratic and inspiring. It should have all the resources to set learner-centred approaches including reference books and ICT facilities. In order to make Marketing and Financial Services effective, it requires some special facilities. The most important among them is Marketing Lab.

Learning strategies

Learning is the process that starts from an individual's time of birth till his last breath. The various methods of strategies adopted for the desired behavioral changes included in the curriculum are called learning strategies. The modern approach to learning strategies relies on the basic concept that student builds knowledge based on his/her experiences of activities such as field visit, demonstration, role-play etc. Selecting learning strategies for each topic should suit the age group and mental capacity of the learner.

Given below are the few strategies selected to construct knowledge to attain various learning outcomes:

*   Demonstration
*   Role play
*   Field visit
*   On the Job Training
*   Experimentation
*   Discussion
*   Learning by doing
*   Debate
*   Presentation
*   Peer evaluation

SYLLABUS

Module - I

Marketing and Selling

Unit 1 Fundamentals of Marketing and Selling (30)

Marketing—meaning and importance—functions—market—concepts—classification—Selling—meaning—difference between marketing and selling.

Unit 2 Understanding Customers (40)

Customer—Consumer—ConsumerBehaviour—factors influencing consumer behaviour—Market segmentation—bases of segmentation—Target Marketing—Market Positioning.

Unit 3 Marketing Mix strategies (90)

Basic elements of marketing mix—Product—features—classification—Product mix and product line—Branding—types—Trade mark—Packaging—functions and types—Standardization—importance

Price—objectives—factors affecting pricing— methods of pricing.

Supply chain–Storage and Warehouse—functions—Transportation—types and choice of transportation .

Channel of distribution—types—Sales promotion—importance —consumer, dealer, sales force promotion-Advertising—Meaning and importance—advertisement copy—values of a good advertisement copy - Media—Media selection

Personal Selling – Salesmanship—Qualities of a good salesman.

Unit 4 Techniques of Selling (90)

Selling Process—Prospecting—Preapproach—Approach—Presentation and Demonstration—Handling Objections—Closing the Sale—Feedback.

Unit 5 Communicating with Customers (60)

Communication in marketing—Mode of communication—Direct personal and written communication—Salesman and customer-Telecalling-Preparation of Sales letters-Preperation of invoice, incentive and commission calculation-Preperation of Sales report.

Unit 6 Recent trends in Marketing (30)

Event Marketing—importance—types of events—steps in Event Marketing— Social media Marketing—Applications— Viral Marketing - Green Marketing—Ethics in Marketing.

Module - II

Computer Application and e-Commerce

Unit 1 Information Technology (80)

Introduction to Information Technology – Data processing - characteristics of computers - Evolution of computers - Classification of computers - Hard wired programming and stored program concept - Computer Organisation – Computer as a data processing machine - Basic computer operations - Functional units - System components - Input/Output Ports (I/O Ports) – Microprocessor - The Memory - Memory organisation - Types of memory - Advanced portable storage devices - Memory hierarchy - Input /Output Devices - Computer Software - Software - Classification of Software - Malicious Software – Copyright - Software Piracy Licensing - Free Software Philosophy - Application of Information Technology – Communication – Business - Medicine and Healthcare – Entertainment - e-Governance – Education - Engineering manufacturing – Science - IT policy in Kerala state.

Unit 2 Computer Hardware and Operating System (50)

Components of a Personal Computer - Parts of a Personal Computer – Booting – BIOS – POST - Disk Operating System - Windows 7 OS - Basic file and folder operations - Accessories - Installing and Managing Windows 7 – Steps to install Windows 7 - Hard drive preparation – Formatting - Device Driver - Installing a printer driver - Changing file views in Windows 7 - Control panel - User creation and rights - Trouble shooting - Creating start-up disk - Sharing files - Internet connection and Firewall -Windows Explorer- Installing MS Office - Installing DTP software – Installing Tally - Transferring computer data - Maintaining Computer Software.

Unit 3 Office Automation (70)

Office Automation basics - Concept of office -Nature of work in office - Need for Office Automation - MS Word- User interface of MS Word - Creating a document - MS Excel - Starting MS Excel - User interface of MS Excel- The worksheet - Formulae - Sorting - Working with chart - MS Power Point - Creating presentation in different ways - Inserting a new slide - Adding themes - Saving a presentation- Set up the show - MS Access -Advantages of DBMS - Data Models - Terminologies used in RBDMS - MS Access - Creating a query in the query design option - Creating a form using Form wizard – Reports – Import - MS Outlook.

Unit 4 Linux and Open Office (50)

Introduction to Linux -History of Linux - Advantages of GNU Linux - Linux file system structure - Linux Kernel - Login and logout in Linux - Linux command - Open Office Writer - Introduction to Open Office - Apache Open Office - System requirement - Starting Open Office Writer - Advanced features of Open Office Writer - Character Formatting - Background Colour - Paragraph Formatting - Bullets and Numbering - Indents - Creating an index of a document - Open office calc - Selecting cells - Cell formatting - Inserting Rows/Columns - Built in functions - Charts in Calc - Addressing Cells - Data Range - Worksheet -Auto fill – Filter - Data Sorting - Totals and sub totals - Protection - Open Office Impress - Important features of Impress - Bringing different objects into slides - Adding Text - Different views - Adding New Slides to your Presentation – Background - Slide Transition -Animating objects in a slide - Watching slide show.

Unit 5 Internet and Malayalam computing (50)

Introduction to Computer Networks - LAN Topologies – Protocols - Connectivity devices -Windows 7-Firewall Settings - Internet and e-mail - History of the Internet - Connecting Computer to Internet Connection - World Wide Web (www) - Web Browser - Search Engines - e-mail (Electronic mail) - Creating and using free e-mail account with Gmail - Types of Internet Web page Designing – HTML-Starting with HTML - Attributes of <HTML> tag

Malayalam Computing - Malayalam through Computers - Free Software and Language Computing - Malayalam and Technology - Malayalam Digital Technology – Unicode -Malayalam using Transliteration - Malayalam Word Processing - Downloading and Installing Malayalam Fonts - Installing Fonts in Windows - How to enable Malayalam in Web Browsers? - Malayalam in UBUNTU - Malayalam keyboard and Typing - Ethical and Social Issues in Information Systems.

Unit 6 Marketing and e- Commerce (40)

Introduction to e-commerce - Meaning and Concepts - e-business and e-commerce - EDI – Importance, features and benefits of e-commerce- Impact, challenges and limitation of e-commerce - e-commerce structure - Business models of e-commerce - Business to Business - Business to Customers - Business to Government - Government to Society (e-Governance) - Designing of website for e-commerce - Components of website - Concepts and designing website for e-commerce - Corporate website – Portal – Search engine - Internet Advertising - Emergence of the internet as a competitive advertising medium - Models of internet advertising - Mobile commerce - Electronic payment system - Online payment system - Prepaid and postpaid payment system – e-cash, e-cheque, smart card, credit card, debit card, electronic purse - Security issues and solutions on electronic payment system - Biometrics and type of biometrics - Digital signature - Digital certificate - Encryption, Description, public key and private key.

LEARNING OUTCOMES OF MODULE 1
MARKETING AND SELLING

Unit No.	Name of units	Periods
1.1	Fundamentals of Marketing and Selling	30
1.2	Understanding Customers	40
1.3	Marketing Mix strategies	90
1.4	Techniques of Selling	90
1.5	Communication with Customers	60
1.6	Recent Trends in Marketing	30
	TOTAL PERIODS	**340**

After completion of the first module, the learner will be able to:

1.1.1.	Outline the marketing process as identifying the needs and wants of the customers and the methods to satisfy them in a manner better than the competitors.
1.1.2.	Recognize the importance of marketing in increasing the standard of living of the society.
1.1.3.	Identify the role of marketing in generating employment opportunities.

1.1.4.   Describe the functions of marketing.

1.1.5.   Explain the concept of market.

1.1.6.   Identify the features of market.

1.1.7.   Recognize the need and importance of selling.

1.1.8.   Distinguish selling from marketing.

1.2.1.   Describe the meaning of customer and realize their importance in marketing.

1.2.2.	Recognize the needs and wants of customers.
1.2.3.	Categorize customers.
1.2.4.	Recognize the attitude of customers.
1.2.5.	Identify the role and importance of customer relations in modern marketing.
1.2.6.	Identify the changes in consumer behaviour under various situations.
1.2.7.	Identify the factors influencing consumer behaviour.
1.2.8.	Choose the group of customers having general and common needs and wants.
1.2.9.	Recognise the customer loyalty towards the market offer of an organization.
1.3.1.	Discover the strategy to be followed for the effective delivery of customer satisfaction.
1.3.2.	Construct knowledge about the features of a product.
1.3.3.	Recognize that the products can be physical goods or a service or a combination of both.
1.3.4.	Identify the essentials of a good brand.
1.3.5.	Explain the importance of brands for products.
1.3.6.	Recognize different packing materials suitable for different products.
1.3.7.	Construct skill in Packaging.
1.3.8.	Identify the importance of bringing out quality and standardized product for customer satisfaction.
1.3.9.	Recognize various standardizing agencies and their role in assuring quality.
1.3.10.	Observe the situation demanding needs for developing a new product.
1.3.11.	Construct a skill in planning and developing a product which satisfies the needs and wants of customers.
1.3.12.	Identify the objective of pricing.
1.3.13.	Recognize the necessity of bringing the product into the market at an appropriate price for providing customer satisfaction.
1.3.14.	Discuss the various internal and external factors affecting the price of a product.
1.3.15.	Identify the procedure involved in pricing a product.
1.3.16.	Recognize the various strategies of price fixation.
1.3.17.	Estimate the price of a product.
1.3.18.	Explain the need and importance of physical distribution in marketing.
1.3.19.	Recognize the necessity of transportation, storage and channel of distribution in marketing.

1.3.20.	Construct knowledge about the promotion of the goods and services in the market.
1.3.21.	Explain the meaning and importance of sales promotion.
1.3.22.	Construct suitable promotional tools according to the situations.
1.3.23.	Evaluate the effectiveness of sales promotions tools.
1.3.24.	Recognize the role of advertising in marketing.
1.3.25.	Sketch a structure of an advertisement copy.
1.3.26.	Design an advertisement copy.
1.3.27.	Identify various media of advertisement.
1.3.28.	Evaluate suitable advertisement media for a product.
1.3.29.	Recognize the importance of personal selling.
1.3.30.	Construct skill in personal selling.
1.3.31.	List the qualities required for a successful salesman.
1.3.32.	Recognize the necessity of appropriate dressing for the customer service personnel.
1.4.1.	Recognize the procedure involved in selling.
1.4.2.	Identify the real prospect.
1.4.3.	Identify a qualified prospect.
1.4.4.	List different methods of prospecting.
1.4.5.	Recognize the preparations to be made before meeting the customers.
1.4.6.	Explain different methods of approaches.
1.4.7.	Construct skill in product presentation and demonstration.
1.4.8.	Predict the possible objection raised by the prospects.
1.4.9.	Recognize various methods of handling objections.
1.4.10.	Recognize the method of closing the sale.
1.4.11.	Identify the importance of a planned sales talk.
1.4.12.	Construct skill in communicating with the superiors about the work done by a salesman.
1.5.1.	Construct knowledge about importance in developing good communication skill for a salesman.
1.5.2.	Identify different communication methods and evaluate their suitability for specific purposes.
1.5.3.	Demonstrate communication skill in making and receiving telephone calls effectively.
1.5.4.	Record messages from callers accurately.
1.5.5.	Compose information from tourists maps, brochures and other non-continuous text and communicate information to customers.
1.5.6.	Construct skill in effective communication in different

situations.

1.6.1.   Recognize the concept of event marketing.

1.6.2.   List various types of events.

1.6.3.   Discover skills in marketing an event.

1.6.4.   Recognize the importance of effective communication with the customers and expand business through social media.

1.6.5.   Recognise the concept of viral marketing.

1.6.6.   Experiment viral marketing in brand building.

1.6.7.   Recognize the concept of green marketing to promote ecofriendly products.

LEARNING OUTCOMES OF MODULE 2

COMPUTER APPLICATIONS AND E-COMMERCE

Unit No.	Name of units	Periods
2.1	Information Technology	80
2.2	Computer Hardware and Operating system	50
2.3	Office automation	70
2.4	Linux and Open Office	50
2.5	Internet and Malayalam Computing	50
2.6	Marketing strategy and e-Commerce	40
	TOTAL PERIODS	**340**

After completion of the second module, the learner will be able to:

2.1.1.   Explain the characteristics of a computer.

2.1.2.   Distinguish between Data, Information and Knowledge.

2.1.3.   Describe the storage capacity of a computer system.

2.1.4.   Describe the growth and development of computers in different stages.

2.1.5.   Identify different computer generations.

2.1.6.   Classify the computers as Micro, Mini, Mainframe and Super computer.

2.1.7.   Identify the major parts of a computer.

2.1.8.   Identify the various functions of the units.

2.1.9.   Recognise the various units of a computer through a block diagram.

2.1.10.   Identify different components such as motherboard,

chipset, bus and expansion slot.

