

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
CLASS: SECOND YEAR B.COM SEM: 4
SUBJECT: MARKETING PAPER - 3
COURSE TYPE: MAJOR/MINOR – 4 CREDIT
EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS

OBJECTIVES:

1. Provide knowledge about buyers behaviour
2. To provide insight about organization behaviour
3. To give knowledge about market segmentation

OUTCOMES:

- (1) Helpful in disintegrating the market and to make policies about target customer
- (2) Understand the behaviour of an employee and worker at job place

COURSE CONTENT:

UNIT NO	CONTENT	WEIGHTAGE
1	<u>Buyer Behaviour</u> - Concept of Buyer Behaviour - Classes of Buyer - Difference between Buyer Behaviour and Consumer Behaviour - Buyer Motives - Decision making process in Buying - Factors affecting Buyer Behaviour	20%
2	<u>Organizational Behaviour</u> - Concepts and Definition - Factors Affecting Organizational Behaviour - Organizational Behaviour Models (a) Autocratic Model (b) Custodial Model (c) Supportive Model (d) Collegial Model	25%
3	<u>Market Segmentation</u> - Meaning - Concept and Importance - Bases of Market Segmentation - Uses of Market Segmentation - Process of Market Segmentation - Requirements of Effective Segmentation - Target Marketing	25%
4	<u>Recent Trends in Marketing</u>	20%

	- Mobile Marketing - Tele Marketing - Green Marketing - Digital Marketing - B2B Marketing - B2C Marketing	
5	<u>Case Study</u>	10%

REFERENCES:

- (1) Marketing Management by N. Rajan Nair
- (2) Modern Marketing by Still, Govani and Cundiff.

