

Mahatma Gandhi University



B.Voc Degree Programme in

Marketing Management and Information Technology

Regulation, Scheme and Syllabus

w.e.f 2014 admissions

Scheme and syllabus for B.Voc Marketing Management and IT (To be introduced from 2014 admissions)

The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF (National skill Qualifications framework). The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge

The proposed vocational programme in Marketing Management and IT will be a judicious mix of skills, professional education related to Marketing and also appropriate content of general education. It is designed with the objective of equipping the students to cope with the emerging trends and challenges in the marketing environment

ELIGIBILITY FOR ADMISSION

Admission to B. Voc (Marketing Management and IT) Degree programme shall be open to the following candidates.

- (A) Those who have passed the plus two or equivalent examination recognised by this university with book-keeping and Accountancy and any two of the following subjects, viz (1) Commerce (2) Commercial correspondence and Commercial Geography (3) Economics (4) Life insurance with Salesman ship (5) Banking with secretarial P{Practice s (6) Business Studies (7) Mathematic (8) Computer Science/Computer Applications (9) Informatics Practice and Management, (10) Informatics Practice (11) Management (12) Accountancy as Optional under part III of the Examination, OR
- (B) Those who have passed plus two or equivalent examination recognised by this university with other subjects under part III optional subjects provided they have secured 45% of the aggregate marks.

For SC/ST applicants only a pass minimum is required and for SEBC and OEC applicants 3% and 5% relaxation of marks respectively are allowed.

CURRICULUM

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

DURATION

The duration of the B. Voc Marketing Management and IT shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester.

Eligibility for Higher Studies

Those who pass B.Voc (Marketing Management and IT) Degree are eligible for admission to higher studies. While applying for higher studies, B. Voc (Marketing Management and IT) is considered equivalent to B.Com of M.G. University.

PROGRAMME STRUCTURE

The B.Voc Marketing Management and IT shall include:

- General Education Components
- Skill Components
- Project
- Internship
- Industrial Training
- Familiarisation Trips
- Soft Skills and Personality Development Programmes

CREDIT CALCULATION

The following formula is used for conversion of time into credit hours.

- One Credit would mean equivalent of 15 periods of 60 minutes each, for theory, workshops/labs and tutorials;
- For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;

COURSE STRUCTURE

NSQF Level	Skill Component Credits	General Education Credits	Normal calendar duration	Exit Points / Awards
Year 3	36	24	Six Semesters	B.Voc.
Year 2	36	24	Four semesters	Advanced Diploma
Year 1	36	24	Two semesters	Diploma
TOTAL	108	108 72		72

As per the UGC guidelines, there are multiple exit point for a candidate admitted in this course. If he/she is completing all the six credits successfully, he/she will get B. Voc degree in Marketing Management and IT. If he is completing the first four semesters successfully, he/she will get an advanced diploma in Marketing Management and IT. If he/she is completing the first two credits he/she will get a diploma in Marketing Management and IT. B Voc Degree holder is expected to acquire the skills needed for a marketing manager.

PROGRAMME STRUCTURE

Sem	code	Subject	General/Skill	Credit	Marks
One	1.1	Communication Skills in English	General	6	ESA - 80 ISA - 20
	1.2	Principles of Management	General	6	ESA - 80 ISA - 20
	1.3	Basics of Marketing	Skill	6	ESA - 80 ISA - 20
	1.4M	Laws relating to Marketing	Skill	6	ESA - 80 ISA - 20
	1.5M	Sales Management	Skill	6	ESA - 80 ISA - 20
Two	2.1	IT for Business	General	6	ESA - 80 (T60+P20) ISA - 20
	2.2	E-Commerce & General Informatics	General	6	ESA - 80 ISA - 20
	2.3	Basic Business Communication Skills	Skill	6	ESA - 80 ISA - 20
	2.4M	Basic Statistics for Marketing Research	Skill	6	ESA - 80 ISA - 20
	2.5M	Vocational Training and Report	Skill	6	ESA-100 (Tr-50, R-30, Pre-20)
Three	3.1	Financial Accounting	General	6	ESA - 80 ISA - 20
	3.2	Basics of MIS	General	6	ESA - 80 ISA - 20
	3.3	Retail Marketing	Skill	6	ESA - 80 ISA - 20
	3.4M	Advertising and Sales Promotion	Skill	6	ESA - 80 ISA - 20
	3.5	Retail & distribution management	Skill	6	ESA - 80 ISA - 20
Four	4.1	IT for Office	General	6	ESA - 80 (T60+P20) ISA - 20
	4.2M	Distribution Mgt. & Logistics	Skill	6	ESA - 80 ISA - 20
	4.3M	Direct & Network Marketing	Skill	6	ESA - 80 ISA - 20
	4.4M	Services Marketing	General	6	ESA - 80 ISA - 20
	4.5M	Industry Training & Report	Skill	6	ESA-100 (Tr-50, R-30)

					Vi-20)
Five	5.1	Store keeping & Warehousing	General	6	ESA - 80 ISA – 20
	5.2	Conference & Event Mgt.	General	6	ESA - 80 ISA – 20
	5.3M	Financial Services Marketing	Skill	6	ESA - 80 ISA – 20
	5.4M	Buyer Behavior	Skill	6	ESA - 80 ISA – 20
	5.5M	Marketing of Tourism	General	6	ESA - 80 ISA – 20
Six	6.1	Computerised Accounting	General	6	ESA – 80 (T60+P20) ISA – 20
	6.2M	Rural & Agricultural Marketing	Skill	6	ESA - 80 ISA – 20
	6.3M	Marketing research	Skill	6	ESA - 80 ISA – 20
	6.4M	Brand Management	Skill	6	ESA - 80 ISA – 20
	6.5M	Field work and Project	Skill	6	ESA-100 (F-50, R-30, Vi-20)

ESA – End semester assessment

ISA – Internal semester assessment

T – Theory

P – Practical

Tr – Training

R – Report

Pre – Presentation

F – Field work

Vi – Viva

SOCIAL SERVICE/ EXTENSION ACTIVITIES

Students are to participate in Extension/ NSS/ NCC or other specified social service, sports, literary and cultural activities during 3rd/ 4th semester. These activities have to be carried out outside the instructional hours and will fetch the required one credit extra over and above the minimum prescribed 180 credits

ATTENDANCE

The minimum number of hours of lectures, tutorials, seminars or practical which a student shall be required to attend for eligibility to appear at the end semester examination shall not be less than 75 per cent of the total number of lectures, tutorials, seminars or practical sessions. Internships, study tours and soft skill and personality development programmes are part of the course and students must attend in these activities to complete a semester.

