

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

Paper Code: UB03DCOM32	Total Credit: 3
Title Of Paper: Business Management - VI (MM)	

Unit	Description in detail	Weighting (%)
1	Marketing Environment: -Need for Environment Analysis - Importance of Environment Analysis -The company's Microenvironment - The company's Macroenvironment	25 %
2	Buyer Behaviour -Concepts - Determinants - Consumer buying process - Stages of buying process	25 %
3	Marketing Segmentation -Concept - Criteria - Selecting the market segmentation - Advantages - Bases of market segmentation	25 %
4	Marketing of Services -Marketing concept in service marketing -Classification of services -Features of services -7 P's of services -Determinants of Service Quality	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

