

<b>Subject</b>	<b>MARKETING</b>
<b>Subject Code</b>	<b>UCMAM16/BM16/CM16</b>
<b>Nature</b>	<b>Major</b>
<b>SEMESTER</b>	<b>V</b>
<b>Maximum Marks</b>	<b>75</b>

### **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**

<b>Pattern</b>	<b>Total Questions</b>	<b>To answer</b>	<b>Marks per Question</b>	<b>Total Marks</b>
<b>Section A</b>	12	10	2	20
<b>Section B</b>	7	5	5	25
<b>Section C</b>	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