

Dr. H. D. Dhadar Singh

DEVI AHILYA VISHWAVIDYALAYA, INDORE
MBA (Marketing Management)
CURRICULUM AND DETAILED SYLLABUS



Semester	Code	List of Subjects
✓ I	MM 101	FUNDAMENTALS OF MANAGEMENT 90+10
	MM 102	BUSINESS COMMUNICATION
	MM 103	ORGANIZATIONAL BEHAVIOUR
	MM 104	PRINCIPLES OF MARKETING MANAGEMENT
	MM 105	FINANCIAL ACCOUNTING
	MM 106	COMPUTER APPLICATIONS (10+20+70)
II	MM 201	HUMAN RESOURCE MANAGEMENT ✓ 2.06 C 25/11
	MM 202	STATISTICAL METHODS FOR BUSINESS DECISIONS X 2/13
	MM 203	PURCHASING AND MATERIALS MANAGEMENT X
	MM 204	QUANTITATIVE TECHNIQUE * 20 C 1 C 2/13
	MM 205	MARKETING STRATEGIES
	MM 206	MARKETING RESEARCH 2.08 C
✓ III	MM 301	INFORMATION TECHNOLOGY 90+10
	MM 302	SUPPLY CHAIN MANAGEMENT
	MM 303	INTERNATIONAL MARKETING
	MM 304	CONSUMER BEHAVIOUR
	MM 305	ADVERTISING, SALES PROMOTION AND PUBLIC RELATIONS
	MM 306	SALES MANAGEMENT AND MERCHANDIZING
IV	MM 401	PRODUCT AND BRAND MANAGEMENT
	MM 402	RURAL MARKETING
	MM 403	INDUSTRIAL MARKETING
	MM 404	SERVICE MARKETING
	MM 405	DIRECT AND EVENT MARKETING
	MM 406	MAJOR RESEARCH PROJECT/MARKETING DECISIONS

First Semester

MM-101 : FUNDAMENTALS OF MANAGEMENT

Course Objectives

Objectives of this course are to help the students gain understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of managerial job, and enable them to analyze and understand the environment of the organization.

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination will be worth 90 marks. It will have two sections A and B. Section A, worth 66 marks will consist of five theory questions, out of which students will be required to attempt any three questions, and Section B will comprise of one or more case(s), worth 24 marks.

Course Contents

1. **Concept of Management:** Functions and Responsibilities of Managers, Fayol's Principles of Management, Management Thought; the Classical School, the Human Relations School, Systems theory, Contingency Management, Developing Excellent Managers.
2. **Planning:** Nature and Purpose of Planning, the Planning Process, Principles of Planning, Types of Planning, Advantages and Limitations of Planning.
3. **Concept and Nature of Objectives:** Types of Objectives, Importance of Objectives, Setting objectives, Management by Objectives (MBO) Benefits and weaknesses of MBO.
4. **Strategies and Policies:** Concept of Corporate Strategy, formulation of Strategy, Types of Strategies, the Strategic Planning Process, the TOWS Matrix, the Portfolio Matrix, Three Generic Competitive strategies by Porter, Effective Implementation of Strategies, Types of Policies, Principles of formulation of Policies, Decision Making Process, Individual Decision Making Models.
5. **Organizing:** Nature and Purpose of Organizing, Bases of Departmentation, Span of Management, Determinants of Span of Management, Line and Staff Relationship, Line-Staff Conflict, Bases of Delegation, Kinds of Delegation, Delegation and Decentralization, Methods of Decentralization.
6. **Controlling:** Concept and Process of Control, Control Techniques, Human Aspects of Control, Control as a feedback system, Feedforward Control, Preventive Control, Profit and Loss Control, Control through Return on investment, the Use of Computer for Controlling and Decision Making, the Challenges created by IT as a Control Tool.

Text Readings

1. Harold Koontz, O'Donnell and Heinz Wehrich (1992). **Essentials of Management**, New Delhi, Tata McGraw Hill.
2. R. D. Agrawal (1995). **Organization and Management**, New Delhi, Tata McGraw Hill.

Suggested Readings

1. Harold Koontz, Heinz Wehrich (1994). **Management: A Global Perspective**, New Delhi, McGraw Hill, 10th Edition.
2. Robert Krietner (1999). **Management**, Houghton Mifflin Co., 7th Edition.

MM-102 : BUSINESS COMMUNICATION

Course Objectives

The objectives of the course are to help the students acquire the basics of interpersonal communication and public speaking, so as to improve his communication skills and ability to understand others.

Examinations

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination will be worth 90 marks. It will have two sections A and B. Section A, worth 66 marks will consist of five theory questions, out of which students will be required to attempt three questions. Section B will comprise one or more case(s) worth 24 marks.

Course Contents

1. **Introduction:** Defining Communication, Process of Communication, Communication Model, Objectives of Communication, Principles of Effective Communication, Importance of Business Communication, and Importance of Feedback.

2. **Factors Affecting Communication:** Perception and Reality, Physical, Mechanical and Psychological Barriers to Communication, Effective Listening- Types and Essentials of effective listening.

3. **Channels, Types and Forms of Communication:** Verbal, Non-verbal, Formal, Informal, Internal, External and Communication Networks.
4. **Designing for Effective Communication:** Understanding the Composition Process, Defining the Purpose, Analyzing the Audience, Establishing the main idea, Selecting the Appropriate Channel and Medium, Transactional Analysis.
5. **Fundamentals of Business Writing:** Adaptation and Selection of Words, Construction of clear Sentences and Paragraphs, Writing for Effect, Basic Patterns of Business Letters, Directness in Good News and Neutral Situations, Indirectness in Bad News and Persuasive Messages, Dealing with Print and Electronic Media.
6. **Employment Messages:** Writing Résumé's: Controlling the Format and Style, Tailoring the Contents, Choosing the Best Organizational Plan, Writing the Perfect Resume. Application Letters: Writing the Opening Paragraph, Summarizing the Key Selling Points, Writing the Closing Paragraph.
7. **Reports and Proposals:** Using Reports and Proposals as Business Tools, Completing and Writing Reports and Proposals.

Text Readings

1. William V. Ruch (1991). **Business Communication**, Maxwell Macmillan, New York.
2. Lani Arredono (1994). The McGraw-Hill 36-Hour Course: Business Presentation, McGraw-Hill, New York.
3. Bill Scott (1995). **The Skills of Communication**, Jaico, Bombay.
4. Ronald E. Dulek and John S. Fielden (1990). **Principles of Business Communication**, McMillan, New York.

MM-103 : ORGANIZATIONAL BEHAVIOUR

Course Objectives

Objective of this course is to help students to understand human Behaviour in organizations so that they improve their managerial effectiveness.

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination will be worth 90 marks. It will have two sections A and B. Section A, worth 66 marks will consist of five theory questions, out of which students will be required to attempt three questions. Section B will comprise one or more case(s) worth 24 marks.

