

*Placed at the meeting of
Academic Council
held on 12.12.2019*

Appendix-H-34
MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)

Directorate of Distance Education

Syllabus for M.Com. (Semester Pattern)
(With effect from the academic year 2019-2020 onwards)
Regulations, Scheme of Examinations and Syllabus

1. **Introduction of the Programme :** This is a two-year Post Graduate degree in Commerce, under semester pattern. This course enables the students to pursue research programme, professional courses and to become an entrepreneur. The curriculum is designed to suit the current changes in the environment in the industry and commerce.
2. **Eligibility Conditions :** A candidate who has passed any one of the following degree of this University or any other University accepted by the syndicate as equivalent thereto subject to such conditions as may be prescribed therefore, will be eligible for admission to the M.Com., (Semester) Degree course in DDE.

B.Com.	B.Com., (E Commerce)
B.Com., (CA)	B.Com., (CS)
B.Com., (PA)	B.B.A.,
B.Com., (Banking & Insurance)	B.Com., (Honors)

any other degree with Accounting, Costing and Banking as allied / ancillary subject.

2.1. Duration of the Programme: 2 Years

2.2. Medium of Instructions: English

3. Objective of the Programme

- 1) To enable the students to pursue research programmes — M.Phil., & Ph.D.
- 2) To enable the students to pursue professional courses viz. CA, CMA and CS.
- 3) To facilitate the students employable by equipping employability skills.
- 4) To develop business acumen either to become an entrepreneur or facilitate entrepreneurs.

4. Outcome of the Programme

- ❖ Making the students eligible for employment in teaching profession.
- ❖ Equipping the students to complete Intermediate CA, CMA and CS courses.
- ❖ Making the students employable in Corporate sector
- ❖ Influencing confidence among the students to appear for competitive examinations.

5. Core Subject Papers: 16
6. Unitization: 5 Units each subject
7. Pattern of Semester Exam: 4 Semesters
8. Semester Exam: 100 marks
9. Text Books: Course Material
10. Subjects and Paper related website

**Scheme of Examinations
First Year (Group – A / Group – B)**

I SEMESTER

Sl.No	Part	Title of the Paper	Credit	Maximum Marks
1	Core	Business Environment	4	100
2	Core	Computer Application in Business	4	100
3	Core	Advanced Financial Accounting– I	4	100
4	Core	Modern Banking	4	100
		Total	16	400

II SEMESTER

Sl.No	Part	Title of the Paper	Credit	Maximum Marks
1	Core	Indian Industrial Policy	4	100
2	Core	Office Automation	4	100
3	Core	Advanced Financial Accounting–II	4	100
4	Core	Principles of Insurance	4	100
		Total	16	400

Second Year (Group – A)

III SEMESTER

Sl.No	Part	Title of the Paper	Credit	Maximum Marks
1	Core	Advanced Partnership Accounts	4	100
2	Core	Financial Management – I	4	100
3	Core	Advanced Cost Accounting – I	4	100
4	Core	Investment Management	4	100
		Total	16	400

IV SEMESTER

Sl.No	Part	Title of the Paper	Credit	Maximum Marks
1	Core	Advanced Special Accounts	4	100
2	Core	Financial Management – II	4	100
3	Core	Advanced Cost Accounting – II	4	100
4	Core	Portfolio Management	4	100
		Total	16	400

Second Year (Group – B)**III SEMESTER**

Sl.No	Part	Title of the Paper	Credit	Maximum Marks
1	Core	Elements of Marketing	4	100
2	Core	International Marketing	4	100
3	Core	Basics of Marketing Research	4	100
4	Core	Advertisement	4	100
		Total	16	400

IV SEMESTER

Sl.No	Part	Title of the Paper	Credit	Maximum Marks
1	Core	Marketing Management	4	100
2	Core	Global Marketing	4	100
3	Core	Applied Marketing Research	4	100
4	Core	Salesmanship	4	100
		Total	16	400

Question Pattern and Marks

Internal Marks (Submitting Assignment) 25

External Marks 75

Total 100

Part A - 10 x 1 = 10

Part B – (E/O) 5 x 7 = 35

Part C- (Open Choice) 3 x 10 = 30
3 out of 5

} 75 Marks

First Year (Group – A / Group – B) - Semester – I
BUSINESS ENVIRONMENT

Unit – I

Meaning of Business Environment – External factors affecting Business policies
Economic, Political, Legal, Social, Competitive, Ecological and Technological factors.

