

MARKETING

Unit I

Introduction to Marketing – Meaning – Definition and Functions of Marketing –Importance of Marketing – Marketing Functions – Marketing Environment

Unit II

Consumer Behaviour – Consumer Buying – Decision Process – Buying Motives – Market Segmentation – Concept - Benefits

Unit III

Product – Meaning – Product Mix – Product Planning and Development – Types – Introduction to PLC – Pricing Policies - Methods

Unit IV

Promotion – Basics of Advertising – Sales Promotion and Personal Selling – Physical Distribution – Channels of Distribution – Basics of Channel Members

Unit V

Recent Trends in Marketing, Tele-marketing, Relationship Marketing, Concept Marketing, Virtual Marketing - E- Business (Internet Marketing) – Modern Retailing

Reference Books:

1. Marketing Management by Rajan Saxena
2. Marketing by William J. Stanton
3. Principles of Marketing by Philip Kotler
4. Marketing Management by Still and Cundiff
5. Marketing Management by Dr. K. Nirmala Prasad and Sherlaker
6. Marketing by J.C. Gandhi
7. Principles of Marketing by Ramasamy Namakumari
8. Marketing – J. Jayasankar
9. Marketing Management by Dr. C.B. Gupta and Dr. N. Rajan Nair

Question Paper Pattern

Pattern	Total Questions	To answer	Marks per Question	Total Marks
Section A	12	10	2	20
Section B	7	5	5	25
Section C	4	2	15	30

Instructions to Paper Setter:

Section-A: Minimum 2 Questions to be asked from each of the five Units

Section-B: Minimum 1 Question to be asked from each of the five Units

Section-C: Minimum 1 Question to be asked from any four Units