2.1.11. Connect the various devices to the appropriate port.

2.1.12. Recognise various microprocessors such as Intel and AMD.

2.1.13. Compare the characteristics of the microprocessor, Intel and AMD.

2.1.14. Describe memory organisation structure of a computer.

2.1.15. Acquire knowledge on different types of memory elements.

2.1.16. Distinguish between primary and secondary memory.

2.1.17. Identify different RAM and ROM technologies.

2.1.18. Differentiate between sequential access and direct access device.

2.1.19. Identify various secondary storage devices.

2.1.20. Identify various portable storage devices.

2.1.21. Describe different input devices.

2.1.22. Explain the use of each device and its significance.

2.1.23. Describe different output devices.

2.1.24. Describe the use of each device and its significance.

2.1.25. Identify the relevance of software.

2.1.26. Acquire knowledge on software classification.

2.1.27. Explain the use, functions and types of Operating System.

2.1.28. Describe the stages of development of computer languages.

2.1.29. Classify programming languages in different categories.

2.1.30. Distinguish between different types of translators.

2.1.31. Identify different types of malicious software.

2.1.32. Judge the aspects of "Free Software Philosophy" and software piracy.

2.1.33. Explain the basics of Information Technology.

2.1.34. Describe the roles of IT in various areas of our lives.

2.1.35. Explain e-commerce and m-commerce.

2.2.1. Describe the hardware components present inside CPU cabinet.

2.2.2. Explain the functions of various components of CPU cabinet.

2.2.3. Identify activities in the booting process.

2.2.4.   Recognise the concept of BIOS and POST.

2.2.5.   Execute commands such as Date, Time etc.

2.2.6.   Explain the file structure of DOS.

2.2.7.   Create and modify files using DOS commands.

2.2.8.   Identify the components of Operating System.

2.2.9.   Create and manage files and folders.

2.2.10. Work with some basic applications that comes with Windows.

2.2.11. Install device driver.

2.2.12. Install Windows 8 Operating System.

2.2.13. Install various application software.

2.2.14. Describe the steps to setup an internet connection.

2.2.15. Explain control panel, firewall and troubleshooting.

2.2.16. Transfer data from one computer to another.

2.2.17. Write data to a CD or DVD.

2.2.18. Install and use antivirus software.

2.2.19. Clean cookies.

2.2.20. Defragment disk.

2.3.1.   Describe the concept of office.

2.3.2.   Explain nature of works in an office.

2.3.3.   Identify the needs for office automation.

2.3.4.   Launch MS Word.

2.3.5.   Identify the components of MS Word.

2.3.6.   Format text paragraph.

2.3.7.   Insert tables, graphics, word art, clip art etc.

2.3.8.   Use tools like mail merge, spell check, grammar etc.

2.3.9.   Start MS Excel.

2.3.10. Identify the components of MS Excel user interface.

2.3.11. Create workbook and worksheets.

2.3.12. Insert formulae and functions.

2.3.13. Sort and filter data in tables, insert charts.

2.3.14. Launch Microsoft Power Point.

2.3.15. Create a presentation using blank template and custom template.

2.3.16. Insert and format objects.

2.3.17. Add transitions to slides.

2.3.18. Save a presentation.

2.3.19. Set up slide show.

2.3.20. Identify the advantages of data base.

2.3.21. Recognise different types of data base system.

2.3.22. Identify the terminologies related with RDBMS.

2.3.23. To start MS Access, Create, Edit and Manipulate data in a data base.

2.3.24. Apply sorting, filtering on data.

2.3.25. Create query using query wizard.

2.3.26. Create reports using report wizard.

2.3.27. Import and export data.

2.4.1. Distinguish between free and property software.

2.4.2. List the salient features of Linux.

2.4.3. Explain the Linux file structure.

2.4.4. Identify the basic Linux commands and practise them.

2.4.5. Describe GNU General public license.

2.4.6. Identify Apache Open Office 4.

2.4.7. Identify the general features of Open Office Package.

2.4.8. Explain the features of Open Office Writer.

2.4.9. Format fonts.

2.4.10. Give background color to the text.

2.4.11. Format paragraphs.

2.4.12. Set indents and spacing and set different tabs.

2.4.13. Create index.

2.4.14. Describe the various of features of Calc.

2.4.15. Enter and edit data in cells.

2.4.16. Enter formulae in cells.

2.4.17. Format cells.

2.4.18. Insert rows/columns/sheets.

2.4.19. Describe absolute and relative referencing.

2.4.20. Give names and ranges.

2.4.21. Add, rename and delete worksheets.

2.4.22. Apply autofill to data sequence.

2.4.23. Apply filter.

2.4.24. Sort data.

2.4.25. Find totals and subtotals.

2.4.26. Identify cell protection.

2.4.27. Identify important features of Impress.

2.4.28. List various window components of Open Office into slides.

2.4.29. Analyze the need of grouping objects.

2.4.30. Demonstrate inserting and cropping images.

2.4.31. Identify the need of slide transition.

2.4.32. Apply and remove transition effects to slides.

2.4.33. Apply and remove animation effects to an object.

2.4.34. List the steps required for playing and saving presentations.

2.5.1. Identify the need of network.

2.5.2. Identify different topologies.

2.5.3. List various protocols.

2.5.4. Identify different connectivity devices.

2.5.5. Describe firewall settings.

2.5.6. Identify different types of modem.

2.5.7. Describe the advantages of Internet.

2.5.8. Explain the concept of webpage and website.

2.5.9. Identify the use of web browser.

2.5.10. Describe the benefits of e-mail.

2.5.11. Create email account, compose email and send e-mail.

2.5.12. Identify basic HTML tags.

2.5.13. Differentiate tag and attribute.

2.5.14. Write HTML code to create simple webpages.

2.5.15. Create different types of lists.

2.5.16. Use anchor tag.

2.5.17. Create table, frameset and forms.

2.5.18. Create simple websites.

2.5.19. Recognise Malayalam computing concepts.

2.5.20. Analyze the efforts done so for to strengthen our mother

tongue using the possibilities provided by Information and Communication Technologies.

2.5.21. Identify Malayalam fonts in Unicode.

2.5.22. Identify the various Malayalam fonts in Word Processor.

2.5.23. Download and install Malayalam Fonts.

2.5.24. Familiarize in using Malayalam Word Processor.

2.5.25. Comprehend the ethical and social issues related to information system.

2.5.26. Identify the key technology trends that raise ethical issues.

2.5.27. Recognize the information rights, lie, privacy and freedom in the Internet age.

2.5.28. Identify terms like intellectual property.

2.5.29. Comprehend accountability and liability in relation to information systems.

2.6.1   Explain the meaning and concepts of e-commerce.

2.6.2. Differentiate between e-business and e-commerce.

2.6.3. Identify importance, features and benefits of e-commerce.

2.6.4. Comprehend impact, challenges and limitation of e-commerce.

2.6.5. Identify e-commerce structure.

2.6.6   Comprehend business models of e-commerce.

2.6.7   Design of website for e-commerce.

2.6.8. Develop an electronic payment system.

Scheme of Work

Month	Unit Name	Periods
June	Fundamentals of Marketing and Selling	30
	Understanding Customers	38
July	Understanding Customers (contd...)	02

	Marketing Mix Strategies	66
August	Marketing Mix strategies(contd...) Technique of Selling	24 44
September	Technique of Selling(contd...) Communication with Customers	46 22
October	Communication with Customers (contd....) Recent trends in Marketing	38 30
November	Information Technology	68
December	Information Technology Computer Hardware and Operating System Office Automation	12 50 6
January	Office Automation (contd....) Linux and Open Office	64 4
February	Linux and Open Office (contd....) Internet and Malayalam Computing	46 22
March	Internet and Malayalam Computing (contd..) Marketing strategy and e-Commerce	28 40

Course Structure

This course will consist of four modules such as:

Module No	Name of Module	Periods
Module I	Marketing and Selling	340
Module II	Computer Application and e-Commerce	340
Module III	Retail Marketing	340
Module IV	Marketing of Financial Services	340

CLASSROOM ACTIVITIES

1. Product presentations using ICT
2. Charts
3. Animated CDs
4. Brain storming
5. Case study
6. Simulation
7. Diagrams
8. Discussion
9. Videos relating to marketing and selling
10. Seminar

PRACTICAL ACTIVITIES

1. Exhibitions
2. Role Play
3. Mini Project
4. Market survey

5.   Field visit

6.   Marketing games

MARKETING LAB

For conducting practical activities, a separate "Marketing Lab" should be arranged. The Marketing Lab can be established in the form of Retail outlet / Franchise / Agency of any leading business unit (for example Marketing agency of Coirfed/ Cashew development Corporation / Insurance companies / Kudumbasree units etc.). The lab should be a real or simulated Retail outlet capable of production, sales and training. The Practical sessions should be conducted in this lab. Following skills are imparted through the practical sessions in the Marketing Lab:

• Product presentation

• Negotiation skills and closing the sales

• Advertisement copy preparation (both print and broadcast media)

• Communication skills

• Customer care/Tele-Marketing

• Personality, self grooming and personal hygiene

• Preparation of various reports connected with sales

• Product Planning and Display

• Skills in Security Analysis

The skills can be developed through real practical experiences and through Case studies, Survey, Role play, Interaction with Industrial Experts, Field study, Management games, Presentations etc. Vocational Instructor should be the custodian and Manager of Marketing Lab.

IT AND COMMUNICATION LAB

For conducting practical activities related to IT and communication, a separate IT and language lab should be arranged. Personal computer system should be provided to each student. This lab will enable the student to practice marketing communication in diverse situations. For this purpose, various audio visual aids should be utilized. It is necessary to impart the soft skills for development of personality traits among the learners. An integrated communication lab delivers the requisites for developing smart skills. It consists of listening skill, speaking skill, writing skill, interpersonal skill, team work, coping with stress, coping with emotions, empathy, self- awareness, decision making skill and problem solving skill. As far as possible, practical of each module should be prepared with the help of ICT.

Following skills are imparted though the practical sessions in this lab:

- Product and Sales presentation through ICT
- English and Malayalam data entry skill
- Web – Designing and e-Commerce
- Package and Label designing skill
- Advertisement copy, preparation and presentation
- Invoicing and billing
- Skill in security analysis
- Communications skills (verbal and written)

ON THE JOB TRAINING

On the Job Training Programs should be conducted in a structured manner with a training plan under the supervision and guidance of an experienced supervisor. This is the core area and it should help to attain effective skill competency. The department has to identify various industries near each of the institutions and make linkages with them for imparting hand - son experience for its different batches.

Industry awareness is one of the prime motives of skill competency education. Imparting skill education to the new generation in accordance with the need of the sectors is a tedious task. The transaction of skill can be imparted through hand - son experience. The practice of modifying skill in the real environment is possible only through On the Job Training.

- OJT should be conducted for a period of one month which should be implemented as two weeks training during the first year and two weeks training during the second year of the course.
- The students are given the option to choose their own skill areas for OJT. They will be allowed to identify the OJT centres with the prior sanction of the Principal and Vocational Teacher.
- Depending on the availability and size of the OJT centre, a minimum number of students should be allotted to each centre. OJT should not be transformed to industrial visits.

On the Job Training Sectors

1. Organised Retail Outlets
2. Departmental stores
3. Telecommunication companies
4. Dairy development corporations
5. Handloom development societies
6. Arts and crafts emporium
7. Advertisement agencies

8   Share brokers and investment agents

9   Export marketing organizations

10   General Insurance company

11   Packaging agencies

12   Cyber companies and Internet cafes

13   Exhibitions and fairs

14   DTP organizations

15   Market research organizations

16   Courier agencies

17   Tourism and Travel agencies

18   Organised and Unorganised Retail

19   Consumer co-operative stores

20   Real estate Agents

21   Direct marketing organizations-Mail order houses, Home shopping services, Tele Marketing

22   Maintenance service organizations

23   Event Management Programs

Possible Skill Area for On the Job Training

- Marketing survey /research
- Prospecting
- Labelling and Packing
- Billing and Preparation of invoice
- Presentation and demonstration of products
- Greet and receive customers
- Closing the sales and make the delivery of goods
- Merchandising
- Sales /Assist in client servicing
- Delivery of art materials to clients/medical/printing house.

