

**AC 29/4/13**

**Item no. 4.110**

# **University of Mumbai**



**NAAC ACCREDITED**

**SYLLABUS FOR SEM-V  
Program- B.Com**

**Course- COMMERCE – V**

**(Marketing)**

**Credit Based Semester and Grading System**

**w.e.f. the Academic year 2013 - 2014**

**SYLLABUS  
COMMERCE – V  
(Marketing)  
SEM-V**

**Module – I Introduction to Marketing:**

**Lectures 10**

Marketing-Nature, Importance and Scope. Concepts: Selling Concept, Marketing Concept and Societal Concept. Role of Marketing Managers in Changing Marketing Environment.

Marketing Opportunity Analysis - Marketing Research and Marketing Information System(MIS) – Concepts, nature and importance in marketing decisions.

**Module – II Consumer Behaviour and Market Segmentation:**

**Lectures 10**

Consumer Behaviour- Nature and factors influencing it. Consumer's buying decisions process. Market Segmentation – Nature, importance and basis of segmentation. Niche Marketing; Customer Relationships – Management(CRM)- Need & importance-Techniques of building CRM.

**Module – III Marketing Mix:**

**Lectures 15**

Nature and importance. (A)Product Mix – Product Life Cycle(PLC) – Branding – Brand Selection- Brand Extension- Brand Positioning and Brand Equity. (b)Price Mix-Factors influencing the price-Pricing Methods.(c) Place Mix-Direct and Indirect Marketing-Factors influencing channel decisions- Managing channel intermediaries. (Distribution Network) (d) Promotion Mix-elements-Role of Advertising, Salesmanship and Public Relations in promotion-recent Promotion Tools used by Indian Companies.

**Module – IV Recent Trends in Marketing:**

**Lectures 10**

- (a) Service Marketing- Special features-Problems in marketing of services. (B) Rural Marketing- Nature and Growth- Problems of Rural Marketing in India- Measures for effective Rural Marketing. (C) Social Marketing (D) Green Marketing(E) Event Marketing (F) Internet Marketing (G) Telemarketing (H) Retail Marketing.

**Question Paper Pattern**  
**Class: T.Y.B.Com**  
**Commerce – V**  
**(Marketing )**

**Marks: - 60**

**Duration: - 2 Hrs.**

Qus.1 Long answer type question on Module – I with Internal Option	15
Qus.2 Answer any two out of Three on Module No. II & IV	15
Qus.3 Answer any two out of Three on Module No. III	15
Qus.4 Objective Type questions:-	
a) Multiple Choice question	05
b) Say True or False	05
c) Match the following	05

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## **SYLLABUS FOR SEM-VI Program- B.Com**

**Course- COMMERCE – VI  
(HUMAN RESOURCE MANAGMENT)**

Credit Based Semester and Grading System

w.e.f. the Academic year 2013 - 2014

**SYLLABUS**  
**COMMERCE – VI**  
**(HUMAN RESOURCE MANAGEMENT)**  
**SEM-VI**

**Module – I                    Introduction to Human Resource Management                    Lectures 12**

**Concept of HRM-** its Nature, importance and Function – Role of HR Managers in the changing Business Environment. (B) Human Resource Planning: Importance and steps in HRP-Job Analysis-Meaning and Uses-Recruitment and its sources-Selection Procedure-Employment Tests and interviews-their roles and types –importance of Placement and induction.

**Module – II                    Human Recourse Development(HRD)                    Lectures 12**

Concept and Scope of HRD- Training and Development-Importance, Types and Methods-Performance Appraisal-benefits, limitations, and techniques of appraisal. 360 Degree Appraisal, Employee Retention-Compensation and Incentives-Performance related pay.

**Module – III                    Human Relations:                    Lectures 11**

Nature and importance of human relations-Leadership-Traits and Styles. Motivations-Factors of motivation-Theories of motivations-Maslow's Theory, Hertzberg's Theory and McGregor's X & Y Theory. Employee Morale-Nature and Importance. Grievances Handling and procedure.

**Module – IV Current Issue in HRM:                    Lectures 10**

- a) Human Resource Accounting-Concept, advantage and limitations.
- b) Human resource Audit-Objective and scope
- c) Group Dynamics and team Building –nature and significance
- d) Emotional Quotient and Mentoring-Meaning and importance
- e) Career Planning and Development –Nature and importance-Need for Succession
- f) Empowerment and Participation- Meaning and significance

- g) Emerging challenges in HRM –managing workforce diversity-managing downsizing, outsourcing.
- h) Safety and security management-importance

**Question Paper Pattern**  
**Class: T.Y.B.Com**  
**Commerce – VI**  
**(HUMAN RESOURCE MANAGMENT)**

**Marks: - 60**

**Duration: - 2 Hrs.**

Qus.1 Long answer type question on Module – I with Internal Option	15
Qus.2 Answer any two out of Three on Module No. II & IV	15
Qus.3 Answer any two out of Three on Module No. III	15
Qus.4 Objective Type questions:-	
a) Multiple Choice question	05
b) Say True or False	05
c) Match the following	05