

## **MARKETING**

### **(Optional) Paper - I**

#### **Objectives :**

- a) To understand the nature and objectives of Marketing Management.
- b) To study the theory and principles of various marketing functions.

### **SECTION - I**

- Unit-I : Introduction to Marketing Management :** Meaning and nature of marketing management-objectives, scope and philosophies of Marketing Management, - Functions of Marketing Management
- Unit – II : Marketing Planning :** Meaning and significance of marketing planning – Strategic planning – Marketing planning process – Managing the marketing effort – Planning of marketing mix elements of marketing mix and place of marketing mix in marketing planning.
- Unit – III : Marketing Organization :** Meaning , Scope and importance of marketing organisation – Evolution of marketing department – Basic types of organization structure – Line, Line and Staff, Functional, Committee, Geographical, Product, Customer, Matrix Type and their merits and demerits – Marketing manager responsibilities and functions.
- Unit – IV : Marketing Control :** Meaning, Objectives, Scope and Importance of marketing control – Procedure of control types of control, Strategic control, Annual plan control, Profitability control – Marketing audit – Duties of marketing controller.

### **Section – II**

- Unit – V : Marketing Information System (MIS) :** Meaning , Importance and scope of MIS-Components of MIS – Process of MIS – Marketing decisions and MIS- Marketing research – Procedure of marketing research – Areas of marketing research – Other marketing research considerations.

**Unit - VI : Consumer Buying Behaviour :** Nature of consumer behaviour – Consumer buying process – Types of buyers, Individual and Institutional buyers – Buying motives – The buyer decision process – Types of buying decision behaviour and business buyer behaviour.

**Unit – VII : Competitive Strategies :** Customer relationship marketing – Attracting retaining and growing customers – Building customer relationship – Competitive marketing strategies, competitor analysis and competitive strategies – Balancing customer and competitor orientation.

**Unit – VIII: Service Marketing :**  
Meaning and characteristics of Service – Importance of Service Marketing – Classification of services – Developing services – Problems of service marketing – Marketing strategies for service firms – The future of service marketing.

**Reference Books :**

1. Philip Kotler - Marketing Management
2. William J. Stanton - Fundamentals of Marketing
3. E.W. Cundiff, R.R. Still and Govoni - Fundamentals of Modern Marketing
4. Philip Kotler - Principles of Marketing
5. S.A. Sherlekar - Marketing Management
6. S. M. Zha. - Service Marketing

## **MARKETING**

### **(Optional) Paper II**

#### **Objectives :**

- a) To learn to take marketing decisions.
- b) To Study practical aspects of marketing management.

#### **SECTION - I**

**Unit-I : Product Strategy :** Meaning and concept of products – Product classification – Product line decisions – Product mix decisions – Branding and Packaging decisions – New product development strategy – Product life cycle strategies.

**Unit – II : Pricing Strategy :** Importance of pricing decisions in marketing – Factors affecting pricing decision, Price determination, Pricing methods, New product pricing strategies – Product mix pricing strategies – Price changes.

**Unit – III : Promotion Strategy :**

Meaning of marketing communication, Importance of promotion – Promotion mix, Forms of promotion – Personal selling, Nature, Scope and importance – Advertising, Meaning, Objectives and importance – Media sales promotion – Nature, importance and techniques.

**Unit – IV : Distribution Strategy :** Meaning, Nature and importance, Alternative channels of distribution – Factors to be considered for selecting channel. Functions of distribution channels.

#### **Section – II**

**Unit – V : Logistics Management :** Nature and importance of marketing logistics – Major logistics functions – Integrated logistics management – Third party logistics.

**Unit – VI Retailing and Wholesaling :** Meaning, - Types of retailers – Retailer marketing process – Retailer marketing decisions – The future of retailing , wholesaling – Types of wholesalers – Wholesaler marketing decision, Trends in wholesaling.

**Unit – VII Sales Management :** Meaning, Objectives and importance of sales Management – Functions of sales management, Managing the sales force, - The personal selling process.

**Unit VIII: Direct Marketing :** Meaning – Benefits and growth of direct marketing - Customer databases and direct marketing – Forms of direct marketing – On-line marketing and electronic commerce – Integrated direct marketing – Public Policy and ethical issues in direct marketing.

**Reference Books :**

1. Philip Kotler - Marketing Management
2. William Stanton, - Fundamentals of Marketing.
3. Cundiff, Still and Govoni - Fundamentals of Modern Marketing.
4. Philip Kotler and Armstrong - Principles of Marketing,
5. S.A. Shelekar - Marketing Management.
6. Pillai and Mrs. Bagavathi - Marketing

**Nature of Question Paper ( Total Marks – 100 Marks)**

**Section – I**

- |      |                          |      |
|------|--------------------------|------|
| Q.1  | Essay Type Question -    | (15) |
|      | OR                       |      |
|      | Essay Type Question      | (15) |
| Q.2  | Essay Type Question      | (15) |
|      | OR                       |      |
|      | Essay Type Question      | (15) |
| Q. 3 | Short Notes (4 out of 6) | (20) |

**Section – II**

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|------|--------------------------|------|
| Q.4. | Essay Type Question      | (15) |
|      | OR                       |      |
|      | Essay Type Question      | (15) |
| Q.5  | Essay Type Question      | (15) |
|      | OR                       |      |
|      | Essay Type Question      | (15) |
| Q. 6 | Short Notes (4 out of 6) | (20) |

