VIDYASAGAR UNIVERSITY

MARKETING MANAGEMENT

(Honours)

Under Graduate Syllabus

(3 Tier Examination Pattern)

w.e.f. 2014-2015

REVISED

Vidyasagar University

Midnapore 721 102

West Bengal

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MARKETING MANAGEMENT
(Honours)

Detailed Syllabus

FIRST YEAR

Part-I

Group-I
(Common Papers: Two papers of 100 Marks each = 200 Marks)
Paper C 1: Business Thoughts, Ethics and Management
Paper C 2: Business Laws

Group-II
MH (Elective papers for honours course in Marketing Management: Two papers of 100 marks each = 200 marks)
Paper MH 1: Financial Accounting and Accounting Theory
Paper MH 2: Principles of Marketing

Second Year
Part-II

Group-I
(Common Papers: Three Papers of 100 Marks each = 300 Marks)
Paper C 3: Entrepreneurship Development and Financing for SMEs
Paper C 4: Computer Application in Business
Paper C 5: Auditing

Group-II
MH (Elective Papers for honours course in Marketing Management: Three papers of 100 Marks each = 300 Marks)
Paper MH 3: Product and Pricing Management
Paper MH 4: Advertising and Sales Promotion
Paper MH 5: Distribution Management

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Third Year
Part-III

Group-I

(Common paper: One paper of 100 Marks = 100 Marks)

Paper C6: Business Practice and Business Communication (only in English)

Group-II

MH (Elective papers for Honours course in Marketing Management: Three papers of 100 Marks each = 300 Marks)

Paper MH 6: Cost Accounting and Statistics

Paper MH 7: Sales Organisation and Management

Paper MH 8: Micro and Macro Economics

Compulsory Language Papers:

Two Papers of 50 Marks each = 100 Marks

C7: Compulsory English

C8: Modern Indian Language

Compulsory Paper: One paper of 50 Marks

C 9: Environmental Studies

Total Marks

Honours Course: 1550

NB (MH: Only for honours in Marketing Management, C: Common and Compulsory for all Commerce students)

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FIRST YEAR: PART-I EXAMINATION

Group-I

(Common Papers: Two papers of 100 Marks each = 200 Marks)

Paper C 1: Business Thoughts, Ethics and Management (100 Marks)

University Examination: 90 Marks

[Long Answer type questions: 30 Marks (Max. 15 Marks in each question); Semi-long Answer type questions: 40 Marks (Max. 08 Marks in each question); Short Answer type questions: 20 Marks (Max. 04 Marks in each question)]

Internal Assessment: 10 Marks

Group A (Business Thoughts, Business Ethics): Marks-50

***(Long, Semi-long and Short answer type questions should carry* 45 *marks preferably in the ratio of* 3:4:2)**

1. **Basic Business Thoughts:** Concept, Nature, Scope of business, Objectives of business. Evolution of business and its impact on society, Evolution of business in India. (05 L)
2. **Social and Economic Environment of Business:** Different economic systems, Features, Advantages and Disadvantages, WTO – main features, Regional trade agreement of different countries. (08 L)

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3. **Business Structure:** Sole Proprietorship, Joint Hindu Family business, Partnership, Joint Stock Company, Cooperatives, Limited Liability Partnership, Evolution of different structures, Determination of optimum size, Factors influencing size, Multinational Corporations. (10 L).
4. **Business Combination:** Definition, Causes of combination, Types of business combination, Advantages and limitations of business combination. (06 L)
5. **Government and Business:** Public Enterprises, Objectives, Contributions, Merits, Demerits, Public utility undertakings, Reasons for Government control. (08 L)
6. **Business Ethics:** Concept of ethics, Definition of Business. Ethics, Importance and significance of business ethics, Ethical practices in: Profit making, Utilization of Resources, Protection of Environment, Advertisement, Social responsibility of business. (08L)

Group B (Business Management): Marks-50

***(Long, Semi-long and Short answer type questions should carry* 45 *marks preferably in the ratio of* 3:4:2)**

1. **Management:** Definition, Nature, Principles, Functions, Levels of Management. (06L)
2. **Evolution of Management Thoughts**: Henri Fayol, F.W. Taylor, Mary Parker Follett, Elton Mayo. (06 L)

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3. **Planning**: Definition, Importance, Planning process, advantages and disadvantages. (07 L)
4. **Organising**: Definition, Organising process, Organization chart, Departmentation: concept and forms, centralisation and decentralization: Meaning, advantages and disadvantages. (08 L)
5. **Motivation**: Definition, Importance, Theories of motivation: Need-based and Process based theories, Abraham Maslow's theory and Herzberg theory - a discussion. (06 L)
6. **Leadership**: Concept, Leadership styles, Importance. (06 L).
7. **Coordinating**: Definition, Importance, Techniques. (04 L)
8. **Controlling**: Definition, steps in controlling, planning-controlling relationship; Techniques of controlling: Budgetary control, Management Information System. Management audit. (06 L)

Suggested Readings:

- Carroll, A. B. and Buchholtz, A. K., Business and Society- Ethics. Sustainability and Stakeholder Management, CENGAGE Learning, USA
- Mahikutti, S., Being Ethical- Ethics is the Foundation of Business, IIM Ahmedabad
- Banerjee, R. P., Ethics in Business and Management, Himalaya Publishing House, Mumbai
- Koontz & Weihrich, Essentials of Management, Tata McGraw Hill, New Delhi

