

**UNIVERSITY OF PUNE**  
**FACULTY OF MANAGEMENT**  
**Revised Syllabus for the**  
**Masters Degree Course in Marketing Management**  
**(M.M.M.)**  
**M.M. M. Part I From Academic Year 2008-2009**  
**M. M. M. Part II From Academic Year 2009-2010**

**(1) Introduction**

1. The name of the programme shall be **Masters Degree Course in Marketing Management (M.M.M.)**
2. The knowledge and skills required to plan, and manage marketing function, which has emerged as a special discipline is highly valued in all industry sectors including business, tourism and other services. The basic objective of the Masters Programme in Marketing Management (M.M.M.) is to provide to the country a steady stream of competent young men and women with the necessary knowledge, skills and foundations for acquiring a wide range of rewarding career into the rapidly expanding world of Marketing.
3. The Job Opportunities are:
  - (a) Many graduates begin their career as junior executives and, after some experience, are promoted to senior levels. Others seek entrepreneurial roles in the Marketing world as independent consultants or professionals. Career opportunities exist in such areas as management, sales, technical writing, training, consulting, etc.
  - (b) Application areas include National and International Marketing, Advertising, Market Research, Export and Import ,Training and Development.
4. Specific courses to be offered have been framed according to the needs of the marketing in the region in which the educational institution is located.
5. The M.M.M. program is a mix of marketing related and general business courses, which include the functional areas of Marketing Management like Industrial Marketing, Marketing Research, and Consumer Behaviour etc. The students are exposed to marketing development in the environment with special emphasis on management for small and medium enterprises.
6. The M.M.M. program will be a full time two years master's degree course of Marketing Management.
7. The new curriculum would focus on imparting skills in addition to the knowledge to the students.
8. Ordinarily in each class, not more than 60 students will be admitted.

**(II) Eligibility for Admission**

Graduates of any faculty from any statutory University shall be eligible for admission to the M.M.M. course.

**(III)** Number of Lectures and Practicals: Lectures and Practicals should be conducted as per the scheme of lectures and practicals.

**(IV)** Practical Training and Project Work: At the end of the second semester of study, a student will be examined in the “Project Work”.

- (a) Project work may be done individually or in groups in case of bigger projects. However, if project is done in groups, each student must be given a responsibility for a distinct topic and care should be taken to see that progress of individual topic is independent of others.
- (b) Students should take guidance from an internal guide and prepare a Project report on “Project Work” in 2 copies to be submitted to the Director of the Institute by 30<sup>th</sup> September of the academic year. Every student should also submit at least 3 typed copies of their project synopsis to the Institute.
- (c) The project should be of maximum 8,000 words. The annexure graphs, tables etc. shall not be considered for calculation of words.
- (d) The Project Synopsis should contain an Introduction to the project, which should clearly explain the project scope and reason for selecting the subject/topic in detail. Also, objectives, methodology should be enclosed.
- (e) The Project Work should be of such a nature that it could prove useful or relevant from the marketing management angle.
- (f) The Project Work will be duly assessed by the internal guide of the subject and marks will be communicated by the Director to the University after receiving the seat numbers from the University along with the marks of the internal credit for theory and practical to be communicated for all other courses.
- (g) The project work will carry 100 marks, out of which 30 marks will be for internal assessment and 70 marks for external viva. The external viva shall be conducted by minimum two external examiners.
- (h) Project Work can be carried out in the Institute or outside with prior permission of the Institute

**(V) Assessment:**

1. The final total assessment of the candidates is made in terms of an Internal assessment and an external assessment for each course.
  - a. For each paper, 30% marks will be based on internal assessment and 70% marks for semester end examination (external assessment), unless otherwise stated.
  - b. The division of the 30% marks allotted to internal assessment of theory papers is on the basis of tutorial work and written test of 15 marks, seminars and presentations 10 marks and attendance 5 marks.
  - c. The internal marks will be communicated to the University at the end of each semester, but before end of the semester examinations. These marks will be considered for the declaration of the results.

**(VI) Examination:**

Examinations shall be conducted at the end of each semester i.e. during December and in May.

**(VII) Standard of Passing:**

(a) Every candidate must secure 40% marks in both internal as well as external examinations in each head of passing.

(b) Reassessment of internal marks.

In case of those students who have secured less than passing percentage of marks in internal i.e. less than 40%, the institute will administer a separate internal test, the result of which may be conveyed to the University as the revised Internal Marks. In case the result of the internal test as above, results in lower marks than the original figure of the marks will prevail. In short, the rule is higher of the two figures of the marks. However, the institute will not administer any internal test, for any subject for those candidates who have already scored 40% or more marks in the internal examination.

**(VIII) Backlog:**

Candidate can keep terms for any semester of M.M.M. irrespective of the number of subjects in which he / she has failed in the previous M.M.M. semester examinations.

**(IX) Class**

There shall be numerical marking for each question. At the time of declaration of the result, the marks obtained by the candidate are converted into classes as shown below: The class will be awarded on the basis of aggregate marks scored by the student (i.e. out of 2800), provided he/she has passed in both the internal and external examinations of all the subjects in M.M.M. Part I and Part II.

**CLASS = TOTAL MARKS**

First Class with Distinction	1960 and above
First Class	1680 to 1959
Higher Second Class	1540 to 1679
Second Class	1400 to 1539
Pass Class	1120 to 1399
Fail	1398 and below

**(XI) Medium of Instruction:**

The medium of Instruction will be English.

**(XII) Revision of Syllabus:**

As the Marketing field undergoes changes very fast, revision of the syllabus should be considered every 3 years.

**(XIII) Teaching and Practical Scheme:**

Minimum number of sessions for subjects of external evaluation per semester 40 hrs.  
 Minimum number of sessions for subjects of internal assessment per semester 20 hrs.  
 (Each session will be of 90 minutes or 1 ½ hrs.)

**COURSE STRUCTURE**

<b>Unit Course No.</b>	<b>Unit Course Name</b>	<b>External / Internal</b>	<b>Total Marks</b>
<b>Semester – I</b>			
101	Principles & Practices of Management	70/30	100
102	Principles of Marketing	70/30	100
103	Fundamentals of Management Accounting	70/30	100
104	Managerial Economics	70/30	100
105	Research Methodology	70/30	100
106	Consumer Behaviour	70/30	100
107	Business Communication	50(I)	50
108	Fundamentals of Information Technology	50(I)	50
<b>Semester – II</b>			
201	Services Marketing	70/30	100
202	Retail Marketing	70/30	100
203	Sales Management & Personal Selling	70/30	100
204	Distribution Management & Logistics	70/30	100
205	Market Research	70/30	100
206	Relationship Marketing	70/30	100
207	Indian Economic Environment	50(I)	50
208	Field Work + SPSS	50(I)	50
<b>Semester – III</b>			
301	International Marketing	70/30	100
302	Laws related to Marketing	70/30	100
303	Financial Services Marketing	70/30	100
304	Marketing Communication	70/30	100
305	Retail Operations Management	70/30	100
306	Project Work	70/30	100
307	Foreign Language	50(I)	50
308	Virtual Marketing	50(I)	50
<b>Semester – IV</b>			
401	Brand Management	70/30	100
402	Strategic Marketing	70/30	100
403	Export Documentation & Forex Management	70/30	100
404	Direct Marketing	70/30	100
405	Industrial Marketing	70/30	100
406	Rural & Agricultural Marketing	70/30	100
407	Entrepreneurship Development & Project Management	50(I)	50
408	Foreign Language	50(I)	50
		<b>Total Marks</b>	<b>2800</b>

