Master of Business Administration (Marketing) is a Two Year Full Time Programme. The course structure and programme ordinance are as follows:

**COURSE STRUCTURE**

The M.B.A. (Marketing) program shall be of two years duration i.e. first year and second year, each year consisting of two semesters. The first two semesters, each shall consist of eight core theory papers and viva-voce. The third and fourth semesters shall contain a combination of core papers and elective papers.

The list of papers offered during first year and second year of the program shall be as follows.

**FIRST YEAR**

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title of Paper</th>
<th>Credits Per Week</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA-MC11</td>
<td>Management Concepts and Skill Development</td>
<td>4</td>
<td>30 70</td>
</tr>
<tr>
<td>MBA-MC12</td>
<td>Statistics for Business Decisions</td>
<td>4</td>
<td>30 70</td>
</tr>
<tr>
<td>MBA-MC13</td>
<td>Managerial Economics</td>
<td>4</td>
<td>30 70</td>
</tr>
<tr>
<td>MBA-MC14</td>
<td>Human Resource Management</td>
<td>3</td>
<td>30 70</td>
</tr>
<tr>
<td>MBA-MC15</td>
<td>Marketing Management</td>
<td>4</td>
<td>30 70</td>
</tr>
<tr>
<td>MBA-MC16</td>
<td>Business Ethics</td>
<td>3</td>
<td>30 70</td>
</tr>
<tr>
<td>MBA-MC17</td>
<td>Financial &amp; Cost Accounting</td>
<td>4</td>
<td>30 70</td>
</tr>
<tr>
<td>MBA-MC18</td>
<td>Financial Management</td>
<td>4</td>
<td>30 70</td>
</tr>
<tr>
<td>MBA-MC19</td>
<td>Viva-Voce</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>32</strong></td>
<td><strong>240</strong></td>
</tr>
</tbody>
</table>
# MBA (Marketing) Syllabus

## II Semester

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title of Paper</th>
<th>Credits Per Week</th>
<th>Internal</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA-MC21</td>
<td>Accounting for Managerial Decisions</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-MC22</td>
<td>Sales Management</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-MC23</td>
<td>Quantitative Techniques</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-MC24</td>
<td>E-Commerce</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-MC25</td>
<td>Marketing Research</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-MC26</td>
<td>Business Environment</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-MC27</td>
<td>Business Communications</td>
<td>3</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-MC28</td>
<td>Computer Applications I</td>
<td>3</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-MC29</td>
<td>Viva-Voce</td>
<td>2</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>32</strong></td>
<td><strong>240</strong></td>
<td><strong>660</strong></td>
</tr>
</tbody>
</table>

## III Semester

### SECOND YEAR

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title of Paper</th>
<th>Credits Per Week</th>
<th>Internal</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA-MC31</td>
<td>Strategic Management - I</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-MC32</td>
<td>International Business</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-MC33</td>
<td>Management Information System</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-MC34</td>
<td>In Industry Training Report – Evaluation &amp; Viva Voce</td>
<td>4</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>MBA-EM-</td>
<td>Group A Elective Paper I</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-EM-</td>
<td>Group A Elective Paper II</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-EM-</td>
<td>Group B Elective Paper I</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-EM-</td>
<td>Group B Elective Paper II</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>32</strong></td>
<td><strong>210</strong></td>
<td><strong>590</strong></td>
</tr>
</tbody>
</table>

## IV Semester

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title of Paper</th>
<th>Credits Per Week</th>
<th>Internal</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA-MC41</td>
<td>Strategic Management - II</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-MC42</td>
<td>Logistics &amp; Supply Chain Management</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-MC43</td>
<td>Computer Applications II</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-MC44</td>
<td>Dissertation - Evaluation &amp; Viva Voce</td>
<td>8</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>MBA-EM-</td>
<td>Group C Elective Paper I</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td>MBA-EM-</td>
<td>Group C Elective Paper II</td>
<td>4</td>
<td>30</td>
<td>70</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>28</strong></td>
<td><strong>150</strong></td>
<td><strong>450</strong></td>
</tr>
</tbody>
</table>

Minimum credit requirements for the programme = 124 credits.
The following shall be the Choice Based Elective Papers available in different Groups.

**ELECTIVE GROUPS:**

**GROUP A**
- Consumer Behaviour
- Agricultural & Rural Marketing
- Retailing

**GROUP B**
- Service Marketing & CRM
- Product & Brand Management
- Marketing Of Non-Profit Organization

**GROUP C**
- International Marketing
- Advertising Management
- Industrial Marketing

**Admission to MBA (Mktg) - I Year (Semester II)**
Admission to MBA (Mktg) - I year (Semester II) shall be given to those students who have successfully cleared at least five papers out of eight theory papers and not declared as fail.

**Admission to MBA (Mktg) II Year (Semester III)**
Admission to MBA (Mktg) II year (Semester III) shall be given to those students, who have cleared successfully at least five papers out of eight theory papers offered for MBA.
Department of Business Administration  
Faculty of Management  
M.J.P. Rohilkhand University, Bareilly

(Mktg) - I year (Semester-I) as well as at least five papers out of eight theory papers offered in MBA (Mktg) - I year (Semester II) exams and not declared as fail in any semester.

In Industry Summer Training & Report: At the end of second semester examination, every student of MBA will undergo industrial training of 6 to 8 weeks duration. The student, after the completion of training will submit one copy of the report to the Department, which will form part of third semester examination. The report should ordinarily be based on primary data. The average size of report normally will be 60 to 75 typed pages in standard font size (12) with 1.5 spacing. The report should have one certificate duly signed by the Reporting Officer of the organization where the student has undergone training. The report must be submitted latest by 31st August during third semester. A late fee of Rs. 1000 will be paid by the student, if he/she fails to submit the report by 31st August.

The Third and Fourth Semesters shall contain a combination of core papers and elective papers.

In MBA (Mktg) III Semester a student shall have the choice of studying any two papers out of three papers mentioned in Group A. Similarly he/she will have the choice to study any two papers out of three papers mentioned in Group B.

In MBA IV (Mktg) Semester a student shall have the choice of studying any two papers out of three papers mentioned in Group C.

Note: A paper from elective group shall only be offered for studying in MBA (Mktg) III/MBA (Mktg) IV Semester if minimum number of students interested in that paper is 20.

A student of MBA (Mktg) – II year (Semester – III) has to study two papers from Group A & two papers from Group B besides compulsory papers.

