

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: III
Syllabus with effect from : JUNE 2019

Paper Code: UB03DCOM31	Total Credit: 3
Title Of Paper: Business Management-V (M.M.)	

Unit	Description in detail	Weighting (%)
1	Introduction -Core concepts of marketing- Needs, Wants & Demands ; products; value & satisfaction; exchange, transactions & relationships; Markets, Marketing & Marketing Management -Marketing Management Philosophies: Production concept, product concept, selling concept, marketing concept -Marketing Mix -Importance of Marketing. -Functions of Marketing	25 %
2	Product Decisions -Product- concept, classification, product line & product mix decision -New Product Development Process -Product life cycle-concept, stages & strategies -Branding, Packaging & Labelling concepts	25 %
3	Pricing Decisions -What is Price? -Importance of pricing - Factors affecting Pricing -Pricing policies	25 %
4	Channel of Distribution Decisions & Product Decision -Channels of distribution: Meaning, objectives, levels of channels, Factors affecting choice of channels of distribution -Promotion: Meaning, Importance, Promotion tools	25 %

Basic Text & Reference Books

- Salesmanship and Advertising- R.C.Agrawal
- Salesmanship and Publicity- J.S.K.Patel.
- Marketing Management- R.C.Agrawal
- Promotion Management- S.A.Chunawala.
- Marketing Management – S.A.Sherlekar

