

**MBA (Marketing) - III Semester**

**PAPER - XI  
CONSUMER BEHAVIOUR**

**Course Code: 36**

**Paper Code: MBMM 3001**

**Objectives**

- To understand the conceptual foundations of consumer buying behavior
- To create awareness of the theories of motivation and perception as applied in consumer behavior, and
- To acquaint with the communication and consumer decision making

**UNIT - I**

Consumer Behaviour and Marketing Action - An overview - Consumer involvement - Decision-making processes - Purchase Behaviour and Marketing Implications - Consumer Behaviour Models

**UNIT - II**

Environmental influences on Consumer Behaviour - Cultural influences - Social class - Reference groups and family influences - Opinion leadership and the diffusion of innovations - Marketing implications of the above influences.

**UNIT - III**

Consumer buying behaviour - Marketing implications - Consumer perceptions – Learning and attitudes - Motivation and personality – Psychographics - Values and Lifestyles, Click-ographic.

**UNIT - IV**

Strategic marketing applications - Market segmentation strategies - Positioning strategies for existing and new products, Re-positioning, Perceptual Mapping - Marketing communication - Store choice and shopping behaviour - In-Store stimuli, store image and loyalty - Consumerism - Consumer rights and Marketers' responsibilities.

**UNIT - V**

The Global Consumer Behaviour and Online buying behaviour - Consumer buying habits and perceptions of emerging non-store choices - Research and applications of consumer responses to direct marketing approaches - Issues of privacy and ethics.

**REFERENCES**

**Bennet and Kassarjian**, CONSUMER BEHAVIOUR, *Prentice Hall of India, New Delhi*

**Michael R. Solomon**, Consumer Behaviour, PHI Learning Private Limited, New Delhi, 2011

**Ramanuj Majumdar**, CONSUMER BEHAVIOUR, *Prentice Hall of India, New Delhi, 2011*

**Loudon and Della Bitta**, CONSUMER BEHAVIOUR: CONCEPTS AND APPLICATIONS, *Tata McGraw Hill. New Delhi, 2007*

**Berkman & Gilson**, CONSUMER BEHAVIOUR: CONCEPTS AND STRATEGIES, *Kent Publishing Company.*

**Efraim Turban, Jae Lce, David King, & I-I. Michael Chung**: *Electronic Commerce: Managerial Perspective, Pearson Education Inc., 2000.*

**MBA (Marketing) - III Semester**

**PAPER-XII  
MARKETING RESEARCH**

**Course Code: 36**

**Paper Code: MBMM 3002**

**Objectives**

- To introduce the basic concepts of research and methodology of conducting researches in marketing domain, and
- To provide a foundation to pursue a professional career in Marketing Research domain.

**UNIT – I**

The Marketing Research System - Definition of MR - Basic and Applied Research – The Marketing Research Process - Types of Research - Steps in Marketing Research Process - Research Design - Data Sources - Marketing Information System – International Market Research.

**UNIT-II**

Sampling Process in Marketing Research– Sampling Design and Procedure – Sampling Methods – Non probabilistic sampling Techniques – Probabilistic sampling Techniques - Sample Size determination - Sampling Errors.

**UNIT-III**

Measurement & Scaling in Marketing Research: Measurement concept – Sources of variation in Measurement, Validity & reliability of Measurement - Attitude measurement – Scaling Procedure

**UNIT-IV**

Data Instruments - Data Collection- Online data collection - Collection of Secondary Data – Collection of Primary Data Methods - Field Operations - Errors and Difficulties in Data Processing, Coding and Editing.  
Data Analysis - -Hypothesis Testing - Report Writing - Presentation of Data.

**UNIT- V**

Application of Marketing Research: Product Research – Motivation research – Advertising Research – Sales Control Research – Rural Marketing research - Export Marketing research.