In MBA (Mktg) – II year (Semester – IV) a student has to study two papers from Group C besides compulsory papers.

Dissertation and its Report: In fourth semester, a student shall be required to prepare a Dissertation under the supervision of a faculty. Evaluation of its report and viva shall be conducted by both external and internal examiners. The dissertation report must contain a
certificate of the Supervisor and the Head of the Department certifying the authenticity of the report. The average size of report normally will be 60 to 75 typed pages in standard font size (12) with 1.5 spacing. The report must be submitted latest by 15th April during fourth semester.

Topic for dissertation shall be allotted in the beginning of Semester III.

1. For Admission in MBA (Mktg) programme minimum percentage of marks required at graduation level is 50 percent (a student having even 49.99% shall not be eligible for admission). Government norms regarding reservation & relaxation in percentage shall be applicable in admission process.

2. English shall be the medium of instruction in lectures, University examinations; Admission test(s) Presentations etc.

3. As far as possible fifty percent paper setters / examiners will be internal and fifty percent external.

4. All students will have to make a presentation of their industry training report which shall be evaluated centrally (by external & internal examiners) and viva voce would be conducted jointly by two examiners, one internal and one external who shall be the university teacher / senior business executive during the third semester examination. In industry training report shall carry a maximum of 100 marks.

5. The Dissertation shall carry a maximum of 100 marks and the evaluation of the same shall take place in fourth semester. The title for the project work shall be allotted by the concerned faculty / academic committee to a group consisting of not more than five students. After the submission of project report in fourth semester group presentation of the same shall take place & viva-voce held which shall be conducted & evaluated centrally & jointly by the supervisor and external expert.

The academic committee of the department shall comprise of all regular faculty members.

6. For promotion in next semester/clearing the semester it is compulsory for students to pass in the Viva-Voce examination of I Semester/Viva-Voce examination of II Semester/In-Industry Training Report Evaluation of III Semester/Dissertation Evaluation in IV Semester, as the case be, because provision of Back Paper shall not be applicable in these examinations.
7. **End semester examination:** All papers will be of 03 hours duration. The maximum marks allotted for each paper will be 70.

8. **Mid semester examination:** There shall be one mid semester written examination of two hours duration for each paper, which shall carry 20 marks. This examination will be compulsory for the students. In case, if any student fails to appear in one or more papers on medical ground then he/she may be provided one more chance during the same semester with due permission of the Head/Dean on payment of re-examination fee of Rs 1000/- per paper subject to a maximum of Rs 5000/-

9. **Guidelines for internal evaluation:**
   a) It shall be based on verifiable means.
   b) The distribution of marks of internal evaluation will be as follows:
      (i) Written test (Mid Semester Examination) - 20 marks
      (ii) Term Assessment based on assignments/presentations/LSA/class participation - 10 marks

      Whenever the score in internal evaluation is 80% or more (except in papers of quantitative nature) the written test answer books could be re-evaluated by two teachers of the department.
   c) All assignments will be submitted in his/her hand writing only.

10. **The maximum marks allotted for each paper will be as follows:**
    (i) End semester examination - 70 marks
    (ii) Internal evaluation - 30 marks

11. **Back Paper Provision:** The minimum passing marks in each individual paper will be 40% and in aggregate 50% in each semester. This percentage will apply on aggregate marks of internal evaluation and end semester examination. Any candidate who fails to secure minimum of 40% marks but secures 25% or more marks, in three or less than three papers, in first semester of the first academic year will be promoted to the next semester of MBA (Mktg) Part I. Any candidate who fails to secure minimum of 40% marks but secures 25% or more marks, in three or less than three papers, in third semester of the second academic year will be promoted to the next semester of MBA (Mktg) - Part II. However in MBA (Mktg) Part II (III semester), only those candidates will be admitted who have cleared at least five papers in each of the I and II semester of MBA (Mktg) Part I examinations.
A maximum of three back papers are allowed in any semester. The examinations of the back papers of the I and II semesters will be held along with III and IV semesters respectively. The examinations for the back papers of the III and IV semesters will be held in subsequent year(s) as and when the III and IV semesters examinations of the next batch are held.

A maximum of two chances shall be available to a candidate to clear his/her back papers. The candidate has to clear all his/her back papers within a period of four years from the year of his/her admission. After which he/she will be declared fail. If a candidate clears his I, II, III semesters but obtains back (s) only in IV semester then treating it as a special case the examination of back paper (s) of IV semester could be held along with I and III semester examinations or earlier, if possible.

12. A candidate who has secured minimum marks to pass in each paper but has not secured minimum marks to pass in aggregate may reappear in any of the paper(s) of the semester concerned (subject to maximum of three), according to his choice in order to secure the minimum marks prescribed to pass in the aggregate.

13. Evaluation Pattern for MBA (Marketing):

<table>
<thead>
<tr>
<th>Marks Range (out of 100)</th>
<th>Grade</th>
<th>Grade Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 - 100</td>
<td>O</td>
<td>10</td>
</tr>
<tr>
<td>80 - 89</td>
<td>A</td>
<td>9</td>
</tr>
<tr>
<td>70 - 79</td>
<td>B</td>
<td>8</td>
</tr>
<tr>
<td>60 - 69</td>
<td>C</td>
<td>7</td>
</tr>
<tr>
<td>50 - 59</td>
<td>D</td>
<td>6</td>
</tr>
<tr>
<td>40 - 49</td>
<td>E</td>
<td>5</td>
</tr>
<tr>
<td>25 - 39</td>
<td>Bp</td>
<td>4</td>
</tr>
<tr>
<td>00 - 24</td>
<td>F</td>
<td>0</td>
</tr>
<tr>
<td>Absent</td>
<td>Ab</td>
<td>0</td>
</tr>
</tbody>
</table>
Letter grades O, A, B, C, D & E in a paper means that the student has been able to clear that paper (i.e. passed in paper).
Letter grade Bp in a paper means that the student has not been able to clear the paper and is entitled to appear in the Back Paper examination if he/she satisfies other conditions for Back Paper examination.
Letter grade F means that the student has failed.
Letter grade Ab means that the student was absent.

Calculation of SGPA and CGPA

The following procedure shall be used to calculate the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

- The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.

\[ \text{SGPA} = \frac{\sum (C_i \times G_i)}{\sum C_i} \]

where \( C_i \) is the number of credits of the \( i \)th paper and \( G_i \) is the grade point scored by the student in the \( i \)th paper.

