PERIYAR UNIVERSITY
SALEM -11

PERIYAR INSTITUTE OF DISTANCE EDUCATION
(PRIDE)

REGULATIONS AND SYLLABUS

(MASTER OF BUSINESS ADMINISTRATION)
MARKETING MANAGEMENT

(STUDENTS ADMITTED FROM 2014-2015 ONWARDS)
REGULATIONS

1. **ELIGIBILITY FOR ADMISSION:**
   Candidates for admission to the first year of the Master of Business Administration degree course shall be required to pass to Bachelor's Degree of any discipline in any Recognized University.

2. **DURATION OF THE COURSE:**
   The course shall extend over a period of two academic years / calendar years. The subjects of study shall be in "accordance with the syllabus prescribed from time to time.

3. **SUBJECTS OF STUDY:**
   The total number of subjects of study will be 16 out of which 15 will be compulsory and the remaining are will be electives / project.
   The candidates shall take 8 subjects in the First year and the remaining subjects / project in the second year.
   All subjects carry a maximum of 100 marks each. The project carries 100 marks. There will be no viva voce examination on project.

4. **SCHEME OF EXAMINATION:**
   In each Examination for the written paper, 25% of marks shall be awarded by the continuous internal assessment and 75% of marks by external valuation, by the University.
   Each examination for the written paper shall be of 3 hours duration and carry 75 marks.
   The distribution of examination shall be as follows:

**FIRST YEAR:**

1.1 Principles of Management
1.2 Managerial Economics
1.3 Managerial Communication
1.4 Legal Environment of Business
1.5 Organizational Behavior
1.6 Business policy & Strategic Management
1.7 Financial and Management Accounting
1.8 Research Methodology
Second Year
1.9 Production Management
1.10 Financial Management
1.11 Human Resource Management
1.12 Marketing Management
1.13 Retail Management
1.14 Advertising and Sales Promotion
1.15 Rural Marketing
Elective: 1.16 Project work/ Elective paper: Service Marketing

1. The Project Guide should possess MBA / M.Phil / degree with two year of Teaching Experience in the concern syllabus and approval must be obtained from the Director PRIDE

2. The copy of the approval must be enclosed in the project at the time of submission of the projects Reports.

3. Other conditions will apply as per PRIDE rules and regulations
Question Paper Pattern (Common to all Theory Exams)

Duration: 3 hrs.                                           Total Marks: 75

PART-A (5 x 5 = 25 Marks)

Answer all questions each answer not to exceed one page

1. (a) Question from Unit-I or (b) Question from Unit-I
2. (a) Question from Unit-II or (b) Question from Unit-II
3. (a) Question from Unit-III or (b) Question from Unit-III
4. (a) Question from Unit-IV or (b) Question from Unit-IV
5. (a) Question from Unit-V or (b) Question from Unit-V

PART-B (5 x 10 = 50 Marks)

Answer all Questions each answer not to exceed four pages

6. (a) Question from Unit-I or (b) Question from Unit-I
7. (a) Question from Unit-II or (b) Question from Unit-II
8. (a) Question from Unit-III or (b) Question from Unit-III
9. (a) Question from Unit-IV or (b) Question from Unit-IV
10. (a) Question from Unit-V or (b) Question from Unit-V1.1
1.1. PRINCIPLES OF MANAGEMENT

UNIT-1 - Introduction
Definition and Meaning - Introduction - characteristics of Management - Scope and functional areas of management - Levels of Management and Administration.

UNIT-II - Planning

UNIT-III - Organizing
Organizing and staffing - Nature - Principles - Types - Departmentation - Committees - Centralization Vs Decentralization authority and Responsibility - MBO and MBE -Staffing process.

UNIT-IV - Directing

UNIT-V - Co-ordination and Control

Reference Books:
1.2. MANAGERIAL ECONOMICS

UNIT-I


UNIT-II


UNIT-III


UNIT-IV

Profit – Meaning and nature – Profit policies – Profit planning and forecasting – Cost volume profit analysis – Investment analysis.

