

**Detailed Syllabus of Marketing Management for the Examinations to be held in the years
2015, 2016 & 2017.**

MARKETING MANAGEMENT

SEMESTER-III

Course No.: **MK-301**

Title: **Sales Management**

Duration of Exam: **3 Hrs**

Total Marks: **100**

Theory Examination: **80**

Internal Assessment: **20**

Objective: *The objective of this course is to impart elementary knowledge to the students regarding the various aspects of Sales Management.*

UNIT I Salesmanship: Meaning, Definition, Characteristics, Concept, Kinds, Nature, Evolution, and Psychology in Selling, Scope, Limitations and Importance; Sales Management: Meaning, Definition, Characteristics, Principles, Functions and Importance, Difference between Sales Management and Marketing Management

UNIT II Salesman: Types, Qualities, Objectives, Duties and Responsibilities of Good Salesman, Recruitment, Selection and Training of Salesman: Sources of Recruitment, Principles of Selection, Selection Procedure, Meaning, Advantages, Disadvantages, Methods, Principles and Limitation, Subject Matter and Types of Good Training Programme

UNIT III Remuneration/ Compensation: Essentials of Good Remuneration Plan, Objectives, Methods, Factors determining Remuneration Plan, Comparative study of various plans. Motivating Sales Force: Meaning, Definition, Objectives, Importance and Methods

UNIT IV Sales Planning: Meaning, Components, Elements, Types, Importance and Limitations, Sales Fields or territories: Meaning, Definition, Objectives, Factors determining Size, Allocation of Sales territories, Steps in setting Sales territories. Sales Quota: Meaning, Definition, Objectives, Factors determining Sales Quota, Methods of determining Sales Quota, Types, Principles of Successful Sales Quota, Advantages and Disadvantages of Sales Quota.

UNIT V Consumer Behaviour: Meaning, Definition, Variables and Factors affecting Consumer Behaviour. Buying Motives: Meaning, Kinds, Chief Buying Motives, Different Types of Consumers, Behaviour and Customer Service.

Note for Paper Setter

The question paper shall contain two questions from each unit (total ten questions) and a candidate will be required to answer five questions selecting one from each unit. Thus, there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

Mid Semester Test:	10 Marks
Two Home Assignments (05 Marks each):	10 Marks

Suggested Readings:

1. Santoki, Sales Management, Kalyani Publisher
2. Gupta, S.L., Sales and Distribution Management, Excel Books, New Delhi, 2008
3. Still, R., Richard, Sales Management, Pearson Prentice Hall, Delhi
4. Schiffman, Kanuk, Kumar, Consumer Behaviour, Pearson, Tenth Edition
5. Kotler, Keller, Marketing Management, Pearson Publications

**Detailed Syllabus of Marketing Management for the Examinations to be held in the years
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MARKETING MANAGEMENT

SEMESTER-IV

Course No.: **MK-401**

Title: **Retail Management**

Duration of Exam: **3 Hrs**

Total Marks: **100**

Theory Examination: **80**

Internal Assessment: **20**

Objective: *The objective of this course is to impart elementary knowledge regarding various aspects of Retail Management.*

- UNIT I** An Introduction to Retail System, Retailing, Definition, Nature, Importance, The Retailing Environment- Economic Forces, Social Forces, Technological Forces, Competitive Forces, The Development of Retail Institution, Dynamics of Institutional Change
- UNIT II** The Retail Consumer, Consumer Purchase Behaviour, Buying Process, Factors Affecting Consumer Behaviour and Decision, Consumer- An Individual Approach and Sociological Approach, Reference ó Group Influence.
- UNIT III** Retail Store Location, Types of Location Site, Retail Location Strategies, Retail Store Layout- Exteriors and Interiors, Creating an Environment for Purchase through Design, Visual Merchandising.
- UNIT IV** Merchandise Planning Warehousing & Supply Chain Management- Role of IT in Supply Chain Management, Merchandise Flow, Online Logistics Management, Retail Pricing, Credit Management, Retail Promotion, Training to Staff, Employee Motivation, Organization Culture.
- UNIT V** Retail Formats- Brief Introduction to Corporate Chains, Retailer Co-operative and Voluntary System, Departmental Stores, Discount Stores, Super Markets, Warehouse Club, Direct Marketing, Tele Marketing, Automatic Vending Machine, Customer Service, Customer Perspective of Service Quality, Evaluation of Retail Service.

