

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT,  
MARKETING**

**T. Y.. Com.,**

**PAPER - III**

**(IN FORCE FRO JULY 2004)**

**OBJECTIVES :-**

To impart the students the knowledge of Marketing Management and enable them: to understand the different marketing function.

**COURSE CONTENTS :-**

(1) **MARKETING RESEARCH :-** (20 %)  
Definition, Importance, scope objective and Elements of Marketing Research. Marketing Research process, Techniques of marketing Research for consumer goods & Services.

(2) **SALES FORECASTING AND PLANNING :-** (15 %)  
Nature Role, affecting factors, Types of forecast.  
– Demand concept & Demand determination.  
– Procedure, Methods, limitation of sales forecasting

(3) **MARKETING ORGANISATION :-** (15 %)  
Attributes of goods marketing organisation, Marketing organisation Structures, Venture Management, Responsibilities C functions of M arketng executive.

(4) **CONTROLLING MARKETING PERFOR MANCE :-**  
Tools C Techniques - Marketing Audit, Distribution Cost Analysis, Ratio analysis, Budget, Evaluation Sales force, Evaluating advertising programme.

(5) **INTERNATIONAL MARKETING :-** (15 %)  
Nature, defination and scope of International Marketing Domestic marketing Vs. Internation marketing.  
– Internation marketing environments, Economical, cultural, legal & political,  
– International Marketing Decisions.

(6) **CASES :-**

**BOOKS FOR REFERENCE :-**

- |   |   |                      |
|---|---|----------------------|
| (1) Marketing                                       | - | N. Ra jan Nair       |
| (2) Modern Marketing Management                     | - | R. S. Davar          |
| (3) Marketing Research                              | - | Dr. D. N. Sarvate    |
| (4) Marketing Management                            | - | Shrivastav Agrawal.  |
| (5) Marketing Management                            | - | Philip Kotier,       |
| (6) Principles and Practise of Marketing in India.- | - | Joshi & Memoria      |
| (7) Cases in Marketing                              | - | Terry Coran.         |
| (3) Marketing Management                            | - | V, S. Rarmswamy.     |
| (9) International Marketing                         | - | P. Saravanavel.      |
| (10) Cases in Marketing Management                  | - | Sheriecal C Sherleha |

# VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT,

## MARKETING

T. Y.. Com.,

### PAPER - IV

#### OBJECTIVES :-

- (1) To enable the student to apply the knowledge of marketing in the Indian contest.
- (2) To acquaint the students with the Marketing problems.

#### COURSE CONTENTS :-

- (1) **INDUSTRIAL MARKETING :-** (20 %)  
Types of Industrial goods and Industrial Markets, Features of Industrial products.
  - Marketing mit of Industrial products, product planning, pricing policies, channels of distribution promotion.
  - Marketing Research in Industrial products.
  - Marketing of Iron, Steel and Engineering goods in Indian concept.
- (2) **CONSUMER GOODS MARKETING :-** (20 %)  
Classification of consumer products, feature of consumer of Consumer Product distinguish between Consumer goods and Industrial goods.  
**Marketing mit of consumer products :-**  
Product planning, pricing policies, physical distribution, promotion,
  - Marketing Research and consumer marketing.
- (3) **MARKETING OF SERVICES :-** (15 %)  
Definition Importance and characteristics of services.
  - Distinguish between products and services.
  - Types of Services.
  - Marketing mit for services:-  
Product planning, pricing.
  - Channel of distribution.
  - Promotions.
  - Marketing Research for Service Industries.
- (4) **PROBLEMS OF MARKETING IN INDIA** (15 %)  
**CONSUMER PROTECTION ACT 1986 :**
- (5) **E -MARKETING** (10 %)  
Concept of E -- Marketing  
E-Marketing environment
- (6) **CASE :-** (20 %)

## **BOOKS FOR REFERENCE**

- (1) Industrial Marketing
  - R.S. Alexander
  - S.S. Cross
  - Hill
- (2) Marketing
  - N. Rajan Nair
- (3) Modern Marketing Management
  - K. C. Nair
  - Jose Paul
  - C. J. George
  - J. John
- (4) Service Marketing
  - S. N. Jha
- (5) Law of Consumer Protection
  - Dr. Gurbet Singh
- (6) Modern Marketing Management
  - R. S. Davar
- (7) Agrawal Kamlesh N. Agrawal Prafeon and Agrawal Deensha.
  - e— CRM Macmillan India Ltd., New Delhi.
- (8) Plant, Rubert : E Commerce
  - Logistics and fulfilment
  - Delivering the goods, printice Hall, New Delhi
- (9) Tiwana, Amrit
  - Essential Guide to Knowledge Management.
  - The E Business, and CRM Applications, printice Hall, New Delhi.