Course Contents

Foundations of Individual and Organizational Behaviour: OB Models, Personality-Determinants and Attributes, Values, Job Attitudes, Learning and Learning Theories, Perception- Factors affecting Perception and Cognitive Dissonance theory.

Motivation: Needs, Contents and Processes; Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Reinforcement theory and Behaviour Modification.

Foundations of Group Behaviour: Defining and Classifying Groups, Group Structure and Processes, Process of Group formation, Group Decision Making, Group v/s Team, Team Effectiveness, and Decision Making.

Leadership: Trait theories, Behavioral theories-- Ohio State Studies, Michigan Studies, and Managerial Grid. Contingency theories-- Fiedler's Model, Hersey and Blanchard's Situational theory, Leader-Member Exchange theory, Path Goal theory, Charismatic Leadership.

Conflict: Intra-individual Conflict, Interpersonal Conflict, Intergroup Conflict, Organizational Conflict
Transitions in Conflict Thought, Functional versus Dysfunctional Conflict, Conflict Process, Conflict
Management Techniques.

Organizational Change and Stress Management: forces of Change, Resistance to Change, and
Lewin's Three-Step Model, Stress Management-Potential Sources, Consequences and Coping Strategies
for Stress.

Organizational Culture: Definition, Uniform Cultures, Relevance of Culture, Creating and Sustaining
Culture, How Employees Learn Culture.

Text Reading

1. Stephen P. Robbins (2000). **Organizational Behaviour: Concepts, Controversies, and Applications**, New Delhi, Prentice, Hall, 9th Edition.
2. Fred Luthans (1998). **Organizational Behaviour**, New York, McGraw Hill, 8th Edition.
3. Bill Scott (1995). **The Skills of Communications**, Jaico Publications, Bombay.
4. John W. Newstrom and Keith Davis (1993). **Organizational Behaviour: Human Behaviour at Work**, New Delhi, Tata McGraw Hill.

Suggested Reading

1. Upinder Dhar and Santosh Dhar (2002). **Case Method in Management Education: Text and Illustrations**, Excel, New Delhi.

MM-104 : PRINCIPLES OF MARKETING MANAGEMENT

Course Objectives

The objectives of this course are to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

Examination

The faculty member will award marks out of a maximum of 10 marks for the Internal performance of the student. The semester examination will be worth 90 marks. It will have two sections, A and B. Section A, worth 66 marks, will consist of five questions, out of which students will be required to attempt three questions, Section B will comprise of one or more cases/problems, worth 24 marks.

Course Contents

1. **Marketing Concepts:** Customer Value and Satisfaction, Customers Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value chain, scanning the Marketing Environment.
2. **Market Segmentation, Targeting, Positioning:** Market segmentations, levels of market segmentations, patterns, procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, tool for competitive differentiation, developing a positioning strategy.
3. Marketing Information System and Marketing Research Process.
4. **Product Decision:** Objectives, Product classification, Product-Mix, Product life cycle strategies, equity, challenges, repositioning branding, introduction and factors contributing the growth of packaging, introduction of labeling.
5. **Pricing Decision:** Factors affecting price, pricing methods and strategies.

6. **Distribution Decisions:** Importance and Functions of Distribution Channel, Considerations in Distribution Channel Decisions, Distribution Channel Members.
7. **Promotion Decisions:** A view of Communication Process, developing effective communication, Promotion-Mix elements.
8. **Marketing Strategies for Leaders, Challengers, Followers and Nichers:** Expanding to market, defining market share, expanding market share, defining the strategic object and openness, choosing a goal attacking strategies, market follower strategies.
9. **Emerging Trends in Marketing:** An introduction to Internet Marketing, Multi level Marketing, and Introduction of CRM & EVENT marketing.

Text Readings

1. Philip Kotler (1999). **Principles of Marketing Management**, New Delhi: Prentice Hall of India, Millennium Edition.
2. Willam J. Stanton, Michael J. Etzel and Bruce J. Welker (1995). **Fundamentals of Marketing Management**, New York: Mc Graw Hill, 10th Edition.
3. Philip Kotler (1998). **Marketing Management, Planning Analysis and Control**, New Delhi, Prentice Hall of India, 9th Edition.

Suggested Readings

1. William L. Pride and O.C. Ferrell (1993). **Marketing Concepts and Strategies**, Boston: Houghton Mifflin Co., 8th Edition.

MM-105 : FINANCIAL ACCOUNTING

COURSE OBJECTIVES

The objectives of this course are to help the student acquire the ability to record business transactions according to modern methods of accounting, and preparing accounting data as an aid to decision making.

EXAMINATION

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The Semester examination will be worth 90 marks. It will have two Sections A and B. Section A, worth 66 marks, will consist of practical problems/cases, and Section B, worth 24 marks, will comprise theory questions.

COURSE CONTENTS

1. **Accounting Concepts :** Various Systems of Accounting.
2. **Journalising Ledger Posting :** Subsidiary Books-Cash Book, Sales Book, Purchase Book, Petty Cash Book..
3. **Depreciation:** Meaning, Objectives, Methods of Depreciation .Straight line and reducing balance method
4. **Preparation of Trial Balances, Preparation of Final Accounts:** Trading and Profit and Loss Accounts, Balance Sheet.
5. **Definitions :** classes of shares, debenture
6. **Issue of shares :** application, allotment, calls, call in advance and call in arrears, at premium at discount,
7. **Forfeitures of shares** issued at par, issued at discount, Issues at premium, when there is an over subscription and prorate allotment. Reissue of forfeiture share. Surrender of share

3. Issue and redemption of debenture at par premium and discount.

TEXT READINGS

1. T.S. Grewal, **Introduction to Accountancy**, New Delhi: Sultan Chand and Sons
2. T.S. Grewal, **Double Entry System of Book Keeping**, Sultan Chand and Sons.
3. Maheshwari, **Financial Accounting**, New Delhi: Vikas Publications
4. M.C. Shukla, T.S. Grewal, S. C. Gupta. **Advanced Accounts**. New Delhi, Sultanchand
5. R. L. Gupta, M. Radhaswamy, **Advanced Accountancy**, New Delhi. Sultanchand &
6. S.P. Jain and K. L. Narang, **Advanced Accountancy**, Ludhiana Kalyani Publishers

MM-106 : COMPUTER APPLICATIONS

Course Objective

The objective of this course is to help students to understand the basics of Information Technology Computer Hardware, Software, Applications, Databases, Internet and related issues. Special emphasis shall be laid on helping the students to acquire high degree of proficiency in GUI-based applications in various functional areas of management.

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. A panel of Internal and External Examiners will conduct the viva-voce examination at the end of the semester and award marks to the student out of a maximum of 20 marks. The examination carrying 70 marks will have eight questions out of which students will be required to attempt any five questions.

