



आधिकारिक पाठ्यक्रम 2025–26

OFFICIAL SYLLABUS 2025-26

विपणन बिक्री / Marketing & Sales

कोड: I-5085

कक्षा बारवी/ Class-12th

विषय का नाम Subject Name	कोड Code	अवधि अंक Duration/Marks	परीक्षा चक्र Exam Cycle
Marketing & Sales (विपणन बिक्री)	I-5085	3 Hrs / 100 Marks	(On-Demand) , April And October
विषय सूची / Table of Contents			
क्र.सं. Sr.No.	विषय / Topic		विवरण / Details
भाग-1: मूल जानकारी Part-1 Basic Information			
1.1	सीखने के उद्देश्य Learning Objectives		एनईपी 2020 के अनुरूप NEP 2020 Aligned
1.2	कैरियर के अवसर Coding Career Opportunities		सॉफ्टवेयर डेवलपमेंट Software Development
भाग-2: सिद्धांत पाठ्यक्रम Part-2: Syllabus Details			
			80 Marks
2.1	विपणन के मूल सिद्धांत Fundamentals of Marketing		14 Marks
2.2	बिक्री प्रबंधन और तकनीकें Sales Management and Techniques		14 Marks
2.3	उत्पाद और ब्रांड प्रबंधन Product and Brand Management		14 Marks

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2.4	रिटेल में बिक्री और मार्केटिंग Sales and Marketing in Retail	14 Marks
2.5	रिटेल एनालिटिक्स और प्रौद्योगिकी Retail Analytics and Technology	14 Marks
भाग-3: प्रायोगिक कार्य Part-3: Practical Work		20 Marks
3.1	सतत आकलन Periodic Assessment	05 Marks
3.2	बहुविध आकलन Multiple Assessment	05 Marks

1. LEARNING OBJECTIVES (NEP 2020)

The curriculum for Marketing & Sales at the Senior Secondary level aims to ensure that students are able to:

- **Understanding Marketing Fundamentals:** Comprehend core marketing concepts, principles, and the marketing environment.
- **Sales Skills Mastery:** Develop effective sales techniques, communication skills, and customer persuasion abilities.
- **Brand and Product Knowledge:** Understand brand building, product lifecycle, and positioning strategies.
- **Digital Marketing Proficiency:** Demonstrate knowledge of digital marketing channels, social media, and online promotion.
- **Customer-Centric Approach:** Master customer relationship management, service excellence, and loyalty building.
- **Practical Application:** Apply marketing and sales concepts through real-world projects, campaigns, and presentations.

2. COURSE STRUCTURE & MARKS DISTRIBUTION

Unit	Title	Marks
1	Fundamentals of Marketing	10
2	Sales Management and Techniques	10
3	Product and Brand Management	12
4	Marketing Communication and Promotion	14
5	Retail and Customer Relationship Management	14
Total Theory Marks		60
Practical Work		20
TMA		20
Grand Total		100

3. DETAILED THEORY SYLLABUS (60 MARKS)

इकाई 1: विपणन के मूल सिद्धांत	10 अंक
<ul style="list-style-type: none"> • विपणन की अवधारणाएँ, विकास और महत्व। • विपणन परिवेश और बाज़ार अनुसंधान। • उपभोक्ता व्यवहार और बाज़ार विभाजन। 	