Note for Paper Setter

The question paper shall contain two questions from each unit (total ten questions) and a candidate will be required to answer five questions selecting one from each unit. Thus, there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

Mid Semester Test:	10 Marks
Two Home Assignments (05 Marks each):	10 Marks

Suggested Readings:

1. Mustafa, A., Retail Management, Himalayan Publishing House, Edition 2013.
2. Nair Suja R., Retail Management, Himalayan Publishing House, Edition 2013.
3. Michael Levy & Barton A. Weitz , Retail Management, McGraw Hill, 4TH Edition-2013
4. Kumar, N., Retail Management
5. Berman, Berry & Others, Retail Management, Pearson Education New Delhi
6. Santoki, C.N., Sales and Retail Management, Kalayani Publisher, New Delhi

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MARKETING MANAGEMENT

SEMESTER-V

Course No: **MK- 501**

Title: **Brand Management**

Duration of Exam: **3 Hrs**

Total Marks: **100**

Theory Examination: **80**

Internal Assessment: **20**

Objective: *The objective of this course is to provide a comprehensive understanding of Brands, Brand equity & Strategic Brand Management.*

UNIT I Introduction to brand management: Concept, nature, scope, importance, characteristics of branding. Brand origin, Branding and trademark.

UNIT II Brand Equity: Definition, Concept, Scope and Role of Brand Equity, Models, Building Brand Equity, Devising Brand Strategy, Managing Brand Equity, Measuring Brand Equity.

UNIT III Branding Strategy: Devising a Brand Strategy, Brand Extension, Brand Line, Brand Mix, Brand Decision-Regarding Branding Vs No Branding, Private Brands Vs Manufacture Brands, Single Vs Multiple Brand, Local Vs Worldwide brand, Brand Consolidation.

UNIT IV Brand Audit: Meaning, Need and Significance, Brand Inventory, Brand Exploratory, Brand Tracking, Brand Valuation.

UNIT V Brand Positioning: Developing and Communicating positioning strategy, Brand Protection, Brief Introduction to intellectual property and WTO, Trademark Registration Treaty (TMRT), Madrid Agreement for International Registration of Trademarks, Indian legal Provision Regarding Branding, Counterfeiting.

Note for Paper Setter

The question paper shall contain two questions from each unit (total ten questions) and a candidate will be required to answer five questions selecting one from each unit. Thus, there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

Mid Semester Test:	10 Marks
Two Home Assignments (05 Marks each):	10 Marks

Suggested Readings:

1. Kotler Philip, Marketing Management, Pearson, New Delhi
2. Sharma Gulnar and Singh Karan Khundia, Brand Management, Himalyan Publishing Houser, Edition 2012.
3. Miryala Dr. Ramesh Kumar, Brand Equity Strategies, Himalyan Publishing House, Edition 2012.
4. Chandershekhar, K.S., Product Management- Text, Applications and Cases, Himalyan Publishing Houser, Edition 2012.
5. Chandershekhar, K.S. and Sasi Kumar K. , Brand Management, Himalyan Publishing House, Edition 2012.

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MARKETING MANAGEMENT

SEMESTER-VI

Course No: **MK- 601**

Title: **Export Procedures and Documentation**

Duration of Exam: **3 Hrs**

Total Marks: **100**

Theory Examination: **80**

Internal Assessment: **20**

Objective: *The objective of this course is to make students aware of export procedures and Legal formalities concerning the same.*

Unit I Advantages and Disadvantages of Exporting as a market Entry Strategy, Facilities and Incentives relating to export, Preliminaries for starting exports, Registration of Exporters, Sending overseas samples, Appointing overseas agents.

Unit II Arranging Finance for exports: Pre-shipment finance, Post shipment finance, External Commercial Borrowing (ECB) Exim Bank Finance, Letter of Credit (LC), and Types of LC.

Unit III Preparing Documents for Export, Documents for declaration of goods under foreign Exchange regulations, Documents for transportation of good, documents for Customs Clearance of goods, other documents like Commercial invoice, Consular invoice, Customs invoice, Certified invoice, Weight Note, Bill of Exchange, Packing List, Manufacturer's Certificate, Certificate of Shipment, Antiquity Certificate, Shipment Advice etc.

Unit IV Insuring goods against marine risks, Understanding Foreign Exchange Rates and Protection against their adverse movement.

Unit V Financial and Fiscal Incentives provided by Government and Autonomous organisation for exporters

Note for Paper Setter

The question paper shall contain two questions from each unit (total ten questions) and a candidate will be required to answer five questions selecting one from each unit. Thus, there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

Mid Semester Test:	10 Marks
Two Home Assignments (05 Marks each):	10 Marks

Suggested Reading:

1. Jaiswal Bimal, International Business, Himalyan Publishing Houser, Edition 2012.
2. Mithani D.M , Economics of Global Trade and Finance, Himalyan Publishing Houser, Edition 2009.
3. CheruniLay Francis, International Trade and Export Management, Himalyan Publishing House. Edition 2013.
4. Jain S. Kushpat, Export Import Procedures and Documentation, Himalyan Publishing House. Edition 2013.