Total Marks = 10+20+70 = 100

Course Content

1. **Introduction to Computer**
 - Hardware:** Input / output devices, storage devices and memory.
 - Software:** System and Application Software, Compilers, Interpreters and Assemblers.
 - Computer Languages:** Levels of languages, generation and their features.
 - Generation of Computer** (Phase of development of computers).
 - Number System:** Introduction to number system, binary, decimal, hexadecimal and their conversions and their uses in computer system.
2. **Operating Systems**
 - DOS:** External and Internal Commands and features.
 - WINDOWS 98:** Basic Operations, utilities and features.
 - UNIX:** Introduction, features and basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, mod, rmdir, who, who am i, banner, date, kill, etc.).
3. **Application Software (MS-Office 2000)**
 - MS Word 2000:** word basics, formatting text and documents, working with headers, footers and footnotes, tabs, tables and sorting working with graphics, templates, wizards and macros, documents, introduction to mail merge & macros.
 - MS Excel 2000:** Excel basics, rearranging worksheets, excel formatting tips and techniques, introduction to functions, Excel's chart features, working with graphics, using worksheets, databases, automating "what-if" projects.

MS PowerPoint 2000: PowerPoint basics, creating presentation the easy way, working with text in PowerPoint, working with graphics in power point

MS Access 2000: Database creation, screen/form design, report generation using wizard.

Internet: Concepts & Services, Hardware and software requirements, type of Internet connections, advantages and disadvantages of Internet, modems, World Wide Web, e-mail, chat, browsers, search engines. Overview of Intranets and Extranets.

Information Technology: Introduction to IT and its development, Impact and Future of IT in Business Organizations, Overview of the following: 4 GL, Image Processing, Virtual Reality, Video Conferencing, Artificial Intelligence, and Information Super Highways.

Reading

Suresh K. Basandra (2001). **Computers Today**, Galgotia Publications Pvt. Ltd., New Delhi.

P.K. Sinha (2001). **Computer Fundamentals**, BPB Publications, New Delhi.

Annettema Stulz, **Learn DOS in a Day**, BPB Publications, New Delhi.

Gini Courter and Annette Marquis (1999). **Microsoft Office 2000 No Experience Required**, BPB Publications, New Delhi.

Laurie Ulrich (1999). **Tech yourself Microsoft Office 2000 in 21 days**, Techmedia, New Delhi.

Christian Crumlish (1998). **ABCs of the Internet**, BPB Publications, New Delhi.

Sumitabha Das (1997). **Unix Concepts and Applications**, Tata McGraw Hill Pub. Co. Ltd., New Delhi.

Muneesh Kumar (1999). **Business Information Systems**, Vikas Publishing House Pvt. Ltd., New Delhi.

Suggested Readings

S. Jaiswal (2001). **Information Technology Today**, Galgotia Publications Pvt. Ltd., New Delhi.

Alexis Leon & Mathews Leon (1999). **Fundamentals of Information Technology**, Vikas Publishing House Pvt. Ltd., New Delhi.

Deepak Bharihoke (2000). **Fundamentals of Information Technology**, Excel Books, New Delhi.

Ron Mansfield (1999). **The Compact guide to Microsoft office**, BPB Publications, New Delhi.

David Garrett et. al (1998). **Intranets Unleashed**, Techmedia, New Delhi.

Second Semester

MM-201 : HUMAN RESOURCE MANAGEMENT

Course Objectives

The objectives of this course are to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India. Attention will also be paid to help them develop their communication and decision making skills through case discussions, role-plays etc.

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The Semester examination will be worth 90 marks. It will have two sections, A and B. Section A, worth 66 marks, will contain five theory questions out of which students will be required to attempt three questions. Section B will comprise of one or more cases, worth 24 marks.

Course Contents:

1. **The Field of HRM:** An Overview, Concept and Functions, Personnel to HRM, ASID HRM Model
2. **Acquisition of Human Resources:** Objectives, Policies and Process of Human Resource Planning, Human Resource Planning in Evolving Small and Entrepreneurial Organization, Job Analysis, Job Description, Job Specification, Job Design (Nature of Job Design, Job Characteristics Reengineering Jobs, Using Teams in Jobs, Advantages and Disadvantages of Team Jobs Consequences of Job Design), Recruitment,, Promotion and Transfer.
3. **The Human Resource Organization :** Structure of Human Resource Management, Role and Responsibilities of the Human Resource Selection, induction, Placement Department (Administrative, Operational and Strategic Role of HR).
4. **Human Resource Policies:** formulation and Essentials of Sound HR Policies. .
5. **Development of Human Resources:** Learning, Training and Development, Evaluation of Training and Performance Appraisal (Appraising individual and Team Performance), introduction to Career and Succession Planning.
6. **Maintenance of Human Resources:** Job Evaluation, Designing and Administering the Wage and Salary Structure, Compensation, Grievance Handling Procedure .
7. **Separation Processes:** Turnover, Retirement, Layoff, Retrenchment and Discharge, VRS (Mechanism of VRS, VRS in Public Sector and Private Sector), Rehabilitation of Surplus Employees.
8. **Emerging Trends and Challenges in HRM:** Economic & Technological Change, Work force Availability and Quality, Enhancing Organizational Performance, Expanding Human Capital, Ethics and HRM, HR Management Competencies and Careers - Knowledge of Business Organizations and Organization Culture, Influence and Change Management, Specific HR Knowledge and Expertise.

Text Readings

1. Michael Armstrong (2001). **A Handbook of Human Resource Practice**, London, Kogan Page, 8th Edition.
2. David S. Decenzo and Stephen P. Robbins (1988). **Personnel/Human Resource Management**, New Delhi, Prentice Hall, 3rd Edition.
3. Robert L. Mathis and John H. Jackson (1995). **Human Resource Management**, 9th Edn., South Western College Publishing.

Suggested Readings

1. William B. Werther Jr. and Keith Davis (1993). **Human Resources and Personnel Management**, Singapore, McGraw Hill, 4th Edition.
2. Arun Monappa and Mirza S. Saiyadain (1995) **Personnel Management**, New Delhi, Tata McGraw Hill.
3. P Subba Rao (2000). **Essentials of Human Resource Management and industrial Relations: Text, Cases and Games**, Mumbai, Himalaya.
4. Biswajeet Patanayak (2001). **Human Resource Management**, New Delhi, Prentice Hall India.
5. Holloway J. Ed. (1996). **Performance Measurement and Evaluations**, New Delhi, Sage Publications.
6. Guy V. & Matlock J. (1993). **The New international Manager**, London, Kogan Press.

MM-202 : STATISTICAL METHODS FOR BUSINESS DECISIONS

Course Objective

The objectives of the course are to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts and application rather than derivations.

