

# ***MAM SIXTH SEMESTER***

## ***SERVICE MARKETING***

***Subject Code: MAM601***

***Max Marks – 100 (70+30)***

Course Objectives:-

Service marketing studies the efforts to promote and sell intangible services, as opposed to tangible products. In addition to intangibility, services are distinct from products in that the production and consumption of services are inseparable, inherently variable, and perishable.

### **UNIT-I**

Nature & Scope: Concept of services , importance, Goods & Services marketing, Emergence & Reasons for growth of service sector in India, Characteristics of services, Classifications of services, Environment of Service Marketing ( Micro as well as Macro).

### **UNIT-II**

Understanding Customers: Concept of CRM, Relationship management in practice, Segmenting, Targeting & positioning various services.

### **UNIT-III**

Product, Product differentiation, product levels pricing of services- pricing concepts, pricing strategies for services, use of differential pricing. Place-Service distribution, components of service delivery system, potential management, problems associated with services delivery.

### **UNIT-IV**

Promotion- Advertising, Sales Promotion & Personal Selling in service industry. People-Importance of people in service marketing. role of various people involved. Physical Evidence-concept of Physical Evidence, importance, types of Physical Evidence in various services Process-concept, types of process, Role of process in various services

### **UNIT-V**

Service Models- Service quality Gap Model, Gronross Model of service quality (Internal marketing, external marketing and Interactive marketing). Challenges in Marketing of services Application of Service Marketing to Hospitals, Educational Institutions, Tourism Industry.

### **Suggested Readings :**

1. V.A. Zeithamal and M.J. Bitner, Service Marketing; New Delhi. Tata McGraw Hill, New Delhi.
2. Ravi Shanker, Service Marketing, New Delhi Global Press.
3. Kotler Philip, Marketing Management, Eleventh Edition, Person Education Asia, North Western University.
4. AmorDaniel : The E-Business Revolution, Hewlett-Packard Professional Books, Pearson Education, Asia.
5. Sinha : Services marketing

# **MAM SIXTH SEMESTER**

## **MATERIALS MANAGEMENT**

**Subject Code: MAM602**

**Max Marks – 100 (70+30)**

### **Course Objectives:**

Understand how material management should be considered for profitability

### **Unit I**

**Introduction:** Operating environment-aggregate planning-role, need, strategies, costs techniques, approaches master scheduling-manufacturing planning and control system-manufacturing resource planning enterprise resource planning-making the production plan

### **Unit II**

**Materials planning:** Materials requirements planning-bill of materials-resource requirement planning-manufacturing resource planning-capacity management-scheduling orders-production activity control-codification.

### **Unit III**

**Inventory management:** Policy decisions-objectives-control -retail discounting model, newsvendor model; EOQ and EBQ models for uniform and variable demand with and without shortages -quantity discount models, Probabilistic inventory models.

### **Unit IV**

**Purchasing management:** Establishing specifications-selecting suppliers-price determination-forward buying-mixed buying strategy-price forecasting-buying seasonal commodities-purchasing under uncertainty-demand management-price forecasting-purchasing under uncertainty-purchasing of capital equipment international purchasing

### **Unit v**

**Warehouse management:** Warehousing functions – types - stores management-stores systems and procedures-incoming materials control-stores accounting and stock verification-obsolete, surplus and scrap-value, Analysis-material handling-transportation and traffic management -operational efficiency productivity- cost effectiveness-performance measurement

### **Text book**

1. J.R.Tony Arnold, Stephen N. Chapman, Lloyd M. Clive, Materials Management, Pearson, 2012.
2. P. Gopalakrishnan, Purchasing and Materials Management, Tata McGraw Hill, 2012
3. A.K.Chitale and R.C.Gupta, Materials Management, Text and Cases, PHI Learning, 2nd Edition, 2006

4. A.K.Datla, Materials Management, Procedure, Text and Cases, PHI Learning, 2nd Edition, 2006
5. Ajay K Garg, Production and Operations Management, Tata McGraw Hill, 2012
6. Ronald H. Ballou and Samir K. Srivastava, Business Logistics and Supply Chain Management, Pearson education, Fifth Edition
7. S. N. Chary, Production and Operations Management, Tata McGraw Hill, 2012

# ***MAM SIXTH SEMESTER***

## ***LOGISTICS & SUPPLY CHAIN MANAGEMENT***

***Subject Code: MAM603***

***Max Marks – 100 (70+30)***

### **Course Objectives:**

The objective is to plan and coordinate all the activities necessary to achieve desired level of delivered service and quality at lowest possible cost. The scope of logistics includes the entire gamut of activities starting from the procurement and management of raw materials through to delivery of final product to the customer.

#### **Unit I**

Introduction: Basic concepts & philosophy of SCM, Essential features, Infrastructure flows (Cash, Value and information), key issues in SCM, benefits and case examples

#### **Unit II**

Inventory Management: Concept, various costs associated with inventory, EOQ, buffer stock, lead time reduction, re- order point/ re-order level fixation, exercise-numerical problem solving, ABC analysis, SDE/VED Analysis.

#### **Unit III**

Purchasing and vendor management: Centralized and decentralized purchasing, function of purchase department and purchase policies, use of mathematical model for vendor rating/ evaluation, single vendor concept, management of stores, account for materials, just in time & Kanvan systems of inventory management

#### **Unit IV**

Logistics Management: Logistics of part of SCM, logistics costs, different models, logistics, sub-systems, inbound and out bound logistics bullwhip effects in logistics, outbound logistics – distribution and warehousing management.