EVALUATION AND GRADING

The evaluation of each course shall contain two parts:

- (i) Internal or In-Semester Assessment (ISA)
- (ii) External or End-Semester Assessment (ESA)

The ISA and ESA ratio shall be 1:4 for both Courses with or without practical. There shall be a maximum of 80 marks for ESA and maximum of 20 marks for ISA.

CRITERIA FOR GRADING

For all courses (theory & practical), grades are given on a 07-point scale based on the total percentage of marks. *(ISA+ESA)* as given below

Percentage of Marks	Grade	Grade Point
90 and above	A+ - Outstanding	10
80-89	A - Excellent	9
70-79	B - Very Good	8
60-69	C - Good	7
50-59	D - Satisfactory	6
40-49	E - Adequate	5
Below 40	F - Failure	4

Note: Decimal are to be rounded to the next whole number

Grades for the different semesters and overall programme are given based on the corresponding CPA as shown below:

CPA	Grade
<i>Above 9</i>	<i>A+ - Outstanding</i>
<i>Above 8, but below or equal to 9</i>	<i>A - Excellent</i>
<i>Above 7, but below or equal to 8</i>	<i>B - Very Good</i>
<i>Above 6, but below or equal to 7</i>	<i>C - Good</i>
<i>Above 5, but below or equal to 6</i>	<i>D - Satisfactory</i>
<i>Above 4, but below or equal to 5</i>	<i>E - Adequate</i>
<i>4 or below</i>	<i>F - Failure</i>

Note: A separate minimum of 30% marks each for internal and external (for both theory and practical) and aggregate minimum of 40% are required for a pass for a course. For a pass in a programme, a separate minimum of Grade E is required for all the individual courses. If a candidate secures **F** Grade for any one of the courses offered in a Semester/Programme only **F** grade will be awarded for that Semester/Programme until he/she improves this to **E** grade or above within the permitted period. Candidate who secures **E** grade and above will be eligible for higher studies.

CONTINUOUS EVALUATION (CE)

All records of Continuous Evaluation shall be kept in the Department and shall be made available for verification by the University, if and when necessary

ATTENDANCE (MAX.MARKS 5):

The allotment of marks for attendance shall be as follows:

Attendance less than 75 %	1 Marks
75 % & less than 80%	2 Marks
80% & less than 85%	3 Marks
85% & less than 90%	4 Marks
90% & above	5 Marks

MARKS DISTRIBUTION FOR EXTERNAL EXAMINATION AND INTERNAL EVALUATION

The external examination of all semesters shall be conducted by the University at the end of each semester. Internal evaluation is to be done by continuous assessment. Marks distribution for external and internal assessments and the components for internal evaluation with their marks are shown below:

Components of the internal evaluation and their marks are as below.

For all courses without practical

- a) Marks of external Examination : 80
- b) Marks of internal evaluation : 20

All the three components of the internal assessment are mandatory. For common course English in I Semester, internal oral examination shall be conducted instead of test paper.

Components of Internal Evaluation	MARKS
Attendance	5
Assignment /Seminar/Viva	5
Test paper(s) (1 or 2) (1x10=10; 2x5=10)	10
Total	20

For all courses with practical

- a) Marks of theory –External Examination : 60
- b) Marks of practical –External Examination : 20
- c) Marks of internal evaluation : 20

ASSIGNMENTS

Assignments are to be done from 1st to 6th Semesters. At least one assignment should be done in each semester.

INTERNAL ASSESSMENT TEST PAPERS

At least one internal test-paper is to be attended in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the college for two years and shall be made available for verification by the University. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teach the course.

Grievance Redressal Mechanism

Internal assessment shall not be used as a tool for personal or other type of vengeance. A student has all rights to know, how the teacher arrived at the marks. In order to address the grievance of students a three-level Grievance Redressal mechanism is envisaged. A student can approach the upper level only if grievance is not addressed at the lower level.

Level 1: Dept. Level: The department cell chaired by the Head; and Dept. coordinator and teacher in-charge, as members.

Level 2: College level: A committee with the Principal as Chairman, Dept. Coordinator, HOD of concerned Department and a senior teacher nominated by the College council as members.

Level 3: University Level: A Committee constituted by the Vice-Chancellor as Chairman and Pro-Vice-Chancellor, Convener - Syndicate sub-committee on Students Discipline and Welfare, Chairman- Board of Examinations as members and the Controller of Examination as member-secretary.

Externalexamination

The external examination of all semesters shall be conducted by the University at the end of each semester.

Students having a minimum of 75% average attendance for all the courses only can register for the examination. Condonation of shortage of attendance to a maximum of 10 days or 50 hours in a semester subject to a maximum of 2 times during the whole period of the programme may be granted by the University on valid grounds. This condonation shall not be counted for internal assessment.

Benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, on production of participation/attendance certificates, within one week, from competent authorities and endorsed by the Head of the institution. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment also.

Those students who are not eligible even with condonation of shortage of attendance shall repeat the course along with the next batch.

PATTERN OF QUESTIONS

Pattern of questions for external examination for theory paper without practical.

	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
	10	10	1	10
	12	8	2	16
	9	6	4	24
	4	2	15	30
TOTAL	35	26	x	80

Pattern of questions for external examination for theory papers with practical

	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
	8	8	1	8
	10	6	2	12
	6	4	4	16
	4	2	12	24
TOTAL	28	20	x	60

END SEMESTER EVALUATION (ESE):

End Semester Evaluation of all the Courses in all the semesters shall be conducted by the University. The results of the ESE shall be arranged to be published according to the Examination Calendar prescribed by the University Level Monitoring Committee (ULMC), which shall not exceed 45 days from the last day of the examination.

