

## Theory Paper

Part A Introduction		
Program: M.Com.	Class: M.Com.III Sem.	Session: 2025-26

### Subject: Consumer Behaviour

1.	Course Code	CC 33	
2.	Course Title	Consumer Behaviour	
3.	Course Type	OMR- B I	
4.	Pre-requisite (If any)	M.Com. II Sem. / B.com (Honours)/ B.com(Honours with Research)	
5.	Course Learning outcomes (CLO)	<p>On successful completion of this course, students will be able to-</p> <ol style="list-style-type: none"> <li>1. To understand consumer behaviour and its relationship with marketing concepts.</li> <li>2. To understand the process of consumer decision making and its application.</li> <li>3. To understand the attitudebehaviour relationship and its related models.</li> <li>4. To know the socio-cultural factors affecting consumer decision making.</li> </ol>	
6.	Credit Value	5	
7.	Total Marks	Max. Marks 40+60	Mini. Passing marks: 40

### Part B- Content of the Course

Total No. of Lectures-

75

Unit	Topic	No. of Lectures
1.	Introduction: Meaning, nature scope and significance of consumer behaviour, determinants of consumer	15

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	behaviour, Consumer buying process, models of consumer behaviour, and Consumer movements in India.	
2.	<b>Organizational Buying Behaviour and Consumer Research:</b> Characteristics and process of organizational, buying behaviour, determinants of organizational buying behaviour, history of consumer research and consumer decision process.	15
3.	<b>Consumer Needs and Motivations:</b> Meaning of motivation, needs and goals, dynamic nature of consumer motivation, types and system of consumer needs, measurement of motives and development of motivational research.	15
4.	<b>Personality and Consumer Behaviour:</b> Concept of personality, theories of personality, personality and understanding consumer diversity, self and self-images, personal factors, affecting consumer behaviour, Indian consumers behaviour.	15
5.	<b>Social class and Consumer Behaviour:</b> Meaning of social class, measurement of social class, lifestyle profiles of social class, social class mobility, affluent and non-affluent consumer, selected consumer behaviour application of social class, understanding cultural and sub cultural influences on individuals norms and their role, customs, traditions and value system.	15
<b>Keywords/Tags:</b> Consumer behaviour, consumer research, personality, motivation, affluent and non-affluent consumer.		
<b>Part C- e-arning Resources</b>		

### Text Books, Reference books, Other Resources

1. Schiffman, L.G. and Kanuk, L.L., 'Consumer Behavior', Pearson Education
2. Loudon, D. and Bitta, D., 'Consumer Behaviour', Tata McGraw Hill
3. Assael, H., 'Consumer Behaviour in Action', Cengage Learning

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4. Blackwell, R. D., Miniard, P. W. and Engel, J.F., 'Consumer Behaviour', Cengage Learning
5. Batra S and Kazmi S, Consumer Behaviour, Excel Books
6. Nair, 'Consumer Behaviour in Indian Perspective' Himalaya Publications.
7. डॉ. जैन, एस. सी. 'उपभोक्ता व्यवहार', कैलाश पुस्तक सदन, भोपाल
8. डॉ. श्रीवास्तव, अनुज कुमार, द्विवेदी, रजनीकांत 'उपभोक्ता व्यवहार एवं विपणन शोध', साहित्य भवन पब्लिकेशन, आगरा
9. डॉ प्रजापति, मुकेश, 'उपभोक्ता व्यवहार एवं उपभोक्ता संरक्षण'

**Suggestive Digital Platform/ web links**

- <https://www.sultanchandandsons.com/book/259/consumer-behaviour>
- [https://backup.pondiuni.edu.in/sites/default/files/Consumer%20Behaviour200813\\_0.pdf](https://backup.pondiuni.edu.in/sites/default/files/Consumer%20Behaviour200813_0.pdf)
- [https://ddceutkal.ac.in/Syllabus/MCOM/Consumer\\_Behaviour.pdf](https://ddceutkal.ac.in/Syllabus/MCOM/Consumer_Behaviour.pdf)
- [https://ddceutkal.ac.in/Syllabus/MCOM/Consumer\\_Behaviour.pdf](https://ddceutkal.ac.in/Syllabus/MCOM/Consumer_Behaviour.pdf)
- [https://mpbou.edu.in/uploads/files/PAPER02\\_Consumer\\_Behaviour.pdf](https://mpbou.edu.in/uploads/files/PAPER02_Consumer_Behaviour.pdf)

**Part D- Assessment and Evaluation**

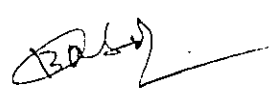
**Suggested Continuous Evaluation Methods:**

Maximum Marks: 100

Continuous Comprehensive Evaluation (CCE): 40 Marks University Exam (UE):  
60 Marks

Internal Assessment: Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/presentation As Per Ordinance 14(2)	
External Assessment: University Exam Section Time: 3 Hours	Section(A): Short Question Section (B): Long Question	

Any remarks/Suggestions:



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Part A: Introduction

Program: **Class: M.Com.** Year: **II** Sem.: **III<sub>rd</sub>** Session: 25-26  
Post  
Graduation

