

Paper title: Perspectives of Management

Paper number Paper - 1

Maximum marks

Model Question Papers / Past Question Papers

Syllabus details

1. Introduction: Concept of Management: Definition – Nature – Purpose – Scope and Significance – Management Vs. Administration- Universality of Management Principles – Evolution of Management thought – Approaches to Management – Process of Management – Internal and External environment Forces – Functions of Management.

2. Planning: Concept and Significance – Types of Plans – Objectives – Management by objectives, by exception, by crisis - Strategies – Policies – Procedures – Rules – Programmes- Planning Premises
Decision Making: Decision Making Process – Decision Tree Analysis – Linear Programming – Game Theory.

3. Organizing: Nature and Purpose – Principles of organisation: formal and informal organisation- span of control – Hierarchy - Authority and responsibility – Delegation of authority –centralisation – decentralisation – Line and Staff conflict and cooperation – Plural executive – Committees – Board of Directors.
Staffing: The Nature and purpose of staffing - Recruitment – Selection – Placement and Promotion – training – Executive development programmes.

4. Direction: Elements of Directing – Communication – Importance Process – Media –barriers to Communication: Effective communication – Motivation and importance in management- Leadership.

5. Control: Process of Control – Reporting system for Control- Modern Control Techniques – PERT and CPM.
Indian Management Scenario: Business Class in India – Management Development in India- Social responsibilities of business and managers role.

RECOMMENDED BOOKS:

Harold Koontz & Heinz Wehrich : Management
Peter F. Drucker : Practice of Management
L A. Alien : Management and Organisation
Newman & Summer : The Process of Management
Black & Moulton : Managerial Grid
A. Das Gupta : Business & Management in India
Sahru S. Rangneker : In the Wonderland of Indian Managers
Prasad. Lallan & S.S. Guhan : Management principles and Practice
M. Benarjee : Modern Management
Sherlekar & Sherlekar : Principles of Business Management

Paper title: International Marketing

Paper number

Paper - 2

Maximum marks

Model Question Papers / Past Question Papers

Syllabus details

1. Introduction to International Marketing: Scope and Size of International Markets – Conceptual Framework – Institutional Framework.
2. Environment of International Business: Cultural and Social Environment – Legal and Political Environment – Trade, Monetary and Economic Environment Framework.
3. Policy Framework and Procedural Aspects: Import – Export Policy – FTZs – Import – Export Documentation.
4. International Marketing Mix: Product Policy and Planning – Advertising and Promotional Management – International Pricing Policy – Distribution and Sales Policy.
5. International Marketing Planning: International Market Selection and Segmentation – International market Research – International Market – Planning, Coordination and Control.

RECOMMENDED BOOKS:

1. Warran J. Keegon, Multinational and Marketing Management, PHI New Delhi.
2. Cetra & Hess, International Marketing, Richard D. Irwin Inc.
3. A Hand Book of Export, Import Product and Documentation, GOI, New Delhi.
4. Brein & Walters, Global Marketing Management, Allin & Becon, 1989.

Paper number
Maximum marks

Paper - 3

Model Question Papers / Past Question Papers

Syllabus details

Unit 1: Introduction to the study of Consumer Behaviour: Diversity of Consumer Behaviour – Concept and need for Consumer Behaviour – Development of Consumer Behaviour - Consumer Behaviour models.

Unit 2: Determinants of Consumer Behaviour: Perception – learning – Personality – Attitudes and Behaviour – Motivation – influence of Social class, reference groups and family influence.

Unit 3: Consumer decision making process: Buying motives – types of decision making – Schiffman & Kanuk's model of Consumer decision making – Consumer satisfaction – Sources of costumer dissatisfaction – dealing with consumer satisfaction.

Unit 4: Marketing Research: Definition, nature and scope of Marketing Research – Basic concepts and Research design – methods of collecting data – Primary and Secondary data.

Unit 5: Research Process and Analysis – the research process - defining a research problem – major steps in designing a research problem – techniques for analyzing data – Hypothesis development and Testing – Attitudes measurement and scale – specific attitude scale adopted to marketing studies.

RECOMMENDED BOOKS:

Suja R.Nair Consumer Behaviour and Marketing Research

Loudon and Della Bitta Consumer Behaviour: Concepts and Applications,

Tata Mc-Graw Hill

Henry Assael Consumer Behaviour and Marketing Action, Kent

Berkman & Gilson Consumer Behaviour: Concepts and Strategies, (Kent Publishing Co)

Bennet and Kassanjian Consumer Behaviour, (Prentice Hall of India)

Schiffman and Kanuck Consumer Behaviour, Pearson Education Asia, 7th, 5th Edition, 1996