CERTIFICATION

Module 1 Certificate in Marketing and Selling

Module 2 Certificate in Computer Application and e-Commerce

Module 3 Certificate in Retail Marketing

Module 4 Certificate in Marketing of Financial Services

OVERVIEW OF MODULE- 1

Marketing and Selling

This module on **"Marketing and Selling"** provides a thorough immersion in marketing concepts and activities according to the special requirements of the current market. The concept of marketing is essentially a concept of consumer orientation. It involves individuals and organizations performing functions that seek to satisfy human wants by facilitating an exchange relationship. The module contains suitable examples, practical activities and provides clear explanations of such vital topics as basic concepts of marketing, marketing mix, classification of customers, customer relations, customer behaviour, customer communication, selling concepts, selling skill, communication skill and recent trends in marketing. This is essential for the beginners who specialize in marketing and selling.

This module provides the basic skill in Marketing and is essential for the subsequent modules of this course. It helps the learner to understand the customer, help him to approach the customer effectively, improves the product presentation skill, negotiation skill and the skill in closing the sale positively. It also helps to use the Marketing Mix strategy effectively as well as to maintain a good relation and communication with the customers.

Expected Skills

- Communication skill
- Market analysis skill
- Negotiation skill
- Customer greeting skill
- Product presentation skill
- Problem solving skill
- Service providing skill
- Consumer behaviour analysis skill
- Branding skill
- Package designing skill
- Quality assurance skill
- Pricing skill
- Distribution channel selection skill

• Advertisement copy designing skill

MODULE 1
MARKETING AND SELLING

Unit No.	Name of units	Periods
1.1	Fundamentals of Marketing and Selling	30
1.2	Understanding Customer	40
1.3	Marketing Mix strategies	90
1.4	Techniques of Selling	90
1.5	Communication with Customers	60
1.6	Recent Trends in Marketing	30
	TOTAL PERIODS	**340**

Module 1 : Marketing and Selling   **Unit 1 : Fundamentals of Marketing and Selling   (30 periods)**

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
Marketing- Meaning and Importance • Market analytical skill • Presentation skill • Communication skill	• Outline the marketing process as identifying the needs and wants of the customers and methods to satisfy them in a manner better than the competitors. • Recognize the importance of marketing in increasing the standard of living of the society. • Identify the role of marketing in generating employment opportunities.	• Present a video clipping or newspaper cutting describing the changes that has been made in different countries of the world as a result of the exchange of goods and services. This is followed by an interactive discussion leading to the meaning and importance of marketing to the society and to the firm.	• Notes in Activity Log
Functions of marketing • Organising skill • Analytical skill • Communication skill	• Describe the functions of marketing.	• Interactive discussion on various activities involved in buying and selling followed by a visit to a local market after preparing a suitable questionnaire for understanding the functions of marketing.	• Report on market visit. • Presentation of marketing function in the form of a chart
Market- Concept of Markets, classification of market • Observation skill • Analytical skill • Interpretation skill	• Explain the concept of market. •Identify various types of market.	• Interactive lecture on the fundamentals of market and their role in our day to day life.	• Notes in Activity Log
Selling -Meaning • Interpersonal skills. • Negotiation skill	• Recognize the need and importance of selling.	• Discussion on selling and its importance in marketing. • Arrange a case study on any retailer in your locality covering important selling activities.	• Report on case study
Difference between selling and marketing • Presentation skill • Analytical skill	• Distinguish selling from marketing.	• Discuss and present the activities performed by a MNC to sell its product. • Discuss and present the activities performed by a local retailer in selling their product. Prepare a table showing the difference between selling and marketing.	• Table showing the difference between selling and marketing

Module 1 : Marketing and Selling		Unit 2 : Understanding Customers	(40 periods)
Ideas/Concepts/Skills	**Learning Outcomes**	**Suggested Activities**	**Assessment**
Meaning and importance of customer • Communication skill • Analytical skill	• Understand the meaning of customer and realize their importance in marketing. • Recognizing the needs and wants of customers.	• An interactive lecture on customer to convey the meaning and prepare notes. • Arrange a role play displaying the importance of customer.	• Notes on meaning of customer • Observation of role play
Consumer Behaviour Factors influencing Consumer behaviour-cultural factors, social factors, personal factors and psychological factors	• Identify the changes in consumer behaviour under various situations. • Identify the factors influencing consumer behavior.	• A market survey should be conducted to identify the factors influencing consumer behaviour. A questionnaire should be prepared after careful discussion. The finding of the survey should be presented in the form of a PPT.	• A PPT on market survey
• Communication skill • Consumer behaviour analysis • Interpretation skill Segmentation, Target Marketing and Positioning • Market segmenting skill • Market targeting skill	• Choose the group of customers having general and common needs and wants. • Recognise the customer loyalty towards the market offer of an organization.	• Discuss success stories of segmentation, targeting and positioning strategies adopted by companies. Eg. Kinetic Honda, Honda Activa, Scoobee day, Everyday Dairy Whitener, Amul Milk Powder, Johnson and Johnson etc.	• Notes in Activity Log

Module 1 : Marketing and Selling | **Unit 3 : Marketing Mix Strategies** | **(90 periods)**

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
Basic Elements of Marketing Mix • Skill in understanding customers • Decision making skill • Problem solving skill	• Discover the strategy to be followed for the effective delivery of customer satisfaction.	• Story telling emphasizing the importance of 4Ps in marketing followed by a discussion.	• Notes in Activity Log
Product Features- technical and emotional- Classification Basics of Product Mix • Analytical skill • Presentation skill • Creativity • Skill in sales talk	• Construct knowledge about the features of product. Recognize that the product can be physical goods or a service or a combination of both.	• Classify the products given to the students into tangible and intangible, ask the students to list out the features of each category and prepare a chart. • Collect advertisement copies of products and list out the features of product on the basis of technical and emotional. Make a list in tabular form.	• Notes in Activity Log, chart and table
Branding (brand, brand mark, trade mark, types of brand, essentials of a good brand) • Branding skill	• Identify the essentials of a good brand. • Explain the importance of brands for products.	• Collect the brand marks and brand names of different categories of product and present in the form of an album. This should be followed by a discussion covering the essentials of a good brand.	• Album presentation • Notes in Activity Log
Packaging (functions and types of packages) • Designing skill • Packaging skill	• Recognize different packing materials suitable for different products. • Construct skill in packaging.	• Collect variety of packages and arrange an exhibition followed by a discussion on functions and types of packages. Each learner may be allotted a product. Ask them to bring suitable packing material into the classroom and make an appropriate package.	• Report on Exhibition • Observation
Standardization (importance and approved agencies like Agmark, ISI, BIS, ISO etc.) • Quality Assurance Skill	• Identify the importance of bringing out quality and standardized product for customer satisfaction. • Recognize various standardizing agencies and their role in assuring quality.	• Show some paper cuttings dealing with the consequences of marketing of substandard products and their effect on society. This should be followed by an interactive discussion emphasizing the role of standardization agencies to control such unfair practices in the market.	• Notes on discussion

Module 1 : Marketing and Selling

Unit 3 : Marketing Mix Strategies   **(90 Periods)**

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
New Product Development • Creativity • Imagination • Skill in satisfying customer needs	• Observe the situation demanding the need for developing a new product. • Construct skill in planning and developing a product that satisfies the needs and wants of customers.	• Form 4 groups. The groups should be asked to suggest a suitable product which can be produced and marketed through the school PTC. Through an interactive discussion, steps in new product planning and development are listed out and the learners may be asked to prepare a project report in relation to product planning and development.	• Project report
Price Objectives	• Identify the objective of pricing. • Recognize the necessity of bringing the product into the market at an appropriate price for providing customer satisfaction.	• Initiate an interactive discussion leading to objectives of pricing. The outcomes should be listed out and the learners should be convinced of the importance of Pricing in marketing for maintaining consumer satisfaction	• Notes on discussion
Methods of Pricing (cost based, demand based, competition based, and value based) • Skill in price fixation • Evaluation skill • Market analytical skill	• Recognize the various strategies of price fixation. • Estimate the price of a product.	• Collect the materials relating to the price of different products. Then a discussion can be initiated leading to the types of pricing	• Notes on discussion
Supply chain Storage and Warehousing Transportation Channel of distribution	• Explain physical distribution in marketing. • Recognize the necessity of transportation, storage and channel of distribution in marketing.	• Form 4 groups and each group should be alloted some specific product belonging to different distribution channels. List out the channel through which it is marketed, its mode of transportation and storage facility. This should be followed by a discussion covering the need and importance of physical distribution in marketing.	• Observation and Discussion notes
Promotion	• Construct knowledge about the promotion of the goods and services in the market .	• Interactive discussion covering all the promotional tools prevailing in the market.	• Notes on discussion

Module 1 : Marketing and Selling

Unit 3 : Marketing Mix Strategies (90 Periods)

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
Sales Promotion (Meaning, Importance and Types) • Skills in Product Promotion	• Explain the meaning and importance of sales promotion. • Construct suitable promotional tools according to the situations. • Evaluate the effectiveness of sales promotions tools.	• Form 3 groups and each group should be allotted a topic like consumer sales promotion, dealer sales promotion and sales force promotion. They should also conduct a seminar on the allotted topic.	• Seminar Report
Advertising	• Recognize the role of advertising in marketing.	• Conduct a discussion on the role of advertising in marketing by showing some print advertisements.	• Notes on discussion
Advertisement Copy • Skill in designing Advertisement Copy	• Sketch a structure of an advertisement copy. • Design an advertisement copy.	• Collect advertisement copy with attention value, suggestion value, memorizing value etc and present it in the form of an album followed by a discussion. The learner should also prepare a suitable advertisement copy for a given product.	• Album • Advertisement copy
Advertisement Media • Skill in media selection • Importance of adeevertisement	• Identify various media of advertisement. • Evaluate suitable advertisement media of a product.	• Present a print advertisement, an audio advertisement and a video advertisement followed by a discussion covering indoor, outdoor, direct and promotional advertisements.	• Discussion note
Personal Selling (Direct Marketing) • Selling skills	• Recognize the importance of personal selling. • Construct skill in personal selling. • List out the qualities required for a successful salesman.	• Interview with an expert salesman by preparing a detailed questionnaire covering importance of salesmanship and qualities to be possessed by a good salesman.	• Report on interview
• Qualities of a good salesman • Skills in self-concept and self-image	• Recognize the necessity of appropriate dressing for customer service personnel.	• Interaction with an expert salesman. • Audio/video presentation on personal grooming.	• Report on interview • Notes in Activity Log

Module 1 : Marketing and Selling   **Unit 4 : Techniques of Selling**   **(90 periods)**

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
Selling Process • Selling skill • Communication skill	• Recognize the procedure involved in selling.	• Role play-By handing over a product to a student and requiring him to act as a salesman to sell that product and ask the learners to comment. After observing the role play, they should comment on the various steps in selling and discuss the importance of selling process.	• Notes in Activity Log regarding the discussion. • Observation of the role play
Prospecting-qualities of a good prospect-methods of prospecting • Prospecting skill	• Identify the real prospect. • Identify a qualified prospect. • List different methods of prospecting.	• Case study- describing the qualities of a good prospect and covering methods of prospecting.	• A note on the analysis of the case
Preapproach	• Recognize the preparations to be made before meeting the customers.	• In continuation of the above case, list out the preparations to be made before meeting the prospect and present the same in the form of a chart.	• Chart
Approach(introductory, shock, product, consumer benefit, premium, curiosity, question etc) • Greeting skill	• Explain different methods of approach.	• List different approaches though brain storming. Conduct a role play on an imaginary sales talk.	• Notes on different methods of approaches • Role play • Observation
Presentation and demonstration	• Construct skill in product presentation and demonstration.	• Visit a textile shop and observe the product presentation of a salesman. An interaction can be arranged with the same salesman by sharing his experience.	• Observation • Report on visit
Handling objections	• Predict the possible objection that can be raised by the prospects. • Recognize various methods of handling objections.	• Present case studies with different objections and arrive solutions through an interactive discussion.	• Observation of the performance • Report on findings.
Closing the sale Sales Talk	• Recognize the method of closing the sale.	• In continuation of the case study, follow the methods of positively closing the sale.	• Notes on methods of closing sale • Observation
Sales Reporting. • Communication skill • Analytical skill	• Construct skill in communicating with the superiors about the work done by a salesman.	• An interaction with an expert salesman regarding daily report, weekly report, monthly report and other modern reporting system. Provide model sales report and discuss its contents.	• Report on Interview • Notes in Activity Log

Module 1 : Marketing and Selling

Unit 5 : Communicating with Customers (60 periods)

