



**MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY**  
(With effect from Academic Year: 2020-2021)

**MASTER OF COMMERCE (M.Com.)**

**NAME OF THE FACULTY: COMMERCE**

**Elective: Marketing Management**

<b>PAPER NO.</b>	<b>SUBJECT CODE</b>	<b>GROUP NAME</b>	<b>PAPER NAME</b>
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**Semester-1**

104	23363	Marketing -I	Retailing and Distribution Management
105	23364	Marketing -II	Product and Brand Management

**Semester-2**

109	23376	Marketing - III	Consumer Behaviour
110	23377	Marketing - IV	Integrated Marketing Communication

**Semester-3**

204	23393	Marketing -V	International Marketing
205	23394	Marketing -VI	Services Marketing

**Semester-4**

209	23406	Marketing -VII	Electronic Marketing
210	23407	Marketing -VIII	Contemporary issues in Marketing Management

**Internal Evaluation:**

Seminar /Attendance

05 Marks

Presentation/Assignment

10 Marks

Internal Test

15 Marks (10-Marks Long Ques. and 05 Marks Short Ques.)

**Total:**

**30 Marks**



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**ELECTIVE GROUP: (B) MARKETING:**

Semester-1

**Paper No. \_\_\_ : Marketing Paper No. - I - Retailing and Distribution Management Credit: 4**

**Total Marks: 100 Marks**  
**Semester End Examination: 70 Marks**  
**Internal Evaluation: 30 Marks**

**Objective:** This Course enables students to appreciate the importance of retailing and distribution in the emerging market scenario, and equips them with the tools and techniques of managing the same.

UNIT	DETAILED	TEACHING HOURS	MARKS/WEIGHT
Unit-1	<b>Distribution Management :</b> Meaning, Need, Scope, Importance and Functions of Distribution Management, Role of Distribution Channels, Types of Distribution channel, Factors affecting Distribution Channels, Institutions for Channels – Retailing, Wholesaling, Designing Channel Systems, Other aspects of Distribution Channels Management, Selection, Compensation, Motivation and Control	15	18 + 07 =25
Unit-2	<b>Logistics Management:</b> Definition, Scope & Components of logistics, Types of Intermediaries, Characteristics, Benefits of Intermediaries and Decisions of Intermediaries in Distribution, Work assignment to Intermediaries. Inventory & Warehouse Management, Transportation, Channel Information Systems, Distribution Management in International Markets	15	18 + 07 =25
Unit-3	<b>Retailing:</b> Meaning & Nature of Retail, Importance of Retailing, Functions of Retailer, Wheel of Retailing, retailing life cycle, Retail Pricing Strategies, Changes implanting Retailing in India. Role, Relevance and Trends in Retailing in India  <b>Types of Retailing:</b> Retail Organization, Classification of Retail Units, Retail formats, Retail Customer, Emergence of organized retailing, VMS in Indian retailing, Retailing in rural India, Indian shoppers and consumer behaviour, market segmentation and targeting	15	17 + 08 =25
Unit-4	<b>Merchandise Management:</b> Meaning of Merchandise Management Product Assortment Decision, Merchandise Forecasting, Buying and holding Merchandise, Inventory Management.  <b>Franchising and Mall Management:</b> Meaning of Franchising, Franchisee in India, Trends for franchising, Mall Management Factors affecting the success of Malls- size and few well known Malls.	15	17 + 08 =25

**Internal Evaluation:**

Seminar /Attendance 05 Marks  
 Presentation/Assignment 10 Marks  
 Internal Test 15 Marks (10-Marks Long Ques. and 05 Marks Short Ques.)  
**Total: 30 Marks**

**Suggested Reading List:**

1. Barman Barry and Evans Joel, Retailing Management, Practice Hall, New Jersey.
2. Cox, Roger and Paul Beittain, Retail Management, Prentice Hall.
3. Krishna K. Havaladar, Vasant M. Cavale, Sales and Distribution Management by Tata McGraw Hill Publication Second Edition.
4. Levy. M and Weift B.A., Retailing Management, McGraw Hill, Boston.
5. Shewan M.A., Retail Management, Sonali Publication, New Delhi
6. Suja Nair, Retail Management, Himalaya Publishing House, Mumbai.



