

Faculty of Economics & Business

Syllabus

For

Post Graduate Diploma in Marketing Management

(P.G.D.M.M.)

(SEMESTER: I– II)

Session: 2014-15



GURU NANAK DEV UNIVERSITY

AMRITSAR

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Course Scheme

Semester – I

S. No.	Subject Code	Subject	Marks	Number of Periods in a Week
1	PGDMM101	Management and Organisational Behaviour	50	6
2	PGDMM102	Business Economics and Statistics	50	6
3	PGDMM103	Marketing Management	50	6
4	PGDMM104	Marketing Research	50	6
5	PGDMM105	International Marketing	50	6
6	PGDMM106	Seminar	50	3
		Total	300	33

Course Scheme**Semester – II**

S. No.	Subject Code	Subject	Marks	Number of Periods in a Week
1	PGDMM201	Rural and Social Marketing	50	6
2	PGDMM202	Retail Management	50	6
3	PGDMM203	Services Marketing	50	6
4	PGDMM204	Advertising and Sales Management	50	6
5	PGDMM205	Computer Programming	50	6
6	PGDMM206	Seminar	50	3
		Total	300	33

MANAGEMENT AND ORGANISATION BEHAVIOUR**PGDMM101****Time Allowed: 3 Hours****Maximum Marks: 50****Note: The question paper covering the entire syllabus shall be divided into three Sections as follows:****Section A**

It will consist of 8 very short answer type questions covering the whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B

It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C

It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part – I

Management: Definition, Functions, Nature, Principles and Management V/S Administration.

Planning: Importance, Steps in Planning, Types, Policy and Strategy Formulation Management by Objectives (M.B.O.), Decision Making Process.

Organising: Principles, Features, Various Forms, Delegation of authority and Span of Management.

Staffing: Importance of Human Factor, Manpower Planning Process.

Part – II

Directing: Communication, its meaning, Process, Types, Barriers and Solutions, Motivation, its Meaning, Importance, Maslow's Need Hierarchy, Theory X and Y.

Controlling: Importance and Process, Traditional and Modern Techniques of Control.

Behaviour: Groups in Organisation, Conflicts and Organizational Change and Development.

Recommended Readings:

1. Harold Koontz and Heinz Wehniuh, *Essentials of Management: An International Perspective*, New Delhi, McGraw Hill, 2007.
2. Stephen P. Robbins, David A Decanzo, *Fundamental of Management*, New Delhi, Pearson Education, 2001.
3. Steven L. McShane, Mary Glinow, Sharma, *Oganisational Behaviour*, New Delhi, Tata McGraw Hill, 2007.
4. Jerald Greenberg & Robert A Baron, *Behviour in Organisations*, New Delhi, Pearson Education, 2004.

BUSINESS ECONOMICS AND STATISTICS**PGDMM102****Time: 3 Hrs.****Max. Marks: 50**

Note: The question paper covering the whole syllabus shall be divided into three sections as follows:

Section A

It will consist of 8 very short answer type questions covering the whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B

It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C

It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

At least 50% numerical questions be set in Section C of the Paper.

Part – I

Economics: Introduction, Nature and Scope of Economics.

Utility Analysis: Concept of Utility, marginal and total Utility, Law of Diminishing Marginal Utility.

Demand Analysis: Law of Demand, Elasticity of demand, and methods for measuring elasticity of Demand.

Indifference Curve Analysis: Definition, Properties, Price Line Price Substitution and Income effect derivation of demand curve from indifference curve.

Cost Theory: Types of costs, short and long period cost functions.

Market conditions: Price determination under perfect and imperfect competition.

Part – II

Statistics: Definition, uses and Limitations. Data Collection, Various Sources of Data Collection, Questionnaire, Schedule, Interview and Observation Method. Classification and Tabulation of Data.

Sampling: Meaning, Importance and Limitation, Various techniques and sampling decision.

Measures of Central Tendency: Mean, Median, Dispersion, Correlation and index number.

Recommended Readings:

- Koutsoyiannis, A., *Modern Micro Economics*, Palgrave Macmillan, Publishers, New Delhi, 2004.
- Ahuja, H.L., *Advanced Economic Analysis*, S.Chand & Co. Ltd., New Delhi, 2006.
- Gupta, G.S., *Managerial Economics*, Tata McGraw Hill, New Delhi, 2008.
- Gupta, S.P., *Statistical Method*, Sultan Chand and Sons, Delhi, 2006.
- Mehta, P.L., *Managerial Economics*, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi, 2007.

MARKETING MANAGEMENT**PGDMM103****Time Allowed: 3 Hours****Maximum Marks: 50**

Note: The question paper covering the whole syllabus shall be divided into three sections as follows:

Section A

It will consist of 8 very short answer type questions covering whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B

It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C

It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part – I

Marketing: Meaning, Traditional and Modern Concept of Marketing. Marketing and its Basic Tasks in Economic Development, Functions of Marketing.

