

## M. COM. FIRST SEMESTER

Course Code	Paper/Subject	Credit	Contract Hour Per Week			EoSE Duration (Hrs.)	
			L	T	P	THY	P
MCM 101	Managerial Economics	6	4	3	0	3	0
MCM 102	Advanced Accounting	6	4	3	0	3	0
MCM 103	Management Accounting	6	4	3	0	3	0
MCM SO1-OSC (Compulsory)	Research Methodology & Computer Application Basics	6	4	3	0	3	0
ECC/CB -A01	Constitutionalism & Indian Political System						
ECC/CB -A02	Advanced Business Statistics						
ECC/CB -A03	Business Finance						
ECC/CB -A04	Marketing Management						
ECC/CB -A05	Principle of Marketing	6	4	3	0	3	0
MINIMUM CREDIT IN INDIVIDUAL SUBJECT IS 6 AND IN COMPLETE SEMESTER IT WOULD BE 30		30					

**M.COM. FIRST SEMESTER**  
**COURSE CODE: MCM101** **COURSE TYPE: CO**  
**COURSE TITLE: MANAGERIAL ECONOMICS**

**CREDIT: THEORY: PRACTICAL: 6** **HOURS: THEORY: PRACTICAL**

**MARKS:**

**THEORY: PRACTICAL : 80+20** **MARKS THEORY: PRACTICAL**

**OBJECTIVE:** The objective of the course is to acquaint students with the basic principles of micro and macroeconomics and developing the understanding of theory of the firm, markets and the macro environment, which would help them in managerial decision making processes.

#### **UNIT-1 18 Hours**

Nature and Scope of Managerial Economics: Objective of a firm Economics theory and managerial theory, Managerial economist's role and responsibilities.

#### **UNIT-2 18 Hours**

Fundamental Economics - Concepts-incremental principle Opportunity Cost principle, Discounting principle. Equi-marginal principle.

#### **UNIT-3 18 Hours**

Demand Analysis, Individual and Market demand functions, Law of Demand, determinants of demand, Elasticity of demand-its meaning and importance, Price elasticity, Income elasticity and Cross elasticity; Using elasticity in managerial decisions.

#### **UNIT-4 18 Hours**

Theory of consumer Choice: Cardinal utility approach Indifference approach, Revealed preference and theory of consumer choice under risk, Demand estimation for major consumer durable and non-durable Products, Demand



forecasting technique.

## UNIT-5 18 Hours

**Production Theory:** Production function-production with one and two variable inputs, Stages of production, Economics of scale; Estimation of production function.

### RECOMMENDED READINGS

1. Koutsiyannis, A., Modern Microeconomics, Macmillan Press Ltd.
2. Varian, Micro-Economic Analysis, Norton.
3. Pindyck Robert S., Daniel L. Rubinfeld and Prem L. Mehta, Micro Economics, Pearson Education Asia, New Delhi.
4. Branson William H., Macro Economics Theory and Policy, First East - West Press.
5. Dornbusch, R. and S. Fischer Macro Economics , Publisher- Tata McGraw Hill.
6. Oliver Blanchard Macro Economics, Pearson Education, LPE.
7. Mankiw, N. Gregory, Macro Economics, Macmillan. :
8. Koutsoyiannis A Modern Microeconomics
9. Stonier, A.W. and Hague, D.C., A text of Economic Theory.
10. Snyder. C. and Nicholson, W. Microeconomic Theory. Basic Principles and Extensions
11. Baye M.R. Managenal Economics and Business Strategy
12. Pindyck, R.S. Rubmfeld, D. L and Mehta, P.L. Microeconomics.

