

MBA IIIrd Year (Marketing)
Paper - I
SALES AND DISTRIBUTION MANAGEMENT

OBJECTIVES:

The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organising and managing sales force and marketing channels.

COURSE CONTENTS :

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| Unit - I | Nature and Scope of Sales Management; Setting and Formulating Personal Selling Objectives; Recruiting and Selecting Sales Personnel. |
| Unit - II | Developing and Conducting Sales Training Programmes; Designing and Administering Compensation Plans; Motivating Sales Personnel. |
| Unit - III | Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotas for Sales Personnel; Developing and Managing Sales Evaluation Programme; Sales Cost and Cost Analysis. |
| Unit - IV | An Overview of Marketing Channels, their Structure, Functions and Relationships; Channel Intermediaries - Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organisational Patterns in Marketing Channels; Managing Marketing Channels. |
| Unit-V | Information System and Channel Management; Assessing Performance of Marketing Channels; International Marketing Channels. |

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Paper - II

ADVERTISING AND SALES PROMOTION MANAGEMENT

COURSE CONTENTS :

- Unit-I** Advertising's Role in the Marketing Process; Legal Ethical and Social Aspects of Advertising; Process of Communication - Wilbur Schramm's Model, Two Step Flow of Communication,
- Unit-II** Theory of Cognitive Dissonance and Clues of Advertising Strategists: Stimulation of Primary and Selective Demand - Objective Setting and Market Positioning; Dagman Approach - Determination of Target Audience.
- Unit-III** Building of Advertising Programme - Message, Headlines, Copy, Logo, Illustration Appeal, Layout; Campaign Planning; Media Planning; Budgeting.
- Unit-IV** Evaluation - Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall Experimentale Designs; Advertising Organization - Selection Compensation and Appraisal of an Agency; Electronic Media Buying. Advertising Campaign.
- Unit-V** Advertising V/s Consumer behaviour; Sales Promotion - Role of Creative Strategic Advertising - Retail, National, Cooperative, Political, International, Public Service Advertising.

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Paper -III

CONSUMER BEHAVIOUR

COURSE CONTENTS :

- Unit-I** Introduction to Consumer Behaviour; Consumer Behaviour and Marketing Strategy; Consumer Involvement and Decision-Making.
- Unit-II** Information Search Process; Evaluative Criteria and Decision Rules; Consumer Motivation; Information Processing and Consumer Perception.
- Unit - III** Consumer Attitude Change; Influence of Personality and Self Concept on Buying Behaviour;
- Unit - IV** Psychographics and Lifestyle; Reference Group Influence; Diffusion of Innovation and Opinion Leadership Family Decision-Making.
- Unit - V** Industrial Buying Behaviour; Models of Consumer Behaviour; Consumer Behaviour Audit; Consumer Behaviour Studies in India.

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Paper - IV
INTERNATIONAL MARKETING

COURSE CONTENTS :

- UNIT-I** **International Marketing** - Definition, Concept And Setting; Distinctions between International Trade, Marketing and Business; Economic Environment of International Marketing; International Institutions - World Bank, IMF, UNCTAD, WTO, Customs Union, Common Markets, Free Trade Zones, Economic Communities.
- UNIT-II** **Constraints on International Marketing** - Fiscal and. Non-fiscal Barriers, Non-tariff Barriers; Trading Partners - Bilateral Trade Agreements, Commodity Agreements and GSP.
- UNIT-III** India and World Trade, Import and Export Policy, Direction and Quantum of India's Exports; Institutional Infrastructure for Export Promotion; Export Promotion Councils. Public Sector Trading Agencies. ECGC, Commodity Boards etc.
- UNIT-IV** **Procedure and Documents** - Registration of Exporters, Export Quotations, Production and Clearance of Goods for Exports, Shipping and Transportation, Insurance, Negotiation of Documents; Instruments of Payments-Open Account, Bills of Exchange; Letter of Credit - Export Finance.
- UNIT-V** **International Marketing Mix** - Identification of Markets, Product Policy, International Product Life Cycle Promotion Strategy, Pricing Strategy and Distribution Strategy; Various Forms of International Business; Marketing of Joint Ventures and Turnkey Projects.

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Paper - V

SERVICES MARKETING

COURSE CONTENTS :

- UNIT-I** The Emergence of Service Economy, Nature of Services, Goods and Services Marketing
- UNIT-II** Marketing Challenges in Service Businesses, Marketing Framework for Service Businesses, The Service Classification, Service Product Development; The Service Encounter.
- UNIT-III** The Service Consumer Behaviour; Service Management Trinity; Service Vision and Service Strategy.
- UNIT-IV** Quality Issues and Quality models; Demand-supply management; Advertising, Branding and packaging of Services. Recovery Management and relationship marketing.
- UNIT-V** Service marketing; Origin and Growth-Classification of Services- Marketing of financial services-The Indian scene- Designing of Service Strategy.