- The CGPA is also calculated in the same manner taking into account all the papers undergone by a student over all the semesters of a programme, i.e.

\[ \text{CGPA} = \frac{\sum (C_j \times S_j)}{\sum C_j} \]

where \( S_j \) is the SGPA of the \( j \)th semester and \( C_j \) is the total number of credits in that semester.

- The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.
Illustration of Calculation of SGPA and CGPA

- Illustration for SGPA

<table>
<thead>
<tr>
<th>Paper</th>
<th>Credit</th>
<th>Grade Letter</th>
<th>Grade Point</th>
<th>Credit Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper 1</td>
<td>4</td>
<td>B</td>
<td>8</td>
<td>4 x 8 = 32</td>
</tr>
<tr>
<td>Paper 2</td>
<td>4</td>
<td>C</td>
<td>7</td>
<td>4 x 7 = 28</td>
</tr>
<tr>
<td>Paper 3</td>
<td>3</td>
<td>O</td>
<td>10</td>
<td>3 x 10 = 30</td>
</tr>
<tr>
<td>Paper 4</td>
<td>4</td>
<td>E</td>
<td>5</td>
<td>4 x 5 = 20</td>
</tr>
<tr>
<td>Paper 5</td>
<td>3</td>
<td>D</td>
<td>6</td>
<td>3 x 6 = 18</td>
</tr>
<tr>
<td>Paper 6</td>
<td>4</td>
<td>E</td>
<td>5</td>
<td>4 x 5 = 20</td>
</tr>
<tr>
<td>Paper 7</td>
<td>4</td>
<td>C</td>
<td>7</td>
<td>4 x 7 = 28</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>26</td>
<td></td>
</tr>
</tbody>
</table>

Thus, SGPA = 176/26 = 6.77

- Illustration for CGPA

<table>
<thead>
<tr>
<th>Semester I</th>
<th>Semester II</th>
<th>Semester III</th>
<th>Semester IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit: 30</td>
<td>Credit: 26</td>
<td>Credit: 32</td>
<td>Credit: 34</td>
</tr>
<tr>
<td>SGPA:6.9</td>
<td>SGPA:5.8</td>
<td>SGPA:7.3</td>
<td>SGPA:6.8</td>
</tr>
</tbody>
</table>

\[
CGPA = \frac{\Sigma(Cj \times Sj)}{\Sigma Cj}
\]

\[
CGPA = \frac{(30 \times 6.9) + (26 \times 5.8) + (32 \times 7.3) + (34 \times 6.8)}{\Sigma Cj}
\]

Thus, CGPA = 822.6/122 = 6.74

14. The conversion formula for converting CGPA to the corresponding Percentage of Marks will be as follows:

\[
X = 10Y - 4.5
\]

where, \(X\) = Percentage of Marks
\(Y\) = CGPA
15. In the first three semesters, the candidate will be declared only as “Pass” or “Fail” Division will be awarded only on the basis of combined result of all the four semesters of MBA (Mktg) I and II.

16. If a candidate fails to appear in industry training viva voce, viva voce of dissertation or any viva voce then he / she may be provided a second chance with due permission of the Registrar on the Payment of prescribed fee for each viva voce.

17. No regular admission will be given to failed students. Any candidate who fails in the examination or is entitled to carry over papers as “back papers” may reappear in the next subsequent examinations. However the marks obtained previously by the candidate in the internal evaluation of the paper concerned, shall be retained and added with the marks obtained in the subsequent end semester examinations.

18. There will be no re-evaluation or supplementary exams. Scrutiny in not more than four papers in each semester is permitted.

19. The syllabi will be prescribed by the Board of Studies. However, the course outline in detail will be prepared by the department. For the paper setting the course outline thus prepared, will be sent to the examiner concerned.

20. The award of the division to the successful candidate will be on the basis of the combined results of MBA (Mktg) Part I and II examinations (of all four semesters) as follows:

(i) Candidates securing CGPA 6.45 and above  
   I Division

(ii) Candidates securing CGPA 5.45 to 6.44  
   II Division

(iii) Candidates securing CGPA less than 5.45  
   Fail

The students will have to fulfill the minimum requirement of attendance as per the rule of the university

21. No person shall be admitted as a candidate for the examinations of any of the part after the lapse of four years after admission to the first year of MBA (Mktg) course. However under special circumstances this period may be extended by one additional year (i.e. total five years) with the special permission of the Head as well as Dean.
MBA (Marketing) - I Semester
Management Concepts & Skill Development
PAPER CODE: MBA-MC11

Objective: The objective of this course is to develop a basic understanding about the management concepts as well as of human in various managerial processes in Organization.

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V

Suggested Readings:
1. Stoner, Freeman, Gilbert Jr.: Management (Pearson education)
7. Asha Kaul: Effective Business Communication (PHI)
8. RonLudlow, Fergus Panton: The Essence of Effective Communication (PHI)
Objective: The basic aim of this course is to impart knowledge of basic statistical tools & techniques with emphasis on their application in Business decision process and Management.

UNIT-I
Statistics: Concept, Significance and Limitations. Collection of Primary and Secondary Data, Classification and Tabulation, Frequency Distributions and their graphical representation.

UNIT-II

UNIT-III

UNIT-IV
Sampling: Methods of Sampling; Sampling and Non-Sampling Errors; Law of Large Numbers and Central Limit Theorem (without proof). Estimation, Point & Interval Estimates, Confidence Intervals. Statistical Testing- Hypothesis and Errors; Large and Small One Sample and Two sample Tests- Z test, T-test and F-Test. Chi-Square as a test of Independence and as a test of Goodness of Fit, Analysis of Variance .

UNIT-V
Correlation and Regression Analysis: Two variable case / Index Numbers; Time series- its components and their determination.

Suggested Books:
1. Levin, R.I.: Statistics for Management(PHI)
2. Black, K: Business Statistics(Wiley)
3. Levine, Stephan, Krehbiel & Berenson: Statistics for Managers(Pearson)
5. Lapin, Lawrance: Statistics for Modern Business Decisions (HBJ)
6. Shenoy, G.V. & Pant, M: Statistical Methods in Business and Social Science’s
MBA(Marketing) - I Semester
Managerial Economics
PAPER CODE: MBA-MC13

Objective: The basic objectives of this course are to familiarise the students with the concepts and tools of managerial Economics as applicable to decisions making in contemporary business environment.