B.Voc – Marketing Management and IT

Detailed Syllabus

Semester 1

1.1 COMMUNICATION SKILLS IN ENGLISH

MODULE – I

Speech Sounds: Phonemic symbols - Vowels - Consonants - Syllables - Word stress - Stress in polysyllabic words – Stress in words used as different parts of speech - Sentence stress – Weak forms and strong forms – Intonation – Awareness of different accents: American, British and Indian – Influence of the mother tongue

MODULE – II

Listening: Active listening – Barriers to listening – Listening and note taking– Listening to announcements – Listening to news on the radio and television

MODULE- III

Speaking: Word stress and rhythm – Pauses and sense groups – Falling and rising tones – Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills and telephone skills

MODULE – IV

Reading: Theory and Practice – Scanning - Surveying a textbook using an index - reading with a purpose – making predictions – Understanding text structure – Locating main points – Making inferences - Reading graphics - reading critically – Reading for research

CORE TEXT

V.Sasikumar, P KiranmaiDutt and GeethaRajeevan, *.Communication Skills in English.*
Cambridge University Press and Mahatma Gandhi University.

Total Marks -100

Internal - 20

External - 80

Semester 1

1.2 - PRINCIPLES OF MANAGEMENT

Module 1

Management: Introduction - Meaning, nature and characteristics of Management - Scope and functional areas of management - Management as a science art or profession - Management & Administration - Principles of management - Social responsibility of management.- Contributions of F.W.Taylor and Henry Fayol.

Module 2

Planning: Nature, importance and purpose of planning - Planning process, Objectives - Types of plans MBO-Features-steps.

Module 3

Organising: Nature and purpose of organisation, Principles of organisation - Types of organization Organisation Chart- Organisation manual-Departmentation, Committees Authority- Delegation of Authority -Responsibility and accountability-Centralisation Vs decentralisation of authority –

Module 4

Staffing: Nature and importance of staffing - Process of selection & recruitment.

Module 5

Directing and Controlling: Meaning and nature of directing – Motivation –meaning – importance -Theories of motivation (Maslow's, Herzberg, McGregor s, X & Y theory) - Controlling: Meaning and steps in controlling - Essentials of a sound control system – Methods of establishing control-Control by Exception.

Books Recommended

1. Koontz & O Donnell, Management.
2. Appaniah & Reddy, Essentials of Management.
3. L M Prasad, Principles of management.
4. Rustum & Davan, Principles and practice of Management.
5. Srinivasan & Chunawalla, Management Principles and Practice.
6. S V S Murthy, Essentials of Management.
7. B.S. Moshal, Principles of Management.

Total Marks -100

Internal - 20

External - 80

Semester 1
1.3 - BASICS OF MARKETING

Module 1

Introduction to Marketing: Definition & Functions of Marketing. Core concepts of marketing -

- a) Need, Want, Desire, Benefits, Demand, Value, Exchange,
- b) Goods – Service Continuum, Product, Market
- c) Customer Satisfaction, Customer Delight.

Module 2

Approaches to Marketing: Product – Production – Sales – Marketing – Societal – Relational. Concept of Marketing Myopia- Selling versus marketing
Holistic Marketing Orientation & Customer Value

Module 3

Consumer Behavior: Concept, Characteristics of consumer and organizational markets, 5 step Buyer decision process.

Module 4

Marketing Environment: Analyzing needs and trends Macro Environment – Political, economic, Socio-cultural and Technical Environment – PEST analysis. Micro Environment – Industry & Competition. Concept of Market Potential & Market Share

Module 5

Market segmentation and Mix: Definition, Need & Benefits. Bases for market segmentation of consumer goods, industrial goods and services. Marketing Mix : Definition of each of the Four P's. Components of each P. Extended 7Ps for services.

Books Recommended

1. Principles of Marketing 12th Edition – Philip Kotler and Gary Armstrong
2. Fundamentals of Marketing – Stanton
3. Marketing Management – Rajansaxena
4. Marketing Management – V.S. Ramaswamy and S. Namakumari
5. Analysis for Marketing Planning – Donald Lehmann & Rusell Winer, 6th ed.
6. Case Studies in Marketing – Indian context – R. Srinivas

Total Marks -100

Internal - 20

External - 80

Semester 1
1.4 M - LAWS RELATING TO MARKETING

Module 1

Consumer Protection in India: Consumerism – rights of consumers – laws to protect consumers

Module 2

Indian Contract Act, 1872: Ingredients of a valid contract Free consent - Termination of contract by performance and by legal tender or attempted performance - Termination of contract by breach and its remedies - Contract of agency, duties and responsibilities of Principal and agent

Module 3

Sale of Goods Act, 1930: Definition of Sale, Goods, Distinction between Sale and agreement to sale

Distinction between condition and warranty - Doctrine of ‘Nemodat quad Non habet,’ Caveat emptor and its exceptions. Rights of an unpaid seller

Module 4

Trade Marks Act, 1999: Procedure for registration of a trade Mark, effects of Registration - Offences, penalties

Module 5

Consumer Protection Act, 1986: Definitions of Complainant, Complaint, Consumer, Consumer dispute Provisions regarding District Forum, State Commission, National Commission.

Books Recommended

1. Marketing and the laws M.A. Sujan and HaishSujan
2. Business and Economics Laws H.K. Saharay
3. Mercantile Law N.D. Kapoor
4. Trade and Merchandise marks Act T.R. Shrinivas
5. Elements of Mercantile Law M.C. Shukla
6. Commercial and Industrial Law Arun Kumar Sen, Jitendra Kumar Mitra

Total Marks -100

Internal - 20

External - 80

Semester 1 1.5 M - SALES MANAGEMENT
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Module 1

Sales Management: Definition and meaning, Objectives, Sales Research, Sales Forecasting, sales Forecasting methods, Sales Planning and control : Goal setting, Performance measurement, diagnosis and corrective actions.

Module 2

Sales Organization: Need for sales Organizations, their structure, Sales Managers Functions and responsibilities, planning for major customers and sales Budget, Specific Characteristics of a successful salesman.

Module 3

Developing the sales Force: Recruiting, Selection and Training of Sales force: Procedures and criteria extensively used as selection tools for recruiting and testing sales ability.