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The Semester Examination will be worth 90 marks. Consisting of two sections A and B. Section A, worth 36 marks, will consist of three theory questions out of which student will be required to attempt any two questions. Section B, worth 54 marks will have five numerical/ practical problems out of which a student will be required to attempt any three questions.

Course Contents

- Introduction to Statistics:** Meaning and Definition of Statistics, Scope and Limitations of Statistics, Role of Statistics in Management Decisions, Introduction to Measurement of Central Tendency and Variations.
- Probability Theory and Probability Distributions:** Concepts, additive, multiplicative, conditional probability rules, Baye's Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications.
- Time Series:** Time Series and its Components, Analysis, Models of Time Series, Methods of Studying Components of Time Series: Measurement of trend (moving average, exponential smoothing and least squares method), Measurement of seasonal variations (simple average, trend, and moving average method) Measurement of cyclic variations (residual method).
- i. **Correlation & Regression:** Correlation (Karl Pearson's and Spearman's Coefficient), Methods of computing simple correlation and regression.
- ii. **Testing of Hypothesis:** Hypothesis testing and statistical inference (Introduction to methodology and Types of errors) Introduction to sample tests for univariate and bivariate analysis using normal distribution, f-test, t-test, z-test and chi square test.

Text Reading

1. J.K. Sharma, **Mathematics for Management and Computer Applications**, New Delhi, Galgotia Publication.
2. R. K. Ghosh and S. Saha (1999). **Business mathematics and statistics**, Calcutta, New Central Book Agency 9th Edition.
3. S. Saha (2000). **Business Mathematics and Quantitative Techniques**, Calcutta, Central Book Agency.
4. Richard I. Levin and D.S. Rubin (2000). **Statistics for Management**, New Delhi: Prentice Hall of India.
5. S. P. Gupta (2001). **Statistical Methods**, New Delhi, Sultan Chand and Sons.

Suggested Readings

1. J. N. Kapur and H. C. Saxena (2001). **Mathematical Statistics**, New Delhi, Sultan Chand and Company Ltd., 20th ed.
2. D. C. Sancheti and V. K. Kapoor (2001). **Statistics: Theory, Methods and Applications**, New Delhi: Sultan Chand and Sons.
1. D.N. Elhance, Veena Elhance and B. M. Aggrawal (1996). **Fundamentals of Statistics**, Allahabad: Kitab Mahal.

MM-203 : PURCHASING AND MATERIALS MANAGEMENT

Course Objective

Objectives of this course are to help the students acquire basic knowledge and understanding of purchasing and materials management, and apply it for making relevant decisions.

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination will be worth 90 marks. It will have two Sections, A and B. Section A, worth 54 marks, will consist of five theory questions out of which student will be required to attempt any three questions. Section B, worth 36 marks will have two or more numerical problem(s)/ Case(s).

Course Contents

1. a) **Management in Relation to Materials:** Meaning, Definition, Areas, Objectives, Importance, Role of Materials Manager.
- b) **Integrated Materials Management:** Concept, Need, Definition, Scope and Advantages.
2. a) **Materials Planning:** Need and Definition, Factors affecting planning (External and Internal) Purchasing and Materials Planning, Techniques of Planning (Only theoretical concepts), Guidelines for Planning.
- b) **Materials Budgeting:** Meaning, Factors Governing materials Budget and Limitations of materials budgets.
3. **Materials Identification, Codification and Standardization**
 - a) **Identification:** Need, and Importance, Classification of Materials.
 - b) **Codification of Materials:** Codification System.
 - c) **Standardization:** Aims and Advantages, Standards Institutions.
 - d) **Stores Layout.**
4. **Purchasing:** Organization, Principles, Procedures and Systems,
5. **Purchasing Research and Value Analysis.**
6. **Sourcing:**
 - a) Factors affecting selection of sources, vendor evaluation methods (Categorical, Waited point Plan and Cost Ratio Method).
 - b) Negotiation & Buyer-Seller Relations.
7. **Inventory:** Importance and Scope, selective inventory control, cost concept in inventory, types of inventory problems, Inventory control Models Independent Demand Models - Deterministic & Stochastic
 - i. General Economic Order Quantity (EOQ)
 - ii. Economic Batch Quantity (EBQ) (Single and Multi-products)
 - iii. EOQ with shortages
 - iv. EOQ with Discounts
 - v. Single Period Model
 - vi. Periodic Model

Text Reading:

1. Donald W. Dobler, Lamer Lee Jr. and David N. Burt (1994). **Purchasing and Materials Management**, New Delhi: Tata Mc Graw Hill 4th Edition.
2. M. M. Verma (1997). **Materials Management**, New Delhi: Sultan Chand and Sons, 3rd Edition.
1. Joseph G Monks (1996). **Operations Management**, New York: McGraw-Hill Publications.

Suggested Readings

1. P.Gopalkrishnan and M. Sundaresan (1996). **Materials Management: Integrated Approach**, New Delhi: Prentice Hall of India.
2. Richard B Chase and Nicholas J. Aquilano (1996). **Production and Operations Management: Manufacturing and Services**, Chicago: Irwin.

MM-204 : QUATITATIVE TECHNIQUE

Course Objective

The objectives of this course are to help the students acquire quantitative tools, and use these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The Semester examination will be worth 90 marks. It will have two Sections, A and B. Section A, worth 36 marks, will consist of three theory questions out of which student will be required to attempt any two questions. Section B, worth 54 marks will have five numerical/ practical problems out of which a student will be required to attempt any three questions.

Course Contents

1. **Quantitative Techniques and Operations Research:** Meaning, Scope of Quantitative Technlques and Operations Research in Management, Advantages and Limitations of Quantitative Technlques.
2. **Linear Programming:** Meaning of Linear programming, General Mathematical formulation of LPP, Graphical Analysis, Simplex Method, Two-phase method, Big-M Method, Duality and post optlmality analysis Advantage and limitations of LPP.
 1. (a) **Transportation Model:** Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method.
 - (b) **Assignment Problem:** Assignment Model as a particular case of transportation model, formulation of assignment problems, Solution of assignment problems using Hungarian Method (Minimization and Maximization, Route Allocation).
4. **Replacement Models:** Introduction, Scope in Management, Single Equipment Replacement Model and Group Replacement
5. **Game Theory:** Introduction to Games, Maximin and Minimax Principles, Pure and Mixed Strategies, Solutions of Games using -Algebraic and Graphical Methods, Game Theory and Linear Programming.
6. **Markov Chain Analysis:** Computation of sequential probability of states for different periods, steady state probability of states and application of Markov.Chain.
11. **Simulation:** Introduction to simulation, Monte Carlo Technique and its applications.

