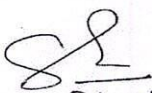


Theory Paper

Part A Introduction			
Program: Degree with Honours / Research	Class : BBA	Year: IV	Session: 2024-25
Subject: Sales and Distribution Management			
1	Course Code	M4-BBA B1T	
2	Course Title	BBA (Group-B) – MARKETING	
3	Course Type (Core Course/ Discipline Specific Elective/ Elective/ Generic Elective /Vocational/.....)	Core Course	
4	Pre-requisite (if any)	The student must have passed the Degree with 7.5 CGPA.	
5	Course Learning Outcomes (CLO)	<p>On successful completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. The students will be able to understand how to achieve organisational goals and outcomes by focusing on the aim and planning a strategy regarding achievements of the goals within timeframe. 2. Gain familiarity of sales team monitoring the customer preference, government policy, competitor situation, etc., to make the required changes accordingly and manage sales and distribution network. 3. Understand monitoring the customer preference, developing positive relationship with the customer, and how to retain the customer 	
6	Credit Value	6 Credits	
7	Total Marks	Max. Marks: 30 + 70 = 100	Min. Passing Marks: 35
Part B- Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week): 03 Hrs.		L-T-P: 90	
Unit	Topics	No. of Lectures (1 Hour Each)	



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Unit I	Introduction to Sales Management: Concept of sales, Roles of sales management in Marketing. Steps in designing and managing a sales force. Sales strategies, Methods of selling.	18
Unit II	Theories of Sales Management: AIDAS theory, right set of circumstances theory, buying formula theory, behavioural equation theory. Developing sales training program, Motivating sales personnel, Designing, Compensation plans, sales evaluation programmes.	18
Unit III	Operational Sales Management: Recruitment sources, selection procedure, sales force training, Compensation and Motivation of sales force, purpose of motivation. Various models of compensating the sales force, Model of motivation process, factors affecting sales persons motivation. Principles of sales evaluation, evaluating performance standards, field sales report.	18
Unit IV	Distribution: Introduction, objectives of channels of distribution, Flows in channels of distribution. Patterns of distribution. Management of channels, Managing cooperation, conflict and competition, Channel structure and design - Channel management – Channel decisions.	18
Unit V	Factors in selection of Distribution Channels, Motivation of intermediaries, horizontal and vertical marketing system, Distribution analysis. Management of Online selling and distribution system, Internet as a medium for sales order processing and execution. Control and Management: concept of physical distribution, order processing, warehousing, EDI and SCM, Scope of control. Tools for control, kinds of control devices.	18

Keywords/Tags: Sales Management, Theory, Training, Distribution Channels, Motivation

Part C-Learning Resources

Text Books, Reference Books, Other resources

Suggested Readings:

1. Sales and Distribution Management: Text and cases- Krishna K Kavaladar & Vasant M Cavale
2. Basics of Distribution Management: Kapoor & Kansal



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Professional Management, BBA Course

3. Sales Management-Decisions, Strategy and Cases – Cundiff and Govni

Suggested equivalent online courses: through NPTEL, SWAYAM Portal

Part D-Assessment and Evaluation

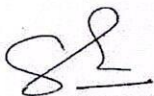
Suggested Continuous Evaluation Methods:

Maximum Marks : 100

Continuous Comprehensive Evaluation (CCE) : 30 Marks University Exam (UE): 70 Marks

Internal Assessment : Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/Presentation	30
External Assessment : University Exam Section Time : 03.00 Hours	Section(A) : Very Short Questions Section (B) : Short Questions Section (C) : Long Questions	70

Any remarks/ suggestions:

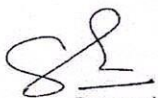


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Professional Management, BBA Course

Theory Paper

Part A Introduction				
Program: Research	Honours /	Class : BBA	Year: IV	Session: 2024-25
Subject: Industrial Marketing				
1.	Course Code	M4-BBA B2T		
2.	Course Title	BBA (Group-B) – MARKETING		
3.	Course Type (Core Course/Discipline Elective)	MAJOR Core Course		
4.	Pre-requisite (If any)	TO STUDY THIS COURSE MUST HAVE HAD THIS SUBJECT IN DEGREE		
5.	Course Learning outcomes (CLO)	<ol style="list-style-type: none"> 1. Understand industrial markets and relevant industrial marketing strategies. 2. Market structures and demand in business markets. 3. Understand the nature and role of industrial markets. 4. Explain the characteristics of industrial markets and buying situations. 5. Understand how to develop and implement relevant industrial marketing strategies. 		
6	Credit Value	06 Credits		
7.	Total Marks	Max. Marks 30+70 = 100	Mini. Passing marks: 35	
Part B- Content of the Course				
Total No. of Lectures-Tutorials-Practical (in hours per week) : 03 Hrs.			L-T-P: 90	
Unit	Topic	No. of Lectures (1 Hour Each)		
Unit I	The nature and concepts of industrial marketing. Industrial verses Consumers Marketing, Economics of Industrial Demand. Resellers Marketing. Understanding Industrial Marketing, organisational customers, governmental agencies, institutions, classifying industrial products, characteristics of Organisational Procurement.	18		