Unit – II

Industrial Policy – Recent changes in Industrial Licensing System – IDR Act, 1951,
Liberalisation of economic Policies - Privatisation of Public Sector Undertakings.

Unit – III

Industrial Sickness – Definition – Causes -Revival of Sick industrial Companies (Special
Provisions) Act 1985 -BIFR.

Unit – IV

SEBI - Issue of shares, SEBI's Guidelines relating to new issues, Right issues, bonus
shares and debentures – Consumer Protection Act 1986 – Three Tier Structure of grievances -
redressal machinery.

Unit – V

Social Responsibilities of Business – Social Audit – Small scale sector – Problems of
small scale Industries – Incentives to Small scale sector institutions promoting small Scale
industries.

Books Recommended: Course Material

Books for References:

1. Business Environment - Dr.V.Aalagappan&Dr.K.Chidambaram
2. Business Environment -Francis Cherunilam
3. Essential of Business Environment -K.Aswathappa
4. Business and Society -Lokanathan&LaksmiRatan
5. Economic Environment of Business -M.A.Dikay

First Year - Semester – I
COMPUTER APPLICATIONS IN BUSINESS

Unit – I : An Introduction to Computer –Meaning – Uses of computer in the Modern
Society – Elements of Computer Processing System – Hardware – CPU – Input / Output devices
– Storage Devices –Software.

Unit – II : Management Information System– Meaning – Role of MIS – Information
Requirement at various levels of management – Data, Information and Communication.

Unit – III : Planning for MIS –designing MIS – Importance of Management Information
System.

Unit – IV : Data Processing –Identification, files, records, fields, character – Computer
applications in business – Nature of computer application – Cost and Budgetary control – Stock
control and sales, pay roll, banking, insurance, stock broking.

Unit – V : Introduction to Basic Language– character – contents – variables – strings – statement – REM - LET - END - INPUT – Statements – READ statement – GOTO – ON GOTO – IF THEN - FOR TO NEXT statements – PRINT statements (Simple business problems only).

Books Recommended: Course Material

Books for References:

1. Fundamentals of computers - V.Raja Raman
2. Computer Today - Basantra
3. Computers and Information Technology - V.K. Kapoor.

First Year - Semester – I

ADVANCED FINANCIAL ACCOUNTING - I

Unit – I : Principles of Book keeping – Rules for debit and Credit – Journalizing
Subsidiary Books Ledger – Trial Balance – Rectification of Errors.

Unit – II : Final Accounts and Balance Sheet of Sole Trader – Trading Account, Profit and Losses Account – Balance Sheet – Opening Entries – Closing Entries – Adjusting entries.

Unit – III : Bills of Exchange – Trade Bills – Accommodations Bills – Mutual Accommodation Bills – Journal entries and ledger.

Unit – IV : Consignment and Joint Venture, Account Current, Average Due date.

Unit – V : Depreciation – Methods – necessity – various methods of providing depreciation
Account Treatment.

Books Recommended: Course Material

Books for References:

1. Advanced Accountancy - Jain and Narang
2. Advanced Accounts - Shyklaand Grewal
3. Advanced Accountancy - R.L.Gupta
4. Advanced Accounting - M.A.Arulandam& Raman

First Year -Semester – I

MODERN BANKING

Unit – I : Banking system in India – Various systems of Banking – Merits and Demerits.

Unit – II : Commercial Banks – Public Sector Banks – Private Sector Banks – Foreign Banks – Scheduled Banks.

Unit – III : Factoring – Mechanics of Factoring – Benefits to the Customer.

Unit – IV : Management groups of organisation in banks.

Unit – V : Lending procedure on Loans and advances– Non Performing Assets - Underwriting

Books Recommended: Course Material

Books for References:

**First Year - Semester – II
INDIAN INDUSTRIAL POLICY**

Unit – I : Economic Systems – Capitalism, Socialism, Mixed economy – Economic reforms – Capital Market – Money Market – Foreign exchange market.

Unit – II : State Regulation of Business – Regulatory role, Promotional role, Entrepreneurial role, Planning role, and Economic role of Government in India – The constitutional environment, Expansion of State intervention.