Text Reading

1. S. D. Sharma (2002). **Operations Research**, Meerut: Kedar Nath Ram Nath and Co., 8th Edition
2. N. D. Vohra (2000). **Quantitative Techniques**, New Delhi: Tata McGraw Hill Publications, 15th Edition.
3. Hamdy A. Taha (1996). **Operations Research: An Introduction**, New Delhi: Prentice Hall of India Pvt. Ltd.
4. Haruly M. Wagner (1996). **Principles of Operations Research with application to managerial decisions**, New Delhi: Prentice Hall of India Pvt. Ltd, 2nd Edition.
5. V. K. Kapoor (2001). **Problems and Solutions in Operations Research**, New Delhi: Sultan Chand and Sons.

MM-205 : MARKETING STRATEGIES

COURSE OBJECTIVE

The course objective is to expose the students to formulation and implementation of various marketing strategies and mechanisms of their application and controls.

EXAMINATION

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination will carry 90 marks having two sections, A and B. Section A, carrying 66 marks, will have five questions out of which students will be required to attempt three questions. Section B will have a case worth 24 marks which will be compulsory.

COURSE CONTENTS

1. **Meaning, Need and Process of Strategic Management** : Business Policy, Corporate Planning and Strategic Management; Single and Multiple SBU organisations; Strategic Decision-Making Processes - Rational-Analytical, Intuitive-Emotional, Political - Behavioural; Universality of Strategic Management; Strategists at Corporate Level and at SBU Level; Interpersonal, Informational and Decision Roles of a Manager.
2. **Mission, Business Definition and Objectives** : Need, Formulation and changes in these three; Hierarchy of objectives, Specificity of Mission and Objectives.
3. **The strategies role of marketing** : Corporate, business and marketing strategies, definition, components of strategy, hierarchy of strategies, strategic planning systems, characteristics of effective planning systems.
4. **Process of formulating and implementing marketing strategy** : Market opportunity analysis, customer analysis, implementation and control.
5. **Business Strategies and their marketing implications** : Defining strategic business unit, business unit objectives, allocating resources within the business unit, the business units competitive strategy. BCG Growth share Matrix, GE Matrix, Shell's Matrix.
6. **Formulation of marketing strategies** : For new market entries, mass market penetration, Niche penetration, skimming and early withdrawal, objectives of alternative pioneer strategies.
7. **Marketing strategies** : For leaders, challengers and followers.
8. **Controlling marketing strategies and programmes** : control process, setting standards of performance, specifying and obtaining feedback data, corrective action, strategic controls, product market entry controls.

TEXT READINGS

1. Boyde Walker and Lawrence (1995). **Marketing Strategy : Planning and Implementation**, Chicago : Irwin, 2nd Edition.
2. Philip Kotler (1994). **Marketing Management : Analysis, Planning, Implementation and Control**, New Delhi : PHI, 8th Edition.

MM-206 : MARKETING RESEARCH

Course Objectives

The objectives of the course are to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper(s).

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination worth 90 marks will contain seven questions out of which the students will be required to attempt any five questions.

Course Contents

1. **Introduction to Research Methods:** Role and objectives of business research, types of research, research process: Overview, problems encountered by researcher.
2. **Research Design:** Selecting research problem, defining research problem, need for research design, features of a good research design and different research designs (exploratory, descriptive, experimental and diagnostic research, hypothesis testing).
3. **Sampling Theory and Design of Sample Survey:** Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors.
4. **Data Collection and Analysis:** Collection, Organization, Presentation, Analysis and Interrelation of Primary and Secondary Data, Multiple Regression, Factor Analysis, Cluster Analysis, Perceptual Mapping, Multidimensional Scaling, Discriminant and Canonical Analysis, Conjoint Analysis.
5. **Measurement of Scaling Concepts:** Measurement in research, measurement scales, sources of errors in measurement, Techniques of developing measurement tools, classification and testing (reliability, verification and validity) scales, Designing questionnaires and interviews.
6. **Interpretations and Report Writing:** Meaning of interpretation, techniques of Interpretation, precautions in interpretation, significance of report writing, steps in report writing, layout of report and precautions in writing research reports.

Text Readings

1. William G. Zikmund, **Business Research Methods**, Orlando: Dryden Press.
2. C. William Emory and Cooper R. Donald (1991). **Business Research Methods**, Boston, Irwin, 4th Edition.
3. Fred N Kerlinger, **Foundations of Behavioural Research**, New Delhi: Surjeet Publications.

Suggested Readings

1. David Nachmias and Chava Nachmias, **Research Methods in the Social Sciences**, New York: St. Marlin's Press.
2. C. R. Kothari, **Research Methodology: Methods and techniques**, New Delhi: Vishwa Prakashan.

Third Semester

MM-301 : INFORMATION TECHNOLOGY

Course Objective

The objective of this course is to help students to understand the basics of Information Systems, issues related to Design and Development of Information Systems.

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination carrying 90 marks will have eight questions out of which students will be required to attempt any five questions.

Course Content

1. **Introduction to Information Systems:** Definition, Information Systems and Society, Information Systems and Organization, Technological Versus Behavioural Aspects, A Framework for Managerial End Users, System Concepts, A Business as a System, Information Processing Concepts, Information Systems Concepts, and Recognizing Information Systems.
2. **Information Systems for Operations, Management and Strategic Advantage:** Overview of Information Systems, Information Systems for Business Operations, Information Systems for Management Decision Making, Competitive Strategy Concepts, Strategic Role of Information Systems, Strategic Information Systems and Managerial End Users.
3. **A System Approach to Problem Solving:** The Scientific Method, The System Approach, Understanding a Problem or Opportunity, Developing a Solution, Implementing a Solution, System Solution Methodology, Applying the Solution Methodology.
4. **Types of Information Processing Systems:** Overview of Six Major Types of System: Transaction Processing Systems, office Automation Systems, Knowledge Work System, Management Information Systems, Decision Support Systems, and Executive Support System.
5. **System Concepts and The Information Systems Environment:** The Systems Concept, Definition, Characteristics of a System, Central Objective, Elements of a System, Types of System, The Systems Development Life Cycle: The SDLC - Recognition of Need, Feasibility Study, Analysis, Design, Implementation, and Considerations for Candidate Systems and The Role of System Analyst.
6. **System Analysis:** System Planning and Initial Investigation, Information Gathering, The Tools of Structured Analysis - DFDs, Data dictionary, Decision Trees, and Decision Tables, Feasibility Study, and Cost/Benefit Analysis.
7. **System Design:** The Process Stage of Systems Design, Input / Output and Form Design, File Organization and Data Base Design, Programme Design, Design of Online Dialogue, Data Model: IPO, and HIPO.

Text Reading

1. James A. O'Brien (1996). **Management Information Systems**, Galgotia Publications Pvt. Ltd. New Delhi.
2. Elias M. Awad (2001). **System Analysis and Design**, Galgotia Publishing Pvt. Ltd., New Delhi.

Suggested Readings

1. James A Senn (1998). **Analysis and Design of Information Systems**, McGraw-Hill Publishing Company, New Delhi.
2. Muneesh Kumar (1999). **Business Information Systems**, Vikas Publishing House Pvt. Ltd. New Delhi.

