

## SECOND SEMESTER

MBA210

MARKETING MANAGEMENT

Maximum Time: 3 Hrs.

University Examination

: 70 Marks

Total Marks: 100

Continuous Internal Assessment

: 30 Marks

Minimum Pass Marks: 40%

### A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

### B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

### SECTION A

Marketing and its core concepts; needs, wants, Demands, exchange etc. Marketing management and its tasks in different situations, different philosophies of marketing management; the marketing environment; marketing information system and marketing research.

### SECTION B

Concepts and components of marketing mix; target marketing; market segmentation; positioning; consumer buying behaviour; consumer buying decision process. Basic concepts of a product; Concept of customer delight, Product mix and product line decisions; branding and packaging decisions; new product development process.

### SECTION C

Product life cycle (PLC) and related strategies; meaning and significance of price; factors influencing pricing; general pricing approaches; pricing practice and strategies, pricing policies.

### SECTION D

Marketing channels and functions; designing a marketing channel; concepts and elements of promotion mix: Advertising, Sales promotion, personal selling and public relation; Integrated marketing communications organizing and implementing marketing in the Organisation. Evaluation and control of marketing efforts, Green Marketing;

### References:-

1. Kotler, P. Marketing Management, analysis, Planning and control.(PHI)
2. Gandhi, J.C. Marketing : A Managerial Introduction.
3. Stanton & Fultroll. Fundamentals Marketing (TMH)
4. Jha & Singh, Marketing Management in Indian Perspective.
6. Various Magazines like Business India, Business World Advertising, Marketing etc.
7. Saxena, Rajan: Marketing Management

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## SECTION A

Business in the Information Age - Pressures and Responses Introduction to Information System ; Evolution of information system ; concepts of information and data; extracting information from data ; meaning and role of information system; systems approach applied to information system. Introduction of data mining.

## SECTION B

Types of Information system and Database : Transaction processing system ; information reporting system ; decision support system ; executive support system ; export system; introduction to database concepts and database ; RDBMS, Building Information System: Introduction ; data flow diagram ; traditional flowchart ; structured charts ;design output for users; output design rules and selected examples ; output devices.

## SECTION C

Approach to Information System Development System life cycle approach; and prototype approach.

## SECTION D

Telecommunication and Networking: Telecommunication; Modem; network devices and facilities; network architecture, standards and protocol; LAN ; WAN : End-user computing and development management of information system.

## References:-

1. Laudon & Laudon management information System.
2. Alter, S. - Information System
3. Turban Raner Potter - introduction to Information Technology
4. Kanter J. Management Information System.
5. Kanter H. Management Oriented Information Systems.
6. Gordon, D . Olson B & Margrethe H Management information System.
7. Dickson et al . The management Information System.
8. Burch & Grudnitski Information System - Theory and Practice John Wiley & Sons, New York
9. Tanenbaum , A.S. Computer networks Prentice Hall of India , New Delhi.

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## SECTION A

Concepts and Perspectives on Human Recourse Management; Human Resource Management in Changing Environment; Human Resource Management System.

## SECTION B

Career and succession planning. Methods of Manpower search; Attracting and Selecting Human Resources; Induction and Socialization; Manpower Training and development. Job Evaluation and Wage Determination; Salary Structure; Wage Policies and Regulations; Performance Appraisal and Potential Evaluation.

## SECTION C

Industrial Relations and Trade unions collective Bargaining, Dispute Resolution and Grievance Management; Employee Empowerment, Industrial Democracy and Workers participation in Management.

## SECTION D

Health and Safety Management; employee assistance programme, Voluntary welfare schemes and an outline of social security measures etc.

## References:-

1. C.S. Venkata Ratnam et al., Personnel management & Human Resource Management, Tata McGraw Hill, New Delhi.
2. Monappa and Sayadain, Personnel Management, Tata McGraw Hill, New Delhi.
3. De Cenzo & Robins, Human Resource Management, John Wiley, N.Y.
4. Cascio W.F. Managing Human Resources : productivity , quality of work Life Profits. McGraw Hill New York 1995
5. Parikh U. and Rao T.V. , Designing and Managing Human Resource Management , Wiley New Delhi 1

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## SECTION A

Introduction of organizational behaviour : Definition, Assumptions, Nature and determinants of organizational behaviour; Individual behaviour in organization: Behaviour as an Input-output system, Beliefs, Attitudes, Values, Perceptions.

## SECTION B

Important dimensions of group behaviour : Leadership in group, conflicts in group norms, status in group Decision – making and communication in group, Authority and influence process in groups Teams in the modern work-place, Quality circles, Linking team and group concepts, creating high performance team.

## SECTION C

Motivation : Meaning and Importance, Theories of Motivation, Motivation and Morale.  
Leadership : Meaning and Importance, Theories of leadership, Leadership styles and skills, Managerial culture and leadership.

## SECTION D

Managing Conflict : Nature, Types, Process of conflict handling behaviour, conflict resolution techniques, Approaches to conflict management.  
Managing Organizational Change : Forces of change, Resistance to change, Managing Planned change. Work stress, Quality of work life.

## References:-

1. Robbins, S.P., Organizational Behaviour , 8th ed. New Delhi, Prentice Hall of India 1998.
2. Luthans, F., Organizational Behaviours, 8th ed. New Yark , McGraw Hill, 1998.
3. Carrell, M.R. Tennings , D.F. and Heavrin, C. Fundamentals of Organisational Behaviour , Prentice Hall Indternational, Inc. 1997.
4. Singh , B.P. and Chhabra, T.N. , Organisation Theory and Behaviour , 2nd ed 1998.
5. Davis, K. Human Behaviour at work , Tata McGraw Hill