Module 4

Motivating the Sales Team: Motivation Programs – Sales Meetings, Sales Contests, Sales compensation, (Monetary) Compensation, incentive programs as motivators, Non-Monetary compensation – fine tuning of compensation package, Supervising,

Module 5

Evaluating Sales Force: Evaluating Sales Force performance and Controlling Sales activities (Sales Records and Reporting Systems)

Books Recommended

1. Building a Winning Sales Team – Gini Graham & Scott
2. Sales Management handbook – Forsyth Prick
3. Professional Sales Management – Anderson, Hair and Bush
4. Motivation and Job Satisfaction – M.D. Pestonjee
5. Sales Management – Richard Rstill Edward W. Cundiff
6. Sales Management – Thomos
7. International Marketing – Robert Reed.....
7. Industrial Marketing – Hichard M. Hill
8. Strategies for selling – Gerald A. Michaelson

Total Marks -100

Internal - 20

External - 80

Semester 2
2.1 INFORMATION TECHNOLOGY FOR BUSINESS

Module 1

Introduction to Information Technology: Information and Communication Technology (ICT)
Information systems E-World- Computer Architecture: Input Hardware- Processing & Memory
Hardware Storage Hardware Output Hardware Communication Hardware-

Module 2

Operating Systems: Concept of operating system WINDOWS, UNIX & LINUX - versions;
Windows XP: Managing files & folders Windows Explorer - Understanding your computer
customization configuring screen, mouse, Printer - System Tools- Customizing windows –
Protecting computer

Module 3

Communications : Protocols in Computer communications- Wired & Wireless communication
Future of communications - Satellite Based systems - Beyond 3G to 4G-

Module 4

Network: Networks-Benefits of networks-types of networks: WANs, MANs, LANs, WLANs
Types of LANs Intranet, Extranet- Virtual Networks Sharing data and hardware in a LAN
environment- work group computing & groupware Telecommuting & Virtual offices Network
security Firewalls

Module 5

HTML & Webpage: Introduction to HTML- Essentials Static & Dynamic Web pages Structure
of a Web Page-Designing web pages - HTML Tags Text Formats-working with text presenting
and arranging text Paragraphs- Tables in HTML- working with Links, lists, Images, Audio &
Video Forms & Frames- Website Management.

1. Designing a web page for your department
2. Designing a web page for a Retail marketing firm.
3. File Management in Windows (Operations with files & folders)

Books Recommended

1. Information Technology for Business, Antony Thomas, Pratibha Publications
2. Using Information Technology (6th Edition): Williams & Sawyer Tata McGraw Hill Company
3. Operating System Concepts (Windows XP update): AviSilberschatz, Peter Galvin & Greg Gagne Willey
4. HTML Black Book: Stephen Holzner Dreamtech Press

Total Marks -100

Internal - 20

External – 80 (Theory 60 + Practical 20)

Semester 2 2.2 E-COMMERCE AND GENERAL INFORMATICS
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Module 1

Overview of Electronic Commerce- Introduction to E-commerce Concepts, features and functions Operation of e-commerce Infrastructure for Ecommerce Application of E-Commerce in Direct Marketing and Selling, Value Chain Integration, Supply Chain Management, Corporate Purchasing, Financial and Information Services

Module 2

E-Commerce Models and Strategies -Types of E-commerce: B2B, B2C, C2C C2B- Business Models for E-Commerce- Brokerage Model, Aggregator Model, Info-mediary model, Community Model, Value chain model, Manufacturer model, Advertising Model, Subscription model.

Module 3

E-Commerce Strategies: Electronic Data Interchange Mobile Commerce and Web Commerce - Introduction to ERP-Components.

Module 4

Electronic Payment Systems -Overview of Electronic Payment Systems, Cybercash (Customer to Merchant Payments, Peer to Peer Payments, Security).Smart Card (Card Types, Closed or Open Security, Privacy, Card Costs, Non Card Costs), Electronic Banking, Electronic Fund Transfers.

Module 5

E-Commerce Security-Introduction to Security Passwords Viruses Firewalls - Encryption (PGP, SHTTP, SSL) - digital signature digital certificate - other security measures

Books Recommended

1. E-commerce and General Informatics, Antony Thomas, Pratibha Publications
2. E-Commerce: An Indian Perspective, P.T.Joseph, S.J., PHI.
3. Web Commerce Technology handbook: Daniel Minoli and Emma Minoli, TMH
4. Business on the net: An Introduction to the whats and hows of e-commerce: Agarwala and Lal, Macmillan India Ltd.
5. E-Commerce, the Cutting Edge of Business: Kamalesh K Bajaj and Debjani Nag, TMH

Total Marks -100

Internal - 20

External - 80

Semester 2
2.3 –BASIC BUSINESS COMMUNICATION SKILLS

Module 1

Communication-Need-Process-Types-Oral-written-Verbal-Nonverbal-Internal, External-

Module 2

Non-verbal communication-Body language-Kinesics, Proxemics-Para language-Channels- Barriers-Principles of effective communication

Module 3

Job application letters-Resume-CV-Reference and recommendation letters- Employment letters-Online application-Soft skill

Module 4

Business letters-Parts and layout of business letters-Business enquiry lettersoffers and quotation- Orders and execution-grievances and redressals. Sales letters-Follow-up letters- Circular letters-Status enquiry-Collection letters-Preparation of partnership deed-power of attorney.

Module 5

Impact of IT on communication-Role of computers-Internet-E-mail-Telephone voice mail-SMS- Video conferencing- Teleconferencing.

Books Recommended

1. Antony Thomas, Business Communication and MIS, Pratibha Publications
2. Bhatia R.C, Business Communication.
3. SaliniAgarwal Essential communication skill.
4. Reddy P.N, and Apopannia, Essentials of Business Communication.
5. Sharma R.C, KRISHNA Mohan, Business Communication and Report writing.
6. Leod, M.C., Management Information System.
7. Jerome Reuter-Management Information system.

Total Marks -100

Internal - 20

External - 80

Semester 2
2.4 M – BASIC STATISTICS FOR MARKETING RESEARCH

Module 1

Introduction- origin – meaning – scope and limitations of statistics – relationship with business and industry

Module 2

Collection of data – collection – classification and tabulation of statistical data – pie diagram – graphic representation

Module 3

Measures of central tendency – mean – median – mode – meaning and computation – standard deviation – coefficient of variation

Module 4

Simple correlation and regression – meaning – Karl pearson's correlation – rank correlation – use of regression equation - forecasting

Module 5

Time series analysis – components of time series – definition – computation of trend – computation of seasonal variation (simple average method)

Total Marks -100

Internal - 20

External - 80

Semester 2 2.5M - VOCATIONAL TRAINING AND REPORT

The student will attach himself with a marketing organisation approved by the Department for a period of 4 weeks and study the working of the organisation. He / she should actively participate in the marketing operations of the organisation and prepare a report based on his experience in that organisation. The report should contain the organizational structure, nature of business, employees, management, marketing operations, strength of the organisation, its weaknesses, etc. The report should be neatly typed in A4 size paper and in bound form having not less than 25 pages. A copy of the report has to be submitted to the Department before the commencement of the third semester classes. The student has to present the report in the class and other students can ask questions.