Note: "I" denotes Fully Internal Assessment

**(101) PRINCIPLES AND PRACTICES OF MANAGEMENT**

1. Development of Management thought from antiquity to industrial revolution.
  - Emergence of scientific management.
  - Contribution of Taylor, Fayol, Weber, Bernard and Elton Mayo.
  - Linkages between Scientific Management & Human Relations Movement.
  - Hawthorne Experiments.
2. Overview of the process and components of management.
  - Planning, Organizing, Directing, Staffing, Coordinating, Controlling.
3. The role of individual behaviour in organizations.
  - Motivation and needs, Classification of motives.
  - Contribution of Maslow, Herzberg, Alderfer, Porter and Lawler theories of motivation.
4. Foundations of Individual Behaviour.
  - Communication and perceptions
  - Shaping of personality.
  - The self concept, self esteem, self efficiency.
  - Mcgregor's Theories X & Y.
5. Leadership, Team Building & Group Dynamics.
  - Leadership Traits.
  - Working teams and team effectiveness.
  - Dynamics of Group Behaviour.
  - Influence of the group on individual and group decision making.
6. Development of management thought from industrial revolution/scientific management movement to electronic era and knowledge society of the 21<sup>st</sup> Century.
  - Concept of Top Management.
  - Japanese styles of management, QCs, TQM.
  - Knowledge workers.
  - Corporate Social Responsibility.

**Reference Books**

1. Principles of Management (McGraw Hill) - Koontz & O'Donnel
2. Essentials of Management (Prentice Hall of India) - Joseph I, Massie
3. The Practice of Management (Allied Publishers) - Peter F Drucker
4. Tasks, Management, Responsibility & Practice - Peter F Drucker
5. Management (Prentice Hall of India) - Stoner, James AF
6. Organizational Behaviour (McGraw Hill – 10th Ed) - Fred Luthans
7. Human Behaviour at Work (Tata McGraw Hill-7th Ed)- Keith Davis
8. Organizational Behaviour - Robins SP
9. Psychological Dimensions of Organizational Behaviour- Staw BM
10. Human Relations & Organizational Behaviour - R.S. Dwivedi
11. Management-global perspective -Heinz Weirich, Harold koontz

12. Principles of Management 3rd Edition P.C.Tripathi,P.N.Reddy
13. Essentials of Management-Harold Koontz,Heinz Weihrich 7th Edition
14. Principles of Management-T.Ramaswamy

### **( 102 ) PRINCIPLES OF MARKETING**

1. Marketing Concepts – Approaches to Marketing –Core concepts of marketing - Marketing Process – Functions of Marketing
2. Marketing Environment– The changing marketing environment – Analyzing needs and trends in Macro Environment and Micro Environment
3. Market Segmentation – Bases for market segmentation of consumer goods, industrial goods and services – Market Targeting and positioning strategies
4. New Product Decision Process – Types of new products – Test Marketing of a new product, Packaging – Purpose, Types and New Trends in packaging
5. Marketing Mix – Four P’s – Its significance in the competitive environment – Product and Product Line – Product Mix – Product Life Cycle – Managing the product in Product Life Cycle
6. Physical Distribution – Importance and role of distribution in marketing – Introduction to the various channels of distribution –Promotion Tools – Sales Promotion, Advertising, Personal Selling, Direct Marketing and Online Marketing as promotion tools
7. Pricing –importance – methods – objectives –factors
8. Market Evaluation and Controls – Types, processes, obstacles to marketing control – Marketing Audit – Marketing Ethics

### **Books Recommended**

1. Marketing Special Indian Edition- Dhruv Grewal, Michael Levy
2. Marketing - Stanton,,Michael Etzel,Walker(Tata )
3. Marketing Management - V.S.Ramaswamy and S.Namakumari
4. Principles of Marketing 9th Edition - Philip Kotler and Gary Armstrong
5. Marketing - Bovee and John Thill
6. Marketing Models - Lilien & Kotler & Moorthy
7. Case Studies in Marketing – Indian context - R.Srinivas
8. Marketing Management Text And Cases in Indian Context-Dr.K.Karunakaran
9. Marketing Management Text and Cases-Biplab Bose
10. Marketing Management -S.A. Sherlekar13th Edition
11. Product Management S.A.Chunawala
12. Marketing Management - Philip Kotler

**(103) FUNDAMENTALS OF MANAGEMENT ACCOUNTING**

1. Cost Accounting – Relationship with Financial Accounting -Cost Concept & Classification -Basic Terms: Revenue, Expense, Cost, Cost Centre, Cost Unit– Preparation of Cost Sheet (8)
2. Materials Cost – Materials purchasing, receiving, storing, issuing including pricing of issues ( LIFO, FIFO, Average method) -ABC Analysis –JIT (10)
3. Overheads – Identifying the overheads with the cost center – Allocation, Apportionment and Absorption – Under Absorption and Over Absorption of Overheads (6)
4. Elementary study of the Managerial Decision Making Techniques –
  - a. Marginal Costing – Break Even Analysis, Applications of Marginal Costing in decision making – Key Factor considerations b.Budgetary Control – Functional Budgets – Flexible Budgets Standard Costing – Materials Cost, Labour Cost and Sales Variance

**Books Recommended**

1. Introduction to Management Accounting – Horngreen and Sundlem
2. Principles of Management Accounting – Manmohan & Goyal
3. Cost and Management Accounting – S.M.Inamdar
4. Management Accounting – Dr. Mahesh Kulkarni
5. Cost Accounting - Khan & Jain
6. Management Accounting 3rd Ed. - Khan & Jain
7. Theory & Problems in Management & Cost Accounting - Khan & Jain
8. Cost Accounting - Jawaharlal
9. Cost accounting -B.K.Bhar

**(104) MANAGERIAL ECONOMICS**

1. Definition, Nature and Scope of Managerial Economics, Managerial Economics and Microeconomics and Macroeconomics, Managerial Economics and decision making. (8)
2. Meaning and determinants of demand, Demand function, Law of Demand, Market Demand, Elasticity of demand, Types of elasticity, Measurement of elasticity, Significance and uses of the elasticity, Methods of demand estimation, Demand forecasting, Meaning and significance of forecasting, Methods of demand forecasting, Forecasting of an established product, Forecasting of a new product. (10)
3. Production Function, Law of Variable Proportions, Law of supply, Elasticity of supply, Measurement of elasticity, Significance and uses of the concept of elasticity. (8)

4. Costs of production, Private costs and Social Costs, Accounting Costs and economic costs, Short run and Long Run costs, Economies of scale, Cost estimation, Methods of cost estimation and cost forecasting, Cost reduction and cost control. (8)
5. Pricing under various markets including : Perfect Competition, Monopoly, Monopolistic competition, oligopoly, Cartels, Price discrimination, Measurement of Monopoly Power. (8)
6. Pricing strategies and Methods-Cost plus pricing, Marginal cost pricing, cyclical pricing, Penetration Pricing, Price Leadership, Price Skimming, Transfer pricing. (4)
7. Alternative Theories of the Firm : Traditional Theory of Profit Maximization, Baumol's Sales Maximization Model, Williamson's Theory of Managerial Discretion, Models of Growth Maximization, Behavioural Theories of the Firm. (6)
8. Profit Policy: Break Even Analysis, Profit Forecasting. (4)
9. Need for Government Intervention in Markets, Price Controls, Support Price, Preventions and Control of Monopolies, System of Dual Price, (4)

(Figures to the right indicate the number of lectures of 45 minutes each for the topic concerned. In addition to lectures, students are also supposed to attend about 15 tutorial sessions of 45 minutes each for assignments, discussions, presentations, etc.)

