

**Unit I**

Nature of Industrial Marketing:

Concept of industrial marketing, Nature of industrial marketing, Industrial v/s Consumer marketing, Industrial marketing environment, Levels of industrial marketing environment, Government influence on industrial marketing environment, The Reseller's market.

**Unit II**

Organizational Buying Behavior:

Industrial customer and its characteristics, Classification of industrial product, Organizational buying activities and buying process, Industrial market segmentation, Basis for segmentation, Macro and Micro variables, Target marketing and product positioning.

**Unit III**

Strategic Planning and Marketing Research:

Strategic planning in industrial marketing, The strategic planning process of industrial marketing, Role of marketing research and Difference between industrial marketing research and consumer research, Process of industrial marketing research.

**Unit IV**

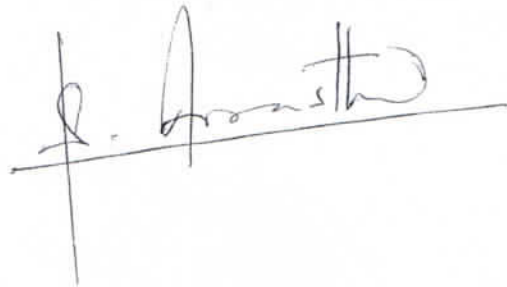
Product and Price Management:

Industrial product management, Industrial product life cycle and New product development process, Pricing strategy and Pricing policy, Factors influencing pricing strategy.

**Unit V**

Promotion and Distribution Management:

Advertising in industrial market, Industrial advertising media, Sales, promotion and publicity in industrial market, Industrial sales force - selecting, recruiting, training, development, motivating and directing, Need of distributor and choosing the right distributor, Physical distribution and marketing strategy.



MAM T402 Rural and Agricultural Marketing

**Unit I**

Rural Marketing:

Image of Indian rural marketing and Approach to rural markets of India.  
Rural consumer and demand dimensions and Market segmentations.  
Channels of distribution and physical distribution. Product management.  
Marketing communication and sales force tasks.

**Unit II**

Agricultural Marketing:

Concept, Nature, Scope and Subject matter. Classification of agricultural products and their difference with manufactured goods.  
Agriculture market Meaning, Components, Dimensions and Classification.  
Market structure - Dynamics of market structure, Components of market structure and Market forces.

**Unit III**

Market Management and Channel Strategy:

Modern marketing management and agricultural products. Structured organized markets - commodity exchange and produce exchange. Cash market. Forward dealing. Exchange market. Speculative market. Channels of distribution for consumer goods, Agricultural consumer goods and Agricultural raw materials.

**Unit IV**

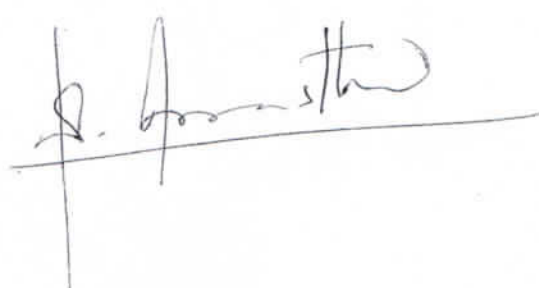
Regulated Market in India:

Regulated market, Genesis of regulated market in India. Limitations in present marketing regulations. Advantages and Limitations of regulated market. Organization of regulated market. Future of regulated markets and Regulated markets in India.

**Unit V**

Marketing of Farm Products:

Packaging - Packing and Packaging. Packing material.  
Transportation-Advantages, Means of transport and Transportation cost.  
Grading and Standardization - Meaning, Type, Criteria, Labeling and Specification, Storage, Warehousing, Processing and Selling.



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MAM T403 Income Tax Laws and Practices

**Unit I**

Basic concepts of income, Agriculture income, Assessee, Previous year, Assessment year, Residence and Tax liability, Exempted incomes, Income from salaries.

**Unit II**

Income from house property, Profits and gains of business or profession.

**Unit III**

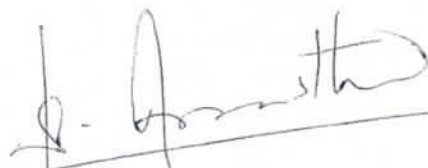
Capital gains, Income from other sources. Set off and carry forward of losses, Clubbing of Income.

**Unit IV**

Deduction from gross total income available to all types of assessee, Rebates and relief from tax liability, Assessment of individuals.

**Unit V**

Computation of tax liability of individuals, Procedure of assessment, Income-tax authorities.

  
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**MAM T404 Services Marketing**

**Unit I**

Foundation of Services Marketing :

Concept of services. Salient features of marketing services. Concept and Significance of services marketing. Marketing information system, Emerging key services.

**Unit II**

Bank Marketing:

Concept of Bank Marketing- Justifications for marketing the banking services. Factors influencing the behavioural profile of users. Marketing information system for banks. Significance of MIS to the banking organizations. Market segmentation and Marketing mix for banking services. Bank marketing in the Indian perspective.

**Unit III**

Insurance Marketing :

Concept of insurance marketing. Users of insurance services. Market segmentation in the insurance organizations. Marketing information system for insurance organizations. Insurance product. Insurance marketing in the Indian Environment.

**Unit IV**

Consultancy Marketing:

Concept and Users of consultancy marketing. Market segmentation, for consultancy organizations. Marketing information system for the consultancy organizations. Marketing mix for the consultancy organizations. Study of Indian consultancy organizations.

**Unit V**

Personal Care Marketing :

Concept and Users of personal care marketing. Market segmentation and Market mix for personal care organizations. Marketing information system for the personal care organizations. Personal care marketing in the Indian perspective.

