

Programme Name	Master of Commerce
Semester	Second
Paper No	2.33
Course Code	
Course Name	Consumer Behavior & Sales Promotion (Paper-3)
Course Type	Elective Course
Effective from	DECEMBER 2011
Objective	To develop basic understanding about consumer behaviour and develop sales promotion strategy.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	A	Consumer Behavior- Meaning, Characteristics, significance, stages of consumer decision making process.	08	13	0.5
	B	Purchase decision- problems of consumers, Routine problems, new product adoption process, Types of consumer behavior.	07	12	0.5
2	A	Internal determinants of consumer behavior -personal determinants- Age, Gender, Professions, Income, Lifestyle, personality. Psychological determinants- Motivation, perception, Learning, Belief and attitudes.	08	13	0.5
	B	External determinants of consumer behavior - Social determinants- Family and household influences, Reference groups, social class, social Roles & status. Cultural determinants- Culture, sub-culture, social class.	07	12	0.5
3	A	Sales Promotion- Meaning, characteristics of sales promotion, significance of sales promotions.	08	13	0.5
	B	Promotion- Factors of promotions, promotion mix, promotion strategy, factors affecting to promotion strategy.	07	12	0.5
4	A	Sales Promotion- objectives, functions of sales promotions, advantages & disadvantages of sales promotion	08	13	0.5
	B	Methods of Sales Promotion- Customers oriented methods, Traders oriented methods, salesman's oriented methods	07	12	0.5

- References:
1. Consumer Behaviour- Schiffan, Leon G
  2. Consumer Behaviour- Laudon D.K
  3. Consumer Behaviour- B.A.Prajapati.
  4. sales promotion- R.K.Pandey.