

SCHEME OF EXAMINATION & COURSE CURRICULUM



(w. e. f. Academic Session 2018-19)

**TWO-YEAR
MBA MARKETING PROGRAMME
(Semester Based)**

HARYANA SCHOOL OF BUSINESS

**Guru Jambheshwar University of Science &
Technology, Hisar**

SCHEME AND INSTRUCTIONS FOR MBA (MARKETING) EXAMINATION

The MBA MARKETING programme is divided into four semesters (two semesters in the first year and two semesters in the second year). Every semester ordinarily shall be of 21 weeks duration inclusive of teaching and examination. The paper of 05 (five) credits shall be of 100 marks in the ratio of 70% external and 30% internal. The division of marks is as under:

Final/Major Test (External)	:	70 Marks
Internal Assessment (Internal)	:	30 Marks

Distribution of weightage of 30 Marks of Internal Assessment will be as per University Ordinance:

Minor Tests:	10 Marks
Attendance & Co-curricular Activities (To be announced by the teacher) (Including Assignment, Viva-Voce, Presentations, Live Assignment, Subject Quiz, Group Discussion, etc.):	20 Marks
Max. Marks:	100 Marks
Passing Marks:	40 Marks

The Internal Assessment awarded to a student in any particular course will be based on performance of the students in two minor tests, Attendance and Co-curricular Activities (Assignment, Viva-Voce, Presentations, Live assignment, Subject Quiz, Group Discussion, Case Study, etc.).

The students who fail in internal assessment as well as in aggregate will have the option to improve their score in the internal assessment giving a special chance to such students. However, no student will be allowed to improve his/ her score of internal assessment, if he/she has already scored 40% marks in aggregate as well as in external examination. A student who could not secure 40% marks in external will have to reappear in the external examination of the respective paper.

Instructions to the examiners and students for the Major Test of 70 marks: The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set with two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks. The maximum time allotted for the major test is 03 (three) hours.

MBA Marketing

The Master of Business Administration Marketing is a two-year full time programme comprising of four semesters. The course structure of the programme is given as under: -

FIRST YEAR

SEMESTER-I						
Course Code	Course Title	Workload			Number of Credits	
		L	P	T		
MBAM-101	Management Process and Organisational Behaviour	4	0	1	5 Credits	
MBAM-102	Business Statistics	4	0	1	5 Credits	
MBAM-103	Managerial Economics	4	0	1	5 Credits	
MBAM-104	Accounting for Managers	4	0	1	5 Credits	
MBAM-105	Business Environment	4	0	1	5 Credits	
MBAM-106	Marketing Management	4	0	1	5 Credits	
MBAM-107	Computer Applications in Business and Cyber Security*	3	2	0	5 Credits	
MBAM -108	Seminar on Indian Ethos and Contemporary Issues in Marketing** (Internal)	-----			2.5 Credits	

* For paper MBAM-107: A 40 marks theory paper, 30marks internal assessment and 30 marks practical exam will be conducted. For practical exam, name of external and internal examiners will be provided by Director, HSB. **Seminar will be organized by a committee of not less than two teachers.

SEMESTER-II

Course Code	Course Title	Workload			Number of Credits
		L	P	T	
MBAM-201	Consumer Behaviour	4	0	1	5 Credits
MBAM-202	Marketing Research	4	0	1	5 Credits
MBAM-203	Sales and Distribution Management	4	0	1	5 Credits
MBAM-204	Business Communication	4	0	1	5 Credits
MBAM-205	Human Resource Management	4	0	1	5 Credits
MBAM-206	Financial Management	4	0	1	5 Credits
MBAM-207	Management Science	4	0	1	5 Credits

Summer Training: At the end of the second semester, all students will have to undergo summer training of 6-8 weeks with an industrial, business or service organization. The students shall undergo summer training under the supervision of TPO, HSB. Each student will be required to submit a training report along with a certificate issued by the concern where he/she has undertaken the summer training to the Director, HSB up to **31st August** without late fees, for the purpose of evaluation in the third semester. Each student shall present a seminar on the training report before a committee of teachers constituted by Director, HSB. The distribution of marks of

Summer Training Report would be 25 marks for the seminar on the training report and 25 marks for the written training report.

SECOND YEAR

SEMESTER-III			
Course Code	Course Title	Workload L-----P-----T	Number of Credits
MBAM -301	Business Legislation	4 0 1	5 Credits
MBAM -302	Summer Training and Seminar(Internal)		2.5 Credits
	Elective –I*	4 0 1	5 Credits
	Elective –II*	4 0 1	5 Credits
	Elective –III*	4 0 1	5 Credits
	Elective –IV*	4 0 1	5 Credits
	Elective –V*	4 0 1	5 Credits
	Open Elective –I*	4 0 1	5 Credits

***The students are required to choose any five Elective Papers offered in Semester III and one paper from the Open Elective Paper offered by MBA /MBA-Finance/ MBA International Business/ M.Com in Semester III.**

Note: Students opting Research Project have to register for project in III Semester itself. However the evaluation of the research project would be done in IV Semester.

List of Elective Papers for Semester III:

Course Code	Course Title	Workload L-----P-----T	Number of Credits
MBAM-303	Marketing of Services	4 0 1	5 Credits
MBAM-304	Logistics Management	4 0 1	5 Credits
MBAM-305	Retail Management	4 0 1	5 Credits
MBAM-306	Global Marketing	4 0 1	5 Credits
MBAM-307	Product and Brand Management	4 0 1	5 Credits
MBAM-308	Customer Relationship Management	4 0 1	5 Credits
MBAM-309	Competitive Marketing Strategy	4 0 1	5 Credits
MBAM-310	Integrated Marketing Communication Strategy	4 0 1	5 Credits

List of Open Elective Papers for Semester III:

Course Code	Course Title	Workload L-----P-----T	Number of Credits
OE-301	Counseling Skills for Managers	4 0 1	5 Credits
OE-302	Fundamentals of Econometrics	4 0 1	5 Credits
OE-303	Personal Finance	4 0 1	5 Credits
OE-305	Export Import Procedures and Documentation	4 0 1	5 Credits
OE-306	Corporate Governance and Business Ethics	4 0 1	5 Credits
OE-307	Indian Ethos and Values	4 0 1	5 Credits

***The open elective OE-304 Applications of Marketing is not open for MBA Marketing.**

SEMESTER-IV

Course Code	Course Title	Workload L-----P-----T	Number of Credits
MBAM-401	Entrepreneurship Development	4 0 1	5 Credits
MBAM-402	Strategic Management	4 0 1	5 Credits
MBAM-403	Comprehensive viva- voce (External)	-----	2.5 Credits
	Elective –I*	4 0 1	5 Credits
	Elective –II*	4 0 1	5 Credits

***The students are required to choose any two Elective Papers offered in Semester IV.**

List of Elective Papers for Semester IV

Course Code	Course Title	Workload L-----P-----T	Number of Credits
MBAM-404	Research Project**	-----	5 Credits
MBAM-405	Industrial Marketing	4 0 1	5 Credits
MBAM-406	Digital and Social Media Marketing	4 0 1	5 Credits
MBAM-407	Rural Marketing	4 0 1	5 Credits
MBAM-408	Social Marketing	4 0 1	5 Credits
MBAM-409	Direct Marketing	4 0 1	5 Credits

**** Instructions for Research Project:**

1. Students opting for MBAM-404 Research Project will have to register for the project in Semester III itself by submitting a synopsis along with consent of the supervisor in the Office of HSB by 15th November.
2. Research project will be accepted for submission and evaluation when at least one research paper out of the project work has been published or accepted in a research journal, or presented in any national conference/seminar. If a student fails to do so, then he/she has to give the presentation of the research project before a committee constituted by Director, HSB.
3. The external examiner will evaluate the Research Project/Dissertation and will conduct viva voce in the premises of HSB out of 70 marks. However, the guide will submit the internal out of 30 marks separately.
4. The panel of examiners/experts will be provided by Director, HSB. The internal examiner for assisting the external examiner for evaluation and conducting viva voce will also be appointed by the Director, HSB.

NOTE:

For the purpose of enhancing the current knowledge base, students can also access various online resources (supported by MHRD, GOI) for their respective subjects. These resources are available at:

- <http://nptel.ac.in>
- <https://epgp.inflibnet.ac.in/>

SEMESTER I

MBAM-101
M.T: 3 HRS

MANAGEMENT PROCESS AND ORGANISATIONAL BEHAVIOUR
M.M:70

***Objective:** The objective of this paper is to familiarize the students with basic management concepts and behavioural processes in the organization.*

UNIT-I

Introduction to management: Meaning, nature and scope of management; Evolution of management thoughts: School of management thoughts, Approaches to management; Managerial skills; Managerial functions; Social Responsibility of managers and business; Challenges before modern managers

UNIT-II

Managerial functions: Planning, Decision Making, Management by Objectives; Organizing, Organizational Design, Organisational Structure, Authority and Responsibility, Power, Decentralization; Staffing; Directing, Leading, Motivating, Communicating; Controlling; Co-ordinating.

UNIT-III

Organizational Behaviour: concepts, determinants, challenges and opportunities of OB; Contributing disciplines to the OB; Organisational culture and climate, Impact of organizational structure on OB; Understanding and managing individual behaviour: Personality; Perception; Values; Attitudes; Learning.