#### **Unit V**

Recent issues in SCM: Role of computer/ IT in supply chain management, CRM Vs SCM, Benchmarking concept, features and implementation, outsourcing –basic concepts, value addition in SCM – concept of demand chain management

#### ***Suggested Readings:***

1. G. Raghuram (I.I.M.A.)- Logics and supply chain management, Macmillan, 2000
2. Emiko Bonafield – Harnessing value in supply chain, Johnwiley: Singapore, 1999.
3. Dr. Gopal Krishnan – Material Management rearview, 2002, pearson New Delhi.
4. R.G. Koragaonkar – JIT Manufacturing.
5. B.S. Sahay, Macmillan – Supply Chain Mangement, 2000, (Pearson Education, 2004)

# ***MAM SIXTH SEMESTER***

## ***MANAGEMENT ACCOUNTING***

***Subject Code: MAM604***

***Max Marks – 100 (70+30)***

### **Course Objectives:**

Management Accounting is the process of analysis, interpretation and presentation of accounting information collected with the help of financial accounting and cost accounting, in order to assist management in the process of decision making, creation of policy and day to day operation of an organization.

### **Unit-I**

Management Accounting: Meaning, Nature, Scope and functions of management accounting, Role of management accounting in decision making, Management accounting vs. financial accounting and cost accounting. Tools and techniques of management accounting.

### **Unit-II**

Financial statement: Meaning, Limitations of financial statements, Objectives and methods of financial statements analysis, Ratio analysis, Classification of ratios - Profitability ratios, Turnover ratios and Financial ratios, Advantages of ratio analysis, Limitations of accounting ratios.

### **Unit-III**

Concept of Management Audit, Responsibility Accounting. Management Reports, Types of reports and quality of good report, Fund Flow Statement, Cash Flow Statement

### **Unit-IV**

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-V**

Budgetary Control: Meaning of budget and budgetary control: Objectives, Merits and limitations, Types of budget : Cash budget and Flexible budget.

### **Suggested Reading –**

1. Bhattacharya S K and Dearden J. 'Accounting for Management' Text and Cases, New Delhi, Vikas Publication
2. RAC. Ram Gopal, 'Accounting for Manager' New Age Publisher.
3. Pandey I.M. , 'Management Accounting' Vikas publication.
4. D. Chandra Bose, 'Advanced Accounting' PHI Learning Private Limited

**MAM SIXTH SEMESTER**  
**ORGANISATIONAL DEVELOPMENT**

**Subject Code: MAM605**

**Max Marks – 100 (70+30)**

**Course Objectives:**

The objectives of this course are to acquaint the students with the importance of Organization Development, and to offer insights into design, development and delivery of OD programmes.

**Unit I**

Introduction: organization development-concept and process, Assumption and values underlying organization development, foundations of organization development, Emergence of OD as an applied behavior science, role of top management practitioners

**Unit II**

Organizational Diagnosis: techniques of organizational diagnosis- questionnaires, interviews, workshops, task forces and other methods, collecting and analyzing diagnostic information, feeding back diagnostic information

**Unit III**

Organizational Change, Renewal, and Development: planned change, organizational growth and its implication for change, Kurt Lewin's model of change, force field analysis, creativity and innovation

**Unit IV**

OD Interventions: change agents- Role, Skills and styles of change agents, relation with the client system, designing interventions, evaluating and institutionalizing interventions, action research, structural Interventions- work redesign, work modules, Quality of work life, Quality circles, behavioral interventions- Management by objectives, Sensitivity training, Transactional analysis, Career Planning, Intergroup Intervention- Team building, Survey feedback, Employee involvement

**Unit V**

Trends in organization Development- OD- HRD interface, OD in Global Setting, OD research and practice in perspective, challenges and future of OD, Managing Diverse Workforce.

**Text Books**

1. Srivastava **Organization Design and Development: Concepts and Applications**, Wiley
2. Kavita Singh **Organisation Change and Development**, Excel Books
3. Wendell L. French and Cecil N. Bell Jr., **Organization Development** Prentice Hall

**MAM SIXTH SEMESTER**  
**INTERNATIONAL BUSINESS MANAGEMENT**

*Subject Code: MAM606*

*Max Marks – 100 (70+30)*

**Course Objectives:**

The objectives of this course is to help the student to gain an understanding of concepts of International Marketing, types of international markets, demand and supply position in international markets, import-export documentation, policies and procedures of foreign trade.

**Unit I**

**International Marketing:** Basis of International Business, Theories of International Business, Importance of International Business, Nature of International Business , Difference between Domestic, International. Mode of Entry.

**Unit II**

**Scanning of International Environment:** Social and Cultural, Political and Economic Factors Affecting International Trade: Role of IMF, World Bank and WTO in International Trade.

**Unit III**

Foreign Trade Policy, EXIM Policy of India Salient features. Export Documentation and Procedures and Institutional support for export promotion in India.

**Unit IV**

Concept of Free Trade and Trade Blocks, NAFTA, EU, ASIAN, SARRC, Selection of Global Markets, Segmentation and Positioning, Product Planning, International PLC, Developing international Pricing Policies and Strategies for Export.

**Unit V**

Market Entry and overseas distribution system, Marketing Plan for Exports Multinationals and their role in International Marketing, Management of Risks in international marketing, Instruments of Financial Transactions in international marketing

**Text Books**

1. Cateora Phillip, International Marketing (SIE), 2011 Tata McGraw Hill
2. Czinkota, International Marketing, 8th, 2008 Cengage Learning
3. Gillespie International Marketing South-Western, 2009
4. Kotabe, International Marketing: An Asia Pacific Focus, Wiley India
5. Onkwisit & Shaw, International Marketing, 2010, PHI Learning
6. Francis Cherunilam International Marketing, 2010, Himalaya Publishing House
7. Paul, Justin, International Marketing : Text & Cases 1e 2011 Tata McGraw Hill
8. Lee, Global Marketing Management, Oxford Press