

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## M.COM. (PART - II)

2006-07

### MARKETING MANAGEMENT

#### PAPER- IV

#### CONSUMER BEHAVIOR.

1. **Introduction to consumer Behaviour - (15%)**  
Meaning and rationale of consumer Behaviour - Profile of Indian consumer -- consumer behaviours multidisciplinary approach - socioeconomics contribution of consumer behaviours -- consumer behaviour as marketing discipline
2. **Market Segmentation: (10%)**  
Bases of segmentation - Criteria for segmentation – Targeting Strategies- Types of Marketing. - Profile of Indian Consumers
3. **Social Class and Consumer Behaviour**  
What are social class categories The measurement of social class social class mobility - social class and *live* style -- Socio demographic clustering -- The affluent and non-affluent consumer class.
4. **The Family (10%)**  
Functions of the *family* decision making Family roles Dynamics of husband wife decision making Children influence of T.. Viewing on childrens - The family life cycle.
5. **Consumer needs and motivation (10%)**  
Motivation process, the dynamic nature of motivation. Motivation theories and its marketing implications, The measurement of motives.
6. **Perception, Sensation, Learning and Consumer Involvement (15%)**  
Perception - Meaning perception, Sensation - The dynamics of perception, consumer imagery, consumer perceived risk.  
-> Learning and consumer involvement -- Meaning Elements of Learning  
- Theories of learning Consumer knowledge
7. **The nature of consumer attitudes** Meaning --  
Structural models of attitudes.
8. **Communication and Persuasion (10%)**  
The communication process -- components of communication Designing persuasive communications.

**9. Diffusion of innovation**

**(10%)**

The diffusion process — The innovation -- the channel of communication, the social system, time – The adoption process – stages in the adoption process -- limitation of adoption Process

**Reference Books :**

1. Consumer Behaviour - Schiffman
2. Consumer Behaviour – Engle & Black Well
3. Consumer Behaviour – Bennett & Kassarian.
4. Consumer Behaviour --- Tax & cases –Nair, Suja
5. Marketing and Consumer Behaviour--by Raghbir Singh.

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### MARKETING MANAGEMENT

#### PAPER- V

#### RETAIL MANAGEMENT

- 1. Retailing : Role, Relevance, and Trends :**  
Introduction, What is Retailing ? Characteristics of Retailing, Role of Services in Retailing, Functions of Retailing, Opportunities in Retailing, Types of Retailing- (1) Food (2)-General Merchandises (3) Non Store Retail (4) Services
- 2. Retail in India :**  
Introduction, Emergence of Organized Retailing, Traditional Retail Formats, Cooperatives and Government Bodies, Modern Retail Formats in India, Geographical Markets, Retailing in Rural India, Retail Strategy with Respect to Specific, Product Categories, Vertical Marketing System in India, Retailing, Challenges in Retail Business in India.
- 3. Retail Market Segmentation :**  
Introduction, Market Segmentation, The Benefits of Market Segmentation, Segmenting, Targeting, and Positioning, Criteria for Effective Market Segmentation, Kinds of Markets, Dimensions for Segmentation, Market Targeting- Choosing the Segment to Focus, Customer Profile, Survey of Buyer's Intentions, Market Segmentation in India
- 4. Retail Location Strategy :**  
Introduction, Importance of Location Decision, Levels of Location Decision and its Determining Factors, Types of Retail Location, Types of Consumer Goods and Location Decision, Selection of a particular Shopping Center of Market area.
- 5. Retail Pricing :**  
Introduction, External Influences on Retail Pricing Strategy. Developments in Retail Prices, Retail Pricing Objectives, Retail Pricing-Approaches and Strategies, Consumer Responsiveness to Prices- Role of Price Elasticity and Sensitivity.
- 6. Retail Promotion Strategy:** Introduction, Selection of Promotion Mix, Advertising, Media Selection, Sales Promotion, Personal Selling, Publicity
- 7. Relationship Marketing in Retailing':**  
Introduction, The Evolution of Relationship Marketing, Relationship Marketing Strategies in Retailing, Relationship Marketing in the Organized vs Unorganized Retail Sector.
- 8. Electronic Retailing :** Introduction, Benefits & Limitations

#### Reference:

1. Retailing Management - fifth edition, by Michael Lovry - Babason college,

- Barton A Weitz- Uni. of Florida.  
2. Retailing Management by chetan Bajaj & Rajanish Tull Oxford  
Uni.Press.

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### **MARKETING MANAGEMENT**

#### **PAPER- VI**

##### **MARKETING CHANNELS**

- 1. Value Network and Marketing : (15%)**  
Channel System, Works Performed by Marketing Channels, Channel Function and Flow, Channel Levels, Service Sector Channels, Information Highways Channels.
- 2. Channel- Design : (15%)**  
Analyze Customers derived service output Levels. Establish Objectives and Constraints. Identify Major Channel, Alternatives, [evaluate the Major Alternatives.
- 3. Channel- Management Decisions: (15%)**  
Selecting Channels Members, Training Channels Members, Motivating Channel Members, Evaluating Channels Members, Modify Channel Approaches.
- 4. Channels Dynamics : (15%)**  
Vertical Marketing Systems, Horizontal Marketing Systems, Multi-channel Marketing System, Conflict, Co-operation, and Competition, Legal and Ethical in use in channels relations.
- 5. Managing Integrated Marketing Communications : (10%)**  
The Communication Process, Developing Effective Communication. Identifying The Target Audience, Determine the Communication Objectives, Design the Message, Select the Communication Channels. Establish the total Marketing Communication Budgets.
- 6. Deciding On Marketing Communication mix : (10%)**  
The Promotional Tools, Factors in Setting the Marketing Communication mix, Measuring the Communication Results.
- 7. Managing the Integrated Marketing Communication Process (10%)**

***Reference Reading :***

1. Marketing Management by Dr. C.B.Gupta and Dr.N.Rajan Nair of Himalaya Publication House.
2. Marketing & Management by B.Balaji of S.Chand & Company Ltd. New Delhi.
3. Marketing & Sales Management by D.C.Kapoor of S.Chand & Company Ltd. New Delhi.
4. Service Marketing by Valaric A.Zaithami & Mary Jo Bitner of Tata McGraw-Hill Publishing Company Ltd.
5. Marketing Management by Philip Kotler of Prentice-Hall of India Pvt. Ltd.
6. Marketing Management by V.S.Ramaswamy & S.Namakumari of Mc Millan India Ltd.