UNIT-IV

Understanding and managing group processes: Interpersonal and Group Dynamics; Understanding Self: Transactional Analysis; Applications of Emotional Intelligence in organizations; Conflict Management; Stress Management.

Suggested Readings:

1. Robbins, S.P., *Management*, Prentice Hall of India.
2. Robbins, S., Judge, T. & Sanghi, S., *Organizational Behaviour*, Prentice Hall of India.
3. Chandan, J.S., *Organizational Behaviour*, Vikas Publications
4. Koontz, H & Wehrich, H., *Management*, Tata McGraw Hill.
5. Luthans, F., *Organizational Behaviour*, Tata McGraw Hill.
6. Stoner, J., *Management*, Prentice Hall of India.
7. Davis, K., *Organisational Behaviour*, Tata McGraw Hill.

Note:

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Objective: The objective of this course is to make students learn about the applications of statistical tools and techniques for decision making.

UNIT-I

Univariate analysis: central tendency, dispersion, coefficient of variation, skewness and kurtosis; Probability: Introduction, importance, calculation of probability, addition theorem, multiplication theorem, conditional probability, Bayes Theorem, Mathematical expectation. Theoretical probability distributions: Binomial, Poisson, Normal Distribution; their characteristics and applications.

UNIT-II

Sampling: probability and non probability sampling methods; Sampling distribution and its characteristics; Hypothesis testing: hypothesis formulation, type of errors and power test; Statistical Tests: z-test, t-test, F-test, analysis of variance, chi-square test, Wilcoxon Signed-Rank test, Kruskal-Wallis test.

UNIT-III

Correlation analysis: simple, partial and multiple correlations; Regression analysis: simple linear regression model, ordinary least square method. Time series analysis: components of a time series and their measurements and uses.

UNIT-IV

Index numbers: meaning and types, methods for measuring indices, adequacy of indices; Statistical quality control: causes of variation in quality, Control Charts, Acceptance sampling.

Suggested Readings:

1. Gupta, S.P., Statistical Methods, Sultan Chand & Sons
2. Anderson, Sweeney and Williams, Statistics for Business and Economics, Cengage Learning.
3. Ken Black, Business Statistics, Wiley.
4. Levin, Richard I and David S Rubin, Statistics for Management, Prentice Hall, Delhi.
5. Aczel and Sounderpandian, Complete Business Statistics, Tata McGraw Hill, New Delhi.
6. Hooda, R.P., Statistics for Business and Economics Macmillian, New Delhi.
7. Heinz, Kohler, Statistics for Business & Economics, Harper Collins, New York.
8. Lawrence B. Morse, Statistics for Business & Economics, Harper Collins, NY

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Objective: The objective of this course is to acquaint the students with concepts and techniques used in the field of economics and to enable them to apply this knowledge in business decision-making.

UNIT-I

Theory of demand and consumer equilibrium-utility and indifference curve approach; Demand function; Elasticity of demand and its significance in managerial decision-making; Demand forecasting and its techniques.

UNIT-II

Theory of Cost: Types of cost: production cost, selling cost, R&D Cost, short run and long run cost curves, relation between cost and revenue, break-even point; Economies and diseconomies of scale and scope; Production function : Short term and long run production function, law of variable proportion and return to scale, Iso-quant curves.

UNIT-III

Market Structure and Competition: Price and output determination under perfect competition, monopoly, monopolistic competition and oligopoly.

UNIT-IV

Modern theories of firm: Bamoul's theory of sales maximization, Managerial Theory, Behaviourial Theory; National Income: Concept and Measurement.

Suggested Readings:

1. Ferguson, P. R. Rothschild, R. Ferguson G.J. , Business Economics, Palgrave Macmillan.
2. Dwivedi, D.N., Managerial Economics, Vikas Publication.
3. Salvatore, Managerial Economics in Global Economy, Thomson Learning.
4. Thomas, C.R. & Maurice S.C., Managerial Economics, Tata McGraw Hill.
5. Koutsoyiannis, A., Modern Economics, Macmillian

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1. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

Objective: *The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and application of financial and accounting information for planning, decision-making and control.*

UNIT-I

Financial Accounting- Meaning, scope and importance; Accounting concepts and conventions; Accounting process: Journal, Ledger and Trial Balance, Depreciation accounting and policy, Preparation of Final Accounts of Joint-stock Companies, Understanding and Analyzing Published Financial Statements of Companies.

UNIT-II

Cost Accounting: Nature and scope of costing; Cost concepts and Classifications; Usefulness of Costing to Managers; Preparation of Cost sheet. Budgeting: Types of budgets and their preparation

UNIT-III

Management Accounting: Nature, scope and tools of Management Accounting; Management Accounting vs. Financial Accounting; Financial analysis: Ratio analysis, Cash Flow Statement.

UNIT-IV

Marginal costing: CVP analysis, break-even analysis, Decision involving alternative choices: fixation of selling price, exploring new markets, make or buy decision and product mix decision. An overview of Standard Costing

Suggested Readings:

1. Anthony, R.N. & Reece J.S., Accounting Principles, Homewood, Illinois, Rd Irwin.
2. Bhattacharya, S.K. & Dearden, J., Accounting for Management: Text and Cases, Vikas Publishing House.
3. Gupta, R.L. & Ramaswmy, Advanced Accountancy, Volume I&II, Sultan Chand & Sons.
4. Hingorani, N.L. & Ramanathan, A.R., Accounting, Sultan Chand & Sons.
5. Jawahar Lal, Cost Accounting, Vikas Publishing House.
6. Maheshwari, S.N., Advanced Accounting, Vikas Publishing House.

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Objective: Objective of the course is to understand the elements of business environment and its importance in making business decisions and designing strategies.

UNIT-I

Indicators of Internal and External Business environment; Environmental scanning and risk assessment; Concepts of Economic systems; New Industrial Policy-1991 and Recent Financial and Economic Reforms, Recent Monetary and Fiscal Policy and their impact on Business Environment.

UNIT-II

Impact of Political, Economic, Social and Technological Environment on the Emerging Sectors of Indian Economy: Public Sector, Private Sectors, Services Sector and SME Sector; Privatization in India; Public Private Partnership; Challenges and Opportunities in the Rural sector.

UNIT-III

Globalization Business Environment; Opportunities and challenges for MNCs in India; Foreign investment in India; Indian Foreign Trade and its Impact on Balance of Payment, Exchange rate Movements and India's Competitiveness in the world economy; World Trade Trends and Economic Integration. Contemporary Issues: Climate change, Food security, Geopolitics Sustainable Development and De-Globalization.

UNIT-IV

Legislations for Social Responsibilities- Consumer protection Act, 1986 and its Amendments, Competition Act, 2002 and its Amendments and Environmental Protection Act, 1986; Foreign Exchange Management Act,1999 (FEMA) and their influences on the Business Environment.

Suggested Readings:

1. Faisal Ahmed and M. Absar Alam. Business Environment: Indian and Global Perspective, PHI, New Delhi. 2014
2. Cherunilam, Francis, Business Environment, Himalya Publishing House.
3. Misra, S.K. & Puri, V.K., Indian Economy, Himalya Publishing House.
4. Aswath Thapa, K., Business Environment, Excel Books.
5. Bedi S.K., Business Environment, Excel Books.
6. Khujan Singh, Business Environment – Theory and Practice, IAHRW Publications
7. Paul Jastin, Business Environment, Tata Mc Graw Hill.
8. Economic Survey, Govt. of India.

Note:

1. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

Objective: *The purpose of this course is to develop an understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.*

UNIT 1

Nature, scope and concept of marketing; Corporate orientations towards the marketplace; Marketing Mix; Understanding 4 A's of Marketing; Marketing Environment and Environment Scanning; Marketing Information System and Marketing Research; Understanding Consumer and Industrial Markets; Market Segmentation, Targeting and Positioning.

UNIT II

Product decisions: Product concept and classification, product mix, product life cycle, new product development; Product branding, packaging and labeling decisions; Pricing decisions: Factors affecting pricing decisions, setting the price, Pricing strategies and methods.

UNIT III

Distribution Channels and Logistics Management: nature, types and role of intermediaries; Channel design decisions, Channel behavior and organization, Channel management decisions, Logistics management decisions. Marketing communication and promotion decisions: Factors influencing promotion mix; Advertising decisions; Personal Selling; Sales force management; Sales promotions; Publicity and Public relations.

UNIT IV

Holistic marketing: Trends in marketing practices, Internal marketing, Socially responsible marketing, Marketing implementation and control; New issues in marketing-Globalization, Consumerism, Green Marketing, Direct Marketing, Network Marketing, Event Marketing, Ethics in Marketing.