**Recommended Books :**

1. Managerial Economics - Analysis, Problems and Cases, P. L. Mehta, Sultan Chand and Sons, New Delhi.
2. Managerial Economics - Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.
3. Managerial Economics - D. Salvatore, McGraw Hill, New Delhi.
4. Managerial Economics - Peterson and Lewis, Prentice Hall, New Delhi
5. Managerial Economics - G. S. Gupta , T M H, New Delhi.
6. Managerial Economics - Mote, Paul and Gupta, T M H, New Delhi.
7. Managerial Economics — D. C. Hague, Longmans.
8. Managerial Economics - Joel Dean, Prentice Hall, USA.
9. Managerial Economics - H L Ahuja, S Chand & Co. New Delhi.
10. A study of Managerial Economics – D.Gopalkrishna
11. Managerial Economics – D.C.Hauge
12. Managerial Economics – Reckie and Crooke
13. Managerial Economics, 4th Ed. – Craig Peterson

**(105) RESEARCH METHODOLOGY**

1. Concept of Research – objectives, Motivation , Importance & types of research
2. Social research – Native scope importance & limitations , functional areas of management.
3. Scientific method – steps involved in a process of research.
4. Process of formulating research problem
  - Defining problem
  - Hypothesis formation
  - Sources
  - Qualities of workable hypothesis
  - Importance of Hypothesis
5. Research Design
  - Criteria of a good research design
  - Types of research design
6. Sampling – Meaning , Advantages , and disadvantages , Sampling Design  
Different types of sampling designed used for social research.
7. Measurement in research – Possible sources of error in measurement, Tests of sound measurement.
8. Scaling – Techniques used in social research – classification of scaling- scale contraction techniques
9. Sources of data – Primary data - advantages & disadvantages-sources of primary data  
Secondary data – advantages & disadvantages- sources of secondary data.
10. Observation – meaning & characteristics, types, advantages & disadvantages
11. Experimental method – Definition, characteristic, and steps involved, Difficulties in experimental method, advantages & limitations.
12. Schedule & questionnaire Meaning Types of schedule Evaluation of schedule, questionnaire – advantages & limitations, construction of questionnaire, layout of questionnaire, essentials of a good questionnaire, Interview – meaning & role, objectives, types of interviews, the process of interviews advantages & disadvantages of interviews.
13. Interview - Meaning& role, Objectives ,Types, The process, Advantages and Disadvantages
14. Processing & analysis of data procuring operations, Editing, coding, classification, tabulation, parts & types of the table , Graphics & diagrammatic

presentation of data types of diagrams – Histogram, Polygon, Bar & pie charts, Pictographs. Statistical Maps

15. Report writing, Layout of report, Steps, Use of computers in research, Essential qualities of research report

**Recommended Books:**

1. Statistical Computing S.P. Gupta
2. Mathematical Statistics S.C. Gupta & V.K. Kapoor
3. Research Methodology C.R. Kothari
4. Research Methodology Dr. V.P. Michael
5. Business statistics-Leonard J.kazmier
6. Complete Business statistics-Atzel

**(106) CONSUMER BEHAVIOUR**

1. Introduction to consumer behaviour –Definition of consumer behaviour applications of consumer behaviour -Consumer behaviour and marketing strategy behaviour. (1.5 hrs)
2. Consumer research-Primary and secondary methods-tools used-survey, focus groups, personal interviews, projective techniques (1.5 hrs)
3. Consumer segmentation-bases of segmentation-demographic, behavioural benefit (1.5hrs)
4. Consumer modeling-Economic model-psychoanalytical model – sociological model- Howard Seth model-Nicosia model-Engel Blackwell model,VALS2 Stadford model (4.5hrs)
5. External influences-Culture-subculture-social class-family lifecycle stages and its Marketing implications. Influence of social class -Definition and meaning of social stratification-factors responsible for social stratification-characteristic features of social classes- social influence on consumer behaviour (6hrs)
6. Group Dynamics and consumer reference groups- definition and meaning of group – reasons for formation of group- types of groups relevant to consumer behaviour information –normative-identification-kind of influence-diffusion of innovation the diffusion process - the adoption process – consumer innovativeness and personality traits. (6hrs)
7. Individual determinants-Perception-factors in perception- meaning of perception-perceptual process-factors responsible for perceptual distortion, Learning-Weber's law-Classical conditioning-operant conditioning-marketing implications- Components of learning process, Personality and emotion Personality –meaning and nature – characteristics of personality- stages in the development of personality- personality influences and consumer behaviour –

Self concept -.Attitude and behaviour- concept – relationship between attitude and behaviour- factors involved in attitude formation- ( 6hrs)

8. Motivation – needs - goals- dynamic characteristics of motivation – consumer imagery and perceived risk, hard core behavioural perspective-social learning perspective-cognitive approach-biological approach-rational expectations psychoanalytical perspective-Maslow’s hierarchy of needs- Properties of motivation- Three main types of conflicts- Attitudes-definition beliefs- affect-behavioural intention-attitude changing strategies- Elaboration Likelihood model and celebrity endorsements (3hrs)
9. Self concept, situational influences and lifestyle-overview ( 3 hrs)
10. Consumer decision making process (3 hrs)
11. Consumption and post purchase behaviour: Consumer satisfaction concept, cognitive dissonance, consumer delight, Consumer Value, Consumer Value Delivery Strategies, Competitive advantage through customer value Information – Customer value determination process - Measuring customer satisfaction. ( 4.5 hrs)

### **BOOKS RECOMMENDED**

1. Consumer behaviour -Schickman Kanuk
2. Consumer market demographics in India - Edited by S.L.Rao
3. Consumer behaviour -Walker
4. Understanding your customer -R.Woodruff and S.F.Gardial
5. Consumer behaviour -Davis Louden ,Albert Della Bitta
6. Consumer Behaviour – Hawkins, Best, Coney – TMH, 9/e, 2004
7. Consumer Behaviour – Leon Schiffman, Leslie Lazar Kanuk – Pearson / PHI, 8/e
8. Consumer Behaviour In Indian Perspective – Suja Nair – Himalaya Publishers, 2004
9. Customer Behaviour – A Managerial Perspective – Sheth, Mittal – Thomson,
10. Conceptual Issues In Consumer Behaviour Indian Context – S Ramesh Kumar – Pearson,
11. Cross cultural marketing – Robert Rugimbana and Sonny Nwankwo
12. Customer Relationship Management – Peeru Ahmed & Sagadevan – Vikas Publishing
13. Consumer Behaviour - J.Paul Peter

**(107) BUSINESS COMMUNICATION**

1. Introduction to Communication
  - i. Meaning and Importance of Communication.
  - ii. Forms of Communication: Upward, downward and interactive communication in organizations, Communication networks i.e. formal or Grapevine/informal communication, interpersonal communication.
  - iii. Types of Communication: Verbal communication (written and oral) and non-verbal communication (kinesis or body language and paralanguage).
  - iv. Barriers in Communication.
  
2. Communication Skills
  - i. Oral Presentation.
  - ii. Written Presentation.
  - iii. Use of Charts, Graphs etc.
  - iv. Interview techniques.
  - v. Effective listening skills.
  
3. Written Communications in Business Organisations
  - i. Layout of a Business letter and different types of letters and letter writing
  - ii. Different parts of a Report and Report Writing.
  - iii. Writing e-mails and memos.
  - iv. Proposals.
  
4. Business Meetings.
  - i. Types of Meetings.
  - ii. Essential requirements of a meeting.
  - iii. Writing notices for a meeting.
  - iv. Minutes of a meeting.
  