UNIT-I

UNIT-II
Demand Analysis: Concept and importance of Demand & its determinants, Income & Substitution effect, various elasticities of demand, using elasticities in managerial decisions, revenue concepts, relevance of demand forecasting, methods of demand forecasting.

UNIT-III
Cost Concept and Production Theory: Various cost concepts & classifications, Cost output relationship- in short run and in long run, (cost curves), Economies of scale, cost control and cost reduction, Production function, managerial uses of production function, Indifferent curves.

UNIT-IV
Pricing Decisions: Pricing methods, Price Discrimination, Price and output decisions under different market structures- Perfect competition, Monopoly and Monopolistic Competition, Oligopoly.

UNIT-V
Profit & Inflation: Profit, Functions of profit, profit maximization, Break Even analysis, Inflation- Types, in terms of demand pull & cost factors, effects of inflation.

Suggested Readings:
1. Varsney & Maheshwari: Managerial Economics
2. Mote, Paul & Gupta: Managerial Economics: Concepts & Cases
3. D.N. Dwivedi: Managerial Economics
4. D.C. Hague: Managerial Economics
5. Peterson & Lewis: Managerial Economics
6. Trivedi: Managerial Economics
7. D. Gopalkrishan: A study of Managerial Economics
8. Habib-Ur-Rehman: Managerial Economics
Objective: The course aims at developing a basic understanding in the students of the issues relating to procurement, development, appraisal, compensation, integration etc. of human resource for its optimum utilization and productivity in the Organization in the context of dynamic business environment.

UNIT-I

UNIT-II
**Recruitment and Selection**: Meaning, sources of recruitment, selection process, induction.

UNIT-III
**Training and Development**: Meaning, identification of training and development needs methods of training and development, evaluation of training and development programmes, significance of training and development, career development.

UNIT-IV
**Performance appraisal**: Meaning, process, methods, limitations, importance, internal mobility, separation.

UNIT-V
**Wage and Salary Administration**: Concept, objectives, factors influencing wage and salary administration. Job evaluation: meaning, principles, methods, limitations, importance, Systems of payment: Time rate system, piece rate system and Incentive payments. Fringe benefits, Executive compensation.

Suggested Readings:
3. P. Subba rao : Essentials of Human Resource Management & Industrial Relations
4. C.B. Mamorai : Personnel Management
5. Dale Yoder & Paul Staudohar : Personnel Management & Industrial Relations
6. Beach : Personnel- The Management of People at work
7. Strauss G & Sayles, L.R. : The Human Problems of Management
Objective: The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

UNIT-I
Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning – an overview. Market Analysis and Selection: Marketing environment– macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer Behaviour; consumer versus organizational buyers; Consumer decision making process.

UNIT-II
Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.

UNIT-III
Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. Promotion Decisions: Communication Process; Promotion mix– advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion– tools and techniques.

UNIT-IV
Marketing Research: Meaning and scope of marketing research; Marketing research process. Marketing Organization and Control: Organising and controlling marketing operations.

UNIT-V
Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing.

Suggested Readings:
MBA(Marketing) - I Semester

Business Ethics

PAPER CODE: MBA-MC16

Objectives: The course aims to educate that how the adoption of Business Ethics by Organizations not only discourages corporate wrong-doing, but also contributes substantially in the achievement of corporate excellence.

UNIT-I
Business Ethics- An Overview- Concept, nature, Objectives, evolving ethical values, Arguments against business Ethics.

UNIT-II
Work life in Indian Philosophy- Indian ethos for work-life, Difference between ethics and ethos, purpose of Indian ethos, need of Indian ethos, Indian values for the work place, Work-Life Balance, components of work life balance.

UNIT-III
Relationship between Ethics & Corporate Excellence- Corporate Mission Statement, Code of Ethics, need for code of ethics ,Types of code of ethics ,Organizational culture, Characteristics of organizational culture ,TQM:Benefits,principles.

UNIT-IV
Gandhian Philosophy of Wealth Management- Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins.

UNIT-V
Corporate Social Responsibility- Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.

Suggested Readings:
4. Velasquez , M.G. : Business Ethics
MBA(Marketing) - I Semester
Financial and Cost Accounting

PAPER CODE: MBA-MC17

Objective: The basic purpose of this course is to develop an insight of postulates, principles and technique of accounting and Cost accounting as well to provide students the basic fundamentals of accounting.

UNIT- I

UNIT-II

UNIT-III
Financial Statements of Trading Organization- Preparation with adjustments, Final Accounts of Limited Liability companies- P/L Account, P/L Appropriation Account, Balance Sheet.

UNIT-IV
Cost classification, Analysis and Behaviour- Classification of Cost on different basis and Technique for separation of Costs. Product Costing, Unit Costing, Job Costing and Process Costing.

UNIT-V
Full Costing, Reconciliation and integration between financial and Cost accounting.

Suggested Readings:
1. Horngren, Charles etc. - Principles of Financial & Management Accounting, Eaglewood Cliffs, New Jersey, PHI.
2. Needles Beleved etc. - Financial and Management Accounting, Boston, Houghton Miffin Co.
3. Bhattacharya - Financial Accounting, PHI.

Paper Setting Guidelines
UNIT-I - One Numerical and one theoretical.
UNIT-II -- One Numerical and one theoretical.
UNIT-III - One Numerical Question Compulsory.
UNIT IV- Two Numerical Questions
UNIT V - Two Numerical Questions
MBA(Marketing)- I Semester

Financial Management

PAPER CODE: MBA-MC18

Objective: The objectives of develop a conceptual framework of finance function and to acquaint the participants with the tools techniques and process of financial management in the realm of financial decision making.

UNIT-I


UNIT-II


UNIT-III

Management of Fixed Capital- Concept, relevance and computation of cost of capital nature and Scope of Capital Budgeting, Capital Budgeting, Analysis of risk and Uncertainty (with numerical problems).

UNIT-IV


UNIT-V


Suggested Readings:
3. Westorn and Brigham: Managerial Finance
5. I.M. Pandey: Financial Management
MBA(Marketing)-II Semester
Accounting for Managerial Decisions
PAPER CODE: MBA-MC21

Objective: To get acquainted with tools and techniques of Management accounting and their application in decision making process of management.

UNIT-I

UNIT-II
Cost Classifications, Activity based Costing- Kaplan & Cooper’s approach to ABC- How to develop ABC system, How ABC system supports corporate strategy. When to use ABC, Learning curve model- learning curve, Value Chain Analysis, Target Costing, Life cycle Costing.

