M.COM

SEMESTER-II

(MCMM21202T): 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.

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.

SECTION A

Nature and Scope of Marketing

Unit-1 Introduction to Marketing Environment

Unit-2 Marketing Information and Research

Understanding Consumers and Selecting Target Markets

Unit-3 Buyer Behavior

Unit-4 Markets and Market Segmentation

Market Targeting and Positioning

Product Decisions

Unit-5 Product Concepts and Classification

Unit-6 Product Development and Product Life CycleBranding, Packaging and Servicing

SECTION B

Pricing Decisions

Unit-7 Objectives and Methods of Pricing

Price Adjustment Strategies

Unit-8 Regulation of Prices

Distribution Decisions

Unit-9 Distribution Channels

Unit-10 Marketing IntermediariesMarketing Logistics

Promotion Decisions and Emerging Issues

Unit-11 Marketing Communication

Personal Selling and Sales Promotion

Unit-12 Advertising and Publicity

Emerging Issues in Marketing

Suggested Reading:

- Davies, M. (1998) Understanding Marketing, 1st edition. Prentice Hall
- Ellwood, I. (2002) The Essential Brand book, Kogan Page Limited
- Fill, C (2002) Marketing Communications, Contexts, strategies and applications, Prentic Hall
- Gabriel, Y & Lang, T, (1995), The Unmanageable Consumer, Sage, London

- Hoffman ,D & Novak, T, (1996), 'Marketing in Hypermedia Computer-mediated Environments: Conceptual Foundations', Journal of Marketing, Vol 60(July), pp50-68
- Kapferer, J. (1997) Strategic Brand Management, Kogan Page
- Keller, K (1998) Strategic Brand Management, Building, measuring and managing brand equity, Kogan Page, London
- Kotler, P, Armstrong, G, Saunders, J and Wong, V, (2010), Principles of Marketing: Third European Edition, Prentice Hall, Harlow
- Kotler, P. and Armstrong, G. (1997) Marketing An Introduction. Fourth Edition. New Jersey. Prentince Hall International
- Kotler, P., Armstrong, G., Saunders, J. and Wong, V. (1999) Principles of Marketing, 2nd Edition, New Jersey: Prentice Hall
- Lovelock (2001) Services Marketing, people, technology, strategy, Prentice Hall.
- Lovelock, C (1994) Product plus: How product + service = competitive advantage, McGraww Hill
- Lury, G.(1998) Brand Watching; lifting the lid on the phenomena of branding, Blackhall.

