

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM**  
**Semester: III**  
**Syllabus with effect from : JUNE 2020**

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|---|------------------------|
| <b>Paper Code:</b> UB03DCOM61                       | <b>Total Credit: 3</b> |
| <b>Title Of Paper:</b> Business Management-V (M.M.) |                        |

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

**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

