



Re-Accredited by NAAC with 'A' Grade

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India

**વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી**

યુનિવર્સિટી કેમ્પસ, ઉદ્ધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

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### **-: પરિપત્ર :-**

વાણિજ્ય વિદ્યાશાખા હેઠળની સંલગ્ન અનુસ્નાતક કોલેજોના આચાર્યશ્રીઓને તથા ડિપાર્ટમેન્ટનાં વડાશ્રીને જણાવવાનું કે, શૈક્ષણિક વર્ષ ૨૦૨૦-૨૧ થી અમલમાં આવનાર કોમર્સ ઈન્કલુડીંગ બી.એ. વિષયમાં એમ.કોમ.સેમ-૧ અને ૨ તથા એમ.કોમ.પાર્ટ-૧ નાં અભ્યાસક્રમ નાં નીચે મુજબ વિષયનાં અભ્યાસક્રમ એકેડેમિક કાઉન્સિલની તા.૩૦/૦૬/૨૦૨૦ની સભાનાં ઠરાવ ક્રમાંક: ૭૮ થી અભ્યાસક્રમને જરૂરી સુધારા કરવા અભ્યાસક્રમસમિતિને રીફરબેક કરવામાં આવેલ જે અંગે કોમર્સ ઈન્કલુડીંગ બી.એ. વિષય ની અભ્યાસસમિતિની તા.૦૫/૦૮/૨૦૨૦ની સભાનાં ઠરાવ ક્રમાંક:૨ અન્વયેનીચે મુજબ નાં અભ્યાસક્રમમાં જરૂરી સુધારા કરી નીચે મુજબ ભલામણ કરેલ છે જે એકેડેમિક કાઉન્સિલવતી માનનીય કુલપતિશ્રી ધ્વારા મંજૂર કરેલ છે. તેની જાણ સંબંધકર્તા શિક્ષકો અને વિદ્યાર્થીઓને કરવી, તદ્દુપરાંત તેનો અમલ કરવો.

**કોમર્સ ઈન્કલુડીંગ બી.એ. વિષયની અભ્યાસસમિતિ તા.૦૫/૦૮/૨૦૨૦ની સભાનાં ઠરાવ ક્રમાંક:૨**

:: આથી ઠરાવવામાં આવે છે કે, શૈક્ષણિકવર્ષ ૨૦૨૦-૨૧ થી અમલમાં આવનાર કોમર્સ ઈન્કલુડીંગ બી.એ. વિષયમાં એમ.કોમ.સેમ-૧ અને ૨ તથા એમ.કોમ.પાર્ટ-૧ નાં અભ્યાસક્રમનાં નીચે મુજબ વિષયનાં અભ્યાસક્રમ એકેડેમિક કાઉન્સિલની તા.૩૦/૬/૨૦૨૦ ની સભાનાં ઠરાવ ક્રમાંક: ૭૮ થી અભ્યાસક્રમને જરૂરી સુધારા કરવા અભ્યાસક્રમસમિતિને રીફરબેક કરવામાં આવેલ જે અભ્યાસક્રમમાં જરૂરી સુધારા કરી મંજૂર કરવામાં આવે છે અને તે મંજૂર કરવા વાણિજ્ય વિદ્યાશાખાને ભલામણ કરવામાં આવે છે.

#### **એમ.કોમ. સેમ. ૧ અને ૨**

૧. મેનેજમેન્ટ થિયરી એન્ડ પ્રેક્ટીસ
૨. એડવર્ટાઈઝીંગ એન્ડ પ્રેક્ટીસ
૩. માર્કેટીંગ મેનેજમેન્ટ
૪. બિઝનેશ એન્વાયર્નમેન્ટ સેમ.-૭ અને સેમ.-૮ (ઓનર્સ)
૫. એડવર્ટાઈઝીંગ એન્ડ સેલ્સ મેનેજમેન્ટ સેમ.-૭ અને સેમ.-૮ (ઓનર્સ)

#### **એમ.કોમ. પાર્ટ- ૧ (એક્ષટર્નલ)**

૧. મેનેજમેન્ટ થિયરી એન્ડ પ્રેક્ટીસ
૨. એડવર્ટાઈઝીંગ એન્ડ પ્રેક્ટીસ
૩. માર્કેટીંગ મેનેજમેન્ટ

બિડાણ: ઉપર મુજબ

ક્રમાંક : એકે./પરિપત્ર/૭૧૪૦/૨૦૨૦

તા. ૨૮-૦૮-૨૦૨૦

ઈ.ચા. કુલસચિવ

પ્રતિ,

- ૧) વાણિજ્ય વિદ્યાશાખા હેઠળની તમામ સંલગ્ન અનુસ્નાતક કોલેજોના આચાર્યશ્રીઓ.
- ૨) અધ્યક્ષશ્રી, વાણિજ્ય વિદ્યાશાખા
- ૩) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.
- ૪) કો-ઓર્ડિનેટરશ્રી, એક્ષટર્નલ વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારૂ.