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**Paper No.:** Marketing Paper No. - II

**Product and Brand Management**

**Credit: 4**

**Total Marks: 100 Marks**  
Semester End Examination: **70 Marks**  
Internal Evaluation: **30 Marks**

**Objectives:** This Course aims at acquainting students with the product planning & development and also Brand management.

UNIT	DETAILED	TEACHING HOURS	MARKS/WEIGHT
Unit-1	<b>Product and Product Management:</b> Introduction of Product, Product Characteristics, Product Management - Meaning and Objectives, Role and Responsibilities of a Product Manager, Marketing Planning, Category Attractiveness, Market Competition and Competitor Analysis	15	18 + 07 =25
Unit-2	<b>Product Planning - I:</b> Introduction, Meaning & Objectives of Product Planning, Components of Product Planning, Product Innovation, Product Diversification, Product Standardization, Product Elimination. <b>Product Planning – II:</b> Product line, product line decision, product mix, Product width, Product depth, Product Mix Strategy, Product Life Cycle and Marketing Strategy implication.	15	18 + 07 =25
Unit-3	<b>New Product Development:</b> Meaning, Importance, New Product Development process, etc. <b>Product related Strategies:</b> Product Packaging, Objective of Packaging, Function of packaging, Essentials of Good Packaging.	15	17 + 08 =25
Unit-4	<b>Branding &amp; Brand Management:</b> Brand and Branding, Role and limitations of branding, Types of Brand, Brand Equity, Creating brands in a competitive market, Brand Positioning, values and Brand Associations, Using Brand Elements to create brand equity.	15	17 + 08 =25

**Internal Evaluation:**

Seminar /Attendance 05 Marks  
Presentation/Assignment 10 Marks  
Internal Test 15 Marks (10-Marks Long Ques. and 05 Marks Short Ques.)  
**Total: 30 Marks**

**Suggested Reading List:**

1. Chunawalla, S.A., Product Management, Himalaya publishing House, Mumbai.
2. Lehman and Winer, Product Management by Tata McGraw Hill Publication Fourth Edition.
3. M. Shivkumar, Product Management, Himalaya publishing House, Mumbai.
4. Majmudar Ramanuj, Product management in India, Prentice Hall, New Delhi
5. Shajahan,S., New Product strategy and management, Himalaya publishing House, Delhi.
6. Sontakki, C.N., Marketing Management, Kalyani publishers, New Delhi
7. Strategic Brand Management by Kevin Lane Keller by Pearson India



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**Semester-2**

**Paper No. Marketing Paper No. III: Consumer Behaviour**

**Credit: 4**

**Total Marks: 100 Marks**  
Semester End Examination: **70 Marks**  
Internal Evaluation: **30 Marks**

**Objective:** This course helps students to develop basic understanding of the concepts and theories of consumer behavior and their it's applications in marketing decision making

UNIT	DETAILED	TEACHING HOURS	MARKS/WEIGHT
Unit-1	<b>Introduction of Consumer Behavior</b> Meaning/ Definition, Characteristics, Importance, Factors affecting Consumer Behaviour, Consumer Behavior Theory, Stages of Consumer Behaviour (Buying Process). Extensive, Limited and Routine Problem Solving Behavior, CB application to Marketing Strategy. Market Segmentation – Bases and Strategies	15	18 + 07 =25
Unit-2	<b>Internal Determinants of Consumer Behavior</b> Internal Determinants of Consumer Behavior- Needs, Age, Gender, Profession, Income, Lifestyle, Personality, Motivation, Attitudes & Beliefs, Attitude Change, Involvement, Perception, Learning, Value and Lifestyle, etc.	15	18 + 07 =25
Unit-3	<b>External Determinants of Consumer Behavior</b> External determinants of buying behavior- Culture, Sub-culture, Social Class, Family & Household influences, Reference Groups and Role & Status, etc.	15	17 + 08 =25
Unit-4	<b>Decision Process</b> Consumer decision Process, Problem or Need Recognition, The Information Search process, Evaluation of Alternatives, Purchasing process, Post-purchase behaviour. <b>Diffusion of Innovation</b> Diffusion of Innovations, Diffusion Processes, The adoption process, Profile of the Consumer Innovator.	15	17 + 08 =25