Total Marks 100

Marks for active participation in marketing operations – 50 (To be awarded by the manager of the marketing organisation and communicated to the Department)

Marks for the Report – 30 (Valued internally by the Department)

Marks for presentation – 20 (Conducted by the Department)

Semester 3
3.1 FINANCIAL ACCOUNTING

Module 1

Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts problems- - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

Module 2

Trial balance - Errors – types of errors - Rectification of errors – problems – Bank reconciliation statement – problems.

Module 3

Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

Module 4

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet -

Module 5

Different forms of Business organizations – sole proprietorship, partnership, cooperatives, joint stock company (Theory)

Total Marks -100

Internal - 20

External - 80

Semester 3
3.2 BASICS OF MIS

Module 1

Introduction to MIS: definition – need – benefits – functions - objectives – Characteristics - limitations

Module 2

Role of MIS: components - decision making and MIS – approaches to MIS development -

Module 3

Data and information – meaning – definition – types - difference - data life cycle – data processing methods -

Module 4

MIS for Decision making: Transaction processing system – decision support system – executive information system

Module 5

Office Information System: introduction – office automation – office and office systems – types of office automation systems – integrated office.

Total Marks -100

Internal - 20

External - 80

Semester 3
3.3 RETAIL MARKETING

Module 1

Introduction: Nature, scope and importance of marketing; Traditional VS. modern view of marketing; Retailing viewed as case of services marketing; Retail marketing management: An overview.

Module 2

Retailing Environment: Micro environment - Customers, suppliers, competitors and general publics; Michael Porter's five forces structural analysis of market; Macro environment: Socio-cultural, economic, technological, legal and political environments of retailing in Indian contexts.

Module 3

Market Selection: Concept of target marketing, Retail market segmentation - Concept, importance and bases of market segmentation; Criteria for effective segmentation; Target market selection; Positioning concept: importance and bases, Retail store positioning and management of its image.

Module 4

Retail Marketing Mix Planning: Concept and planning of marketing mix; Retail product decisions and planning - Product: Meaning and importance; Product classifications; Product decisions - Product quality, Packaging and labeling, Product support services; Branding - Meaning, significance and types of branding in the context of a retail store; Major retail branding decisions; Customer services decision;

Module 5

Product mix: Concept and decisions; Product life-cycle; New product introduction; Innovation diffusion and adoption.

Books Recommended

Kotler, Keller, Koshi and Jha : Marketing Management, PHI, New Delhi

Total Marks -100

Internal - 20

External - 80

Semester 3
3.4 M - ADVERTISING AND SALES PROMOTION

Module 1

Advertising-Meaning-Scope-Objectives-Merits and demerits-Process developing an advertising programme.

Module 2

Advertisement appeal- Copy writing-Copy testing-Advertising media-Media planning and strategy-Types of media-Media planning and strategy-Media selection-Advertisement agency-Selection of agency-

Module 3

Advertising campaign: Planning advertising campaign-Advertising research-Measuring the effectiveness of advertising- Methods.

Module 4

Social, economical and legal aspects of advertisement

Module 5

Sales promotion: Definition-Scope-Methods-Sales promotion mix-Developing sales promotion campaign-Sales promotion budget and its preparation- Effects of sales promotion on brand equity.

Books Recommended

1. *Advertising in the Indian Context, S.A Chunnawala.*
2. *Advertising, Marketing, and Sales management, DevandraThakku.*
3. *Advertising Management, Rajeev Batra..*
4. *Advertising, Sales and Promotion Management, S.A. Chunnawala.*
5. *Sales Promotion and Advertising Management,*

Total Marks -100

Internal - 20

External - 80

Semester 3
3.5 RETAIL AND DISTRIBUTION MANAGEMENT

Module 1

Marketing Channels : Definition & Importance, Functions of Marketing Channels-Intensive, Selective & Exclusive distribution strategies, Decisions in Channel Management Integrated Marketing Channels

Module 2

Types of Channels: Channels for Consumer goods, Industrial goods & Services – Horizontal, Vertical, Multichannel Marketing Systems

Module 3

Wholesale and Retail: Concept, Importance, Functions-Wholesaler Marketing Decisions – Trends in Wholesaling Retailing: Concept, Importance, Functions – Indian Vs. Global Scenario Retail Location: Factors affecting location decision-Site Selection- Location based retail Strategies

Module 4

Store Design: Interiors and Exteriors – Store layout – Types of layouts - Factors affecting store layout – Store image mix – Store Façade – The Internet Store. Store Administration: Floor space management-Managing store inventories and display

Module 5

Retail Communication Mix : Planning retail communication – Managing in-store promotions and events.

Books Recommended

1. Channel Management-Stern-El-Ansary
2. Retailing Management-SwapnaPradhan
3. Retail Management – Gibson Vedamani
4. Physical Distribution & Logistics Management-Dr. SubhashBhave
5. Channel Management & Retail Management-MeenalDhotre

Total Marks -100

Internal - 20

External - 80

Semester 4
4.1 INFORMATION TECHNOLOGY FOR OFFICE

Module 1

Word Processing package: MS-Word 2007: Introduction; Features- Word User Interface Elements; Creating new Documents; Basic Editing, Saving a Document; Printing a Document; Print Preview, Page Orientation- Viewing Documents; Setting tabs-Page Margins; Indents; Ruler, Formatting Techniques; Font Formatting, Paragraph Formatting; Page Setup; Headers & Footers; Bullets and Numbered List; Borders and Shading; Find and Replace; Page Break& Page Numbers; Mail Merging-Spelling and Grammar Checking; Thesaurus; Automating Documents; Tables;; Formatting Tables;

Module 2

Spreadsheet package: Ms-Excel 2007 Introduction, Excel User Interface, Working with cell and cell addresses, Selecting a Range, Moving, Cutting, Copying with Paste, Inserting and Deleting cells, Freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet. Cell Formatting Options, Formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colors, Centering a heading, Changing row/column height / width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer, Inserting page breaks,

Module 3

Advanced Features of Excel: All Functions in excel, Using Logical Functions, Statistical functions, Mathematical etc. Elements of Excel Charts, Categories, Create a Chart, Choosing chart type, Edit chart axis - Titles, Labels, Data series and legend, Adding a text box, Rotate text in a chart, Saving a chart.

