

## **PANJAB UNIVERSITY, CHANDIGARH**

### **OUTLINES OF TEST SYLLABI AND COURSES OF READING FOR P.G. DIPLOMA IN MARKETING MANAGEMENT FOR THE EXAMINATION OF 2011-12, 2012-2013, 2013-2014**

#### **I SEMESTER**

DMM 101	Fundamentals of Economics & Management	100
DMM 102	Marketing Management	100
DMM 103	Sales Management	100
DMM104	Managerial Accounting	100
DMM105	Workshop on I.T. and its application in Business	50

#### **II SEMESTER**

DMM106	Advertising and Consumer Behaviour	100
DMM 107	Marketing Research	100
DMM108	Logistic Management	100
DMM 109	International Marketing & Services	100
DMM110	Research Project	50
DMM111	Comprehensive viva**	50

- \*i) The participants are expected to finalize their topics of Research Project latest by 31<sup>st</sup> October.
- ii) Students should submit their Research Project Report latest by 31<sup>st</sup> March.
- iii) The research project is to be evaluated by an external examiner which could be from the college/institute itself.
- \*\*iv) The comprehensive viva should be conducted within a fortnight of the completion of 2<sup>nd</sup> semester examinations.

**Note:-** Examination in each Subject will be of 3hrs. duration.

#### **Instructions to the paper setters :**

IF THERE ARE TWO UNITS: Set 10 questions in all. Five questions from each unit. The students are required to answer five questions in all selecting at least 2 questions from each unit.

IF THERE ARE THREE UNITS: Set 10 questions in all. Three or Four questions from each unit. The students are required to answer five questions in all selecting at least one question and not more than two from each unit.

IF THERE ARE FOUR UNITS: Set 10 questions in all. Two or Three questions from each unit. The students are required to answer five questions in all selecting at least one question from each unit.

IF THERE ARE FIVE UNITS: Set 10 questions in all. Two questions from each unit. The students are required to attempt five questions in all selecting one question from each unit.

## **SEMESTER-I**

### **DMM 101: FUNDAMENTALS OF ECONOMICS AND MANAGEMENT**

**Time : 3 hours**

**Max Marks: 100**

**Ext. 70**

**Int. 30**

**Objective:** The objective of this course is to familiarise the students with the Fundamentals of economics and the facets of organization and management With special reference to Indian scene.

#### **UNIT I**

1. Nature and significance of economics.
2. Introduction to the theory of demand, elasticity of demand, the concept of indifference curve.
3. Elementary theory of production and cost, Economy and diseconomy of scale.
4. Fundamentals of theory of firm: Perfect competition, Monopoly, Oligopoly, Monopolistic competition.

#### **UNIT II**

1. Introduction to components of business environment: economic, social, political, legal and cultural.
2. Elementary national income accounting.
3. Elementary of theory of Inflation and unemployment.
4. Introduction to Fiscal & Monetary policy, and export and imports.

#### **UNIT III**

Concept, Significance & Scope of Management. An introduction to Schools of Management Thought. Organisations and the need for Management (why study organisations and Management , Efficiency & Effectiveness) Management Process, Organizational Environments, Social Responsibility & Ethics. Planning : Nature and Process, Importance, Types of Plans, Start Policies, Objectives, Planning Premises. Principles of Planning Decision Making. Making Planning Effective.

#### **Unit IV**

Organizing: Process of Organizing Principles, Organizational Design & Organizational Structure. Types of Organizational Structures, Delegation of Authority Decentralization, Centralization and Making Organizations Effective Communication-Process, Barriers and Breakdowns in Communications, Effective Communications.

Controlling: The System and Process of Controlling, Control Techniques, Control of overall performance. Ensuing Effective Controlling.

**BOOKS RECOMMENDED**

Rehman	Managerial Economics
Dwivedi D.M	Managerial Economics
Sampat Mukhrjee	Business and Managerial Economics
G.S. Gupta	Managerial Economics
P.L. Mehta	Managerial Economics-Analysis, Problems & cases
C. Herbert G. Hickr C Ray Gullet	Organisation theory and Behavior
Rue and Byors	Management theory and Application
D. S. Pugh (edt.)	Organization theory : Selected readings
David Silverman	The Theory of Organization
Richard H Hall	Organisational Structure, Process, and Outcomes
David Clutterback & Stuart Crainer	Makers of Management
Charle Handy	Understanding Organizations
Huczmsk. Andres	Management of Gurus
Koontz & Weirich	Essentials of Management
Koontz Oø Donnel & Weirich	Management
Peter, Drucker	Managerial Challenges in the 21 <sup>st</sup> Century

**DMM 102: MARKETING MANGMENT**

**Time: 3 hours**

<b>Max Marks:</b>	<b>100</b>
<b>Ext.</b>	<b>70</b>
<b>Int.</b>	<b>30</b>

**Objective:** The objective of this course is to help the students to understand the conceptual framework of marketing management. It intends to expose the participants to the various decisions the marketing executives are required to take.