Unit – III : Patents – Indian patents and copy rights – Trademarks – Trade and Merchandise Marks Act.

Unit – IV : Labour - Productivity of labour – policies in India – Industrial democracy – social security – fiscal policies and their impact on business.

Unit – V : Foreign private investment – forms – merits and demerits – Multinational Corporations in India – Government policy on foreign capital.

Books Recommended: Course Material

Books for References:

- | | |
|----------------------------------|----------------------------|
| 1. Indian Financial System | - P.N.Varshnery&D.K.Mittal |
| 2. The Indian Financial System | -Vasant Desai |
| 3. Financial Market and services | - Gordon and Natarajan |
| 4. Indian Financial System | -Pathak |

**First Year - Semester – II
OFFICE AUTOMATION**

Unit – I : Spread sheet– Advantages of using spread sheets – entering data – label – number – formula in work sheets.

Unit – II : Editing cells, using commands and functions and saving work sheet.

Unit – III : Creating graphs-using data and time, ranges, statistical, mathematical and financial functions.

Unit – IV : Word for windows– Word basic – Formatting text and documents – work with headers, footers and foot notes – Tables and sorting – working with graphics, templates, wizards and sample documents.

Unit – IV : Working with excel– Excel basic – Rearranging work sheets – Excel formatting tips and techniques –organising large projects.

Books Recommended: Course Material

Books for References:

1. SanjeySaxena, 2013: MS Office 2000 For Every One, Vikas Publishing House Pvt.Ltd., New Delhi.
2. C. Nellai Kannan,2014: MS Office, NelsPublications,Thirunelveli.

First Year - Semester – II
ADVANCED FINANCIAL ACCOUNTING – II

Unit – I : Accounting for Non – Trading Concern – Final Accounts-Receipts and Payments account – Income and Expenditure account – Balance Sheet.

Unit – II : Single entry and preparation of accounts from incomplete records – Memorandum Method – Conversion method.

Unit – III : Branch Accounts – Independent Branch – Dependent Branch including stock and debtor system.

Unit – IV : Departmental Accounts – Preparation of departmental trading accounts, allocating of expenditure in the Profit and Loss Account

Unit – V : Accounting for Insurance claims for stock destroyed, Assets destroyed – Loss of Profit Policy – average clause Policy.

Books Recommended: Course Material

Books for References:

1. Advanced Accountancy - Jain and Narang
2. Advanced Accounts - Shyklaand Grewal
3. Advanced Accountancy - R.L.Gupta
4. Advanced Accounting - M.A.Arulandam& Raman

First Year - Semester – II
PRINCIPLES OF INSURANCE

Unit – I : Insurance – PrinciplesIntroduction – Nature of Insurance – Evolutions of Insurance – Functions of Insurance – Importance of Insurance – Kinds of Risks – Risk Management - Insurance Contract – Insurable Interest.

Unit – II : Introduction to Life Insurance – History – Essentials of Life Insurance Contract – Factors affection risk – Procedure for Effecting Life Insurance – Life Insurance contract – Measurement of Risk – Computation of Premium – Reserve – Investment of Funds - Classification of Policies under Life Insurance – Annuities – Conditions of Policy – Surrender Value.

Unit – III : Elements of Marine Insurance Contract – Procedure to Marine Insurance Contract – Procedure of taking out a Lloyd’s Policy – Different classes of Policies – Conditions of Policy – Losses in Marine Insurance – Elements of General Average Loss – Types of General Average Loss – Settlement of Claims.

Unit – IV : Nature of Fire Insurance – Procedure to effect of Fire Insurance – Elements of Fire Insurance Contract – Kinds of Policies – Conditions of Policy – Settlement of Claim – Re – Insurance – Rate Fixation in Fire Insurance – Difference between Fire and Marine Insurance.

Unit – V : Motor Insurance – Burglary Insurance – Mediclaim – Personal Accident Insurance – Electronic Equipment Policy – House Holders Insurance – Shop Keepers Insurance – Crop Insurance – Cattle Insurance – Types of Insurance Organizations – History of Life Insurance – History of General Insurance – Privatization of Insurance Sector – The IRDA Act – Future of Insurance.