**Internal Evaluation:**

Seminar /Attendance 05 Marks  
Presentation/Assignment 10 Marks  
Internal Test 15 Marks (10-Marks Long Ques. and 05 Marks Short Ques.)  
**Total: 30 Marks**

**Suggested Reading List:**

1. Abdel Baset I.M. Hasouneh; Consumer Behavior, Sulline publications, Jaipur.
2. Asscl, H', Consumer Behavior and marketing, South Western Publishing Co., Ohio.
3. Babin Barry, Harris Eric and Mohan Ashutosh, Consumer Behavior: : A South – Asian Perspective (4LTR) First Edition
4. Bennett, P.D. and H.H. Kassarijion; Consumer Behavior, Prentice Hall, New Delhi
5. Horton, R.L., 'Buyer Behavior', - A decision making approach', Charles E. Merrill publishing Company A bell Howell Company, Columbus, Ohio.
6. Schiffan; L. G. and Kanuk, L. L., Consumer Behavior, Prentice-Hall Publication, New Delhi.



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**Paper No. \_\_\_\_\_ Marketing Paper No. IV: Integrated Marketing Communication Credit: 4**

**Total Marks: 100 Marks**  
**Semester End Examination: 70 Marks**  
**Internal Evaluation: 30 Marks**

**Objective:** The basic objective of this course is to acquaint with the fundamentals of personal selling and expose them to other issues reposing to management of sales force.

UNIT	DETAILED	TEACHING HOURS	MARKS/WEIGHT
Unit-1	<b>Introduction</b> to Integrated Marketing Communication, The role of IMC in the Marketing Process, Organizing for Advertising and Promotion; The role of an ad. Agencies and other Marketing Communication Organizations, Perspectives on Consumer Behavior	15	18 + 07 =25
Unit-2	The Communication Process - Source, Message and Channel Factors, Establishing Objectives and Budgeting for the Promotional Program, Creative Strategy; Planning and Development	15	18 + 07 =25
Unit-3	Creative Strategy; Implementation and Evaluation Media Planning and Strategy, Evaluation of Broadcast Media, Evaluation of Print Media Support Media, Direct Marketing, The Internet and Interactive Media, Sales Promotion	15	17 + 08 =25
Unit-4	Public Relation, Publicity and Corporate Advertising, Personal Selling, Measuring the Effectiveness of the Promotional Program International Advertising and Promotion, Regulation of Advertising and Promotion, Evaluating the Social, Ethical and Economic Aspects of Advertising and Promotion	15	17 + 08 =25

**Internal Evaluation:**

Seminar /Attendance 05 Marks  
Presentation/Assignment 10 Marks  
Internal Test 15 Marks (10-Marks Long Ques. and 05 Marks Short Ques.)  
**Total: 30 Marks**

**Suggested Reading List:**

1. Belch, Belch & Purani, Advertising and Promotion; An Integrated Marketing Communications Perspective by Tata McGraw Hill Publication
2. Clow and Black, Integrated Advertising, Promotion and Marketing Communications by PHI
3. Kazmi and Batra, Advertising and Sales Promotion by Excel Publication
4. S A Chunawalla, Advertising, Sales and Promotion Management by Himalaya Publishing House
5. Thomas C. O'Guinn, Chris T. Allen, Richard J. Semenik and Mohua Banerjee, PROMO: A South-Asian Perspective with CourseMate by Cengage Publication- 4 LTR Series, First Edition.