**M.COM. FIRST SEMESTER**  
**COURSE CODE: MCM102**  
**COURSE TITLE: ADVANCED ACCOUNTING**  
**COURSE TYPE: CC**

**CREDIT: THEORY: PRACTICAL: 6**    **HOURS: THEORY: PRACTICAL: 90**

**MARKS:**

**THEORY: PRACTICAL : 80+20**

**MARKS THEORY: PRACTICAL : 80+20**

**OBJECTIVE :** The objective of this course is to expose students to accounting issues and practices such as maintenance of company accounts and handling accounting adjustments.

**UNIT-1 18 Hours**

Accounting for issue, Forfeited and redemption of shares and debentures.

**UNIT-2 18 Hours**

Final accounts and financial statements of companies.

**UNIT-3 18 Hours**

Accounting issues relative to amalgamation and reconstruction of companies.

**UNIT-4 18 Hours**

Accounting for holding and subsidiary companies.

**UNIT-5 18 Hours**

Accounts relating to Liquidation of companies.

**RECOMMENDED READINGS**

1. Plekles and Duakerley : Accountancy
2. Wilson: Company Accounts
3. Diskson: Accountancy
4. J.R. Batlboi : Advanced Accounting



5. R.R.Gupta: Advanced Accounting
6. S.M. Shukla : Advanced Accounting
7. Shukla and Grewal: Advanced Accounting
8. H Chakravarty : Advanced Accounts
9. Dr.Shukla AvamAgrawal: Advanced Accountancy
10. Dr.S. P. Gupta: Advanced Accounts
11. Dr.Karim,Dr.Khanuja& Pro.Mehata : Advanced Accounting
12. डॉ. करीम, डॉ. खनूजा एवं प्रो. मेहता : वृहत् लेखाकर्म
13. जे. के. अग्रवाल तथा आर. के. अग्रवाल: उच्चवित्तीय एवं कम्पनी लेखांकन
14. आर.के.गुप्ता : उन्नतलेखांकन
15. BasuDas : Advanced Accounting

**M.COM. FIRST SEMESTER**

**COURSE CODE: MCM103**

**COURSE TYPE: CCC**

**COURSE TITLE: MANAGEMENT ACCOUNTING**

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**CREDIT: THEORY: PRACTICAL: 6 HOURS: THEORY: PRACTICAL: 90**

**MARKS:**

**THEORY: PRACTICAL : 80+20 MARKS THEORY: PRACTICAL :**

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**OBJECTIVE:**

The objective of this course is to acquaint student with the accounting concepts, tools and techniques for managerial decisions.

**UNIT-1 18 Hours**

Introduction of Accounting: Management accounting as a area accounting; Objectives, nature and scope of management accounting, techniques of management accounting, difference between financial accounting, cost accounting and management accounting, Management accounting and managerial decisions; Management accountants position, role and responsibilities.

**UNIT-2 18 Hours**

Accounting Plan and Responsibility Centers: Meaning and significance of responsibility accounting; Responsibility centers- cost Centre, profit Centre and investment Centre, Problems in transfer pricing, Objectives and determinates of responsibility centers.

**UNIT-3 18 Hours**

Budgeting : Definition of Budget; Essentials of budgeting; Types of budgets functional, master etc. Fixed and " flexible budget; Budgetary control, Zero-base budgeting; Performance budgeting.

**UNIT-4 18 Hours**

Standard Costing and Variance Analysis; Standard costing as a control technique; Setting of standards and their revision;



Variance analysis-meaning and importance; Kinds of variances and their uses-material, labour and overhead variances; Disposal: of variances; Relevance of variance analysis to budgeting and standard costing.

**UNIT-5 18 Hours**  
Marginal Costing: Concept of marginal cost; Marginal costing and absorption, costing, Marginal costing versus direct, costing; Cost-volume-profit analysis.