Paper title: Marketing Management

Paper number

Paper - 4

Maximum marks

Model Question Papers / Past Question Papers

Syllabus details

1. FOUNDATIONS OF MARKETING: Marketing Concept – The Marketing Orientation Vs production orientation – Production concept – Selling concept – societal dimensions of Marketing – The marketing concept as applied to Marketing Management. Marketing and Social Responsibility: Social pressures on marketing – Ecological pressure – Consumerism – Public Actions to regulate marketing – Marketing responses to Social pressures – Marketing ethics.
2. MARKETING ENVIRONMENT: Company's – Micro Environment: Company – suppliers – Intermediaries – customers – competitors and Publics – Marketing organisation and Interface with other departments in a Company Company's Macro Environment (with special reference to India) : Demographic – Economic – Natural – Technological – Political – Cultural – Social.
3. ANALYSIS OF THE MARKET PLACE: Marketing Planning – Strategic Marketing Planning – Product Portfolio – Analysis – Investment opportunity chart – PIMS Analysis – Competitive Strategies: Market leader, challenger, follower, niche strategies Components of marketing plan – Marketing budget – market segmentation – Concept differentiated – Differentiated – concentrated – New "Targeting variations. Market positioning: Types of positioning strategies – Positioning Maps.
4. UNDERSTANDING THE CONSUMER: Consumer Behaviour – Determinants: Social – Cultural – Group Factors – Psychological factors – Consumer Behaviour Models: Marshallian – Freudian – Pavlovian – Veblonian – Howard – Sheth – Consumer decision-making : Dimensions – problems – Pre-purchase and post-purchase behaviours – Cognitive dissonance – Implications for Marketing Managers – Consumer adoption process – Organisational Buying Behaviour : Organisational market – Features Determinants of Purchase Behaviour – Implications for Marketing Manager.
5. PRODUCT CONCEPT AND STRATEGY: Concept of product – concept of augmented product – Product-Mix Strategy: Dimensions – Product-line decisions – Product Life Cycle (PLC). Introducing new Products: Pressures – Problems – Product Planning process Managing Existing products: Product modifications and product withdrawal Branding Strategy – Packaging Strategy – Other product related strategies.
6. PRICING AND PRICING STRATEGIES: Concept – Importance – Objectives – Factors influencing Pricing strategies and policies: Geographic pricing – Skimming and penetration pricing – Unit pricing – Price line – Resale price maintenance – Leader presiding – Psychological pricing – Price Vs. Non-price competition.
7. PLACING PRODUCTS: Marketing Channels: Nature – Functions – Levels – Types of Channel flows – Channel behaviour – Channel design decisions – Channel management – Channel conflict decisions.
8. PROMOTION PRODUCTS: Advertising: Objectives setting – Budget Decision – Message decision Advertising evolution – Sales Promotion: Decisions in Sales Promotion – Sales promotions tools – pre-testing. – Publicity: Objectives – Decisions – Evolution – Personal Selling.
9. MARKETING CONTROL: Marketing Control: Annual Plan control – Strategic control – Profitability control – Marketing audit – Assessing information needs – Developing information needs – Marketing intelligence – Information systems – Marketing Research – Distinction with marketing assessments.

10. MARKETING IN NON-BUSINESS ORGANISATIONS: Nature – Scope – Non-Business attitudes towards marketing – Role of marketing in service sector – Organisation Marketing – Place marketing – Person marketing – Idea marketing.

RECOMMENDED BOOKS:

1. Gandhi J.C. "Marketing – A Managerial Introduction" Tata McGraw – Hill Publishing Co. Ltd., New Delhi, 1989.
2. Stantor, J. William and Futrell, Charles "Fundamentals of Marketing " (8th Edn.) McGraw Hill International Editions, 1987.
3. Kotler, Philip "Principles of Marketing" (3rd Edn.) Prentice hall of India Pvt. Ltd, New Delhi, 1987.
4. Mandell, I. Maurice and Rosenberg, J. Larry "Marketing (2nd Edn) Prentice Hall of India, New Delhi, 1987.
5. Amarchand.D.and Varadharajan B. "An Introduction to Marketing" Vikas Publishing House Pvt Ltd, New Delhi, 1986.
6. Jha and Shah "Marketing Management in Indian Perspective" Himalaya Publishing House, New Delhi, 1986.
7. Taylor, Jr., L. Jack and Robb, F. James "Fundamentals of Marketing: Additional Dimensions" (Selections from the Literature) (2nd Edn) Tata McGraw Hill Publishing Company Pvt. Ltd, New Delhi, 1978.
8. Britt, Steuart Handerson and Boyd, Jr. Harper. W. "Marketing Management and Administrative Action" (4th Edn.) McGraw Hill Kogakuso Ltd., International Student Edn., 1978.

Paper title: Sales and Advertising Management

Paper number

Paper - 5

Maximum marks

Model Question Papers / Past Question Papers

Syllabus details

1. Sales Management: Sales and Distribution Management – Scope and Interdependence – Personal Selling and the Sales Process. Selling Skills: Interpersonal Skills – Negotiation Skills – Communication Skills.
2. Sales Force Management: Sales Job Analysis – Recruitment and Selection – Training the sales Force – Motivating and Compensating the Sales Forces – Controlling the Sales Force.
3. Planning and Control of the Sales Effort: Sales Planning- Forecasting and Budgeting – Sales Organisation – Sales Analysis and Cost Analysis – Monitoring and Performance Appraisal.
4. Promotional Management Decisions: Promotional Scene in India – The Media – Promotional Scene in India – Media Use and User – Marketing Communication Process – Planning, Managing and Evaluating – Planning and Scheduling – Measuring Advertising Effectiveness.
5. Advertising Planning and Execution: Managing Client – Agency Relations – Message Design and Development – Media Selection , Planning and Scheduling – Measuring Advertising Effectiveness.

FURTHER READINGS:

1. Still, Cundiff & Govoni, 1988, Sales Management; Decisions, Strategies & Cases, PHI
2. Johnson, Kurtz & Schewing (1986) Sales Management, MGH
3. M.W. Delozier (1976) The Marketing Communication Process, MGH
4. WH Bolen (1981) Advertising, J. Wilkeys & Sons
5. Sandage & Fryburger: Advertising, Theory & Practice, Richard D. Irwin.