

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Banking and Financial Services)
Semester: II
Syllabus with effect from: December 2014

Paper Code: UB02CBVB02	Total Credits: 5
Title Of Paper: Consumer Behavior & CRM	

Unit	Description in detail	Weightage (%)
1	Customer Relationship Management –I: Introduction , Definition of CRM Element of CRM Importance of E CRM CRM market in India Technology application of CRM	25 %
2	Customer Relationship Management –II: Sales force Automation CRM development cycle CRM Implementation issues CRM Success Factors	25 %
3	Consumer Behavior: Introduction , determinants of consumer Buying Behavior External influences on consumer Behavior Internal influences on consumer Behavior Hierarchy of needs	25 %
4	Consumer decision making: Nature of Situational influences Types of consumer decision Consumer decision Making process Consumer dissonance & Customer Loyalty	25 %
	Practical:	
	Students have to prepare a report on comparative study of consumer on their buying behavior of any consumer items.	

Basic Text & Reference Books:

- Consumer behavior , Building marketing strategy : Del I Hawkins
- Customer relationship management : G Shainesh
- Principles of Marketing :Philip Kotler
- Marketing Management :C B Memoria
- Consumer Behavior: Schiffman

