

S SYLLABUS FOR S.Y.B.A. (COMMERCE – III, IV,V,VI)

SEMESTER III& IV

Credit Based Semester and Grading System

w.e.f. the Academic year 2015 - 2016

SYBA Commerce IV (Introduction to Marketing) SEM III

Module I

Introduction to Marketing- Nature, Importance and scope of Marketing- Difference between marketing and selling, Different concepts of Marketing-exchange, production, product, societal, holistic etc, functions of marketing manager. (12 Lectures)

Module II

Market Segmentation and Consumer Behaviour-Nature and factors influencing consumer behaviour-Buying process, types of buyers, buying motives, Importance and bases of market segmentation (12 Lectures)

Module III

Recent trends in Marketing-Service marketing, Rural marketing, digital marketing, Green marketing etc, features, advantages and disadvantages. (11 Lectures)

Module IV

Market Research and MIS-Nature, Importance and steps in marketing research, Marketing environment factors. (10 Lectures)

SYBA Commerce VI (Introduction to Marketing) SEM IV

Module I

Marketing Mix-Elements of Marketing Mix—4Ps –Product, Price, Place and Promotion – Product Mix-Classification of products-, Branding-importance-branding strategies, brand equity.. (12 Lectures)

Module II

Product Life Cycle –stages-strategies at various levels of PLC, Strategies of leader , challenger, follower and nicher. New Product Development- stages. (11 Lectures)

Module III

Promotion Mix- Elements of promotion mix- Role of Advertising, publicity. Sales promotion, public relations and personal selling in promotion of goods and services- Importance of promotion-New tools in promotion mix. (10 Lectures)

Module IV

Place Mix-Channels of distribution-Factors affecting channels of distribution-Direct and Indirect channels-E-commerce –Advantages-Logistics.

Price Mix- Factors influencing price-pricing strategies-pricing methods. (12 Lectures)

REFERENCES:-

1. Marketing Management :An Asian Perspective- Philip Kotler, Siew Meng Leong, Swee Hoon Ang, Chin Tiong Tan; Prentice Hall.
2. Marketing Management- Dr. C.B. Gupta, Dr. N. Rajan Nair; Sultan Chand and Sons.
3. Marketing Management in MNCs- P.K. Ravishankar; Pacific Publication.

4. Consumer Behaviour and Retail Management-A. Hari Hara Nath Reddy. G. Rama. Krishna, K. Venugopal Rao; Manglam Publications.
5. Marketing Management- Rajan Saxena; Tata McGraw- Hill Publishing Company Limited.
6. Basics Marketing Management: Theory and Practice- Dr. R.B. Rudani; S. Chand.
7. Marketing management – V. Ramaswamy , S. Namakumar, McMillan.
8. Marketing Management- C.B. Mamoria, R. K. Suri, Kitab Mahal
9. Marketing- Shelekar S. A –Himalya Publications.

Question Paper Pattern for Semester End Examination (Sem III & IV) :

1. For 60 marks:

- Q1. Answer any two out of three – Module I – 15marks.
- Q2. Answer any two out of three – Module II – 15 marks.
- Q3. Answer any two out of three – Module III – 15 marks.
- Q4. Answer any two out of three – Module IV – 15 marks.

Question Paper Pattern for Semester End Examination (Sem III & IV) :

2. For 75 marks:

- Q.1. Answer any two out of three – Module I – 15marks.
- Q2. Answer any two out of three – Module II – 15 marks.
- Q3. Answer any two out of three – Module III – 15 marks.
- Q4. Answer any two out of three – Module IV – 15 marks.
- Q5. A] Fill in the blanks with the appropriate words.—5 marks
B] State whether following statements are true or false.-5 marks
C] Match the following.-5 marks

