

# **MBMM-201 MARKETING RESEARCH**

## **UNIT I**

- Introduction of Marketing Research Importance of Marketing research, Role and Scope of Marketing Research, Scope of the M.R.Function, Advantage of Marketing Research.
- Aims and Objectives of Marketing Research Steps in Marketing Research, Limitation of Marketing Research.

## **UNIT II**

- Introduction Of Research Design, Nature of Research designs, Benefits of designs, major types design,
- Methods of data collection, Types of secondary data, Advantage of secondary data, Disadvantage of secondary data, Sources of primary data.

## **UNIT III**

- Introduction of Sampling, Features of sampling method, Limitation of sampling, types of sampling.
- Applications of marketing research, marketing segmentation research , product research, sales forecasting .

## **UNIT IV**

- Marketing Research report, preparing written research report, preparing oral presentation, reading research report.

### **REFERENCE BOOKS:**

- David J.luck, Ronald S. Rubin - Marketing Research
- S L Gupta - Marketing Research
- Donald S.Tull Del l.Hawkins - Marketing Research Measurement & Method
- Naresh K.Malhotra - Marketing Research an applied orientation

# **MBMM-202 PURCHASING AND MATERIAL MANAGEMENT**

## **UNIT I**

- Introduction: Meaning and Scope, Objectives and Significance of Materials Management, Material Management in Other Areas of Management Functions.
- ABC Analysis: Meaning, Advantages, Objective, Purpose and Limitations, Simple Numerical of ABC Analysis.

## **UNIT II**

- Purchasing Management: Objectives and Functions of Purchasing Department, Purchase Policy and Procedure, Negotiations, Purchase of High Capital Equipment and their Feasibilities. Supply Chain Management, Implementation of Supply Chain Principles within a Company.
- Suppliers Selection, Vendor Rating and Vendor Rating Techniques, Vendors Development and Vendors' Relationship.

## **UNIT III**

- Inventory Management: Different Costs of Inventory, Optimal Order Quantity, EOQ, Inventory Models with Purchase Discounts, Buffer Stocks, Fixed Order Period Model, Safety Stocks, Optimum Level of Safety Stock, Inventory Control, Elements of Effective Inventory Control, Advantages, Procedure for Setting up an Efficient Inventory Control System, V.E.D. Analysis, S.D.E. Classification, F.S.N. Analysis, X.Y.Z. Analysis, Logistics Management and Its Link with Inventory Control and other Areas

## **UNIT IV**

- Stores Management: Purpose of Store Management, Location and Layout, Cost Aspects and Productivity, Problems and Developments, New Developments in Storing.
- Evaluation of Materials Management: Organization, Difficulties, Process and Criteria, Reporting and Purchasing.

## **REFERENCE BOOKS:**

- Gopalakrishnan P. Handbook of Materials Management, Prentice Hall of India,
- Gupta P.K. and Manmohan, Problems in Operations Research, Sultan Chand & Sons,
- R. Kesavan, C. Elanchezhian and T. Sundar Selwyn, Engineering Management, Eswar Press 2005
- Dr. K.C. Jain, Er. Jeet Patidar

# **MBMM–203 RETAIL MANAGEMENT**

## **UNIT I**

- Concept Functions, Channels of retailing' Retail formats and types, Modern retail formats, E-tailing, Importance of retailing, Retail Marketing Mix, Retail Communication Mix, Challenges in retailing.
- Changing trends in retailing, Socio economic and technological Influences on retail management, Retail Industry in India, Government initiatives towards retailing.

## **UNIT II**

- Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consumer, Customer service and retention.
- Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for Effective market segmentation, Strategies for penetration of new markets, Growth strategies, Retail value chain.

## **UNIT III**

- Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing retail locations, Measurement of success of location.
- Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing- Merchandise performance, Visual Merchandising.

## **UNIT IV**

- Store administration, Premises management, Inventory Management, Store Management, Receipt Management. Retail Pricing, Factors influencing retail prices, Pricing strategies, Controlling costs.

## **UNIT V**

- Definition of Space Management, Store layout and Design, POP Displays, Logistics Management, Relationship Marketing Strategies, Credit Management, Crisis Management.
- Customer Relationship Management: Concept, history, purpose, phases, process, benefits and disadvantages.

## **REFERENCE BOOKS:**

Retailing Management:  
Retailing Management: Text and Cases  
(McGraw-Hill)  
Retail Management: A Strategic Approach  
Retail Marketing Management

Levy (McGraw-Hill)  
Pradhanand Swapna  
Berman and Evans  
Gilbert

# **MBMM–204 HUMAN RESOURCE MANAGEMENT**

## **UNIT I**

- Introduction to Human Resource Management–Definition–Objectives and functions–Role and structure of Human Resource Function in organizations, Present day Challenges of HRM, Strategic HRM, Global HRM, Role of HR Manager. Objectives and functions of Personnel management. Characteristics and qualities of Personnel Manager. Difference between Personnel Management, HRM and HRD.

## **UNIT II**

- Human Resource Policies: importance, essentials and formulation. HR procedures & practices. Human Resources Planning– Concept, Need, Objectives, Importance, Process and limiting factors. Manpower Estimation-Job analysis, Job Description, Job Specification.

## **UNIT III**

- The systematic approach to Recruitment & Selection: Recruitment & Selection Policy, Recruitment & Selection Procedures, Recruitment & Selection Methods and Evaluation process.
- Training and Development–Objectives, Needs, Process, challenges and Methods. Evaluation of Training Programs. Introduction to Career and Succession Planning.

