

**BBA 211**

## **Marketing Management**

**Max. Marks:100**

**External Assessment: 80**

**Internal Assessment:20**

**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.**

### **Course Contents: -**

Marketing Management- Meaning, Nature and Scope. Concepts of Marketing .Marketing Environment, Marketing Mix, STP (segmenting, targeting and positioning) approach to marketing.

Marketing Information System- Meaning and Components. Marketing Research. Consumer Behaviour-Meaning and Importance of study for Marketers.

Product –Meaning, levels and product Mix. New Product development, Product Life Cycle, Branding and Packaging decision.

Pricing-Meaning, procedure for setting a price. Price variation.

Distribution Channels- Levels and Roles. Management of Physical Distribution.

Promotion- promotion Mix- A study of advertising, sales promotion, personal selling, direct marketing and public relations.

Marketing organization and control.

### **Suggested Readings:**

McCarthy;E.J.

: Basic marketing -A Managerial Approach

RamaSwamy

Marketing Management & Nama Kumari

Kotler, Philip

: Marketing Management Analysis Planning

and Control.

Still and Cundiff

: Basic Marketing.

Stanton et al.

: Marketing Management.