

SKILL DEVELOPMENT ACTIVITIES:

- A practical example with graphical presentation of Elasticity of Demand using MS-Excel.
- Construct a table with imaginary figures showing the relationship of Fixed Cost, Variable Cost, Total Cost, Average Fixed Cost, Average Variable Cost, Average Cost and Marginal Cost.
- Make a Presentation showing short-run and Long-run Cost Curves.

TEXT BOOKS:

1. Maheswari and Varshney, Managerial Economics, Sultan Chand & Sons, New Delhi, Revised Edition 2014. (Unit I & III).
2. Dr.S.Sankaran, Managerial Economics, Margham Publications, Chennai, 2014. (Unit II, IV & V).

REFERENCE BOOKS:

1. P.L.Metha, Managerial Economics, S.Sultan & Chand Co., New Delhi, 2016.
2. G.S.Gupta, Managerial Economics, McGraw-Hill Education (India) Pvt. Limited, New Delhi, 2011.
3. D.Gopalakrishna, A Study of Managerial Economics, Himalaya Publishing House, New Delhi, 4th Edition, 2017.
4. B.M.Wali & A.B.Kalkundrikar, Managerial Economics A Basic Approach, R Chand & Co., New Delhi, 2019.

Course Designed By	Verified By	Approved By
Dr. G. VENUGOPAL	Dr. M. SATHISH	Dr. H. VASUDEVAN

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
<p>10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit</p>	<p>5 x 3 = 15 Marks (Either or choice) Two questions from each unit</p>	<p>5 x 5 = 25 Marks Answer ALL questions Question Number: 16 to 19 (Either or type), Question Number 20 is Compulsory - Case Study and it can be from any unit</p>

Mapping of COs with PO and PSOs

PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	M	M	S	S	S	L	M	S	L
CO2	S	S	S	M	M	L	S	S	L	M	S	L
CO3	S	S	S	S	M	M	S	S	L	S	S	M
CO4	S	S	S	S	M	M	S	S	L	S	S	S
CO5	S	S	S	S	M	S	S	S	L	S	S	S

S - Strong; M - Medium; L - Low.

Sem.	Course Code	CORE PAPER II: MARKETING MANAGEMENT	Total Marks: 100		Hours Per Week	Credit
			CIA: 50	ESE: 50		
I	21PBBCT102				7	4

Course Objective: To give knowledge on the concepts of Marketing Management for improving entrepreneurship skills.

Course Outcomes: On the successful completion of the course, students will be able to

CO1	Understand the internal and external factors of marketing environment.	K1-K5
CO2	Identify and formulate marketing strategies for industrial, consumer and services marketing.	
CO3	Evaluate the marketing mix components.	
CO4	Identify and measure consumer behaviour and satisfaction.	
CO5	Analyze the marketing research and recent trends in marketing.	
K1 : Remember; K2 : Understand; K3 : Apply; K4 : Analyze; K5 : Evaluate.		

Syllabus

Unit	Content
Unit I	Marketing: Definitions - Conceptual Frame Work – Marketing Environment: Internal and External - Marketing Interface with Other Functional Areas – Production, Finance, Human Relations Management, Information System. Marketing in Global Environment – Prospects and Challenges.
Unit II	Marketing Strategies - Marketing Strategy Formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing – Services Marketing – Competitor Analysis - Analysis of Consumer and Industrial Markets – Strategic Marketing Mix Components.
Unit III	Marketing Mix Decisions - Product Planning and Development – Product Life Cycle – New Product Development and Management – Market Segmentation – Targeting and Positioning – Channel Management – Advertising and sales promotions – Pricing Objectives, Policies and methods.
Unit IV	Consumer Behaviour – Factors influencing Consumer Behaviour – Consumer Purchase Decision Process – Buying Motives - Building and Measuring Customer Satisfaction – Customer Relationships Management (CRM) – Evolution of CRM – Guidelines for Successful implementation of CRM.
Unit V	Marketing Research - Scope - Components of Marketing Research - Market Research Vs Marketing Research - Kinds of Marketing Research - Research Process - Advantages of Marketing Research. Recent Trends in Marketing: Online Marketing – Ambush Marketing – Guerrilla Marketing - Referral Marketing – Green Marketing - Social Media Marketing – Ethics in Marketing.