

M.Com. Part I
Sub: Marketing Management
[New Course From , June-2006]

Objective :

The Objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Contents

Unit-I

(A) Introduction :

Concept, nature, scope and importance of marketing concept and its Evaluation, Marketing Mix, Strategic Marketing Planning- an overview.

(B) Market analysis and selection :

Marketing environment- macro and micro components and their impact on Marketing decisions; Market segmentation and positioning; Buyer behavior; Consumer various organizational buyers; Consumer decisions-making process.

Unit-II

(A) Pricing- decision:

Factor affecting price determination; Pricing Policies and Strategies; Discounts and rebates.

(B) Distribution channels and physical distribution decisions:

Nature Functions, Types of distribution channel; distribution Channel Intermediaries; channel Management decisions; Retailing and wholesaling.

Unit – III

(A) Promotion decisions :

Communication Process; Promotion mix-advertising, personal selling, sales-promotion, publicity and public relations; Determining advertising budget; Copy designing and its testing; Media selection; Advertising effectiveness; Sales promotion-tools and techniques.

(B) Marketing research :

Meaning and scope of marketing research; Marketing research process.

Unit – IV

(A) Marketing organisation and control:

Marketing Organization and control-organizing and controlling operations.

(B) Issues and developments in marketing :

Social, ethical and legal aspects of Marketing; Marketing of services; International Marketing; Green marketing; Cyber Marketing; Relationship Marketing and other developments in Marketing.

**M.Com. Part I
Structure of question paper****Total Marks :-100
Time :- 3 hours.**

Question Number	Unit	Marks	Note
1(A) or (A)	1(A)	13	}
1(B) or (B)	1(B)	12	
2(A) or (A)	2(A)	13	}
2(B) or (B)	2(B)	12	
3(A) or (A)	3(A)	13	}
3(B) or (B)	3(B)	12	
4(A) or (A)	4(A)	12	}
4(B) or (B)	4(B)	13	

References :-

- Kotler, Philip and Gary Armstrong : Principles of Marketing, Prentice Hall, New Delhi.
Kotler, Philip : Marketing Management-Analysis, Planning, Implementation and Control, Prentice Hall, New Delhi.
Majumdar, Ramanuj; Product Management in India, Prentic Hall, NewDelhi.
Mc Carthy, E. Jenome and William D., Perreault Jr: Basic Marketing: Managerial Approach, Richard D. Irwin, Homewood, Illinois.
Ramaswamy, V.s and Namakumari, S : Marketing Management, MacMillan India, NewDelhi.
Srinivasan, R : Case Studies in Marketing : the Indian Context, Prentice Hall, New Delhi.
Stanton, William J., and charles Futrell : Fundamentals of Marketing; McGraw Hill Publishing Co., NewYork.
Still, Richard R, Edward W, Cundiff and Norman A.P. Govoni: Sales Management : Decisions, Strategies and Cases, Prentic Hall, NewDelhi.