### **RECOMMENDED READINGS**

- Anthony Robert N. : Management Accounting**
- Gillet : Management and the account**
- Wills more : Business, Business Budget and Budgetary Control**
- Rose U. Fahri : Higher Management Control**
- Guthmann H.G. :Analysy of financial Statement**
- Smith and Ashburn :Financial and Administrative Accountancy**
- Pinkless and Duakaraley : Accountancy**
- Manmohan A : Goyal : Management Accounting**

**M.COM. FIRST SEMESTER**

**COURSE CODE: MCMS01**

**COURSE TYPE: OSC**

**COURSE TITLE: Research Methodology & Computer  
Applicatio : Basics**

**CREDIT: THEORY: PRACTICAL:6 HOURS: THEORY: PRACTICAL:90**

**MARKS:**

**THEORY: PRACTICAL : 80+20 MARKS THEORY: PRACTICAL :**

**OBJECTIVE:**

- Understands the concept and place of research in concerned subject
- Gets acquainted with various resources for research
- Becomes familiar with various tools of research
- Gets conversant with sampling techniques, methods of research and techniques of analysis of data
- Achieve skills in various research writings
- Gets acquainted with computer Fundamentals and Office Software Package

**UNIT-1 18 Hours**

**CONCEPT OF RESEARCH:**

Meaning and characteristics of research, Steps in research process, Types of research -

- i) Basic, applied and action research
- ii) Quantitative and qualitative research, Areas of research in concern discipline

**SELECTION OF PROBLEM FOR RESEARCH:**

Sources of the selection of the problem, Criteria of the selection of the problem, Drafting a research proposal, Meaning and types of variables, Meaning and types of hypotheses.



## **UNIT-2 18 Hours**

### **TOOLS OF RESEARCH:**

Meaning and general information about construction procedure

- (i) Questionnaire
- (ii) Interview
- (iii) Psychological test
- (iv) observation
- (v) Rating scale
- (vi) Attitude scale and
- (vii) check list, Advantages and disadvantages of above tools

### **SAMPLING:**

Meaning of population and sample, Importance and characteristics of sample, Sampling techniques -

- i) Probability sampling : random sampling, sampling random sampling, systematic sampling, cluster sampling.
- ii) Non-probability sampling: incidental sampling, purposive sampling, quota sampling

## **UNIT-3 18 Hours**

### **METHODS OF RESEARCH**

Meaning and conducting procedure of following methods of research : Historical method, Survey method, Case study, Causal comparative method, Developmental methods, Experimental methods.

## **UNIT-4 18 Hours**

### **TREATMENT OF DATA:**

Level of measurements of data, Steps in treatment of data:

editing, coding, classification, tabulation, analysis and interpretation of results.

## **WRITING RESEARCH REPORT :**

Sections of report : Preliminary section, Content section : various chapters, Supplementary section : appendices, reference abstract, Format and style.

## **UNIT-5 18 Hours**

### **Computer Fundamentals**

**Computer System** : Features, Basic Applications of Computer Generations of computers.

**Parts of Computer System** : Block Diagram of Computer System Central Processing Unit (CPU) ; Concepts and types of Hardware and Software, Input Devices - Mouse, Keyboard, Scanner, Barcode Reader, track ball; Output Devices - Monitor, Printer, Plotter, Speaker; Computer Memory - primary and secondary memory magnetic and optical storage devices.

**Operating Systems - MS Windows** : Basics of Windows OS Components of Windows - icons, taskbar, activating windows using desktop, title bar, running applications, exploring computer, managing files and folders, copying and moving files and folders ; **Control panel** : display properties, adding and removing software and hardware, setting date and time, screensaver and appearance; **Windows Accessories** : Calculator, Notepad, WordPad, Paint Brush, Command Prompt, Windows Explorer.

## **UNIT-6 18 Hours**

### **Office Software Package**

**Word Processing - MS Word** : Creating, Saving, Opening, Editing, Formatting, Page Setup and printing Documents ; Using tables, pictures, and charts in Documents ; Using Mail Merge sending a document to a group of people and creating form, letters and label.



**Spreadsheet - MS Excel** :Opening a Blank or New Workbook, Entering data/Function/Formula into worksheet cell, Saving, Printing, Formatting, Page Setup and printing Workbooks.