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Unit II	Industrial Marketing Environment, strategies for managing the Industrial Marketing Environment. Strategic planning process in Industrial Marketing. Organisational Buying and Buyer Behaviour: Concept and Model of Organisational Buying Behaviour.	18
Unit III	Interpersonal Dynamics of Industrial Buying Behaviour. Buying Centre Involvement and Interaction patterns, Joint Decision making, Conflict and Resolution in Joint Decision Making, The Buying Committee, Supplier Choice and Valuation.	18
Unit IV	Industrial market segmentation, Basis of Segmenting Industrial Market, Target marketing and positioning. Business pricing: Price determinants, Pricing Decisions.	18
Unit V	Formulating Channel Strategies: Marketing Channel Participants, Physical Distribution and Customer Service, Formulating and Marketing Communication Person Selling, Advertising, Sales Promotion and Publicity.	18

Keywords/Tages: Consumers Marketing, Marketing Environment, Buying Behaviour, market segmentation, Strategies

Part C- Learning Resources


Text Books, Reference Books, Other resources

Suggested Readings:

1. Robert R. Reeder, Edward G. Briety and Betty H. Reeder, Industrial Marketing, Analysis, Planning and Control, New Delhi, OHI 2nd Edition, 1998.
2. Krishna K. Haviadr, Industrial Marketing, New Delhi, Tata McGraw Hill, 2002.
3. Michael H.Moris, Industrial Marketing and Organisational Marketing, New York, MacMillian, 2nd Edition, 1992.

Suggested equivalent online courses: through NPTEL, SWAYAM Portal.

Part D-Assessment and Evaluation



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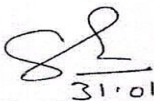
Professional Management, BBA Course

Suggested Continuous Evaluation Methods:

Maximum Marks : 100

Continuous Comprehensive Evaluation (CCE) : 30 Marks University Exam (UE): 70 Marks

Internal Assessment : Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/Presentation	30
External Assessment : University Exam Section Time : 03.00 Hours	Section(A) : Very Short Questions Section (B) : Short Questions Section (C) : Long Questions	70

Any remarks/ suggestions:

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Professional Management, BBA Course

Part A Introduction			
Program: Honours / Research	Class : BBA	Year: IV	Session: 2024-25
Subject: Product and Brand Management (Paper-I)			
1	Course Code	M4-BBA B3D	
2	Course Title	BBA (Group-B) – MARKETING	
3	Course Type (Core Course/ Discipline Specific Elective/ Elective/ Generic Elective /Vocational/.....)	DSE I – Sub Group SB 3	
4	Pre-requisite (if any)	To study this course must have had this subject in degree.	
5	Course Learning Outcomes (CLO)	<p>On successful completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand various concepts involved in learning Product and Brand Management for the success of any concern. 2. Understand how the product manager implements business strategy in the marketplace and to acquaint the students with the process and strategies of new product management. 3. The course also explores the methodology for managing the cohesive development and marketing of new products from idea inception to product discontinuation. 4. Able to apply these principles at the consumer level that will improve managerial decision-making with respect to brands. 	
6	Credit Value	04 Credits	
7	Total Marks	Max. Marks: 30 + 70 = 100	Min. Passing Marks: 35
Part B- Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week): 03 Hrs.			L-T-P: 60
Unit	Topics	No. of Lectures (1 Hour Each)	
Unit I	Product Management: Introduction and concept of product, product components, objectives of Product Management, roles of Product Manager. Product Mix and Product line decisions,	12	

