

## Course Focusing on Environment and Sustainability

KASC BBA 2017-2018

Sem.	Course Code	MARKETING MANAGEMENT	Total Marks: 100		Hours per Week	Credits
			CIA: 25	ESE: 75		
III	17UABCT302				6	4

### OBJECTIVE:

- To enable the students to understand the marketing management, marketing environment, marketing mix and marketing research.

### COURSE OUTCOME:

- CO1 Equip the learners with required skills to be a good marketing manager and to know about the bases of market segmentation.
- CO2 Help the students to understand the product mix
- CO3 Equip the learners with required skills to develop a new product.
- CO4 Make the students to analyze the kinds of pricing decisions.
- CO5 Develop their knowledge in distribution channels

### UNIT - I

Marketing: Meaning - Definition - Nature - Scope - Functions of marketing - Modern marketing - Concept - Features - Recent innovations in modern marketing - Marketing environment: Micro and macro Environment - Environmental scanning and analysis.

### UNIT - II

Marketing research - Nature - Functions - Elements - Process of marketing research.

Market segmentation: Concept - Methods - Benefits - Bases of market segmentation - Marketing mix - Elements - Determining the marketing mix -

### UNIT - III

Product mix: Product planning - Concept - Objectives - Product mix - Factors - Product item and product line - Product standardization - Identification - New product development - Steps - Product life cycle- Branding - Packaging - labeling

### UNIT - IV

Price mix: Significance - Factors affecting price of a product - Pricing objectives - Pricing policies - Kinds of pricing decisions - Pricing of new products - Resale price maintenance - Price discrimination.

### UNIT - V

Distribution: Channel - Importance - Selection - Distribution policies - Strategies - Wholesaler - Functions and services - Retailer - Functions and services - Types - Physical distribution of goods: Objectives - Transportation - Functions - Methods - Warehousing - Functions - Types of warehousing.



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**TEXT BOOK:**

Ramaswamy Namakumari, Marketing Management, 5th Edition, 2013, Mcgraw Hill Education, Bengaluru.

**BOOKS FOR REFERENCE:**

1. R.S.N. Pillai & Bagavathi, Modern Marketing, 4<sup>th</sup> Edition, 2010, S.Chand Publishing, New Delhi.
2. Dr. C.B.Gupta and Dr. N. Rajan Nair, Marketing Management: Text & Cases, 15th Edition, 2012, Sultan Chand & Sons, New Delhi.
3. Philip Kotler & Kevin Lane Keller, Marketing Management, 12<sup>th</sup> Edition, 2014, Prentice Hall of India, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit

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## Course Focusing on Environment and Sustainability

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Sem.	Course Code	INTERNATIONAL BUSINESS	Total Marks: 100		Hours per Week	Credits
			CIA: 25	ESE: 75		
V	17UABCT502				6	4

### OBJECTIVE(S):

To enable the students to acquire knowledge of international business and to understand international investment, environment, promotion and globalization of business.

### COURSE OUTCOMES:

- CO1 Enable the students to understand the various modes of entering global market.
- CO2 Impart the learners about various environment and WTO agreements.
- CO3 Equip the students to know the financial support for international business.
- CO4 Learn the international promotion strategies and marketing communication.
- CO5 Acquire knowledge of the obstacles and impacts of globalization.

### UNIT - I

International Business – Types - Stages - International Orientations – International Business Decisions – Drivers and Retainers of Globalization – Social Responsibilities of Business – Responsibilities of Different Sections.

### UNIT - II

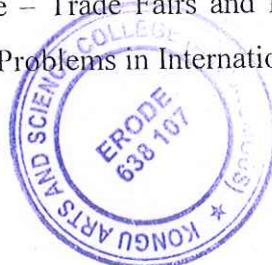
International Business Environment – Social/Cultural - Demographic – Political – Regulation – Technological Environment – International Trading – Strategies – Trade Blocks - GATT – WTO – Functions – Principles – Benefits – Criticisms of WTO.

### UNIT - III

International Investment - Types - Significance – Factors Affecting International Investment – FDI – Growth – Determinants of FDI – Foreign Investment in India – International Trade Financing - Institutional support for Export – Exim Bank – ECGC- Export Promotion Councils – Indian Institute of Foreign Trade – Indian Trade Promotion Organisation.

### UNIT - IV

International Promotion - Strategies – Major Decisions in International Marketing Communication – Role – Trade Fairs and Exhibitions - Personal Selling in International Marketing – Process – Problems in International Marketing Communication.



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**UNIT - V**

Globalization of Business – Essentials – Strategic Advantages – Obstacles – Implications and Impact of Globalization – Comparison Between The Old and New Globalization- Factors Favouring Globalization.

**TEXT BOOK:**

Francis Cherunilam, International Business, Prentice, Hall of India Private Limited, New Delhi, Fifteenth Edition, 2016

**REFERENCE BOOKS:**

1. K.Aswathappa, International Business, Mc-Graw Hill Education (India) Private Limited, New Delhi, Sixth Edition 2015.
2. Justin Paul - International Business, Prentice, Hall of India Private Limited, New Delhi, Third Edition, 2007.
3. Charles W.L.Hill- International Business, Mc-Graw Hill Education (India) Private Limited, New Delhi, Eleventh Edition 2016.

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**REFERENCE BOOKS:**

1. P.K.Ghosh, Strategic Planning and Management, Sultan Chand & Sons, Fourth revised and enlarged Edition, 2014.
2. V.S.Rao & Hari Krishna, Strategic Planning - Formulation of corporate strategy Excel Books, 1<sup>st</sup> Edition, 2003.

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