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M.A. M.Sc. M.COM III NOV. Exam, Dec., 2016
First/Third Semester (Third Sem.)
Pages... to...

FOR COLLEGE ONLY 1

SS. 334-B
2.15
2.16

MC-BM : 301- MARKETING MANAGEMENT

Max. Marks : 100
External : 85
Internal : 15

- Unit - I** Concept of Marketing and marketing Management, Meaning, Nature, Objective and importance, Difference between market and marketing, Retailing and selling. Functions of marketing management Role of marketing in economic development. Indian Marketing, Environment Marketing mix, marketing planning, Planning process, Market Segmentation; its concept, Nature and bases.
- Unit - II** Marketing Information System : Concept, need and components, Marketing Research Concept, Objectives and process.
Sales forecasting : Role, Factors and Steps. product planning and development, Product classification, Product life Cycle, Product Positioning and diversification, Development of New Product.
- Unit - III** Product Branding and packaging Product pricing decision, methods of Price Determination, new Product Pricing policies, Resale price maintenance. Challenges before modern Marketing in India, Marketing and Social responsibility, marketing Ethics.
- 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** Concept, Nature, Objectives and Importance of Advertisement. Effects of Advertising on production, Market, Consumers and Industrial Growth. Social effects and Ethical issues in Advertising.
Advertising process, media role and their selection, Advertising Message Measuring Advertisement Effectiveness : Objective and methods, Advertising Audit, Advertising Agency, Function, types and selection.

Suggested Readings :

- Philip Kotler, Marketing Management - Analysis, Planning, Implementation and Control, Prentice Hall of India.
- Dr. M.M. Varma & R.K. Agarwal, Marketing Management, Forward Publishing Company
- R.S. Davar, Marketing Management, Progressive Publications.
- Rakesh Khurana & A.N. Ravichandra, Strategic Marketing Management - Concepts & Cases, Global Business Press.

Prof. K. S. ...
Prof. ...
School of ...
Gwalior

MC-BM – 302 : PERSONNEL 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 counseling.
- 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** Compensation planning, methods of compensation, incentives & Fringe benefits, Industrial Efficiency. Industrial Psychology : Nature, objectives & Scope, Principles & Methods of Ind. Psychology.

Suggested Readings :

- Tripathi, Personnel Management & Industrial Relations; Sultan Chand & Sons.
- Biswanath Ghosh, Personnel Management & Industrial Relations, The World Press Pvt. Ltd.
- S.D. Punekar, Labour Welfare, Trade Unionism and Industrial Relations, Asia Publishing House.
- A.M. Sarma, Industrial Relations - Conceptual and Legal Framework, (Himalaya Publishing House).

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** Consumer needs and motivations: Types and systems of consumer needs. Meaning of motivation, needs and goals, Dynamic nature of consumer motivation. Measurement of motives and Development of Motivational Research,
- Unit - IV** Personality and consumer behaviour: Concept of personality, theories of personality, personality and understanding consumer diversify, 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 Pal, 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 :

- o Jha S.M. Service Marketing, Himalaya Publications Ltd.
- o Philip Kotler, Marketing Management - Analysis, Planning, Implementation and Control, Prentice Hall of India.
- o Dr. M.M. Varma & R.K. Agarwal, Marketing Management, Forward Publishing Company.
- o Rakesh Khurana & A.N. Ravichandra, Strategic Marketing Management - Concepts & Cases, Global Business Press.

(Prof. K.S. Thakur)
Dean, Faculty of Commerce