Suggested Readings:

1. Kotler, Philip and Keller, Kevin, Marketing Management.
2. Kotler, Philip and Armstrong, G., Principles of Marketing.
3. Kotler, Philip, Marketing Management.
4. Czinkota & Kotabe, Marketing Management
5. Ramaswamy, V.S. & Namakumari, S., Marketing Management: Planning, Control
6. Kotler, Lane, Keller., Marketing Management, 15th edition
7. Rajan Saxena, Marketing Management.
8. R. Srinivas, Case Studies in Marketing- Indian Context
9. Stanton, Fundamentals of Marketing.
10. Sontakki, C.N. et al., Marketing Management, Kalyani Publishers.
11. Kumar, A and Meenakshi, N, Marketing Management, Vikas Publishing House Pvt. Ltd.
12. C.K. Prahlad, The Fortune at the Bottom of Pyramid
13. Matt Haig, 100 Brand Failures
14. W. Chan Kim & Renee Mauborgne, Blue Ocean Strategies

Note:

1. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

Objective: *The Objective of this course is to familiarize the student with basic concepts of information technology, its application in business and make them conscious of cyber security laws and practice.*

UNIT-I

Software Packages for Office Applications- Word Processing using MS Word, Spreadsheets using MS Excel, Presentations using MS Power Point, Creating web pages and web applications with HTML, Business functionalities using Tally software.

UNIT-II

Electronic Data Processing: An introduction; Data processing cycle; data hierarchy; data file structure; file organization, Data Base Management Systems

UNIT-III

Telecommunication and Networks: Types of Telecommunication Networks, Telecommunications Media, Network Topologies, Network Architectures-The OSI Model. The Internet, Intranet and Extranets: Operation of the Internet, Services provided by Internet, World Wide Web, Intranets and Extranets.

UNIT-IV

Cyber Security: Perspective of Cyber security, Application security, Information security, Network security, End-user education, Cryptography / Encryption, Security issues in wireless, Security Threats and Vulnerabilities, Ethical Responsibility - Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues. Brief introduction to Information Technology Act, 2000, IT (Amendment) Act

Suggested Readings:

1. Ram, B., Computer Fundamentals, New Age Publications.
2. Rajaraman, V., Introduction to Information Technology, PHI.
3. Shrivastava., Fundamental of Computer& Information Systems ,Wiley Dreamtech.
4. Chwan-Hwa (John) Wu, J. David Irwin, Introduction to Computer Networks and Cybersecurity, CRC Press.
5. Aparna Viswanathan, Cyber Law, LexisNexis Butterworths

Note:

1. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of four short questions covering the entire syllabus. In addition to that eight more questions will be set, two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks, i.e., 08 marks.
3. The marks will be awarded by the external and internal examiners jointly in practical examination. The marks will be awarded by the external and internal examiners jointly in practical examination.

SEMESTER II

Objective: The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

UNIT – I

Consumer Behaviour- Introduction to consumer behaviour; Its Roots in Various Disciplines, Interrelationship between Consumer Behaviour and Marketing Strategy, Consumer Research; Process, Research Methods & Tools, Types and its Relevance.

UNIT – II

Consumer as an Individual -Consumer Needs and Motivation; Goals, Dynamics of Motivation, Measurement of Motives, Personality and Consumer Behaviour; Nature, Theories of Personality and Self Concept, Consumer Perception and Information Processing; Dynamics of Perception, Consumer Imagery, and Perceived Risk, Learning & Consumer Involvement; Meaning, Behavioural & Cognitive Learning Theories and application to marketing, Consumer Attitude; Meaning, Attitude Formation & Change, Relationship in Behaviour & Attitude Formation, and Structural Models.

UNIT – III

Group Dynamics and Consumer Behaviour - Reference Groups; Meaning, Types, Affects, Relevance and Applications, The Family; Functions, Decision Making and Family Life Cycle, Social Class; Meaning, Types of Status, Lifestyle Profiles and Mobility in Social Classes, Measurements, Influence of Culture; Characteristics, Measurements & Core Values of Culture, Sub Cultural Aspects on Consumer' Mind Set; Meaning, Types & Understanding of Multiple Sub cultural Membership Interaction &Influence.

UNIT – IV

Consumer Decision Making Process- Personal Influence and the Opinion Leadership; Meaning and Dynamics of Opinion Leadership Process, Measurement of Opinion Leadership, Diffusion of Innovations; Process of Diffusion & Adoption, Profile of Consumer Innovator, Consumer Decision Making; Meaning of Decision, Levels of Decision Making. Consumer Behaviour Models, Current trends and ethical issues in Consumer Behavioural Studies.

Suggested Readings:

1. Assael, H., Consumer Behaviour and Marketing Action, Asian Books Private Limited, New Delhi.
2. Engel, J. F., Kollat, D.T., Roger D. Blackwell, R.D. 'Consumer Behaviour, Holt McDougal.
3. Hawkins, D., Mothersbaugh D., Consumer Behavior: Building Marketing Strategy, McGraw-Hill Education.
4. Schiffman, L. and Kanuk, L., Consumer Behavior, Prentice Hall.
5. Schiffman, L., & Wisenblit, J., Consumer Behaviour, Prentice Hall PTR.
6. Loudon, Consumer Behavior: Concepts and Applications, Tata McGraw-Hill Education Private Limited, Noida, Uttar Pradesh, India.

Note:

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2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

Objective: *The purpose of this course is to enable students to learn the process, tools and techniques of marketing research.*

UNIT-I

Introduction to Marketing Research: Importance, Nature and Scope of Marketing Research, Types of Marketing Research; Introduction to Marketing Research Industry; Marketing Intelligence: Marketing Information Systems, Decision Support Systems

UNIT-II

Marketing Research Process: Problem Identification and Definition; Research Designs; Exploratory: Qualitative Research; Descriptive: Survey and Observation; Data Collection: Primary and Secondary Data; Questionnaire Design.

UNIT-III

Attitude Measurement and Scaling Techniques - Introduction to Measurement Scales, Sampling Plan: Universe, Sample Frame and Sampling Unit, Sampling Techniques, Sampling and Non-sampling errors, Sample size determination.

UNIT-IV

Data Analysis: Univariate, Bivariate and Multivariate Data Analysis; Report Writing; Market Research Applications: Product Research, Advertising Research, Sales and Market Research; International Marketing Research.

Suggested Readings

1. Malhotra N., K. & Dash S., Marketing Research: An Applied Orientation, Pearson.
2. Churchill, Lacobucci & Israel, Marketing Research: A South Asian Perspective, Cengage Learning
3. Donald S. Tull & Del I. Hawkins, Marketing Research: Measurement and Method, Prentice Hall.
4. Boyd. H.W. , Westfall, R., & Starsh, S.F., Marketing Research: Text and Cases, Richard D. Irwin, Boston
5. Chisnall, P. M., The Essence of Marketing Research, Prentice Hall, New Delhi.
6. Churchill, Gilbert A., Basic Marketing Research, Dryden Press, Boston.
7. Beri, G.,C., Marketing Research, Tata McGraw Hill, New Delhi.

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Objective: *To provide an understanding of the concepts, attitudes, techniques and approaches required for effective decision making in the areas of Sales and Distribution Management.*

UNIT-I

Sales Management: Role of Sales Management in Marketing, Nature and Responsibilities of Sales Management, Modern Roles and Required Skills for Sales Managers. Theories of Selling. Sales Planning: Importance, approaches and process of sales planning; Sales forecasting; Sales budgeting. Sales Organization: Purpose, principles and process of setting up a sales organization; Sales organizational structures; Field sales organization; Determining size of sales force.

UNIT-II

Territory Management: Need, procedure for setting up sales territories; Time management; Routing. Sales Quotas: Purpose, types of quotas, administration of sales quotas. Managing the Sales-force: Recruitment, selection, training, compensation, motivating and leading the sales-force; Sales meetings and contests.

UNIT-III

Control Process: Analysis of sales, costs and profitability; Management of sales expenses; Evaluating sales force performance; Ethical issues in sales management.

UNIT-IV

Distribution Channels: Role of Distribution Channels, Number of Channels, Factors Affecting Choice of Distribution Channel, Channel Behavior and Organization, Channel Design Decision; Channel Management Decisions; Distribution Intensity; Partnering Channel Relationship.

Suggested Readings:

1. Still, Cundiff, Govoni , Sales Management: Decisions, Strategies & Case,– Prentice Hall, India.
2. Anderson R, Professional Sales Management, Englewood Cliff, New Jersey, Prentice Hall, India.
3. Spiro, Rosann L., Gregory A. Rich, and William J. Stanton, Management of a Sales Force, McGraw-Hill Irwin, Boston.
4. Dalrymple, Douglas J., and William L., Sales Management: Concepts and Cases, New York, NY: John Wiley and Sons.
5. Panda, T. K., Sahadev , S., Sales And Distribution Management, Oxford Publishing, India
6. Hughes, G. David, Daryl McKee, Charles H. Singler, Sales Management: A Career Path Approach, Cincinnati, OH: South-Western College Publishing
7. Peppers, D. & Rogers, M., 'The short way to long-term relationships'. Sales and Marketing Management

Note:

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Objective: *The course is aimed at equipping the students with the necessary techniques and skills that help them in communicating effectively for handling inter as well as intra organisational issues.*

UNIT-I

Communication: Importance for business organization; Process and associated hurdles; Principles for effective communication; Dimensions of Communication; Network of communication; Grapevine

UNIT-II

Verbal Communication: Oral and Written; Non-Verbal Communication: Kinesics; Paralanguage; Proxemics; Sign Language. Cross Cultural Communication.