**Presentation Software - MS Power Point** :Creating and enhancing a presentation, modifying a presentation, working with visual elements, adding Animations & Transitions and delivering a presentation.

### **RECOMMENDED READINGS**

1. Agrawal, Y. P. (1988). **Better sampling : Concepts, Techniques and Evaluation**. New Delhi : sterling Publishers Private Ltd. Best, J. W. (1993).
2. **Research in Education** (6th ed.) New Delhi : Prentice-Hall of India Pvt. Ltd.
3. Broota, K. D. (1992) **Experimental design in Behavioral Research** (2nd ed.) New Delhi : Wiley Eastern Limited.
4. Dasgupta, A. K. (1968). **Methodology of Economic Research**. Bombay: Asia Publishing House.
5. Edwards, A. L. (1957). **Techniques of Attitude Scale construction**. New York: Appleton-Century
6. Gall, M. D., Gall, J. P. and Borg, W. R. (2007). **Educational Research : An introduction** (8th ed.) Coston : Allyn and Bacon.
7. Garrett, H. E. & Woodworth, R. S. (1969). **Statistics in Psychology and Education**. Bombay :Vakils, Fecffer& Simons Pvt. Ltd.
8. Goode, W. J. &Hatt, Paul K. (1952). **Methods in Social Research**. New York: McGraw-Hill.
9. Gopal, M. H. (1964). **An Introduction to research Procedure in Social Sciences**. Bombay : Asia Publishing House.

10. Hillway, T. (1964) **Introduction to Research** (2nd ed)  
Noston : Houghton Mifflin.
11. Hyman, H. H., et al. (1975). **Interviewing in Social Research**  
Chicago : University of Chicago Press.
12. Kerlinger, F. N. (1983) **Foundation of Behavioural Research**  
(2nd Indian Reprint) New York : Holt, Rinehart and  
Winston.
13. Kothari, C. R. (2007) **Research Methodology: Methods &  
Techniques** (3rd ed.)  
New Delhi : WishwaPrakashan.
14. **Fundamentals Of Computers**, Dr. P. Mohan, Himalaya  
Publishing House.
15. **Microsoft First Look Office 2010**, K. Murray, Microsoft  
Press. **Fundamental Of Research Methodology And Statistics**  
Y.K. Singh, New Age International (P) Limited  
Publishers. **Practical Research Methods**,
15. Dr Catherine Dawson, **The Essence Of Research Methodology**  
Jan Jonker & Bartjan Pennink, Springer.



**M.COM. FIRST SEMESTER**

**COURSE CODE: MCMA01**

**COURSE TYPE: ECC/CB**

**COURSE TITLE: CONSTITUTIONALISM &  
INDIAN POLITICAL SYSTEM**

**CREDIT: THEORY: PRACTICAL: 6**

**HOURS: THEORY: PRACTICAL: 90**

**MARKS:**

**THEORY: PRACTICAL : 80+20**

**MARKS THEORY: PRACTICAL :**

**OBJECTIVE:**

- Understands the concept of Constitutionalism
- Gets acquainted with various Indian Political System
- Becomes familiar with various Union Executive
- Gets conversant with Legislatures, Legislative Bills
- Achieves skills in various writings

**UNIT-1 18 Hours**

Meaning: Constitution, Constitutional government & constitutionalism; Difference between Constitution and Constitutionalism; Constitutionalism: Basis, Elements, Features & future. Forms of Government: Democracy & Dictatorship, Unitary & Federal, Parliamentary & Presidential form. Ideals of the Indian Constitution incorporated in the Preamble.

Special Features of the Indian Constitution.

**UNIT-2 18 Hours**

Concept of State and Citizenship, Judicial Review and Fundamental Rights, Directive Principles of the State Policy, Fundamental Duties, Procedure to Amend the Indian Constitution, Judiciary: Supreme Court and High Court, Judicial Activism and Public Interest Litigation and Provisions relating to Emergency.