Module 4

Presentation Package: Ms-PowerPoint 2007 Advantages of Presentation Screen layout creating presentation inserting slides adding sounds & videos-formatting slides -slide layout views in presentation -slide transition Custom animation Managing slide shows - using pen Setting slide intervals

Module 5

PageMaker: Introduction to desktop publishing – PageMaker -tools and palettes – working with objects – type styling options – working with text – formatting options – leading – margins – indents – paragraph formatting.

Practical Training:

1. Prepare Pay rolls in Excel
2. Cell Formatting Conditional
3. Using of Mailmerging feature of word.

Books Recommended

1. Information Technology for Office, Antony Thomas, Pratibha Publications
2. Ms-Office 2007: Gini Courter & Annette Marquis BPB Publications

Total Marks -100

Internal - 20

External – 80 (Theory 60 + Practical 20)

Semester 4
4.2 M - DISTRIBUTION MANAGEMENT AND LOGISTICS

Module 1

Physical distribution - Definition, Importance – participants in physical distribution process

Module 2

Marketing Channels – Definition & Importance - Different forms of channels - Functions of Marketing Channels

Module 3

Unconventional channels - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, Multi channel marketing Systems - International Marketing Channels

Module 4

Supply Chain Management – concept – significance – components – Order processing – Material Handling

Module 5

Transportation and Warehousing: Transportation – Warehousing – Inventory Management – Reverse Logistics

Books Recommended

1. Channel Management –Stern – El Ansary
2. Distribution Management – S. Eliton
3. Sales and Distribution Management – S. L. Gupta
4. Channel Management & Retail Management – MeenalDhotre
5. Marketing – Bovee, Thill
6. Marketing Management – Philip Kotler
7. Sales And Distribution Management Text And Cases-Krishna K.Havaldar, VasantM.Cavale

Total Marks -100

Internal - 20

External - 80

Semester 4
4.3 M - DIRECT AND NETWORK MARKETING

Module 1

Introduction to Direct Marketing- The Scope of Direct Marketing- Business, Strategic and Direct Marketing Planning- Consumer and Business Mailing Lists- The Offer- Magazines- Newspapers- TV/Radio- Telemarketing/Tele services-

Module 2

Direct and Digital Marketing- Modern integrated DM & interactive marketing -important role in marketing strategy -build and develop brands - customer acquisition, development and retention-Key principles of targeting, interaction, control and continuity- From distance selling to interactive marketing

Module 3

Network Marketing- Advantages and Disadvantages- Network Marketing Boom-Network Marketing Compensation Plan- Evaluating Network Marketing Opportunity

Module 4

Relationship Marketing: Introduction –Managing Relationship with Buyers, Intermediaries and Customer – Segmentation and analysis of Customer market Domain

Module 5

Creating and implementing Relationship Marketing Strategies- Introduction- People- Processes- Proactive/ Personalized Service- What sort of Relationship for what sort of Customers- Relationship Marketing Plan

Reference Books

1. Stone, Bob, and Jacobs, Ron, *Successful Direct Marketing Methods, 7th ed*(2001), McGraw-Hill, New York, NY.
2. Dave Chaffey, Richard Mayer, Kevin Johnston, Fiona Ellis-Chadwick *Internet Marketing: Strategy, Implementation and Practice*
3. Brian Thomas and Matthew Housden *Direct Marketing in Practice*
4. Edward L. Nash- *Direct Marketing: Strategy, Planning, Execution-* The McGraw Hill Companies
5. Robert W. Bly -*Business To Business Direct* The McGraw Hill Companies
6. Adrian Payne , Martine Christopher Moira Clark & Helen Park *Relationship Marketing for Competitive Advantage Winning and Keeping Customers-* The Chartered Institute of Marketing Professional
7. Shyam Sunder Kambhammettu *Nework Marketing Concepts and Cases-* Magnus

Total Marks -100

Internal - 20

External - 80

Semester 4
4.4 M - SERVICES MARKETING

Module 1

Foundation of services marketing – Introduction – The services concept- Service Industry – Nature of Services, Characteristics of Service, Classification of Service-Importance of Service Marketing – The Growth in Service-Global and Indian Scenarios

Module 2

Distinctive Characteristics of Service – Four I's of services – Intangibility, Inconsistency, inseparability and Inventory

Module 3

Services Market Segmentation – Positioning and Differentiation of Services

Module 4

Issues in Marketing of services – Extended Services Marketing Mix: Going Beyond the 4 Ps. (7 P's of Services Marketing)

Module 5

Service strategies: Service Marketing Strategies for – Tourism – Financial and educational services

Books Recommended

1. Essence of Service Marketing – Payne Adrian
2. Services Marketing : Integrating Customer Focus Across the Firm – Valarie A Zeithaml
3. Services Marketing : People, Technology & Strategy – Christopher Lovelock
4. Services Marketing – Ravi Shanker
5. Strategic Services Management – Boyle
6. Strategic Planning for {public Service and non profit organizations-Pergamon.
7. 12 Steps to success through service – Barrier Hopsor& Mike Scallig.
8. Excellence in Services – Balachandram
9. Services Marketing – S M Jha
10. Services Marketing-Valarie. A. Zeithaml, Mary Jo Bitner

Total Marks -100

Internal - 20

External - 80

Semester 4 4.5 M – INDUSTRY TRAINING & REPORT
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The student will attach himself with a marketing organisation approved by the Department for a period of 4 weeks for industry training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. He/ she should do a project work for the organization and the report (not less than 40 pages, A4 size) should be submitted to the organization and the department. The student has to face a viva based on his report.

