

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT,

MARKETING

T. Y. B. Com.,

PAPER - III

(IN FORCE FROM JULY 2008)

OBJECTIVES :-

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

COURSE CONTENTS :-

- (1) **MARKETING RESEARCH :-** (15 %)
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 Marketing executive.
- (4) **CONTROLLING MARKETING PERFORMANCE :-**
Tools C Techniques - Marketing Audit, Distribution Cost Analysis, Ratio analysis, Budget, Evaluation Sales force, Evaluating advertising programme.
- (5) **INTERNATIONAL MARKETING :-** (15 %)
Nature, definition and scope of International Marketing Domestic marketing Vs. International marketing. International marketing environments, Economical, cultural, legal & political - International Marketing Decisions.
- (6) **RELATIONSHIP MARKETING: MEANING - NATURE & SCOPE.** (05%)
- (6) **CASE STUDY**

BOOKS FOR REFERENCE :-

- (1) Marketing - N. Rajan Nair
- (2) Modern Marketing Management - R. S. Davar
- (3) Marketing Research - Dr. D. N. Sarvate
- (4) Marketing Management - Shrivastav Agrawal.
- (5) Marketing Management - Philip Kotler,
- (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. Saravanel.
- (10) Cases in Marketing Management - Sherical C Sherleha

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PAPER - IV

OBJECTIVES :-

- (1) To enable the student to apply the knowledge of marketing in the Indian context.
- (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 STUDY** (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.