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**M.COM.PART-1**  
**SEMESTER-I**  
**MANAGEMENT THEORY & PRACTICE**  
**(SYLLABUS EFFECTIVE FROM YEAR 2020-2021 AND ONWARDS)**

**UNIT: 1 Management (20%)**

Management Meaning and Definition, Meaning of Principles of Management, Meaning and need of Management Theories

**Management Theories :** Human Relation School, Social System School, System Management school, Decision Management School, Quantitative Measurement School, Contingency Management School, Comparative Management School.

Meaning and Characteristics of Learning Organization, Japanese Management Techniques Characteristics, Modern Management School

**UNIT: 2 BASIC UNDERSTANDING OF CULTURE & POWER (15%)**

**UNIT: 3 KNOWLEDGE MANAGEMENT (15%)**

Introduction, Definition of Knowledge Management, Importance of Knowledge Management, Process of Knowledge Management, Successful Measurement of Knowledge Management.

**UNIT: 4 PERFORMANCE APPRAISAL AND MAINTAINING HUMAN RESOURCES (30%)**

Introduction, Importance of Performance Appraisal, Definition of Performance Appraisal, Objective of Performance Appraisal, Who will Appraisal, Performance Appraisal Process, Methods of Performance Appraisal, Overcoming Performance Appraisal Problem, Essential Characteristics of an Effective System, Limitation of Performance Appraisal, Maintaining of Human Resource, Compensation, Fringe Benefits, Types of Fringe Benefits.

**UNIT: 5 DISCIPLINE MANAGEMENT (10%)**

Nature of Discipline, Importance, Causes, Means of Effective Discipline.

**UNIT: 6 CASE STUDY (Cases are to be framed from the above mentioned topics) (10%)**

**Reference Books:**

1. Management Text & Cases- V.S.P. Rao & Hari Krishna Excel Books Yadav
2. Human Resource Management & Industrial Relations-Mahajan Public House
3. Organizational Behavior-Dr. Aswathappa
4. Management New Concept & Direction-Dr. Ramnik J. Yadav

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05-08-2020

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**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**M.COM.PART-1**  
**SEMESTER-II**  
**MANAGEMENT THEORY & PRACTICE**  
(SYLLABUS EFFECTIVE FROM YEAR 2020-2021 AND ONWARDS)

**UNIT: 1 MANAGING CHANGE** (15%)

The Basic Change Process, Resistance to Change (Individual and Organizational)

**UNIT: 2 BUILDING EFFECTIVE TEAMS** (15%)

Team and Network, Internal and External Dynamics.

**UNIT: 3 CONFLICT MANAGEMENT** (30%)

Nature of Conflict, Changing views of Conflict Functional and Dysfunctional Conflict, Conflict Process, Conflict Levels, Transactional Analysis, Conflict Resolutions, Management Implications.

**UNIT: 4 INTRODUCTION TO FOLLOWING CONCEPTS** (30%)

Core Competence, Total Quality Management, Empowerment, Business Process Re-engineering(BRP), Enterprise Resource Planning (ERP), Cyber cope, Value Stream Management, Vision & Mission.

**UNIT: 5 CASE STUDY** (Cases are to be framed from the above mentioned topics) (10%)

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VEER NARMAD SOUTH GUJARAT UNIVERSITY

M.Com-I. (Semester – 1)

Paper No: 103

ADVERTISEMENT AND SALES MANAGEMENT PAPER - 1

(Syllabus effective from Academic Year 2020 -21 onwards)

**Objective:** The Objective of this course is to acquaint students with the theory and practice of advertising, on well on management of firm's sales.

**Unit I: Advertising:**

25%

Definition, Nature of advertising, Advertising communication objectives, DAGMAR Approach, Advertising as a tool of marketing, Advertising Effects, Economic and social Effects, Role a Advertising is modern business. Advertising Budget, Appropriation and Allocation of Budget.

**Unit II: Advertising Media**

25%

Kinds of Advertising, Advertising Media- print media, Broadcasting media, Non-media advertising. (Characteristics, Merit and demerits of Advertising media) online Advertising- Revenue Models privacy. Malware, and types advertising.

**Unit III: Selling and salesmanship:**

20%

Sales management definition and functions of sales management, Concept, Objectives, scope and techniques of Salesmanship. Salesmanship Difference between salesmanship, sales management & personal selling.

**Unit IV:**

20%

(A).Sales Planning: Importance and of sales planning, Sales planning process, advertising sales territories. Forecasting, Sales and Sales Budget, Objectives, principles &uses of sales Budget.  
(B). Sales organization, setting up sales organization, principles of determining sales of organizations.