5. Modern method of Communication
  - i. Internet.
  - ii. Audio and visual aids.
  - iii. Teleconferencing.
  
6. Business Etiquettes
  - i. Initiating Interactions
  - ii. Dressing for Work
  - iii. Enhancing Communication Using Non-verbal Cues
  - iv. Business Conversation
  - v. Managing Appointments
  - vi. Negotiating with Customers
  - vii. Entertaining Customers

**Books Recommended**

1. Business Correspondence and Report Writing - R.C.Sharma
2. Business Communication - M.Balasubramanyam
3. Essentials of Business Communication - R.Pal and Kolahalli
4. Business Communication and Report Writing - Sharma, Mohan
5. Lesikar's Basic Business Communication - Lesikar
6. Business Communication – by Urmila Rai & S.M. Rai

**(108) FUNDAMENTALS OF INFORMATION TECHNOLOGY**

This paper is for internal evaluation. The objective of this subject is to give basic idea to the students about the following areas.

1. Introduction to computers-Basic parts-hardware parts and its functions- Input and output devices
2. Software and Hardware-Differences –Types of Software-Variou application software : Word, Excel, Power point, Paint brush, General overview of these and latest application software
3. Operating systems-Function, Types: Single user and Multi user-DOS and Windows Operating system-How to use operating systems
4. Networking-Concept, Advantages, Disadvantages.
5. Introduction to world wide web –Internet operations-Online marketing-Advantages and disadvantages-Problems in online transactions -Indian Scenario

**Reference Books.**

1. Fundamentals of Information Technology: V. Rajaraman
2. Computer Studies : C.French
3. Introduction to operating system: Milan Milen Kovic
4. Introduction to computer science: ITL Solution series
5. Introduction to Networks: A. Tannenbaum
6. Introduction to Computers – Peter Norton.

## **SEMESTER II**

### **(201) SERVICES MARKETING**

1. Foundation of services marketing – Introduction - The services concept- Service Industry –Nature of Services, Characteristics of Services, Classification of Services – Importance of Services Marketing - The Growth in Services – Global & Indian Scenarios
2. Distinctive Characteristics of Services - Four I's of services - Intangibility, Inconsistency, Inseparability and Inventory
3. Services Market Segmentation – Positioning and Differentiation of Services
4. Issues in Marketing of services – Extended Services Marketing Mix: Going Beyond the 4 Ps. (7 Ps of Services Marketing)
5. Service Delivery Process – Service Blueprints – Service Mapping – Managing Employees for service orientation
6. Distribution Strategies for Services – Challenges in Distribution of Services
7. Personal Selling – Advertising and Sales Promotion in Service Industry
8. Customer Satisfaction & Service Quality in Service Marketing – Service Encounter -Role of HR & Internal Marketing - Monitoring and Measuring customer satisfaction –SERVQUAL & GAP model - Handling complaints effectively - Service Failure – Recovery
9. e services – online Consumer Behaviour – Self service technologies
10. Marketing of Social Services of Non Profit Organizations, Cases-A minimum of 5 cases encompassing the above topics to be analyzed and discussed in the class. Cases to be incorporated in the Question Paper for 20 marks.

### **Books Recommended**

1. Essence of Services Marketing – Payne Adrian
2. Services Marketing: Integrating Customer Focus Across the Firm - Valarie A Zeithaml
3. Services Marketing : People, Technology & Strategy - Christopher Lovelock
4. Services Marketing – Ravi Shanker
5. Strategic Services Management – Boyle
6. Strategic Planning for Public Service and non profit organizations-Pergamon.
7. 12 Steps to success through service – Barrier Hopsor & Mike Scallig.
8. Excellence in Services – Balachandram
9. Services Marketing – S M Jha
10. Services Marketing-Valarie.A.Zeithaml,Mary Jo Bitner

**(202) RETAIL MARKETING**

1. Retailing – Definition & Importance – Indian vs Global Scenario – Types of Retailing – Store Retailing – Non Store Retailing – Types of retail formats – Franchising in retailing
2. Retail Marketing mix - Retail consumer buying behaviour – types – factors influencing - buying behaviour – Segmentation – positioning
3. Retail organization structure – Major functional areas – careers in retailing
4. Retail Location – Factors affecting retail location decision – Site selection – Factors affecting site selection – Steps in selecting site – Location based retail strategies
5. Store design – Interiors & exteriors - Store layout – Types of layouts – Factors affecting store layout – Retailing image mix – Store Façade
6. Retail Communication mix – Sales promotion – Advertising - Public relation – Personal Selling – Steps in planning retail communication
7. Retail Strategies – Differentiation strategies – Growth strategies – Expansion Strategies – Pricing strategies.
8. Role of IT in retailing - Electronic data exchange – bar coding – RFID – Electronic payment systems.

**Cases/ Case lets to be incorporated in Question Paper****Books Recommended**

1. Retailing Management – Swapna Pradhan
2. Retail Marketing Management – Swapna Pradhan
3. Retail Management – Gibson Vedamani
4. Retail Management – Levy & Weitz
5. Channel Management & Retail Management – Meenal Dhotre
6. Retail Marketing Management – David Gilbert
7. Retail Management – Ron Hasty & James Reardon
8. The Art of Retailing – A.J. Lamba
9. Retail Management – W. Steward
10. Retail Management – Analysis, Planning & Control – David Walters

**( 203 ) SALES MANAGEMENT & PERSONAL SELLING**

1. Sales Management : Definition and meaning, Objectives, Sales Research, Sales Forecasting, Sales Forecasting methods, Sales Planning and control: Goal setting, Performance measurement, diagnosis and corrective actions.
2. Sales Organization : Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, Planning for major customers and sales Budget, Specific Characteristics of a successful salesman.
3. Developing the Sales Force for Industrial Customers and Consumer products :
  - Recruiting, Selection and Training of Sales force: Procedures and criteria extensively used as selection tools for recruiting and testing sales ability.
  - Areas of sales Training : Company Specific Knowledge, product knowledge Industry and Market Trend Knowledge, and Customer education.
  - Motivating the Sales Team : Motivation Programs - Sales Meetings, Sales Contests, Sales Compensation, ( Monetary compensation, incentive programs as motivators, Non-Monetary compensation – fine tuning of compensation package, Supervising, Evaluating Sales Force Performance and Controlling Sales activities ( Sales Records and Reporting Systems ), Improving Sales Productivity

Personal Selling: Basics, Salesmanship-definition- prospecting, resistance selling process and skills for effective salesmanship, Sales leads, Sales presentations, Types of calls, effective selling techniques, role of relationship marketing in personal selling, tools for personal selling, Value added selling

**Books Recommended**

1. Building a Winning Sales Team – Gini Graham & Scott
2. Sales Management Handbook – Forsyth Prick
3. Professional Sales Management – Anderson, Hair and Bush
4. Motivation and Job Satisfaction – M. D. Pestonjee
5. Sales Management - Richard Rstill Edward W. Cundiff
6. Sales Management – Thomos
7. International Marketing – Robert Reed.....
8. Industrial Marketing – Hichard M. Hill
9. Strategies for selling-Gerald A.Michaelson
10. Value added selling-Tom Reilly
11. Sales Management with Personal Selling Salesmanship

**(204) DISTRIBUTION MANAGEMENT AND LOGISTICS**

1. Physical distribution - Definition, Importance – participants in physical distribution process
2. Marketing Channels – Definition & Importance - Different forms of channels - Functions of Marketing Channels

3. Unconventional channels - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, Multi channel marketing Systems - International Marketing Channels
4. Supply Chain Management – concept – significance – components – Order processing – Material Handling – Transportation – Warehousing – Inventory Management – Reverse Logistics
5. Wholesaling – Importance & Types - Functions of Wholesaler – Wholesaler Marketing Decisions – Trends in Wholesaling
6. Channel Management - Channel Selection Process & criteria - Performance appraisal of Channel Members -- Channel Conflicts & Techniques to resolve channel conflicts

