

BC-203

FUNDAMENTALS OF MARKETING

External Marks: 80

Internal Marks: 20

Time: 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Introduction: meaning, concepts & principles of marketing; marketing management; marketing mix.

Analysis of marketing environment: internal environment, external environment: demographic, socio- cultural, political, economic, natural, technological, and legal.

Market Segmentation: concept & bases of market segmentation; understanding consumer behavior.

Product: meaning, classification, product mix and product line decisions; product life cycle; new product development process; branding; packaging; labelling.

Pricing: pricing objectives; factors influencing pricing; pricing strategies. Promotion: element of promotion mix.

Distribution channel: meaning, types, role and factors affecting choice of distribution channel.

REFERENCES

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- Kumar Arun & Meenakshi, N., Marketing Management, Vikas Publications, New Delhi.
- Madaan KVS., Fundamentals of Retailing, Tata McGraw Hill, New Delhi
- Panda, T. K., Marketing Management, Excel Books, New Delhi
- Raju M. S., Rao, J V P, Fundamentals of Marketing, Excel Books, New Delhi
- Ramaswamy and Namakumari, S., Marketing Management, Macmillan, New Delhi
- Saxena Rajan, Marketing Management, Tata McGraw Hill, New Delhi
- Stanton, Etzel et al., Fundamentals of Marketing, McGraw Hill, New York