**Unit -5 Case Study**

10%

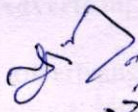
**References:**

1. Aaker, Devid : Advertising Management, Prentice Hall, New Delhi.
2. Anderson, Hair,Bush: Professional Sales Management, McGraw Hill, Singapore.
3. Batra, Rajeev, Johan G. Myers and David A. Aaker : Advertising Management, Prentice Hall, New Delhi.
4. Ford, Churchill, Walker: Management of Sales Force, McGraw Hill, Singapore.
5. Gupta, Vaswar Das: Sales Management in the Indian Perspective, Prentice Hall, New Delhi.
6. Jonnson, Kurtz, Schewing: Sales Management, McGraw Hill, Singadapore.
7. Krik C. A. Salesmanship, Taraporewala, Bombay

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8. Norris, James S. Advertising, Prentice Hall, New Delhi
9. Patrick, Forsyth: Sales Management Handbook, Jaico Publications, Bombay
10. Sandage C.H. and Fry Burger: Advertising- Theory and Practice, Rechar D. Irwin, Illinois.
11. Sengupta, Subroto: Brand Positioning, Tata McGraw Hill Co. New Delhi.
12. Stanton, W.J and Spiro, R.: Management of Sales Force, McGraw Hill, Singadapore.
13. Still, Richard R. Edward W. Cundiff, and Norman A.P. Govoni: Sales Management, Prentice Hall. New Delhi
14. Sales promotion and advertising management by M .N.Mishra. Himalaya Publication.
15. Advertising and sales management by Sanjeev Chauhan (Astha publication)

  
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VEER NARMAD SOUTH GUJARAT UNIVERSITY  
M.Com-I. (Semester – 2) Paper No: 203

ADVERTISEMENT AND SALES MANAGEMENT PAPER - 2

(Syllabus effective from Academic Year <sup>2020-21</sup> ~~2017-18~~ onwards)

**Objective:** The basic objective of this course is to acquaint students with the theory and practice of advertising as well as management of a firm's sales operations.

**Unit I:-I**

20%

Message design and development, Copy Development, Types of appeal, Copy testing., Deceptive Advertising and control.

**Unit -II :**

20%

Measuring advertising effectiveness, unfair advertising practices, ASCI-Advertising standard council of India, Techniques for measuring advertising effectiveness, Ethics in advertising—self control, control by consumer, control by government.

**Unit- IV:**

25%

Sales force management: Estimating manpower requirements for sales department, Planning for manpower recruitment and selection, training and development, placement and induction, motivating sales force, leading the sales force, Compensation and promotion policies.

**Unit -V:**

25%

Control process: Analysis of sales volume, Costs and profitability, Managing expenses of sales personnel, Evaluating sales fore performance. Sales Analysis by territories, sales analysis by Sales representatives, sales analysis by product- line, sales analysis by customer.

**Unit-VI. Case Study**

10%

**References:**

1. Aaker, Devid : Advertising Management, Prentice Hall, New Delhi.
2. Anderson, Hair,Bush: Professional Sales Management, McGraw Hill, Singapore.
3. Batra, Rajeev, Johan G. Myers and David A. Aaker : Advertising Management, Prentice Hall, New Delhi.
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7. Krik C. A. Salesmanship, Taraporewala, Bombay
8. Norris, James S. Advertising, Prentice Hall, New Delhi
9. Patrick, Forsynth: Sales Management Handbook, Jaico Publications, Bombay
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13. Still, Richard R. Edward W. Cundiff, and Norman A.P. Govoni: Sales Management, Prentice Hall, New Delhi
14. Sales Promotion and advertising management by M.N. Mishra. BY Himalaya Publication.
15. Marketing management concepts & case S.A. Sherlekar, R.Krishamoorthy- Himalaya publishing house

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VEER NARMAD SOUTH GUJARAT UNIVERSITY

M.Com-I. (Semester – 1)

Paper No: 103

ADVERTISEMENT AND SALES MANAGEMENT PAPER - 1

(Syllabus effective from Academic Year 2020 -21 onwards)

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**Unit II: Advertising Media**

25%

Kinds of Advertising, Advertising Media- print media, Broadcasting media, Non-media advertising. (Characteristics, Merit and demerits of Advertising media) online Advertising- Revenue Models privacy, Malware, and types advertising.

**Unit III: Selling and salesmanship:**

20%

Sales management definition and functions of sales management, Concept, Objectives, scope and techniques of Salesmanship, Salesmanship Difference between salesmanship, sales management & personal selling.

**Unit IV:**

20%

(A).Sales Planning: Importance and of sales planning, Sales planning process, advertising sales territories, Forecasting, Sales and Sales Budget, Objectives, principles &uses of sales Budget.

(B). Sales organization, setting up sales organization, principles of determining sales of organizations.

