

Veer Narmad South Gujarat University, Surat

T.Y.B.Com.

Marketing Paper –5

Semester V:

Syllabus (In force from 2016-2017)

Objectives: To impart the students the knowledge of marketing management and enable them to understand the different marketing functions.

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| 1. Marketing Research :- | 30% |
| Definition, Importance, Scope, Objectives and Elements of Marketing Research. Marketing Research Process, Techniques of marketing research for consumer. | |
| 2. Sales Forecasting and Planning: | 30% |
| Nature, Role, Affecting Factors, Types of Forecast, Demand concept and Demand Determination. Procedure, Methods, Limitations of sales forecasting. tools for estimating future market demand, qualitative tools and quantitative techniques, tools for estimating current demand. | |
| 3. marketing performance and control: | 30% |
| Measuring marketing performance, tools of measuring marketing performance, annual plan control, sales analysis, market share analysis, marketing expenses to sales analysis, Financial analysis, customer attitude tracking. Profitability control, kotler three step profit control system. efficiency control and strategic control. | |
| 4. Case Study | 10% |

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 Kotlor
6. Principles and Practice of marketing in India Joshi and Memoria
7. Marketing Management V.S.Ramswami
8. International marketing P. Saravanavel
9. Handbook of Relationship Marketing Jagdish Sheth, Atul Parvatiyar
10. Relationship marketing S.Shajahan, TMGH, 1st ed. 2006 reprint
11. Customer Relationship management Shet, Parvatiyar, Shainesh
12. Marketing management by Rajan Saxena Tata Mc Graw hills.

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Marketing Paper –7
Semester 6

Syllabus (In force from 2016-2017)

Objectives: To impart the students the knowledge of marketing management and enable them to understand the different marketing functions.

1. Controlling Marketing Performance:- **20%**

Tools, Techniques, Audit, Distribution, Cost analysis, Ratio analysis, Budget, Evaluation of Sales force, Evaluating advertising programme.

2. International Marketing:- **20%**

Nature, Definition, Scope, Challenge and opportunities in International marketing, Understanding forces of in International marketing, Factor influencing international pricing decisions, Domestic marketing Vs international marketing, International marketing environment economical, cultural, legal and political, International marketing decisions.

3. Relationship Marketing:- **20%**

Meaning, Definition, characteristics, Development of relationship marketing, commitment, Scope of relationship marketing, Application of relationship marketing, internal marketing, relationship marketing, advantages through relationship marketing.

4. Knowledge process Outsourcing. (KPO): **20%**

Meaning of KPO, Scope and Future of KPO, Bottlenecks in future growth. Need for KPO, Benefits of KPO. Evolutions of KPO, BPO, LPO (legal process outsourcing), RPO (Research process outsourcing), HRO (human resource outsourcing), MBPO (Medical business process outsourcing).

5. Case study **10%**

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 Practice of marketing in India Joshi and Memoria
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10. Relationship marketing S.Shajahan, TMGH, 1st ed. 2006 reprint
11. Customer Relationship management Shet, Parvatiyar, Shainesh
12. Marketing management by Rajan Saxena Tata Mc Graw hills.
13. Current trends in marketing and management by Dr. V.s Mangnale and dr.Bharat Bhushan sankaye. Himalaya publications

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T.Y.B.Com. Sem -5

Marketing Paper –6

Syllabus (In force from 2016-2017)

Objectives: 1.To enable the students to apply the knowledge of marketing in the Indian Contest.

2. To acquaint the students the marketing problems.

1. Marketing of Industrial goods:

35%

Types of industrial goods and industrial market, features of industrial products, marketing mix of industrial product: Product Planning, Pricing policies, channels of physical distribution, promotion. Marketing research in industrial products, marketing of Iron, Steel and Engineering goods in Indian concept.

2. Changes in service marketing:

20%

Service as a process, Classification of services(people processing service, product/ possession processing service, mental stimulus processing, information processing services. key components in the design of service offering(core product, service delivery process ,supplementary services, delivery sequence, rural marketing and its importance. Information technology and rural India, marketing mix for rural markets.

3. Virtual Marketing:

35%

Business Fundamentals: Internet basic, Intranet and extranet, Portals, Web and wireless, Concept of e-business and e-marketing. The virtual value chain: Market place Vs. Market space- Visibility, Mirroring capacity and New customer relationship. Consumer behavior on the internet: Demographic, Geographic, psychographic and behavioral factors important to e-marketing, motivations for shopping on the net, attributes of online shopping. Consumer Experiences on the Web: The web's 'unique capabilities' - interactive communications with customers for organizational learning, service capability, convenience.

.4. Case Study 10%

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 Kotlor
6. Industrial Marketing R.S.Alexander S.S.Cross Hill
7. Modern Marketing Management K.C.Nair bose Paul C.J. George, J. Jhon
8. Service Marketing S.N.Jha
9. Law of Consumer Protection Dr. Gurbet Singh
10. e-Marketing Strass, El-Ansary, Frost
11. Digital Marketing for Dummies Carter-Brooks-Catano-Smith
12. eCRM- Concept and Cases Madhvi Garikaparathi
13. eCRM: Business and System Frontiers M.P. Jaiswal and Anjali Kaushik
14. Prasad Gadkari's Guide to E-marketing

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T.Y.B.Com.Sem -6

Marketing Paper –8

Syllabus (In force from 2016-2017)

Objectives: 1.To enable the students to apply the knowledge of marketing in the Indian Contest.

2. To acquaint the students the marketing problems.

1. Marketing of Consumer Goods: 40%

Classification of consumer products, Features of consumer product, Distinguish between consumer goods and industrial goods, Marketing Mix of consumer products,; Product Planning, Pricing policies, physical distribution, promotion. Marketing research and consumer marketing.

2. Marketing of Services: 25%

Definition, Importance and Characteristics of services
Types of Services. Marketing mix for services: product planning, Channels of distribution, promotions, Marketing research for service industries.

3. IT enabled Services: 25%

Contributions of the Indian software and It enabled service industries to the national Economy
BPO industry in India. different types of services being offered by BPO's, Challenges for a HR professional in BPO. Benefits provided by BPO companies to employees. Preference for joining BPO's. Disadvantages of BPO's.

4. case Study 10%

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 Kotlor
6. Industrial Marketing R.S.Alexander S.S.Cross Hill
7. Modern Marketing Management K.C.Nair bose Paul C.J. George, J. Jhon
8. Service Marketing S.N.Jha
9. Law of Consumer Protection Dr. Gurbet Singh
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12. eCRM- Concept and Cases Madhvi Garikaparathi
13. eCRM: Business and System Frontiers M.P. Jaiswal and Anjali Kaushik
14. Prasad Gadkari's Guide to E-marketing

15. Current trends in marketing and management by Dr. V.s Mangnale and dr.Bharat Bhushan sankaye. Himalaya publications