

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## MARKETING

S.Y. B.Com.

(2003)

### Paper - I

#### OBJECTIVE

- (1) To imorate to the students the conceptual knowledged in the area of marketing.
- (2) To acayaint the students with the marketing problmes.
- (3) The objective of this course is to help students to under stand the concept of marketing and its application.

#### COURSE CONTENTS

- (1) **Meaning and Scope of marketing :** (10 %)  
Importance of marketing as a business function . and in the economy, Approaches to the study of marketing, Modern concept of marketing and consumersum.
- (2) **Market and Marketing Product :-** (25 %)  
Classification of Markets,  
Product :-  
Concept of product, consumer and industrial cods, product planning and development, product line, product mix factors affecting product mix product lifecycle concept, product biffemtietion, product diversification, product ellmination, why new product fail.
- (3) **Packing - Packaging :-** (15 %)  
Role, type & functions, An ideal packining, Brand, Brand name, Trade mane, Patent, functions and Types of Brannd, Advantages of brand, Labelling : functions & Typos,
  - Assenting Grading, Stendarisation,
  - Various standars,
  - A warranty,
  - After sales service.
- (4) **Buyer behaviours :-** (10 %)
  - Claseses.
  - Buying motives,
  - Decission making pracess in buying,
  - factors governing buyer behaviou rs.
- (5) **Merket Segmentation :-** (10 %)
  - Concept and importance,
  - Bases for market segmentation.

- Uses of market segmentation.
- Market segmentation procedure.
- requirement for effective segmentation.
- Target marketing.

**(6) Marketing strategy (10 %)**

- The Meaning and significance of marketing strategy.
- Formulation the marketing strategy.
- Marketing strategies under Two Generic categories .
- Price Buler and Diffarentiation Based- d strategies.

**(7) Case :- (10 %)**

**Note :-** The above mentioned topic should be taught with the help of cases.

**RECOMMENDED BOOKS :-**

- |  |                             |
|--|-----------------------------|
| 1) Marketing                                       | - N. Pajan Nair.            |
| 2) Modern Marketing Management.                    | - R.S.Davar.                |
| 3) Principles and Practices of Marketing in India. | - Dr. S.S.Memoria           |
| 4) Marketing Management.                           | - Philip Kolter             |
| 5) Modern Marketing.                               | - Still - Govani - conditl. |
| 6) Case Studies in marketing Management.           | - Sherlevar & Sher lever.   |

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## MARKETING

### S.Y. B.Com.

### Paper - II

#### OBJECTIVE

To enable students to understand the different activities in the area of Marketing.

#### COURSE CONTENTS :-

- (1) **PRICING :-** (20 %)
- Importance and significance of pricing,
- Objectives.
  - Factors affecting price of a product / service.
  - Pricing policies C strategies.
  - Pricing procedure;
  - Pricing a new product, Discounts and rebates.
- (2) **DISTRIBUTIONS CHANNELS AND PHYSICAL DISTRIBUTION** (15 %)
- Meaning .Role and importance of channel in marketing.
  - Factors affecting choice of a distribution channel.
  - Types of distribution channels.
- Middlemen :- Classification importance, elimination of middlemen  
whole salers :- Classification, importance functions services,  
Retailers :- Importance, functions, services, types of retail organisation.
- Transportation, ware housing.
- (3) **PROMOTION :-** Meaning and purpose. (10 %)
- Sales promotion, Meaning, Nature and function limitation and advantages of sales promotion. Sales promotion at different level.
- (4) **ADVERTISING MANAGEMENT :-** (15 %)
- Introduction.
  - Growth of Advertisement in India.
  - Institutional frame work in Advertising.
  - Advertising Agencies.
  - The Media - Electronic media - Press media.
  - Advertising objectives.
  - Sales objectives, Behavioural Goal - Communication Relater Goal.
- (5) **PERSONAL SELLING :-** (10 %)
- Feature, Nature and function.  
Types of selling, personal selling as a career.

**(6) STANDARD OF WEIGHT AND MEASURE :- (10 %)**

(Packed commodities) :-

Rules — 1977,

definition and provision applicable to package intended for retail sales.

**(7) CASE :- (20 %)**

**BOOK FOR REFERENCE :-**

- (1) Marketing — N. Rajan Nair
- (2) Modern Marketing Management — R. S. Davar
- (3) Marketing Management — Philip Kotler — VIII
- (4) Principles and Practice of Marketing in India — Dr. C. B. Memoria & B. C. Joshi
- (5) Modern Marketing — Andift Still & Govane
- (6) Modern Marketing Management — K. C. Nair  
— Jase Paul.  
— C. J. J. Johu.