**Unit -5 Case Study**

10%


**References:**

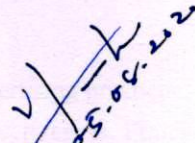
1. Aaker, Devid : Advertising Management, Prentice Hall, New Delhi.
2. Anderson, Hair,Bush: Professional Sales Management, McGraw Hill, Singapore.
3. Batra, Rajeev, Johan G. Myers and David A. Aaker : Advertising Management, Prentice Hall, New Delhi.
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5. Gupta, Vaswar Das: Sales Management in the Indian Perspective, Prentice Hall, New Delhi.

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6. Jonnson, Kurtz, Schewing: Sales Management, McGraw Hill, Singadapore.
7. Krik C. A. Salesmanship, Taraporewala, Bombay
8. Norris, James S. Advertising, Prentice Hall, New Delhi
9. Patrick, Forsynth: Sales Management Handbook, Jaico Publitions, Bombay
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13. Still, Richard R. Edward W. Cundiff, and Norman A.P. Govoni: Sales Management, Prentice Hall, New Delhi
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**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**M.Com-I. (Semester – 2) Paper No: 203**

**ADVERTISEMENT AND SALES MANAGEMENT PAPER - 2**  
*2020-21*  
**(Syllabus effective from Academic Year ~~2017-18~~ onwards)**

**Objective:** The basic objective of this course is to acquaint students with the theory and practice of advertising, as well as management of a firm's sales operations.

**Unit I:-I** **20%**

Message design and development, Copy Development, Types of appeal, Copy testing., Deceptive Advertising and control.

**Unit -II :** **20%**

Measuring advertising effectiveness, unfair advertising practices, ASCI-Advertising standard council of India, Techniques for measuring advertising effectiveness, Ethics in advertising—self control, control by consumer, control by government.

**Unit- IV:** **25%**

Sales force management: Estimating manpower requirements for sales department, Planning for manpower recruitment and selection, training and development, placement and induction, motivating sales force, leading the sales force, Compensation and promotion policies.

**Unit -V:** **25%**

Control process: Analysis of sales volume, Costs and profitability, Managing expenses of sales personnel, Evaluating sales fore performance. Sales Analysis by territories, sales analysis by Sales representatives, sales analysis by product- line, sales analysis by customer.

**Unit-VI. Case Study** **10%**

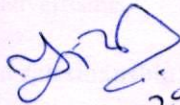
**References:**

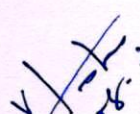
1. Aaker, Devid : Advertising Management, Prentice Hall, New Delhi.
2. Anderson, Hair,Bush: Professional Sales Management, McGraw Hill, Singapore.
3. Batra, Rajeev, Johan G. Myers and David A. Aaker : Advertising Management, Prentice Hall, New Delhi.
4. Ford, Churchill, Walker: Management of Sales Force, McGraw Hill, Singapore.

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5. Gupta, Vaswar Das: Sales Management in the Indian Perspective, Prentice Hall, New Delhi.
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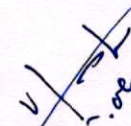
M.com Sem-1

Marketing—1

With effect from --2020-2021

1. **Fundamentals of marketing:** 25%
- Marketing concept
  - Various marketing Concepts ( Production, product, selling, marketing, customer and societal concept)
  - Marketing Mix
  - An effective marketing mix
  - Criticisms of the 4 "p" approach to marketing.
  - Choosing the optimum marketing Mix.
  - Value creation and value delivery.
  - Types of customer values.
  - Types of customers.
  - Approaches to marketing.
2. **Marketing Environment.** 25%
- Scanning the environment.
  - Meaning and concepts.
  - Micro environment
  - Macro environment.
  - Environmental analysis.( Special focus on PEST analysis.)
3. **Market Segmentation:** 25%
- Meaning of market segmentation
  - Non segmented markets
  - Market segmentation process
  - Market aggregation (Aggregation of market demand, characteristics of aggregating demand.)
  - Aggregation of supply
  - Estimations of market segmentations
  - Essentials for successful marketing segmentation.
  - Patterns of market segmentations
  - Segmentation of consumer and industrial markets ( Macro and Micro segmentation)
  - Nested approach to segmentation( Bonomas Shapiro model)
  - Evaluating market segments and target market selection
  - Strategies of target marketing
4. **Positioning** 25%
- Meaning
  - Elements of positioning
  - Tasks involved in positioning.
  - Repositioning
  - Dilution of positioning
  - Types of brand repositioning
  - Brand equity
  - Differentiation
  - Types of differentiation


  
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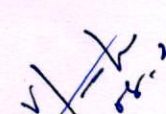
  
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- Product differentiation strategies.

