

# ***MAM FIFTH SEMESTER***

## ***E COMMERCE***

***Subject Code: MAM501***

***Max Marks – 100 (70+30)***

### **Course Objective**

To study business over internet, in the most understandable terms. Also it highlights how internet access is becoming so important now that product/service can reach almost everyone on the planet with an internet-enabled device.

### **UNIT-I**

E-Commerce: Introduction, meaning and concept; Needs and advantages of e-commerce; Electronic commerce vs Traditional commerce; Challenges of e-commerce.

### **UNIT-II**

Internet: Concept & evaluation, Features of Internet: email, WWW, ftp, telnet, newsgroup & video conferencing; Intranet & Extranet, ISDN, TCP/IP, Limitation of internet, Hardware & software requirement of Internet.

### **UNIT-III**

Electronic Payment Systems: E-Cash, e-cheque, credit cards, debit cards, smart cards; E-Banking, Manufacturing information systems; Financial information systems; Human resource information system.

### **UNIT-IV**

E-Marketing: Business to Business (B2B), Business to customer (B2C) e-commerce; Online Sales force, On line Service and Support; EDI: Functions & components, E commerce in India

### **UNIT-V**

Legal Aspects of e-commerce, Security issues of e-commerce, Cyber laws – aims and salient provisions, distribution system in E commerce, Cyber laws in India and their limitations.

### **Suggested Readings :**

1. Agarwala , K.N. and D. Agarwala Business on the Net : What's and How's of E-Commerce, McMillan
2. Frontiers of E-Commerce Ravi Kalkota , TMH
3. Oberoi , Sundeep E-Security and You , TMH
4. Young , Margret Levine The complete reference to Internet, TMH

# **MAM FIFTH SEMESTER**

## **SALES AND DISTRIBUTION MANAGEMENT**

**Subject Code: MAM502**

**Max Marks – 100 (70+30)**

### **Course Objective:**

The objectives are to understand more exclusive and higher service distribution generally entail less intensity and lesser reach. To know how cost has to be traded off against speed of delivery and intensity

### **Unit I**

Introduction: definition, objective, function and classification of sales management, Sales organisational: Purpose, principles and policies of sales organisational, different sales organisational structure

### **Unit II**

Sales forecasting: meaning, process of sales forecasting, methods of sales forecasting, limitation of sales forecasting, factors affecting sales forecasting in Indian context

### **Sales Budget:**

Definition, methods of sales budgets, budget procedures, merits and demerits of methods, in Indian context factors to be consider while preparing sales budgets,

### **Unit III**

Management of sales Forces:

Recruitment of sales forces: meaning, process of recruitment, methods of recruitment, Selection of sales forces: meaning, process of selection, training and induction: definition, methods of training

### **Unit IV**

Building the environment for motivation for sales forces: meaning, importance of motivation, methods, Sales meeting and Contests, compensation sales personnel, evaluating and supervising of sales forces

### **Unit V**

Distribution: Management of Channels, conflicts and resolutions in distribution, levels of channels, whole selling, retailing, warehousing, emerging trends in distribution system

### **Books Recommended :**

1. Dr. C.N. Sontakki, Kalyani Publication, New Delhi.
2. Salesmanship and Publicity, Rustom S. Davar, Vikas Publishing House Pvt. Ltd.
3. Marketing Management (The Millennium Edition, Phillip Kotler)

# **MAM FIFTH SEMESTER**

## **RURAL MARKETING**

*Subject Code: MAM503*

*Max Marks – 100 (70+30)*

### **Course Objectives:**

The objective is to understand India's Rural Market for consumer products and services. To develop marketing opportunities in rural India and a deeper understanding of the rural marketing ecology.

### **Unit-I**

Concept & scope of rural market, Rural development as a core area, Efforts put for Rural development in Five years plans. Rural markets' Characteristics, Rural markets Environmental factors.

### **Unit-II**

Rural Consumer Behavior, Rural Consumer Vs Urban Consumers – a comparison, Relevance of Marketing mix for Rural market/Consumers. Problems in rural market

### **Unit-III**

Segmentation, Targeting & Positioning for rural market, Market forces, components of different Product Strategies, Pricing Strategies, Promotional Strategies & Distribution Strategies for Rural consumers.

### **Unit-IV**

Understanding Agricultural Markets, Nature & scope, Objectives of Agriculture Marketing, Challenges in Agriculture Marketing, Agriculture Marketing & its Economic importance, Agricultural Produces and their market.

### **Unit-V**

Export potential for agri-products, Major of Government and Non-Govt. Agencies in the development of Rural and Agricultural, Sector Marketing Strategies for Seed; Fertilizers; Pesticides; Farm equipment Role.