	Growth strategies for the FMCG.	
Unit II	New Product Development: Routes of new product development, Process of new product development, the latent factors behind marketing success and failure of any product, Product elimination strategies.	12
Unit III	Brand Management: Branding concept, benefits of Branding, Brand perspectives, Characteristics of a Brand, Branding decisions, Global branding: Concept, advantages and disadvantages.	12
Unit IV	Brand Personality and Brand Extension: Brand personality: Introduction, concept, types and brand personality scale. Brand extension: Types of brand extension, Strategies for successful brand extension.	12
Unit V	Brand positioning and repositioning: Concept and methods of positioning and repositioning. Brand equity and brand loyalty: Brand Equity- Introduction and concept of brand equity, cost based, price based, customer based methods. Brand Loyalty- Concept, Loyalty pyramid.	12
Keywords/Tags: Product Management, Brand, Product Development, Repositioning, Strategy		
Part C-Learning Resources		
Text Books, Reference Books, Other resources		
Suggested Readings:		
<ol style="list-style-type: none"> 1. Product Management by R. Majumdar 2. Strategic brand Management by Kevin Lane Keller 3. Brand Management by Y.L.R. Moorthy 4. Collateral Reading for Brand Management: Doyle, P. (1989), Building successful brands: The strategic options, Journal of Marketing Management Kapferer, J.N. (1997), Strategic Brand Management 		
Suggested equivalent online courses: through NPTEL, SWAYAM Portal		
Part D-Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks : 100		
Continuous Comprehensive Evaluation (CCE) : 30 Marks University Exam (UE): 70 Marks		
Internal Assessment : Continuous Comprehensive	Class Test Assignment/Presentation	

Evaluation (CCE)		30
External Assessment : University Exam Section Time : 03.00 Hours	Section(A) : Very Short Questions Section (B) : Short Questions Section (C) : Long Questions	70
Any remarks/ suggestions:		



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Professional Management, BBA Course

Part A Introduction			
Program: Honours / Research	Class : BBA	Year: IV	Session: 2024-25
Subject: Direct Marketing and Event Management (Paper-II)			
1	Course Code	M4-BBA B4D	
2	Course Title	BBA (Group-B) – MARKETING	
3	Course Type (Core Course/ Discipline Specific Elective/ Elective/ Generic Elective /Vocational/)	DSE-II – Sub Group SB 4	
4	Pre-requisite (if any)	To study this course must have had this subject in degree.	
5	Course Learning Outcomes (CLO)	On successful completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. Understand how direct marketing and event management have evolved with technology and have become central to modern marketing practices. 2. Enable students to develop abilities and skills required for strategy formulation. 3. Implementation of direct marketing and event management under the ever-changing marketing scenario. 	
6	Credit Value	04 Credits	
7	Total Marks	Max. Marks: 30 + 70 = 100	Min. Passing Marks: 35
Part B- Content of the Course			
Total No. of Lectures-Tutorials-Practical (in hours per week): 03 Hrs.		L-T-P: 60	
Unit	Topics	No. of Lectures (1 Hour Each)	
Unit I	Nature and Concept of Direct Marketing: Basic concepts and characteristics of direct marketing, Research in Direct Marketing.	12	
Unit II	Direct Marketing plan and Strategic planning, Direct Marketing Offer (4 P's).	12	
Unit III	Direct mailing, Direct response print ads, Catalog marketing, B2B direct marketing, Direct marketing to retailers, Broadcast direct marketing, Telemarketing.	12	

Unit IV	Concept of Events: Event management, Event as a marketing tool. Key elements of events, Concept of product, price and promotion of events. Activities in event management (Pre, during and Post-event)	12
Unit V	Strategic market planning, Planning and Evaluation. Evaluation – Event performance. Future scope of Direct Marketing and Event Management and Challenges.	12
Keywords/Tags: Direct Marketing, Events, Promotion, Strategic market planning, Evaluation		
Part C-Learning Resources		
Text Books, Reference Books, Other resources		
Suggested Readings:		
<ol style="list-style-type: none"> 1. Creative Strategy in Direct Marketing, Susan K. Jones 2. Direct Marketing – Concept and Cases, Mukesh Chaturvedi 3. Event Marketing and Management – Sanjay Gaur and Sanjay Saggere 4. Direct Marketing – Bob Stone <ul style="list-style-type: none"> • HBRs and other related journals 		
Suggested equivalent online courses: through NPTEL, SWAYAM Portal		
Part D-Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks : 100		
Continuous Comprehensive Evaluation (CCE) : 30 Marks University Exam (UE): 70 Marks		
Internal Assessment : Continuous Comprehensive Evaluation (CCE)	Class Test Assignment/Presentation	30
External Assessment : University Exam Section Time : 03.00 Hours	Section(A) : Very Short Questions Section (B) : Short Questions Section (C) : Long Questions	70
Any remarks/ suggestions:		

