

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

<b>Paper Code:</b> UB03DCOM62	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Business Management - VI (MM)	

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

