

**Second Year B. B. A.**

**Paper - 1 Marketing Management**

(Effective from June 1999)

- I. **Conceptual Foundation :** **10%**  
Basic Concept : Market, Marketing, Marketing management, Philosophy of Marketing Organisation.
- II. **Buyer Behaviour :** **15%**  
Consumers markets and Industrial Market : model of Consumer behavior, Factors influencing behavior, Buying behavior process characteristics of Industrial market, major influencing factor on industrial buying behavior types of buying decision and how to make buying decision.
- III. **Target Marketing :** **15%**  
Market segmentation on different basis and target marketing strategies.
- IV. **Marketing Mix :**
- a. Product and Pricing Decisions : **15%**  
Concept of product, product Mix, Developing a new product, stages including marketing test product, life cycle. Pricing Decisions : objectives, orientation and strategies.
  - b. Distribution Decision : **10%**  
Importance, types of Channels of distribution Factors affecting choice of channels of distribution.
  - c. Promotional Decisions : **15%**  
Sales promotion- concept and Tools.
    - i. Advertising : Objectives, Determining advertising budget (excluding Quantitative Models), Media and Media selection Advertising Decision : Mission, Message, Money, Media and Measurement. The concept of Publicity.
    - ii. Personal Selling : Sales presentation, determining sales targets.
- V. **Marketing Research :** **10%**  
Definition nature and scope, Research procedure.
- VI. **Consumerism :** **10%**  
Concept, Causes, consumer movement in India.
- Note :** At least one case each in (i) planning (ii) Product (iii) Pricing (iv) Distribution (v) Advertising and (vi) Marketing Research.