### UNIT-3 18 Hours

Union Executive- President, Prime Minister, Council of Ministers  
State Executive- Governor, Chief Minister and Council  
Ministers. Local Bodies & Panchayati Raj.

### UNIT-4 18 Hours

Parliament of India, State Legislatures, Legislative Bills: Ordinary  
Money and Financial, Union State Relations, Principles of the  
'Separation of Power and the 'Principles of Check & Balance'  
Political Parties and Pressure Groups. Challenges before India  
Democracy: Terrorism, Regionalism, Communalism, Linguistic  
and National Integration.

### UNIT-5 18 Hours

Controller & Accountant General of India, Solicitor General  
Advocate General, Election Commission, Union and State  
Public Service Commission, Finance Commission.

### RECOMMENDED READINGS

1. HOBBS, Thomas, The Leviathan, Chapters XIII & XV  
[entry]
2. LOCKE, John, The Second Treatise of Civil Government  
Chapter IX [entry]
3. ROUSSEAU, Jean-Jacques, The Social Contract or  
Principles of Political Right
4. MONTESQUIEU, The spirit of the laws,
5. RAZ, Joseph, "The rule of law and its virtue", in The  
authority of law, Oxford University Press, 1979 Dicey on  
British constitution
6. P. Ishwara Bhat Inter-relationship between Fundamental  
Rights



M. P. Jain Indian Constitutional Law H M Seervai  
Constitutional Law of India

V. N. Shukla Constitution of India

D. D. Basu Shorter Constitution of India B Sivarao  
Constitutional Assembly Debates

I. V. R. Krishna Iyer Fundamental Rights and Directive  
Principles

Paras Diwan Human Rights and the Law

P. K. Tripathi Some Insight into Fundamental Rights

S. P. Sathe Fundamental Rights and Amendment to the  
Constitution

P. B. Gajendragadkar Law, Liberty and Social Justice

David Karrys Politics of Law.

M.COM. FIRST SEMESTER  
COURSE CODE: MCMA02 COURSE TYPE: ECC/...  
COURSE TITLE: ADVANCED BUSINESS STATISTICS

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CREDIT: THEORY: PRACTICAL: 6 HOURS: THEORY: PRACTICAL: 9  
MARKS:  
THEORY: PRACTICAL : 80+20 MARKS THEORY: PRACTICAL: ...

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**OBJECTIVE:**

The objective of this paper is to equip students with some of the important statistical techniques for managerial decision making and to provide ground for learning advanced analytical tools used in research.

**UNIT-1 18 Hours**

Probability and Expectation: Approaches to probability Addition, multiplication and Bayes Theorem, Mathematical Expectation. Probability Distribution: Binomial, Poisson Exponential, Beta and Normal Distributions.

**UNIT-2 18 Hours**

Analysis of Time Series - Causes of Variation in time series data Components of time series, Decomposition of trend-moving Averages Method and method of least squares (Including linear second degree, parabolic and exponential trend), Computation of seasonal indices by simple average, Ratio to trend, Ratio to moving average and link relative method.

**UNIT-3 18 Hours**

Sampling Distributions and Estimation: Sampling concepts Sampling methods. Concept of sampling distribution, its expected value and standard error. Sampling distribution of means and Central Limit Theorem. Sampling distribution of proportions. Point and interval estimation; Properties of a good estimator. Confidence intervals for means (a) when  $\sigma$  is known, and (b) when  $\sigma$  is not known. Sample size determination for a mean. Confidence intervals for proportions.



#### **UNIT-4 18 Hours**

Hypothesis Testing; Power of a test, Large sample tests for proportions, means and standard deviations. Small Sample Tests t and F tests. Design of Experiments and analysis of variance.