Books Recommended: Course Material

Second Year(Group – A) - Semester – III ADVANCED PARTNERSHIP ACCOUNTS

Unit – I : Partnership Accounts: General Principles of Partnership Accounts – Profit and Loss Appropriation Accounts – Capital Accounts of Partnership – fixed and fluctuating – Past adjustments and guarantees – Final Accounts of firms.

Unit – II : Admission of partners – Goodwill Treatment – Revaluation of Assets & Liabilities – Accumulated Profits, Losses and Reserves.

Unit – III : Retirement of Partner – Transfer of balances due to retired partner – How to pay off Purchase of retiring partner’s share– Settlement of amount due to legal representative – Life Insurance Policy.

Unit – IV : Death of partner – Dissolution of Partnership – Simultaneously retirement, death, admission of partners and amalgamation of firm – Dissolution of Firms – Accounting treatment for unrecorded asset and liability – Continuance of firm by partners after dissolution.

Unit – V : Insolvency of Partners – Garner Vs Murray Case – all partners insolvent-Piece – Meal Distribution – Proportionate Capital Method – Maximum Loss method- Sale to a company.

Books Recommended: Course Material

Books for Reference:

1. Sukla M.C and Grewal T.S : Advanced Accounts
2. Gupta R.L. : Advanced Accountancy
3. William Pickles : Accountancy
4. Agarwala A.N. : Higher Science of Accountancy

Second Year - Semester – III
FINANCIAL MANAGEMENT – I

Unit – I : Financial Management – Nature, Objectives and functions – Scope of financial management – Importance of time value of money in financial decisions – sources of finance.

Unit – II : Financial Statement Analysis and Ratio Analysis – Income and Position Statement – Meaning and Objectives of Ratio Analysis – Types of Ratio – Uses and Limitations.

Unit – III : Fund Flow and Cash Flow Analysis.

Unit – IV : Marginal Costing – Cost Volume Profit Analysis – Break even Analysis – Multi-product Situation – Differential Cost in Alternative Choice Decision.

Unit – V : Budgeting and Budgeting Control – Classification of Budget– Sales Budget – Production Budget – Selling and Distribution Cost Budget –Labour Budget – Plant Utilisation Budget –Production Overhead Budget – Cash Budget – Master Budget– Flexible Budget and Zero – base Budget – Budgetary Control – Definition-Objectives – Essentials.

Books Recommended: Course Material

Books for Reference:

1. Financial Management – Prasanna Chandra
2. Financial Management – I.M. Pandey
3. Financial Management – S.N.Maheswari
4. Financial Management – M.Y. Khan and P.K. Jain

Second Year - Semester – III
ADVANCED COST ACCOUNTING – I

Unit – I : Cost Accounting – Meaning, Functions, Needs, Importance – Differences between Financial accounting and Costing Accounting –Installation of costing system – Essentials of good costing system – Limitations.

Unit – II : Methods of costing – Material – Material management – Purchase system - – EOQ – Stock levels various methods of pricing of material issues – valuation of stock – stock control.

Unit – III : Labour – Computation of Labour cost – Direct and Indirect Labour – Labour cost control – idle time – principles of wages system – System of wage payment, Time wage system, Piece rate system – Straight and Taylor, Premium and bonus plans.

Unit – IV : Overhead – Nature – classification – Allocation and apportionment of overheads to cost centre – over and under absorption of overheads.

Unit – V : Methods of Costing – Job costing – nature, objectives and needs – pre-requisites of Job Costing – Process Costing – Treatment of Normal loss and abnormal losses – Equivalent Units – Inter process profits.

Books Recommended: Course Material

Books for References:

1. Principles and practice of Cost Accounting – N.K. Prasad
2. Advanced Costing – S.P.Jain and K.L. Narang
3. Advanced Costing – Nigam & Sharma
4. Cost Accounting - Wagne J. Marse

Second Year - Semester – III
INVESTMENT MANAGEMENT

Unit – I : Nature and scope Investment Management – Organisation and Structure of the Security Market in India – Stock Market Indices – Stock Exchange Board of India (SEBI) and Protection of Investors.

Unit – II : Security Analysis – Approaches to Security Analysis – Technical and Fundamental Analysis.

Unit – III : Risk and Return Analysis.

Unit – IV : Valuation – Valuation Models of Equity, Preference, Convertible and Debt Securities.