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
Communication in Marketing	• Construct knowledge about importance in developing good communication skill for a Salesman.	• Audio/video presentation emphasizing the importance of communication in marketing followed by an interactive discussion.	• Observation • Notes in Activity Log
Modes of communication Direct Personal Communication Written Communication(sales letter, leaflets, circular, notice etc.) Tele calling, Telemarketing, Internet advertisement and promotion tools • Communication skill • Brochure designing skill • Incentive and commission calculation • Sales report preparation	• Identify different communication method and evaluate their suitability for specific purpose. • Demonstrate communication skill in making and receiving telephone call effectively. • Record messages from callers accurately. • Compose information from tourists maps, brochures and other non-continuous text and communicate information to customers.	• Discussion on the importance of selling process. • Audio/video presentation emphasizing the importance of direct communication in marketing, followed by an interactive discussion • Role play can be arranged on direct communication. • Letter writing exercises. • Exercises on the preparation of leaflets, brochures etc. after giving necessary direction. • Use of internet	• Observation, • Notes in Activity Log, soft copy of the output.
• Managing communication for Effective Marketing • Marketing communication skill • Listening skill	• Construct skill in effective communication in different situations.	• Case study on effective communication in different situations followed by an interactive discussion.	• Report on case study • Observation

Module 1 : Marketing and Selling		Unit 6 : Recent Trends in Marketing	(30 periods)
Ideas/Concepts/Skills	**Learning Outcomes**	**Suggested Activities**	**Assessment**
Event Marketing Importance of Event Marketing Types of Events Steps in Event Marketing • Skill in marketing an event	• Recognize the concept of Event Marketing. • List various types of Events. • Discover skills in marketing an event.	• List the various events happening around the locality and describe how they happen. This should be followed by an interactive discussion on steps in event marketing.	• Discussion notes
Social Media Marketing Viral Marketing Meaning, Application • Skill in popularizing brand through social media	• Recognize the importance of effective communication with the customers and expand business through Social Media. • Recognize the concept of Viral Marketing. Use of viral marketing in brand building.	• Through a brainstorming session, the learners are asked to list the various messages and concepts spreading though social media and how this media can be effectively used in promoting a product.	• Discussion notes • Observation
Green Marketing Meaning	• Recognize the concept of Green Marketing to promote ecofriendly products.	• Give a case study highlighting the adverse effects of marketing practices which are harmful to the environment. The case analysis should be followed by a discussion leading to the importance of fair marketing practices which are ecofriendly and having ethical values.	• Case analysis report.
Ethics in Marketing Meaning	• Recognize the concept of ethics in Marketing.	• Video presentation emphasizing the importance of ethics in Marketing followed by an interactive discussion. • Give a case study regarding the ethical practices followed by companies in India.	• Observation • Notes in Activity Log • Case Analysis Report

PRACTICAL

MODULE 1
MARKETING AND SELLING
Unit 1
Fundamentals of Marketing and Selling

Ice-breaking Session

Have students pair up. Give the pairs 5 minutes to share vital information. Then the students have to introduce their partners to the rest of the group.

Vital Information : - Name of student, place of residence, family details, hobbies, achievements, ambition, memorable events etc.

Practical 1

Activity: Visit/use video of any shopping mall or super market and make a report on the activities of the shopping mall or super market.

(Teacher should give inputs like nature of business unit, profile, purpose of visit, points to be noted etc. Students should prepare tools like interview schedule/questionnaire/checklist etc. for data collection)

Step 1.   Visit/use video of any shopping mall/super market in your locality.

Step 2.   Make an informal conversation with the salesman or sales manager.

Step 3.   Observe the important activities in the mall/shop.

Step 4.   List out the products.

Step 5.   Draw a chart on Marketing Activities performed.

            (Students should document and present the findings in the classroom)

Practical 2

Activity: Interview with a successful businessman, Marketing Manager or Sales Manager (Sales Manager should preferably be invited to school)

Step 1.   Teacher helps the students to prepare a suitable questionnaire/interview schedule.

Step 2.   The programme begins/starts with a welcome note by any student. The student gives an idea about the Sales Manager.

Step 3.   The guest talks about his organisation and the nature of job.

Step 4.   Interaction between students and the Sales Manager.

Step 5.   Both questions and answers are recorded.

Practical 3

Activity: Prepare a note on the Marketing Functions of any business unit in your locality.

Step 1.   Divide the batch into different groups and instruct them to visit any business unit in their locality on holidays and study the complete marketing functions.

Step 2.   Write the name of the unit which the students visit.

Step 3.   List out the products of the unit.

Step 4.   Draw a chart on Marketing Functions.

Step 5.   Relate and describe all the functions of the unit.

Step 6.   Selected students should present their findings in class using PPT.

Practical 4

Activity: Draw a chart describing different types of market.

Step 1.   Collect details of different types of market.

Step 2.   Draw a diagram to show different classifications.

Step 3.   Collect pictures to support the chart and paste it in the record book.

Practical 5

Activity: Draw a table describing the differences between Marketing and Selling.

Step 1.   Draw two column tables.

Step 2.   List out the differences between selling and marketing.

Step 3.   Provide examples.

Practical 6

Activity: Students should meet a Sales Manager/Sales Executive and conduct an interview. The teacher then divides the students into 5 or 6 groups and assigns them various industrial sectors such as Automobile, Banking and Insurance, Pharmaceuticals, FMCG (HUL, P&G, Dabur etc), Consumer Electronics and Telecommunications.

The students must submit the report which should contain the following:

*   Brief history of the company, profile of the sales person (Name, Age, Experience, Qualification etc.)

*   About the product, Sales procedure/Process (Explain how he/she conducts the sales activity)

*   Sales Target (Whether he/she is able to achieve the target)

- Sales organisation and his/her position.
- Sales territory and his workload (Routing and scheduling), Sales Reports, Training Methods.
- Compensation (Remuneration, Incentives), Sales meeting and Contest.

Practical 7

Activity: Discussion on success stories.

Step 1.   Divide the class into different groups.

Step 2.   Provide handouts of success stories from magazines like *Sampadyam* or *Dhanam* to each group.

Step 3.   Encourage groups to discuss the handouts.

Step 4.   Group leader presents the conclusion at the end of the session.

Practical 8

Activity: To visit market/e-store and list out available brands of selected consumer products (such as Toothpaste, Detergents, Tea, Coffee, Mobile phones, Shampoos, Toilet Soap, Electrical bulbs, Shoes, Ceiling fans, Washing machines, Television etc) and classify them into different categories such as durable and non-durable, convenience, shopping, speciality etc. This may be followed by a group discussion on the important characteristics of the distribution of each category of the product.

Practical 9

Activity: Prepare a resume and covering letter for the post of a Salesman .

Step 1.   The teacher presents job advertisements for Sales jobs.

Step 2.   The teacher presents details of job, roles, qualifications, skills etc.

Step 3.   The teacher describes the format of a covering letter and a resume.

Step 4.   Student prepares the resume and covering letter .

(Students should prepare resume and covering letter in Word Processing Software. They should take print out and file it.)

Practical 10

In addition to the practical sessions mentioned above, the students should spend a minimum of 2 to 3 hours per week in the Marketing Lab for acquiring real - time marketing and selling skills and note down the activities in the record book.

Unit 2
Understanding Customers

Practical 1

Activity: Conduct a survey on customer satisfaction about the service of telecom service providers in your area/school. Tabulate the data and present the survey findings in the class room.

(The whole class is divided into four batches and the students are given an idea about the telecom industry, major players and preparation of questionnaires)

Step 1.   List out the Telecom Network Providers in your area.

Step 2.   Prepare a questionnaire to survey the customers about their satisfaction.

Step 3.   Conduct the survey.

Step 4.   Consolidate the results.

Step 5.   Evaluate the results and list out findings.

Step 6.   List out the reasons for dissatisfactions, if any.

Step 7.   Make a report and present it in the class using PPT.

Practical 2

Activity: Visit a nearby Telecom/Automobile/Transport/Beauty parlor service provider for identifying various types of customers and their buying patterns.

Step 1.   Identify the type of customers visiting the service provider.

Step 2.   Identify their buying patterns.

Step 3.   List out the services provided to customers.

Step 4.   Prepare a report based on the above findings.

Practical 3

Activity: Choose a Bank/Insurance Company/Automobile Franchisee and identify the market segmentation strategy.

Step 1.   Identify the different types of products.

Step 2.   Identify the types of customers.

Step 3.   Identify the suitability of products for each customer.

Step 4.   List out the benefits of segmentation.

Step 5.   Identify similar market segmentation in Indian Market and draft a report.

Step 6.   Draft and present the findings in class.

Practical 4

Activity: Teacher presents a case study describing the buying habits of an American and an Indian customer. Find out the reasons for differences in buying behaviour of the two customers.

Step 1.   Compare the buying habits of the two customers mentioned above.

Step 2.   List out the differences in their buying pattern.

Step 3.   Identify reasons for differences.

Step 4.   Prepare a report based on the findings.

Practical 5

In addition to the practical sessions mentioned above, the students should spend a minimum of 2 to 3 hours per week in the Marketing Lab for acquiring real - time marketing and selling skills and note down the activities in the record book.

Unit 3
Marketing Mix Strategy

Practical 1

Activity: Develop a marketing mix for a new bath soap describing the 4Ps of marketing and document it (The students should be divided into four groups).

Step 1.   The teacher should provide an idea about the 4Ps of Marketing.

Step 2.   The students should suggest a brand name for the new product.

Step 3.   The students should suggest the features of the new product.

Step 4.   The students should design a package for the product with the necessary labels.

Step 5.   The price should be fixed for different quantities.

Step 6.   The channels of distribution for sales should be suggested.

Step 7.   The promotion mix including advertisement, sales promotion techniques etc. should be suggested.

Step 8.   Students should present the strategy in the class (Each strategy should be justified).

(Presentation can be done with the help of PPT)

Practical 2

Activity: Design a package for a new product like a new brand of toothpaste, soap etc. and make the model of the package using card board or chart paper.

Step 1.   Divide the class into four different groups.

Step 2.   The teacher should assign different products to all groups.

Step 3.   The students should collect the package of any existing product.

Step 4.   Students should make big models using cardboard or chart paper.

Step 5.   Design brand name and other art works and label on the package.

Step 6.   Exhibit and demonstrate the package in the class room.

Step 7.   Write the activity procedures in the record book.

Practical 3

Activity: Prepare a comparative chart of prices of different brands of different products.

Step 1.   Students should be divided into four groups, each group should be assigned different products.

Step 2.   The students should collect price and quantity of different brands of products like different brands of soap, tooth paste, shampoo etc.

Step 3.   Draw a comparative chart showing the brand name, quantity and price.

Step 4.   Based on the chart, suggest which brand is most economical to the customers.

Step 5.   Record the observations regarding variations in the prices of the product.

Practical 4

Activity: Make a report on suitable modes of transportation for different products (Divide the class into 7-8 groups).

Step 1.   Teacher should collect 7-8 different products manufactured in different parts of the world including local brands (Packet is enough if products are not available).

Step 2.   Product/Packet should be given to each groups and the students should suggest the different transportation modes by which the product has reached the customer.

Step 3.   Draw a chart showing different modes of transportation and compare its cost and speed.

Practical 5

Activity: Make a collection of different types of print advertisements and prepare an album.

Step 1.   Collect different types of print advertisements.

Step 2.   Identify the advertisement appeals.

Step 3.   Set an album with the advertisements.

Practical 6

Activity: Design and prepare the advertisement copy for admission to various vocational courses in your school.

Step 1.   Identify the courses and its features.

Step 2.   Create an advertisement copy by including heading, sub heading, art work, logo etc.

Step 3.   Make an album.

Practical 7

Activity: Write a story board for a television advertisement for any product and present it in the class.

Step 1.   Divide the students into four different groups.

Step 2.   Assign four different products to different groups.

Step 3.   The groups must make a story board for the advertisement.

Step 4.   Present the advertisement in the classroom.

Step 5.   Record the story board in the record book.

(At the end of the presentation, the teacher should get the justification for the story board. The whole activity should be evaluated and recorded)

Practical 8

Activity: Your school is launching a new product. Prepare a letter to the prospective customers. Design the brochure and arrange the Product Launching Event in the class (using ICT tools).

Step 1.   Divide the class into 4 groups.

Step 2.   Teacher provides information regarding the products to be launched.

Step 3.   Each group prepares their Sales letter to customers, Brochure and Power Point Presentation.

Step 4.   Students must conduct the actual product launch event.

Practical 9

Activity: Visit the office of a Manufacturer/Marketer of some Consumer/ Industrial goods to discuss the distribution channels used by him in order to make his product available to the buyers.

Step 1.   The teacher should provide necessary tools for data collection.

Step 2.   Visit the shop and collect the required data.

Step 3.   Presentation of findings in the classroom.

Practical 10

Activity : Marketing Strategy formulation - The students are grouped into four groups and all the groups will be given a product concept or idea (eg. Toilet Soap).