**UNIT-I**

Marketing tasks, concepts and orientations: customer satisfaction, value and retention; Buyer behavior in customer marketing and Business Marketing; Marketing environment; strategic planning in Marketing; Market measurement and forecasting, Dealing with competition.

**UNIT –II**

Marketing segmentation, Targeting and Poisitioning; Marketing of services, Relationship Marketing; Marketing strategies, Programmes and decisions related to the following : Product- including branding and packaging; Pricing, Marketing channels Marketing strategies, programmes and decisions related to the following; Logistics, advertising, Sales promotion, personal selling and sales force. Marketing Organization; Marketing Control.

**BOOKS RECOMMENDED:**

Baker, Michael J	The Marketing Book
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Cross, Andrew  
Cuiltinan, Paul, Madden

Kotler, Phillip

S. Neelamegham

Ramaswamy, Namakumari

Rajan Saxena  
Stanton Etal  
Xavier, M J

Business Marketing  
Marketing Management Strategies and  
Programs

Marketing Management Strategies and  
Program

Marketing Management and the Indian  
Economics

Marketing Management, Planning,  
Implementation and control-The Indian  
Context.

Marketing Management  
Fundamentals of Marketing  
Marketing in the New Millennium

### **DMM 103 : SALES MANAGEMENT**

**Time : 3 hours**

**Max Marks: 100**

**Ext. 70**

**Int. 30**

Objective: The objective of this course is to acquaint the students with the fundamentals of sales management. The course also deals with the relationship between sales function and distribution.

### **UNIT-I**

Sales Management Environment, Routing and Scheduling, Function and qualities of a sales Executive (Effective Sales Executive). International Sales Management , Sales Function and its relationship with other marketing functions. Sales organisation. The external relationship of the sales Department e.g. with distributors, Government and Public. Salesmanship : Theoretical aspects of Salesmanship, the process of selling. Sales forecasting methods, sales budget, sales territories and quotas.

### **UNIT-II**

Sales Force Management: Recruitment, Selection, Training, Motivation and Compensation of the field sales force and sales executive. The evaluation and control of sales force.

### **BOOK RECOMMENDED:**

Gundiff, Still and Govind	Sales Management , Decisions, Policies and Cases
Benson P. Shapdiro	Sales Programme Management.
Rolper E. Anderson,	Professional Sales Management
Joseph F. Hair, Alex J. Bush	McGraw Hill Inter Ed.
Johnson, Kurta and Scheving	Sales Management : Concepts and Cases Tata Mcgraw Hill

**DMM 104 MANAGERIAL ACCOUNTING**

**Time : 3 hours**

**Max Marks: 100**

**Ext. 70**

**Int. 30**

**Objective:** This course provides the students an understanding of the application of accounting techniques for management.

**UNIT-I**

Management Accounting: Meaning, nature, scope and functions of management accounting; Role of management accounting in decision making; management accounting vs financial accounting; Tools and techniques of management accounting.

**UNIT-II**

Financial Statements: Meaning and types of financial statements; Limitations of financial statements; objectives and method of financial statements analysis; ratio analysis; Classification of ratios-profitability ratios, turnover ratios, liquidity ratios., turnover ratios, Advantages of ratio analysis; Limitations of accounting ratios. Funds flow statement as per Indian Accounting standard cast flow statement.

**UNIT-III**

Absorption and marginal Costing; Marginal and differential costing as a tool for decision making- make or buy; change of product mix; Pricing; Break even analysis, exploring new markets; shutdown decisions.

**UNIT-IV**

Budgeting for Profit Planning and Control. Meaning of budget and budgetary control; objectives; Merits and limitations; Types of budgets; Fixed and flexible budgeting; control ratios; Zero base budgeting; Responsibility accounting; Performance budgeting. Standard Costing and variance Analysis. Meaning of standard cost and standard costing. Advantages and application; Variance analysis- material, Labour and overhead (two-way analysis), Variances.

**BOOKS RECOMMENDED**

Arora M.N.

Cost Accounting-Principles and Practices;  
Vikas, New Delhi

Jain S.P. & Narang K.L.

Cost Accounting; Kalyani, New Delhi

Anthony, Robert & Reece,  
et al.

Principles of Management Accounting:  
Richard Irwin Ino.

