

# FACULTY OF ECONOMICS & BUSINESS

## Syllabus

For

**Post Graduate Diploma in Marketing Management**

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

**(SEMESTER: I & II)**

**Session: 2019-20**



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**GURU NANAK DEV UNIVERSITY**  
**AMRITSAR**

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## PG DIPLOMA IN MARKETING MANAGEMENT (SEMESTER SYSTEM)

**COURSE SCHEME****SEMESTER – I:**

<b>Subject Code</b>	<b>Subject</b>	<b>Marks</b>	<b>Number of Periods in a Week</b>
PGDMM101	Management and Organisational Behaviour	50	6
PGDMM102	Business Economics and Statistics	50	6
PGDMM103	Marketing Management	50	6
PGDMM104	Introduction to Marketing Research Application	50	6
PGDMM105	International Marketing	50	6
PGDMM106	Seminar	50	3
	<b>Total:</b>	<b>300</b>	<b>33</b>

**SEMESTER – II:**

<b>Subject Code</b>	<b>Subject</b>	<b>Marks</b>	<b>Number of Periods in a Week</b>
PGDMM201	Rural and Social Marketing	50	6
PGDMM202	Retail Management	50	6
PGDMM203	Services Marketing	50	6
PGDMM204	Advertising and Sales Management	50	6
PGDMM205	Computer Programming	50	6
PGDMM206	Seminar	50	3
	<b>Total:</b>	<b>300</b>	<b>33</b>

**PGDMM 101: MANAGEMENT AND ORGANISATION BEHAVIOUR****Time Allowed: 3 Hours****Maximum Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION A**

**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.

**SECTION B**

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

**Staffing:** Importance of Human Factor, Manpower Planning Process.

**SECTION C**

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

**SECTION D**

**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 Wehni, *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, *Behaviour in Organisations*, New Delhi, Pearson Education, 2004.

**PGDMM 102: BUSINESS ECONOMICS AND STATISTICS****Time: 3 Hrs.****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION A**

**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.

**SECTION B**

**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

**SECTION C**

**Market conditions:** Price determination under perfect and imperfect competition.

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

**SECTION D**

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

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

**Recommended Readings:**

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

**PGDMM 103: MARKETING MANAGEMENT****Time Allowed: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION A**

**Marketing:** Meaning, Traditional and Modern Concepts of Marketing. Marketing and its Basic Tasks in Economic Development, Functions of Marketing, Scanning the Marketing Environment.

Marketing Information and Research: Components of Marketing Information System, Techniques of Marketing Research, Marketing Research Process.

Analyzing Consumer Markets: Factors influencing Consumer Behaviour, The Buying Decision Process

**SECTION B**

**Market Segmentation:** Its importance, Bases for Segmentation consumer Markets, Selection of Target Markets and Target Market Strategies Positioning.

**SECTION C**

**Concept of Marketing Mix:** Product Decision – Definition, Classification, New Product Development Process, Product Life Cycle and its Applications, Packaging and Branding Strategies.

**Pricing Decisions:** Objectives, Factors Influencing Price Decisions, Pricing Methods

**SECTION D**

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

**Promotion decision:** Objectives, Promotion Mix, Factors affecting 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.

**PGDMM 104: INTRODUCTION TO MARKETING RESEARCH APPLICATION****Time Allowed: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION A**

**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.

**SECTION B**

**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.

**Measurement Errors in Marketing:** Concepts of Reliability and Validity.

**SECTION C**

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

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

**SECTION D**

**Data Analysis Techniques:** Factor Analysis, Regression Analysis, 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.

**PGDMM 105: INTERNATIONAL MARKETING****Time Allowed: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION A**

**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.

**SECTION B**

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

**India and World Trade:** Bilateral Trade Agreements, Commodity Agreements and GSP, Indian and World Trade; Import and Export Policy

**SECTION C**

**International Trade Facilitating Institutions and Documentation:** Public Sector Trading Agencies, ECGC, Commodity Boards etc; Procedure and Documents–Registration of Exporters, Export Quotations, Production and Clearance of Goods for Exports. Shipping and Transportation, Insurance and Negotiation of Documents.