MIS-302 : SUPPLY CHAIN MANAGEMENT

Course Objective

The course is designed to explain basic theory and techniques of logistics to examine the issues and problems associated with logistics in a changing business environment, and to show how logistics can improve an enterprise's effectiveness and competitiveness. Student would be encouraged to use computer software packages for problem solving.

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. Semester examination will be worth 90 marks. It will have two sections A and B. Section A worth 66 marks will consist of five theoretical questions and Section B worth 24 marks will have one or more cases.

Course Contents

1. **Introduction to logistics** : Its interface with production and marketing; measures of logistics
2. **Supply Chain Management**
3. **Logistics system analysis and design**
4. **Warehousing and distributing centers, their location; transportation systems; facilities and services**
5. **Dispatch and routing decisions and models**
6. **Inventory management decisions**
7. **Logistics audit and control**
8. **Packaging and materials handling**
9. **International logistics management**
10. **Logistics future directions.**

Text Readings

1. Ballou, Renald H (1992). *Business Logistics Management*, Englewood Cliffs, New York: Prentice Hall Inc.
2. Beal K. (1990). *A Management Guide to Logistics Engineering*, U. S. A Institute of Production Engineering.
3. Benjamin S. B. (1996). *Logistics Engineering and Management*, Englewood Cliffs, New York: Prentice Hall Inc..
4. Bowersox, D J and Closs, D. J. (1986). *Logistics Management: A system Integration of Physical Distribution*, New York: MacMillan.
5. Christopher, M. (1992). *Logistics and Supply Chain Management: Strategies for Reducing Costs and Improving Services*, London: Pitman.
6. James C.J. and Wood, Donald F. (1990). *Contemporary Logistics*, New York: Macmillan.
7. Shapiro, R. (1995). *Logistics Strategy: Cases and Concepts*, St. Paul: West.
8. B. S. Sahay (1994). *Supply Chain Management*, New Delhi: Wheeler.

MM-303 : INTERNATIONAL MARKETING

Course Objectives

The objectives of this course are to help the student to gain an understanding of concepts of International Marketing, types of international markets, demand and supply position in international markets, import and export documentation, policies and procedures of foreign trade.

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination, carrying 90 marks, will have two sections, A and B. Section A, worth 66 marks, will have five theory questions out of which students will be required to attempt three questions. Section B, carrying 24 marks, will contain one or more cases.

Course Contents

1. **International Marketing:** Basis of International Trade, Theories of International Trade (Absolute Advantage, comparative advantage and factor endowment theory) Difference between Domestic and International, Multinational, Global Markets, EPRG Frame work.
2. **Scanning of International Environment:** Social, Political, Legal, Economic.
3. **Factors Affecting International Trade:** Methods of Entry, Types of Regional Agreements, Role of IMF and WTO in International Trade.
4. **Foreign Trade Policy:** EXIM Policy 2002-2007 Salient features:
5. Export Documentation and Procedures and Institutional support for export promotion in India.
6. **Product:** Identifying New Products, International Product Planning, Product Design Strategy, Product Elimination, Adoption and Diffusion of New Products, Branding Strategies.
7. **Pricing Strategies:** Factors Affecting International Prices, Methods of Pricing, Pricing an International Product, Transfer Pricing, Exchange Rates and its Impact on Pricing, High Sea Pricing.
8. **Distribution System for International Markets:** Direct and Indirect Channels, Factors Affecting International Channel, International Channel Management, Wholesaling and Retailing.
9. **Promoting Products / Services in Overseas Markets:** Perspectives of International Advertising, Standardization v/s Localization, Global Media Decisions, Global Advertising Regulations, Industry Self-Regulation.

Text Readings

1. W. J. Keegan (1997). **Global Marketing Management**, New Delhi, PHI, 5th Edition.
2. Sack Onkvisit and John J. Shaw (1998). **International Marketing Analysis and Strategies**, New Delhi PHI.
3. Subhash S. Jain (1997). **International Marketing Management**, Delhi, CBS Publishers Distributors.

Suggested Readings

1. M.R Czinkota and Ronkainen (1998). **International marketing**, Dryden Forthworth.
2. S.J. Puliwoda, **International Marketing**, New Delhi, Prentice Hall of India.

Course Objectives

The objectives of this course are to help students gain an understanding of Consumer Behaviour and their applications.

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination, carrying 90 marks will have two sections A & B. Section A, worth 66 marks will have five theory questions. Section B carrying 24 marks will have one or more MCQs.

Course Contents

Introduction to the Study of Consumer Behavior: Nature, Scope and application.

Environmental Influences on Consumer Behavior: Cultural, social, personal, family and situational influences, opinion leadership and life style marketing: characteristic of culture, cross-cultural understanding, nature of social class, Social class and consumer behaviour, nature and significance of personal influence, marketing implications of personal influence, significance of family in consumer behaviour and family life cycle, opinion leadership forms.

Consumer as an Individual: Involvement and motivation, knowledge, attitude, values, Personality, learning and life style, Dimensions of involvement and its marketing implications, nature and role of motive, classifying motive, characteristics, functions and sources of attitudes, attitude theory and model, characteristics and classification of learning, personality theory and application, psychographics.

1. Consumer Decision Processes

- a. Pre-purchase process: Information processing,
- b. Purchase Processes: Consumer Decision rules.
- c. Post purchase processes: Framework, dissonance satisfaction / dissatisfaction.

2. Consumer Behaviour Models

- a. Nicosia Model
- b. Howard Sheth Model
- c. Engel Blackwell and Miniard Model
- d. Sheth Family Decision Making Model.

3. CRM: CRM and Consumer Behavior, Consumer Roles, Market Values and CRM.

Text Readings:

1. Leon G. Schiffman and Lustin Lazar Kanuk (1995). **Consumer Behaviour**, Prentice Hall, 6th Edition
2. William L. Wilkie (1994). **Consumer Behaviour**, John Wiley and Sons, New York, 3rd Edition.
3. Del Shethy, Banwari Mittal and Bruce I. Newman (1999). **Consumer Behaviour and Beyond**.

Suggested Readings:

1. Eric J. Engel, Roger D. Blackwell, and Paul W. Miniard (1990). **Consumer Behaviour**, Dryden Press, Chicago, 6th Edition.
2. C. B. Landon and Albert J. Della Biita (1993). **Consumer Behaviour**, McGraw Hill, 4th Edition.
3. C. B. Landon (2001) **Consumer Behaviour**, New Delhi, Himalaya Publishing House, 1st Edition.

MM-305 : ADVERTISING, SALES PROMOTION AND PUBLIC RELATIONS

COURSE OBJECTIVES

The objectives of this course are to explain to the students the advertisement function and the methods of sales promotion.