Step 1.   Each group will form a company and name their company as per their choice.

Step 2.   Each will have a group leader who will be called the CEO of the company and the group members will be the managers of different functional management area (Marketing Manager, Finance Manager, Production Manager etc.).

Step 3.   One hour is given to the group for preparation of Marketing Strategy (Segmentation/Target marketing/Positioning / Product/Pricing /Distribution etc.)

Step 4.   Presentation of team members.

Step 5.   Interactive session with teachers.

Step 6.   Note down the activities in the record book.

Practical 11

In addition to the practical sessions mentioned above, the students should spend a minimum of 2 to 3 hours per week in the Marketing Lab for acquiring real - time marketing and selling skills and note down the activities in the record book.

Unit 4
Techniques of Selling

Practical 1

Activity: Handling Sales Objection.

Step 1.   Divide the class into 4 groups and assign any one of the following sales objections:

•   Product has high price.

•   Product is of low quality.

- • I am not interested.
- • No after - sales service
- • I am too busy.

Step 2. Make a script to handle the objection raised by the customer.

Step 3. Arrange a Role Play.

Step 4. Use the script during the role play. Students will play the role of a sales person, customer and observer. Observers should share the feedback at the end of every role play.

Step 5. Rest of the students should observe and write notes in the record book.

Practical 2

Activity: Interview with a Salesman or Sales Manager (objective of the study is to collect information on various skills and qualities required by a salesman).

Step 1. Teacher helps the students to prepare a suitable questionnaire/interview schedule.

Step 2. The programme starts with a welcome note by a student. The student introduces the Sales Manager.

Step 3. The Sales Manager talks about the skills and qualities required by a Salesperson.

Step 4. Interaction between students and the Sales Manager.

Step 5. Students should note down the points.

Step 6. Students should present the skills and qualities using ICT.

Practical 3

Activity: Mr. Kumar is an IT professional and is working with one of the leading IT Companies. He is a busy professional and handles clients for their software needs. He is a qualified system analyst and software designer. His mobile number is 4939339932. You have to fix an appointment with him over the telephone. What would you say?

Student 1 is Mr.Kumar.

Student 2 is a Sales representative of Company X who is seeking an appointment with Mr.Kumar.

Develop a conversation between Mr.Kumar and the sales representative and present it in the form of a role play and record the conversation in the practical record.

Practical 4

Activity: Keeping the above telephonic conversation in mind, develop a script to fix an appointment with a prospect.

While making a telephone call remember to:

- Be prepared / brief /enthusiastic/urgent /assertive
- Listen
- Speak slowly and clearly
- Be sincere

For Example: Greeting >Identify the person to whom you are talking > Check whether that prospect is free to talk>Introduce yourself and your company>Provide the reason for the call>Handle objections >Request appointment.

Practical 5

Activity: Identify the facial expression.

Delighted

——————— ——————— ——————— ———————

A non-verbal gesture helps to understand what the customer is thinking or how he is receiving the input.

Practical 6

In addition to the practical sessions mentioned above, the students should spend a minimum of 2 to 3 hours per week in the Marketing Lab for acquiring real - time marketing and selling skills and note down the activities in the record book.

Unit 5

Communicating with Customers

Practical 1

Activity: Make a report on the different offers given by Car Manufacturing /Electronic Home Appliances companies during the festival season to attract customers and to promote sales.

Step 1.   Collect different advertisements/promotional materials from different newspapers given by companies.

Step 2.   List out various offers given by different brands and different dealers.

Step 3.   Draw a diagram comparing different offers.

Step 4.   Present the data collected in the classroom using PPT.

Practical 2

Activity: Role Play on communication with customers.

Step 1.   Divide the class into different groups.

Step 2.   Provide a situation involving customer and company representative to each group.

Step 3.   Students plan a skit and assign different roles themselves.

Step 4.   Present the skit.

Step 5.   The presentation is evaluated by other groups.

Practical 3

Activity: Make a collection of different types of sales related communications and prepare an album.

Step 1.   Collect different modes of sales communications (sales letters/leaflets/notice/circulars etc).

Step 2.   Set an album containing the different modes of communication.

Step 3.   Present it in the classroom.

Practical 4

Activity: Conduct a Telecalling show between the telecaller of an Insurance company and a prospective customer.

Step 1.   Select two students to conduct the show.

Step 2.   Give them roles and ideas on the dialogues between the two.

Step 3.   The players enact their assigned roles.

Step 4.   Students record the activities.

Practical 5

Activity: Prepare an imaginary sales report of a salesman selling personal care products to different shops in the city.

Step 1.   Assign the products like personal care- Bath soap, Powder etc.

Step 2.   Prepare a table form for making a sales report (use ICT tool).

Step 3.   Put any five imaginary names for the shops.

Step 4.   Put imaginary sales figures (month wise) for the whole year.

Step 5.   Take printout of the report and paste it in the record book.

Practical 6

Activity : Prepare a report on Incentive /Commission calculation.

Step 1.   Give the students imaginary sales figures of 5-6 employees and ask to calculate incentive for each sales person.

Step 2.   Take printout of the report and paste it in the record book.

Practical 7

Activity : Comparison of Sales Target with Salesman achievement.

Step 1. Give students table showing imaginary sales target and actual sales of 5 - 6 employees.

Step 2. Ask the students to calculate and analyse the percentage of achievement.

(Students should use Excel /Template).

Practical 8

Activity : Conduct a mock interview based on the resume. Teacher helps the students to prepare a resume to shortlist the students and conduct the interview.

Step 1. Make a panel of 1-3 interviewers.

Step 2. Conduct the interview by asking questions based on the resume to assess the skill of the candidate.

Step 3. The rest of the students should observe the whole process and note down the major observations.

Step 4. After the session, the teacher should interact with the students and suggest steps to be taken while attending an interview .

Practical 9

Activity: Sales letter preparation for different groups of customers (Use ICT tool).

a. Sales letter from an automobile company to the customer.

b. Sales letter of Laser printer to be sent to offices.

d. Sales letters of Undergraduate courses of a College/ University.

Practical 10

Activity : Prepare Sales Invoice (Using Excel /Template).

Step 1. Give the students imaginary sales figures.

Step 2. Prepare a Sales Invoice using ICT Tools.

Step 3. Take printout of the report and paste it in the record book.

Practical 11

In addition to the practical sessions mentioned above, the students should spend a minimum of 2 to 3 hours per week in the Marketing Lab for acquiring real - time marketing and selling skills and note down the activities in the record book.

Unit 6
Recent Trends in Marketing

Practical 1

Activity: Your school is conducting a Career Fest/Job Fair. Prepare a schedule and programme notice for the event.

Step 1.   Fix the theme of the event with a suitable brand name.

Step 2   Prepare a suitable agenda and brochure to market the event.

Step 3   Suggest suitable media to popularize the event (event promotion).

Step 4   Provide suggestions for venue arrangements, lights, sounds, refreshment, registration etc.

Step 5   Documentation of events and publicity campaign.

Step 6   Record the complete activity.

Practical 2

Activity: Prepare a chart showing different ecolabels for different brands of toothpaste.

Step 1.   Collect details of different colours of ecomarking and its denotations in toothpaste markets.

Step 2.   Draw a chart to show different colours of ecomarking and its denotations.

Step 3.   List out different brands corresponding to different ecocolour marking.

Practical 3

Activity: Make a list of ecofriendly brands for different products.

Step 1.   Make a list of ecofriendly brands.

Step 2.   Prepare a chart of ecofriendly product.

Practical 4

Activity: Make a report on different techniques of viral marketing for popularizing VHSE courses of your school among your friends/ students/prospective employers.

Step 1.   Prepare a visual describing the career and higher education prospects of your courses.

Step 2.   Upload it in your social networking groups like Whats app, Facebook, Twitter, Blog etc.

Step 3.   Record the procedure in the record book.

Practical 5

In addition to the practical sessions mentioned above, the students should spend a minimum of 2 to 3 hours per week in the Marketing Lab for acquiring   real - time marketing and selling skills and note down the activities in the record book.

MARKETING LAB

The primary objective of establishing a Marketing Lab is to equip the learner with academic excellence, technical skill and personality traits. The following table shows major activity and skills required for a salesman:

Sl. No.	Activity	Knowledge	Skill	Personality Traits
1	Identify the customers	Knowledge of Customer Competitive situations Display Techniques	Ability to analyse the marketing environment Approach the prospective customers Analyse customer motivation and behaviour Attract customers to the point of sale	Initiative Cheerfulness Innovativeness Enthusiasm Creativity
2	Receive and serve the customers	Social values and customs Local language Shop layout	Ability to greet customers Ability to communicate effectively Ability to guide the customers Ability to listen and understand customers	Sociability Courtesy Enthusiasm
3	Ascertain the customer need and arousing interest	Understand the buyers' motives Knowledge of products and their attributes	Ability to ask relevant questions Ability to elicit and analyse response Ability to arouse interest Ability to match motives with product	Judgment Empathy
4	Show the merchandise	Knowledge of the product features	Locate merchandise Skill in matching needs with product Ability to demonstrate the practical use of product	Patience Promptness Courtesy Judgment
5	Sales presentation and Demonstration	Knowledge of product technical features Use of product Price of products Competitive product Methods of presentations	Ability to draw and hold attention Ability to explain and demonstrate the product Ability to highlight distinctive features of the product Ability to overcome customer's objections	Initiative Trustworthiness Commonsense Communication
6	Close the sale and collect the order	Counselling the customers in making preferences/choice Obtaining the final order Counting, Weighing, Measuring and packaging the product	Skill in assessing the customers' preferences/choice Skill in relating product features to benefits Ability to deliver the goods and install and demonstrate it.	Promptness Following directions Politeness Mathematical ability

Sl. No.	Activity	Knowledge	Skill	Personality Traits
7	Execute the order	Knowledge of method of packing Knowledge of bills, Invoice Mode of transportation Billing and receiving payment Deliver the product	Skill in weighing Skill in packing the product Ability to deliver the product Ability to prepare bills and invoices	Responsibility Following direction Promptness
8	Sales related activities	Storage information Shop hygiene Record the sales in the book of account Record the transaction Displaying, stock taking, coding prices Credit and collection	Ability to maintain the customer Practice in recording sales transaction Skill in displaying goods Practice in keeping product neat and clean Ability to arrange for the movement of the goods Ability to display the price code Ability to put price tag	Responsibility Following direction Promptness
9	Receive the amount	Handle the cash register and other equipments Sources of market information	Skill in collecting secondary and primary information Handle cash and cheques	Diligence Communication ability
10	After - sales activity	Knowledge of the terms and conditions relating to guarantees and other after - sales activity	Practices in attending to guarantee period complaints Ability to help the customers to benefit from the information contained in the book Ability to make follow up calls	Enthusiasm Tactfulness Judgment Intelligence

LEARNING ACTIVITIES - DETAILING

Unit 1. Fundamentals of Marketing and Selling

Marketing – Meaning and Importance

Suggested Strategy—Discussion : A discussion can be initiated on the topic by mentioning about basic human needs and its role in satisfying human wants. The following activities are given to the group:

Activity 1. Listing of basic needs.

List down basic needs of the human being. The expected answers are

- Thirst
- Hunger
- Dress
- Shelter
- Safety
- …..

Activity 2. Learners may be asked to fill the given table in relation to the thirst need of the human being.

Sl.No.	Product suggested to satisfy thirst	Brand of products	Weight	Cost (Rs)
1	Mineral water	Aquafina	1 ltr	20
2	Soft drink	Pepsi	1 ltr	50
3	Juice	Maaza	1 ltr	60
4	Fresh Juice	————	1 ltr	100
5	—————	——————	—————	———

Discussion can be continued by analyzing the table filled by the learners. Certain learners may opt for fresh juice but others may opt for mineral water. The thirst of the human beings always varies with the use of different products. The fulfilment of thirst by using different products depends upon their ability and willingness to pay.

Discussion Points

- Identifying human needs.
- Recognizing the satisfaction of the needs.
- Analysing customer's ability and willingness to pay for the product.

The checklist given below is provided for effective discussion and assessment:

Have you discussed the following points :	
Human needs	Yes/No
Conversion of needs to wants	Yes/No
Factors affecting human wants	Yes/No
Ability to pay for the product	Yes/No
Willingness to pay for the product	Yes/No

Teacher consolidates:

The core of marketing is

 a) Identification of needs and wants

 b) Satisfaction of needs and wants

 c) The essence of marketing is customer satisfaction.

Activity 3. Learners are presented with a video clipping or a newspaper cutting regarding the changes that have been made in different countries of the world as a result of exchange of goods and services. The video may relate to "Kudumbasree marketing in Kerala", "China's development through marketing" or "Japan's restructuring after bombings in Hiroshima".

