**Table 5 (SEC) (Minor-II)(For Science, Commerce & Arts Disciplines)**

**Chemical sales and Marketing Management**

**Unit-I Management concept**

Concept of management and its significance, management process, management roles, management level and management skills, functional areas of management. Trends in professionalization of Management in India.

**Unit- IIMarketing Research –**

Marketing research, scope and importance, types of marketing research, Marketing research process ethical issues in marketing research, Marketing research in India

**Unit- IIIOrganizational Behavior**

Key determinates of Behavior in organization, goals, elements and focus of Organizational Behavior , Historical development of Organizational Behavior and contribution of other disciplines to Organizational Behavior , Organizational Behavior, models and their implications.

**Unit – IVSales and Distribution Management**

Concept and objectives of sales management, designing of sales force, objectives and requirements of sales force, sales force structure and size. Sales organization , types of sales organizations, recruitment, selection, training types, motivation, compensation and performance evaluation.

**Unit- V Analytical Chemistry**

General concept, stoichiometric calculations, acid base titrations, titration curves, acid base indicators, complexometric titration, metal ion indicator precipitation titration, adsorption indicators.