Market Segmentation: Its importance, Factors on which it Depends and Limitations.

Marketing Planning and Developing Appropriate Marketing Organisation.

Marketing of Services.

Export Marketing.

Part – II

Concept of Marketing Mix: Product Decision – Definition, Classification, Product Life Cycle and its Applications, Packaging and Branding Strategy.

Pricing Decision: Objectives, Factors Influencing Price Decisions, Pricing Methods.

Distribution Channels: Various Types, Factors Affecting Channel Selection, Retailing, Whole Selling.

Promotion decision: Objectives, Promotion Mix, Promotion Methods.

Recommended Readings:

1. Philip Kotler, Kevin Keller, Abraham Koshey and MithileshwarJha. Marketing Management: South Asian Perspective, 13th Edition. Pearson Education New Delhi, 2007.
2. Ramaswamy, V.S. and Namakumari, S. Marketing Management: Planning, Control, New Delhi, MacMillian, 2002.
3. Enis, B M., Marketing Classics: A Selection of Influential Articles, New York, McGraw Hill, 1991.
4. William D. Perreault, Jr. & E. Jerome McCarthy, Basic Marketing: A Global Managerial Approach, Tata McGraw-Hill, 15th edition, New Delhi, 2003.

MARKETING RESEARCH**PGDMM104****Time Allowed: 3 Hours****Maximum Marks: 50**

Note: The question paper covering the whole syllabus shall be divided into three Sections as follows:

Section A

It will consist of 8 very short answer type questions covering whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B

It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C

It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part – I

Marketing Research: Definition, Nature and Scope for Marketing Decision Making, Marketing Research Process, Organisation for Marketing Research, Marketing Information Systems, Marketing Research Scenario in the Indian Corporate Sector.

Causal Research Designs: Basic designs – After only design, Before-After design, After only with control group design, Before-After with control group design, Time series design. Statistical designs – Latin Square and Factorial designs.

Qualitative Techniques of Primary Data Collection: Depth interview, Focus group, Delphi and Projective methods.

Secondary Data in Marketing: Commercial (Syndicated) and Non-commercial sources.

Part – II

Measurement Errors in Marketing: Concepts of Reliability and Validity.

Data Analysis Techniques: Covariance analysis, Multidimensional Scaling (MDS), Cluster Analysis, Conjoint analysis, Logistic Regression.

Contemporary Applications of Marketing Research: Competitive Advantage, Brand Equity, Customer Satisfaction and Total Quality Management.

Recommended Readings:

1. Malhotra Naresh. K., *Marketing Research*, Pearson Education, New Delhi, 2006.
2. Churchill Gilbert A and Iacobucci Dawn: *Marketing Research: Methodological Foundations*, 9th Edition, Thomson, 2007.
3. Nargundkar R, *Marketing Research*, Tata McGraw Hill, New Delhi, 2002.
4. Aaker, Kumar and Day, *Marketing Research*, John Willey & Sons, Pvt.Ltd., 7th Edition, 2005.
5. Donald R. Cooper and Pamela S. Schindler, *Marketing Research: Concepts and Cases*, Tata McGraw Hill, New Delhi, 2006.

INTERNATIONAL MARKETING**PGDMM105****Maximum Marks: 50****Time Allowed: 3 Hours**

Note: The question paper covering the whole syllabus shall be divided into three Sections as follows:

Section A

It will consist of 8 very short answer type questions covering whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B

It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C

It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part – I

International Marketing: Definition, Concept and Economic Environment of International Marketing, Modes of Entering Overseas Markets.

International Marketing Process and Techniques: International process and techniques, direct exporting, indirect exporting, counter trade, licensing and joint ventures.

Organization and Control of International Marketing Operations.

Part – II

International Marketing Mix: Product policy, International product life cycle, Promotion strategy, pricing and distribution strategy.

Instruments of international Payments: Bill of exchange, Letter of credit, Open account etc.

Constraints on International Marketing: Tariff and non-tariff barriers.

Recommended Readings:

1. Sindhvani, *The Global Business Game*, Macmillan India Ltd., New Delhi.
2. Cherunilam, Francis, *International Trade and Export Management*, Himalaya Publishing House, Delhi. 14th Edition, 2006.
3. Sharan, V., *International Business; Concept, environment and strategy*, Pearson Education, Delhi. 2006.
4. Johri, L.M., *International Marketing: Strategies for Success*, University of Delhi, Faculty of Management Studies, 1980.
5. Onkvisit, Sak, and Shaw, J.J., *International Marketing: Analysis and Strategy*, New Delhi, Prentice Hall of India, 1995.
6. Terpstra, Vernm and Sarathy, R., *International Marketing*, Orlando, Dryden Press, 1991.

