

UNIVERSITY OF MUMBAI

Syllabus for T.Y.B.Com Business Management Paper V-Marketing Management

Under the Credit and Grade Based Evaluation System  
(For the Academic Year 2013-14)

**Syllabus to be covered in Semester V**

**Objectives :**

1. To enable the students to understand core concepts of marketing and marketing management.
2. To enable them to understand the components and impact of marketing environment in India with special reference to liberalization, privatization and globalization
3. To acquaint the students with the marketing mix variables-product, promotion and pricing.

**1. Marketing Management**- Definition-need and importance-core concepts-need, wants, demand, value, satisfaction, exchange and transaction-supply chain-customer satisfaction-retention-case studies

**2. Current Marketing Environment in India** A) with special reference to Liberalization, Globalization and Privatization- economic environment- demographic- technological - natural - political - socio cultural.  
B) Change in market practices- e-marketing – global marketing- case studies

**3. Product Positioning** – Meaning – importance – strategies – product life cycle marketing strategies – total offering of a product- case studies

**4. Promotion Mix**- Meaning- objectives- elements-factors influencing- promotion strategy- case studies

**5. Pricing**- Meaning-objectives-methods-strategies- case studies

### **Recommended Reference books**

1. Philip Kotler (2003). Marketing Management: Eleventh Edition. New Delhi: Pearson Education
2. V.S. Ramaswami and S Namakumari (2002).Marketing: Planning, Implementation and Control (3<sup>rd</sup> Edition). New Delhi. Macmillan India
3. Michael Porter – Competitive Advantage
4. Theodore Levitt – Marketing Management
5. Fundamentals of Marketing – William Stanton
6. Philip Kotler and Keller (2003). Marketing Management: 12<sup>th</sup> Edition. New Delhi: Pearson Education
7. Customer Driven Services Management(1999) Response Books
8. Marketing Management-Rajan Saxena
9. Marketing Management-Kotler, Keller, Koshy and Jha

### **Question Paper Pattern for Semester V for the Academic year 2013-14**

<b>Q. No.</b>	<b>Module/s to be covered in Semester V</b>	<b>Number of questions and choice</b>	<b>Marks</b>
1	2 A and 4	Any one out of two	15
2	1 and 5	Any two out of three	15
3	2 B and 3	Any two out of three	15
4	Covering all the modules of Semester V	Multiple choice questions (All compulsory)	15

**Total Marks: 60**

**Duration: 2 Hours**

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### SYLLABUS TO BE COVERED IN SEMESTER VI

#### Objectives :

1. To enable the students to understand sales forecasting and buyer behaviour.
2. To help students to learn the strategic marketing process and ways of dealing with competition.
3. To acquaint the students with services marketing and rural marketing.

**6.Sales Forecasting-** A) Meaning- importance – methods

B)Analyzing consumer markets and Buyer behaviour - buying decision process – organizational buying behaviour

**7.Strategic Marketing Process** – Meaning- importance – steps – corporate mission – SBU – BCG model – SWOT analysis – strategic formulation – strategic alliances – implementation – feedback and control

**8.Dealing with Competition** – Competitive forces – identifying competitors – designing competitive strategies- case studies

**9.Services Marketing** - Meaning- characteristics of services and their marketing implications – strategies for service firms – managing service quality – managing productivity – managing product support services – marketing mix for service marketing

**10.Rural Marketing** – Meaning – current Indian rural market scenario – scope – difficulties – strategies to cope up- case studies

#### Recommended Reference books

1. Philip Kotler (2003). Marketing Management: Eleventh Edition. New Delhi: Pearson Education
2. V.S. Ramaswami and S Namakumari (2002).Marketing: Planning, Implementation and Control (3<sup>rd</sup> Edition). New Delhi. Macmillan India
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8. Marketing Management-Rajan Saxena
9. Marketing Management-Kotler, Keller, Koshy and Jha

**Question Paper Pattern for Semester VI for the Academic year 2013-14**

<b>Q. No.</b>	<b>Module/s to be covered in Semester VI</b>	<b>Number of questions and choice</b>	<b>Marks</b>
1	7 and 10	Any one out of two	15
2	6 A and 9	Any two out of three	15
3	6 B and 8	Any two out of three	15
4	Covering all the modules of Semester VI	Multiple choice questions (All compulsory)	15

**Total Marks: 60**

**Duration: 2 Hours**