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- Prasad, L. M., Principles and Practice of Management, Sultan Chand and Sons. New Delhi
- Kumar, A. & Sharma, R., Principles of Business Management, Atlantic Publishers, New Delhi
- Tripathy, P. C. and Reddy, P. N., Principles of Management, Tata McGraw Hill, New Delhi
- Jwalkar, Ghanekar & Bhivpathaki, Principles & Practice of Management, Everest Publishing House

Paper C 2: Business Laws (100 Marks)

University Examination: 90 Marks

[Long Answer type questions: 30 Marks (Max. 15 Marks in each question); Semi-long Answer type questions: 40 Marks (Max. 08 Marks in each question); Short Answer type questions: 20 Marks (Max. 04 Marks in each question)]

Internal Assessment: 10 Marks

1. **Introduction**: Concept and scope of Business Laws, relation with society, sources of business law. (05 L)
2. **Indian Contract Act, 1872**: Introduction, importance, essential features, types of contract, offer and acceptance, consideration, consents, termination of contracts, breach of contract, indemnity and guarantee, agency. (10 L)

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3. **Sale of Goods Act, 1930**: Formation of contract of sale, goods and their classifications, price, conditions, warranties, transfer of property in goods, performance of the contract of sale, unpaid seller and his rights, caveat emptor, sale by auction. (10 L)
4. **Negotiable Instrument Act, 1881**: Definition of Negotiable Instruments, features, promissory note, bill of exchange and cheque, dishonour and discharge of negotiable instruments. (10 L)
5. **Consumer Protection Act, 1986**: Purpose, definition of consumer, complaint, consumer dispute, goods, services. Objectives of Central and State Council, composition and jurisdiction of district forum, process of filing return. (10 L)
6. **Electronic Commerce Act, 1998**: Concept of e-commerce, electronic signature, internet, information, formation and validity of e-contracts and effectiveness between parties. (06 L)
7. **Foreign Exchange Management Act, 1999**: Object of FEMA, definitions of capital account transaction, currency, current account transaction, foreign exchange, person, person resident in India, Regulation and Management of Foreign Exchange. (08 L)
8. **Indian Partnership Act, 1932**: Definition, types of partnership and partners, partnership deed with its contents, rights, duties and liability of partner, rules and result of dissolution of partnership. (15 L)
9. **Companies Act, 2013**: Origin of the Indian Companies Act, definition, types and features of company, promotion and

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incorporation of company, memorandum of association and articles of association, prospectus and statement in lieu of prospectus, capital, directors and their types, concept of company meeting. (20 L)

10. **Factories Act**: Definitions of Factory, Worker, Manufacturing Process, Power, Prime Mover, Transmission Machinery, Machinery, Adult, Adolescent, Child, Young Person, Calendar Year, Day, Week, Shift and Relay, Occupier, Provisions regarding the Health of Worker, Provisions regarding the Safety of Worker. (l0 L)

Suggested Readings:

- Tulsian, P. C., Business Law, Tata McGraw Hill Pvt. Ltd., New Delhi
- Kapoor, N.D., Elements of Mercantile Law, Sultan Chand & Sons, New Delhi
- Kapoor, N.D., Company Law & Secretarial Practice, Sultan Chand & Sons, New Delhi
- Gulshan & Kapoor, Business Law including Company Law, New Age International (P) Ltd, New Delhi.
- Mohana Rao, P., Mercantile Law, Prentice Hall Learning Pvt. Ltd., New Delhi
- Sen & Mitra, Commercial and Industrial Law, World Press Private Ltd., Kolkata

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- Shukla, M.C., Mercantile Law, S Chand & Co Ltd., New Delhi
- Bhadra, Satpathi and Mitra, Karbari Ainer Ruprekha (Bengali Version), Chhaya Prakasani, Kolkata,
- Bare Acts: Indian Contract Act, 1972; The Sale of Goods Act 1930; Essential Commodities Act, 1955; Consumer Protection Act, 1986; The Companies Act 2013; Factories Act, 1948.

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Group-II
Paper MH 1: Financial Accounting and Accounting Theory
(100 Marks)

University Examination: 90 Marks,

[Long Answer type questions: 30 Marks (Max. 15 Marks in each question); Semi-long Answer type questions: 40 Marks (Max. 08 Marks in each question); Short Answer type questions: 20 Marks (Max. 04 Marks in each question)]

Internal Assessment: 10 Marks

Group A: Financial Accounting (80 Marks)

***(Long, Semi-long and Short answer type questions should carry* 72 *marks preferably in the ratio of* 3:4:2)**

1. **Introduction**: Meaning and objectives of Accounting, Accounting as a language for communicating information, 'event' and transactions, difference between the accounts of terminable but 'profit seeking venture' and accounts of continued concern both profit seeking and non-profit seeking – cash basis and accrual basis of accounting. (06 L)
2. a) **Bank Reconciliation Statement** (with amended cash book only). (04 L)

   b) **Rectification of Errors at different stages** (05 L)

   c) **Closing and Adjustment Entries** (03 L)

   d) **Providing for Depreciation** (different methods) (06 L)