SEMINAR

PGDMM106

Maximum Marks: 50

Time Allowed: 3 Hours

RURAL AND SOCIAL MARKETING**PGDMM201****Maximum Marks: 50****Time Allowed: 3 Hours**

Note: The question paper covering the whole syllabus shall be divided into three Sections as follows:

Section A

It will consist of 8 very short answer type questions covering whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B

It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C

It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-I

Rural Marketing: Definition, structure and environment of rural marketing, The economic scenario in Rural India, Government Policies and The Rural face of Reforms.

Rural Consumer Behaviour: Characteristics of rural Consumer, Factor affecting consumer behavior, Consumer buying process, Opinion leadership process, Brand loyalty.

Consumer Adoption Process: Product life cycle, Product mix, Rural packing, Branding in rural India, Fake brands, Structure of competition in rural India, Product warranty and after-sales service.

Pricing Strategy: Internal Influences, Pricing Objectives, External Influences, Pricing Strategies, Market-Entry Strategies.

Financial Services: Need for Credit, Consumer finance for durables, Sources of credit, Innovative credit delivery systems, Financial Products in rural marketing.

Part-II

Social Marketing: Concept and process, Fundamentals of social marketing.

Role of Voluntary Service Organisations (VSOs) for implementing the projects of Social Marketing.

A Partnership Model of Public, Corporate Sector and VSOs Linkages for Social Marketing Responsibility.

Marketing beyond 4Ps: The Social Marketing Mix. Strategic and Operational Planning for the Programmes.

Recommended Readings:

1. T. P. Gopaldaswamy, *Rural Marketing: Environment, Problems & Strategies*, Wheeler Publishing, New Delhi.
2. Raha Gopal, *Indian Rural Marketing*, Rawat Publication, Jaipur.
3. Philip Kotler, *Marketing For Non Profit Organisation*, Prentice Hall, New Delhi.
4. P. Kotler, Robborto N. L. & N. Lee, *Social Marketing: Improving the Quality of Life*, Sage Publication.

RETAIL MANAGEMENT

PGDMM202

Time Allowed: 3 Hours

Maximum Marks: 50

Note: The question paper covering the whole syllabus shall be divided into three sections as follows:

Section A

It will consist of 8 very short answer type questions covering the whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B

It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C

It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part – I

Introduction: Meaning of Retailing, Functions and Importance of Retailing, Managing the Retailing Environment, Retailing in India.

Retail Marketing: Planning & Development, Strategic Marketing for Retailing, Knowing your Customers, Fundamentals of Merchandising, Establishing a Pricing Strategy, Promoting a Store, Location of the Store, Various, Retail Formats.

Retail Operations: Store Design & Layout, Financial Development, Service Retailing, Logistics and Distribution.

Delivering the product: Retail Information System, Category Management, Integrating the Supply Chain, Customer Relationship Management, Retail Security and Information System.

Part-II

People in Retailing: Retail employment, Planning the Workforce, Management and Organization Culture, Health and Safety.

e-Retailing: Out of the Store Retailing, Buy by Wire, e-Retailing (Retailing on the Net), Television Shopping, Mail Order Catalogue Shopping.

International Retailing: Shopping at the World Stores, Going International.

Retailing through Shopping Malls: Concept, Services, Merits and Demerits.

FDI in Retail: Government Policy, Issues Involved, Recent Developments, Merits and Demerits.

Recommended Readings:

1. T. P. Gopaldaswamy, *Rural Marketing: Environment, Problems & Strategies*, Wheeler Publishing, New Delhi.
2. Philip Kotler, *Strategic Marketing for Non Profit Organisation*, Prentice Hall, New Delhi.
3. Raha Gopal, *Indian Rural Marketing*, Rawat Publication, Jaipur.
4. P. Kotler, Robborto N. L. & N. Lee, *Social Marketing: Improving the Quality of Life*, Sage Publication.

SERVICES MARKETING**PGDMM203****Maximum Marks: 50****Time Allowed: 3 Hours**

Note: The question paper covering the whole syllabus shall be divided into three Sections as follows:

Section A

It will consist of 8 very short answer type questions covering whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B

It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C

It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-I

Foundation of services marketing: Introduction, The services concept, Service Industry, Nature of Services, Characteristics of Service, Classification of Services, Importance of Service Marketing.

Distinctive Characteristics of Service: Four I's of services; Intangibility, Inconsistency, Inseparability and Inventory.

Services Market Segmentation: Positioning and Differentiation of Services.

Issues in Marketing of Services: Extended Services Marketing Mix: Going Beyond the 4 Ps. (7 P's of Services Marketing).

Services Delivery Process: Service Blueprints, Service Mapping, Managing Employees for Service Orientation.