Total Marks 100

Marks for Training– 50 (To be awarded by the manager of the marketingorganisation and communicated to the Department)

Marks for the Report – 30 (Valued internally by the Department)

Marks for viva - 20(Conducted by the Department)

Semester 5
5.1 STOREKEEPING AND WAREHOUSING

Module 1

Warehousing Management - Objectives of Stores – Location and Layout – Prevention – Management of Receipts – Issue Control – Stores Documentation

Module 2

Disposal of Obsolete and Scrap items- Management of SOS – Categorization of Obsolete/Surplus – Reasons for Obsolescence – Control of Obsolescence – Control of Scrap – Responsibility for Disposal – Disposal Methods

Module 3

Insurance: Risk Management - Buyer's Interest – Marine Insurance – Inland Transit Insurance – Stores Insurance – Contractors All Risk Insurance – Miscellaneous Insurance – A to Z Claims Procedure – Loss Minimization

Module 4

Spare Parts Management- Salient Features of Spares – Inventory Control of Spares – Categorization of Spares – Provisioning of Spares – Pricing of Spares – Relevance of Maintenance – Maintenance Costs

Module 5

Retail Warehousing: importance – features Management of dead stocks, surplus stocks and scraps – Systems & Procedures for disposal and Control

Books Recommended

P. Gopalakrishnan – Purchasing and Materials management – Tata McGraw Hill – 23rd Edition – 2008.

Total Marks -100

Internal - 20

External - 80

Semester 5

5.2 - CONFERENCE AND EVENT MANAGEMENT

Module 1

Event Management: Introduction, The Emergence of Events Industry, types Of Events, Definitions of Event management, Importance of Event Management,

Module 2

Event Design: Event Design And Concept, Role Of Event Management Companies, the Scope of Event Management,

Module 3

Event Marketing: Introduction, Event Promotion, Promotional Strategies, and five P's of Event Marketing: Product, promotion, price, public relations, and place. Internal versus External Event, marketing, Event Sponsorship, Internet Event Marketing, let us sum up: lesson end activity, keywords, and questions for discussion

Module 4

Event Planning

Introduction, key Steps for Planning an Event, Out Sourcing, Let Us Sum Up: Lesson end Activity, Keywords and Questions for Discussion.

Module 5

Event Promotion: Introduction, Promoting an Event, Identifying Promotional Measures, Tools of Promotion, the Promotion Schedule, Promotional Factors.

Total Marks -100

Internal - 20

External - 80

Semester 5
5.3 M - FINANCIAL SERVICES MARKETING

Module 1

Management of financial services, understanding the financial products

Module 2

Overview of various financial services in India

Module 3

Insurance-Meaning, advantages ,various types of insurance, Financial planning process, Risk management –Strategy to cover risk ,introduction to IRDA,

Module 4

Mutual funds-Meaning, history and current market scenario –Indian and global, Types of mutual funds, Debt funds and types of Debt schemes, Types of equity funds/Growth funds, concept of hybrid funds, Mutual funds Vs. Other investments, Fund Structure,

Module 5

Asset Management Company: Introduction to the role and responsibility of Asset management company, Registrars, custodian, sales distribution channels.

Books Recommended

1. Financial services – Antony Thomas
2. Marketing Financial services-Mary Ann Pezzullo
3. Marketing of Financial services:V.A.Avdhani
4. Financial services-MY Khan-(TaTa)

Total Marks -100

Internal - 20

External - 80

Semester 5
5.4 M - BUYER BEHAVIOUR

Module 1

A Perspective on Buyer Behaviour- what is Buyer Behaviour- Buyer Behaviour is Dynamic, Levels of Buyer Analysis: - Individual Buyer, Market Segments-Industries- Societies-Cognitive Process in Buyer Decision Making

Module 2

Buyer Product Knowledge and Involvement: Buyers Product Knowledge: Products as Bundles of Attributes, Benefits and Value Satisfiers Means-End Chains-Developing Deeper Buyer Understanding-ZMET Approach to Buyer Knowledge-The ZMET Interview-The Means and Basis-For Involvements-Understanding Key Reasons for Purchase-Understanding Buyer-Product Relationship.

Module 3

Attention And Comprehension: Information: The Power of Advertising/Display-Exposure to information-marketing implications-Attention Processes: Variation, factors Influencing Attention-Marketing Implications-Comprehension: Variation/inferences during Comprehensions/Factors Influencing Comprehensions/Marketing Implications.

Module 4

Buyer Behaviour and Marketing Strategy: Conditioning and Learning Processes-Influencing Buyer Behaviour-Environment-Cultural and cross Cultural Influences-reference Groups-Family-Market Segmentation and Product Positioning

Module 5

Buyer Behaviour and strategy: product Strategy- Promotions Strategy-Brand Endorsing-Pricing Strategy-Channel Strategy.

Reference Books:

1. J.Paul Peter and JERRY L.OLSON, Consumer Behaviour and marketing Strategy,TataMcgraw Hill,Newyork-2006.
2. UpinderDhar and SathishDhar, New franklin of Management, Cases In Indian Context, Excel Books, NewDelhi-2001.
3. Alries, Focus, Harper Collins Business,1997,Ghargous.
4. Del.I.Hawkins, Roger.J.Best, Kenneth.A.Coney, Consumer Behaviour,Building Marketing Strategy 9th Edition, Tata McgrawHill,NewDelhi
5. Harrey Thompson, Who side My Customer?-Winning Strategies for Creating and Sustaining Customer Loyalty, Pearson Education, NewDelhi-2005.
6. Harrey Thompson, The Customer-Central Enterprise, Mcgraw Hill-2000.
7. S.Ramesh Kumar, Conceptual Issues in Consumer Behaviour,The 2nd edition,Pearson Education,Delhi-2003.
8. Gerald.J.tellis, Effective Advertising, Understanding When, How and Why Advertising Works, Response Boots, NewDelhi,2004.

Total Marks -100

Internal - 20

External – 80

Semester 5
5.5M - MARKETING OF TOURISM

Module 1

Concept of marketing of tourism- meaning and definition- identification of target market- market segmentation in tourism industry- classification of the visitor segment- competition in tourism industry- developing and selling packages of attraction and amenities- life-cycle of tourism products

Module 2

Tourism Demand: meaning and definition- nature and scope of tourism demand- demand indicators- types of demand in tourism industry determinants of tourism demand- measuring of tourism demand- analysis of tourism market and marketing environment- selection process of tourism product and market- measuring methods of demand of domestic and international tourism- forecasting tourism demand.

Module 3

Pricing in tourism industry- meaning and definition- pricing- cost- value pricing objectives in tourism- price setting in practice- tactics of price discounting in tourism- factors influencing pricing of tourism products- tools of pricing- cost-oriented pricing- market-oriented pricing- types of pricing in tourism- Government intervention- price-based stratification of tourism products- pricing as a package tool- recent trends and developments in tourism pricing- national and international policies.

Module 4

Tourism Promotion. Basic concepts of tourism promotion- tourism promotion- meaning and definition- need and scope- methods and components of promotion of tourism industry-

Module 5

Advertising- characteristic features of tourism advertising- special features of text, media and communicability of tourism promotion- net-marketing- Government, private and public participants in tourism promotion- new generation promotional measures- tele-marketing, travel mart and other recent trends.