#### Reference Books.

1. Marketing management by k. Karunakaran. By (himalaya publications)
2. Principles marketing management -R.S.Daver
3. Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
4. Marketing Management -Philip Kotler
5. Modern Marketing – Still, Govani, Condiff
6. Case studies in Marketing Management – Sherlekar and Sherlekar
7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
- 8) Marketing management Rajan Saxena (Tata Mc graw Hills )
- 9) Marketing management ( Concepts, cases & trends ) M. Govind Rajan ( Prentice Hall of India )
- 10) Marketing management ( Concepts & cases) S.A Sherlekar, R. Krishnamoorthy. ( Himalaya Publication)
- 11) Advertising ( Planning & Implementation) Sangeeta Sharma, Raghuvir Yadav ( Prentice Hall of India )
- 12) Marketing quick win Ann marie Hanlon ( PHI Learning )
- 13) Customer relationship management Kristin Anderson & Carol Kerr ( Tata Mc Graw Hill )

  
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VEER NARMAD SOUTH GUJARAT UNIVERSITY

SYLLABUS

M.com Sem-2

Marketing—4

With effect from --- 2020-2021

1. **Product decisions:** 25%
- Product- Definition, meaning and concept
  - Importance of product
  - Types of products ( Related to Income----Inferior, normal, superior)
  - Types of products related to Price.( Giffin, ordinary and Veblen products)
  - Types of products related to consumption ability( non rival, Excludable product, Public product.
  - Private product, club product)
  - Dimensions of a products (Reliability, Responsiveness, Assurance, Empathy, Tangible)
  - Classification of Products ( industrial, and consumer products)
  - Product Diversification ( Reasons, advantages and types of diversification.
2. **Product Planning** 25%
- Meaning
  - Product addition and deletion
  - Elements of product planning
  - Importance of product planning.
  - Product planning and development strategy.( market penetration, market development, product development, product diversification)
  - New product development
  - Steps involved in new product development.
  - Test marketing
  - Diffusion of innovation theory
  - New product adoption and diffusion
  - Stages in adoption process
  - Adopter catagories
  - Product hierarchy
  - Product merchandising planning
  - Importance of merchandising planning
  - Product merchandising strategies
  - Importance of Product Merchandising strategies
3. **Integrated Marketing communications:** 25%
- Meaning of marketing communication
  - Sales promotion
  - Public relations and publicity
  - Sponsorships
  - Exhibitions
  - Word of mouth publicity
  - Direct marketing
  - Meaning of direct marketing
  - Direct marketing techniques
  - Growth in direct marketing activity
- 
- Most popular direct marketing techniques
4. **Competitive marketing strategy:** 25%

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- Competitors analysis
- Competitive advantage.
- Sources of competitive advantage.
- Sustaining a competitive advantage

**Reference Books.**

1. Marketing management by k. Karunakaran. By (himalaya publications)
2. Principles marketing management -R.S.Daver
3. Modern 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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**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**SYLLABUS**  
**M.COM-(SEM-1)**  
**Service marketing--2**

With effect from ---2020-2021

**1. THE FUNDAMENTAL CONCEPTS IN SERVICE MARKETING**

(25%)

- Definition of services and goods
- Components of services
- Customer expectations
- Flow charting
- Blue printing
- Service delivery as a system and as a process
- Service facility design and layout
- Service package
- Building service aspirations
- Tracking customer behaviour

**2. SERVICE PRICING STRATEGY:**

25%

- The concept of service pricing
- Major features of service pricing
- factors influencing pricing decisions
- service pricing and the corporate objectives
- Pricing strategy for services.
- Service pricing and the life cycle
- Service pricing and profitability.

**3. MANAGING QUALITY ASPECTS OF SERVICE MARKETING**

25%

- Meaning of service Quality
- Definition of quality
- Why is service marketing different
- Determinants of service quality
- SERVQL Model
- SERVICUAL scale
- GAPS model of service quality
- Bridging the service quality GAPS
- Reasons for GAPS in service
- Managing to close the service quality GAPS.
- Managing the design for services quality
- The model of standardization and customization

**4. SERVICE DEVELOPMENT AND DESIGN:**

(25%)

- Challenges of service design
- New service development
- Types of new services
- Services redesign
- Stages in new service development

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**References:**

- 1) Service marketing by Dr. Shajahan(H.P)
- 2) Service Marketing, by Valarie`A`ZEITHAML AND MARY JO BITNER of Tata Mc Graw-Hill Publishing Company Ltd.
- 3) Service Marketing by S.M.Jha.
4. Service marketing concepts and practices by Ramneek Kapoor, Justin Paul and Biplab Halder.

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**SYLLABUS**  
**M.COM-(SEM-2)**  
**Service marketing-5**

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**With effect from 2020 -2021**

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**1. STRATEGIC SERVICE MARKETING**

(25)

- Building SCA focus strategies
- Identifying and selecting service target segments
- Positioning the service

- 
- Creating and maintaining value relationship
  - Niche and market cell
  - Market leadership strategies

**2. SERVICE INTERMEDIARIES:**

(25)

- Meaning of service intermediaries
- Types of service intermediaries
- Common issues involving intermediaries
- Advantages and disadvantages of different service delivery through intermediaries.