UNIT-III
Marginal Costing and Cost- Volume- Profit Analysis- Practical applications of Marginal Costing techniques, BEP analysis, P/V Ratio and their applications in solutions to business problems.

UNIT-IV
Budgeting and Budgeting Control- Flexible Budgets and cash Budgets, Capital Budgeting- Pay Back Period, NPV, IRR and ARR methods and their practical applications.

UNIT-V

Suggested Readings:
1. Anthony R N and Reece JS. Accounting Principles, Hoomwood illinos, Richard D. Irvin
3. Hingorani NL and ramanthan AR - Management Accounting, New Delhi
4. Ravi M. Kishore , Advanced management Accounting , Taxmann , NewDelhi
5. Maheshwari SN - Management and Cost Accounting, Sultan Chand , New Delhi
6. Gupta, SP - Management Accounting, Sahitya Bhawan , Agra.

Paper Setting Guidelines:
UNIT-I- Two Numerical questions.
UNIT-II - One Numerical and one theoretical Question.
UNIT-III- Two Numerical Questions
UNIT IV- Two Numerical Questions
UNIT V - One Numerical and one theoretical Question
MBA(Marketing)-II Semester

Sales Management

PAPER CODE: MBA-MC22

Objective: The objective of this course is to provide an extensive picture with regards to theory and practice of managing sales and to inculcate personal selling skills.

UNIT-I
Sales Management and Organization: Objectives and sales management, sales executive as a coordinator, sales management and control, sales Organization- it's purpose, setting up a sales Organization, types of sales Organization.

UNIT-II
Personal Selling: Objectives and theories of personal selling, analysing market potential, sales potential and sales forecasting method & evaluation, determining sales related marketing policies- product policies, distribution policies & pricing policies.

UNIT-III
Sales Operations: Sales budget, sales territories, sales Quata's, control of sales, sales meeting and sales contest, organising display, showroom and exhibitions.

UNIT-IV
Salesmanship: Sales manager- Qualities and functions, types of salesman, prospecting, pre-approach & approach, selling sequence, psychology of customers.

UNIT-V
Sales force Management: Recruitment & selection, training, formulation & conduction of sales training programme, motivation of sales personnel, compensation of sales personnel, evaluation and supervision of sales personnel.

Suggested Readings:
1. Still , Cundiff & Govani : Sales management & Cases
2. McMurry & Arnold : How to build a dynamic Sales Organization
3. Pradhan , Jakate & Mali : Elements of Salesmanship and Publicity
4. Anderson R : Professional Sales Management
5. F.L. Lobo : Successful Selling
Objective: This course is designed to acquaint the students with the important quantitative techniques which play an important role in the decision making process. The emphasis will be given on their specific applications to business problems.

UNIT-I
Introduction to Quantitative Techniques & Linear Programming: Concept of Model Building for Business Decisions, Role and Scope of Models in Business and Industry. LPP-Problem formulation, Graphic method, Simplex method including Big M method & Duality.

UNIT-II

UNIT-III

UNIT-IV
Inventory Management & Replacement Theory: Types of Inventory, Inventory Management Systems, Safety Stock, Approaches to Inventory Control. Replacement policy for items & staff.

UNIT-V

Suggested Readings:
1. U.K. Srivastava : Quantitative Techniques
2. Levin and Kirpatric : Quantitative Approaches to Management
3. Taha : Operations Research
4. Kothari, C.L. : Quantitative Techniques
5. Kanti Swaroop : Operation Research
Objective: The basic purpose of this paper is to familiarize the students with the preliminary aspects of e-commerce. So that they may have an overall views while applying the concept of this subject.

UNIT-I
E-Commerce: Introduction, meaning and concept; Needs and advantages of e-commerce; Electronic commerce vs Traditional commerce; Challenges of e-commerce.

UNIT-II
Internet: Concept & evaluation, Features of Internet: email, WWW, ftp, telnet, newsgroup & video conferencing; Intranet & Extranet, ISDN, TCP/IP, Limitation of internet, Hardware & software requirement of Internet.

UNIT-III
Electronic Payment Systems: E-Cash, E-Cheque, credit cards, debit cards, smart cards; E-Banking, Manufacturing information systems; Financial information systems; Human resource information system.

UNIT-IV
E-Marketing: Business to Business (B2B), Business to customer (B2C) e-commerce; Online Sales force, Online Service and Support; EDI: Functions & components.

UNIT-V
Legal Aspects of e-commerce, Security issues of e-commerce: Firewall, E-locking, Encryption; Cyber laws – aims and salient provisions; Cyber laws in India and their limitations.

Suggested Readings:
2. Frontiers of E-Commerce, Ravi Kalkota , TMH
3. O’Brien J., Management Information System, TMH
4. Oberoi, Sundeep, E-Security and You , TMH
5. Young, Margret Levine, The complete reference to Internet, TMH
Objective: The course is designed to inculcate the analytical abilities and research skills among the students.

UNIT-I
Marketing Research: Introduction, Management uses of marketing research, Problem Formulation & steps in decision Making Process.

UNIT-II
Research Design: Introduction, Exploratory Research, Descriptive research, Causal/ Experimental Research Design, Relationship in between different types of designs.

UNIT-III
Data Collection Methods, Primary & Secondary Data, Observation & Questionnaire Techniques, Analysis & interpretation of Data, Development of questionnaire.

UNIT-IV
Sample Design, Sample Plan, Probability & Non- Probability Sampling, Sample Size, etc., Attitude Measurement through different types of scales.

UNIT-V

Suggested Readings:

1. Research for Marketing Decisions: Paul E. Green, Donald S. Tull
Objective: The course aims to educate the student with the different environmental factors which effect business. This course aims to develop ability to understand and scan business environment in order to analyse the opportunities and take decisions under the uncertainty.

UNIT-I
Concept, Significance and nature of Business Environment; Elements of environment - internal and external; Different roles of government in relation to business ; Social Responsibilities of Business.

UNIT-II
Broad profile of Indian Economy, Industrial Policy- its historical perspective (in brief), Industrial Policy Liberalisation. Economic Planning in India; Rationale of economic planning, latest five year plan.

UNIT-III

UNIT-IV
Competition Act; Industries Development and Regulation Act; Consumer Protection Act- its main provisions.

UNIT-V
Latest Export- Import Policy; Foreign Exchange Management Act; Globalisation and Business practices, WTO- objectives and Role in International trade.

