

**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))**  
**Programme: B.COM Semester: III**  
**Syllabus with effect from the Academic Year: 2022-2023**

<b>B.COM. SEMESTER-III</b>		
<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Total Credit</b>
<b>UB03DCOM82</b>	<b>Business Management - VI (MM)</b>	<b>3</b>
<b>Course Objectives</b>	To impart the knowledge of Marketing Management to the students to make them ready for the job	

<b>Course Description</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<b>1.</b>	<b>Marketing Environment:</b> -Need for Environment Analysis - Importance of Environment Analysis -The company's Microenvironment The company's Macro environment	<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>

\*Units will have the same Weightage in the evaluation as suggested in the course outline.

<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"> <li>• Lecture Method</li> <li>• Online Lectures</li> <li>• Group Discussion</li> <li>• Practical Problem Solving</li> </ul>
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
<b>1.</b>	Internal/Written Examination	<b>15%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	<b>15%</b>
<b>3.</b>	University Examination	<b>70%</b>

\* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

<b>Course Outcomes: Having Completed this course, the students will be able to</b>
<ul style="list-style-type: none"> <li>• Get familiarity with Marketing Environment</li> <li>• Understand the concept of Buyer Behaviour and Marketing Segmentation</li> <li>• Learn about Marketing of Services</li> </ul>

**Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)**

<b>Sr. No</b>	<b>References</b>
<b>1.</b>	Salesmanship and Advertising-R.C.Agrawal
<b>2.</b>	Salesmanship and Publicity-J.S.K.Patel.
<b>3.</b>	Marketing Management-R.C.Agrawal
<b>4.</b>	Promotion Management- S.A.Chunawala.
<b>5.</b>	Marketing Management-S.A.Sherlekar

**On-Line Resources available that can be used as Reference Material**

[https://ugcmoocs.inflibnet.ac.in/view\\_module\\_ug.php/232](https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/232)