UNIT- III

Essentials of effective business correspondence; Business Letter- Types; Proposal writing. Report writing- Essentials, Types, and Steps, Introduction to Plagiarism; Notices, Circulars, Office Orders, Memos, Agenda and Minutes, Representations, Employee Newsletters.

UNIT-IV

Presentation Skills; Listening Skills; Small Talks; Public Speaking; Resume' Writing; Meetings; Interview; Group Discussion; Electronic Mail and Telephone Etiquettes.

Suggested Readings:

1. Raymond V. Lesikar & Marie E. Flatley, Basic Business Communication, TMH
2. Murphy H. A. and Hildebrandt H. W. , Effective Business Communications, TMH
3. Sinha, K.K. Business Communication, Galgotia Publishing Co
4. Courtland L. Bovee, John V. Thill & Barbara E. Schatzman, Business Communication Today, Pearson Education.
5. Krishna Mohan & Meera Banerji, Developing Communication Skills, Macmillan India Ltd.
6. Taylor, S., Communication for Business, Pearson Education.
7. Any leading National English Daily

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MBAM -205

HUMAN RESOURCE MANAGEMENT

M.T: 3 HRS

M.M:70

Objective: *The objective of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.*

UNIT-I

Introduction to HRM: Concepts and Perspectives of Human Resource Management; Human Resources Management in a Changing Environment; Managerial and Operative Functions of HRM.

UNIT-II

Recruitment, Placement and Retention Strategies: Human Resource Planning; Job Analysis; Methods of Manpower Search; Attracting, Selecting and Retaining Human Resources; Induction and Socialization.

UNIT-III

Training and Development: Manpower Training and Development; Performance Appraisal and Potential Evaluation; Career and Succession Planning; Talent Management.

UNIT-IV

Employee Relations and Compensation Administration: Job Evaluation and Compensation Management; Incentives and Employee Benefits; Employee Welfare; Industrial Relation; Employee Separation Practices, HR Accounting and audit.

Suggested Readings:

1. Aswathappa, K., Human Resource and Personnel Management, Tata McGraw Hill.
2. Dessler, G., Human Resource Management, Pearson Education.
3. Venkatesh, D.N. & Jyothi P., Human Resource Management, Oxford University Press.
4. Bohlander, G. & Snell, S., Human Resource Management, Cengage Learning.
5. Patnayak, B., Human Resource Management, PHI Learning.
6. Rao, V.S.P., Human Resource Management, Excel Books.
7. Cascio, W.Y., Managing Human Resources, Irwin-McGraw Hill.
8. Noe, Hollenbeck, Gerhart & Wright, Human Resource Management, McGraw-Hill Higher Education

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2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

Objective: The purpose of this course is to acquaint the students with the broad framework of financial decision-making in business.

UNIT-I

Financial Management: meaning, objectives and scope; types of financial decisions, risk-return framework for financial decision-making, time value of money.

Capital Budgeting Decisions: nature, importance and types of investment decision; techniques of evaluating capital budgeting decisions, risk analysis in capital budgeting.

UNIT-II

Capital Structure Decisions: optimum capital structure; theories of capital structure; factors determining capital structure. Sources of long term and short term finance.

Cost of Capital: concept and importance; computations of cost of various sources of finance; weighted average cost of capital.

UNIT-III

Working Capital Management: Concept and types of working capital; operating cycle, determinants of working capital, estimation of working capital requirement; working capital policy; Management of cash, accounts receivables and inventories; financing working capital.

UNIT-IV

Dividend Policy: Dividend and its forms, theories of dividend policy and their impact on the value of a firm; types of dividend policy. An overview of Corporate Restructuring

Suggested Readings:

1. Van Horne, James C., Financial Management and Policy, Prentice Hall of India.
2. Pandey I. M., Financial Management, Vikas Publishing.
3. Damodaran, A, Corporate Finance: Theory and Practice, John Wiley & Sons.
4. Hampton, John. Financial Decision Making, Englewood Cliffs, Prentice Hall Inc.
5. Khan, M.Y. & Jain, P.K., Financial Management, McGraw Hill.

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Objective: The Objectives of this course is to develop an understanding of basic management science techniques and their role in managerial decision making.

UNIT-I

Management Science - Basic concepts and its role in decision-making. Linear programming: meaning, scope & assumptions, Formulation of linear programming problem & solution by graphical & Simplex methods, Some special cases like degeneracy, unboundedness, infeasibility and multiple optimal solutions.

UNIT-II

Duality and Sensitivity analysis: change in objective function coefficient and availability of resources with simplex method. Transportation - Some special cases like maximization, unbalanced problems, degeneracy in transportation models, Assignment models (HAM).

UNIT-III

Queuing theory (single channel poisson arrivals with exponential service time, infinite population model); Inventory management techniques (Deterministic Model), special techniques of inventory management; PERT/CPM - Network analysis, determining the critical path, calculation of float.

UNIT-IV

Game theory: Pure and mixed games, dominance and graphical method. Decision theory: one stage and multi stage decision trees; Integer programming (branch and bound method), Goal programming, Dynamic programming.

Suggested Readings:

1. Vohra, N.D. Quantitative Techniques in Management, Tata McGraw Hill.
2. Budnik, Frank S. Dennis Mcleavey, Richard Principles of Operations Research, Richard Irwin, Illinois - All India Traveller Bookseller
3. Sharma, J K. Operations Research: Theory and Applications, New Delhi, Macmillian India Ltd.
4. Taha, H A., Operations Research - An Introduction, New York, Mc-Millan.
5. Narang, A S. Linear Programming and Decision Making, Sultan Chand.

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2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

SEMESTER III

Objective: The aim of this paper is to acquaint the students with various Business and Company Laws for making legally correct decisions in their future role as managers.

UNIT-1

The Indian Contract Act, 1872: Meaning of a Contract, Classification of Contracts, Essentials of a Valid Contract; Performance of a Contract; Discharge of a Contract; Breach of Contract; Quasi Contracts; Contract of Indemnity and Guarantee, Bailment and Pledge, Contract of Agency.

UNIT-2

The Sales of Goods Act, 1930: Meaning and essentials of a valid contract of sale, Distinction between sale and agreement to sell, Meaning of goods and their classification, Conditions and warranties, Doctrine of Caveat Emptor, Rights of an unpaid seller, Rights of buyer; Negotiable Instruments Act, 1881: Meaning and characteristics of negotiable instrument, Types of negotiable instruments and their characteristics, Holder and Holder-in-due-course, Discharge and Dishonour of negotiable instruments, Negotiation and Assignment.

UNIT-3

The Companies Act, 2013; Meaning and Characteristics of a Company; Objects and Applications of Companies Act, 2013; Landmark provisions of new Companies Act, 2013; Classification of companies, Concept of One Person Company; Formation of a company, Memorandum and Articles of association, Prospectus, Allotment of shares and share capital, Membership in companies.

UNIT-4

Meetings of Companies: General principles of meetings, Types of meetings; Prevention of Oppression and Mismanagement; Winding up of a Company; Consumer Protection Act: Define consumer rights, provisions regarding complaints in consumer courts, Unfair Trade Practices and Restrictive Trade Practices, Consumer Protection Council, Consumer forum.

Suggested Readings:

1. S S Gulshan and G K Kapoor. Business Law Including Company Law. 16th edition. New Age International publication.
2. Ewan Macintyre. Business law. 7th Edition. Pearson education.
3. Tulsian. Business law. Tata McGraw Hill.
4. A K Majumdar and G K Kapoor. Company Law and Practices. Taxmann Publication.
5. Vinod Kothari. Understanding companies Act 2013. Taxmann Publication.
6. Akhleshwar Pathak. Contract Law in India. Oxford university press.

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Objective: The aim of this paper is to explicate the cutting edge service concepts to the students through bridging the gaps between theory and real world by incorporating practical management applications.

UNIT I

Introduction to Services: Service and Technology, Goods versus Services, Service Marketing Mix, Gap model of Services, important service industries-Hospitality and Tourism, Transportation, Telecom, Banking and Insurance, Education and Entertainment, Healthcare. Service classification and challenges in Service Business.

UNIT II

Focus on the Customer: Consumer behaviour in Services, Customer Expectation of Services, and Customer perception of services. Elements in an effective services marketing research programme, Building customer relationship, Relationship development strategies, Reasons of Service failure, Service recovery and strategies.

UNIT III

Aligning Service design and standards: Challenges of Services Innovation and design, new service development process Service Blueprinting, Customer-defined service standards and its types, Physical evidence and types of servicescape, Strategic roles of servicescape

UNIT IV

Delivering and performing services: Employees role in service delivery, Customers role in service delivery, Delivering services through intermediaries and electronic channels, Strategies for matching capacity and demand, Key service communication challenges, Approaches to pricing services, Financial and Economic impact of services.