List out the importance of marketing :

Importance to the nation	Importance to the individual
1.Increases national income	1.Increases standard of living
2	2
3	3
4	4
5	5

Importance of marketing to the society should be discussed in groups including the following points:

Discussion points

 • Increases standard of living

 • Provides employment opportunities

 • Increase national income

 • Connects producers and consumers

 • Balanced regional growth

 • ……..........

 • ……….…

In order to incorporate the importance of marketing in firms, a success story of a leading marketing firm like flipkart/Myntra/Amazon etc. can be presented (http://successstory.com/companies/flipkart) and learners may be asked to comment on the importance of marketing to the firm.

Possible comments of the learners

- Increase in sales
- Increase in profits
- Increased brand image
- …………
- ………

Discussion can be continued on the finding of the learners by incorporating the importance of marketing to the firm.

Activity 4. List out the 5 incidents which has changed the living standards of the people as a result of marketing.

Teacher assessment

Attributes	No. of students
a. Completed work	
b. Partially completed	
c. Not completed	

While making presentations, necessary reinforcement and supplementation are to be done when situation demands.

Self Assessment

Attributes	Yes/No
Contribution of idea	
Clarity	
Application of concept	
Requires assistance	
Acquiring skill	

Peer assessment checklist

Attributes	Student 1	Student 2	Student 3	Student 4
Contribution of useful idea				
Understanding of concept				
Imaginative and flexible				
Elaborative				
Evaluating own work				

Teacher consolidation

From the above discussion, it is very clear that marketing is important to both the society as well as to the firm. Development of the country to a great extent depends on marketing.

Similarly, the society is also benefited through marketing in many ways. The success and growth of a firm highly depends on marketing.

TE questions :

1. Fill in the blanks

   The aim of marketing is …………………………………

   a) Profit maximization   b) Sales maximization
   c) Customer satisfaction   d) Wealth maximization

2. Find the odd man out and give reason

   a. Increases standard of living of people

   b. Provides employment opportunities

   c. Increases national income

   d. Increases profits

3. "Marketing provides employment opportunities" Do you agree? Give reasons for your answers.

4. Teacher announces a seminar on the topic "Importance of Marketing". Your group decided to present the part "Importance of marketing in firms" Draft a note for the same.

OVERVIEW OF MODULE - 2

Computer Application and e-Commerce

The module "**Computer Application and e-Commerce**" focus on training the students in advanced features of software applications commonly used in the 21st century workplace including word processing, electronic worksheets, database management, presentation graphics, web development, ICT based business communication skills, installation of software and troubleshooting computers. The Information and Communication Technology has revolutionised the entire spectrum of life and living. In this current scenario, there is enormous scope for skilled manpower. This module leads the students to the exciting world of IT and associated services. It helps the students to learn and understand the basics of computer applications as well as the advanced features of some software applications. It also addresses the need to understand the world of business and the world of computer applications in an organised way. The main objective of this module is to develop professionals to meet the requirement of Office Automation and Electronic Data Processing. Special importance is provided to understand the practical usage in specific work areas of computers.

MODULE 2
COMPUTER APPLICATION AND E-COMMERCE

Unit No.	Name of units	Periods
2.1	Information Technology	80
2.2	Computer Hardware and Operating system	50
2.3	Office Automation	70
2.4	Linux and Open Office	50
2.5	Internet and Malayalam Computing	50
2.6	Marketing strategy and e-Commerce	40
	TOTAL PERIODS	**340**

Module 2 : COMPUTER APPLICATION AND E COMMERCE   **Unit 1 : Information Technology (80 periods)**

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
• Introduction to Information Technology Computer Data processing Data presented inside a computer Characteristics of computers History of computers Evolution of computers Classification of computers Hard wired programming and stored program concept	• Explain the characteristics of a computer. • Distinguish between Data, Information and Knowledge. • Describe the storage capacity of a computer system. • Describe the growth and development of computers in different stages. • Identify different computer generations. • Classify the computers as Micro, Mini, Mainframe and Super computer. • Produce the keyboard impress ability at a standard rate of word per minutes.	• Discussion based on collection of materials relating to history of computer. • Practice data entry and data processing. • Practice the computer keyboard with the help of practical module.	• Notes in activity log • Chart
• Computer Organisation Computer as a data processing machine Basic computer operations Functional units System components Input/Output ports (I/O ports) Microprocessor	• Identify the major parts of a computer. • Identify the various functions of the units. • Recognise the various units of a computer through a block diagram. • Identify different components such as motherboard, chipset, bus and expansion slot. • Connect the various devices to the appropriate port. • Recognise various microprocessor such as Intel and AMD. • Compare the characteristics of the microprocessor, Intel and AMD.	• Demonstration of system components • Arrange exhibition of hardware components.	
• The Memory Memory organisation Types of memory Advanced portable storage devices Memory hierarchy	• Describe memory organisation structure of a computer. • Acquire knowledge on different types of memory elements. • Distinguish between primary and secondary memory.	• Interactive lecture • Discussion • Demonstration about the importance of memory in daily life. • List out the features of different memories used in computers	• Notes in activity log

Module 2 : COMPUTER APPLICATION AND E COMMERCE

Unit 1 : Information Technology   (80 periods)

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
	• Identify different RAM and ROM technologies. • Differentiate between sequential access and direct access device. • Identify various secondary storage devices. • Identify various portable storage devices.		
• Input/ Output devices • Input devices • Output devices • Computer Software	• Describe different input devices. • Explain the use of each device and its significance. • Describe different output devices. • Describe the use of each device and its significance.	• Demonstrating various input and output devices.	• Photographs • Notes in activity log
• Computer Software • Software • Classification of software • Malicious Software • Copyright • Software piracy • Licensing • Free software philosophy	• Identify the relevance of software. • Acquire knowledge on software classification. • Explain the use, functions and types of operating system. • Describe the stages of development of computer languages. • Classify programming languages in different categories. • Distinguish between different types of translators. • Identify different types of malicious software. • Judge the aspects of "Free Software Philosophy" and software piracy.	• PPT presentation Discussion on types of software used in computers.	• Notes in activity log

Module 2 : COMPUTER APPLICATION AND E COMMERCE   Unit 1 : Information Technology (80 periods)

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
• Application of Information Technology Communication Business Medicine and Health care Entertainment E-Governance Education Engineering manufacturing Science IT policy in Kerala state.	• Explain the basics of Information Technology. • Describe the roles of IT in various areas of our lives.	• Discussion Presentation Field visit With the help of internet describe the application of IT	• Report preparation

Module 2 : COMPUTER APPLICATION AND E COMMERCE   **Unit 2 : Computer Hardware and Operating system (50 periods)**

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
• Components of a personal Computer Parts of a personal computer Booting BIOS POST	• Describe the hardware components present inside CPU cabinet. • Explain the functions of various components of CPU cabinet. • Identify activities in the booting process. • Recognise the concept of BIOS and POST.	• Observation Discussion Practice	• Assignment • Notes in activity log
• Disk operating system Microsoft Disk Operating System (MS DOS)	• Execute commands such as Date, Time etc. • Explain the file structure of DOS. • Create and modify files using DOS commands.	• Interactive lecture with the help of computer	• Notes in activity log
• Windows 7 operating system Windows 7 Basic file and folder operations Accessories	• Identify the components of operating system. • Create and manage files and folders. • Work with some basic applications that comes with Windows.	• Discussion Practice Comparison with previous versions	• Lab assessment
• Installing and managing Windows 7 Installing Windows 7 Steps to install Windows 7 Hard drive preparation Formatting Device Driver Installing a printer driver Changing file views in Windows 7 Control panel User creation and rights Trouble shooting Creating start-up disk Sharing files	• Install device driver. • Install Windows 8 Operating system. • Install various application software • Describe the steps to setup an internet connection. • Explain control panel, firewall and troubleshooting.	• Demonstration Discussion Installing Windows	• Notes in activity log Lab assessment

Module 2 : COMPUTER APPLICATION AND E COMMERCE   Unit 2 : Computer Hardware and Operating system (50 periods)

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
Internet connection and Firewall Windows Explorer Installing MS office Installing DTP software Installing TALLY • Maintaining of Computer system Transferring computer data Maintaining computer software.	• Transfer data from one computer to another. Write data to a CD or DVD. Install and use antivirus software. Clean cookies. Defragment disk.	• Interactive lecture PPT presentation Discussion with the help of computer	• Notes in activity log

Module 2 : COMPUTER APPLICATION AND E-COMMERCE 　　　　　　Unit 3 : Office automation　(70 periods)

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
• Office Automation basics Concept of office Nature of work in office Need for office automation	• Describe the concept of office. • Explain nature of works in an office. • Identify the needs for office automation.	• Discussion	• Notes in activity log
• MS Office Starting MS Word User interface of MS Word Creating a document Insert header and footer Changing row height and column width	• Launch MS Word. • Identify components of MS Word. • Format text paragraph. • Insert tables, graphics, word art, clip art etc. • Use tools like mail merge, spell check and grammar etc.	• Preparation of greeting card, leave letter, marriage invitation card and bio-data Preparation of invitation letter and add address using mail merge Preparation of brochure about the school	• Lab assessment
• MS Excel Starting MS Excel User interface of MS Excel The work sheet Formulae Sorting Working with chart	• Start MS Excel. • Identify the components of MS Excel user interface. • Create workbook and work sheets. • Insert formulae and functions. • Sort and filter data in tables.	• Mark list preparation Preparation of rank list by collecting name and mark of 10 students in a subject (use sorting) Preparation of chart using sales data	• Chart • Notes in activity log
• MS Power Point Launching MS Power Point Creating presentation in different ways Inserting a new slide Adding themes Saving a presentation Set up the show	• Launch Microsoft Power Point. • Create a presentation using blank template and custom template. • Insert and format objects. • Add transitions to slides. • Save a presentation. • Set up slide show.	• Preparation of slide show about Kerala, India etc. • Preparation of slide show about product presentation.	• Lab assessment
• MS Access Advantages of DBMS Data Models Terminologies used in RBDMS MS Access Creating a query in the query design option Creating a form using Form wizard Reports Import	• Identify the advantages of data base. • Recognise different types of data base system. • Identify the terminologies related with RDBMS. • To start MS Access, Create, Edit and Manipulate data in a data base. • Apply sorting, filtering on data. • Create query using query wizard. • Create reports using report wizard Import and export data.	• Prepare database of students in the class Prepare shop details Prepare price list, customer details	• Notes in activity log

Module 2 : COMPUTER APPLICATION AND E COMMERCE   **Unit 4 : Linux and Open Office (50 periods)**

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
• Introduction to Linux History of Linux Advantages of GNU Linux Linux file system structure Linux Kernel Login and logout in Linux Linux commands	• Distinguish between free and property software. • List the salient features of Linux. • Explain the Linux file structure. • Identify the basic Linux commands and practice them.	• Discussion on the previous knowledge in school level Preparation of reports regarding the various commands used in Linux	• Short Answers • Assignments – Submission of report of commands used in Linux
• Open office.org Introduction to Open office Apache Open Office System requirement Starting Open Office writer.	• Describe GNU General public license. • Identify Apache open office 4. • Identify the general features of Open Office Package. • Explain the features of Open office writer.	• Computer practical lab Discussion	• Lab Assessment
• Advanced features of open office writer Character Formatting Background Color Paragraph Formatting Bullets and Numbering Indents	• Format fonts • Give background color to the text • Format paragraphs. • Set indents and spacing and set different tabs. • Create index.	• PPT presentation Demonstration Discussion Designing leters	• Notes in activity log
• Creating an index of a document. Open Office Calc Open Office Calc Selecting cells Cell formatting Inserting Rows/Columns Built in functions Charts in Calc Addressing Cells Data Range Work sheets Auto fill Filter Data Sorting Totals and sub totals Protection	• Describe the various of features of Calc. • Enter and edit data in cells. • Enter formulae in cells. • Format cells. • Insert rows/columns/sheets. • Describe absolute and relative referencing. • Give names, ranges. • Add, rename and delete worksheets. • To apply autofill to data sequence. • Apply filter. • Sort data. • To find totals and sub totals. • Identify cell protection.	• Interactive lecture Lab activity Preparing work sheets of market survey, graphs, sales quota, invoice, debit note credit note, pay details of salesmen etc	• Lab assessment

Module 2 : COMPUTER APPLICATION AND E COMMERCE

Unit 4 : Linux and Open Office   (50 periods)

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
• Open office Impress Important features of impress Bringing different objects into slides Adding Text Different views Adding New Slides to Your Present-ation Background Slide Transition Animating objects in a slide Watching slide show Saving your presentation.	• Identify important features of Impress. List various window components of Open office into slides. Analyze the need of grouping objects. Demonstrate inserting and cropping images. Identify the need of slide transition. Apply and remove transition effects to slides. Apply and remove animation effects to an object. List the steps required for playing and saving presentations.	• Discussion Demonstration Preparing marketing related presentations like product features, marketing mix and sales promotion.	• Notes in activity log