EXAMINATION

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination will be worth 90 marks, having two sections A & B. Section A carrying 66 marks, will have five theory questions out of which students will be required to attempt three questions. Section B worth 24 marks will have one or more case(s).

COURSE CONTENTS

1. **Nature of Advertising:** Definition and significance, Kinds of advertising, advertising agency structure, function and process, Client agency relationship.
2. **Campaign Planning :** product market analysis, setting advertising objectives, advertising budgets.
3. **Media Decisions :** Types of media , factors affecting media selection, Scheduling.
4. **Message Design :** Creative strategy, appeals, message format and copywriting, layout and illustration
5. **Sales Promotion:** Nature, Purpose and types of sales promotion activities, factors affecting sales promotion.
5. **Advertising research :** Copy testing, Message testing
6. **Introduction to Public Relations:** History, Theory, Public Relations' role in organizations, The PR practitioner as a consultant, Stakeholder Management The nature and role of public relations in a democratic society and worldwide, activities of public relations professionals, major influences that affect organizational behavior, ethics and professional development of practitioners in the private and public sectors.
7. **Public Relations Research :** Using principles of scientific research to establish, monitor and evaluate communications programs: research planning, theory, design - sampling, surveys, experiments, focus groups, content analysis and participant observation; qualitative and statistical analysis and reporting of research with advanced technologies.
8. **Public Relations Campaigns.** Utilizing the principles and techniques of public relations to create comprehensive campaigns for actual clients. Advertising, periodicals, social events, media, oral and written communication

TEXT READINGS

1. Mahendra Mohan, **Advertising Management : Concepts and Cases**, New Delhi : Tata McGraw Hill, New Delhi.
2. S. R. Chunawala & K. C. Sethia, **Foundations of Advertising**, New Delhi : Himalya Publication House.
3. David Aaker, Rajeev Batra and John Myers. **Advertising Management**, New Delhi: Prentice Hall.
4. George E. Belch and Michal A. Belch. (1993). **Introduction to advertising and promotion : An integrated Marketing Communication perspective**. U.S.A : Irwin, 2nd Edition.
5. Scott M. Cutlip, Allen H. Center, and Glen M. Broom(1985). **Effective Public Relations**. Printice-Hall, Inc. : New Delhi.

MM-306 : SALES MANAGEMENT AND MERCHANDIZING

Course Objectives

The objectives of this course are to expose the students to various aspects of sales and distribution management as an integral part of marketing management, and provide abilities in sales and distribution system.

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination, carrying 90 marks, will have two sections, A and B. Section A, worth 66 marks, will have five theory questions out of which students will be required to attempt three questions. Section B, carrying 24 marks, will contain one or more cases.

Course Contents

1. **Personal Selling:** The Role of personal selling in marketing mix. The personal selling process, Personal selling objectives, Types of Sales Jobs.
2. **Theories of Sales Management:** objectives, Nature and Scope. Buyer - Seller Dyads, Theories of selling - AIDAS Theory, "Right set of circumstances" Theory, "Buying Formula" Theory, and Behavioural Equation Theory of selling.
3. **Sales Planning :** Sales Organization, Sales Forecasting, Sales Budgeting, Territory Design and Setting Quotas.
4. **Operational Sales Management:** Selection, Training, Motivation and Compensation, Evaluation and Control of Sales Force.
5. **Distribution:** Design of Distribution Channel, Management of Channels, Managing Co-operation, Conflict and Competition, Vertical and Horizontal Marketing Systems.
6. **Wholesaling and Retailing:** Importance, Types, Marketing Decisions for Wholesalers, Retailing: Importance, Types, Retailer Marketing Decisions.
7. **Physical Distribution:** Objectives, Order Processing, Warehousing Inventory, Transportation, Organizing for Physical Distribution, EDI and supply chain, Internet as a medium for order processing and Information.

Text Readings

Philip Kotler, **Principles of Marketing Management**, New Delhi, Prentice Hall of India, Millennium Edn. 1998.

Cundiff and Govni, **Sales Management - Decisions, Strategy and Cases**, New Delhi: Prentice Hall of India, 1997.

Suggested Readings

Wahiba P. Thomas, **Sales Management-Texts and Cases**, Business Publication Inc.

Johnson, Furtz and Scheving (1994). **Sales Management, Concept Practice and Cases**, H. Gray Hill NY

S. T. Gupta (2000). **Sales and Distribution Management**, New Delhi: Excel.

J. T. Lobo (1998) **Sales and Distribution Management**, New Delhi: Global Business Press.

Fourth Semester

MM-401 : PRODUCT AND BRAND MANAGEMENT

Course Objectives

The objectives of this course are to expose the students to basics of product management and various aspects of advertising and brand management as an integral part of marketing management and provide abilities in advertising and brand management.

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination, carrying 90 marks, will have two sections, A and B. Section A, worth 66 marks, will have five theory questions out of which students will be required to attempt three questions. Section B, carrying 24 marks, will contain one or more cases.

Course Contents

1. **Why Product Marketing:** Relationship between competition marketing and product management, marketing in product management, managing competition.
2. **Product Manager:** Functions of Product Manager, Role and Responsibilities of Product Manager.
3. **Product Life Cycle:** Concept of Product Life Cycle and Product Life Cycle as a Strategic Tool.
4. **New Product Development:** Importance Process and Organization.
5. **Brand Management:** concept, decision, elements and brand portfolio
6. **Brand Association:** Brand awareness, identity, equity, image, personality and locality, managing brand equity through brand loyalty, measuring brand equity.
7. **Branding Strategies:** Evaluation of brands, perceived quality, brand positioning and repositioning. Brand extension decisions.

Text Readings

1. Wind Yoram J. (1999). **Product Policy: Concepts, Methods and Strategies**, Massachusetts, Addison-Wesley Pub. Co., Reading USA.
2. Baker Michael and Hart Susan (1999). **Product Strategy and Management**, London, Prentice Hall.
3. Ramanuj Majumdar (1999). **Product Management in India**, New Delhi, Prentice Hall, India.

Suggested Readings

1. David A. Aaker (1991). **Managing Brand Equity**, New York. Freepress.
2. Jean Noel Kapfers (1994). **Strategic Brand Management**, New York. Freepress.
3. David A. Aaker (1997). **Building Strong Brands**, New York. Freepress.

MM-402 : RURAL MARKETING

Course Objectives

The objectives of this course are to expose the students to various aspects of rural, event and direct marketing as an integral part of marketing management, and developed an understanding of rural, event and direct marketing.

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination, carrying 90 marks, will have two sections, A and B. Section A, worth 66 marks, will have five theory questions out of which students will be required to attempt three questions. Section B, carrying 24 marks, will contain one or more cases.

