

Ramakrishna Mission Vivekananda College (Autonomous)
Evening College, Chennai – 600 004
B.Com. (General), Syllabus (effective from the Batch 2008-11)
NON-MAJOR ELECTIVE (NME) - SEMESTER-II

MARKETING MANAGEMENT

Unit-I

Introduction

Unit-II

Types of Markets

Unit-III

Functions of Marketing

Unit-IV

Product Life Cycle and Branding

Unit-V

Pricing, Advertising and Sales Promotion

Reference Books :

1. Marketing Management – Prof. Jayashankar – Margham Publishers
2. Marketing Management – Dr.L.Natarajan – Margham Publishers

Question Paper Pattern: (Max. Mark :75)

Section A : 5 out of 7 (5 X 5 = 25 Marks)

Section B : 5 out of 8 (5 X 10 = 50 Marks)