**REFERENCES**

**Naresh K. Malhotra**, MARKETING RESEARCH: AN APPLIED ORIENTATION,  
*Pearson Education, Asia.*

**Paul E. Green & Donald S. Tull**, RESEARCH FOR MARKETING DECISIONS. *PHI Learning Private Limited, New Delhi, 2009*

**Donald R. Cooper & Schindler**, MARKETING RESEARCH CONCEPT & CASES, *Tata McGraw-Hill Publishing Company Limited, new Delhi, 2006*

**S.C. Gupta**, MARKETING RESEARCH, *Excel Books India, 2007*

**MBA (Marketing) - III Semester**

**PAPER-XIII  
INDUSTRIAL MARKETING**

**Course Code: 36**

**Paper Code: MBMM 3003**

**Objectives:**

- To help the learner distinguish between consumer marketing and industrial marketing
- To understand the nuances of industrial marketing, and
- To learn to formulate industrial marketing strategies and also design industrial marketing mix elements

**UNIT-I**

Introduction to Industrial Markets - Industrial Marketing System, Concepts and Characteristics  
- Types of Industrial Markets - Industrial Buyer Behaviour.

**UNIT-II**

Strategic Industrial Marketing (S.T.P.) - Marketing Information Systems and Marketing Research – B2B Commerce.

**UNIT-III**

Classification of Industrial Products and Services - New Product Development and Introduction - Industrial Product Management - Pricing Decisions in Industrial Markets.

**UNIT-IV**

Formulating Channel Strategies and Physical Distribution decisions – Channel Management - Promotional Strategies for Industrial Goods/ Services.

**UNIT - V**

Developing Marketing Strategies and Programs for Industrial Goods / Services. –  
Formulating channel strategy – Pricing strategy- Promotional strategy – Sales force automation.

**REFERENCES**

**Hawaladar, K. Krishna**, INDUSTRIAL MARKETING, *TATA McGraw-Hill Publishing Company Limited, New Delhi, 2008*

**Milind T. Phadtare**, INDUSTRIAL MARKETING, Prentice Hall of India Pvt. Ltd, New delhi,2008

**Michael D Hautt and Thomas W Speh**, INDUSTRIAL MARKETING MANAGEMENT, *The Dyden Press.*

**Peter M. Chisnall**, STRATEGIC INDUSTRIAL MARKETING; *Prentice-Hall International*

**Robert R. Reeder, Briety & Betty H. reeder**, INDUSTRIAL MARKETING, Prentice Hall of India Pvt. Ltd, New delhi,2008

**MBA (Marketing) - IV Semester**

**PAPER-XIV**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**Course Code: 36**

**Paper Code: MBMM3004**

**Objectives**

- To introduce process and functions of physical distribution system
- To introduce the major building blocks, functions, business process, performance metrics and decision making in supply chain network, and
- To provide an insight into the role of Internet Technologies and electronics commerce in supply chain management

**UNIT - I**

Physical distribution : Participation in the physical distribution functions – The environment of physical distribution – Channel design strategies and structures – electing channel members – Setting distribution objectives and tasks – Target markets and channel design strategies.

**UNIT - II**

Managing the marketing channel - Product, Pricing and Promotion issues in channel Management and Physical Distribution - Motivating channel members - Evaluating channel member performance - Vertical marketing systems - Retail co-operatives, Franchise systems and corporate marketing systems.

**UNIT - III**

Supply Chain: Building Blocks of a Supply Chain Network – Performance Measures in Decisions in the Supply chain World – Models for Supply chain Decision Making.

**UNIT - IV**

Supply Chain Inventory Management: Economic Order quantity Models – Recorder Point Models – Multichannel Inventory systems – Supply chain Facilities Layout – Capacity Planning – Inventory optimization – Dynamic Routing and Scheduling.

**UNIT-V**

Relation to ERP: E-procurement – E-Logistics – Internet Auctions – E-markets – Electronic Business Process – Optimization Business Object in SCM.

**REFERENCES**

**N. Chandrasekaran**, SUPPLY CHAIN MANAGEMENT, *Oxford University Press*, 2010

**D.K. Agarwal**, LOGISTICS & SUPPLY CHAIN MANAGEMENT, *Macmillan India Pvt. Ltd. New Delhi*, 2008

**Sunil chopra, Meindl & Kalra**, SUPPLY CHAIN MANAGEMENT, *Pearson Education*, India, 2009

**Bowersox & Closs**, LOGISTICAL MANAGEMENT, *Tata McGraw Hill. New Delhi*, 2008

**Satish K. Kapoor & Purva Kansal**, BASICS OF DISTRIBUTION MANAGEMENT - A LOGISTICAL APPROACH, *Prentice-Hall India*, 2003.

