

SEMESTER II

Sem - II

Paper No: 1

Course Code: 2001

Paper: Marketing Management

Marks: 100 (Internal 25 + External 75)

Credits: 4

Semester End Examination: 75 Marks

Continuous Internal Evaluation: 25 Marks

Duration of the Exam: 3 hours

Internal Evaluation Criteria:

All modes of internal evaluation should be conveyed to the students in the beginning of the semester.

Criteria	Mode of Evaluation	Marks
Assignment AND/OR Case Study	Scores	10
Project on Market Research	Report with or without presentation	15
	Total	25

Objective:

The student will gain understanding of the elementary aspects of marketing management.

Module	No.	Detailed Syllabus	Contact Hours	Marks/Weight
I	1.	Understanding Key Concepts Revision of Key Concepts of Marketing as discussed in Semester 1	05	25
	2.	Identifying Market Segments and Targets Introduction to Segmentation Effective Segmentation Levels of Market Segmentation Basis for Segmentation Advantages of Segmentation Marketing Targeting <i>Use Case Study for Discussion</i>	10	
II	4.	Positioning Introduction to Positioning Positioning Planning Steps in Positioning	08	25
	5.	Advantages of Positioning <i>Use Case Study for Discussion</i> Market Research Introduction to Market Research Reasons for Market Research Objectives and Importance of Market Research	07	

		The Marketing Research Process Applications of Market Research		
	6.	Analysing Consumers Introduction to Consumer Behaviour Factors influencing Consumer Behaviour The Buying Decision Process Understanding Buyer Behaviour		
III	8. 9.	Nature and Characteristics of Indian Consumer <i>Use Case Study for Discussion</i> Pricing Introduction to Pricing Utility, Value and Pricing Factors affecting pricing decisions 5Cs of Pricing Pricing Objectives	07	25
	10.	New Product Decisions Concept of New Product Development Challenges in New Product Development The process of New Product Development	08	
IV	12 13	Product Life Cycle Introduction to PLC Concept of PLC Actions at various stages of PLC <i>Use Case Study for Discussion</i>	07 08	25
		Total	60	

Reference Books:

- 1 Marketing Management, Philip Kotler, Prentice Hall, 2007
- 2 Marketing Management, RajanSaxena, Tata McGraw Hill, 2010
- 3 Marketing Management, BholanathDutta, Excel Books,2010
- 4 Marketing Management, VS Ramaswamy& S Namakumari, Macmillan, 2008