

SARDAR PATEL UNIVERSITY
Programme: BBA (GENERAL)
Semester: IV
Syllabus with Effect From: November/December-2012

Paper Code: UM04CBBA01	Total Credit:3
Title Of Paper: Marketing Management-II	

Unit	Description in detail	Weighting (%)
I	Buyer Behavior and Market Segmentation Introduction, Model, Scope, Process, Major influencing Factors, Types of Buying Decisions, Bases of Market Segmentation, Segmentation Process	25%
II	Consumerism Meaning, History of Consumerism, Causes, Consumer Protection Act, Consumer Movement.	25%
III	Service Marketing Introduction, Characteristics of Service, Classification of Service, Service Marketing Mix, Introduction, Determinants of Service Quality, Characteristics of Service Quality, Strategies for Recovering Service Quality Failures.	25%
IV	Recent Issues and Development in Marketing Social Marketing, Direct Marketing, Online marketing, Relationship Marketing	25%

Basic Text & Reference Books:-

- Marketing Management by Dr. C.B.Gupta. and Dr. Rajan Nair ,Sultan Chand Publication ,New Delhi.
- Marketing Management by Philip Kotler.
- Marketing Management by S.A.Sherlekar ,Himalaya Publication.
- Service Marketing by P.K.Gupta, Everest Publishing House
- Marketing of Services Strategies For Success, by Haresh V. Verma., Global Business Press

