

BBA III Year
GROUP B – MARKETING
SUBJECT – CONSUMER BEHAVIOUR
PAPER – DSE I
Code- M3-BBAB2D

Credit Value : 6

Max Marks : 100

(External : 70, Internal : 30)

COURSE OUTCOME :

- Create understanding about basic concepts and models of consumer behaviour.
- Understand the process of consumer decision making
- Analyze the effects of psychological processes on consumer decision making.
- Determine how marketing strategies can be adapted to meet the ways in which consumers perceive, select, and buy.
- Understand the Opinion leadership and reference group influence .
- Familiarize with the consumer protection mechanism.

UNIT -1

Introduction to Consumer Behavior, Concept, Scope and their applications, Information search Process, Evaluative Criteria and Decision Rules, Building Customer satisfaction.

UNIT-II

Consumer Decision Making Process, Four views of Consumer decision rules: Economic man, Passive man, Emotional man, Cognitive man. Models of Consumer Decision making -Nicosia Model.

UNIT- III

Consumer Motivation, Needs and goals, Positive and Negative Motivation, Dynamic nature of Motivation, Consumer Perception -Conceptual Framework, Cultural Influence, Dynamism of culture.

UNIT -IV

Consumer attitude and change, Influence of personality and self- concept on buying behavior, Diffusion of innovations, Diffusion Process, Adoption Process

UNIT-V

Reference group influence, Opinion leadership, Industrial buying behavior, CRM and Consumer Protection.

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REFERENCES BOOKS-

- Consumer Behaviour , Schiffman L.G., Kanuk
- Chunnawala: Consumer Behaviour , S. Chand Publications , New Delhi
- Kazami and S. Batra Satish: Consumer Behaviour Excel Book, New Delhi
- Consumer-behaviour- Michael R Soloman

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BBA III Year
GROUP B – MARKETING
SUBJECT – INTERNATIONAL MARKETING
PAPER – DSE II
Code- M3-BBAB4D

Credit Value: 6

Max Marks: 100

(External: 70, Internal : 30)

COURSE OUTCOME:

- Develop an understanding of and an appreciation for basic international marketing concepts, principles, and terminology.
- Be able to demonstrate an awareness and knowledge of the impact of environmental factors on International Marketing
- Recognize and Remember various International pricing strategies and Understand the International Payment Methods
- Understand and Evaluate International Distribution Channel and be aware of Global Logistic Approach
- Identify and analyse EXIM Policies of India and be abreast with current EXIM Scenario

UNIT-1

Historical background of international marketing in India. International Marketing Definition, Nature and Scope of international market, Domestic marketing V/S International Marketing, Decisions relating Entry in the foreign market.

UNIT -II

Product Planning for International Market, Product designing, Advertising. International business Environment - Economical, Socio-Cultural and Political. Branding and Packaging.

UNIT-III

International Pricing - factors influencing International Price, Pricing Process and methods, International Price Quotation and Payment Conditions. Methods of Payment in international marketing.

UNIT-IV

International Distribution Channels - functions, Types of Channels and Logistics decisions. Selection and appointment of foreign agent.

UNIT-V

Indian Import Export Policy and Practice. Steps of Commencement of an Export business, Export Pricing and Export finance.

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REFERENCES BOOKS:

- Dr P.K. Jain: International Marketing
- Jain S.C.: International marketing CBS publications, New Delhi.
- Vasudev PK: International Marketing, Excel Books, New Delhi.
- Rathore VS: International Marketing
- Jain SC: International Marketing, Sahitya Bhawan Publication, Agra

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BBA III Year
GROUP B – MARKETING
SUBJECT – Retail Management
PAPER – MINOR
Code-M3-BBAB2T

Credit Value : 6

Max Marks : 100

(External : 70, Internal : 30)

Course Learning Outcomes:

- Familiarize with retail management concepts and operations being applied in marketing
- Understanding of retail management terminologies including merchandize management, Visual merchandising display
- Encapsulate with emerging trends in retail management
- Comprehension of Web retailing and familiarizing students with technological changes in electronic retailing.
- Acknowledge the shift in with regard to online payment system & security concerns related to its usage

UNIT – I

Fundamentals of Retail Management: Basic concept of Retailing, Types of Retailer, Multi-Channel Retailer organize retailability organized Retailing in India, Retail Market Strategy, Retail Format and target market, Growth Strategies, Pricing Strategy Consumer behaviors, Determinants of consumer Marketing strategy, consumer decision making Process, Organizational consumers Behavior, Post purchase behavior Service Retailing-Importance of service retailing and its Challenges. Consumer Behavior in Services zone of Tolerance, Service Perception and Expectation, Service strategy, Service triangle, marketing mix, Marketing segmentation.

UNIT – II

Merchandise Management: Merchandising Philosophy, Merchandising plans, Merchandise budget, financial inventory control, Pricing Strategy. Basics of Visual Merchandising, Retail Store site and design, Store layout, Image mix, Store Exterior and Interior, Color Blocking, Signage and Understanding Material Planograms .

