B. Com (Hons.) (Accounting and Taxation)
DISCIPLINE SPECIFIC COURSE (DSC)
SEMESTER-IV
(BCB32402T): MARKETING MANAGEMENT

MAX. MARKS: 100
EXTERNAL: 70
INTERNAL: 30
PASS: 40%
Credits: 6

Objective:

To familiarize the students with various marketing management concepts that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.

Course Outcomes:

CO 1:	To understand the Importance and purpose of marketing and its core marketing concepts.
CO 2:	To describe the marketing mix strategies
CO 3:	To evaluate different pricing strategies.
CO 4:	To develop a comprehensive marketing plan for an organization

SECTION A

Block 1: Introduction to Marketing

Nature and Scope of Marketing, Introduction to Marketing Environment, Marketing Information and Research,

Block 2: Understanding Consumers and Selecting Target Markets

Buyer Behavior, Markets and Market Segmentation, Market Targeting and Positioning

Block 3: Product Decisions

Product Concepts and Classification, Product Development and Product Life Cycle, Branding, Packaging and Servicing

SECTION B

Block 4: Pricing Decisions

Objectives and Methods of Pricing Price Adjustment Strategies, Regulation of Prices

Block 5: Distribution Decisions

Distribution Channels, Marketing Intermediaries Marketing Logistics

Block 6: Promotion Decisions and Emerging Issues

Marketing Communication, Personal Selling and Sales Promotion, Advertising and Publicity, Emerging Issues in Marketing.

Suggested Reading:

1. Davies, M. (1998) Understanding Marketing, 1st edition. Prentice Hall

2. Ellwood, I. (2002) The Essential Brand book, Kogan Page Limited
3. Fill, C (2002) Marketing Communications, Contexts, strategies and applications, Prentice Hall
4. Gabriel, Y & Lang, T, (1995), The Unmanageable Consumer, Sage, London
5. Hoffman, D & Novak, T, (1996), 'Marketing in Hypermedia Computer-mediated Environments: Conceptual Foundations', Journal of Marketing, Vol 60(July).

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.