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<ul style="list-style-type: none"> • विपणन मिश्रण (4Ps और 7Ps)। • डिजिटल विपणन का परिचय। 	
Unit 1: Fundamentals of Marketing	10 Marks
<ul style="list-style-type: none"> • Marketing concepts, evolution, and importance. • Marketing environment and market research. • Consumer behavior and market segmentation. • Marketing mix (4Ps and 7Ps). • Digital marketing introduction. 	
यूनिट 2: विक्रय प्रबंधन और तकनीकें	10 अंक
<ul style="list-style-type: none"> • बिक्री की अवधारणाएँ और कार्य। • बिक्री संगठन और नियोजन। • बिक्री की तकनीकें और व्यक्तिगत बिक्री। • आपत्तियों का समाधान और बिक्री समापन की तकनीकें। • बिक्री निष्पादन का माप 	
Unit 2: Sales Management and Techniques	10 Marks
<ul style="list-style-type: none"> • Sales concepts and functions. • Sales organization and planning. • Sales techniques and personal selling. • Objection handling and closing techniques. • Sales performance measurement. 	
यूनिट 3: उत्पाद और ब्रांड प्रबंधन	12 अंक
<ul style="list-style-type: none"> • उत्पाद विकास और जीवनचक्र। • ब्रांडिंग रणनीतियाँ और स्थिति-निर्धारण। • पैकेजिंग और लेबलिंग। • नए उत्पाद विकास की प्रक्रिया। • उत्पाद पोर्टफोलियो प्रबंधन। 	
Unit 3: Product and Brand Management	12 Marks
<ul style="list-style-type: none"> • Product development and lifecycle. • Branding strategies and positioning. • Packaging and labelling. • New product development process. • Product portfolio management. 	
इकाई 4: विपणन संचार और संवर्धन	14 अंक
<ul style="list-style-type: none"> • विज्ञापन की अवधारणाएँ और माध्यम। • बिक्री संवर्धन की तकनीकें। • जनसंपर्क और प्रचार। • प्रत्यक्ष विपणन और टेलीमार्केटिंग। • सोशल मीडिया मार्केटिंग। 	
Unit 4: Marketing Communication and Promotion	14 Marks
<ul style="list-style-type: none"> • Advertising concepts and media. • Sales promotion techniques. • Public relations and publicity. • Direct marketing and telemarketing. • Social media marketing. 	
यूनिट 5: खुदरा और ग्राहक संबंध प्रबंधन	14 अंक
<ul style="list-style-type: none"> • रिटेल मार्केटिंग के मूल सिद्धांत • स्टोर का लेआउट और विजुअल मर्चेन्डाइजिंग • बेहतरीन ग्राहक सेवा • CRM टूल्स और तकनीकें • बिक्री के बाद की सेवा और लॉयल्टी प्रोग्राम 	
Unit 5: Retail and Customer Relationship Management	14 Marks
<ul style="list-style-type: none"> • Retail marketing fundamentals. • Store layout and visual merchandising. • Customer service excellence. • CRM tools and techniques. • After-sales service and loyalty programs 	

4. PRACTICAL WORK (20 MARKS)

Objectives: To provide students with hands-on experience in market analysis, sales strategies, promotional campaigns, and customer relationship management.

Assessment Breakdown:

Practical Examination	05 Marks
Practical File/Portfolio	05 Marks
Project Work	05 Marks
Viva Voce	05 Marks
Total	20 Marks

Practical Components & Requirements:

- **Software Requirements:** MS Office (Word, Excel, PowerPoint), Canva, Google Analytics Demo, Social Media platforms, CRM software demos, Survey tools.
- **Practical File:** At least 15 activities covering market surveys, product analysis, advertising campaigns, sales presentations, customer service scenarios, social media marketing plans, retail store visits, brand positioning exercises.
- **Project Work:** Comprehensive marketing/sales project such as marketing plan for a product, sales strategy development, brand analysis, customer satisfaction survey, digital marketing campaign.

5. CAREER OPPORTUNITIES & SKILLS

Key Concepts & Skills

- **Core Concepts:** Marketing Mix, Consumer Behavior, Brand Equity, Sales Funnel, CRM Strategies.
- **Practical Skills:** Sales Pitching, Market Research, Digital Promotion, Negotiation, Customer Service, Data Analysis.

Career Roles & Average Monthly Income

Role	Income Range (INR)
Marketing Executive	₹20,000 - ₹75,000
Sales Executive	₹18,000 - ₹70,000
Brand Manager	₹30,000 - ₹1,20,000
Digital Marketing Specialist	₹22,000 - ₹85,000
Retail Manager	₹25,000 - ₹90,000
Business Development Executive	₹22,000 - ₹80,000
Advertising Executive	₹20,000 - ₹75,000
Customer Relationship Manager	₹24,000 - ₹88,000

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6. STUDY MATERIAL & RESOURCES

Resource Type	Details
Prescribed Textbooks	1. Marketing & Sales (Class XII) - CBSE/NCERT Publication
Self-Learning Material	CBSE SLM for Marketing & Sales (Code 841)
Reference Books	- Marketing Management by various authors - Sales Management guides - Digital Marketing handbooks
Online Resources	- Marketing91, HubSpot Academy - Google Digital Garage - NSDC materials
Software Tools	- MS Office, Canva - Google Analytics - Survey tools, Social media platforms

अंक विश्लेषण / Marks Analysis

Component	Details	Marks
Theory	Written Examination	60
Practical	Periodic Test + Multi Assessment + Enrichment + Portfolio	20
TMA	Tutor Marked Assignment	20
	Total	100

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