**Richard R. Still, Edward W. Cundiff & Norman A.P. Govani**, SALES MANAGEMENT, *Prentice-Hall India*.

## **MBA (Marketing) - III Semester**

### **PAPER-XV RETAIL MARKETING**

**Course Code: 36**

**Paper Code: MBMM 3005**

#### **Objectives**

- To understand the concept, process and management of retail business
- To develop an understanding of the retail strategy and planning process, and
- To have an understanding of merchandise process

#### **UNIT – I**

An overview of Retailing - Types of stores - Product Retailing vs. Service Retailing - Non store Retailing - Retail strategy - Achieving competitive advantage and positioning Retailing environment - Legal, Social, Economic, Technological, issues - Trends in the Indian Retailing Industry.

#### **UNIT-II**

Retail store location and layout - Country/Region analysis - Trade area analysis - Site evaluation and selection - Store design and layout - Comprehensive store planning - Exterior design and layout - Interior store design and layout - Interior design elements.

#### **UNIT-III**

Planning merchandise needs and merchandise budgets - Methods for determining inventory evaluation - Assortment planning, buying and vendor relations - Merchandise pricing - Price strategies - Psychological pricing - Mark-up and markdown strategies.

#### **UNIT-IV**

Communicating with the retail customer - Retail promotion mix-Advertising - Sales promotion - Publicity - Retail selling process - Retail database- In-store customer service.

#### **UNIT - V**

Globalization and changing retail formats – Online retailing - International Retailing – Opportunities and Challenges - Market entry formulas - New customized formats (customized stores, portable stores, merchandise depots, retail theater, service malls, customer-made stores, interactive kiosk 'shopping arcades')

#### **REFERENCES**

**Chetan Bajaj, Tuli & Srivastava**, RETAIL MANAGEMENT, *Oxford University Press, New Delhi.2010*

**Giridhar Joshi**, INFORMATION TECHNOLOGY FOR RETAIL, *Oxford University Press, New Delhi.2009*

**Swapna Pradhan**, RETAIL MANAGEMENT, TEXT & CASES, *Tata McGraw-Hill Publishing company, New Delhi, 2008*

**Ron Hasty and James Reardon**, RETAIL MANAGEMENT. *McGraw-Hill Publication, International Edition.*

**Fernie**, PRINCIPLES OF RETAILING, *Elsevier Publishing, 2010*

## **MBA (Marketing) - IV Semester**

### **PAPER-XVI RURAL MARKETING**

**Course Code: 36**

**Paper Code: MBMM4001**

#### **Objectives**

- To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context
- To familiarize with the special problems related to sales in rural markets, and
- To help understand the working of rural marketing institutions.

#### **UNIT- I**

Rural Economy - Rural - Urban disparities-policy interventions required - Rural face to Reforms - The Development exercises in the last few decades.

#### **UNIT-II**

Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets.

#### **UNIT-III**

Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets.

#### **UNIT-IV**

Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns.

#### **UNIT - V**

Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – Electronic choupal applications.

#### **REFERENCES**

**Balaram Dogra & Karminder Ghuman**, RURAL MARKETING: CONCEPT & CASES, *Tata McGraw-Hill Publishing Company, New Delhi, 2008*

**A.K. Singh & S. Pandey**, RURAL MARKETING: INDIAN PERSPECTIVE, *New Age International Publishers, 2007*

**CSG Krishnamacharylu & Laitha Ramakrishna**, - RURAL MARKETING, *Pearson Education Asia. 2009*

**Philip Kotler**, MARKETING MANAGEMENT, *Prentice - Hall India Ltd. New Delhi*

**Agarwal A.N**, INDIAN ECONOMY, *Vikas Publication , New Delhi.*

**Ruddar Dutt Sundaram**, INDIAN ECONOMY, *Tata McGraw Hill. Publishers , New Delhi*

## **MBA (Marketing) - IV Semester**

### **PAPER-XVII SERVICES MARKETING**

**Course Code: 36**

**Paper Code: MBMM 4002**

#### **Objectives**

- To familiarize with the special characteristics of services relevant for marketing
- To analyze the customer satisfaction and complaint management in services
- To evaluate the financial implications of improvement in services, and
- To acquaint with CRM application in service marketing.