UNIT-V


Reference Books:

1. Gupta G. S.- Managerial Economics
1.3 MANAGERIAL COMMUNICATION

UNIT-I
Role of Communication in Business - Main forms of Communication in Business - Communication process - Coding and decoding - Non-verbal symbols - Verbal symbols - Seven communication roadblocks.

UNIT-II
Active listening - Anatomy of poor listening - Contributors to poor listening - Anatomy of poor speaking - Good listening - Logical Traps.

UNIT-III
Business presentation - Features of good presentations - Planning, Structuring and Delivering presentations - Handling questions - Coping with nervousness, call a meeting - Conducting meetings - minutes.

UMT-IV
Business letters - Stationery - Format and layout - E-mail - Presenting mail - Commonsense and Etiquette. Report Writing - Parts of a report - Qualities of a good report - Improving writing skills.

UNIT-V

Reference Books:

1.4 LEGAL ENVIRONMENT OF BUSINESS

UNIT-I


UNIT-II

Contracts of Indemnity and Guarantee

UNIT-III

Contract of Bailment and Pledge

UNIT-IV


UNIT-V


Reference Books:

1.5 ORGANISATIONAL BEHAVIOUR

UNIT-I

UNIT-II
Personality - Types of Personality - Theories of Personality - Perception - Perceptual Process - Perception and its application in Organizations.

UMT-III

UNIT-IV
Group Dynamics - Theories of Groups - Group cohesiveness - Group role - Group decision making techniques - Group conflict.

UNIT-V
Leadership - Leadership styles - Theories - Leadership styles in Indian Organizations - Power - Sources of Power - Organization Culture - Types of Culture - Function of Culture – Organizational Effectiveness.

Reference Books:

5. L.M. Prasad, Organizational Behaviour, Sultan Chand & Sons.
1.6 BUSINESS POLICY AND STRATEGIC MANAGEMENT

UNIT-I


UNIT-II


UNIT-III


UNIT-IV


UNIT-V


Reference Books:

5. Thomas L. Wheeien, J.David Hunger, Concepts of Strategic Management and Business Policy, Pearson Education.
UNIT-I


UNIT-II


UNIT-III


UNIT-IV


UNIT-V

Marginal Costing and Profit planning - Cost Volume Profit Analysis - Break even analysis.

Reference Books:

4. Dr. S.N. Maheswari - Financial Management Accounting - Sultan Chand and sons, New Delhi.
1.8 RESEARCH METHODOLOGY

UNIT-I


UNIT-II

Kinds of data - Methods of data collection - Sampling techniques - Survey method ~ Case Study - Interview techniques ~ Interview schedule - Questionnaire - Data processing - Report writing.

UNIT-III


UNIT-IV

Testing of hypotheses - Procedure for hypothesis testing - Chi-square test - t test - F test - Limitations of the tests of hypotheses.

UNIT-V

Analysis of Variance (ANOVA) - Setting up ANOVA table - One way and two way ANOVA ~ Analysis of covariance - Non-parametric tests - Multivariate techniques.

Reference Books:

1. Wilkinson St. Bhandarkar - Methodology and Techniques of Social Research
2. Kothari C.R - Research Methodology: Methods and Techniques
4. Gupta S.P - Statistical Methods
5. Uma Sekaran - Research Methods for Business.
2.1 PRODUCTION MANAGEMENT

UNIT-I
Production Management - Definition - Production System - Difference between services and goods production - Historical development of production management - Product design - Steps - Designing for the customer.

UNIT-II

UNIT-III
Capacity planning - Concepts - Economies of scale - The Experience curve - Determining capacity requirements - Enterprise resource planning - Production scheduling - Nature and Importance of work centers.

UNIT-IV
Materials management - Materials requirement planning - Master production schedule - Purchase management - Vendor selection - Methods - JIT system - Inventory control — Purposes - Inventory models - EOQ models (without shortages) - Break models.