Unit – V : Efficient Market Hypothesis – Weak, Semi-Strong Market and its Testing Techniques

Books Recommended: Course Material

Books for Reference:

1. Investment Management - William F. Sharpe
2. Investment Management – Sinha, Hemala and Balakrishnan
3. Investment Management – Preethi Singh
4. Investment Management – Avadhani.V.A.

Second Year - Semester – IV
ADVANCED SPECIAL ACCOUNTS

Unit – I : Accounts relating to Hire purchase and installment systems and Royalties – Accounts of joint stock companies – shares, Debentures – Final accounts – Valuation of goodwill and shares – pre-Incorporation and post – Incorporation of profit.

Unit – II : Amalgamation, Absorption and Reconstruction (Both Internal and External) – Liquidation - Holding Companies.

Unit – III : Accounting for Banking Companies – Accounts for Insurance Companies.

Unit – IV : Accounts of Electricity companies including Double Account system.

Unit – V : Accounting for price –Level changes – Human Resources Accounting – Accounting for Lease – Social Accounting.

Books Recommended: Course Material

Books for Reference

1. Sukla M.C and Grewal T.S : Advanced Accounts
2. Gupta R.L. : Advanced Accountancy
3. William Pickles : Accountancy
4. Agarwala A.N. : Higher Science of Accountancy

**Second Year - Semester – IV
FINANCIAL MANAGEMENT – II**

Unit – I : Financial Decisions – Cost of Capital – Meaning and Measurement – Capital Budgeting Techniques – Techniques of Appraisal of Investment Proposal.

Unit – II : Working Capital Management – Concept of Working Capital –Deployment of Working Capital –Source of Working Capital – Analysis of working Capital – Cash, Receivable and Inventory Management – Working Capital Forecasting – Credit Management.

Unit – III : Capital Structure – Introduction – Capital Structure Theories –Assumptions – Definition of Net Income Approach – Net Operating Income Approach – Modigliani – Miller Approach – Traditional Approach.

Unit – IV : Operating, Financial and Combined Leverage: Operating Leverage – Financial Leverage EBIT – EPS Analysis – Indifference Point – Combined Leverage.

Unit – V : Dividend Policy – Introduction – Determinants of Dividend Policy – Dividend Pay Out Ratio – Stability of Dividend – Legal, Contractual and Internal Constraints and Restrictions –Irrelevance of Dividend – MM Hypothesis – Assumptions – Relevance of Dividends – Walter’s Model, Gordon’s Model.

Books Recommended: Course Material**Books for Reference:**

1. Financial Management – Prasanna Chandra
2. Financial Management – I.M. Pandey
3. Financial Management – S.N.Maheswari
4. Financial Management – M.Y. Khan and P.K. Jain

Second Year - Semester – IV - ADVANCED COST ACCOUNTING – II

Unit – I : Output Costing – Preparation of Cost Sheet and Cost Statement Accounting for Joint Product and By-Products – Operating cost.

Unit – II : Cost control accounting–Integral and Non-integral accounting – Reconciliations of cost and financial accounts.

Unit – III : Contract costing – Profits calculation of incomplete contracts.

Unit – IV : Standard costing –Meaning, Definition – Objectives –types – Setting the Standard - problems of setting standard costing – limitations – Standard cost Vs Budgetary cost – Variances – Material Variances – Labour Variances – Overhead Variances – Sales Variances.

Unit – V: Transfer Pricing – Necessity – Methods – Guiding principles in Fixing Transfer prices – Benefits of Transfer pricing policy – International Transfer Pricing.

Books Recommended: Course Material

Books for References:

1. Principles and practice of Cost Accounting – N.K. Prasad
2. Advanced Costing – S.P.Jain and K.L. Narang
3. Advanced Costing – Nigam & Sharma
4. Cost Accounting – Charles T. Hongren

Second Year - Semester – IV - PORTFOLIO MANAGEMENT

Unit – I : Portfolio Management – Portfolio Risk and Return – Markowitz Model.

Unit – II : Sharpe Single Index Model and Selection of Optimal Portfolio.

Unit – III : Capital Asset Pricing Theory – Risk Free Lending and Borrowing – Capital Market Line – Security Market Line.

Unit – IV : Factor Models – Arbitrage Pricing Theory, Two Factor and Multi-Factor Models – Principles of Arbitrage Portfolio.