Course Contents

1. **Rural Marketing:** Concept, importance and scope of rural marketing, Understanding rural market, rural environment, infrastructure and rural trade practices, Rural consumer behaviour, factors affecting consumer behaviour and psychology of rural customers, Product, branding and packaging, Distribution in the rural markets, types of rural channels, selection and management of channels, factors influencing channel decisions, retailing, transportation, warehousing, Promotion in Rural Markets: role of advertising, sales promotion, publicity, and personal selling in rural markets.

Text Readings

1. CSG Krishnamacharyulu and Lalitha Ramakrishnan (2000). **Rural Marketing-Text and Cases**, Singapore: Pearson Education Asia. 1st Edition.
2. T.P.Gopalswamy (1998). **Rural Marketing - Environment Problems and Strategies**, Wheeler Publishing.

MM-403 : INDUSTRIAL MARKETING

Course Objectives

The objectives of this course are to expose the student to various aspects of Industrial Marketing and develop abilities in Industrial marketing.

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The Semester Examination, carrying 90 marks will have two Sections, A and B. Section A, worth 66 marks, will have five theory questions, out of which students will be required to attempt three questions. Section B, worth 24 marks, will have one or more cases.

Course Contents

1. **The nature and concepts of Industrial Marketing :** Industrial Vs Consumer marketing, economics of industrial demand. Resellers marketing.
1. **Understanding Industrial Marketing :** Organizational Customers, Governmental agencies, Institutions, Classifying Industrial Products, Characteristics of organizational procurement.
1. **Industrial Marketing Environment :** Strategies for Managing the Industrial Marketing Environment.
- Organizational Buying and Buyer Behaviour:** Concepts and Models of Organizational Buying Behaviour
- Interpersonal dynamics of Industrial Buying Behaviour :** Buying center involvement and interaction patterns, joint decision-making, conflict and resolution in joint decision-making, the buying committee, supplier choice and evaluation.
- The strategic planning process in industrial marketing.**
- Industrial Market Segmentation :** basis for Segmenting Industrial markets, Target Marketing and Positioning
- Formulating channel strategies:** Marketing channel participants, Physical distribution and customer service, Formulating the marketing communication - Personal selling, Advertising, sales promotion and publicity.
- Business Pricing:** Price determinants, Pricing decisions.

Text Readings

1. Robert R. Reeder, Edward G. Brierty, and Betty H. Reeder. (1998). **Industrial Marketing Analysis, Planning and Control**, New Delhi, Edward, PHI, 2nd Edition.
2. Krishna K. Havldar (2002). **Industrial Marketing**, Tata Mc Graw Hill, Delhi.

Suggested Readings

1. Michael H. Morris (1992). **Industrial and Organizational Marketing**, New York, Macmillan 2nd Edition.

MM-404 : SERVICE MARKETING

Course Objective

The objectives of the course are to expose students to the nature of Industrial and service markets and develop abilities to help them apply marketing concepts in these markets.

Examination

The faculty member will award marks out of a maximum of 10 marks for the Internal performance of the student. The Semester Examination, carrying 90 marks will have two Sections, A and B. Section A, worth 66 marks, will have five theory questions, out of which students will be required to attempt three questions. Section B, worth 24 marks, will have one or more cases.

Course Contents

1. **Services:** Service Sector and Economic Growth, Service Concept, Characteristics and Classification of Service, Challenges in Service Marketing.
2. **Strategic Issues in Service Marketing:** Segmentation, Differentiation and Positioning of Services.
3. **Marketing Mix in Services Marketing:** Product, Price, Place, Promotion, People, Physical Evidences and Process Decisions.
4. **Designing a Service Strategy:** Service Management Process; Internal, External and Interactive marketing strategies.
5. **Managing Service quality and Productivity:** Concept, Dimensions and process; service quality models (Gronnos and Parsuraman) Application and Limitations, Productivity in Services.
6. **Applications of Service Marketing:** Marketing of Financial, Hospitality, Health, Educational and Professional Services, Marketing for Non-Profit Organizations and NGOs.

Text Readings

1. Christopher H. Lovelock (1996). **Services Marketing**, New Delhi: Prentice Hall of India, 3rd Edition.

Suggested Readings

1. Ravi Shankar (1998). **Services Marketing**, New Delhi, Global Press, 2nd Edition.
2. V. A. Zeithamal and M. J. Bitner (2002). **Service Marketing: Integrating Customer Across the Firm**, McGraw Hill.

MM-405 : DIRECT AND EVENT MARKETING

Course Objectives

The objectives of this course are to expose the students to various aspects of rural, event and direct marketing as an integral part of marketing management, and developed an understanding of rural, event and direct marketing.

Examination

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The semester examination, carrying 90 marks, will have two sections, A and B. Section A, worth 66 marks, will have five theory questions out of which students will be required to attempt three questions. Section B, carrying 24 marks, will contain one or more cases.

Course Contents

1. **Event Management:** Concept and significance of events, Designing of an event, types of events, Event management in rural and urban areas.
2. **Organizing the events :** Structure and manage an event planning schedule to improve profitability, Conduct comprehensive needs assessments and feasibility studies ,Identify and prioritize event goals and objectives,Establish an organizational chart that best suits your event and details staff and volunteer duties,Implement effective record-keeping systems that meet local, state, and federal requirements,Develop and conduct staff and volunteer evaluations and performance reviews,Implement thorough training for event staff and volunteers,Identify and develop a total promotional strategy, including the event proposal, invitations, advertising, publicity, contests, promotional merchandise, sales promotions, packaging, and even personal appearances
3. **Sponsorship and type and Event evaluation.**
4. **Direct Marketing:** Basic concepts and Importance of direct marketing in the changing marketing scenario, Tools of direct marketing, Strategic planning of direct marketing operations, Preparation of direct marketing, Direct marketing strategies, Control and evaluation of direct marketing.

Text Readings

1. S.S Gaur and S.V. Saggre (1997). **Event Marketing and Management**, Vikas Publishing House, New Delhi.

Suggested Readings

1. Mary Robert (1999). **Direct Marketing Management**, London:Prantice Hall, 2nd Edition.
2. Gordon Lewis (1995). **Direct Marketing Strategies and Tactics**, New Delhi, Vision Book.

MM 406 : MAJOR RESEARCH PROJECT/MARKETING DECISIONS

Objective

The objective of Major Research Project is to enable the student to go into the detail of the given problem and design an effective solution keeping the given constraints and organizational objectives in mind. This is to enhance the analytical and problem solving ability of the student.

Examination

Major Research Project will be optional with the Marketing Decisions Course. The Marketing Decisions Course will be a case based course for 90 marks and Internal assessment of 10 marks. To differentiate this course from the Strategic Management, it will be taught through exhaustive cases of longer length. For allowing the students to opt for Major Research Projects, the University will constitute a Committee of the following members.

1. Dean, Faculty of Management Studies
2. Chairman, Board of Studies (Management)
3. Head of the Concerned Institution
4. One Professor nominated by the Hon'ble Vice Chancellor

