

IV. CORE COURSE -C 12:

(Credits: Theory-05, Tutorial-01)

Marks : 25 (MSE: 1Hr) + 75 (ESE: 3Hrs)=100**Pass Marks (MSE + ESE) =40*****Instruction to Question Setter for******Mid Semester Examination (MSE):***

There will be **two** group of questions. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type** six questions of five marks each, out of which any four are to answer.

End Semester Examination (ESE):

There will be **two** group of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of ten questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type** six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

PRINCIPLES OF MARKETING**Theory: 75 Lectures; Tutorial:15 Lectures****Objectives:**

The objective of this course is to provide basic knowledge of concepts, principles, tools, and techniques of marketing.

Unit I:

1. Introduction: Nature, Scope and Importance of marketing, Evolution of marketing concepts, Marketing mix, Marketing environment. **Lectures: 6**

2. Consumer Behaviour- An overview: Consumer buying process, factor influencing consumer buying decision. **Lectures: 5**

Unit II:

1. Market selection: Market Segmentation- concepts, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. Market segmentation. **Lectures: 6**

2. Product: Meaning and importance, Product classifications; concept of product mix. Branding, packaging and labeling; Product-support; Product life cycle, New Product Development. **Lectures: 10**

Unit III:

1. Pricing: significance. Factor affecting price of a product, pricing policies and strategies. **Lectures: 8**

2. Promotion: nature and importance of promotion, communication process; types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; promotion mix and factors affecting promotion mix decisions. **Lectures: 8**

Session 2019-22 onwards

Unit IV:

1. Distribution: channels of distribution-meaning and importance types of distribution channels; wholesaling and retailing; factors affecting choice of distribution channel; physical distribution.

Lectures: 8

2. Retailing: types of retailing-store based and non-store based Retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; management of retailing operations: an overview; retailing in India: changing scenario.

Lectures: 8

Unit V:

1. Rural Marketing: Growing importance; Distinguishing characteristics of rural markets; understanding rural consumers and rural markets; Marketing mix planning for rural markets.

Lectures: 8

2. Recent developments in marketing: Social Marketing, online marketing, direct marketing, services marketing, green marketing.

Lectures: 8

Suggested Readings:

- Kotler, Philip, Gray Armstrong, Prafulla Agnihotri And Ahsan UI Haque, Principles Of Marketing. 13th Edition Pearson Education.
- Michel, J. Etzel, Bruce J. Walker, William J. Stanton And Ajay Pandit Marketing Concepts And Cases. (Special Indian Edition).
- McCarthy, E. Jerome and William D. Perreault, Basic Marketing, Richard D. Irwin.
- 4. Lamb, Charles W., Joseph F. Hair, Dheeraj Sharma and Carl Mc Daniel, Marketing A South Asian Perspective, Cengage Learning.
- 5. Pride William M., and D.C. Ferrel, Marketing Planning, Implementation And Planning, Cengage Learning.
- Majaro, Simon. The Essence Of Marketing, Prentice Hall, New Delhi.
- Zikmund William G. and Michel D'Amico. Marketing : Creating And Keeping Customers In An E-Commerce World. Thomson Learning.
- Chhabra, T.N., and S.K. Grover. Marketing Management. 4th Edition. Dhanpat Rai & Company.
- The Consumer Protection Act 1986.
- Lacobucci And Kapoor, Marketing Management: A South Asian Perspective. Cengage Learning.

NOTE : Latest Edition Of Books May Be Used.