#### **UNIT-I**

Marketing of Services - Introduction - Growth of the Service Sector - The Concept of Service - Characteristics of Services - Classification of Services - Designing the Service Blueprinting, Using Technology - Developing Human Resources - Building Service Aspirations.

#### **UNIT-II**

Marketing mix in services marketing - The seven Ps - Product Decisions - Pricing Strategies and Tactics - Promotion of Services and Placing or Distribution Methods for Services - Additional Dimensions in Services Marketing - People, Physical Evidence and Process – Internet as a service channel.

#### **UNIT-III**

Strategic Marketing Management for Services - Matching Demand and Supply through Capacity Planning and Segmentation - Internal Marketing of a Service - External versus Internal Orientation of Service Strategy.

#### **UNIT-IV**

Delivering Quality Services - Causes of Service-Quality Gaps - The Customer Expectations versus Perceived Service Gap - Factors and Techniques to Resolve this Gaps in Service - Quality Standards, Factors and Solutions - The Service Performance Gap Key Factors and Strategies for Closing the Gap - Developing Appropriate and Effective Communication about Service Quality.

#### **UNIT – V**

Marketing of Services with special reference to Financial Services - Health Services - Hospitality Services including Travel, Hotels and Tourism - Professional Services - Public Utility Services - Communication Services - Educational Services.

#### **REFERENCES**

**Ravi Shanker**, SERVICES MARKETING: THE INDIAN PERSPECTIVE, *Excel Books, New Delhi, 2008*

**Rajendra Nargundkar**, SERVICES MARKETING: TEXT & CASES, *Tata McGraw-Hill Publishing Company, New Delhi, 2008*

**Christopher H. Lovelock**, SERVICES MARKETING: PEOPLE, TECHNOLOGY, STRATEGY, *Pearson Education Asia.*

**R. Srinivasan**, SERVICES MARKETING, *Prentice Hall of India Private Limited, New Delhi.*

**Zcithaml, Parasuraman & Berry**, DELIVERING QUALITY SERVICE, *The Free Press, Macmillan. 2008*

## **MBA (Marketing) - IV Semester**

### **PAPER-XVIII**

#### **ADVERTISING & SALES PROMOTION**

**Course Code: 36**

**Paper Code: MBMM 4003**

#### **Objectives**

- To understand the process of marketing communications.
- To understand and integrate marketing communications theory and concepts with all elements of the promotional mix, and
- To acquaint students with approaches and methods to develop, execute and evaluate advertising campaigns.

#### **UNIT - I**

Advertising - an introduction- Origin and Development - Definition and Classification - Planning Framework - Organising Framework - the Advertiser and the Advertising Agency interface - Strategic Advertising Decisions - Setting Advertising Objectives - The Budget Decision - Preparing the Product and Media Brief

#### **UNIT-II**

Copy Decisions - Visualization of Ad Layout - Elements of Ad Copy and Creation Principles of verbal versus visual thinkers - Styles and Stages in advertising copy creation- Copy (Pre-) Testing methods and measurements.

#### **UNIT-III**

Media Decisions - Media Planning and Selection - Concepts of Reach, Frequency, Continuity, and Selectivity - Measures of Media Cost Efficiency – Media (Readership / Viewership) Research - The Internet as an Advertising Medium - Tracking Website visits, page views, hits, and click-stream analysis - permission marketing and privacy - ethical concerns.

#### **UNIT-IV**

Measuring Advertising Effectiveness - Control of Advertising by practitioners, media and the market - Advertising in the International Market-place - Advertising and Principles of Integrated Marketing Communication and Image Building.

#### **UNIT - V**

Sales Promotion - Rationale, Types - Consumer and Trade Promotions - Sales Promotion Strategies and Practices, Cross Promotions, Surrogate Selling, Bait and Switch advertising issues.

Brand Equity - Concepts and Criteria, Building, Measuring and Managing Brand Equity, Linking Advertising and sales promotion to achieve 'brand-standing' - Leveraging Brand Values for business and non-business contexts.