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3. **Final Accounts of Trading and Non-Trading Concern** (l0 L)
4. a) **Accounting for Bill of Exchange** (with special emphasis on Accommodation bill). (06 L)
   b) **Consignment: Outward and Inward (08 L)**
   c) **Joint Ventures (08 L)**
5. **Accounting from incomplete records**: drawbacks, conversion into Double Entry system of Accounting. (08 L)
6. **Partnership Accounts**: treatment of goodwill at the time of Admission, Retirement/Death of partner, Admission-Cum-Retirement, Dissolution (with Piecemeal Distribution). (30 L)
7. **Miscellaneous Accounting**:
   a) Branch and Departmental Accounting (l0 L)
   b) Hire-Purchase and Installment Payment System (l0 L)
   c) Insurance Claims (with average clause principle) only for loss of Stock fire insurance (05 L)

Group B: Accounting Theory (20 Marks)

Short Answer type questions:* 18 *Marks (Max. 06 Marks in each question)

1. **Accounting theory:** Definition, Nature, Roots, Framework, and Function. Various approaches to the formulation. Characteristics, advantages and drawbacks-various types of classification-need of the study relation with practices.(08 L)

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2. **History and Evolution of Accounting Thought:** Single Entry System, Double Entry System, Accounting Equations. (08 L)
3. **Principles of Accounting:** Basic Accounting principles, Accounting assumptions, Accounting concepts and Accounting Conventions, Accounting concept of Income and Economic concept of Income. (08 L)

Suggested Readings:

- Porwal, L S., Accounting Theory, Tata McGraw Hill, New Delhi
- Gupta, S. C., Grewal, T. S. and Sukla, M. C., Advanced Accounts, S. Chand & Co Ltd., New Delhi
- Jain, S. P. and Narang, K. L, Financial Accounting, Kalyani Publishers, Delhi
- Maheswari, S. N. and Maheswari, S. K. Advanced Accountancy, Vikash Pub. House (P) Ltd., New Delhi .
- Chakraborty, H., Advanced Accountancy, Oxford University Press, Kolkata
- Gupta, R. L and Radhaswami, M., Financial Accounting, Sultan Chand & Sons, New Delhi
- Paul, S. K., Financial Accounting, New Central Book Agency (P) Ltd., Delhi

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Paper MH 2 : Principals of Marketing (100 marks)

University Examination: 90 marks

[Long Answer type question: 30 marks (max15 Marks in each question Semi-long Answer type question: 40 marks (max 08 Marks in each question) Short Answer type question:20 marks(max 04 Marks in each question)

Internal assessment: 10 marks

1. **Introduction to Marketing**: Definition, Nature and scope of Marketing – Importance of Marketing as a Business Function and in the Economy – Components and Classification of Market – Marketing System – Marketing Goal – Traditional and Modern Concept – Selling and Marketing concept – Marketing Mix – Marketing activity and environment – Challenges in Indian Marketing [08 Lectures]

2. **Consumer Behaviour and Market Segmentation**: Nature, Scope and Significance of Consumer Behaviour – Market Segmentation Concept and Importance, Bases for Market Segmentation.

[10 Lectures]

3. **Market Information and Market Research**: Market Information-meaning, methods for collection of Information, Dissemination of Information; Market Report – Types, Objectives, Organization, and Advantages – Market Intelligence – Kinds of Market Research – Procedure of a Marketing Research. [10 Lectures]

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4. **Product**: Concept of Product, Consumer and Industrial Products; Product Planning and Development; Packaging – Role and Function; Brand Name and Trade Mark; After Sales Service; Concept of Product Life Cycle (PLI); Marketing of Services. [12 Lectures]

5. **Price**: Importance of Price in the Marketing Mix – Factors determining Price of Product/Service; Discounts and Rebates – Price Policy and Competing Products – Re-sale Price. [07 Lectures]

6. **Channels of Distribution and Distribution of Goods**: Concept and Role- Types of a Distribution Channel – Middlemen & Mercantile Agents and Merchants – Wholesaler and Retailers – Export Procedure. [08 Lectures]

7. **Sales Promotion**: Meaning, Nature, and Function – Methods of Promotion, Factors determining Optimum Promotion Mix – Advertising: Concept, Objectives, Importance – Advertisement Vs. Publicity Vs. Propaganda – Media of Advertisement – Modern Advertising Agencies – Characteristics of an effective Advertisement. [15 Lectures]

8. **Rural Marketing**: Definition – Changing Scenario in Rural Marketing – Problems in Rural Marketing – WTO and Rural Marketing. [05 Lectures]

Suggested Readings:

1. Kotler, P., Marketing Management, Printice Hall, New Delhi
2. William and Ferrell, Marketing, Houghton Miffin, Boston

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3. Stanton, Etzel, and Walker, Fundamental of Marketing, McGraw Hill
4. Neelamegham, S., Marketing in India: Cases and Readings, Vikas Publishing.
5. Rajagopal, Management of Rural Business, Wheeler, New Delhi
6. Gopalswamy, T. P., Rural Marketing, Wheeler, New Delhi

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SECOND YEAR: PART-II EXAMINATION

Group – I (Common Papers: Three Papers of 100 Marks Each = 300 Marks)

Paper C 3: Entrepreneurship Development and Financing for SMEs (100 Marks)

University Examination: 90 Marks

[Long Answer type questions: 30 Marks (Max. 15 Marks in each question); Semi-long Answer type questions: 40 Marks (Max. 08 Marks in each question); Short Answer type questions: 20 Marks (Max. 04 Marks in each question)]

Internal Assessment: 10 Marks

Group A: Entrepreneurship Development: (70 Marks)