### **Suggested Readings:**

1. Badi & Badi : Rural Marketing
2. Mamoria, C.B. & Badri Vishal : Agriculture problems in India
3. Arora, R.C. : Integrated Rural Development
4. Rajgopal : Managing Rural Business

# **MAM FIFTH SEMESTER**

## **FINANCIAL SERVICES**

**Subject Code: MAM504**

**Max Marks – 100 (70+30)**

Subject Code

Max Marks - 100

### **Course Objectives:**

To make the study of various financial services in India. To make the student well acquainted regarding financial market.

### **Unit I**

Introduction, Features, Scope and Types of Financial Services, Institutions Providing Financial Services, merchant Banking: nature, Function and Organization, SEBI Guidelines relating to Merchant Bankers.

### **Unit II**

Leasing: Nature, Features, Types, Tax, Legal and Accounting Aspects of Leasing, Lease Structuring, Lease Agreement, Funding of Lease, Hire Purchase: financial and Legal Evaluation.

### **Unit III**

Financial Institutions: Fundamentals & Basic Concept & Role & Important of Financial institutions, banking financial institutions, non banking financial institutions.

### **Unit IV**

Financial services: Concept, Nature & Scope of Financial services. Fundamental of Mutual funds, Merchant Banking, Underwriting

### **Unit V**

Working & organization of Different Financial Institutions in India: RBI, IFCI, ICICI, IDBI, UTI, LIC, Universal Banking, Payment Bank.

### **References:**

1. V A Avadhani-Investment and Securities
2. J C Verma-Lease Financing
3. J C Verma-Merchant Banking
4. M Y Khan-Management of Financial Services.

# **MAM FIFTH SEMESTER**

## **MANAGING INTERPERSONAL RELATIONS & GROUP PROCESS**

**Subject Code: MAM505**

**Max Marks – 100 (70+30)**

### **Course Objectives:**

The purpose of this course is to advance understanding regarding interpersonal and group processes and help the participants to examine and develop process facilitation skills mainly through laboratory and other experience based methods of learning.

### **Unit I Nature of Groups at work:**

What is group: Definition, Types of groups, Dynamics of group formation, Structure and dynamics of work groups, group cohesiveness.

### **Unit II Group Vs Teams**

Concept of Teams, Distinguishing team from groups, types of teams- Dysfunctions of groups and teams, Dynamics of informal group

### **Unit III Effective team Performance;**

Creating teams, Making team successful obstacles to success, training in team skills developing successful teams.

### **Unit IV Individual performance in groups:**

Interpersonal communication- Johari window, interpersonal awareness, social facilitation, social loafing interpersonal trust, Interpersonal conflicts, Group decision making, Group Synergy

### **Unit V Intervention Techniques**

Counseling techniques, Grid Management, transactional analysis, Sensitivity training, Process consultancy, Skill development techniques.

### **Suggested Books:**

1. Bennis, W G Essay in international Dynamics U.S.A Dorsey Press 1979
2. Kolb, D Organisational Behaviour “An Experimental Approach” Englewood Cliffs, New Jersey, Prentice Hall Inc.1991
3. Moore, M D netc. Inside organizations: Understanding the Human Dimensions London, Sage 1988.

# **MAM FIFTH SEMESTER**

## **RETAILING MANAGEMENT**

*Subject Code: MAM506*

*Max Marks – 100 (70+30)*

### **Course Objective:**

The overall objective of retail management is creating and developing services and products that meet the specific needs of customers and offering these products at competitive, reasonable prices that will still yield profits.

### **UNIT-I**

Retailing: Nature and Importance of retailing, wheel of retailer, Types of retailing- ownership based, store based, non-store based, web based. Retail management decisions, Recent Trends in retailing.

### **UNIT-II**

Strategic Planning in Retailing: Situation analysis, objectives, identification of consumers and positioning, overall strategy, specific activities and control. Identifying & understanding consumer – Consumer demographics & life styles, consumer needs & desires, consumer shopping attitude, consumer decision process, retailer's action.

### **UNIT-III**

Location, Operation & Merchandise Management :Trading Area Analysis, site selection, store formation size and space allocation, store security and credit management. Merchandise plans- forecasts, innovativeness, assortment decisions, brand decisions, timing and allocation, merchandise pricing.

### **UNIT-IV**

Retail Promotion: Building retail store image, atmosphere, layout planning, Retail promotional mix strategy, Retail store sales promotional schemes.

### **UNIT-V**

Marketing Channels & Supply Chains: Emergence, role and types of marketing channels, channel members and their characteristics, choosing various channel options , factors affecting the choice . Supply chain management (SCM) - advantages gained, physical flow of merchandise, and logistics of e-retailing.

### **Suggested Readings :**

1. Berman , Barry and Joel Evans Retail Management
2. Cooper, J. Strategy planning in Logistics and Transportation
3. Cox, Roger and Paul Brittain Retail Management
4. Levy & Weitz Retailing Management
5. kotler Philips, Marketing management