**SECTION D**

**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, Verne and Sarathy, R., *International Marketing*, Orlando, Dryden Press, 1991.

**PGDMM 106:**

**SEMINAR**

**Maximum Marks: 50**

**Time Allowed: 3 Hours**



**PGDMM 201: RURAL AND SOCIAL MARKETING****Time Allowed: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION A**

**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, Challenges in Rural Marketing.

**SECTION B**

**Consumer Buying Process:** Product life cycle, Product mix, Branding in rural India, Fake brands, Product warranty and after-sales service.

**Pricing Strategy:** Pricing Objectives, 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.

**SECTION C**

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

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

**SECTION D**

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

**Marketing beyond 4Ps:** The Social Marketing Mix. Strategic Planning Process.

**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.

**PGDMM 202: RETAIL MANAGEMENT****Time Allowed: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION A**

**Introduction:** Definition, role of a retailer, Retail in India, Retail Management Process, Retail Location.

**Delivering Value through Formats:** Classification of formats, Ownership based Classification, Store based Classification, Non–store based Classification, Deciding the Format.

**SECTION B**

**Merchandise Management:** Retail Buying, Retail Buying Behavior, merchandise and assortment plans, Retail pricing, and point of purchase Communication.

**SECTION C**

**Managing Retail:** Human Resource Management in Retail Store Design– Objectives of Layout and Design, Elements of Store Layout and Design, Storefronts and Entrances, Merchandise Display, Materials and Finishes Graphics.

**SECTION D**

**Supply Chain Management: Drivers of SCM, SCM and competitive advantage.**

**Technology in retailing:** In store technologies, Electronics retailing.

**Suggested Readings:**

1. Levy, Michael and Barton A. Weitz (2003), *Retail Management*, Tata McGraw Hill, 5<sup>th</sup> Edition.
2. Sinha, P. K. and Uniyal, D. P. (2007), *Managing Retailing*, Oxford, 1<sup>st</sup> Edition.
3. Pradhan, Swapna (2007), *Retail Management – Text and Cases*, Tata McGraw Hill, 2<sup>nd</sup> Edition.
4. Gilbert, David (1999) *Retail Marketing Management*, Prentice Hall, 1<sup>st</sup> Edition.
5. Berman, Barry and Joel R. Evans (2006), *Retail Management – A Strategic Approach*, Pearson Education, 9<sup>th</sup> Edition.

**PGDMM203: SERVICES MARKETING****Time Allowed: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION A**

**Foundation of services marketing:** Introduction, The services concept, Service Industry, Nature of Services, Characteristics of Service, Classification of Services, Importance of Service Marketing, Service Sector in the Indian Economy.

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

**SECTION B**

**Services Market Segmentation:** Bases for Segmentation, Service Positioning.

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

**SECTION C**

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

**Distribution Strategies for Services:** Service Transactions, Service Locations Service Providers

**SECTION D**

**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.

**PGDMM204: ADVERTISING AND SALES MANAGEMENT****Time Allowed: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION A**

**Introduction:** Nature and Scope and Functions of Advertising, Classification of Advertising.

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

**SECTION B**

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

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

**SECTION C**

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

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

**SECTION D**

**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:**

1. Belch, George E. and Belch, Michael A., *Advertising and Promotion*, New Delhi, Tata McGraw Hill, 2001.
2. Batra, Rajeev, Mayers, John G., and Aaker, David A., *Advertising Management*, New Delhi, Pearson Education, 2002.
3. Mohan, Manendra, *Advertising Management*, New Delhi, Tata McGraw Hill, 1995.
4. Spiro, *Management for Sales Force*, Tata McGraw Hill.
5. Buskrik, R.H. and Stanton, W.J. *Management of Sales Force*, Homewood Illinois, Richard D. Irwin, 1983.

**PGDMM205: COMPUTER PROGRAMMING****Time Allowed: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION A**

**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

**SECTION B**

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

**SECTION C**

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

**SECTION D**

**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.

**PGDMM206:**

**SEMINAR**

**Time Allowed: 3 Hours**

**Max. Marks: 50**