Suggested Readings:
1. Francis Cherunilam : Business Environment
2. K. Ashwathapa : Business Environment
3. Rudra Dutt : Indian Economy
4. Kuchhal S.C. : Industrial Economy of India
5. Ghose P.K : Government & Industry
MBA(Marketing)- II Semester
Business Communications
PAPER CODE: MBA-MC27

Objective: The objective of this course is to develop a basic understanding about the value of communication, both written and verbal, particularly in business situations. Also to facilitate interaction at personal, interpersonal and team levels for the fulfillment of organizational goals.

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V

Suggested Readings:
2. Bisen & Priya – Business Communication (New Age International Publication)
Objective: The objective of this course is to provide an understanding of Computers, Computer operating system and application of relevant software in managerial decision making.

UNIT-I: Introduction to Computers
Introduction of Computers, Types of Computer, Organization of Computer, Hardware & Software components, System software & Application software, Memory & types of Memory, Data vs. Information, Application of Computers, Number Systems (Binary, Octal, Hexadecimal), Binary operations.

UNIT-II: Operating System

UNIT-III: MS-Office
(1) MS Word: Creation, editing & formatting of a document, Headers & Footers, Find & Replace, Checking spellings & grammar, working with tables, Mail-merge & printing a document
(2) MS Excel: Electronic spreadsheet-basic operations, editing & formatting a worksheet, printing a worksheet, Functions-mathematical, statistical & Financial, Charts
(3) MS PowerPoint: Creation of a presentation, Arranging text in levels, changing fonts, size etc, inserting clip-arts, formatting the slide design, saving & running the presentation.

UNIT-IV: Logic Design & Programming Techniques

UNIT-V: Communication & Network concepts

Suggested Readings:
2. V. Rajaraman : Fundamental of Computers
3. Computer Networks : Tannenbaum
4. Dr. Sushila Madan (Taxmann’s) : Information Technology
MBA(Marketing)-III Semester
Strategic Management-I
PAPER CODE: MBA-MC31

Objective: The focus is to critically examine the management of the entire enterprise from the Top Management point of view. Then paper gives learning to the basic concepts related to Strategy formulation, strategy implementation, analysis & choices and strategy evaluation and control.

UNIT-I

UNIT-II

UNIT-III

UNIT-IV
Strategic Analysis - Evaluation of Strategic Alternatives. Tools & Techniques for Strategic Analysis.

UNIT-V

Suggested Readings:
7. Christensen , Andrews Dower: Business Policy- Text and Cases
9. Bongee and Colonan : Concept of Corporate Strategy
10. Peter F. Drucker : Management Tasks, Responsibilities, Practices
MBA(Marketing)- III Semester

International Business

PAPER CODE: MBA-MC32

Objective: This course exposes the student to the environmental dynamics of international business and its impact on international business operations of a firm.

UNIT-I
Concept; Domestic to Transnational Business; Driving and Restraining Forces; Characteristics and role of MNCs. Advantages and Disadvantages of Free trade; The case for protection; Forms of Restriction; Effects of protection.

UNIT-II
Classical trade theory; Theory of comparative costs in terms of money; Evaluation of comparative costs theory; General Equilibrium Approach; Heckscher-Ohlin Factor– Price Equalisation theory; Influence of factor mobility on volume of trade; country similarity theory. Gains and terms of trade; Balance of trade and Balance of payments.

UNIT-III
International business environment– The economic environment; social and cultural environment, political, legal and regulatory environment, natural environment. Technological environment.

UNIT-IV
International Institution Systems– IMF, World Bank and WTO (all in brief), / Regional economic integration; impact of integration; European Union; NAFTA; ASEAN; SAARC.

UNIT-V
Strategy of International Business– Strategy, planning, Organizational structure and process of control. Recent developments in international business.

Suggested Readings:
1. Cherunilam, Francis – International Business( PHI)
4. Varshney R.L. and Bhattacharya ,B– International Marketing Management (Sultan Chand & Sons)
MBA (Marketing) -III Semester
Management Information System
PAPER CODE: MBA-MC33

Objective: The objective of the course is to introduce students to Management Information System, designing decision support system and appropriate applications of information management, strategic advantages, and effective decision making with data and people in global and complex business organizations.

UNIT-I
Introduction: Need, Purpose, Objective and role of MIS in organization, MIS as an evolving concept, Meaning and role of MIS with respect to management levels, MIS growth and development, Information for decision making in MIS.

UNIT-II
Information Concepts and Information Technology: Definition and difference between data and information, information as a resource, Relevance of information to Decision making, Source and types of information, Relevance of information in MIS, Assessing information Needs of the organization, Trends in information technology-Hardware and Software.

UNIT-III

UNIT-IV

UNIT-V
MIS Applications and Issues : Enterprise Resource Planning (ERP); Customer Relationship Management (CRM); Supply Chain Management (SCM); Transaction processing; Artificial intelligent technologies in business; Information Security and Control – Quality Assurance -Ethical and Social Dimensions, Cyber Crime and Privacy Issues.

Suggested Readings:
1. Shrivastava-Fundamental of Computer & Information Systems (Wiley Dreamtech)
5. Introduction to Computers, Norton P. (TATA McGraw Hill)
MBA(Marketing)-III Semester
Consumer Behaviour
PAPER CODE : MBA-EM-301

Objective: The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

UNIT-I
Introduction to Consumer Behaviour (CB): Nature and Importance of CB, application of CB in Marketing, Consumer Research process.

UNIT-II

UNIT-III

UNIT- IV
Environmental Influences on CB: Social class, Life style Profile of Social class, application to CB. Culture: characteristics cross cultural understanding.

UNIT-V

Suggested Readings:
1. Loudan, David L and Bitta, A.J. Della Consumer Behaviour
2. Schiffman LG and Kanuk LL Consumer Behaviour
3. Nair, Suja R, Consumer Behaviour in Indian Perspective
4. Bennet and Kasarjian Consumer Behaviour
5. Mowen, John Consumer Behaviour
MBA (Marketing) -III Semester

Agricultural and Rural Marketing

PAPER CODE: MBA-EM-302

Objective: The objective of this course is to acquaint the students to the agriculture and rural marketing environment so that they can understand the consumer’s Behaviour and marketing characteristics of the same to contribute emerging challenges in the upcoming global economic scenario.

UNIT-I
Concept and scope of rural market, efforts put for rural development by government, characteristics of rural consumers, environmental factor affecting rural market. Emerging profile of rural market in India.