**3. DESIGNING SUITABLE PRODUCT AND PRICE MIX**

(25)

- Service marketing mix
- Product decision-complete service package
- Product line and brands
- Technological revolutions
- Pricing strategies and techniques
- Winning strategies through pricing
- Services New product development
- Challenges to new service product introduction in the Market place.

**4. INTRODUCTION TO MARKETING OF VARIOUS KEY EMERGING SERVICES** (25)

- Bank Marketing :Concept, justification and users,
- insurance marketing:concept,user and behavioural profile of users,
- Tourism Marketing concept, user and behavioural profile of users.
- **References:**

- 1) Service marketing by Dr. Shajahan(H.P)
- 2) Service Marketing, by Valarie`A`ZEITHAML AND MARY JO BITNER of Tata Mc Graw-Hill Publishing Company Ltd.
- 3) Service Marketing by S.M.Jha.
4. Service marketing concepts and practices by Ramneek Kapoor, Justin Paul and Biplab Halder. Tata Mc Graw-Hill Publishing Company Ltd.

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SYLLABUS FOR M.COM PART-1 (SEM-1)  
INTERNATIONAL MARKETING-3  
W.E.F FROM 2020-21

1) INTERNATIONAL MARKETING:

(10)

- . Meaning
- . Reasons for companies going global
- . Which markets to enter
- . Differences among countries
- . Mode of entry in foreign market
- . International market strategy
- . Global brand
- . Multinational companies from developing countries

2) PRODUCT POLICY AND PLANNING

(15)

- . Meaning of product
- . International product planning
- . Product design strategy: standardization and customization
- . Developing an international product line
- . Foreign product diversification
- . International packaging
- . International warranties and trademarks

3) INTERNATIONAL PRICING:

(15)

- . Factors affecting pricing
- . Aspects of international price setting
- . Transfer pricing
- . Handling interdivisional conflicts
- . Dumping
- . Meeting the import challenge
- . leasing

4) INTERNATIONAL CHANNELS OF DISTRIBUTION:

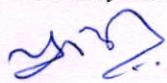
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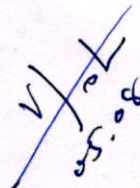
- . Perspectives of international distribution channels
- . International channel members
- . Channel management
- . Wholeselling and retailing in foreign environment
- . International franchising
- . International physical distribution

5) INTERNATIONAL MARKETING RESEARCH:

(10)

- . Framework for international marketing research
- . Information requirements of international marketers
- . Gathering secondary data at home

  
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- . Secondary research abroad
- . Primary data collection
- . Organisation for international marketing research
- . International marketing information systems

**6) EXPORT PROCEDURE AND DOCUMENTS:**

(15)

- . Preliminaries
- . inquiry and offer confirmation of offer exports licenses
- . finances productions/procurement of good
- . shipping space
- . packing and marking
- . quality control and pre-shipment inspection
- . excises clearance custom formalities
- . insurance
- . shipping the goods
- . negotiation of documents
- . pre-shipment documents
- . documents related to goods
- . documents related to shipments

**7) MARKETING PLANNING AND STRATEGY FOR INTERNATIONAL BUSSINESS: (10)**

- . Dimensions of international planning and strategy
- . Planning at a subsidiary level
- . Marketing planning at corporate level
- . Information scanning monitoring
- . Achieving planning effectiveness
- . New emphasis on global strategic market planning

**8) ORGANITATION AND CONTROL IN INTERNATIONAL MARKETING:**

(15)

- . Alternative organitational designs
- . Choosing apporiate organisational structure
- . New perspectives on organisation: corporate networking
- . Delegating decision-making authority to foreign subsidiaries
- . Performance evaluation and control of foreign operations
- . Conflicts and their resolution

**References:**

2) International marketing ,by Subash .C .Jain. library of congress cataloging in – publication data

2) Principals of marketing by Philip Kotler.(new delhi prentice hall of india Pvt Ltd.

6) International marketing(including export management) Francis Cherunilam Himalaya Publishing House.

7) Marketing Management By Meenakshi

8) International Trade and export management,byFrancis Cherunilam( Himalaya Publishing House.)

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VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT  
SYLLABUS FOR M.COM PART-1 (SEM-1)  
INTERNATIONAL MARKETING-3  
W.E.F FROM 2020-21

**1) INTERNATIONAL MARKETING:** (15)

- . Meaning
- . Reasons for companies going global
- . Which markets to enter
- . Differences among countries
- . Mode of entry in foreign market
- . International market strategy
- . Global brand
- . Multinational companies from developing countries

**2) PRODUCT POLICY AND PLANNING** (15)

- . Meaning of product
- . International product planning
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- . International channel members
- . Channel management
- . Wholeselling and retailing in foreign environment
- . International franchising
- . International physical distribution

**5) CASE STUDY** (10)

References:

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1)International marketing ,by Subash .C .Jain. library of congress cataloging in –publication data.