## **UNIT IV**

- Performance Appraisal: Definition, Purpose of appraisal, Procedures and Techniques including 360 degree Performance Appraisal, Job Evaluation.
- Compensation Administration: Nature and Objectives of compensation, components of pay structure, Wage Policy in India– Minimum Wage, Fair Wage and Living Wage. Health & safety.
- Incentive Schemes: Meaning and Definition, Prerequisites, Types and Scope. Fringe Benefits.

## **UNIT V**

- Promotion, Transfer and Separation: Promotion–purpose, principles and Types; Transfer–reason, Principles and types; Separation – lay-off, resignation, dismissal, retrenchment, Voluntary Retirement Scheme.
- Discipline and Grievance Procedures: Definition, Disciplinary Procedure, Grievance Handling Procedure and Conflict Management. Industrial Relations Nature, importance and approaches of Industrial Relation
- Concepts of JIT, TQM, Kaizen, Quality Circles.

### **REFERENCE BOOKS:**

- Personnel Management

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|--|-------------------|
| • Personnel Management                   | RSDavar           |
| • Economics of Labour and IR             | TN Bhagoliwal     |
| • Management of Human Resources          | Prasad & Banerjee |
| • Cases in Human Resources Management    | MN Rudrabasavaraj |
| • Personnel Management                   | EB Flippo         |
| • Human Relation Work                    | K. Davis          |
| • Personnel Management & Human Resources | V. Ratham,        |
| CS Venkata, V.K. Shrivastava             |                   |
| • Human Resource Development & Mgt.      | Ghosh, Biswanath  |

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## **MBMM-205 CONSUMER BEHAVIOR**

### **UNIT I**

- **Introduction to Consumer Behaviour (CB):** Nature and Importance of Consumer Behaviour, application of Consumer Behaviour in Marketing, Consumer Research process.

### **UNIT II**

#### **Individual Determinants of CB:**

- Perception: process, Consumer Imagery, perceived risk ·
- Learning: principles, theories · Personality: nature, theories, self concept, psychographic and life style ·
- Attitude: Structural model of attitude, attitude formation & change ·
- Motivation: needs/motives & goals, dynamic nature of motivation, Arousal of motives, theories

### **UNIT III**

#### **Group Determinants of CB:**

- Reference group influence: types of consumer relevant groups, factors affecting group influence, application of reference group concept.
- Family: functions of family, family decision making, family life cycle (FLC) ·
- Opinion Leadership and Personal influence ·
- Diffusion of Innovation: Adoption process, Diffusion process

### **UNIT IV**

#### **Environmental Influences on CB:**

- Social class, Life style Profile of Social class, application to CB ·
- Culture: characteristics, cross cultural understanding

#### **Consumer Decision making Process:**

- Problem recognition · Information Search Process and Evaluation
- Purchasing process · Post purchase behaviour
- Models of Consumer Behaviour

### **REFERENCE BOOKS:**

1. Loudan, David L and Bitta, A.J. Della Consumer Behaviour
2. Schiffman LG and Kanuk LL Consumer Behaviour
3. Nair, Suja R, Consumer Behaviour in Indian Perspective
4. Bennet and Kasarjian Consumer Behaviour
5. Mowen, John Consumer Behaviour

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## **MBMM- 206 E – COMMERCE**

### **UNIT -I**

- E – Commerce: Meaning, definition, features, functions of E-Commerce, Scope, Benefits and limitations of E-Commerce – The Internet and India – E-commerce opportunities and challenges for Industries.
- Business Models for E-commerce: The Birth of Portals – E-Business Models – Business-to-Consumer (B2C) – Business-to-Business (B2B) – Consumer-to Consumer (C2C) – Consumer-to-Business (C2B) – Brokerage Model – Value Chain Model – Advertising Model.

### **UNIT –II**

- E-marketing – Traditional Marketing Vs. E-Marketing – Impact of E-commerce on markets – Marketing issues in E-Marketing – Online Marketing – E-advertising – Internet Marketing Trends – E-Branding – Marketing Strategies.
- E-payment Systems: Digital payment Requirements – Digital Token-based E-payment systems – Benefits to Buyers – Benefits to Sellers – Credit card as E-payment system – Mobile payments – smart card cash payment system – Micropayment system – E- Cash.

### **UNIT –III**

- E-Finance: Areas of Financing, E-Banking - Traditional Banking Vs. E-Banking – Operations in E-Banking – E-Trading – Stock Market trading – Importance and advantages of E-Trading.

### **UNIT –IV**

- Legal Framework for E-Commerce: E-Commerce Legal Framework – Rights and Obligations in the World of E-commerce – Copyrights – Defamation – Privacy – Contracts – Taxation – Signing a contract Electronically – Domain name and Registration.

### **UNIT –V**

- Mobile Commerce: Challenges of E-commerce – Global Mobile E-Commerce – Secure Mobile Commerce – Secured Payments through Mobile – First Mobile Commerce Service.

### **REFERENCE BOOKS:**

**Joseph P. T.,** E - Commerce – An Indian Perspective

#### **REFERENCE:**

**Jaiswal S.,** E-Commerce

**Mohammad Mahmoudi Maymand,** E-Commerce

**Murthy C.S.V.,** E-Commerce - Concepts, Models and Strategies