#### **UNIT-5 18 Hours**

Non-Parametric Tests: Chi-square test, Sign test, Median test and Rank correlation test. Regression Analysis: Simple and multiple linear regression analysis up to three variables.

#### **RECOMMENDED READINGS**

1. Levin, R.I. and D.S. Rubin, *Statistics for Management*, Prentice-Hall of India.
2. Aczel, Amir D., and Sounderpandian, J., *Complete Business Statistics*, Tata McGraw Hill Publishing.
3. Anderson, Sweeny and Williams, *Statistics for Business and Economics*, CENGAGE Learning, New Delhi.
4. Kazmeir Leonard J., *Business Statistics*, Tata McGraw Hill Publishing Company, New Delhi
5. Vohra, N. D., *Business Statistics*, Tata McGraw Hill Publishing Company, New Delhi.
6. Freund, J. E. And F. J. Williams, *Elementary Business Statistics – The Modern Approach*, Prentice Hall of India Private Ltd., New Delhi.

**M.COM. FIRST SEMESTER**

**COURSE CODE: MCMA03**

**COURSE TYPE: ECC/O**

**COURSE TITLE: BUSINESS FINANCE**

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**CREDIT: THEORY: PRACTICAL:6      HOURS: THEORY: PRACTICAL:90**

**MARKS:**

**THEORY: PRACTICAL : 80+20      MARKS THEORY: PRACTICAL**

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**OBJECTIVE:**The objective of this course is to help to students understand and conceptual framework of business finance.

**UNIT-1 18 Hours**

Introduction : Definition, Nature and Scope of Business Finance  
Finance Function in Business; Traditional and Modern Views of  
Finance; Objectives of Financial Management - Profit  
Maximization Vs Wealth Maximization.

**UNIT-2 18 Hours**

Planning for Funds : Financial Plan - Meaning and Basic  
Considerations; Factors Affecting Fixed Capital and Working  
Capital Requirements; Estimating the Need for Cash, Receivables  
and Inventories.

**UNIT-3 18 Hours**

Capitalisation : Concept, Difference between Capitalization and  
Capital Structure; Cost and Earnings Theories of Capitalization  
Over-Capitalization and Under Capitalization - their Causes, Effects  
and Remedies.

**UNIT-4 18 Hours**

Pattern of Capital Requirements : Long-term and Medium-term  
Financing - Purpose, Sources and Instruments; Short-term  
Financing-Purpose, Sources and Instruments.



## **UNIT-5 18 Hours**

**Raising of Funds : Sources and Forms of External Financing with Special Reference to India; Promotion -Steps and Importance of Promotion, Types of Promoters; Underwriting of Capital Issues-Trends and Broad Features of Underwriting in India; Long-term, Medium-term and Short-term Financing-Purpose, Sources and Instruments.**

### **RECOMMENDED READINGS**

1. Richard Stutely, Business finance, Pearson Publication.
2. Robertog Medina, Business finance,, Rexbooks store.
3. R. M. Shrivastava & Shubhra Verma, Business finance, Himalya Publishing Home.
4. Shakohi K Gupta, R.K. Sharma, Neeti Gupta Kalyani publication.

M.COM. FIRST SEMESTER

COURSE CODE: MCMA04

COURSE TYPE: ECC/CE

COURSE TITLE: : MARKETING MANAGEMENT

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CREDIT: THEORY: PRACTICAL: 6      HOURS: THEORY: PRACTICAL: 90  
MARKS:  
THEORY: PRACTICAL : 80+20      MARKS THEORY: PRACTICAL :

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**OBJECTIVE:** The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraint.

#### **UNIT-1 18 Hours**

Promotion Decision - Meaning and importance of promotion, Communication process, Promotion Mix-advertising, Personal Selling, Publicity and Public Relation.

#### **UNIT-2 18 Hours**

Determining advertising budget, Copy designing and its testing, Media selection, Advertising effectiveness, Sales Promotion - Tools and Techniques.