Part A Introduction			
Program: Honours/Research		Class: All Faculty	Year : IV
Session: 2024-2025			
Subject : Research Methodology			
1	Course Code	X4-AREM1T	
2	Course Title	Research Methodology (Theory)	
3	Course Type	Compulsory Paper Research Methodology	
4	Pre-requisite (if any)	Open for all.	
5	Course Learning Outcomes (CLO)	<p>The course will enable the students to:</p> <ol style="list-style-type: none"> 1. Understand various kinds of research, objectives of doing research, research process, research designs and sampling. 2. Identify and discuss the issues and concepts salient to the research process. 3. Recognize the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project. 4. Discuss the concepts and procedures of sampling and data collection. 5. Aware of hypothesis testing procedures. 	
6	Credit Value	4 Credits	
7	Total Marks	Max. Marks: 30 + 70	Min. Passing Marks: 35
Part B - Content of the Course			
Total No. of Lectures (in hours per week): 2 hours per week			
Total Lectures: 60 hours			
Unit	Topics		No. of Lectures
I	Introduction of Research Methodology: Meaning of research, Objectives of research, Motivation in research, Types of research, Research approaches, Significance of research, Research and scientific method, Research process, Criteria of good research, Problems faced by researchers.		10
II	Identification and Formulation of Research Problem: Definition, Objectives of research problem, Selection of problem, Identification of problem, Necessity and techniques of defining research problem, Formulation of research problem, Experimental research design.		10
III	Review of Literature: Searching for the existing literature, Need and significance, Reviewing the selected literature, Developing a theoretical framework, Developing a conceptual framework, Writing about the literature reviewed.		10

IV	<p>Research and Sampling Design: <i>Research Design:</i> Meaning, Need and features of good research design, Important concepts relating to research design, Types of research designs, Basic principles of experimental designs, Developing a research plan.</p> <p><i>Sampling Design:</i> Implications of a sample design, Steps in sampling design, Criteria of Selecting a Sampling Procedure, Characteristics of ideal sample design, Different types of Sample Designs, Selection of random sample, Random sample from an infinite Universe, Complex random sampling designs, Sampling V/s non-sampling error.</p>	18
V	<p>Testing of Hypotheses and Analysis of Data: Introduction to hypothesis, Basic concepts concerning testing of hypotheses, Procedure for hypothesis testing, Flow diagram for hypothesis testing, Measuring the power of a hypothesis test, Tests of hypotheses, Important parametric tests, Univariate and bivariate analysis of data, Analysis of variance, Parametric and non-parametric test.</p>	12
<p>Keywords/Tags: Types of research, Significance of research, Research process, Objectives of research problem, Identification of problem, Formulation of research problem, Review of literature, Research design, Sampling design, Testing of hypotheses, Analysis of data.</p>		
<p>Part C - Learning Resources</p>		
<p>Text Books, Reference Books, Other Resources</p>		
<p>Suggested Readings: Text Books:</p> <ol style="list-style-type: none"> 1. C.R. Kothari: Research Methodology (Methods and Techniques), New Age International Publishers, 2010. 2. V. P. Saxena: Research Methodology: Indira publishing House, 2016. 3. महोदय शिवाजी टिंक अकादमी की पुस्तकालय । <p>Reference Books:</p> <ol style="list-style-type: none"> 1. Ranjit Kumar: Research Methodology, Sage Publications Pvt. Ltd, Fourth edition, 2014. 2. Uwe Flick: Introducing Research Methodology, Sage Publications India Private Limited, Second edition, 2017. 3. R. Panneerselvam: Research Methodology, PHI Learning Pvt. Ltd., 2014. 4. Dr.Priti R. Majhi, Dr.Prafull K.Khatua: Research methodology (Concepts, methods, Techniques & SPSS), Himalaya publishing house, 2013. 5. David DeMatteo, Geoffrey R. Marczyk, David Festinger: Essentials of Research Design & Methodology, Wiley Publication, 2005. 6. Kumar: Research Methodology, Pearson, 2005. <p>Suggested Digital Platforms Web links: https://www.eshiksha.mp.gov.in/mpdhe</p> <p>Suggested Equivalent online courses: https://ugcmoocs.inflibnet.ac.in/index.php/courses/view ug/330</p>		