Unit –V : Portfolio Evaluation – Need and the Process of Evaluation – Problems of Portfolio Revision.

Books Recommended: Course Material

Books for Reference:

1. Security Analysis and Portfolio Management – PunithavathyPandian
2. Security Analysis and Portfolio Management – Fisher and Jordon
3. Investment Management – Preethi Singh
4. Investment Management – Avadhani.V.A.

Second Year (Group – B) - Semester – III - ELEMENTS OF MARKETING

Unit – I : Marketing – Definition, Nature and scope – Importance of Marketing – Marketing is Science or Art – Marketing concepts – Marketing Mix – terms used in marketing.

Unit – II : Functions of Marketing – Procurement and assembling – sales – meaning – objectives and types.

Unit – III : Channels of distribution – functions – transport – functions – types – merits – demerits – Roadway – Waterway – Airway – Steps in choosing specific transport.

Unit – IV : Storage – Warehouse – objectives – advantages – types of warehouse – subsidiary functions of marketing – Grading – meaning – uses – features – difference between grading and standardising – merits and demerits – Grading in India – ISI – Agmark.

Unit – V : Financing – sources – fixed and working capital – types – risk – meaning – types – avoiding risk – insurance – Market segmentation – merits – types.

Books Recommended: Course Material

Books for References:

- | | | |
|--|---|--------------------------|
| 1. Marketing | : | Dr. N. Rajan Nair |
| 2. Principles and Practices of Marketing | : | Dr. C.B. Memorial& Joshi |
| 3. Marketing Management | : | Philip Kotler |
| 4. Modern Marketing Mangement | : | R.S. Davar |

Second Year(Group – B) - Semester – III - INTERNATIONAL MARKETING

Unit – I : Meaning – International marketing Vs .Domestic Marketing Objectives of International business -International marketing decisions - Barriers to international marketing.

Unit – II : International marketing environment and marketing strategy -environment social and cultural environment-political and legal environment – environment monitoring.

Unit – III : Market selection and market profiling - need for market selection market selection process -Determinants of market selection -market profile -market segmentation.

Unit – IV : Product planning for export- Need for product planning – Marketing environment – Product strategies – Product adoption – Product standardization – Product life cycle – International marketing.

Unit – V : Export Pricing – Export objectives and pricing -Marginal Cost pricing in export market -Government influence on export pricing –transfer pricing - Steps in export pricing.

Books Recommended: Course Material

Books for References:

1. International marketing - Philip R.Cateora
2. International marketing Management - R.L. Varshney and B.Bhattacharya
3. International Trade and Export Management - Francis Cherunilam
4. International marketing - P.K. Jain.

Second Year (Group – B) - Semester – III - BASICS OF MARKETING RESEARCH

Unit – I : Definition of Marketing Research – Management uses of Marketing Research – Steps in Marketing Research – Characteristics of good Marketing Research – Types of Marketing Research: Product, Advertising, Motivating and Sales Control Research.

Unit – II : Marketing Research Process – Identifying information needs – Formulating Specific Research projects – Designing and its initial steps in a Research project – Components of Research Design.

Unit – III : Methods of collecting data – Questionnaire method – Observational method – Experimental method – Secondary data.

Unit – IV : Attitude measurement and scaling technique – Specific scales of measuring attitudes – Semantic differential scale – Thurston differential scale – Likert summated scale – Guttman scale, Q-Sort, Staple scale – Multi dimensional scaling.

Unit – V : Sampling – Nature of sampling – Need for sampling – Characteristics of good sampling – Steps of sampling – types of sampling.

Books Recommended: Course Material

Books for Reference:

1. Marketing Research-Principles, Applications and Cases – Dr. D.D. Sharma
2. Marketing Research – Luck
3. Marketing Research – Harpsr W. Boyd

Second Year (Group – B) - Semester – III - ADVERTISEMENT

Unit – I : Introduction to advertising – Evolution-Features – advertising and advertisement – Advertising and publicity – Function.

Unit – II : Advantages, advertisement copy – Classification of copy –Qualities, Slogan, Heading, Spacing etc.

Unit – III : Message Generation – Creative copy – press media – Audio Visual etc. Evaluation and effectiveness of advertising- Causes of failure- Follow up- Research- Advertising agency.