### **Cases/ Case lets to be incorporated in Question Paper**

#### **Books Recommended**

1. Channel Management –Stern – El Ansary
2. Distribution Management – S. Eliton
3. Sales and Distribution Management – S. L. Gupta
4. Channel Management & Retail Management – Meenal Dhotre
5. Marketing – Bovee, Thill
6. Marketing Management – Philip Kotler
7. Sales And Distribution Management Text And Cases-Krishna K.Havaldar, Vasant M.Cavale

### **( 205 )MARKET RESEARCH**

1. Introduction to Market Research Types of Research – Basic & Applied, Nature, Scope, Objectives, Importance & Limitations of Market Research.
2. Sources and collection of Marketing Data. Secondary data – Advantages & Limitations, Sources – Govt. & Non Govt. Primary Data – Advantages & Limitations, Sources, Methods of Collection Primary Data – Observation, Mail, Personal Interview, Telephonic Interview, Internet Interviewing.
3. Market Research Techniques. National readership survey, Retail Store Audit, Consumer Panels, Test Marketing, Research in Advertising Decisions, Marketing Audit, Data Base Marketing, Focus Group Interviews.
4. Sampling, Questionnaire & Scaling Techniques. Probability and Non Probability Sampling, Sampling methods, Sample Design. Questionnaire design and drafting. Scaling techniques like Nominal, Ordinal, Interval, Ratio, Perceptual Map, Semantic Differential, Likert, Rating & Ranking Scales.

5. Setting up & Implementation of Marketing Research Project. Steps in formulating Market Research Projects, One project for consumer durables and one for non durables to be discussed.
6. Illustrations/cases to be discussed for following topics of above mentioned chapters. Data collection methods, test marketing, focus group interviews, internet interviewing, sample design, questionnaire construction, scaling techniques.

### **Reference Books**

1. Marketing Research by Ramanuj Majumdar
2. Marketing Research by Mishra
3. Marketing Research by MV Kulkarni
4. Marketing Research by DM Sarawte.
5. Research for Marketing Decisions by Paul Green, Donald Tull.
6. Marketing Research-Rajendra Nargundkar(Tata Mc)
7. Business research Methods-Donald R.Cooper.
8. Market research-G.C.Beri

### **(206 )RELATIONSHIP MARKETING**

1. Conceptual foundation of Relationship Marketing, evolution of relationship marketing, its significance in Indian context
2. Relationship marketing of Services Vs. Relationship marketing in Consumer markets
3. Buyer seller relationships.
4. Relationship marketing in Mass markets, relationship marketing and marketing strategy
5. Relationship marketing and distribution channels.
6. Role of Information Technology in building, maintaining and enhancing relationships
7. Customer profitability design and analysis

### **Books for reference:**

1. Handbook of Relationship Marketing-Jagdish Sheth,Atul Parvatiyar
2. Leading Through Relationship Marketing-Richard Batterley
3. Relationship Marketing-S.Shajahan
4. Customer relationship Management - Jagdish Seth,Atul Parvatiyar,G Shainesh

**(207) INDIAN ECONOMIC ENVIRONMENT**

1. Structure of the Indian Economy : Primary, Secondary and Tertiary Sectors. Changing sectoral pattern of the Indian Economy.
2. Planning in India - Achievements and Failures of Planning, Evaluation of the approach to the 11th five year plan of India.
3. Evaluation of Industrial Policy of India after 1991, Foreign Trade Policy of India.
4. Analysis of current problems like - unemployment, sickness of Industries, SEZ, Inflation, poverty, black money.
5. Critical assessment of the policy of privatization, liberalization and march towards globalization, Policy of disinvestment, Scope and appraisal of economic reforms in India.
6. Functions and working of institutions operating in money market and capital market in India.
7. Economic Legislations : a) MRTP b) FERA and FEMA c) Consumer Protection Act d) Competition Bill

**Recommended Books :**

1. Indian Economy by Dutt and Sundharam, S Chand & Co. New Delhi
2. Indian Economy by Misra and Puri, Himalaya Publishing House, Mumbai
3. Economic Environment of Business by Misra and Puri, Himalaya Publishing House, Mumbai
4. Economic Environment of Business by M. Adhikary, Sultan Chand & Sons, New Delhi.
5. Latest references and events can be studied from journals and periodicals like Business India, Business Today, Business World, Economic Times etc. One can also refer to Economic Survey, published annually by Government of India, New Delhi.

**( 208 ) FIELD WORK + SPSS**

The students are expected to take an on field assignment in the field of Marketing and submit the project report accordingly. The respected faculties are expected to conduct Viva on the field study conducted. The students should use statistical packages like SPSS , Mini Tab for data analysis and representation.

**SEMESTER III****( 301 )INTERNATIONAL MARKETING**

1. Concept of International Marketing and its scope., Objectives of International Marketing Challenges and opportunities in International Marketing Underlying forces of International Marketing, Motives behind going International
2. Global Marketing Environment—Economic Environment, Socio cultural Environment, Legal and statutory framework, Need for Environmental analysis, Country Risk Analysis
3. Global Marketing Research and information System, Challenges in International Marketing, Research Process of International Marketing, Research Significance of Desk Research(Secondary Data) in International Marketing Research
4. Foreign Market Entry strategies; their merits and demerits
5. MNE and lifecycle of its products, Basic product strategies Global product designing-factors involved
6. International Pricing, Decisions and factors influencing these decisions Uniform pricing V/s Market by market pricing
7. Brief introduction to physical channels of distribution for International Markets. Difficulties in designing International Distribution channels
8. Global Advertising –Issues and challenges, Merits & demerits of standardized global advertising theme, Push V/s Pull Strategies for International Markets
9. Minimum 5 case studies encompassing above listed topics to be solved in the classroom. One case study to be put as a compulsory question in the final written examination

**Books Recommended for International Marketing**

1. International Marketing by Cateora
2. Global Marketing Management by Warren Keegan
3. Global Marketing Strategies by Jeannet
4. International Marketing Management by Subhash Jain
5. International marketing-Cateora Graham(Tata )
6. International Business Environment-Francis Cherunilam
7. Global Marketing-Foreign Entry,Local Marketing and Global Management-Johny K.Johanson

**(302) LAWS RELATED TO MARKETING**

1. Indian Contract Act, 1872 :  
 Sections - 1 to 10 Ingredients of a valid contract  
 Free consent - Sections 13 to 22  
 Termination of contract by performance and by legal tender or attempted performance  
 Termination of contract by breach and its remedies  
 Contract of agency, duties and responsibilities of Principal and agent
2. Sale of Goods Act, 1930 :  
 Definition of Sale, Goods, Distinction between Sale and agreement to sale  
 Distinction between condition and warranty Doctrine of 'Nemo dat quad Non habet', Caveat emptor and its exceptions.  
 Rights of an unpaid seller
3. Trade Marks Act ,1999 :  
 Procedure for registration of a Trade Mark, effects of Registration  
 ( Sections 3 to 17, 18 to 26, 28 to 32)  
 Offences, penalties (Sections 101 to 108)
4. Consumer Protection Act, 1986  
 Definitions of Complainant, Complaint, Consumer, Consumer dispute  
 Provisions regarding District Forum, State Commission , National Commission
5. Information Technology Act,2000
6. Negotiable Instruments Act, 1881.  
 Promissory Note, Bill of Exchange, Crossing of cheques, Rights of True owner, Penalties in case of dishonor of certain cheques for insufficiency of funds (Sections. 138 to 142)
7. Value Added Tax : Fundamental provisions, implications for marketing
8. Legal provisions related to the following: Copyright, patents and trademark, Labeling and packaging, food and drug adulteration, vets and measures

**Books Recommended**

1. Marketing and the laws M. A. Sujan and Haish Sujan
2. Business and Economics Laws H. K. Saharay
3. Mercantile Law N. D. Kapoor
4. Trade and Merchandise Marks Act T. R. Shriniwas
5. Elements of Mercantile Law M. C. Shukla
6. Commercial and Industrial Law Arun Kumar Sen, Jitendra Kumar Mitra

**( 303 ) FINANCIAL SERVICES MARKETING**

1. Management of financial services, understanding the financial products
2. Overview of various financial services in India
3. Insurance-Meaning, advantages ,various types of insurance, Financial planning process, Risk management –Strategy to cover risk ,introduction to IRDA,
4. Mutual funds-Meaning, history and current market scenario –Indian and global, Types of mutual funds, Debt funds and types of Debt schemes, Types of equity funds/Growth funds, concept of hybrid funds, Mutual funds Vs. Other investments, Fund Structure, Introduction to the role and responsibility of Asset management company, Registrars, custodian, sales distribution channels.
5. Retail bank products-Meaning of banking business, introduction to Various bank products Selling bank products ,concept of cross selling ,Impact of technology on bank marketing.
6. Introduction to housing finance, Venture Capital Funds ,Merchant banking, Credit cards.