***(Long, Semi-long and Short answer type questions should carry* 62 *marks preferably in tile ratio of* 3:4:2)**

1. **Introduction**: Definition of Entrepreneurship, types of entrepreneurship; Entrepreneurship Development; Entrepreneurship as a career. (10 L)
2. **Entrepreneurship Development in India in 21st Century** (04 L)
3. **Traits of Entrepreneur**: Entrepreneurial personality, knowledge and skill of entrepreneur, entrepreneurship development training. (08 L)

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4. **Entrepreneurship in India**: Scope of Entrepreneurship development in India, Government assistance, Problems of entrepreneurs in India; choice of goods or services; pre-feasibility study; matching of entrepreneur's capacity and project requirement; preparation of feasibility study. (15 L)
5. **Planning for Entrepreneurship**: Basic concept, operational planning, planning for human resources and marketing planning, Planning of some projects e.g. hatchery; doll making; PC assembly, etc. (15 L)
6. **Micro business to Industry**: Case Studies and notes of idea from initial stage of operation to expansion as an industry. (08 L)

Group B: Sources of Finance for SMEs (30 Marks)

***(Semi-long and Short answer type questions should carry* 28 *marks preferably in the ratio of* 3:2)**

Different sources of capital (internal and external) for SMEs; Procurement of own capital, debt capital, govt. Subsidy; Recapitulation of Financial and Economic Concepts (Profit, Profitability, and Break-Even Analysis; projection of Forecasting and Pro Forma Financial Statements; Working Capital Management; Factors for allowing loan by Banks; Contents of project report, Application format for loan from Bank, project report of hatchery; doll making; PC assembly etc. (35 L)

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Suggested Readings:

- Hisrich, R. D., Peters, M. P. and Shepherd, D. A., Entrepreneurship, McGraw Hill Education, New Delhi
- Khanka, S. S., Entrepreneurial Development, S. Chand and Company Limited, New Delhi
- Manimala, M. J., Entrepreneurship Theory at the Crossroads - Paradigms & Praxis, Biztantra Publishing
- Chandra, P., Projects - Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill, New Delhi

Paper C 4: Computer Applications in Business (100 Marks)

(Computer Practical: 80 Marks and Viva-voce: 20 Marks)

1. **Operating System:** MS-DOS, Windows (15 L)
2. **MS- Office:** MS-Word, MS-Excel, MS-Power Point, MS-Access (30 L)
3. **Anyone Accounting Package (Latest Version):** Tally, Fact, EX-NGN, Busy (30 L)
4. **Web Page Designing:** HTML (15 L)
5. **E-Banking:** Online Account Opening, Online Payment etc. (15 L)

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Suggested Readings:

- Miller., Absolute Beginner's Guide to Computer Basic, Techmedia Publishers,
- Mansfield and Ron, The Compact Guide to Microsoft Office, BPB Publication, Delhi.
- Jain, S. and Sing, S., Degital Computer Fundamentals, BPB Publication, Delhi
- Schwartz, K., Quick Reference Guide to Microsoft 2000, I3PB Publication, Delhi
- Jain, S., EXCEL 2007 made simple, BPB Publication, Delhi
- Rutkosky, Word 2007, BPB Publication, Delhi
- Jain, S., MS Office 2010 - Training Guide, BPB Publication; Delhi
- Willard, W., HTML: A Beginner's Guide:, McGraw-Hill, New Delhi
- Purcell, L., Web Developer.com Guide to Creating Web Channels with Dynamic HTML and CDF, Wiley Publication

Paper C 5: Auditing (100 Marks)

University Examination: 90 Marks

[Long Answer type questions: 30 Marks (Max. 15 Marks in each question); Semi-long Answer type questions: 40 Marks (Max. 08 Marks in each question); Short Answer type questions: 20 Marks (Max. 04 Marks in each question)]

Internal Assessment: 10 Marks

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1. **Introduction**: Definition, Nature, Objectives, Scope, Classification, Relationship with other subjects. (05 L)
2. **Procedure of Audit**: Consideration for commencing an audit, Audit Programme. Audit Note Book, Test Checking, Selective Verification. (07 L)
3. **Internal Control System**: Meaning, Objectives, Internal Check, Internal Audit. Relationship of internal control - internal check and Internal audit, Audit Committee. (08 L)
4. **Vouching**: Meaning, Importance, General Principles, Routine Checking and Vouching, Vouchers, Vouching of Sales items, Vouching of Purchase items and Vouching of Ledgers. (12 L)
5. **Verification of Assets**: Meaning, Objectives, Verification of various assets and liabilities and auditors role, Contingent liabilities and assets and auditors' role. (12 L)
6. **Audit of Sole proprietorship and Partnership business**. (10 L)
7. **Company Audit**: (10 L)
    a) Qualification, Appointment, Remuneration and Removal of auditor;
    b) Rights and duties of Auditors;
    c) Criminal and Civil Liabilities of Auditors.
8. Audit of (06 L)
    a) **Educational Institutions;**
    b) **Hospitals, and**

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c) **Clubs.**

9. **Auditor's Report and Certificate**: Concept, Importance, Contents, Types of Audit Report, Difference between Audit report and Auditor's Certificate. (08 L)
10. **Divisible Profits and Dividends**. (06 L)
11. **New areas of Auditing**: Cost Audit, Management Audit, Environment Audit, Social Audit. (08 L)
12. **Farm Audit**: Auditing principles applied to farming, Audit of farm transactions, Performance Audit in farms. (08 L)

Suggested Readings:

- Gupta, K., Contemporary Auditing, Tata McGraw Hill, New Delhi.
- Tandon, B. N., Principles of Auditing, S. Chand & Company, New Delhi.
- Jha, A., Students Guide to Auditing, Taxmann Publication, New Delhi.
- Gangopadhyay & Mukhopadhyay, Nirikshashastra, Dey Book Concern, Kolkata
- Maity, B. K., Hisab Parikhkhar Tatta O Prayog, Oriental Book Company (P) Ltd, Kolkata.
- Banerjee, D., Nirikshashastro, Dey Book Syndicate (P) Ltd, Kolkata.

