

MARKETING MANAGEMENT

Max Marks: 100

External Marks: 80

Internal Marks: 20

Time: 3 Hours

Note: There will be eight (8) questions in all. The first question is compulsory and consists of six (6) short-questions having four (4) marks each. Answer to these questions should not exceed 150 words. The candidate will be required to attempt any four questions out of remaining seven (7) questions and each question carries fourteen (14) marks each. Duration of each paper will be three (3) hours.

Marketing: meaning, scope and importance; Evolution of marketing; Understanding marketing in new perspective.

Managing the marketing mix, Marketing environment.

Information system and marketing research: importance, scope and steps of marketing research process.

Understanding consumer behaviour, Analysing business markets; Customer relationship management.

Product: concept and classification; New product development; Product-mix and product line strategies; Product life cycle strategies; Branding, packaging, labelling and warranty.

Price determination; Pricing policies and strategies.

Promotion programme: advertising, sales promotion, public relations, publicity and personal selling.

Distribution logistics and supply chain management; Marketing channels, Retailing, Whole selling and physical distribution.

Social, ethical and legal aspects of marketing.

Marketing and information economy; Direct and online marketing.

REFERENCES

Ramaswami, V.S. and Namakumari, S.; *Marketing Management*; MacMillan India Ltd. Grewal, Dhruv and Michael Levy; *Marketing*; Tata McGraw Hill.

Etzel, Michael J, Bruce J. Walker, William J. Stanton and Ajay Pandit; *Marketing Concepts and Cases*; McGraw Hill, New Delhi.

Kotler, Philip, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha; *Marketing Management*; Pearson Education.

Lancaster, Geoff and Lester Massingham; *Essentials of Marketing*; McGraw Hill International Ed.

Cundiff, Still and Govoni; *Fundamentals of Marketing Management*; Prentice Hall of India, New Delhi.

Luck, David J. and Ferrell, O.C.; *Marketing Strategy and Plans-Systematic Marketing Management*; Prentice Hall of India, Private Limited, New Delhi.

Saxena, Rajan; *Marketing Management*; Tata McGraw Hill.

Raju, M S and Dominique Xardel; *Marketing Management*; Tata McGraw Hill