UNIT - III

E-Retailing: Introduction: The concepts of E-Commerce, E Business and E-Marketing Evolution of E-Commerce, E-Commerce Vs Traditional Commerce, Network infrastructure for E-Commerce, Internet, Extranet. ECommerce applications: Consumer Applications, Organization

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Applications, Procurement—Online Marketing and Advertisement, Online Interactive Retailing, E-Commerce--Business Models: B2B, B2C, C2C, B2 Government, Government to Government.

UNIT - IV

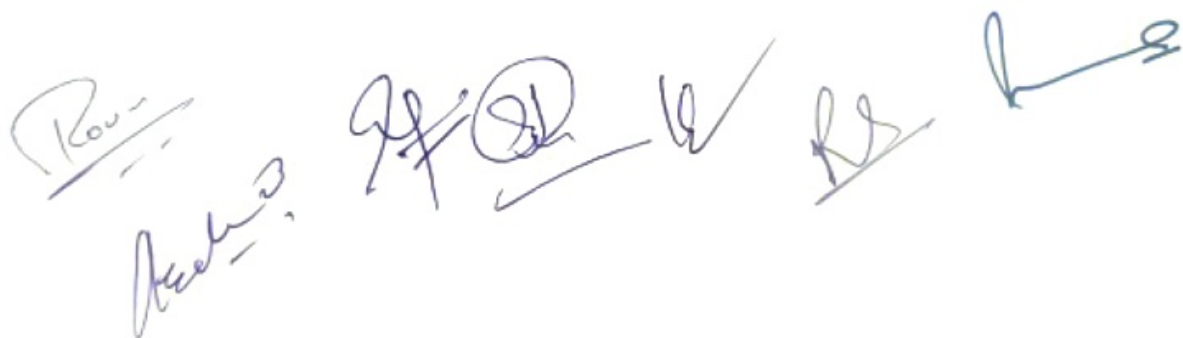
E-Marketing: Information Based Marketing, E-Marketing Mix — Cost, Connectivity, Convenience, Customer, interface, Speed of delivery—Web retailing, Process of website development. E-Retailing / reverse marketing. Electronic Payment Systems: Introduction to payment systems, On-line payments.

UNIT – V

Electronic payment systems- Prepaid E-payment systems, Post—paid E-payment systems, E-Cash or Digital Cash, E-Cheque, Credit cards. Smart Debit Cards.

Reference Books:

- Michaelaellacy, Barton A Weitzand Ajay Pandit, Retail management, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi.
- KVC Madaan, Fundamental of retailing, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
- Swapna Pradhan, Retail management, Tata Mc Graw Hill Education Pvt.Ltd New Delhi.
- K. Rama Mohana Rao: Services Marketing, Pearson, 2 Ed. New Delhi.
- Valeri eithmal, ary J Binter, Dwayne D Gremler and Ajay Pandit: Services Marketing, Tata McGraw Hill, New Delhi
- Kalakota & Winston-Frontier of E-commerce, Pearson Education

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BBA III Year
GROUP B – MARKETING
SUBJECT – Functional Management
PAPER – ELECTIVE
Code-M3-BBAA2T

Credit Value : 6

Max Marks : 100

(External : 70 + Internal : 30)

Course Learning Outcomes:

- Explaining the students regarding financial management tools and techniques in financial decision making and investments .
- Demonstrate career planning and management of students through managerial style, their assumptions and belief about people.
- Knowledge for strategic thinking and decision making to analyse the enterprise as a whole with a specific focus on the production planning process.
- Demonstrate an understanding of fundamental concepts of marketing and marketing research.
- Acquire the knowledge , concepts and tools of digital marketing decisions and practice the ethics in performing the management activities.

UNIT – I

Financial Management : Concept , Nature , Scope , Characteristics of sound financial plan , Objectives of sound financial plan , consideration of formulation of financial plan , steps in financial plan .

Finance Decision : Financing decisions , Investment decisions , Working capital decisions , Dividend decisions .

UNIT – II

Personnel Management : Concept , Duties of Personnel Manager , Scope and Importance , Career Planning Introduction , Meaning and objectives , Career planning v/s Manpower planning , Individual career planning , Self -awareness career management meaning and elements , career models . Benefits of career planning and development , success in career .

UNIT – III

Production Management: Concept , Importance, Scope and Functions. Types of Production Systems, Production Planning, Procedure of Production Control, Process of New Product Development, Concept of Product Diversification, Standardisation, Simplification and Specialisation.

UNIT – IV

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Marketing Management: Concept, Nature and Scope, Marketing Environment, Marketing Information and Research. Marketing Mix, Advertising Management, Media of Advertising. Sales Promotion- Meaning, Importance, Methods and limitations.

UNIT – V

Digital Marketing: Introduction, Digital Vs. Real Marketing, Digital Marketing Channels, Creating Initial Digital Marketing Plan

Business Ethics: Nature, Characteristics and need. Ethical Practices in Management. Fair Trade Practices.

REFERENCES BOOKS:

- Motihar M . – Functional Management
- Pandey I.M -Financial Management
- Flippo Edwin B.- Personnel Management
- Chary S. N.- Production and Operations Management
- Kotler Philip- Marketing Management
- Chaffey Dave and Ellis Chadwick- Digital Marketing
- Maxwell John C. — Ethics 101

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- Roona
- QD
- Chitram
- RS
- Arb