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Group - II MH (Elective Papers for Honours Course in 'Marketing Management': Three Papers of 100 Marks each =300 Marks)

Paper MH 3: Product and Pricing Management
University Examination: 90 Marks

[Long answer type question: 30 Marks (Max. 15 Marks in each question) Semi-ling Answer type questions: 40 Marks (Max. 08 Marks in each question) Short-Answer type question: 20 Marks (Max. 04 Marks in each question)

Internal Assessment : 10 Marks

1. Market: Concept, Nature of Market, Product – Components of Market – Market Structure Analysis (07 Lectures)
2. Product – Market – Profit – Co-ordination, Planning at Corporate Level; Product Manager's Role in the Organization – New Product Development – Role of Product Manager – Approach to New Product Development; Identifying Opportunities – Acquiring Ideas, Screening, Business Analysis; Developing and Testing New Products. (10 Lectures)
3. Economic / Financial Analysis of Products – Legal Aspects of Product Registrations – Legal Provisions relating to Promotional Schemes; Planning, Monitoring and Controlling the Product over its Life Cycle; Advertising – Event Marketing and Sales Promotion – Choice of Channels. (09 Lectures)

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4. Techniques and Tools of Product Management; Systems applicable to Product Management – Marketing Information System – New Product Forecasting Models. (05 Lectures)
5. Product Portfolio – Models for Portfolio Analysis; Analysis of Product Length, Depth and Width for Strategic Decisions; Portfolio gas analysis. (08 Lectures)
6. Branding: Brands and Trade Marks, Objectives, Brand Decision Strategies.
7. Packaging: Concept, Importance; The role of Packaging, Trends of Packaging; Packaging and Product Differentiation; Packaging Strategies; Legal Aspects. (05 Lectures)
8. Pricing: Meaning and Need for Pricing; Importance and Objectives of Pricing; Pricing Decisions – Factors Influencing Pricing Decisions; Cost and Revenue; Pricing Methods; Pricing in India Context; Government Regulation and Control and Societal Consideration. (10 Lectures)

Suggested Readings:

1. Kotler, P., Marketing Management, Prentice Hall, New Delhi
2. William and Ferrell, Marketing, Houghton Miffin, Boston
3. Lehman, R. Donald, Winner, S. Russel, Product Management, Tata McGraw Hill, New Delhi
4. Scheving & Merrill, New Product Management, USA Publications

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5. Crawford, C. Merle & Benedetto, D. Anthony, New Product Management, McGraw Hill
6. Neelamegham, R., Marketing in India, Prentice Hall, New Delhi
7. McCrathy and Perreault, Basic Marketing: Managerial Approach, Irwin Homewood, Illinois
8. Srinivasan, R., Case Studies in Marketing: The Indian Context, Prentice Hall, New Delhi.
9. Howard, A. John, Marketing Management, Richard D. Irwin Inc., Illinois
10. Davar, S. Rustom, Modern Marketing Management, Progressive Corporation, Bombay
11. Phophalia, A. K., Sharma, Sarita & Basotia, G. R., Marketing Management: Analysis, Planning and Control, Deep & Deep Publications, New Delhi.
12. Khan, B. Kenneth, New Product Planning, Sage Publications, New Delhi

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Paper MH 4: Advertising and Sales Promotion (100 marks)
University Examination: 90 Marks

[Long Answer type question: 30 Marks (Max. 15 Marks in each question) Semi-long Answer type questions: 40 Marks (Max. 08 Marks in each question) Short Answer type questions: 20 Marks (Max. 04 Marks in each question)]

Internal Assessment : 10 Marks

Group A: Advertising (50 Marks)

(Long, Semi-long, and Short answer type questions should carry 45 marks preferably in the proportion of 3:4:2)

1. **Introduction**: Definitions of Advertising from various view points, Relations of Advertising with other promotional mixes, DAGMAR approach, Criticisms on economic and social grounds. (05 Lectures)
2. **Forms of Advertising**: National, retail, co-operative, trade, industrial, financial, corporate, public services, political, primary & selective demands ad, push and pull ad. (10 Lectures)
3. **Advertising Media**: Features of different media: Print, audio, audio-visual, outdoors, etc.; steps involve in media planning. (08 Lectures)
4. **Copy and Creativity Theories**: USP and Brand Image, Pre-writing considerations and advertising appeal: Headlines, Message, Slogan for audio medium, copy for T.V. (10 Lectures)

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5. **Advertising and Consumer Behaviour**: Psychological, social and cultural influences; Learning theory; Product and brand image; Communication: processes and models. (08 Lectures)
6. **Advertising budget**: Methods: subjective, fixed guideline, objective and task. (05 Lectures)