#### **UNIT-3 18 Hours**

Marketing Planning, Organizing and Control : Marketing planning process; Different ways of organizing the marketing department; Sales, cost and Profit analysis.

#### **UNIT-4 18 Hours**

Marketing Organisation - Company Goals and Marketing Organisation, Marketing Organisation Structure, Relation with other Selling and Non-selling Department, Field Organisation. Marketing Control - Need, Steps in Controlling, Planning the control of Marketing Activities, Types and Techniques of Marketing Control.



## **UNIT-5 18 Hours**

**Issue and Development in Marketing - Social, Ethical and Legal Aspects of Marketing, Services marketing, International marketing, Green Marketing, Cyber Marketing, Relationship Marketing and Other marketing developments.**

### **RECOMMENDED READINGS**

- 1. Kotler, Philip and Gary Armstrong: Principles of Marketing, Prentice Hall, New Delhi.**
- 2. Kotler, Philip : Marketing Management, Analysis, Planning, Implementation and Control, Prentice Hall, New Delhi.**
- 3. Majumdar, Ramanuj : Product Management in India, Prentice Hall, New Delhi.**
- 4. Mc Carthy, E. Jenome and William D., Perreault Jr. Basic Marketing Managerial Approach,**
- 5. Richard D. Irwin, Homewood, Lllinois.**
- 6. Ramaswamy V.S. and Namakumari S:Marketing Management, MacMillan India, New Delhi.**
- 7. Srinivasan R: Case Studies in Marketing: The Indian Context, Prentice Hall, New Delhi.**
- 8. Stanton, William Still, Richard R. Edward W., Cundiff and Norman A. P. Govon Sales Management Decisions, Strategies and Cases. Prentice Hall, New Delhi.**
- 9. J., and Charles Futrell: Fundamental of Marketing : McGraw Hill Publishing Co., New York.**

COURSE CODE:MCMA05

COURSE TYPE: ECC/CB

COURSE TITLE: : PRINCIPLE OF MARKETING

CREDIT: THEORY: PRACTICAL:6

HOURS: THEORY: PRACTICAL:90

MARKS:

THEORY: PRACTICAL : 80+20

MARKS THEORY: PRACTICAL :

**OBJECTIVE:**The Objective of this course is to facilitate understanding of the conceptual frame work of marketing and its applications in decision making under various environmental constraints.

### UNIT-1 18 Hours

Introduction - Meaning, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning - an overview.

### UNIT-2 18 Hours

Market Analysis and Selection - Marketing environment - macro and micro components and their impact of marketing decisions ; Market segmentation and positioning ; Buyer behaviour ; Consumer versus organizational buyers ; Consumer decision - making process.

### UNIT-3 18 Hours

Product Decisions - Concept of a product ; Classification of products ; Major product decisions ; Product line and product mix ; Branding ; Packaging and labeling ; Product lifecycle - strategic implications ; New product development and consumer adoption process.

### UNIT-4 18 Hours

Pricing Decisions - Factors affecting price determination; Pricing policies and strategies ; Discounts and rebates.



## UNIT-5 18 Hours

distribution Channels and Physical Distribution Decisions -  
structure, functions, and types of distribution channels ;  
distribution channel intermediaries; Channel management  
decisions; Retailing and wholesaling. Physical Distribution  
management.

### RECOMMENDED READINGS

Philip Kotler - Marketing Management Englewood  
Cliffs, Prentice N.J.

Dr. S. K. Jain, Hindi Granth Academi M.P. Bhopal

William M. Pride and O.C. Ferrell : Marketing Houghton-  
Mifflin Boston

Dr. R. C. Agrawal, Principles of Marketing, Sahitya  
Bhawan, Publication, Agra

Dr. S.C. Saxena, Principles of Marketing, SBPD  
Publication, Agra

Dr. N.C Jain. Principles of Marketing