Books Recommended

1. S. M. Jha- Tourism Marketing.
2. Philip Kotler- Marketing for Hospitality and Tourism.
3. William. J. Stanton- Fundamentals of Marketing.
4. Cravens- Marketing Management.
5. Bezbaruah. M. P. Frontiers of New Tourism.

Total Marks -100

Internal - 20

External - 80

Semester 6
6.1 COMPUTERISED ACCOUNTING

Module 1

Introduction to computerised accounting: Computerised accounting Vs. Manual accounting- merits of computerised accounting – Tally 9 - Features of Tally – Screen components- Creation of Company- selecting a company – altering/ modifying company creation details – Deleting a company – F 11 Features – F 12 Configuration.

Module 2

Accounts and Vouchers – account groups – pre-defined groups – creating single & multiple groups – creation of primary account groups – creating ledger accounts in single & multiple – displaying, altering and deleting account groups and ledgers – Accounting vouchers- entering transactions in accounting vouchers – bill wise details - altering and deleting a voucher entry – creating new voucher types – modifying an existing voucher – duplicating a voucher – optional vouchers – post-dated vouchers – reverse journal – bank reconciliation statement - creating budget - generating reports - configuring reports-

Module 3

Final Accounts: balance sheet – profit and loss account – trial balance – day books – account books – statement of accounts – ratio analysis - cash flow - fund flow – list of accounts – exception reports.

Module 4

Accounts with inventory – enabling F 11 and F 12 - stock category – stock group – single/multiple creation of stock category and stock group – creation of units of measurement – creating single/multiple stock items – creating godowns - displaying, altering and deleting stock groups, units, items and godowns – cost categories- cost centres – creating cost categories and cost centres - displaying, altering and deleting cost categories and cost centres – purchase / sales orders - Inventory vouchers - using inventory vouchers – using accounting vouchers with inventory details (invoice mode) - Tally Security - Tally vault – Tally audit – advanced security control – back-up and restore – inventory reports – stock summary - inventory books – statement of inventory.

Module 5

Accounting with Tax – F 11 & F 12 settings for taxation – TDS – ledgers related to TDS – creating TDS voucher types - TDS reports – TCS – service tax - VAT – VAT terminologies – computing VAT – ledgers and vouchers pertaining to VAT – VAT reports – VAT forms – interstate trade and CST.

Prepare final accounts of a Company in Tally with Inventory

Books Recommended

1. Computerised Accounting, Tomy KK, Prakash Publications
2. Tally for Every one - Roopa, Atc Publishing Chennai.
3. Implementing Tally 9 A Comprehensive Guide to Tally 9 A.K. Nadhani& K.K. Nadhani - BPB Publications

Total Marks -100

Internal - 20

External – 80 (Theory 60 + Practical 20)

Semester 6
6.2 M - RURAL AND AGRICULTURAL MARKETING

Module 1

Rural marketing – Features, Significance, Scope and Limitations

Module 2

Segmentation in rural marketing – Classification of products and services in Rural marketing – Marketing Mix for rural products

Module 3

Agriculture Marketing –Definition, Scope, Concept and Objectives, Differences in Agricultural and Consumer Marketing, Constraints in Agricultural marketing Innovative Distribution channels -

Module 4

Role of Agriculture in Economic Development of India –Role of Government in Agricultural Development

Module 5

Organized retailing of agri products: Advantages & Limitations

Books Recommended

1. Agricultural Marketing in India – S. S Acharya and N L Agarwal -Oxford & IBH Publishing Co Pvt Ltd Calcutta
2. Agribusiness Management in India –Text & Cases - Dr. SubhashBhave

Total Marks -100

Internal - 20

External - 80

6.3 M - MARKETING RESEARCH

Module 1

Research-types-marketing research-definition-significance-areas covered by Marketing research-Market and marketing research-outside agencies and research-reliable information sources in India- limitations of marketing research.

Module 2

Applications of Marketing Research - Product research, Packaging,Pricing, Customer satisfaction, Sales and distribution, Advertising

Module 3

Research design-Exploratory-descriptive-diagnostic-experimental-before only-before and after-after only with control-before and after with control independent and extraneous variable-treatment.

Module 4

Collection of data-primary and secondary-sampling and sampling design - probability and non probability sampling-collection of data-methods for collection of both primary and secondary data-scale of measurement and its basics.

Module 5

Data processing and Reporting -coding-editing-tabulation-testing of hypotheses
Reporting-types of report

Books Recommended

1. Philip Kotler and Gary Armstrong : Principles of Marketing
2. William. J .Stanton : Fundamentals of Marketing
3. Stanton W.J.Etzal Michael and Walker : Fundamentals of Marketing
4. Debbie Gilliland : Marketing.
5. Cranfield School of Management : Marketing Management
6. Mamoria and Joshy : Principles of Marketing
7. RajanNair : Marketing Management
8. Ramaswamy and NamaKumari : Marketing Management

Total Marks -100

Internal - 20

External - 80

Semester 6
6.4 M - BRAND MANAGEMENT

Module 1

Brand: Definition, nature, scope and significance economics – competition – differentiation – customer loyalty – Brand and trust – Different Brand perspectives – Anatomy of a Brand

Module 2

Brand knowledge pyramid – Benefits and promises – norms and values – identity and selfexpression – emotion and love – Evolution of a brand – Brand levels – Value hierarchy – Brand evolution – Poor, Hollow and power brands

Module 3

Brand Communications - Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities

Module 4

Brand positioning – USP – Brand image and personality – 3 Cs of positioning – Competitive positioning and strategy – Brand success – Core Benefits

Module 5

Managing brand image – concept management – functional brands – symbolic brands – forces affecting brands – Brand revitalization – Brand recall and elimination – product branding, line branding umbrella branding – Brand endorsement – Brand valuation methods.

Books Recommended

Harsh V Verma “Brand Management” Excel Books

Total Marks -100

Internal - 20

External - 80

Semester 6
6.5 – M – FIELD WORK AND PROJECT

The student will attach himself with a marketing organisation approved by the Department for a period of 4 weeks for field work. The student should actively participate in the operations of the organization and should work like any other employee of that organization. He/ she should do a project work for the organization and the report (not less than 40 pages, A4 size) should be submitted to the organization and the department. The student has to face a viva based on his report.

Total Marks 100

Marks for field work– 50 (To be awarded by the manager of the retail organisation and communicated to the Department)

Marks for the Report – 30 (Valued internally by the Department)

Marks for viva– 20 (Conducted by the Department)