Group B: Sales Promotion (50 Marks)

(Long, Semi-long, and Short answer type questions should carry 45 marks preferably in the proportion of 3:4:2)

1. **Introduction**: Definition, Reasons for rapid growth, Objectives, Classification; Promotion for customer, trade and sales force. (05 Lectures)
2. **Types and Techniques**: Monetary: Price deal, Bonus, Rebate, Refund, Trade Allowance, etc.; Non-monetary: Premiums-direct and indirect, Coupons, Samples, Contests and Sweepstakes, Continuity plan, Exchange offer, etc.; Merits and Demerits of the methods. (10 Lectures)
3. **Other Techniques**: Display, Trade Fair, Exhibitions, Event Sponsorship, etc. (06 Lectures)
4. **Sales Promotion Budget**: Methods: Percentage of Sales, Unit of Sales, Competitive Parity, Objective Accomplishment, Profit Maximization, etc. (05 Lectures)
5. **Sales Promotion vis-à-vis Advertising**: Public Relations and Personal Selling. (05 Lectures)

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Suggested Readings:

1. Benlch: *Advertising & Sales Promotion*, TMH
2. Mohan, Manendra, *Advertising Management – Concepts & Cases*, Tata McGraw Hill
3. Percy, *Strategic Advertising Management*, OUP
4. Evans, Robin B., *Production & Creativity in Advertising*, Wheeler
5. Kazmi, S. H. H. & Batra, S. K., *Advertising & Sales Promotion*, Excel Books
6. Oguinn, *Advertising & Brand Promotion*, Vikas
7. Chunawala, *Advertising Sales & Promotion Management*, Himalaya
8. Cummins, Jullian, *Sales Promotion*, Universal Book Company
9. Spillard, Peter, *Sales Promotion*, Business Book
10. Choudhury, Elliot & Toop, *Successful Sales Promotion*, Orient Longman
11. Kulkarni, M.V., *Advertising Management*, EPH

Paper MH 5: Distribution Management
University Examination: 90 Marks

[Long Answer type question: 30 Marks (Max. 15 Marks in each question) Semi-long Answer type questions: 40 Marks (Max. 08 Marks in each question) Short Answer type questions: 20 Marks (Max. 04 Marks in each question)]

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Internal Assessment : 10 Marks

1. **Marketing Channels**: Need, Functions, Levels, Relationships, and Advantages; Channels in Service Sector. (05 Lectures)
2. **Channel Selection**: Identification and Analysis of Customers' needs, Channel Objectives, Exploring various Channel Alternatives, Selection of Appropriate Channel. (08 Lectures)
3. **Channel Management**: Channel Members: Motivating, Leading, Communicating, and Performance Evaluation, Modifying channel arrangements. (07 Lectures)
4. **Dynamics of Channel**: Growth of Marketing System: Vertical, Horizontal and Multi-channel; Role of Individual Farm; Co-operation, Conflict, and Competition among channels. (08 Lectures)
5. **Managing Wholesaling**: Nature and Importance, Types, Wholesale Marketing Decisions, Trends. (05 Lectures)
6. **Managing Retailing**: Nature, Importance, Types, Decisions, and Trends. (07 Lectures)
7. **Physical Distributions**: Nature and Objectives; Order Processing; Ware housing; Inventory; Transportation; Organisational Responsibility; Systems Approach. (08 Lectures)

Suggested Readings:

1. Luick, Zieglar, et al, Sales Promotion and Modern Merchandising
2. Stern, Ansary and Coughlan, Marketing Channels, PHI, New Delhi

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3. Warner, D. S., Marketing and Distribution, McMillan, New York
4. Pyle, Joseph, Marketing Principles, McMillan, New York
5. Doughlas, L. et al, Fundamentals of Logistics and Distribution, Tata McGraw Hill, New Delhi
6. Gupta, S. L., Sales and Distribution Management, Excel Books

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THIRD YEAR :: PART-III EXAMINITION
Group-I (Common Paper: One paper of 100 Marks = 100 Marks)

Paper C 6: Business Practice and Business Communication
(100 Marks)
University Examination: 90 Marks

[Long Answer type questions: 30 Marks (Max. 15 Marks in each question); Semi-long Answer type questions: 40 Marks (Max. 08 Marks in each question); Short Answer type questions: 20 Marks (Max. 04 Marks in each question)]

Internal Assessment: 10 Marks

Group- A: Business Practice - Practical (50 Marks)

1. **On Accounting**: (25 Marks)
   a) Filling up of different Forms, Challans, Vouchers, Returns, etc. of Banks and other Financial Institutions;
   b) Preparation of Cash Book, Purchase Book, Sales Book, etc. based on Vouchers;
   c) Bank Reconciliation Statement. (18 Lectures)
2. **Marketing**: (25 Marks)
   Subdivided into following:
   a) Export procedure/Documents related to export
   b) Budget for Advertisement
   c) Advertisement – Headlines, Message, Slogans
   d) Preparation of market survey questionnaire. (17 Lectures)

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Group B: Business Communication (50 Marks)

(Long, Semi-long and Short answer type questions should carry 45 marks preferably in the proportion of 3:4:2; Answers are to be written in English only)