Suggested Readings

1. Zeithaml, V., Bitner, M.J., Gremler, D.D. & Pandit, A., Service Marketing. McGraw Hill.
2. Lovelock, C., Wirtz, J.& Chatterjee, J., Services Marketing. Pearson Education.
3. Srinivasan, Service marketing: Indian Context, PHI
4. Swartz, T., Iqobucci, D., Handbook of Service Marketing and Management, Sage Publication

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Objective: *The objective of this course is to enable students understand the importance and dynamics of a firm's physical distribution functions and management of its supply chain.*

UNIT-I

Introduction to Logistics Management: Nature, Role, Scope and Evolution of Logistics Management, Operational Objectives of Logistics; Concept of Supply Chain Management; Marketing and its Interface with Logistics; Total Cost Analysis and Trade off; Concept of Customer Service: Components of Customer Service, Customer Service Cost, Customer Service Measurement; Major Components/Decisions of Logistics Management; Integrated Logistics System; Distribution related issues and Challenges for Logistics.

UNIT-II

Transportation Decisions: Role of Transportation in Logistics, Elements of Transportation Cost, Selection of Transportation Mode, Multi-Decision Areas of Transportation: Containerization, Transportation Network and Tariffs; Third Party Logistics; Inventory Management: Role of Inventory Management in Logistics, Elements of Inventory Costs, Decision Areas of Inventory Management, Techniques of Inventory Control, Economic Order Quantity Under Conditions of Certainty and Uncertainty.

UNIT-III

Modern Concept of Warehousing: Role and Types of Warehouses, Warehouse Functions, Planning Warehousing Operations, Site Selection, Warehouse Layout, Operational Mechanism and Automation in Warehousing; Information and Order Processing: Role of Information System in Logistics Management; Order Processing: Nature and Concept, Functions of Order Processing; Elements of Ordering cost.

UNIT-IV

Packaging: Role of Packaging in Logistics, New Emerging Packaging Alternatives, Packaging operations, Factors affecting packaging decisions; Material Handling: Objectives of Material Handling, Material Handling considerations; Equipments for Material Handling, Factors affecting Material Handling decisions.

Distribution Control and Performance Evaluation: Integration of Logistics with Distribution System, IT-enabled Distribution and Logistics Management, Distribution Control and Performance Measurement.

Suggested Readings:

1. Bowersox and Others: *Physical Distribution Management*, Tata McGraw Hill, New Delhi.
2. Stern, Louis W. Adel, I.E.L. – Ansary, Annee T. Coughlan: *Marketing Channels*, Prentice Hall, New Delhi.
3. Ballu, Ronald H, *Business Logistics Management*, Englewood Cliffs, New York, Prentice Hall Inc.
4. Martin, Christopher and Gordon Wills: *Marketing Logistics and Distribution Management*
5. Khanna, K.K. *Physical Distribution Management*, Himalaya Publishing House, New Delhi.
6. Lambert, D. et. al., *Strategic Logistics Management*, Tata McGraw Hill, New Delhi.
7. Chopra, S and Meindl, P, *Supply Chain Management- Strategy, Planning and Operation*, Pearson Education.
8. Simchi-Levi, D et al., *Designing and Managing the Supply Chain*, The McGraw Hill Companies
9. Sharma, S, *Supply Chain Management-Concepts, Practices and Implementation*, Oxford University Press.

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Objective: *The objective of this course is to familiarize the students with the basic concepts of retailing and understanding retail business so as to make them ready for future roles as managers*

UNIT-I

Introduction to Retail- Evolution of Retail, Organised Vs Unorganised retailing, Retail Mix, theories of retail development, Types of Retailers; Careers in Retailing; Understanding Consumers.

UNIT-II

Retail Locations- Planned and Unplanned, Retail Site Location- Site Characteristics, Trade Area Characteristics, Location and Site Evaluation; Store Layout and Design; Space Management; Visual Merchandising; Atmospheric.

UNIT-III

Managing Merchandise - Merchandise Planning, Process, Forecasting Sales, Developing Assortment Plans, National Brands and Private Labels; Retail Pricing- Setting Retail Prices, Price Adjustments, Pricing Strategies; Retail Communication Mix.

UNIT-IV

Information and Supply Chain Management- Information Flows, Logistics, Distribution Centre. Contemporary issues in Retail- Significance of retail as an industry, Retail scenario at International and National Level, Technology in Retailing, Multi-channel Retailing, E-Retailing: Future of e-retailing, Challenges for traditional retail and e-retail, FDI in Retail.

Suggested Readings:

1. Pradhan, S., Retailing Management Text and Cases, Mc Graw Hill Education, New Delhi
2. Levy, Micheal, Weitz, Barton, A. and Pandit, Ajay, Retailing Management, Tata McGraw Hill, New Delhi
3. Berman, Barry and Evans, Joel, R., Retail Management; A Strategic Approach; PHI/Pearson Education; New Delhi
4. Newman, Andrew, J. & Cullen, Peter, Retailing: Environment & Operations, Vikas Publishing House; New Delhi.
5. Gilber, David, Retail Marketing Management, Pearson Education, New Delhi.

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2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

Objective: The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspects of global marketing.

UNIT-I

Global Marketing- Introduction, Drivers towards globalization, Global marketing objectives; Initial modes of entry; Process of international marketing. Culture and Global Marketing- Cultures across countries, Culture and negotiations.

UNIT –II

Country Attractiveness- Environmental research, Entry evaluation procedure, Country data sources, Forecasting country sales and market share. Local Marketing- Understanding local customers, Local marketing in mature markets and growth markets.

UNIT-III

Global Segmentation and Positioning- Global market segment, Targeting segments, Global product positioning. Global products- Standardization versus Adaptation, Developing new global products, Global brand management.

UNIT-IV

Global Pricing- Pricing policy and strategy, Transfer pricing, Counter trade. Global Distribution- Local channels, Wholesaling and retailing, Global logistics, Effects of parallel distribution. Global Advertising and Promotion- Global advertising decision, Elements of global advertising, Global sales promotion; E-commerce as a tool of global marketing.

Suggested Readings:

1. Warren, J. Keegan: Global Marketing Management: Pearson Edu/PHI, New Delhi
2. Johansson Johny, Global Marketing: Foreign Entry, Local Marketing and Global Management, McGraw Hill.
3. Sak Onkvisit and John Shaw: International Marketing (analysis and Strategy), PHI.
4. Phillip R. Cateora: International Marketing: Tata McGraw Hill.
5. Vern Terpestra and Ravi Sarathy: International Marketing: Thomson
6. R. L. Varshney and B. Bhattacharya: International Marketing: Sultan Chand Publications.

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Objective: The objective of this course is to impart in depth knowledge to the students regarding the theory and practices of brand management.

UNIT-I

Branding terminology, basic branding concepts- brand awareness, brand personality, brand image, brand identity, brand loyalty, brand equity, major branding decisions: selecting a brand name, brand extension decision, family versus individual brand names, multiple branding, private versus national branding, importance of branding

UNIT II

Branding challenges and opportunities, concept of brand equity, sources and benefits of brand equity, customer based Brand equity, designing marketing programme to built brand equity, measurement of brand equity, Strategic brand management process, concept of Brand positioning and repositioning, Identifying and establishing brand positioning and values.

UNIT III

Planning and implementing brand marketing programmes, designing marketing programs, measuring and interpreting brand performance, Legal aspects of Branding, Copyright, Trademarks and IPR, designing and implementing branding strategies; Brand building and communication, E-Branding, handling brand name changes

UNIT IV

New products and brand extension, evaluating brand extension opportunities, reinforcing brands, revitalising brands, managing brands over geographic boundaries and market segments, rationale for going international, global marketing programs- advantage and disadvantage, standardisation versus customisation, global brand strategy. Branding in rural marketing, branding in specific sectors: retail, industrial, service brands

Suggested Readings:

1. Kavin lane Keller, Strategic Brand Management, Pearson Education.
2. David A Aaker, Managing Brand Equity, New York, Free Press.
3. Don Cowley, Understanding brands, Kogan page
4. J.N. Kapferer, Strategic Brand Management, Free Press.

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MBAM-308

CUSTOMER RELATIONSHIP MANAGEMENT

M.T. 3 HRS

M.M. : 70

Objective: *The aim of this course is to acquaint the students with concepts, techniques and give experience in the application of concepts for developing effective Customer Relationship program.*

UNIT-I

Prerequisites to CRM: Changing face of Indian market, Customer ownership and customer values, Customer life cycle (CLC) and Customer lifetime value (CLV), Customer relationship. Relationship Marketing- From traditional marketing approach to relationship marketing organisational pervasive approach, Service level agreements (SLA)

UNIT- II

Understanding CRM, Technology and CRM, Levels of CRM, Loyalty Management, Loyalty programmes, reasons of failure of loyalty programmes.
Service quality and service capacity planning: service capacity planning process; Customer driven quality and Quality Management System (QMS)

UNIT-III

Planning and implementation of CRM, CRM and Sales Force Automation (SFA): Objectives, Strategic advantage of SFA, Key factor for successful SFA.
eCRM: Benefits, Data handling, eCRM systems/applications in market, specifications of eCRM solutions, Scope and Significance of a CRM project, CRM implementation process.

UNIT-IV

Making CRM a success: Success factors for CRM, Business Process Reengineering (BPR) for CRM implementation, Data Quality Management (DQM). Securing Customer Data: Information security management system, Ethical issues in CRM, IT solutions of CRM and its Integration, Future of CRM.