**Books for Reference:**

1. Marketing Financial services-Mary Ann Pezzullo
2. Marketing of Financial services:V.A.Avdhani
3. Financial services-MY Khan-(TaTa)

**(304) MARKETING COMMUNICATION**

1. Integrated Marketing Communication- Concept and the process- MarketingCommunication Mix ,the value of IMC plans.
2. Relationship between Study of Consumer’s Behaviour and IMC Plan
3. Sales promotion- Relationship between Sales promotion and advertising- Types and Techniques of Sales Promotion
4. Advertising- Objectives and Perspective: AIDA & DAGMAR- Classification of advertising- Functions of advertising.
5. Advertising Media- Media Types and Media mix- Media Selection, Planning and Strategy
6. Creativity in Advertising- Concept of Copy, Theme and Appeal- Copy Writing and Copy Research- Message: Design and Evaluation
7. Advertising Appropriation- Factors influencing Advertising Budget- Methods of Advertising Budgeting

8. Advertising Business- Ad agency, Types of agency- Functions and Selecting an Ad Agency- Agency-client relationship
9. Other Marketing Communication Media- Public Relations- Personal Selling- Online Marketing- Event management- Movies and Documentaries
10. Social Implications of Advertising, Moral and Ethical Issues in Advertising. Emphasis on Case Studies on Marketing Communication Mix designed by various organizations. Visit to various Advertising Agencies and understanding flow of Advertising Process. Carrying out Research Activities on Media Types, Media Planning, Media Mix.

**Recommended Books:**

1. Integrated Advertising, Promotion and Marketing Communication-  
By Clow Baack
2. Foundations of Advertising: S.A.Chunawalla and Sethia
3. Advertising Management- Manendra Mohan
4. Advertising Management- Batra, Myers & Aaker
5. Advertising and Promotion: S.A.Chunawalla
6. Sales Promotion: M.N.Mishra
7. Advertising and Promotion- George Belch and Michael Belch
8. Advertising Sales and Promotion Management-S.A.Chunawala

**(305) RETAIL OPERATIONS MANAGEMENT**

1. Retail supply management – Definition & Scope – Integrated supply chain planning
2. Merchandising – Definition – Steps in merchandise planning – Merchandise hierarchy – Range planning – Buying process – Vendor development – Evaluating merchandise performance
3. Category management – definition & components – process – manufacturer’s brands Vs private label brands.
4. Store administration – Floor space management – Planogram – Managing store inventories – Quick response inventory Planning – Managing displays – Cashiering process – Managing in store promotions and events
5. CRM in retailing – process – planning and implementing loyalty programs.
6. Managing retail loss and inventory shrinkage – Shop lifting – Employee theft.

**Cases/ Case lets to be incorporated in Question Paper**

**Books Recommended**

1. Retailing Management – Swapna Pradhan
2. Retail Marketing Management – Swapna Pradhan
3. Retail Management – Gibson Vedamani
4. Retail Management – Levy & Weitz
5. Channel Management & Retail Management – Meenal Dhotre
6. Retail Marketing Management – David Gilbert
7. Retail Management – Ron Hasty & James Reardon
8. The Art of Retailing – A.J. Lamba
9. Retail Management – W. Steward
10. Retail Management – Analysis, Planning & Control – David Walters

**(306) PROJECT WORK**

The students should submit the Project Report based upon the Summer training done by him. The institute should arrange for Project Viva and Presentation.

**( 307 ) FOREIGN LANGUAGE**

The students are expected to learn any one of the foreign languages ( like German, French , Japanese , Chinese , Spanish ) offered at the Institute. The course syllabus should have contents like Basic reading , writing of language. It should also give contents upon the Business scenario in specific region and culture of that country.

**( 308 ) VIRTUAL MARKETING**

1. Role of the Internet: technological development, development of ecommerce, different commercial models, diverse roles of websites.
2. Internet strategy: virtual value chain, dis-intermediation, cybermediaries.
3. Business to Business: Intranets, and Extranets; communication, recruitment, and procurement, exchanges.
4. Consumer behaviour: flow theory; Hoffman's Many-to-Many model; Internet branding and loyalty; Internet communities; how the Internet is changing consumer behaviour.
5. Internet market research: secondary research, online focus groups, MEGS, web surveys, Email surveys
6. Internet retailing: reducing role of location, online shopping.
7. Internet promotion: advertising: types, measurement, effectiveness, integration; affiliation marketing, PR; word-on-line; direct marketing.

8. Website design: website design guidelines, best practice, building traffic. Convergence and future development: interactive TV, mobile Internet, PDA, groupware, SMS, interactive appliances.

**Suggested Books:**

1. Chaffey, Mayer, Johnston, Ellis-Chadwick (2000) Internet Marketing, Prentice Hall.
2. Hagel, J and Singer M. (1999) Net Worth, McKinsey.
3. Hanson, W. (1999) Principles of Internet Marketing, International Thomson Publishing
4. Reedy, Schullo, Zimmerman, K. (2000) Electronic Marketing, Dryden.
5. Siebel, D. (1999) Futurize your Enterprise, J.Wiley.
6. eSterne, J. (1999) World Wide Web Marketing, 2nd ed, John Wiley & Sons.
7. Straus, J. and Frost R. (1999) Marketing on the Internet, Prentice Hall.

**SEMESTER IV****(401) BRAND MANAGEMENT**

1. Product Management- What is a Product- Product Personality, Types of Products- Product Line, Product Mix.
2. Product Development- What is a Product- Factors influencing design of the product- Changes affecting product management- Developing Product Strategy; Setting objectives & alternatives, Product strategy over the lifecycle, Customer analysis, Competitor analysis, Design of manufacture.
3. New product development- Product Differentiation and Positioning strategies
4. Market Potential & Sales Forecasting- Forecasting target market potential and sales- Methods of estimating market and sales potential, Sales forecasting, planning for involvement in international market.
5. Brand Management- What is a Brand- Brand Development: Extension, Rejuvenation, Re launch- Product Vs Brands, Goods and services, Retailer and distributors, People and organization, Brand challenges and opportunities, The brand equity concept, Identity and image.
6. Brand Leveraging & Brand Performance- Establishing a brand equity management system, measuring sources of brand equity and consumer mindset, Co-branding, celebrity endorsement.
7. Brand Positioning & Brand Building- Brand knowledge, Brand portfolios and market segmentation- Steps of brand building, Identifying and establishing brand positioning, Defining and establishing brand values.
8. Designing & Sustaining Branding Strategies- Brand hierarchy, Branding strategy, Brand extension and brand transfer- Managing brand over time.

