

SYLLABUS

Panjab University, Chandigarh

Marketing Management

B.Com.–II, Semester–IV

Time Allowed: 3 Hours

Max. Marks: 100

[External Assessment: 80 Marks

Internal Assessment: 20 Marks]

Objective: The paper aims at making students to understand the basic concepts, philosophies, process and techniques of marketing.

Section-A

(20 Marks)

This section will have 6 short answer questions from the entire syllabus. Students are required to attempt 4 questions from this section. Each question will carry 5 marks; total weightage being 20 marks.

Section-B

(30 Marks)

This section will consist of essay type/numerical questions from unit-I of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 15 marks; the total weightage being 30 marks.

Section-C

(30 Marks)

This section will consist of essay type/numerical questions from unit-II of the syllabus. The candidate will be required to attempt two questions out of four questions. Each question will carry 15 marks; total weightage being 30 marks.

UNIT-I

Introduction to Marketing: Meaning, Nature and Scope of Marketing, Marketing Concepts and Philosophies, Marketing Process, Marketing Mix.

Marketing Information System: Meaning and Components, Marketing Research Process.

Consumer Buying Behaviour: Factors Influencing Buying Behaviour, Buying Decision Process.

Market Segmentation: Levels and Patterns of Market Segmentation, Basis, Major Segmentation Variables for Consumer Markets, Concepts of Market Targeting and Positioning.

Product Planning and Market Strategies: Product Life Cycle, New Product Development, Product Concepts and Classification, Branding, Packaging and Labeling.

UNIT-II

Pricing Decision: Pricing Policies and Strategies.

Distribution Decisions: Channel Design Decisions, Major Channel Alternatives, Channels Management Decision, Causes and Managing Channel Conflict, Physical Distribution.

Promotion Decisions: Communication Process.

Promotion Tools: Advertising (Steps Involved in Designing and Advertising Programme), Sales Promotions, Public Relations, Personal Selling.

Issues in Marketing in a Developing Economy, Rural Marketing

Marketing Organization and Control.