

4307
M. COM. (PREVIOUS)
BUSINESS ADMINISTRATION

6.2 MARKETING MANAGEMENT

Unit – I

Marketing: Definition, Old and new concepts of marketing, Demarketing function, Importance and relevance of marketing in India.

Marketing Organisation: Meaning, Type of Organisation – product-wise, territory-wise, customer-wise, market-wise etc.

Unit – II

Marketing Environment: Meaning and Importance, Major components of marketing environment, Organisational environment, Market environment and macro-environment
Impact of environment on business.

Market Segmentation: Meaning, Ways to segment a market, requirements for effective segmentation, basis for segmenting markets, strategies towards market segmentation.

Unit – III

Sales Forecasting: Meaning and Importance, Market: potential, Demand and Forecast, Factors influencing sales forecast, techniques of sales forecasting.

Product Planning and Development: Basic product concepts, Development of a new product, product life cycle, Merchandising function.

Unit – IV

Pricing: Meaning, Pricing Objectives, Factors influencing Pricing Decisions.

Channels of Distribution: Marketing Channels and Intermediaries; Types of channels, Selection of channels, Future of Wholesaler. Recent forms of selling units viz. Departmental stores, super markets etc.

Unit – V

Consumer Behaviour: Consumer Buying motives, Buyer behavioural model.

Marketing Research: Meaning, Scope importance tools of Marketing Research and Marketing Information System.

Suggested Readings

1. Bhadada, B.M. and Porwal, B..L.: Vipran Prabandh.
2. Prof. R.C.S. Rajpurohit, Dr. B.L.Verma-Marketing Management, Ajmera Book Company, jaipur
3. Porwal, Verma, Khincha, Khanna- Marketing Management (Hindi), Ramesh Book Depo jaipur
4. Gandhi, J.C.: Marketing Management.
5. Jain, S.C.: Vipran Prabandh, Sahitya Bhawan, Agra.
6. Kotler, Philip: Marketing Management, Prentice Hall.
7. Stanton, William J.: Fundamentals of Marketing, McGraw Hill.
8. Srivastava, P.K.: Marketing Management in a Developing Economy, Sterling Publishers, New Delhi.
9. Srivastava, P.K.: Vipran Prabandh, Himalaya Publishing House, Bombay.