Part-II

Distribution Strategies for Services: Challenges in Distribution of Services.

Personal Selling: Advertising and Sales Promotion in Service Industry.

Customer Satisfaction & Service Quality in Services Marketing: Service Encounter, Role of Hr& Internal Marketing, Monitoring and Measuring customer satisfaction, SERVQUAL & GAP model, Handling complaints effectively, Service Failure & Recovery.

E-services: Online Consumer Behavior, Self-service technologies.

Recommended Readings:

1. Glimore Audrey, *Services Marketing and Management*, (Edition 2003), Sage Publishing.
2. Hoffman, K. D. and John, E. G. Bateson, *Services Marketing: Concepts, Strategies and Cases*, (Edition 2010), Cengage Learning.
3. Valarie, A. et al, *Services Marketing*, (Edition 2010), McGraw Hill Publishing House.

ADVERTISING AND SALES MANAGEMENT

PGDMM204

Maximum Marks: 50

Time Allowed: 3 Hours

Note: The question paper covering the whole syllabus shall be divided into three Sections as follows:

Section A

It will consist of 8 very short answer type questions covering whole syllabus with answer to each question up to five lines in length. The candidates are required to attempt any 5 questions. Each question will carry 2 marks. The total weightage of this section shall be 10 marks.

Section B

It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C

It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-I

Introduction: Nature and scope and functions of advertising, Classification of advertising.

Setting Advertising Objectives: Functions of objectives, Behavioral Dynamics, the DAGMAR Approach.

Building Advertising Programme: Message, Theme, Copy, Appeals, Layout.

Advertising Media: Media Planning, Media Selection and Scheduling Advertising Budget.

Measuring Advertising Effectiveness: Pre-testing and Post-testing copy.

Advertising Agency: Organisation Structure, Role and Functions, Legal, Ethical and Social Aspects of Advertising.

Part – II

Nature and Scope of Sales Management: Setting and Formulating Personal Selling Objectives. Recruiting and Selecting Sales Personnel.

Developing and Conducting Sales Training Programmes, Supervision and Motivation of Sales Personnel.

Designing Territories and Allocating Sales Efforts, Objectives and Quotas for Sales Personnel.

Developing and Managing / Sales Evaluation Programme Sales Cost and Cost Analysis.

Recommended Readings:

Belch, George E. and Belch, Michael A., *Advertising and Promotion*, New Delhi, Tata McGraw Hill, 2001.

Batra, Rajeev, Mayers, John G., and Aaker, David A., *Advertising Management*, New Delhi, Pearson Education, 2002.

Mohan, Manendra, *Advertising Management*, New Delhi, Tata McGraw Hill, 1995.

Spiro, *Management for Sales Force*, Tata McGraw Hill.

Buskrik, R.H. and Stanton, W.J. *Management of Sales Force*, Homewood Illinois, Richard D. Irwin, 1983.

COMPUTER PROGRAMMING**PGDMM205****Max. Marks: 50****Time Allowed: 3 Hours**

Note: The question paper covering the entire course shall be divided into three sections as follows:

Section A

It will consist of 8 very short answer questions with answer to each question upto five lines (fifty words) in length. Candidates are required to attempt any questions. Each question will carry 2 marks total weightage being 10 marks.

Section B

It will consist of four questions (Q. No. 2, 3, 4, 5) from Part- I of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Section C

It will consist of four questions (Q. No. 6, 7, 8 and 9) from Part- II of the syllabus. The candidates are required to attempt any two with answer to each question up to 5 pages in length. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part – I

Computer Fundamentals: Computer Organisation; Simple Model of a Computer to Illustrate How it Executes Algorithm, CPU, memory, I/O devices, Data Representation Integer, Real Binary, Octal, Hexadecimal.

Algorithm Development: Problem Analysis, Flow Charts, Decision Tables, Fields, Records and Files, Random Access Files, Sequential Access Files.

Part- II

Programming: Representations of Integers, Reals, Characters, Constants and Variables, Arithmetic Expressions and their Evaluations, Using Rules of Hierarchy and Assignment Statement.

Control structure: Sequencing, Alteration, Arrays, Pointers Manipulations of Series, Polynomials, Quadratic Equation, Mean, Mode, Median and Standard Deviation.

Recommended Readings:

1. Peter Norton, *Introduction to Computers*, Tata McGraw-Hill, 2006.
2. Kanetkar Yashavant P, *Let Us C* BPB Publications, New Delhi, 2004.
3. R.S.Salaria, *Application Programming in C. A Beginner's Guide* Khana Book Publishing Co.(P) Ltd, 2005.
4. Pradeep K. Sinha, Priti Sinha, *Computers Fundamentals*, BPB, Publications, 2005.

SEMINAR**PGDMM206****Max. Marks: 50****Time Allowed: 3 Hours**