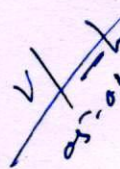
2)Marketing Management By Meenakshi & Arun Kumar ,Vikas Publications

3)Marketing Management,By RamaswamyV/S Namakumari; Macmillan India,New Delhi.

4) International Marketing Management by R.L.Varshney&B.Bhattacharya, sultanchand &sons,Daryagan.New Delhi-110002.

5)International marketing,P.K Vasudeva,Excel Books,A-45,Nariana Phase-1, New Delhi-110028

  
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SYLLABUS FOR M.COM PART-1 (SEM-2)  
INTERNATIONAL MARKETING-6  
W.E.F FROM 2020-21

1) INTERNATIONAL MARKETING RESEARCH: (15)

- . Framework for international marketing research
- . Information requirements of international marketers
- . Gathering secondary data at home
- . Secondary research abroad
- . Primary data collection
- . Organisation for international marketing research
- . International marketing information systems

2) EXPORT PROCEDURE AND DOCUMENTS: (20)

- . Preliminaries
- . inquiry and offer confirmation of offer exports licenses
- . finances productions/procurement of good
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- . New emphasis on global stratigic market planning

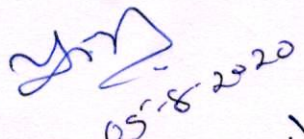
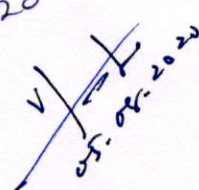
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5) CASE STUDY (10)

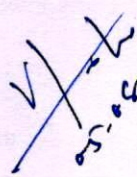
References:

- 1) International marketing ,by Subash .C .Jain. library of congress cataloging in – publication data
- 2) Principals of marketing by Philip Kotler.(new delhi prentice hall of india Pvt Ltd.

  
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- 3) International marketing(including export management) Francis Cherunilam Himalaya Publishing House.
- 4) Marketing Management By Meenakshi
  
- 5) International Trade and export management,byFrancis Cherunilam( Himalaya Publishing House.)

  
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VEERNARMAD SOUTH GUJARAT UNIVERSITY  
M.Com Integrated  
Semester IX  
**MC - 9.5 OPTIONAL GROUP II : MARKETING**  
**MC-9.5.1 ADVERTISING AND SALES MANAGEMENT-I**

*Effect for  
2020-21*

**Objective:**

The basic objective of this course is to acquaint students with the theory and practice of advertising, as well as management of a firm's sales operations.

1. Advertising: Defined, advertising as a tool of marketing; Advertising effects-economic and social; Advertising and consumer behaviour; Advertising scene in India. 20%
2. Advertising Objectives and Advertising Budgets. 20%
3. Advertising Media: Print media, broadcasting media; Non-media advertising; Media planning and scheduling; Advertising on internet; Media selection decision 20%
4. Message Design and Development: Copy development, types of appeal, copy testing. 20%
5. Measuring Advertising Effectiveness: Managing advertising agency - and client relationship; Promotional scene in India: Techniques for testing advertising effectiveness. 20%

**References :-**

- Aaker, David, et. al.: Advertising Management, Prentice Hall, New Delhi.
- Anderson, Hair, Bush: Professional Sales Management, McGraw Hill, Singapore.
- Batra, Rajeev, John G. Myers and David A. Aaker: Advertising Management, Prentice Hall, New Delhi.
- Ford, Churchill, Walker: Management of sales force, McGraw Hill, Singapore.
- Gupta, Vaswar Das: Sales Management, In the Indian Perspective, Prentice Hall, Delhi.
- Johnson, Kurtz, Schewing: Sales Management, McGraw Hill, Singapore.
- Krik C.A.: Salesmanship, Taraporewala, Bombay.
- Norris, James S.: Advertising, Prentice Hall, New Delhi.
- Patrick, Forsynth: Sales Management Handbook, Jaico Publications, Bombay.
- Sandage C.H. and Fry Burger: Advertising - Theory and Practice, Richard D. Irwin, Illinois.
- Sengupta, Subroto: Brand Positioning, Tata McGraw Hill Co., New Delhi.
- Stanton, W.J and Spiro, R: Management of Sales Force, McGraw Hill, Singapore.
- Still, Richard R., Edward W. Cundiff, and Norman A.P. Govoni: Sales Management, Prentice Hall of India, Delhi.

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VEERNARMAD SOUTH GUJARAT UNIVERSITY  
M.Com Integrated  
Semester X

MC - 10.5 OPTIONAL GROUP II : MARKETING  
MC-10.5.2- ADVERTISING AND SALES MANAGEMENT-II

Effect  
from  
2020-21

Objective

The basic objective of this course is to acquaint students with the theory and practice of advertising, as well also management of a firm's sales operations.

