FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

Post Graduate Diploma in Marketing Management

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

(SEMESTER: I & II)

Session: 2019-20

GURU NANAK DEV UNIVERSITY
AMRITSAR

Note:  (i) Copy rights are reserved.
Nobody is allowed to print it in any form.
Defaulters will be prosecuted.

(ii) Subject to change in the syllabi at any time.
Please visit the University website time to time.
### COURSE SCHEME

#### SEMESTER – I:

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

#### SEMESTER – II:

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


SECTION B

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

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

Recommended Readings:

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

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:

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 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

SECTION C
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:
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


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.


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:
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

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:
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

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.

Recommended Readings:
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:

5. Berman, Barry and Joel R. Evans (2006), Retail Management – A Strategic Approach,
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


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

SECTION D


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

Recommended Readings:

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

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:

PGDDMM205: 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


SECTION D

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

Recommended Readings:
PGDMM206: SEMINAR

Time Allowed: 3 Hours

Max. Marks: 50