Module 2 : COMPUTER APPLICATION AND E COMMERCE **Unit 5 : Internet and Malayalam Computing (50 periods)**

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
• Computer Networks Computer network LAN Topologies Protocols Connectivity devices Windows 7 Fire wall settings	• Identify the need of network. Identify different topologies. List various protocols. Identify different connectivity devices.	• Discussion Demonstration of various topology	• Notes in activity log
• Internet and e-mail History of the Internet Connecting Computer to Internet Types of Internet Connection World Wide Web(www) Web Browser Search Engines E-mail (Electronic mail) Creating and using free e-mail account with gmail	• Describe firewall settings. Describe the advantages of Internet. Explain the concept of web page and website. Identify the use of web browser. Describe the benefits of e-mail. Create e-mail account, compose email and send email.	• Discussion Experiment Familiarising internet through practicals	• Notes in activity log • Lab assessment
• Web page designing HTML Starting with HTML Attributes of<HTML> tag	• Identify basic HTML tags. Differentiate tag and attribute. Write HTML code to create simple web pages. Create different types of lists. Use anchor tag. Create table, frameset and forms. Create simple websites.	• Discussion Experiment Creating marketing page of a product using HTML	• Lab assessment
• Malayalam Computing Malayalam through Computers Free Software and Language Computing Malayalam and Technology Malayalam Digital Technology Unicode Malayalam Using Transliteration Malayalam Word Processing	• Recognise Malayalam computing concepts. Analyze the efforts done so for to strengthen our mother tongue using the possibilities provided by Information and Communication Technology. Identify Malayalam fonts in Unicode. Identify the various Malayalam fonts. Download and install Malayalam Fonts. Familiarize with using Malayalam in word processor.	• Practice Demonstration Discussion	• Lab assessment • Notes in activity log

Module 2 : COMPUTER APPLICATION AND E COMMERCE

Unit 5 : Internet and Malayalam Computing (50 periods)

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
• Downloading and Installing Malayalam Fonts Installing Fonts in Windows How to enable Malayalam in Web Browsers? Malayalam in UBUNTU Malayalam keyboard and typing			
• Ethical and Social issues in information system Ethics and Information systems Ethical analysis Information right: Privacy and freedom in the internet age Intellectual Property Right and Information System.	• Comprehend the ethical and social issues related to information system. • Identify the key technology trends that raise ethical issues. • Recognize the information rights ie privacy and freedom in the Internet age. • Identify terms like intellectual property, accountability and liability in relation to information systems.	• PPT presentation Discussion	• Charts • Assignment

Module : 2   COMPUTER APPLICATION AND E -COMMERCE   Unit 6 : Marketing strategy and e-commerce (40 periods)

Ideas/Concepts/Skills	Learning Outcomes	Suggested Activities	Assessment
Introduction to e-commerce • Meaning and Concept • E-business and e-commerce • EDI-Importance, features and benefits of e-commerce • Impact, challenges and limitation of e-commerce • e-commerce structure	• Identify concept of e-commerce. • Categorise e-commerce and e-business. • Identify the importance of EDI in e-commerce. • Discuss benefits and challenges of e-commerce.	• PPT presentation • Discussion	• Assignment
Business models of e-commerce • Business to Business • Business to Customers • Business to Government • Government to Society (e-governance)	• List the different models of e-commerce. • Construct the skill regarding the operating e-commerce model. • Recognise concept of e-governance. • Classify the various websites in e-governance.	• Familiarising various e-commerce models by visiting the sites • Discussion	• Notes in activity log
Designing of website for e-commerce • Components of website • Concepts and designing website for e-commerce • Corporate website - Portal - Search engine • Internet Advertising • Emergence of the internet as a competitive advertising medium • Models of internet advertising • Mobile commerce	• Design the web page for e-commerce. • Identify corporate web site offering e-commerce activities. • List the various types of search engine. • Recognise the concept of internet advertisement. • Explain the demerits of internet advertising. • Identify the opportunities of mobile - commerce.	• Discussion • Designing of sample website using html	• Notes in activity log • Practical Assessment
Electronic payment system • Online payment system • Prepaid and postpaid payment system - e-cash, e-cheque, smart card, credit card, debit card, electronic purse • Security issues and solutions on electronic payment system • Biometrics and type of biometrics • Digital signature- digital certificate • Encryption, Description, public key and private key	• Identify the concept of e-payment system. • Identify the usage of various modes of payment system. • Observe the security issues of e-payment system. • Identify the different components and types of Bio-metric security system. • Identify the procedures for obtaining digital signature. • Experiment the usage of encryption, description, public and private keys. • Identify bar coding and decoding in billing system.	• PPT presentation • Familiarise the online payment through an illustration	• Notes in activity log

PRACTICAL

Familiarisation of Word Processing Advanced Version

Exploring new features of MS Word - Starting Microsoft Word - Exploring the user interface of MS Word - understand mini tool bar - familiar key tips and screen tips - exploring tabs in ribbon - understand home tab - insert tab page layout tab - no reference tab- mailing tab - review tab - view tab - Design tab.

Creating and saving a document - saving the document in compactable format - saving document as pdf file - creating a blank document - create a document based on template - opening an existing document - closing the document - quitting from MS Word.

Working with first document in MS Word 2010

Preparing the first document - setting the page margin - changing the page size - changing the page orientation.

Working with text

Adding text in a document - editing text - creating bulletted and numbered list - applying text format - changing font and font size text - applying bold/italic/underline - applying strike through, subscript and superscript - changing the color of the text, copying and clearing format.

Creating an AutoCorrect and Auto Text Entry

Creating AutoCorrect entries from existing text and images- modifying an Auto Text entry - deleting Auto Text and Auto Correct entry.

Setting indent for paragraph

Adding a paragraph border - changing the page background - applying a background color - add, built - in water mark - creating and applying custom and water mark - adding a page border.

Inserting an equation

Familiarizing equation, Tools, Design tab - Saving equations in the gallery - Inserting header and footer- Changing the document view - creating, modifying and deleting footnotes and endnotes.

Printing the document

Previewing a document - setting print options - proofreading a document - performance, spelling, grammar check- using treasures - using the word count feature - working with the autocorrect option, restricting editing in a document - inserting and removing commands.

Reviewing document

Tracking changes - Accepting and rejecting changes - changing the color and format of tracked changes - tracking changes by author - saving a final copy.

Working with picture

Working with graphical object - inserting picture, clip art and shape - inserting Smart Art Graphic - inserting a WordArt - creating a drawing - changing the drawing object order - re-sizing a drawing object - grouping drawing object.

Advance Operation on graphical object

Cropping a picture - removing background of a picture - changing brightness or contrast of a picture - setting height and width of a picture -wrapping text

Working with table

Creating a table using table icon - drawing/inserting a table- modifying the layout of a table/changing the table size- splitting and merging cells - adding rows and columns in an existing table - changing row height and column width - merging and splitting cells, splitting a table.

Text Positioning and Directioning

Sorting a table - converting text to a table - side by side table - changing cell margins and cell spacing - inserting formula-adding borders and shadings - speed practice to maintain speed @ 30 wpm using computer key board.

Using mail merge envelopes and labels

Creating a document using mail merge - setting the environment for mail merge - adding and editing receipient - inserting merge field previewing and finishing mail merge -creating envelopes and lables Printing envelopes and labels.

Creating a document for Formatting

Inserting a reference - using a place holder - managing sources - inserting a bibliography - indexing, table of content, field - creating a concordance file.

Speed practice starting from 20 wpm to 40 wpm in computer keyboard.

Malayalam Key Board Practice using ISM

Practice the installation of ISM Software -

Use of ISM Software in Malayalam - Selecting script as Malayalam - Keyboard either inscript or Typewriter - setting the tune etc.

Type Simple Paragraphs - Formatting various letters in Malayalam - Preparation of other documents in Malayalam.

Understand HTML Tags

Use of HTML Tags - Use Structure tags of HTML - Use breaks and paragraphs - change font, color and size of the text - draw horizontal tool - create lists - insert images into the web page.

Use HTML Tags for creating simple web pages

Create simple web page - apply background color of the page - create list - unordered list - ordered list - definition list - nested list - create table in HTML - create link internal and external - create forms and frames.

Working with MS Excel

Create a new workbook - insert, merge and delete rows, columns and cells using formatting tools, special and conditional formatting using formulas - insert charts, pictures, tables.

Working with MS Power Point

Create new slide - formating slide - insert tables and charts - creating a slide show using slide transition and animation effects - running the slide show.

List of Experiments

Identify internal hardware - peripheral components - familiarising with operating system along with file management commands like create copy, move, delete and rename files and folders - prepare and print biodata with a covering letter using word processor/ templates.

Calculation of total marks, grades based on boundary conditions for n numbers of students using spreadsheet.

Experiments for burning the content into optical disk - preparation of presentation with transition and animations, insertion of scanned images and internet contents.

e-mail id creation - sending and receiving an e-mail with attachments.

Proofreading Introduction

Course: Keyboarding Applications

Learner will be able to

a. improve composition and editing skills.

b. demonstrate good editing skills.

c. recognize and use proofreader's marks.

d. identify and correct errors

Time Duration: 25 minutes

(The first 10 minutes of class will be a warm up activity. The lesson will take approximately 20-25 minutes and the remaining classtime will be used for keyboarding drill and practice.)

Overview: This lesson is an overview of proofreading marks and how they are used to indicate corrections on documents.

Materials: Proofreading Marks page for each student and Proofreading Marks Power Point.

Activities and Procedures:

1. Warm-up

2. Pass out a proofreading marks page to each student.

3. Project Proofreading Marks PowerPoint on a Smart Board, Inter write Board or white board.

4. Go through slides giving an explanation for each proofreading mark, how and when it should be used.

5. Invite students to volunteer to come up to the board and draw the proofreading mark on the board in the appropriate places in the example.

6. Discuss any additional proofreading marks indicated on the proofreading marks page.

7. Allow the students to work on their drill and practice software for the rest of the class period.

Other Activities: Create short excerpts from a children's story book with errors on them. Pass them out to the students and let them practice using the proofreading marks to show the corrections needed.

Proof reading Marks Page

Mark	Meaning	Example
¶	Paragraph or Enter	Start a new paragraph or move text down
(delete mark)	Delete	The the keyboard
(close up mark)	Close up, no space	The key board
(delete and close up mark)	Delete and close up	The micro-processor
#	Insert Space	#Callforwarding
∧	Insert word or letter	Call forwaring
∿	Transpose	Frequencies travle
∧,	Insert comma	The keyboard, when
⊙.	Insert period	Set up the keyboard.
∨'	Insert apostrophe	The keyboard's location
⊙:	Insert colon	Collect the following:
∧;	Insert semicolon	The keyboard; however
∨"	Insert quotation mark	∨A "feature" phone
/	Lower case	The Microphone
≡	Capitalize	The microphone
= (/)	Insert parentheses	The two parts (microphones and speakers) are
◯	Spell Out	Where ◯u?
‖	Align	‖ Microphone Keyboard Speaker
⌐	Move left	⌐ Microphone
¬	Move right	Microphone ¬

LEARNING ACTIVITIES - DETAILING

Practical 1

Model 1

Apply proofreading marks to correctly revise the memo below.

You should find 15 errors that need to be marked for correction.

TO   :   SuzanneHamlin

FROM   :   Elizabeth A. ross

DATE   :   August 6, 2006

SUBJECT : MACBETH QUOTE

I enjoyed our visit last week at the class reunion. How quickly time passes; it seems like only yester day that we gradauted. Of course a class reunion is a quick reminder that it wasnt yesterday

I was able to find the quote that we discussed with the group on friday. Your memory definitly serves you better than mine; it was a quote from George Bernard Shaw. However, he was referring to shakespeare's Macbeth. Here is the exact quote by Shaw: Life is not a briefcandle. It is a splendid torch that I want to as brightly as possible make burn before handing it on to future generations.

I was glad to to see that so many of our classmates are living lives as "splendid torches" rather than as "brief candles."

Solution 1.

Name   KEY   Period

TO   :   SuzanneHamlin

FROM: Elizabeth A. ross

DATE: August 6, 2006

SUBJECT: MACBETH QUOTE

I enjoyed our visit last week at the class reunion. How quickly time passes; it seems like only yester day that we gradauted. Ofcourse a class reunion is a quick reminder that it wasnt yesterday.

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Practical 2

Keyboarding Lessons

Unit 1:

The home row of the keyboard is the most important to the typist.