Suggested Readings:

1. Makkar, U. & Makkar, H. K., Customer Relationship Management, McGraw Hill Education.
2. Dyche, Jill., The CRM Handbook-A Business Guide to CRM, Pearson Education Asia.
3. Anton, J., Petouhoff, N.L. & Kalia, S., Customer Relationship Management, Pearson.
4. Kumar, V. & Reinartz, W., Customer Relationship Management: Concept, Strategy, and
5. Tools, Springer, 2nd Ed.
6. Brown, A. Stanly, Customer Relationship Management, John Wiley.
7. Gosney, John W. and Thomas P. Boehm, Customer Relationship Management Essentials,
8. Prentice Hall.
9. Seth, Jagdish N., Customer Relationship Management, Tata McGraw Hill Publishing Co.

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2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

MBAM-309

COMPETITIVE MARKETING STRATEGY

M.T. 3 HRS

M.M. : 70

Objective: The objective of this course is to make the students understand the intricacies of competitive marketing situations and ways to handle each situation.

UNIT I

Strategy, Market Strategy, Understanding Competition. Market Situation Analysis; Analysis of Competitor's Strategies and Estimating their Reaction Pattern and Competitive Position

UNIT II

Market Leader Strategies – Expanding the Total Market, Protecting Market Share, Expanding Market Share; Market Challenger Strategies – Choosing and Attack Strategy, Market Follower Strategies; Market Nicher Strategies

UNIT III

Competitive Market Strategy for Emerging Industries, Declining Industries and Fragmented Industries; Balancing Customer and Competitor Orientations, Industry Segmentation and Competitive Advantage

UNIT IV

Product Differentiation and Brand Positioning, Competitive Pricing, Competitive Advertising, Role of Sales Promotion in Competitive Marketing. Analysing Strategies of top Select Companies.

Suggested Readings:

1. Walker, C.W., Mullins, J. & Boyd, H.W.- Marketing Strategy: A Decision Focused Approach, Tata Mc Graw Hill
2. Kotler, Keller, Koshi and Jha, Marketing Management : A South Asian perspective Prentice Hall
3. Singh, Narendera, Strategic Management & Marketing , Himalaya Publication 2004
4. Hooley , Marketing Strategy, Pearson, 2008
5. David Cravens, Strategic Marketing , Tata Mc Graw Hill, 9th Edition 2008

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Objective: *The objective of this course is to make the students understand the intricate process of marketing communication and how each tool of communication contribute to the overall communication strategy.*

UNIT-I

The growth of advertising and promotion, the evolution of IMC and a contemporary perspective, Promotional Mix: a tool for IMC, Analysis of the communication process, Role of IMC in the marketing process, Developing Marketing Planning Program, Role of Advertising and Promotion.

UNIT-II

Participants in the IMC process: The clients Role, Role of advertising agencies, Types of Ad agencies, Agency compensation, evaluating agencies; An Overview of Consumer Behavior: Consumer decision-making process, Environmental influences on consumer behavior, Alternate approaches to consumer behavior

UNIT-III

Analyzing the communication process: A basic model of Communication, cognitive response approach, elaboration likelihood model; Source message and channel factors; Objectives and budgeting for IMC programs: Establishing objectives and budgeting for promotional programs; DAGMAR: An approach to setting objectives, problems in setting objectives, Establishing and allocating the promotional budget; Developing the IMC program: Creative Strategy: Planning & development, Implementation and evaluation.

UNIT-IV

Media planning and Strategy: Developing the media plan, Establishing media objectives, Developing and implementing media strategies, Evaluation and follow-up; Evaluation of media: television & Radio, Evaluation of Print Media: Support Media, Direct Marketing, Direct Selling, The internet and interactive media, sales promotion, public relation, publicity and corporate advertising. Measure the effectiveness of the promotional program. International advertising and promotion, regulation of advertising and promotion, evaluating the social, ethical and economic Aspects of advertising and promotion

Suggested Readings:

1. Blakeman, R. Integrated Marketing Communication: Creative Strategy from Idea to Implementation, Rowman & Littlefield
2. Dutta, K., Integrated Marketing Communication, Oxford Higher Education
3. Belch, G. E., Belch, M. A. and Purani, K., Advertising and Promotion, McGraw Hill Education.
4. Sissors, J. Z. and Baron, R.B. Advertising Media Planning, McGraw Hill.
5. Jethwaney, J. and Jain, S., Advertising Management, Oxford publishing

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Objective: To develop basic skills among students to independently handle a wide range of employee counseling and performance counseling.

UNIT-I

Introduction to Counseling- Emergence, Growth, Definition, Need, Goal, Role and Characteristics of Counselor and Counselee, Difference between Counseling and Psychotherapy, and General Principles of Counseling.

UNIT-II

Approaches to Counseling- Psycho-analytical (Sigmund Freud Theory), Therapeutic (Alfred Adler Theory), Behaviouristic (B. F. Skinner Theory), Cognitive (Albert Ellis Model) and Humanistic Approaches (Carl Rogers Approach);

UNIT-III

Counseling Process- 5-D Model, the Phases of Counseling Process, Counseling Environment and Procedure, and the Core Conditions of Counseling; Counselor's Attitude and Skills of Counseling- Verbal and Non-verbal Communication Modalities, Listening Skills, Listening Barriers and Strategies to Overcome Listening Barriers;

UNIT-IV

Organizational Applications of Counseling Skills- Identifying Problems and Coping Strategies with regard to Occupational Stress and Performance Management; Special Problems in Counseling- Selection of Counseling Strategies and Interventions, Changing Behaviour through Counseling; Ethical and Legal Aspects of Counseling, and Current trends in Counseling.

Suggested Readings:

1. Cormer, L.S., and Hackney, H., *The Professional Counselor's Process Guide Helping*, Englewood Cliffs, Prentice Hall Inc.
2. Moursund, J., *The Process of Counseling and Therapy*, Englewood Cliffs, Prentice Hall Inc.
3. Munro, C A, *Counseling: A Skills Approach*, Methuen.
4. Reddy, Michael, *Counseling at Work*, British Psychological Society and Methuen.
5. Rao, S. Narayana, *Counselling and Guidance*, Tata McGraw Hill.
6. Gladding, S. T, *Counseling- A Comprehensive Profession*, Pearson.
7. Singh, Kavita, *Counselling Skills for Managers*, Prentice Hall of India.

Note:

1. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Objective: *Econometrics is concerned with quantifying economic relations, with the provision of numerical estimates of the parameters involved and testing hypotheses embodied in economic relationships. This course aims to provide a basic introduction to econometric analysis, to enable students to examine existing theories with empirical data. In doing so, it examines the difficulties inherent in confronting theory with business data in order to quantify relationships, in dealing with errors and problems in variables which can be only observed but not controlled, and the means of compensating for uncertainty in data.*

UNIT-I

Nature, scope and methodology of econometrics; Simple Linear Regression Model: Assumptions, Procedures and properties of OLS estimator, Co-efficient of determination, Tests of significance, Maximum Likelihood Method.

UNIT-II

Multiple Linear Regression Analysis: Method of least squares, Properties of OLS estimator, Test of significance of regression co-efficients, R² and adjusted R²; Econometric Problems: Multicollinearity, Autocorrelation and Heteroscedasticity.

UNIT-III

Dummy variables-Nature and uses, Regression on dummy variables, Regression on Dummy Dependent Variable-The basic idea of the Linear Probability Model (LPM), Probit and Logit Models. Dynamic Econometric Models: Koyck distributed lag model, the adaptive expectation model, and the partial adjustment model.

UNIT-IV

Simultaneous Equation Models: Structural, Reduced and final forms, Identification-Order and rank conditions, Methods for estimating the simultaneous models-Basic idea of Indirect Least Square (ILS) and Two Stage Least Square (2SLS) methods. Seemingly Unrelated Regressions (SUR), SUR versus OLS.

Suggested Readings:

1. Greene, William H., *Econometric Analysis*, Macmillan.
2. Johnston, J., *Econometric Methods*, McGraw-Hill.
3. Gujarati, Damodar N., *Basic Econometrics*, McGraw-Hill.
4. Stock J. H. and Watson M.W. *Introduction to Econometrics*, Addison-Wesley Series in Economics, 2nd Edition (2006).
5. Koutsoyiannis, A., *Theory of Econometrics*, Harper & Row.
6. Kmenta, J., *Theory of Econometrics*, Macmillan.
7. Maddala, G.S., *Introduction to Econometrics*, Macmillan.

Note:

1. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Objective: *The main objective of this course is to make students learn the various aspects of personal finance.*

UNIT-I

Personal Finance: Meaning and importance. Financial planning: meaning, process and role of financial planner. Risk profiling: client data analysis, life cycle, wealth cycle. Asset allocation: Strategic, Tactical, Fixed and Flexible.

UNIT-II

Risk Management: Meaning, process and importance. Distinguish between risk assessment, risk management and risk avoidance. Assessment of requirement of Health Insurance, Life Insurance and General Insurance. Choice of products for risk coverage.

UNIT-III

Investment Management: meaning and importance. Investment avenues: equity, debt, gold, real estate, mutual funds, exchange traded funds. Portfolio management: meaning, construction, evaluation and revision. Loan management: meaning, types, importance and assessment.