**CASES/CASELETS TO BE INCORPORATED IN QUESTION PAPER****Recommended Books:**

1. Branding Concepts- Pati, Debashish
2. Brand Positioning Strategies for Competitive Advantage- Subrato Sengupta
3. The New Strategic Brand Management- Kapfere, Jean-Noel
4. Brand Management Perspectives and Practices- Das, Naveen
5. Total Brand Management: An Introduction- Chaturvedi, B.M
6. Brand Management Financial Perspectives- Ray,

**(402) STRATEGIC MARKETING**

1. Strategy Formulation – Vision, Mission, Objectives and Goals of business and their relationship with Strategic Marketing Management. Considerations for formulation of marketing strategies for all components of Product, Price, Promotion and Distribution.
2. Strategic Marketing Management – Objectives & concept of Strategic Marketing Management - Strategy Definition
3. Strategic Marketing analysis – SWOT Analysis, GAP Analysis – Competitive Analysis – Porter’s 5 forces Model of competition, BCG Matrix, GE 9 Cell Model as basic foundation of Strategic Marketing, McKinsey’s 7s framework for analyzing and improving organizational effectiveness.
4. Marketing Strategy Implementation – Integration of Marketing Strategies and their application to different business sectors – FMCG, Industrial, & Services. Constraints in marketing strategy implementation.
5. Specific strategy initiatives – New product development and introduction strategies, Planned or unplanned strategy withdrawals / obsolescence, Contingency / alternative strategic planning, Brand Strategies in FMCG markets, Rural and export marketing strategies, Marketing strategies for IT and ITES industries.
6. Marketing Strategy Evaluation – Marketing Audits & their scope – Measurement of Marketing Performance and its feedback to next year’s Marketing strategy formulation.
7. Marketing Strategy Case Studies - (One contemporary case study to be incorporated in the question paper) One case study on each of the strategy initiatives (Product, Price, Promotion and Distribution as well as People, Process & Physical Evidence) for different business sectors.

**Recommended Books:**

1. Marketing Management: Analysis, Planning & Control: - Phillip Kotlar
2. Business Policy & Strategic Management – Azar Kazmi
3. Strategic Marketing-David W.Cravens ,Nigel f.Piercy
4. Marketing Strategy, TMH Ed. - Boyd Walker, Mullins Larrech
5. Case Studies in Strategic Marketing Management:
6. For contemporary case studies students should refer to the periodicals and journals.

**( 403 ) EXPORT DOCUMENTATION & FOREX MANAGEMENT**

1. Advantages and disadvantages of Exporting as a Market Entry strategy
2. Facilities and incentives relating to exports, Preliminaries for starting exports, Registration of exporters, sending overseas samples, appointing overseas agent
3. Arranging Finance for Exports Pre-shipment Finance, Post-shipment finance, External commercial borrowings (ECB), Exim bank finance.
4. Letter of credit (LC), Types of LC
5. Preparing Documents for Exports  
Document for declaration of goods under Foreign Exchange Regulations  
Documents for transportation of goods  
Documents for custom's clearance of goods  
Other Documents like commercial invoice, consular invoice, customs invoice, certified invoice, weight note, bill of exchange, packing list, manufacturers certificate, certificate of shipment, antiquity certificate, shipping advice etc.
6. Insuring goods against marine risks, Understanding Foreign Exchange rates and protection against their adverse movement
7. Financial and fiscal incentives provided by government and foreign exchange facilities provided by RBI and EXIM Bank
8. Institutional support from Government, semi government and autonomous organizations for exporters.

**Books Recommended for Export Procedures and documentation**

1. Nabhi's 'How to Export' Nabhi Publications
2. Foreign Exchange and Risk Management by C.Jeevanandam-Sultan Chand Publications
3. Export Marketing by Francis Cherrunilam
4. Essentials of Export Marketing by S.A. Chunnawals
5. Export-what,where and how' by Parasram
6. International Marketing by S.S.Rathore,J.S.Rathore
7. International Trade and Export Management-Francis Cherunilam

**(404)DIRECT MARKETING**

1. Direct Marketing & Interactive Marketing: Direct marketing- Concept, growth & benefits, limitations – variants of Direct Marketing- Main tasks – lead generation, customer acquisition, development and retention. The key principles of targeting, interaction, control and continuity- Catalysts of change in modern marketing – From distance selling to interactive marketing. Direct marketing in real-time – interactive marketing, Direct marketing vs. marketing thru. Channels (3)
2. Traditional Methods of Direct Marketing: a) Telemarketing b) Multi Level Marketing (MLM) c) Personal Selling d) Automatic Vending Machines e) Exhibition - Trade fares f) Catalogue Marketing g) Direct Mail h) Company showrooms- factory outlets-own distribution- Increasing use of Web-based retailing (4)
3. Technology that enables Direct & Interactive Marketing: Core marketing technology components; data warehousing, business intelligence appliances, campaign management applications, sales force automation, customer interaction and contact centre applications. Customer data, different types, its value and management.  
Data-driven marketing planning – Introduction to CRM and e-CRM. The Impact of Databases - Consumer and Business Mailing Lists- Data fusion – marketing research and the customer database -Setting up a customer database - structure, function, data sources, software, processors, Real-time data collection for the website. (4)
4. Integrating Direct Marketing Media: The role of brands and personalized marketing communications - Media channels in a multi media age - Building brands through response and optimizing integrated communications – Differences between direct marketing media and non-direct media- Unique characteristics of addressable media (direct mail, email, fax, phone, SMS) - lists, costs, duplications, privacy - Press, inserts and door-to-door - formats, costs and response. (4)
5. Technology mediated marketing channels - Interactive TV, mobile and SMS - the advance in digital marketing - Automatic vending machines- kiosk marketing (3)
6. Direct mailing- Direct response methods- Home shopping/ teleshoping network- Creating Direct Mail Advertising - Online web advertising and email/permission marketing (3)
7. Data Protection **and Privacy**-self-regulation and codes of practice (2)

**Note:****Cases/ Caselets to be discussed in the class & incorporated in Question Paper**

*\* Numbers in brackets indicate number of sessions of 60 minutes each.*

**Books Recommended:**

1. Successful Direct Marketing Methods-Bob Stone and Ron Jacobs.
2. Hillstrom's Database Marketing by Kevin Hillstrom
3. The Engaged Customer-The New Rules of Internet Direct Marketing by Hans Peter Brondmo

**(405) INDUSTRIAL MARKETING**

1. Nature of Industrial Marketing: Industrial Marketing Vs. Consumer Marketing  
Relational approach to Industrial Marketing- The Nature of Industrial Demand & Industrial Customer
2. Types of Industrial Products: Major Equipment; Accessory Equipment; Raw and Processed Materials; Component Parts and Sub- Assemblies; Operating Supplies; Standardized and Non-standardized parts, Industrial services
3. Factors influencing Organizational Buying: Buying Roles; Organizational Buying Decision Process; Environmental & organizational Influences
4. Organizational Influences on Buying Behaviour: Buying Roles; The Buy Grid Model; The Organizational Buying Decision Process
5. Industrial Product Decisions: Industrial Product Life Cycle –Industrial Product Mix determinants viz. technology – competition – operating capacity – shift in location of customers – government controls – changes in level of business activity
6. Channel Structure for Industrial Products – Geographical, size, operating characteristics – manufacturers’ and sales agents – Brokers - Channel Logistics
7. Pricing for Industrial Products – Pricing Objectives - Price Decision Analysis – Breakeven analysis – net pricing – discount pricing – trade discounts – eographic pricing – factory pricing – freight allowance pricing – Terms of Sale – Outright purchase – Hire-purchase – Leasing
8. Purchasing systems – Auctions-Documentation – bids – order placement – follow up – receipt and inspection
9. Promotion for Industrial products – Supporting salesman – Motivating distributors – Stimulating primary demand – Sales appeal – Publicity & sponsorships – Trade shows – exhibits – Catalogs – Samples – promotional letters – Promotional novelties