1. **Introduction**: Definition, Objectives of communication, Feedback as the essence of communication, Channels of Communication, Communication Process. Principles of Effective Communication, Barriers to Communication. (12 L)
2. **Role of Communication**: In self-development, Resolution of Business Conflicts and Building Group Cohesiveness. (06 L)
3. **Types of Communication**: Formal. Informal, Oral, Verbal and Miscommunication. (05 L)
4. **Tools of Communication**: Emergence of ICT and its role in organizations. Modern Forms - Fax, Internet, Video-Conferencing. (10 L).
5. **Practice in Communication**: Drafting - Notice, Circular, Minute, Resolution, Report; Letter Writing - Letter of Offer, Quotation, Order Confirmation, Execution, Refusal, and Cancellation of Order, Status Enquiry, Recommendation and Credit Collection, Claim. (16 L)

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Suggested Readings

- Bovee, L., and Thill, J. V., Business Communication Today, Tata McGraw Hill. New Delhi.
- Dulek, R. E. and Fieder, J. S., Principles of Business Communication, Macmillan Publishing Company, London
- Kaul, A., Effective Business Communication, Prentice Hall, New Delhi
- Harper and Row, Webster's Guide to Effective Letter Writing, New York.

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Group-III MH (Elective papers for Honours course in 'Marketing Management' : Three papers of 100 Marks each = 300 Marks)

Paper MH 6: Cost Accounting and Statistics (100 Marks)

University Examination: 90 Marks
Internal Assessment: 10 Marks

Group A: Cost Accounting (50 Marks)

(Long, Semi-long and Short answer type questions should carry 45 marks preferably in the ratio of 3:4:2)

1. **Introduction**: Concepts of Cost, Costing, Cost Accounting, Cost Centre, Cost Unit; Nature, Scope, Objectives and Functions of Cost Accounting; Comparison of Cost Accounting with Financial Accounting; Classification of Costs; Methods and Techniques of Costing; Need for Costing, Installation of a Costing System; Advantages and Limitations of Cost Accounting. (08 L)
2. **Elements of Cost**: Materials, Labour, Overheads; Preparation of Cost Sheet; Determining Selling Prices; Preparation of Quotations and Estimates. (12 L)
3. **Accounting for Materials**: Materials Purchase Procedure; Different Types of Stock Levels; Economic Order Quantity; Pricing of Material Issues; Perpetual Inventory System; ABC Analysis, Just-In-Time Approach. (12 L)

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4. **Accounting for Labour**: Labour Cost Control Procedure; System of Wage Payment; Incentive Schemes; Idle Time and Overtime; Labour Turnover. (10 L)
5. **Accounting for Overhead**: Classification, Accounting and Control of Overheads; Allocation, Apportionment and Re-apportionment and Absorption of Overhead; Determination of Overhead Rates; Under- or Over-absorption and their treatment. (10 L)
6. **Methods of Costing**: Unit Costing, Job Costing, Batch Costing, Contract Costing. Process Costing (excluding Equivalent Production, Joint and By-Products). (12 L)

Group B: Statistics (50 Marks)

(Long, Semi-long and Short answer type questions should carry 45 marks preferably in the ratio of 3:4:2)

1. **Introduction**: Definition of Statistics, Importance and scope of Statistics, Types and Sources of Data, Limitation of Statistics. (03 Lectures)
2. **Analysis of Univariate Data**: Summarization of data, Charts, and measures of Dispersion, Moments, Different measures of Skewness and Kurtosis. (15 Lectures)
3. **Analysis of Bivariate Data**: Scattered Diagram – Simple Correlation, Linear Regression: Simple properties, Rank Correlation. (10 Lectures)

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4. **Index Number**: Meaning and types of Index Number, Problems in constructing Index Number, Methods of Construction of Price and Quantity Indices, Test of Adequacy, Cost of living Index. (08 Lectures)
5. **Time Series Analysis**: Causes of variation in Time Series Data, Components of Time Series, Additive and Multiplicative Models, Determination of Trend by Semi-average, Moving average and Least square, linear – Computation of Seasonal Indices by Semi-average ratio to moving average, ratio to trend and link relative methods, Simple forecasting through Time Series Data. (12 Lectures)

Suggested Readings:

1. Das, N. G., Statistical Methods (Vol. I & II), M. Das & Company, Kolkata
2. De, Sourendra Nath, Business Mathematics & Statistics (Vol. I & II), Chhaya Prakashani, Kolkata
3. Ghosh & Saha, Business Mathematics and Statistics (Vol. I & II), Central Book Agency Pvt. Ltd. Kolkata
4. Dhar, Ranjit, Business Mathematics and Statistics (Vol. I & II), Thee Dee Publications, Kolkata
5. Maity & Chakraborty, Business Mathematics and Statistics (Vol. I & II), The World Press, Kolkata

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Paper MH 7: Sales Organisation and Management (100 Marks)

1. **Sales Organisation**: Necessity of Sales Organisation – Steps involved in setting up a Structure – Factors determining Sales Organisation Structure – Centralized and Decentralized Organisation – Schemes for dividing Line Authority in the Sales Organisation. (10 Lectures)
2. **Designing the Sales Forces**: Sales Forces: Objectives and Strategies – Sales Forces Structure – Sales-job Analysis – Size of Sales Forces – Compensation of Sales Forces. (12 Lectures)
3. **Managing the Sales Forces**: Recruitment – Selection – Training and Development – Supervising Sales Representatives – Norms of Customer Call – Motivating Sales Representatives – Performance Evaluation of Sales Representatives. (11 Lectures)
4. **Personal Selling & Direct Marketing**: Nature of Personal Selling – Role of the Sales Force – Steps in the selling process – Personal Selling and Customer Relationship Management – Methods of approaching a customer – Presentation, Planning, Process, and Styles – Benefits and Growth of Direct marketing – New Direct Marketing Model – Integrated Direct Marketing. (15 Lectures)
5. **Salesmanship**: Essential Qualities and Functions of a Salesman – understanding buyer-behaviour and buyer-seller interactions, Product Knowledge – Customer Knowledge – Relationship Management – Effective Sales Process – Executing and Following-up of Sales Order. (12 Lectures)

