

**Paper- 6 ELECTIVES :  
Third Year B. B. A.**

**Elective Paper - 1 Advanced Marketing Management**  
(Effective from June 1999)

1. Marketing Research and Marketing Information System : 35%
  1. Scope of MR and elaborate? Integrating Research with the Decisions; Research Design; Utilizing secondary data; major type of samples, Sampling process and Determination of sample size, Decision instruments for questioning. 15%
  2. Field collection of Data; Data analysis; Overview and testing of experimental designs; data processing and interpretation; presentation and follow-thought of data; development of MKIS for a large-scale Industry's Marketing department. 20%
2. Advertising as an Investment : 20%

Advertising goals, Determination of advertising Budget : Simple and Dynamic models Competitive model, Adaptive models. Specification of the media schedule media planning, specification of copy and format.
3. Sales Force Management : 20%

Decision of Sales Force Size, Sales Force : Selection and Training Compensation plan models supervision and control of sales Force quota-types including weighted combination quota-system. Quota-setting procedures and administrating quota system sales Territories - reasons, procedures for setting-up or revising sales territories assignment sales personnel to sales territories.
4. Distribution Channels : 20%

Strategic Decision of Distribution channels Distribution models design and Evaluation physical transportation of good the physical Distribution concept and components the dynamics of the physical distribution system major consideration in evaluation warehouse, warehousing decisions, warehouse Location models.  
Overview of public distribution System.
5. Market Control and Audit 5%

Common : Theory weightage. 60%  
Examples. 40%