UNIT-IV

Tax planning: basics terms of income tax, advance tax, tax deduction at source, deductions under section 80C, 80 CCC, 80 D and 80 G. Taxation of investment products. Retirement planning. Management of nomination, power of attorney and will.

Suggested Readings:

1. Kapoor Jack R, Personal Finance, The McGraw-Hill companies.
2. Huang. Stanley S C and Randall, Maury R., *Investment Analysis and Management*. Allyn and Bacon.
3. Gaungully, Ashok, Insurance Management, New Age Publishers, New Delhi.
4. Ahuja, G K & Gupta Ravi. Systematic Approach to Income Tax, Allahabad, Bharat Law House.
5. Pandian, Security Analysis and Portfolio Management, Vikas Publishing House, New Delhi.

Note:

1. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

OE - 305 EXPORT-IMPORT PROCEDURES AND DOCUMENTATION
M.T: 3 HRS M.M:70

Objective: The aim of the course is to acquaint the students with the export-import procedures and documentation

UNIT I

Export Preliminaries, Documentation in international trade: Aligned Documentation System (ADS); Commercial documents, Regulatory documents, Documents related to goods, shipment, payment, inspection and legal regulated documents, Official machinery for consultation.

UNIT II

Export contract: Distinction between domestic sales contract and export sales contract, Major laws for export contracts, Elements in export contracts, Dispute settlement, Role of ICC; INCOTERMS, Containerization.

UNIT III

Export order processing; shipping and custom clearance of export and import cargo; central excise clearance; Role of clearing and forwarding agents. Types of risks in international trade, Cargo Insurance and claim Procedures

UNIT IV

Methods of payment in international trade; documentary collection of export bills, UCPDC guideline, Instruments of payments, Pre-shipment and post-shipment finance, Negotiation of documents with banks, Main Provisions of FEMA; Procedure and documentation for availing export incentives.

Suggested Readings:

1. C. Rama Gopal, *Export Import Procedures, Documentation and Logistics*, New Age International Publishers, New Delhi.
2. M. D. Jitendra, *Export Procedures and Documentation*, Rajat Publications.
3. Pervin Wadia, *Export Markets and Foreign Trade Management*, Manishka Publications.
4. Paras Ram, *Export: What, Where and How*, Anupam, Publications.
5. Government of India, *Handbook of Import - Export Procedures*.
6. Nabhi's *Exporters Manual and Documentation*.
7. Nabhi's *New Import-Export Policy Procedures*

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1. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

OE: 306

CORPORATE GOVERNANCE AND BUSINESS ETHICS

M.T.: 3 Hrs

M.M:70

Objective: *The objective of this course is to sensitize the students about the various ethical and corporate governance issues in business management in the current environment.*

UNIT-I

Evolution of corporate governance; developments in India; regulatory framework of corporate governance in India; SEBI guidelines on corporate governance; reforms in the Companies Act.

UNIT-II

Corporate management vs. governance; internal constituents of the corporate governance; key managerial personnel (KMP); chairman- qualities of a chairman, powers, responsibilities and duties of a chairman; chief executive officer (CEO), role and responsibilities of the CEO.

UNIT-III

Introduction to Business Ethics: The concept, nature and growing significance of Ethics in Business, Ethical Principles in Business, Ethics in Management, Theories of Business Ethics, Ethical Issues in Business, Business Ethics in 21st Century.

UNIT-IV

Ethics in various functional areas of Business: Ethics in Finance, Ethics in HRM, Ethics in Marketing, Ethics in Production and Operation Management.

Suggested Readings:

1. Mallin, Christine A., *Corporate Governance (Indian Edition)*, Oxford University Press, Delhi.
2. Blowfield, Michael, and Alan Murray, *Corporate Responsibility*, Oxford University Press.
3. Francesco Perrini, Stefano, and Antonio Tencati, *Developing Corporate Social Responsibility-A European Perspective*, Edward Elgar.
4. Sharma, J.P., *Corporate Governance, Business Ethics & CSR*, Ane Books Pvt Ltd, New Delhi.
5. Manuel G. Velasquez, *Business Ethics*, Pearson Prentice Hall.
6. Ravindranath B. & Narayana B., *Business Ethics*, Vrinda Publications Pvt. Ltd

Note:

1. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Objectives: *The course aims to help student appreciate the significance of Indian Ethos and Values along with its relevance and implications to managerial decision making.*

UNIT I

Indian Ethos: Meaning of Bharat, relevance of Indian ethos, role of Indian ethos in managerial practices; Sources of Indian Ethos in Management: Vedas, Ramayana, Bible, Quran, Kautilya's Arthashastra, Ethics v/s Ethos; Indian Management v/s Western Management

UNIT II

Modern Approach towards Indian Ethos : Introduction, Indian Management Thoughts, Holistic Approach to Management; Sadhana –In Management context, The Tatwas in Indian Ethos; Management Thoughts and Practice: Harmony with Environment, Dharma, Swadharma and Detachment, Holistic approach to Personality, Managerial Purusharth Karma yoga & enlightened leadership

UNIT III

Learning and Education System in India: Learning concept, Gurukul System of Learning, The beginning of modern education system, Achievements of the Indian education system; Law of Karma, Law of creation, law of humility, law of growth, law of responsibility

UNIT IV

Human Values: Meaning, significance, Vedic literature and values, formation of values, Aristotle's view on value inculcation, Objectives of value-based system, Interrelation of Values and Skills, Values and the workplace, Value-based Human response management, Need of value-based holistic management, Value-driven management, Indian culture and wisdom, The ethical and spiritual values and Methods of heart and mind purification

Suggested Readings:

1. Agarwal, T. & Chandorkar, N., Indian Ethos in Management, Himalaya Publishing House
2. Nandgopal, R. & Sankar, R.N.A., Indian Ethos & Values in Management, Tata McGraw Hill Education
3. Ganjre, A.K., Pawar, P. & Laxman R., Indian Ethos - Modern Management Mantra, Himalaya Publishing House
4. Bansal, I., Management Concept in ancient India psycho-philosophic thought and their significance in present day organization, Jaipur, Narayan Publication
5. Sharma. S., Management in New Age: Western Windows Eastern Doors Management, New Age International

Note:

1. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

SEMESTER IV

Objective: The objective of this course is to expose the students to the growth of entrepreneurship in developing countries with special reference to India.

UNIT-I

Concept of Entrepreneur and Entrepreneurship, Entrepreneur vs. Manager, Significance of Entrepreneurship in Economic Development; Economic, Social and Psychological needs for Entrepreneurship; Characteristics, Qualities and Pre-requisites of Entrepreneur; Rural Entrepreneurship.

UNIT-II

The Function of the Entrepreneur in Economic Development of a Country; Methods and Procedures to start and expand one's own Business; Achievement Motivation; Environmental Factors affecting success of a new Business.

UNIT-III

Feasibility Study -Preparation of Feasibility Reports: Selection of factory location, Economic, Technical, Financial and Managerial Feasibility of Project.

UNIT-IV

Govt support to new Enterprise; Role of Government and Promotional agencies in Entrepreneurship Development, Entrepreneurship Development Programmes in India.

Suggested Readings:

1. Clifton, Davis S and Fyfe, David E., *Project Feasibility Analysis*, John Wiley.
2. Desai, A N., *Entrepreneur & Environment.*, Ashish Publications.
3. Drucker, Peter., *Innovation and Entrepreneurship*, Heinemann.
4. Jain Rajiv., *Planning a Small Scale Industry: A Guide to Entrepreneurs*, S.S. Books.
5. Kumar, S A., *Entrepreneurship in Small Industry*, Discovery.
6. McClelland, D C and Winter, W G., *Motivating Economic Achievement*, Free Press.
7. Pareek, Udai and Venkateswara Rao, T., *Developing Entrepreneurship -A Handbook on learning Systems*, Learning Systems.

Note:

1. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition to that eight more questions will be set, two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Objective: *The course aims at imparting knowledge of formulation, implementation and evaluation of Business Strategies.*

UNIT 1

An introduction to business policy - Nature, Objective and importance of business policy; An overview of strategic management; Strategic decision making; Process of strategic decision making.

UNIT 2

Strategy formulation: Company's vision, mission and objectives; Environmental and organizational appraisal, Strategic alternatives and choice; Types of strategies; Business ethics and corporate strategy, Concept of value chain, core competency, resource base theory and competitive advantage.

UNIT 3

Strategy implementation: Designing organizational structure and activating strategies; Matching structure and corporate strategy, Structural, Behavioral and Functional implementation.

UNIT 4

Strategy Evaluation: Strategic evaluation and Control, Strategic and Operational Control; Techniques of evaluation and control.

Suggested Readings:

1. Jauch & Glueck, *Business Policy and Strategic Management*, McGraw Hill Publications.
2. Thompson A.A. and Stickland A.J, *Strategic Management- Concept and cases*, Pearson
3. Michael Porter, *Competitive Advantage of Nations*, Free Press, New York
4. Azhar Kazmi, *Business Policy and Strategic Management*, Thomson Learning
5. Kenneth, A. Andrews, *Concepts of corporate Strategy*, Irwin/McGraw-Hill
6. Melvin J. Stanford, *Management Policy*, Prentice-Hall
7. Pearce, J. A., II, and R. B. Robinson, Jr. *Strategic Management: Strategy Formulation, Implementation, and Control*, 12th edition, Chicago, IL: R. D. Irwin, Inc
8. Jean-Louis Schaan, & Micheál J. Kelly *Cases in Alliance Management: Building Successful Alliances*, SAGE Publications

Note:

1. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition to that eight more questions will be set, two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Objective: The objective of this course is to lay a foundation for an understanding of the complex dimensions of Industrial Marketing.