UNIT-V

Reference Books:

2.2 FINANCIAL MANAGEMENT

UNIT-I


UNIT-II

Capital Expenditure Evaluation - Methods and Appraisals - Pay back period, simple and Discounted - Net Present value, Internal Rate of Return - Accounting Rate of Return and Profitability Index - Capital rationing.

UNIT- III

Cost of Capital - Importance, Measurement of specific cost - Computation of Overall Cost of Capital - Capital structure - Determinants and theories.

UNIT-IV

Dividend policy Decision - Determinants – Leverages and its types – Simple Problems.

UNIT-V


Reference Books:

6. Dr. VR Palanivelu Sultan chands suns Ltd New Delhi.
2.3. HUMAN RESOURCE MANAGEMENT

UNIT-I

UNIT-II
The Concept of best-fit employee: Importance of Planning - Forecasting - Internal and external sources. Selection process screening.

UNIT-III
Training and executive development; Training Needs - Types of training methods, purposes, benefits resistance.

UNIT-IV
Sustaining employee interest; Compensation plan - Reward - Motivation - Theories of motivation.

UNIT-V

Reference Books:
2.4 MARKETING MANAGEMENT

UNIT-I

Markets and marketing - Scope of Marketing - Fundamental concepts, Marketing and customer value - Nature and contents of a marketing plan.

UNIT-II


UNIT-III


UNIT-IV

Product Characteristics and Classification - Product and brand relationships - Developing Pricing Strategies and Programmes - Setting and Adapting the Price.

UNIT-V

Role of Marketing Communication - Developing Effective Communication - Deciding and managing Marketing Communication Mix - Advertising versus Promotion - Direct Marketing and Interactive Marketing - New Product Development Process.

Reference Books:

1. Philip Kotler and Kevin Lane Keller; Marketing Management, Prentice Hail India.
3. V.S. Ramaswamy and S.Namakumari; Marketing Management, MacmiiJan India.
**RETAIL MANAGEMENT**

**Unit I**


**Unit – II**

Retail in India- Introduction – Types of Retailers – Changes Impacting Retailing in India – Retail Strategy with Respect to Specific Product Categories – Challenges in Retail Business in India – Modern Retail Business in India – Modern Retail Set to Grow Fast – RMCG Rural Sale Likely to Hit $ 3.5 bn: Study – Survey – Bharti to Open Stores Only in ‘Friendly States – Reliance Retail to Enter Branded Jewellery Mart – Mobile Retailing Villages

**Unit – III:**

Retail Location - Introduction – Types of Locations – Choice of a General Location – Location and Site Evaluation – Location Decision Process – Researching the Proposed Trading Area – Trends in Retail Property Development in India

**Unit – IV:**


**Unit – V**


**Reference Books**

1. Retail Management – Sajal Gupta
2. Gurpreet Randhawa
ADVERTISING AND SALES PROMOTION

Unit-I

Advertising - advertising objectives - task and process - market segmentation and target audience - message and copy development

Unit-II

Mass Media - selection - planning and scheduling - web advertising – integrated programme and budget planning - programme implementation - coordination and control - advertising agencies - organisation and operation.

Unit-III

Sales Promotion - sales promotion activities - consumer and sales channel oriented planning - budgeting - implementation and controlling sales promotion campaigns.

Unit-IV

Sales promotion strategies - advertising strategies - strategies applicable to other sales promotion activities

Unit-V

Control - objectives - advertising budget - techniques used for measuring effectiveness of advertising - advertising ethics - social relevance

References Books:

RURAL MARKETING

Unit – I


Unit – II


Unit – III


Unit – IV


Unit – V


Reference Book - R.M.Text and Cases

1. C.S.G.Krishnamacharylur, Lalitha Ramkrishana
2. Rural Marketing – Ravindranath V.Badi, Natayanays V.Badi
3. Rural Marketing – Indian Perpective – Awadhesh Kumar Singh, Satyaprakash Pandey,
5. Textbook of Marketing – Keith Blois
SERVICE MARKETING

Unit – I


Unit – II


Unit – III


Unit – IV


Unit – V


Reference Book

1. Services Marketing – S.M.Jha