When at rest, the typist's fingers are positioned lightly on the ASDF keys for the left hand and the JKL; keys for the right hand.

o   The left index finger will control the F and G keys, the right index finger will control the J and H keys.

o   The left middle finger will control the D key, the right middle finger will control the K key.

o   The left ring finger will control the S key, the right ring finger will control the L key.

o   The left little finger will control the A key, the right little finger will control the ; key.

o   The spacebar is controlled by the right thumb.

Lesson 1 :

Exercises:

Exercise 1:

Please type

asdfg hjkl; asdfg hjkl; ;lkjh gfdsa asdfg hjkl; ;lkjh gfdsa ;lkjh gfdsa

Exercise 2:

Please type

ah had lag slag ah had lag slag ah had ah had lag slag

Exercise 3:

Please type

hash flash ask has hash flash ask has hash hash flash ask hash

Exercise 4:

Please type

dash gash lash dash gash lash dash gash lash dash gash lash

Exercise 5:

Please type

lad sash flag lad sash flag lad sash flag lad sash flag lad sash

Exercise 6:

Please type

fall gall hall lass fall gall hall lass fall fall gall hall lass fall

Exercise 7:

Please type

glass alfalfa adds glass alfalfa adds glass alfalfa adds glass alfalfa

Exercise 8:

Please type

sad shall salad sad shall salad sad shall salad sad shall salad sad shall

Exercise 9:

Please type

ash glad alas ash glad alas ash glad alas ash glad alas ash glad alas

Exercise 10:

Please type

all flask half all flask half all flask half all flask half all flask half

Lesson 2:

The third row of the keyboard is the QWERT keys for the left hand and POIUY keys for the right hand.

o   The left index finger will control the R and T keys, the right index finger will control the Y and U keys.

o   The left middle finger will control the E key, the right middle finger will control the I key.

o   The left ring finger will control the W key, the right ring finger will control the O key.

o   The left little finger will control the Q key, the right little finger will control the P key.

Exercises:

Exercise 1:

Please type

qwert yuiop qwert yuiop poiuy trewq poiuy trewq qwert yuiop qwert

Exercise 2:

Please type

till quail tight yell; will those feat lake hash till quail tight yell will

Exercise 3:

Please type

Our flay queue there rail sale gypsy is wire this flay queue; there

Exercise 4:

Please type

usher wake yaw tide; quash their light rash that usher wake yaw tide;

Exercise 5:

Please type

slit guide tale rage; the depth quest your these slit guide tale rage;

Exercise 6:

Please type

tale trash slide day; take urge wages wake typist tale trash slide day;

Exercise 7:

Please type

play rest jaw quail; why fell its well peat two play rest jaw quail; why

Exercise 8:

Please type

typed sure peep sill; ogre rate quell paw yap use typed sure peep sill;

Exercise 9:

Please type

if do pit dug wary; quaff law stop lair gate here if do pit dug wary;

Exercise 10:

Please type

go her with hit; fight tug quill day saw yippee go her with hit; fight tug

Lesson 3:

Once you have mastered the first row and second row of the keyboard, the third row ZXCV for the left hand and BNM,. for the right hand, you will have learned all the alpha keys on the keyboard which is the most popular punctuation keys. We will also introduce capitals letters in this lesson.

The left index finger will control the C and V keys, and the right index finger will control the N and B keys.

o   The left middle finger will control the X key, and the right middle finger will control the M key.

o   The left ring finger will control the Z key, and the right ring finger will control the, key.

o   The right little finger will control the . key.

o   The left shift key is controlled by the left little finger and the right shift key is controlled by the right little finger.

Your keyboard should have two shift keys, one to the left and one to the right. The typist will use the little finger of their inactive hand to work one of the shift keys when capitals are needed.

So, if you are to type a capital R, you will strike the R key with the index finger of your left hand while depressing the shift key with the little finger of your right hand.

Exercises:

Exercise 1:

Please type

zxcv .,mnb zxcv .,mnb zxcv .,mnb zxcv .,mnb zxcv .,mnb zxcv .,mnb

Exercise 2:

Please type

razar bazzar lizard lacks victory zealous

Exercise 3:

Please type

zeal zonal smell violent check wizard journal

Exercise 4:

Please type

cobra knock snail willing lesson welcome novel lock which

Exercise 5:

Please type

anxious mixture worried peace minor orbit acquire

Lesson 4:

In our first three lessons we covered the first three rows of the keyboard. This being our fourth lesson, we cover the fourth row which is the number row.

o   The left index finger will control the 4 and 5 keys, the right index finger will control the 6 and 7 keys.

o   The left middle finger will control the 3 key, the right middle finger will control the 8 key.

o   The left ring finger will control the 2 key, the right ring finger will control the 9 key.

o   The left little finger will control the 1 key, the right little finger will control the 0 key.

Practical 3

Word Processing

Exercise 1

PROCEDURE TO CREATE PERSONAL LETTER:

1.   Open MS Office 2003 - MS Word - File - New.

2.   Go to Tool-Letters and mailings-Letter Wizard- Under Letter Format tab tick Date Line- Select the Date Format- a Page Design and Letter Style.

3.   Click on Recipient Info Tab-Enter the Recipient's name (and Address if necessary) - Select Informal Option.

4.   Click Sender Info Tab- Enter the Sender's Name (and address if necessary) - click Ok.

5.   Now you will get Date, Recipient name and Sender's name along with a selected text "Type your text here"- Start writing your message in this area.

6.   If you want to align date to the right of the page then select the Date and click Align right button in the standard tool bar.

Exercise 2

PROCEDURE TO CREATE COMPANY LETTER HEAD:

1.   Open MS Office-MS Word - File - New.

2.   Go to View- Header and Footer- Type the complete address of a company.

3.   Select the Text and click align right on the standard tool bar.

4.   In order to insert the company logo (create a logo using paint software and save it or use the existing one) inside the header go to Insert- Picture-From File-and browse for the required Picture/file/logo where you have saved - click Insert.

6.   After inserting the logo/image resize the logo to fit the top left corner of the page by right clicking on the logo, go to Format Picture - select Layout tab - select the Wrapping Style to Infront of text- click OK.

7.   To insert a Line go to Insert- picture- Auto shapes- Select the line and draw below the Logo and the address inside the header.

8.   Format the line by Right clicking and selecting Format Auto shape select the Color and Line tab- choose your style- click OK.

9. Then go to the footer- Insert and format a line similar to the procedure used for header.

10. Type the text inside the footer and below the line.

11. Go to Format-Background-Printed Watermark-Picture Mark-Click Select Picture- Browse for the required background- click Washout- Apply- OK.

Exercise 3

PROCEDURE TO CREATE SIMPLE NEWS LETTER:

1. Open MS Office-MS Word - File - New - Type the heading.

2. Whenever you want to change the number of columns, go to Insert - Break - Select the section break type as continuous - Click OK.

3. Go to Format - Column - select the number of columns you want and click OK.

4. Type news and whenever you need curser in the next column, go to Insert - Break- now select Column Break - click OK.

5. If you want picture to be inserted then go to Insert- Picture-From file and browse for the required picture/file-then click Insert.

6. Format the text by changing the font size and color by selecting the required text and choose font size, style and color in the formatting tool bar below the menu.

7. Formatting text can also be done by selecting the text and applying the WordArt. For that go to Insert- Picture-WordArt-then chose the style you want and click OK. To change the color of the WordArt text, right click on the text and go to Format WordArt.

EXERCISE 4

CREATE A WORD PROCESSING FILE USING MS WORD

1. Open a new MS Word file and type the following text given in the box below.

Academy award

The Academy Awards, informally known as The Oscars®, are a set of awards given annually for excellence of cinematic achievements. The Oscar statuette is officially named the Academy Award of Merit and is one of nine types of Academy Awards. The Academy Awards ceremony is also the oldest award ceremony in the media; its equivalents, the Grammy Awards (for music), Emmy Awards (for television), and Tony Awards (for theatre) are modeled after the Academy.

Current special categories

Academy Honorary Award: since 1929

Academy Scientific and Technical Award: since 1931

Gordon E. Sawyer Award: since 1981

2.   Correct any spelling errors displayed in the given text.

3.   Save the document as **<Your Roll Number>_W01.**

4.   Change the layout of the page as given below.

>**Page size:** A4 (8.27'' x 11.69") >**Page orientation:** Landscape

5.   Change the page margins as follows:

>**Top:** 1.25''>**Bottom:** 1.25''>**Right:** 1.25''>**Left:** 1.25''

6. Format the entire document as given below.

>**Line spacing:** 1.15" >**Font:** Times New Roman >**Font size**: 14

>**Align:** Justify

7. Select the heading "Academy award" and format it as given below.

>**Font color:** blue >**Style:** Bold and underline >**Align:** Center

>Change all the letters to UPPERCASE

8.   Make the first letter of the paragraph larger and fall into three lines (Drop cap).

9.   Format the heading "Current special categories" with **Style**: Heading 2.

10. Create a bulleted list for the last 3 lines of text given under "Current special categories" and format it as follows.

♦   **Academy Honorary Award**: since 1929

♦   **Academy Scientific and Technical Award:** since 1931

♦   **Gordon E. Sawyer Award:** since 1981

11. At the end of the bulleted list create the table shown below.

Ceremony	Date	Best picture winner	Venue
1st Academy Award	16th May 1929	Wings	Hollywood Roosevelt Hotel
2nd Academy Award	3rd April 1930	The Broadway Melody	Ambassador Hotel

12. Enter "Award Ceremonies" text as the heading of the table and format it to get the following output using a WordArt.

    (**Font:** Arial Black, **Font size:** 16, **Align:** Center)

13. Insert a new row just below the last row of the table and enter the following information into the new row:

    >**ceremony:** 84th Academy Award

    >**date:** 24th February 2012

    >**best picture winner:** The Artist >**venue:** Dolby Theatre

14. Insert another row just above the last row of the table and merge all the cells in that row.

15. Format the **entire table** as given below.

    > Change the cell size of the table to Auto Fit to Contents. >**Align:** Center

16. Select the Heading row and format it as given below.

    > Convert all text in to capital letters >**Style:** Bold >**Align:** Center

17. Change the column style of the paragraph to two columns.

18. Insert a footer with the following formatting options.

    >**Caption:** <Your Index Number>>**Font:** Times New Roman >**Font size:** 12

19. Insert anyimage given in the "**Picture or Clip Art**" directory, to the right hand side of the bulleted list of the document.

    File name: **W01.jpg**

20. Save the document again and upload it to the online e-testing system. Make sure you have saved the document as follows: **<Your Roll Number>_W01**

List of Tools, Equipment and Materials

Sl. No.	Name of Tools/Equipment/Materials	Numbers/Units per batch of 25 students
01	Desktop Computer	26
02	Laser Printer and Tonner	1 + 1
03	Shelves and Racks	2 +2
04	Signage Board	1
05	Interactive White Board	1
06	White Board + Marker Pen	1+10
07	Danglers/Banners	10
08	LCD Projector	1
09	Filing Cabinets	1
10	POP Items	10
11	Cash Register	2
12	Billing Machine	1
13	Tapes/Carry bag	2 + 2
14	Photocopier	1
15	Photocopy paper 80GSM	4
16	Stock Register	2
17	Dot Matrix Printer	1
18	Shopping cart	3

LIST OF BOOKS AND INSTRUCTIONAL MATERIALS

- **Dave Evans and Jake Mckee,** *Social Media Marketing, Indiana:Wiley Publishing Inc, 2010.*

- **Diwakar Sharma,** *Event Planning and Management, New Delhi: Deep & Deep Publications Pvt.Ltd, 2009.*

- **Kujnish Vashisht,** *A practical approach to Sales management, Atlantic Publishers, 2006.*

- **Linda Richardson,** *Stop-Telling Start Selling, New York: McGraw-Hill, 1997*

- **M.Mahmoudi Maymand,** *E-commerce, New Delhi: Deep & Deep Publications Pvt.Ltd, 2005.*

- **Philip Kotler,** *Marketing Management — Planning, Analysis, Implementation and Control, New Delhi: Prentice-Hall, 2000.*

- **Robert Dahlstorm,** *Green marketing: Theory, Practice and Strategies, Mason: South Western Cengage Learning, 2011.*

- **R.R.Still**, **E.W.Cundiff and N.A.P Govoni,** *Sales Management: Decisions, Strategies and Cases, 5th edition, Englewood Cliff NJ: Prentice-Hall International, 1988.*

- **V.Rajaraman**, *Fundamentals of Computer, 3rd edition, New Delhi: Prentice-Hall, 2004.*

- **V.S.Ramaswamy** and **S.Namakumari,** *Marketing Management - Planning, Implementation and Control: Global Perspective in Indian Context, 3rd edition, New Delhi: Macmillan India Limited, 2002.*