UNIT-II
Rural Consumer Behaviour, Rural consumers v/s urban consumers, Relevance of marketing mix for rural market, Problems in rural markets. Role of IT in Rural Marketing-Infrastructure importance & Scope. Modern techniques for distribution (Case study of ITC “e-choupal” initiative.

UNIT-III
Rural market segmentation, targeting and positioning. Rural marketing strategies-Product, Pricing, Distribution and Production strategies, distribution channels in rural markets like Haats, Mandis, co-operative societies and public distribution system(PDS) etc.

UNIT-IV
Agriculture markets- Nature and Scope, role of Government in the development of Agricultural market, Role of Agencies like Council of State, Agricultural marketing Boards, National Agricultural Cooperative Marketing Federation (NAFED), National Cooperative Development Cooperation (NCDC), Self Help Groups (SHG’s).

UNIT-V
Export Potential for Agricultural products, Products and agricultural credit policy, Institutional agreements for agricultural insurance, crop insurance like “Fasal Bima Yojna”

Suggested Readings:
1. Badi & Badi: Rural Marketing
2. Memoria, C.B & Badri Vishal: Agriculture problems in India
3. Arora, R.C: Integrated Rural Development
4. Raj Gopal: Managing Rural Business
5. Gopalaswamy, T.P: Rural Marketing
MBA(Marketing) - III Semester

Retailing

PAPER CODE: MBA-EM-303

Objective: The course enables students to appreciate the importance of retailing and distribution in the emerging market scenario, and equips them with the tools & techniques.

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V
Understanding consumer Behaviour Establishing and maintaining a retail image, and promotional strategy Integrating and controlling the retail strategy. Retail Management Decisions, Organizational buying formats and processes. Logistics issues in Retailing: Inventory Management and Replenishment Systems; Functions, Costs, and Modes of Transportation, Selection of Transport Mode; Transportation Network and Decision.

Suggested Readings:
2. Berman B and Evans J.R - Retail Management (Pearson Education, 9th Ed.)
5. Cox Roger and Brittain Paul - Retailing: An Introduction (Pearson Education, 5th Ed.)
6. Newman and Cullen - Retailing (Cengage Learning, 1st Ed.)
Objective: To enable the students in evolving marketing strategies that meets the unique challenges and opportunities of the services sector. The course also aims at upgrading the students with the concept and techniques of customer relationship management (CRM) in different market situations, including international markets.

UNIT-I
Services Marketing: Meaning and nature of services; Distinctive characteristics of services; Trends and developments in service sector; Classification and marketing implications; Services marketing trilogy; The Seven Ps.

UNIT-II
Assessing Business Opportunity: Analysing services marketing environment; STP Strength, Understanding Customers–Buying influences and decision making process; Customer expectations and perceptions; Service Quality– determinants of service quality; Gap Model, Gronross Model.

UNIT-III
Services Marketing Strategies: Developing Services product-New service development, Core and supplementary services, Branding; Service distribution- through physical and electronic channels (E-services), Challenges in distributing services in domestic and international markets; Physical evidence –role of servicescape; People – employee role in service delivery, service failure and recovery, matching demand with service capacity; Service process- developing service blueprint, Self-service technologies.

UNIT-IV
Customer Relationship Management: Definition; CRM Ladder. Customer Relationships: Rise of relationship marketing; Nature of customer relationships; Firm and customer motivations for relationships; relationship development process; Customer life cycle and customer lifetime value; Customer acquisition, retention and development.

UNIT-V
Service Marketing in Practice: Hospitals, Educational Institutions, Hotel industry, Tourism; Challenges in Marketing of Services.

Suggested Readings:
2. Payne, Adrian, The Essence of Services Marketing, Prentice Hall of India Ltd.
**Objective:** Introduction to Product & Brand Management, Emergence as a separate area of study, Product, Product Levels, Product Hierarchy, Classification of Product.

**UNIT-I**
Introduction to Product Management & Brand Management, Emergence as separate areas of study, Product, Classification of Product, Product Levels, Product Hierarchy.

**UNIT-II**
Product Mix - A Strategic issue. Product Mix decisions, Product Line decision - strategic decision involving adding or pruning product lines.

**UNIT-III**

**UNIT-IV**

**UNIT-V**
Brand, Branding, Need for Branding, Related concepts: Brand Equity, Brand Life Cycle, Brand Positioning & Repositioning, Branding decisions, Family vs. individual Branding, Multiple branding, brand extension, Branding in specific sectors like Industrial, retail, service e-branding.

**Suggested Readings:**
1. Product Management: Ramanujam
2. Product Management: Chunawalla
3. Product Management: Lehmann DR; Russel S Winner
4. Brand Management: Y L R Moorthi
5. Brand Positioning: Subratu Sen Gupta
Objective: The course aims at familiarizing the students with the application of the concept & need of marketing in Non-Profit organization.

UNIT-I

UNIT-II
Differentiation of NPOs: Concept of Responsive Organization- Image management, image causation, image modification, Mission, Exchange, Environment affecting operations of NPOs (Publics), Image & Satisfaction measurement.

UNIT-III

UNIT-IV

UNIT-V

Suggested Readings :
1. Philip Kotler: Marketing of Non-Profit Organizations.
2. Andreasen Alan R: Strategic marketing for NPOs
3. Roberto Eduado L: Social Marketing
MBA(Marketing)-IV Semester

Strategic Management-II

PAPER CODE: MBA-MC41

Objective: The objective of this course is to enlighten the students on the practical implementation of strategies while detailing the implementation of strategies while detailing the environment and governance in the corporate world. The course structure is aimed at analyzing various aspects of strategic decision at the top level.

UNIT-I
Introductory concepts: Corporate Strategy, Strategic Decision Making.

UNIT-II
Modifying Scope of the Firm- Corporate advantage, Mergers and acquisitions, Strategic Alliance, Internationalization.

UNIT-III

UNIT-IV
Leadership and Corporate Governance- Strategic Leadership, Corporate governance, Strategic CSR.

UNIT-V
Strategic Planning & Control- Strategic Planning, Change Management, Strategic Control.

Suggested Readings:
2. Thomas Jacobs: Strategic Management- Text & Cases; Pearson
6. Andrews: Concept of Corporate Strategy, Irwin
MBA (Marketing) - IV Semester

Logistics and Supply Chain Management

PAPER CODE: MBA-MC42

Objective: The objective of this course is to acquaint the students with the concepts and tools of supply chain and logistics management.