Unit – IV : Media Plan – Selection of Media – Kinds of Media – Developing Advertisement Campaign – Frequency and impact – Timing of media.

Unit – V : Evaluation and effectiveness of advertising – Casus of Failure-Follow up – Research – advertising agency.

Second Year (Group – B) - Semester – IV - MARKETING MANAGEMENT

Unit – I : Marketing Management – meaning – marketing mix – meaning – product – meaning – types of goods – steps in introducing new product - product line – product life cycle – meaning – trade mark – packing.

Unit – II : Consumer behaviour – factors affecting buying decision.

Unit – III : Pricing – objectives – factors affecting pricing – types – principles – strategies.

Unit – IV : Promotion – Advertising – Advertising copy - Personal selling – Importance of personal selling – Kinds of Salesmen – Duties and responsibilities of a Salesman – Management of sales force – Size of sales for the Recruitment and selection of Salesman – Sales quota – Sales territory – Evaluation.

Unit – V : Sales management – sales manager – duties – selection – training – remuneration - liabilities Channels of distribution – types – agent – types – Whole seller – Retailer – types – chain store – specialty store – cooperative store – social marketing concepts

Books Recommended: Course Material

Books for References:

- | | | |
|--|---|------------------------|
| 1. Marketing | : | Dr.N. Rajan Nair |
| 2. Principles and Practices of Marketing | : | Dr.C.B.Memorial& Joshi |
| 3. Marketing Management | : | Philip Kotler |
| 4. Modern Marketing Management | : | R.S.Davar |

Second Year (Group – B) - Semester – IV - GLOBAL MARKETING

Unit – I : Promotion strategy -Marketing environment and promotion strategies -Influencing fact Role of advertising, trade fairs and exhibitions.

Unit – II : International marketing Channel - Methods of entry in a foreign market Indirect export – Direct exporting - Forms of direct exporting – Factors affecting channel decision- Role of export houses and trading houses.

Unit – III : India's export and import policy - Traditional and non-traditional export items - Channel in the direction and composition of India's foreign trade -India and World Trade Organization.

Unit – IV : Export promotion -Organizational setup -Incentives – Production assistance – Market assistance – Financial facilities - Role of EXIM Bank - Export Promotion Councils.

Unit – V : Export procedure -Documents to be submitted to customs authorities, Port Authorities bank licensing authorities, RBI and Export Promotion Council.

Books Recommended: Course Material

Books for References:

1. International marketing - Philip R.Cateora
2. International marketing Management - R.L. Varshney and B.Bhattacharya
3. International Trade and Export Management - Francis Cherunilam
4. International marketing - P.K. Jain

Second Year (Group – B) - Semester – IV
APPLIEDMARKETING RESEARCH

Unit – I : Tabulation of collected data – Preparing new data – Editing and Coding – Key Punching – Using summary statistics – Sorting and Counting data – Univariate tabulation – Bivariate tabulation – Multi-variant tabulation.

Unit – II : Report writing – format of research report – target audience – types of reports – Contents of report – Style of reporting – steps in drafting – evaluation of the research report.

Unit – III : Product Research – New product research – Product life cycle Research – Product mix Research.

Unit – IV : Advertising Research – Product Appeal Research – Media Selection Research.

Unit – V : Sales Control Research – Sales forecasting – Sales Analysis – Sales potential – methods for developing market potentials.

Books Recommended: Course Material

Books for Reference:

1. Marketing Research-Principles, Applications and Cases – Dr. D.D. Sharma
2. Marketing Research – Luck
3. Marketing Research – Harpsr W. Boyd

Second Year (Group – B) - Semester – IV - SALESMANSHIP

Unit – I : Concept of Salesmanship, Function of Salesman, Types of Salesman, Importance of Personal Selling in the Context of Competitive Environment.

Unit – II : Qualities of a Good Salesman-Duties and responsibilities of a salesman.

Unit – III : Fundamental of successful selling knowledge of products – Selling points – knowledge of customers – classification of customers-types.

Unit – IV : Meaning, Importance, Function of sales management-Responsibilities sales manger-sources of Recruitment of sales force, coordination of the sales Department with other department.

Unit – V : Recruitment and selection of salesman – training of salesman-remuneration of salesman – Promotional activities needed for a salesman – Rewards In selling-Financial and Non Financial.

Books Recommended: Course Material.
