

**Veer Narmad South Gujarat University, Surat**

**S.Y.B.Com.**

**Marketing Paper I**

**( In Force From June 2011)**

Objectives: 1. To impart to the conceptual knowledge in the area of marketing.  
2. To acquaint the students with the marketing problems.

**Syllabus :**

1. Meaning: Scope of marketing:  
Importance of marketing as a business function. Importance of marketing in economy.  
Marketing functions. Approaches to the study of marketing. Modern concept of marketing and consumerism (Meaning, history, objectives, reasons, compensation, Overview of consumer protect act)  
Concept of green marketing, relationship marketing and social marketing.
2. Market and marketing product:  
Classification of market.  
Product:  
Concept of product. Consumer and industrial product. product planning and development. product line, product mix, factors affecting product mix, product life cycle concept. product differentiation, product diversification, product diminution, why new product fail
3. Packing – Packaging:  
Role, types and functions. An ideal packaging, Social desirability of packaging, Brand, Brand name, Trademark, patent, Functions and Types of brand, Advantages of brand, brand awareness, brand promise, brand identity, service branding,  
Labeling: Functions and Types. Assembling, Grading, Standardization: various standards, Warranty, guarantee
4. Buyer Behavior:  
Classes of buyer, Buying motives, Decision making process in buying. Factors governing buyer behavior, customer satisfaction verses customer delight
5. Market segmentation:  
Meaning, concept and importance. Bases of market segmentation. Uses of market segmentation. Market segmentation procedure, Requirements for effective segmentation, Target marketing.
6. Marketing Strategy:  
Meaning. Significance of marketing strategy. Formulation of marketing strategy.
7. Case:

**Recommended Books:**

1. Marketing -N. Rajan Nair
2. Modern marketing management -R.S.Daver
3. Principles and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
4. Marketing Management -Philip Kotler
5. Modern Marketing – Still, Govani, Condit
6. Case studies in Marketing Management – Sherlekar and Sherlekar

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**Marketing Paper II**

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Objectives: 1. To impart to the conceptual knowledge in the area of marketing.  
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**Syllabus :**

1. Pricing:  
Importance and significance of pricing, pricing objectives. Factors influencing, price determination, pricing policies and strategies.  
Pricing procedure: Pricing a new product, special problems in pricing, discount allowances
2. Channels of Distribution:  
Meaning and importance of channel in marketing, Factors influencing channel choice, types of channel.  
Middleman: [Classification, importance, functions and services.](#)  
Wholesalers: Classification, importance, functions and services.  
Retailers: Importance, functions, services, types of retail organization.  
Tele shopping network
3. Promotion:  
Meaning and purpose, Nature and importance of promotion, promotional methods,  
Sales promotion: advantages, sales promotion at different levels.  
Personal selling:  
Features and Functions
4. Advertising:  
Definition, importance, types, benefits, objectives, Concept of word of mouth. Concept of out of home advertising. Out of home advertising in India and abroad. Legal restrictions on sales promotion and advertising in India.
5. Recent trends in marketing:  
E-business, Tele marketing, M-business, virtual marketing. Marketing myopia. Service myopia. Mobile marketing,
6. Standard of weight and measures  
(Packed commodities) Rules 1977  
Definition and provision applicable to packages intended for retail sales
7. Case

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4. Marketing Management -Philip Kotler
5. Modern Marketing – Still, Govani, Condit
6. Case studies in Marketing Management – Sherlekar and Sherlekar
7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John