MC-BM : 301- MARKETING MANAGEMENT

Unit - I

Unit - II
Marketing Information System : Concept, need and components, Marketing Research Concept, Objectives and process.

Unit - III

Unit - IV
Concept and significance of sales promotion, Sales promotion Programmes and strategies. Sales Management : Meaning, objective, Recruitment and selection, Training Compensation to sales staff, Personal selling : Role and significance, qualities of sales force, Personal selling process, Types of personal selling. Channels of Distribution : Concept Role, Classification and factors. Sales Intermediaries. Types and factors, concept and components of Physical distribution.

Unit - V

Suggested Readings:
MC-BM – 302 : PERSONNAL MANAGEMENT & INDUSTRIAL RELATIONS

Max. Marks : 100
External : 85
Internal : 15

Unit - I
Personnel Management: Concept, nature, functions and importance. Organisation of personnel department, manpower planning, Personnel policies, personnel Management in Indian perspective.

Unit - II
Job Analysis, Recruitment, Selection, Placement, Psychological Tests Induction & Training, Performance Appraisal, Merit rating, Executive Development, employee counselling.

Unit - III
Industrial Relations : Conceptual Analysis - Meaning, Three Actors of Industrial Relations, Importance and Objectives, Conditions and Approaches for Congenial Industrial Relations, Limitations of Industrial Relations, How to manage Industrial Relations in Hospitals.

Unit - IV
Industrial Conflicts: Concept, causes and Types of Industrial Conflicts, Prevention and Settlement of Industrial Conflicts. Workers' Participation in Management - meaning, Objectives, Essential Conditions, Forms, Work committees and Employees Empowerment.

Unit - V

Suggested Readings:
- Tripathi, Personnel Management & Industrial Relations, Sultan Chand & Sons.

JIWAJI UNIVERSITY, GWALIOR (MP), M.COM. SYLLABUS 2013-2015
MC-BM – 303: CONSUMER BEHAVIOUR

Max. Marks: 100
External: 85
Internal: 15

Unit - I
Introduction, meaning and significance of consumer behaviour, determinants of consumer behaviour, consumer behaviour Vs Buyers behaviour consumer buying process, consumer movement in India.

Unit - II
Organisational Buying behaviour and consumer research: Characteristics, process and determinants of organisational buying behaviour. Concept, History, objectives and process of Consumer Research.

Unit - III

Unit - IV
Personality and consumer behaviour: Concept of personality, theories of personality, personality and understanding consumer diversity, self and self images.

Unit - V
Social class and consumer Behaviour: Meaning, Need, measurement and lifestyle profiles of the social class, Social class Mobility, Affluent and Non affluent consumer selected consumer behaviour applications of social class.

Suggested Readings:

- Wayne D. Hoyer, Deborah, Consumer Behavior.
- Schiffman, Consumer Behavior, 9/e,
- S.L. Gupta and Sumitra Pai, Consumer Behaviour: An Indian Perspective.
- Ramesh Kumar, Consumer Behaviour and Branding
MC-BM – 304 : MANAGEMENT OF MARKETING SERVICES

Max. Marks : 100
External : 85
Internal : 15

Unit - I  Concept of services, Need for service Marketing, Management of marketing services, market segmentation and market mix for services, key areas of services.

Unit - II  Marketing of Bank and Insurance services: Concept, various users, Buyers, psychology, product planning and segmentation, marketing mix, personal selling.

Unit - III  Marketing of Hotel and Hospital services: concept, users and their behaviour, Hotel product, market segmentation, Market mix, pricing decision, Hotel Marketing in India, Hospital Marketing in India.

Unit - IV  Marketing of consultancy services: Concept and need, users and their behaviour, product, planning and development. Market segmentation concept and need of personal care services education service Indian scenario.

Unit - V  Marketing of Transport services: Concept uses, product planning, market segmentation, Marketing Mix, price policy, significance of marketing management for Rail and Road Transport.

Suggested Readings:

- Jha S.M.Service Marketing, Himalaya Publications Ltd.