Homgren, Charles, Foster Accounting-and Datar et al,	Cost Accounting-A Management Emphasis; Prentice Hall, New Delhi.
Khan M.Y. & Jain P.K.	Management Accounting; Tata Mc Graw Hill , New
Kaplan R.S. and Atkinson A.A. Prentice Hall I, New Delhi, India.	Advanced Management Accounting;

## **DMM 105 WORKSHOP ON I.T. & ITS APPLICATIONS IN BUSINESS**

**Time : 3 hours**

**Max Marks: 50**

**Objective:** The aim of this course is to help students gain an awareness of computer technology and its business uses, particularly accounting applications. It will also develop proficiency in the use of internet as a business and research tool.

### **UNIT-I**

Company set up-Company Information. Accounting information systems- the need for and control of information systems. Normal sales and purchase ledger maintenance and reporting.

### **UNIT-II**

Stock control- tracking stock movements sales order processing and reporting . E-analysis of financial statements

### **BOOK RECOMMENDED**

G.E.Anders, C.R. Schaber & R.D. Fish, Gleneoe, M.C.Graw Hill, 1995	Spreadsheet Accounting-Tutorial and Applications
Microsoft Office 2000 Excel Comprehensive D.H. Klooster & W.W.Allen, 1991	Shelly Cashman, Course Technology, 2000 Integrated Accounting-Using ACCPAC BEDFORD Software.
Claire May & Gordon S. May	Effective Writing : A Handbook for Accountants (4 <sup>th</sup> ed.) Prentice Hall.
Roger A. Gee (san diego mesa College)	Computer Accounting Applications Using Business Works.

## **DMM 106 ADVERTISING AND CONSUMER BEHAVIOUR**

**Time : 3 hours**

**Max Marks: 100**

**Ext. 70**

**Int. 30**

**Objective:** The objective of this course is to help students understand the various factors affecting consumer behavior and to understand the process of consumer buying. Based on the understanding of Consumer behavior, the students are expected to design the advertising , strategy . The course also aims at highlighting the advertising Scenario in India.

### **UNIT-I ADVERTISING**

Advertising: As an element in Marketing mix, its role and importance. Advertising as a means of communication, feeling response to advertising. Setting advertising objectives and contribution of DAGMAR to setting objectives.

### **UNIT-II**

Preparing advertising plan, developing, U.S.P. and Preparation of strategy document. Developing message, writing copy, advertising appeals and protesting and post-testing copy. Media decisions, media strategy and scheduling decisions. Planning and managing advertising campaigns. Different types of advertising, consumer of product advertising, public relation advertising, industrial advertising, outdoor advertising., transport advertising like Railways and Bus, panels advertising . Advertising budget and relevant decisions. Advertising agencies, their role and importance. Management problems of agencies. Client óagency relations. Advertising in India, problems and prospects.

### **UNIT-III CONSUMER BEHAVIOUR**

Understanding of the consumer behaviour decision making process, high involvement and low involvement decision process.

Social and Cultural Environment, economic demographics, cross cultural and sub-cultural influences, social stratification. Reference groups and family reference, life style research and marketing strategy.

Psychological foundations: Learning and behaviour modification, information processing. High involvement decision process, problem recognition, search process, non ó marketer dominated information sources. Diffusion of Innovations. Alternative evaluation process, changing beliefs and attitudes, choice and outcome

And purchasing behaviour and retail strategy, Brand loyalty, repeat purchase behaviour.

#### UNIT IV

Models of Consumer decision making viz, Nicosia model, Howard Sheth Model Angel Kollet Blackwell model, Sheths family decision making model Bettman information processing model of consumer choice., Intermediate markets and their Behaviour.

#### **BOOKS RECOMMENDED:**

Schiffman and Kanuk	Consumer Behaviour (PIPE)
Aaker, Myers	Advertising Management
Wright, Warner, Winter & Zeigler	Advertising
James S. Norris	Advertising
Long G Schiffman &	Consumer Behaviour, 3 <sup>rd</sup> Edition, Prentice Hall New Delhi
Kanuk LL	
Engell and Blackwell	Consumer Behaviour (5 <sup>th</sup> Edition)
Walters	Consumer Behaviour
Holleway, Mattelshaedit and Venkatesan	Consumer Behaviour

#### **DMM 107: MARKETING RESEARCH**

**Time : 3 hours**

**Max Marks: 100**

**Ext. 70**

**Int. 30**

**Objective:** The objective of this course is to equip students with the concepts and skills necessary to commission marketing research projects, to evaluate marketing research projects and reports and also to undertake marketing research themselves.

#### UNIT-I

Introduction to Marketing Research; Scope; general phase and principles of the marketing research procedure; the research proposal. Hypothesis Formulation; Search of secondary data, Methods of data collection- observation and communication (Face to face, telephone mail, Internet. Preparation of schedules and questionnaires, Attitude measurement and scaling techniques.