UNIT-I

Industrial Marketing: concept, nature and scope of industrial marketing; Difference between industrial and consumer marketing; Economics of industrial demand; Understanding industrial markets and environment: Types of industrial customers, Classification of industrial products, Marketing implications for different customers and different product types, Purchase practices of industrial customers, Environmental analysis in industrial marketing.

UNIT-II

Organisational Buying and Buyer behavior: Buyer motives, Phases in industrial buying decision process, Types of buying situations, Interpersonal Dynamics of industrial buying behavior, Buyer-Seller relationship, Models of industrial buying behavior, Industrial Marketing Research process; Industrial market segmentation, target marketing and positioning.

UNIT-III

Product Strategy: Meaning and Concept of an industrial product, Determinants of product mix, Industrial Product Life Cycle and strategies, New product development process; Marketing strategies for product related services and pure services; Industrial pricing decisions: Factors influencing pricing decisions, Pricing strategies, Pricing methods.

UNIT-IV

Industrial distribution channels and marketing logistics: Distinctive nature of industrial distribution channels, Factors affecting the nature of industrial channels, Role of intermediaries, Types of industrial intermediaries, Channel design decisions, Role of logistics and customer services in industrial marketing, Major components/Major decision areas of logistics, Total cost approach; Industrial marketing communication: Role of personal selling and direct marketing in industrial marketing, Personal selling process, Importance of advertising, and sales promotion in industrial marketing, Sales force management, Strategic planning, Implementing and Controlling in industrial marketing.

Suggested Readings:

1. Reeder, Robert R. Industrial Marketing: Analysis, Planning and Control. Englewood Cliffs. New Jersey, Prentice Hall Inc.
2. Havalder, Krishna K., Industrial Marketing, TMH, New Delhi
3. Havalder, Krishna K: Text and Cases, TMH, New Delhi
4. Brennan, R, Canning, L & McDowell, R, Business to Business Marketing, Sage Publications Ltd.,
5. Hill, Richard, etc. Industrial Marketing, Homewood Illionis, Richard D. Irwin.
6. Webster, F E. Industrial Marketing Strategy, New York, John Wiley.
7. Ghosh, P.K, Industrial Marketing, Oxford University Press.
8. Mukerjee, Industrial marketing, Excel Books India

Note:

1. The list of cases and specific references including recent article will be announced in the class at the time of launching of the course.
2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

Objective: *The aim of this paper is to acquaint the students with the concepts, techniques and developing skills regarding application of effective digital and social media marketing.*

UNIT I

Introduction to digital marketing, advantages of digital medium over other media, Impact of internet on consumer buying behaviour. Domain names; Website hosting; Lead generation; Ethical and Legal Issues in the field of digital marketing.

UNIT II

Search Engine Optimisation (SEO): Introduction to SEO; understanding search engines; basics of keyword research; On-page and off-page Search Engine Optimisation.

UNIT III

Search Engine Marketing (SEM): Introduction to SEM; Google Adwords; keywords; bidding and budget; quality score; creating and optimising campaign. Google Analytics; Content marketing; Affiliate marketing; Email marketing; Mobile marketing

UNIT IV

Social media marketing: meaning; approach to social media; types of social media websites; blogging; social media engagement; social media ROI; using social media for branding and promotion. Marketing on Facebook, LinkedIn, Youtube, Instagram, Pinterest

Suggested Readings:

1. Parkin Godfrey, Digital Marketing: Strategies for Online Success, New Holland Publishers.
2. Charlesworth A., Internet Marketing: A Practical Approach, BH Publications.
3. Chaffey Dave, Internet Marketing: Strategy, Implementation and Practice, Pearson Education.
4. Trengove Alex, Malczyk Anna and Beneke Justin, Internet Marketing, Get Smarter under the Creative Commons BY-NC 3.0.

Note:

1. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition to that eight more questions will be set, two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Objective: The objective of this course is to analyze the major concepts of rural and agricultural marketing in coherent and critical manner.

UNIT-I

Features, Significance, Scope and Limitations of rural markets in India; Environmental factors affecting rural markets; Changing focus of corporate towards rural markets; Demographic and psychographic profile of rural consumer; Classification of products and services in Rural marketing, rural demand and problems in rural marketing,

UNIT-II

Agriculture Marketing –Definition, Scope, Concept and Objectives; Differences in Agricultural and Consumer Marketing; Constraints in Agricultural marketing; Role of Agriculture in Economic Development of India; Role of Government in Agricultural Development; Agribusiness; Export potential for farm products -Supporting Services.

UNIT-III

Cooperative Marketing –Concept, History, Functions – Reasons for slow progress of cooperative sector, Advantages & Limitations of Organized retailing in Agri Inputs and Outputs, Trends in Agri Marketing. Supply Chain Management in Agri Business i.e. Cold Chains, Organized procurement & warehousing.

UNIT- IV

Marketing Mix for rural products; Role of financial institutions in rural marketing. Rural marketing strategies: Different models and case studies of corporate vis Tata Kisan Seva Kendra, Commodity market functioning etc. Innovative distribution Channels like ITC E-Choupal, Godrej Adhar, HUL Shakti.

Suggested Readings:

1. Acharya S. S. and Agarwal N. L., Agricultural Marketing in India, Oxford & IBH Publishing Company.
2. Dr. Subhash Bhawe, Agribusiness Management in India –Text & Cases.
3. Arora, R C., Integrated Rural Development, Scharnd.
4. Desao. Vassal. Rural Development, Himalaya Publishing House
5. Mishar, S. N., Politics and Society in Rural India, Inter India.
6. Porter, Michael, E. Competitive Strategy, Free Press.
7. T.P Gopaldaswamy, Rural marketing- Environment, problems and strategies

Note:

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2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to the compulsory Question No. 1. All questions shall carry equal marks.

Objective: *The objective of the course is to familiarize the students to design social campaigns with a view to bring change in the behavior of the public in the fields of public health and environment.*

UNIT - I

Social Marketing: Concept, Scope, Comparison with Commercial Marketing, Approaches to influence public Behavior; Social Marketing Planning Process; Elements of Campaign.

UNIT - II

Social Marketing Environment: Campaign Focus and purpose, Mapping the Internal and External Environments; Establishing Target Audiences: Target Marketing.

UNIT - III

Setting Campaign Objectives and Goals: Behavior Objective, Knowledge Objective, Belief Objective; Social Marketing Strategies: Product in social marketing, Price of a social marketing product.

UNIT - IV

Promotional Strategies: Types of Media Channels, Choosing Media Vehicles, Timings and Factors Influencing media strategies; Plan Evaluation and Monitoring: Outcome measures, Process Measures; Establishing Budgets and finding Funding Sources.

Suggested Readings:

1. Philip Kotler, Ned Roberto, Nancy Lee, *Social Marketing: Improving the quality of life*, Sage Publication, 2nd edition
2. Nancy R. Lee, Philip Kotler, *Social Marketing: Influencing Behavior for Good*, Sage, 4th edition
3. R. Kraig Lefebvre, *Social Marketing and Social Change*, Wiley.
4. Hong Cheng, Philip Kotler, Nancy R. Lee, *Social Marketing for Public Health: Global Trend and Success Stories*, Jones and Bartlett Publishers, LLC

Note:

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Objective: The aim of this paper is to acquaint the students about the concept and application of direct marketing and understanding its importance and applications.

UNIT I

Introduction: meaning, scope and importance; Evolution and growth of direct marketing; Direct marketing: The Indian scenario; Role of technology and media; Problem and challenges and future of direct marketing.

UNIT II

Channels/forms/modes of direct marketing: Telemarketing, Catalogue marketing, Direct mail marketing, Direct response marketing, Kiosk marketing, Online marketing. Media of direct marketing.

UNIT III

Strategies and objectives: the design use and maintenance of databases, Designing offers, managing lead-generation programme.

Managing the creative process: creating direct mail packages, catalogues, print visual and internet advertising.

UNIT IV

Applications of direct marketing: business to business direct marketing, retail direct marketing. Evaluating effectiveness of direct marketing. Few successful stories of direct marketing.

Suggested readings:

1. Bob Stone: Successful Direct Marketing Methods, NTC, Chicago.
2. Edwam, Nash: Direct Marketing, TMH, New Delhi, 2000.
3. McDonald, William J. Direct Marketing, TMH, New Delhi,
4. Roberts, M.L. And P.O. Berger: Direct Marketing Management, Prentice Hall, New Jersey.
5. Stone Mertin, Derek Davies And Alison Bond: Direct Hit. Macmillan, New Delhi.
6. Edward, Nash: The Direct Marketing Handbook, Tata Mcgrwa Hill, New Delhi.
7. Bird, Dryayton: Common Sence Direct Marketing, Kogan Page London.

Note:

1. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
2. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition to that eight more questions will be set, two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.