#### **REFERENCES**

**Kazmi & Batra**, ADVERTISING & SALES PROMOTION,*Excel Books, 2008*

**Aaker, Batra & Myers**, ADVERTISING MANAGEMENT; *Prentice Hall, India. 2008*

**Kruti Shah & Alan D'souza**, ADVERTISING & PROMOTION, *Tata McGraw-Hill New delhi, 2009*

**Kelley & Jugenheimer**,ADVERTISING MEDIA PLANNING A BRAND MANAGEMENT

APPROACH, *Prentice Hall, India. 2008.*

**MBA (Marketing) – IV Semester**

**PAPER-XIX**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**Course Code: 36**

**Paper Code: MBMM4004**

**Objectives**

- To understand the concepts and principles of CRM
- To appreciate the role and changing face of CRM as an IT enabled function, and
- To enable managing Customer Relationship.

**UNIT - I**

CRM concepts - Acquiring customers, - Customer loyalty and optimizing customer relationships - CRM defined - success factors, the three levels of Service/ Sales Profiling - Service Level Agreements (SLAs), creating and managing effective SLAs.

**UNIT - II**

CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.

**UNIT - III**

Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation. - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM).

**UNIT-IV**

Analytical CRM - Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

**UNIT- V**

CRM Implementation - Defining success factors - Preparing a business plan requirements, justification and processes. - Choosing CRM tools - Defining functionalities - Homegrown versus out-sourced approaches - Managing customer relationships - conflict, complacency, Resetting the CRM strategy. Selling CRM internally - CRM development Team - Scoping and prioritizing - Development and delivery - Measurement.

**REFERENCES**

**Alok Kumar Rai**, CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT & CASES, *Prentice Hall of India Private Limited, New Delhi, 2011*

**S. Shanmugasundaram**, CUSTOMER RELATIONSHIP MANAGEMENT, *Prentice Hall of India Private Limited, New Delhi, 2008*

**Kaushik Mukherjee**, CUSTOMER RELATIONSHIP MANAGEMENT, *Prentice Hall of India Private Limited, New Delhi, 2008*

**Jagdish Seth, et al**, CUSTOMER RELATIONSHIP MANAGEMENT

**V. Kumar & Werner J.**, CUSTOMER RELATIONSHIP MANAGEMENT, *Willey India, 2008*

**MBA (Marketing) - IV Semester**

**PAPER-XX  
GLOBAL MARKETING**

**Course Code: 36**

**Paper Code: MBMM 4005**

**Objectives**

- This course is designed to provide knowledge of marketing management in the international scenario, and
- To enable the student to appreciate the nuances of international marketing environment and develop marketing strategies for the dynamic international markets.

**UNIT-I**

The international marketing environment - Political and legal systems - Multilateral and Geographical Groupings - Culture and Business Customs - Economic and Financial dimensions.

**UNIT –II**

Understanding the global consumer market - Scope and challenges of international marketing - Assessing international market opportunities - Marketing Research.

**UNIT-III**

International marketing management - Planning and organization - Market entry strategies - Export, joint ventures and direct investments.

**UNIT –IV**

Global product management - standardization vs. differentiation - Product planning and development - Marketing industrial products and services globally - Pricing for international markets.

**UNIT – V**

Global logistics management - International distribution systems - Global advertising and promotional strategies - Sales management - Developing marketing strategies and programs for international markets.

**REFERENCES**

**Keiefer Lee & Steve Carter**, GLOBAL MARKETING MANAGEMENT, *Oxford University Press*, 2009

**Micheal R.Czinkota and Iikka A.Ronkainen**, GLOBAL MARKETING, *CENGAGE Learning*, 2007

**R. Srinivasan**, INTERNATIONAL MARKETING, *Prentice-Hall India Pvt. Ltd*, New Delhi, 2008

**Daniels, Raderbaugh & Sulliva**, GLOBALIZATION AND BUSINESS, *Prentice-Hall India*,

**Philip R.Cateora and John L.Graham** , INTERNATIONAL MARKETING, *Irwin McGraw-Hill*

**Masaaki & Helsen**, GLOBAL MARKETING MANAGEMENT, *John Willey & sons Inc*, 2004

**Terpstra & Sarathy**, INTERNATIONAL MARKETING, *Thomson Pres*