## UNIT-II

Sampling Design Process; Types of probability and non-probability sampling, simulation of confidence interval, estimation of sample size.

Data Preparation

Analysis of Data-correlation and regression, procedure for hypothesis testing Test, test and square test.

Preparation of Report

Selected Applications of marketing research-product research, advertising research, market and and sales analysis.

### **BOOKS RECOMMENDED**

Agrawal S	Marketing Research
Boyd, Westfall & Starch	Marketing Research
Churchill GA	Marketing Research, Methodological Foundations
Copper & Schindler	Business Research Methods
Green, Tull & Albaum	Research for Marketing Decision
Siegel & Castellan	Nonparametric Statistics for the Behavioral Science.

## **DMM 108 : LOGISTICS MANAGEMENT**

**Time : 3 hours**

**Max Marks: 100**

**Ext. 70**

**Int. 30**

**Objective:** This course will deal with the corporate physical distribution activities, as an integrated system. The various components of this system would be considered with the help of analytic and quantitative techniques.

## UNIT-I

Logistics concept and marketing Physical distribution definition- Integrated systems concepts, activity, centers. Integration between marketing elements and distribution. Concept of customer service.

## UNIT-II

Transportation and physical distribution-Elements of a transport System: special transport, pros and cons of various routing system, non- transportation costs. Some aspects of transportation administration and transportation costing in relation to the marketing function. Transportation rates and pricing inter-state tariffs. Documentation and carrier liability.

### UNIT-III

Inventory Control ó Economic order quantity under conditions of certainty and uncertainty. Inventory requirement as function of the number of stock locations. Distribution warehousing- the modern concept, Basic, considerations for location and location strategy- Location techniques. Planning and distribution warehouse, material handling. Utility of company warehouse versus public warehouse.

### UNIT-IV

Order processing-Importance to customer service, a model for performance measurement.

Packaging-Cost involved, new ideas in package, package testing. Aspects of International Distribution, Distribution management , organisation and control; operational planning; Physical distribution information centres. Organizational set up.

### REFERENCES:

Wentworth and Christopher	Managing International Distribution
Smyroy	Business Logistics
Rookey	International Distribution
Trivedi	Indian Shipping
Logistics-Bowersox	Systems Approach to Carriage and IIFT
	Shipment of Exprt Cargo Freight Tariffs and
	Practices of Shipping Conferences

### **DMM 109 : INTERNATIONAL MARKETING & SERVICES**

**Time : 3 hours**

**Max Marks: 100**

**Ext. 70**

**Int. 30**

**Objective :** The objective of the course is (a) to acquaint the students with the entire range of concepts for fundamentals and practicalities of International marketing with particular emphasis on export marketing. (b) to develop the skills of marketing of services, to understand the importance and role of services in the total marketing concept and to have an understanding about the conceptual issues in services marketing.

### UNIT I

Meaning and Scope of International Marketing. International Marketing tasks. Reasons for entering in foreign markets.

## **UNIT-II**

The selection of export markets, planning of export marketing strategy product, pricing, promotion if distribution channels. Reparaion of Export marketing Plan.

## **UNIT III**

Marketing of Tourism Travel and Transport Services

- Tourism Marketing
- Hotel Marketing
- Airline Services Marketing
- Travel Services Marketing
- Freight Transportation Services Marketing

Marketing of Financial Services

- Bank Marketing
- Housing and financial Intermediation
- Mutual Fund Marketing

Marketing of Communication and Information Services

- Telecom Services Marketing (Telephone, Mobile, D, Cellzular, Fax and others
- Computer Network Services Including Internet
- Courier and Speed post Marketing Services

## **UNIT-IV**

Marketing of Media Services

- Newspaper Marketing
- Broadcasting Services Marketing

Marketing Professional Services

- Hospital Services
- Consultancy Services
- Information Technology (I.T.) Marketing
- Advertising Services Marketing
- Marketing Research Marketing Services

Marketing of Education and Training Services

- Education Marketing Services
- Training Services Marketing

## **REFERENCES:**

Miracle and Albaum  
John Fayerweather  
Martin T. Sliiper  
R.Vernon  
G.S. Lal

Kriplani V.H.  
Rathore B.S.  
S.C. Jain  
S.M.Jha  
Ravi Shanker

International Marketing Management  
Management of International Operations  
Accessing Export Potential  
Manager in the International Economy  
Finance of Foreign, Trade and Foreign  
Exchange  
International Marketing  
Export Marketing  
Export Procedures and Documents  
Services Marketing  
Service Marketing