1. Selling: Concept, objectives, and functions of sales management; Fundamentals of selling; Selling process; Salesmanship; Product and customer knowledge. 20%
2. Sales Planning: Importance and types of sales planning, sales planning process; Sales forecasting; Determining sales territories, sales quotas, and sales budget. 20%
3. Sales Organization: Setting up a sales organization; Planning process; Principles of determining sales organization. 15%
4. Sales Force Management : Estimating Manpower requirements for sales department; Planning for manpower-recruitment and selection, training and development, Placement and induction; Motivating sales force; Leading the sales force; Compensation and promotion policies; Sales meetings and contests. 25%
5. Control Process: Analysis of sales volume, costs and profitability; Managing expenses of sales personnel; Evaluating sales force performance. 20%

References :-

- Anker, David, et. al.: Advertising Management, Prentice Hall, New Delhi.
- Anderson, Hair, Bush: Professional Sales Management, McGraw Hill, Singapore.
- Batra, Rajeev, John G. Myers and David A. Aaker: Advertising Management, Prentice Hall, New Delhi.
- Ford, Churchill, Walker: Management of sales force, McGraw Hill, Singapore.
- Gupta, Vaswar Das: Sales Management, in the Indian Perspective, Prentice Hall, Delhi.
- Johnson, Kurtz, Schewing: Sales Management, McGraw Hill, Singapore.
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- Patrick, Forsynth: Sales Management Handbook, Jaico Publications, Bombay.
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- Stanton, W. J and Spiro, R: Management of Sales Force, McGraw Hill, Singapore.
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# VEER NARMAD SOUTH GUJARAT UNIVERSITY

M.Com Integrated

Semester - VII

## MC-7.2 Business Environment – I

Objective:

This course develops ability to understand and scan business environment analyses opportunities and take decisions under uncertainty.

Unit-1 Theoretical Framework of Business Environment:

Concept, significance and nature of business environment, Elements of environment - Internal and external, Changing dimensions of business environment; Techniques of environmental scanning and monitoring. (30%)

Unit-2 Economic Environment of Business:

Significance and elements of economic environment; Economic systems and business environment Economic planning in India; Government policies - industrial policy, Fiscal policy, EXIM policy; Public Sector and economic development; Development banks and relevance to Indian business; Economic reforms, liberalization and structural adjustment programmers. (40%)

Unit-3 Political and Legal Environment of Business:

Critical elements of political environment; Government and business; Changing dimensions of legal environment in India; MRTP Act, FEMA and licensing policy Consumer Protection Act. (30%)

Reference:

- Adhikary, M; Economic Environment of Business, Sultan Chand & sons, New Delhi
- Ahluwalia I J; Industrial growth in India, Oxford University Press, Delhi
- Alagh, Yoginder K; Indian Development Planning and Policy, Vikas Pub. N Delhi
- Aswathappa K; Legal Environment of Business, Himalaya Publication, Delhi
- Chakravarty, S; Development Planning, Oxford University Press, Delhi.
- Ghosh, Biswinnath; Economic Environment of Business, Vikas Pus, New Delhi.
- Govt. of India; Economic Survey, various issues.
- Raj Agrawal and Parag Diwan, Business Environment; Excel Books, New Delhi.
- Ramasvamy, V.S. and Nama kumatri; Strategic planning for Corporate Success, Macmillan, New Delhi.
- Seh Gupta, N.K. Government and Business in India, Vikas Publication, New Delhi.

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# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## M.Com Integrated

### Semester - VIII

#### MC-8.2 Business Environment-II

##### Objective :

This course develops ability to understand and scan business environment analyses opportunities and take decisions under uncertainty.

##### Unit 1 Social Cultural Environment

Critical elements of social cultural environment, social institutions and systems, social values and attitudes, social groups, middle class, dualism in Indian society and problems of uneven Income distribution, Emerging rural sector in India, Indian business system, social responsibility Of business, consumerism in India. (50%)

##### Unit 2 International and Technological Environment

Multinational corporations, foreign collaborations and Indian business, non resident Indians and corporate sector, foreign trade policies, impact of rupee devaluation, technological environment in India, policy of research and development, patents law, technology transfer. (50%)

##### Reference:

- Adhikary, M; Economic Environment of Business, Sultan Chand & sons, New Delhi
- Ahluwalia I J; Industrial growth in India. Oxford University Press, Delhi
- Alagh, Yoginder K; Indian Development Planning and Policy, Vikas Pub. N Delhi
- Aswathappa K; Legal Environment of Business, Himalaya Publication, Delhi
- Chakravarty, S; Development Planning, Oxford University Press, Delhi.
- Ghosh, Biswinnath; Economic Environment of Business, Vikas Pus, New Delhi.
- Govt. of India; Economic Survey, various issues.
- Raj Agrawal and Parag Diwan, Business Environment; Excel Books, New Delhi.
- Ramaswamy, V.S. and Nama kumatri; Strategic planning for Corporate Success, Macmillan, New Delhi.
- Seh Gupta, N.K. Government and Business in India, Vikas Publication, New Delhi.

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