Subject: **Management**

1	Course Code	<b>CC34</b>	
2	Course Title	Services Marketing	
3	Course type	Compulsory	
4	Pre-requisite (if any)	(Not required) Open for all	
5	Course Learning Outcomes (CLO)	<b>After successful completion of the course, the students shall be able to:</b> 1. Understanding basic concepts, applications, marketing mix and challenges in service marketing 2. Understanding characteristics of services that enhance customers satisfaction 3. Inculcates a service culture among students interested in a career in service sector. 4. Developing skills for effective application of service marketing strategies in different real-life marketing situations	
6	Credit Value	<b>5 (Theory)</b>	
7	Total marks	<b>Max. Marks: 100</b>	<b>Min. Pass marks: 40</b>

Part B: Contents of the Course

Unit	Topics	No. of Lectures (hrs.)	Student Activities
Unit-1	<b>Services:</b> Service Sector and Economic Growth of service sector. Significance of service sector, Service Concept, Characteristics of services and Classification of Services. Strategic issues in Service Marketing; Segmentation, and its process. Differentiation and Positioning of Services. Introduction to the concept of Seva, ethical duty (Sevā) as core value in Indian scripts and aligning it with modern service marketing principles.	15	Group Discussion – Students will explore traditional Indian service systems (e.g., Ayurvedic care, temple hospitality, or ancient education models) and relate their features to modern service characteristics like intangibility, personalization, and trust.

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 2024  
 2024

<b>Unit-2</b>	<b>Marketing Mix in Service marketing: Seven P'S,</b> Product, Price, Place, Promotion, People, Physical Evidences and Process Decisions. Their role in business. Concept of Praja and its welfare from the Arthashastra, <b>7 Ps</b> —like <b>People</b> (guru-shishya), <b>Process</b> (rituals), and <b>Physical Evidence</b> (ashrams, manuscripts)—emphasizing holistic experience and value delivery in Indian ethos.	<b>15</b>	Field activity: Visit a service industry and understand various elements of services
<b>Unit-3</b>	<b>Designing of Service Strategy:</b> Service Management Process; Internal, External and Interactive Marketing Strategies, Role of Artificial Intelligence in service sector, and its future.	<b>20</b>	Group Project – Develop a service strategy for a traditional Indian service (e.g., Ayurveda clinic) integrating internal, external, and interactive marketing concepts, and explore potential AI applications to enhance service delivery.
<b>Unit-4</b>	<b>Managing Service Quality and Productivity:</b> Concept, Dimensions and Process; Service Quality Models (SERVQUAL), Applications and Limitations, Productivity in Services.	<b>15</b>	Case study analysis
<b>Unit-5</b>	<b>Applications of Service Marketing:</b> Marketing of Financial, Hospitality, Health, Educational and Professional Services, Marketing for Non – Profit Organizations and NGOs.	<b>10</b>	Field work: Visit any Service place and understand concepts of service marketing applied

**Keywords/Tags:** Service quality, Service strategy, Segmentation, Differentiation

#### **Part C: Learning Resources**

##### **Textbooks, Reference Books, Other Resources**

<b>S. No.</b>	<b>Title of Book/Resource</b>	<b>Author(s)</b>	<b>Publisher</b>
<b>1</b>	Services marketing	Zeithml, V.A. & Bitner, Mary, Jo.	Tata- McGraw- Hill Edition
<b>2</b>	Services marketing	Lovelock,C., Wirtz,	Pearson Prentice Hall

J., Chatterjee, J.

	Shankar, R.	Services marketing	Excel Books
4	Kautilya Arthashastra	R.P.Kangle	Motilal Banarasidass Publishing House

**Suggested Digital Platforms, weblinks:**

S. No.	Weblinks
1	<a href="https://pbsiddhartha.ac.in/LMS/eContent/SM.pdf">pbsiddhartha.ac.in/LMS/eContent/SM.pdf</a>
2	<a href="https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA4Semester/General/2ServicesMarketing.pdf">dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA4Semester/General/2ServicesMarketing.pdf</a>
3	<a href="https://kamarajcollege.ac.in/wp-content/uploads/Elective-II-Services-Marketing.pdf">kamarajcollege.ac.in/wp-content/uploads/Elective-II-Services-Marketing.pdf</a>

**Part D: Assessment and Evaluation**

**Suggested Continuous Evaluation Methods:**

Maximum Marks: 100

Continuous Comprehensive evaluation (CCE): 40 marks, University exam (UE) 60 marks

<b>Internal Assessment:</b> Continuous Comprehensive Evaluation (CCE)	Class Test/Assignment/Presentation/Quizzes/ Group Discussions, etc.  Appropriate weightage of class attendance.	40 Marks
<b>External Assessment:</b>  University Exam  Time: 03:00 Hrs.		60 Marks
<b>Remarks/Suggestions (if any):</b>		

1. Assessment Modes for internal evaluation will be based on the guidelines issued by UGC on : Evaluation reforms in Higher educational Institutions Nov. 2019, and Innovative Pedagogical Approaches and Evaluation reforms 2021.
2. Internal Assessment Marks will be further distributed as per the table given in Appendix 3 of Ordinance 14 (2), as applicable from time to time.
3. The pass percentage will be 40% (Grade P) both for theory and Practicum. It is compulsory for a student to obtain minimum 40% marks in Internal assessment as well as in end-term examination separately to pass a course.