**Note:**

**Cases/ Caselets to be discussed in the class & incorporated in Question Paper**

**Books Recommended:**

1. Industrial Marketing – Hill, Alexander, Cross
2. Industrial Marketing – Analysis, Planning and Control – Reeder, Brierty, Reeder
3. Industrial Marketing – P K Ghosh
4. Industrial Marketing – Hawaldar

**(406) Rural and Agricultural Marketing**

1. Rural marketing – Features, Significance, Scope and Limitations (4)
2. Segmentation in rural marketing – Classification of products and services in Rural marketing – Marketing Mix for rural products (4)
3. Innovative Distribution Channels like ITC E-choupal, Godrej Adhar, HUL Shakti (4)
4. Agriculture Marketing –Definition, Scope, Concept and Objectives, Differences in Agricultural and Consumer Marketing, Constraints in Agricultural marketing (4)
5. Role of Agriculture in Economic Development of India –Role of Government in Agricultural Development (4)
6. Agribusiness –Emerging Branches- Non Conventional forms of Agribusiness – Export potential for farm products -Supporting Services (4)
7. Cooperative Marketing –Concept, History, Functions – Reasons for slow progress of cooperative sector (4)
8. Advantages & Limitations of Organized retailing in Agri Inputs and Outputs (2)
9. Recruitment of Human Resources in Agri marketing and new trends in Agri Marketing (2)
10. SCM In Agri Business i.e. Cold Chains, Organized procurement & warehousing (2)

**Note:****1. Cases/ Caselets to be incorporated in Question Paper**

2. Numbers in brackets indicate number of sessions of 60 minutes each.

**Recommended Books –**

1. Agricultural Marketing in India – S. S Acharya and N L Agarwal -Oxford & IBH Publishing Co Pvt Ltd Calcutta
2. Agribusiness Management in India –Text & Cases - Dr. Subhash Bhawe

**(407 ) Entrepreneurship Development & Project Management**

[Marks: 80 - Total Lectures: 40 of 1.00 Hr. each]

**Objectives of the paper:**

1. The paper would help to understand 'management' in a holistic manner, as it would include every aspect of the business like Finance, H R, Marketing, Logistics, Organizing etc. in connection with each other.
2. Students would understand and appreciate the contribution of the entrepreneurs, those who build the economy - meet, observe, and interact with them.
3. The subject would hone the skill and spirit of entrepreneurship among the talented youth that would be of immense utility for them to take up challenges in their career as well as in personal life.
4. The student could check out their 'entrepreneurial attitudes' that they can exploit as 'intrapreneurs' or as 'entrepreneurs' at the appropriate time in their life as the opportunity would arise.

**The syllabus:**

- 1) The Entrepreneurship development Perspective.
  - a. Concepts of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, innovation, invention, creativity, Business Idea, Opportunities through change, entrepreneurship as a career,
  - b. Theories of Entrepreneurship:
    - i. Innovation Theory by Schumpeter & Imitating Entrepreneur Theory of Hoselitz
    - ii. Theory of High Achievement by McClelland
    - iii. X-Efficiency Theory by Leibenstein
    - iv. Theory of Profit by Knight
    - v. Theory of Social change by Everett Hagen
  - c. Entrepreneur, Manager, Intrapreneur / Corporate Entrepreneur – comparative study - Roles, Responsibilities, Career opportunities
  - d. Traits Attributes and characteristics, skills of successful Entrepreneur
  - e. Factors affecting Entrepreneurship Development: Social, Political, Economical, Personal
  - f. Role of Entrepreneurs in Indian economy and in employment generation
  - g. Entrepreneurial culture with special reference to Intrapreneurship / Corporate Entrepreneurship.
- 2) Creating Entrepreneurial Venture
  - 1.1. Entrepreneurship Development Cycle
  - 1.2. Business Planning Process Elements of Business Plan, Objectives, Market Analysis, Development of product / idea, Marketing, Finance, Organisation & Management, Ownership, Critical risk contingencies of the proposal, Scheduling and milestones.

- 3) Project Management
  - 3.1. Technical, Financial, Marketing Personnel and Management feasibility Reports
  - 3.2. Financial schemes offered by various financial institutions like Commercial Banks, IDBI, ICICI, SIDBI, SFCs,
  - 3.3. Venture Capital Funding, Venture Capitalist
- 4) Entrepreneurship Development and Government
  - 2.1. Role of Central Government and State Government in promoting Entrepreneurship with various incentives, subsidies, grants etc. – with special reference to ‘Export oriented units’
  - 2.2. Role of the following agencies in the Entrepreneurship Development
    1. DIC – District Industrial Center
    2. SISI – Small Industries Services Institute
    3. EDII – Entrepreneurship Development Institute of India
    4. NIESBUD – National Institute of Entrepreneurship and Small Business Development
    5. NEDB – National Entrepreneurship Development Board
- 5) Why do Entrepreneurs Fail – elaboration on solutions for the problems.
- 6) Women Entrepreneurs
  - 4.1 Reasons for Low/No Women Entrepreneurs
  - 4.2 Role, Problems, Prospects and means to improve their prospects.

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**Note:**

- i. Case studies of Entrepreneurs – successful, failed, turnaround ventures should be discussed in the class.
  - ii. Exercises / activities should be conducted on ‘generating business ideas’ and ‘Identifying problems and opportunities’
  - iii. Interactive sessions with Entrepreneurs, authorities of financial institutions, Government officials should be organized
- Changes Suggested:

**Books Recommended:**

- Dynamics of Entrepreneurship Development – Vasant Desai.
- Entrepreneurship: New Venture Creation – David H. Holt
- Entrepreneurship Development New Venture Creation – Satish Taneja, S.L.Gupta
- Entrepreneurship: Strategies and Resources – Marc J. Dollinger
- Entrepreneurship – Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd
- Entrepreneurship – Robert D. Hisrich, Michael P. Peters,
- Entrepreneurship: Education, Research and Practice – A. Sahay, A. Nirjar
- Entrepreneurship As Strategy – G. Dale Meyer, Kurt A. Heppard
- Entrepreneurship Development and Project Management – Dr. Dilip M. Sarwate
- New Vistas of Entrepreneurship: Challenges & Opportunities – A. Sahay, M.S.Chhikara
- Innovation and Entrepreneurship – Peter F. Drucker
- Entrepreneurship and Small Business Management – Siropolis
- Entrepreneurship Development in India – Dr. C.B.Gupta, Dr. N.P.Shrinivasan

- Entrepreneurship: The Social Science View – Richard Swedberg
- The Culture of Entrepreneurship – Brigitte Berger.
- Project management – K. Nagarajan.
- Entrepreneurship Development - Dr. P. C. Shejwalkar
- The Entrepreneurial Connection - Gurmeet Naroola
- Thought Leaders – Steven Brandt.
- Corporate Entrepreneurship – Vijay Sathe
- Corporate Entrepreneurship: Entrepreneurial Development Inside Organisations – Michael H.Morris, Donald F.Kuratko
- Intrapreneurship: Gifford Pinchot III
- Lead like an Entrepreneur – Neal Thornberry
- You Too Can Become an Entrepreneur – Nalinaksha Mutsuddi
- Make The Move: Demystifying Entrepreneurship – Ishan Gupta, Rajat Khare

### Suggested Schedule for Marks

	<i>Topic</i>	Periods	Marks Weightage
1.	The Entrepreneurship development Perspective	8	20
2.	Creating Entrepreneurial Venture	6	15
3.	Project Management	6	15
4.	Entrepreneurship Development and Government	6	15
5.	Why do Entrepreneurs Fail – elaboration on solutions for the problems.	3	15
6.	Women Entrepreneurs	3	
7.	Exercises / activities	8	
8.	Total	40	80