UNIT-I
Introduction: Basic concepts of Supply Chain management (SCM), Essential features of SCM, SCM and Trade logistics, Push and pull of SCM, Key issues in SCM, Benefits and case studies related to SCM.

UNIT-II
Warehousing and Inventory Management: Objective and functions of warehousing, concept of inventory management, various costs associated with inventory, Economic Order Quantity (EOQ), Buffer stock, Lead time reduction, re-order point, ABC Analysis, SDE Analysis.

UNIT-III
Purchasing and Vendor Management: Purchasing process, Centralized and decentralized purchasing, Functions of purchase department & purchase policies, Use of mathematical model for vendor rating/evaluation, single vendor concept, Management of stores, Account for material, Just in Time (JIT) and Kanban system of inventory Management.

UNIT-IV
Logistics Management: Concept: Objective and Scope of Logistics, Logistic Costs, different models, logistics and subsystems, inbound and outbound logistics, Role of transportation in supply chain, Factors affecting transportation decisions.

UNIT-V
Role of IT in Supply Chain Management: Role of e-business in supply chain management, CRM V/s SCM, Benchmarking- concept, features and implementation, Outsourcing-basic concepts, role of relationship marketing in SCM.

Suggested Readings:
3. B.S. Sahay, Macmillan - Supply Chain Management, 2000, Pearson Education
4. Chopra & Meindl - Supply Chain Management - Strategy planning & operation, Pearson Education
5. Janat Shah - Supply Chain Management, Pearson Education
Objective: This course aims at familiarizing students with the environment conducive for web page design and developing programming skills thereof web publishing.

UNIT-I
Internet: Introduction to Internet, WWW, web browsers: IE & Netscape Navigator, web server; HTTP and concepts of URL, Hypertext and Hyperlink, Web’s Languages and protocols.

UNIT-II
Design Web Site: Needs of web sites, Home page and web page, components of web site, objectives of web site, planning your web site; Web server: Loading a web server, setting your own web server.

UNIT-III
HTML: Basics of HTML, linking HTML pages, linking to URLs; Creating a web pages: Text formatting, alignment, colors, preformatted text; Adding imaged and background to HTML pages. Tables, Frames: Introduction of frames, creating frame, frames attributes and Linking.

UNIT-IV
DHTML and Style Sheets: Introduction to DHTML, Cascading Style Sheet: Adding style in document-Linking to a style sheet. Style sheet properties: Font, text, box, color and background properties.

UNIT-V
Search Engines and Internet Security: Concept and technology of search engines, popular search engines, overview of internet security threats, Firewalls.

Suggested Readings:
2. Leon, Alexis and Mathews Leon: Internet for Everyone
3. Xavier: World Wide Web Design with HTML, PHI, Delhi
Objective: The purpose of this paper is to enable the students learn nature, scope and structure of International Business, and understand the influence of various environmental factors on international business operations.

UNIT - I

UNIT - II
Balance of Trade, Balance of Payments and Instruments of Trade Policy, Devaluation, Revaluation, Appreciation & Depreciation, Export documents and procedure.

UNIT - III

UNIT - IV
Market Entry and overseas distribution system, Overseas Market Research, Marketing Plan for Exports Multinationals and their role in International Marketing.

UNIT - V
Management of Risks in international marketing, Instruments of Financial Transactions in international marketing, New Techniques (Joint Ventures, Sub Contracting & BOP) in international marketing.

Suggested Readings :
1. Varshney and Bhattacharya : International Marketing management.
4. John Fayerwearther : International Marketing
5. David Carson : International Marketing
6. Philip Kotler : Marketing Management
Objective: The aim of the paper is to acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising programme.

UNIT - I
Advertising, Legal, Ethical and Social aspects of advertising. Communication; Integrated marketing communications, Its evolution, Its growth and its role to facilitate marketing.

UNIT - II
The promotional mix; segmentation, Targeting and positioning and their role in promotion. Promotional objectives, determination, types and approaches, DAGMAR approach, problems in setting objectives; Advertising budget, establishment and allocation, budgeting approaches.

UNIT - III
Advertisement copy, its layout components, Types; The importance of creativity in advertising, creative advertising strategy and process, implementation and evaluation of strategy.

UNIT - IV
Media Planning, Establishing Media objectives, Media strategies, Media mix, Reach Vs. Frequency, Creative aspects, budget considerations, Evaluation of Broadcast media, Print media, Support media, Internet and interactive media etc.; Role of computers in Media planning.

UNIT - V
Effectiveness of promotional programs its measurement, Advertising Research, Internet – an effective medium of Market testing, Pre testing, Post testing, Laboratory Tests, Field tests, PACT (Positioning Advertising Copy Testing).

Suggested Readings :
2. Belch, George E. and Belch, Michael A.; Advertising and promotion, Tata McGraw Hill, New Delhi
7. Sandage and Fry burger, Advertising Management
**MBA (Marketing)-IV Semester**

**Industrial Marketing**

**PAPER CODE: MBA-EM-403**

**Objective:** The purpose of this course is to develop an understanding among the students about the various concepts of Industrial marketing, which help in developing sound marketing policies for industrial goods.

**UNIT-I**
The environment of marketing system & the industrial marketing concept, industrial goods demand and product characteristics, market levels and product types, the industrial customers, buying motives, business and institutional buyers, Evaluation of industrial marketing strategy, norms and standards, control & monitoring of industrial marketing process.

**UNIT-II**
Organizational buying Behaviour, Access marketing opportunities, Industrial market planning, BUYGRID Model, phases in purchasing decision process and their marketing implications. Buying Centers, Value analysis & Vendor analysis.

**UNIT-III**
Industrial market Segmentation, Basis for Segmentation, targeting and positioning the industrial products, Product Mix, industrial product Life Cycle, Service components like technical assistance, provision of parts & terms of sales and after sale service.

**UNIT-IV**
Distribution channels in industrial market-industrial distributors, formulation of channel strategy, marketing logistics, conditions affecting price competition, cost factor, the nature of demand, pricing policies.

**UNIT-V**
The Promotional component, advertising functions, role of a Sales man, supporting and motivating Salesman, distributors measurement of advertising effectiveness, personal selling, Sales promotion and Public Relations-Trade shows & other promotional activities. Industrial Marketing Research, control & monitoring of Industrial marketing process.

**Suggested Readings :**
1. Alexander Cross &Hill, Industrial Marketing
2. Hass W; Industrial Marketing Management
3. Mayers; Industrial Relations in India
4. Reider and Reider, Industrial Marketing.