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Suggested Readings:

1. Cundiff, Still & Govoni, Sales Management, PHI, New Delhi
2. Smith, R., Sales Management, PHI, New Delhi
3. Kotler, Philip, Marketing Management, Prentice Hall, New Delhi

Paper MH 8: Micro and Macro Economics (100 Marks)
University Examination: 90 marks

[Long Answer type questions: 30 Marks (Max. IS Marks in each question); Semi-long Answer type questions: 40 Marks (Max. 08 Marks in each question); Short Answer type questions: 20 Marks (Max. 04 Marks in each question)]

Internal Assessment: 10 Marks

Group A: Micro Economics (50 Marks)

***(Long, Semi-long and Short answer type questions should carry* 45 *marks preferably in the ratio of* 3:4:2)**

1. **Introduction**: Economics - Definition & scope; micro & macro economics; wants, scarcity, choice, efficiency & welfare; concepts of equilibrium, - statics, dynamics, comparative statics and stability of equilibrium; micro foundation of macro economics. (04 L)

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2. **Demand & Supply Analysis**: Concept of demand functions; determination of individual and market demand; shifting of demand curves; various types of elasticity; factors affecting demand elasticity; supply - determining factors & elasticity; determination of equilibrium price. (09 L)
3. **Consumer Behaviour**: Law of diminishing marginal utility and Marshalian equilibrium; ordinal & cardinal utility approach; concept of Indifference curve and budget line; consumer equilibrium under ordinal utility approach; price effect - substitution effect & income effect; inferior & giffen commodity; price consumption curve & income consumption curve. Backward bending labour supply curve. (11 L)
4. **Production & Producer Behaviour**: Concept of production function; law of variable proportion; relation between total product, average product and marginal product; concept of isoquant curve and isocost line; producer equilibrium; expansion path; returns to scale. (05 L)
5. **Theories of Cost**: Short & long run cost; total cost - fixed & variable cost; marginal cost; opportunity cost; average variable cost curve, average fixed cost curve, marginal cost curve and average cost curve; long run cost curves. (09 L)
6. **Markets & Revenue**: Features of markets - perfect competition, monopoly, oligopoly, monopolistic competition; revenue concepts

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- total, average and marginal revenue; relation between MR, AR & elasticity; revenue curves under different markets. (04 L)

7. **Market Equilibrium**: Perfect competition - short and long run equilibrium (firm and industry); supply curve; break even & shut down points; Monopoly - short and long run equilibrium; non existence of supply curve. (08 L)

Group-B: Macro Economics (50 Marks)

***(Long, Semi-long and Short answer type questions should carry* 45 *marks preferably in the ratio of* 3:4:2)**

1. **National Income**: Definition; concept - GDP, GNP, NNP, NI, DI; GDP deflator; methods of measurement; problems of measurement; national income as an index of growth and welfare; circular flow of income; national income identity. (08 L)
2. **Money**: Definition, types, features and functions; demand and supply of money; credit creation; money multiplier; Keynesian liquidity preference theory. (08 L)
3. **Determination of National Income**: Keynesian consumption function; savings function; investment function; accelerator principle; saving-investment identity; simple Keynesian equilibrium; investment multiplier; paradox of thrift; IS and LM curves; determination of equilibrium national income (closed economy with government) under IS-LM model; liquidity trap;

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comparative static analysis of equilibrium national income and various policy implications. (20 L)

4. **Theories of Inflation**: Concept; quantity theory of money; demand pull and cost push factors of inflation; inflation controlling measures. (08 L)
5. **Business Cycle**: Phases of business cycle; Theories of business cycle; fiscal and monetary policies to counter business cycle. (06 L)

Suggested Readings:

- Samuelson, P. and Nordhaus, W., Economics, McGraw Hill International Editions
- Mankiw,G., Economics: Principles and Applications, South Western of Cengage Learing
- Maddala, G. S. and Miller Eo, Microeconomics; McGraw-Hill International Editions
- Sikdar, So, Principles of Macroeconomics, Oxford University Press, Kolkata
- Mukherjee, D., Essentials of Micro and Macro Economics, New Central Book Agency, Kolkata
- Ghosh, S. K. and Lahiri, I., Economics I & II; Pearson Publication, New Delhi.
- Acharya, H., Adhunik Arthaniti, Prativa Publication, Kolkata
- Mukerjee, S. and Mukherjee, D., Samakalin Arthabidya, New Central Book Agency, Kolkata.

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Compulsory Language Papers:

Two Papers of 50 Marks each = 100 Marks
C7: Compulsory English
C8: Modern Indian Language

Compulsory Paper: One paper of 50 Marks
C 9: Environmental Studies

Total Marks
Honours Course: 1550

NB (MH: Only for honours in Marketing Management, C: Common and Compulsory for all Commerce students)

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