

**SYLLABI**  
**OF**  
**BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME**  
**(Based on National Education Policy (NEP) - 2020)**  
**WITH EFFECT FROM THE ACADEMIC SESSION**  
**2024-25**



**MAHARSHI DAYANAND UNIVERSITY**  
**ROHTAK (HARYANA)**

**SYLLABI OF  
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME  
(Based on National Education Policy (NEP) - 2020)  
WITH EFFECT FROM THE ACADEMIC SESSION 2024-25**

**First Year: First Semester**

**Business Organisation  
Course Code: 24IMSI401DS01**

L-T-P  
3-1-0

External Marks: 70  
Internal Marks: 30  
Time: 3 Hours

**Course Objective:**

The course is designed to help students gain a conceptual understanding of business and entrepreneurial activities as well as functional aspects of the business.

**Course Outcomes:**

On successful completion of the course, the students will be able to:

1. Demonstrate domain knowledge in each of the functional areas of business;
2. Demonstrate the ability to evaluate the business environment, then choose opportunities for business;
3. Understanding of the business operations, finance and marketing related issues; and
4. Have knowledge of a glossary of economic terms widely used in the analysis and discussion of behavior in organizations.

**UNIT-I**

Business – concept, nature and spectrum of business activities, business system, business environment interface, business objectives

**UNIT-II**

Entrepreneurship – concept and nature; entrepreneurial opportunities in the contemporary business environment; the process of setting up a business enterprise; choice of a suitable form of business organization

**UNIT-III**

Functional aspects of the business – (a) operations – business size and location decisions, plant layout, mass production and mass customization, productivity, quality control (b) Finance – money and banking, financial management and securities markets, risk management and insurance

**UNIT-IV**

Functional aspects of the business (c) Marketing – marketing and consumer behavior, product planning and development, pricing decisions, channel and promotional decisions; network marketing, franchising, e-commerce and m-commerce

**Suggested Readings:**

1. Vasisht, Neeru, Business Organisation, Taxmann, New Delhi
2. Talloo, Thelma J., Business Organisational and Management, TMH, New Delhi

**Instructions for External Examiner:** The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

**Basics of Accounting**  
**Course Code: 24IMSI401DS02**

L-T-P  
3-1-0

External Marks: 70  
Internal Marks: 30  
Time: 3 Hours

**Course Objective:**

The course is designed to assist students in gaining conceptual knowledge of financial accounting, as well as skills for recording various types of business transactions and preparing financial statements.

**Course Outcomes:**

On successful completion of the course, the students will be able to:

1. Record transactions and prepare financial statements in accordance with widely recognized accounting principles.
2. Show the accounting procedure using a computerized accounting system.
3. Prepare financial statements for sole proprietorships and non-profit organizations.

**UNIT-I**

Meaning, advantages and limitations of accounting, Branches of accounting, users of financial accounting information, Qualitative characteristics of accounting information, Basis of accounting: cash basis and accrual basis, Capital and revenue expenditures and receipts; Financial Accounting Principles: Meaning and need; Generally Accepted Accounting Principles (GAAP); Accounting Standards: Concept, benefits, Ind AS and IFRS: convergence vs adoption

**UNIT-II**

Recording of business transactions (including GST transactions), Ledger, Trial balance including adjusting, transfer and closing entries; Rectification of Errors; Bank reconciliation statement

**UNIT-III**

Accounting cycle, Preparation of Financial statements; Accounts of Non-Profit Organizations; Depreciation Accounting: Concept and methods (SLM AND WDM only)

**UNIT-IV**

Computerized Accounting Systems: Computerized Accounts by using Tally software- Creating a Company; Creating Accounting Ledgers & Groups, Stock Items & Groups; Vouchers Entry including GST; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Cash Flow Statement; Selecting and shutting a Company; Backup, and Restore data of a Company.

**Suggested Readings:**

1. Anthony, R. N., Hawkins, D., & Merchant, K. A. (2019) "Accounting: Text and Cases" McGraw-Hill Education India.
2. Batra, J. K., (2018) Accounting and Finance for Non-finance Managers, Sage Textbook
3. Bhattacharyya, A. K. (2021) Essentials of Financial Accounting, 6th ed. PHI learning
4. Narayanaswamy, R. (2020) Financial Accounting: A Managerial Perspective, 7th ed. PHI learning
5. Goyal, B. K., & Tiwari, H. N. (2021). Financial Accounting. Taxmann Publication, New Delhi.
6. Horngren, C. T., & Philbrick, D. (2014). Introduction to Financial Accounting. Pearson Education, London.
7. Kumar, A. (2018). Financial Accounting. Singhal Publication.
8. Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). Financial Accounting. Vikas Publishing House Pvt. Ltd., New Delhi.
9. Monga, J. R., & Bahadur, R. (2022) Financial Accounting: Concepts and Applications. Scholar Tech Press, New Delhi.

**Additional Resources:**

1. Accounting Standards at the Website of the Institute of Chartered Accountants of India
2. Indian Accounting Standards at the Website of the Ministry of Corporate Affairs

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**Computer Fundamentals and Office Automation Tools**  
**Course Code: 24IMSI401SE01**

L-T-P  
1-0-2

External Marks: 25  
Practicum Marks: 50  
Time: 3 Hours

**Course Objectives:**

1. The course is designed to introduce the fundamentals of computing devices and reinforce computer vocabulary among the students.
2. Also to familiarize the students with the fundamentals of MS Office and enable them to apply that knowledge for office automation.

**Course Outcomes:**

On successful completion of the course, the students will be able to:

1. Explain the basics of hardware and software and identify different components of hardware systems, cables & assemblies;
2. Discuss the file management, word processing and demonstrate working with Graphics and DTP, Document Commands, Mail Merge, Spreadsheets;
3. Demonstrate the ease to work with MS Excel and explain the fundamentals of MS Excel and manipulate various functions and commands; and
4. Elucidate the need for MS PowerPoint, design & templates, and manipulate records, creating records and web designing using PPT.

**UNIT-I**

Introduction – definition, characteristics, and limitations of a computer, Digital and analog computers, major components of a digital computer, hardware, software, firmware, middleware, and freeware

**UNIT-II**

Decimal number system, hexadecimal number system, octal number system, binary number system, number system conversions, binary number addition and subtraction Uses of computers in offices and banks, Computer applications in business, education, and healthcare field

**UNIT-III**

Documentation using MS-Word – Creating and Editing a Document, Formatting Document, Auto-text, Autocorrect, Spelling and Grammar Tool, Document Dictionary, Page Formatting, Bookmark, Advance Features of MS-Word, Mail Merge, Printing

**UNIT-IV**

Electronic Spread Sheet using MS-Excel - Introduction to MS-Excel, Creating and Editing Worksheet, Formatting and Essential Operations, Formulas and Functions, Charts  
Presentation using MS-PowerPoint: Presentations, Creating Manipulating and Enhancing Slides, Organizational Charts, Excel Charts, Word Art, Layering Art Objects, Animations and Sounds

**Suggested Readings:**

1. Microsoft office complete reference. BPB Publication.
2. Rajaraman V. (Feb. 2010). Fundamentals of computers. PHI.
3. Sinha P.K. (2004). Computer fundamentals. BPB Publication
4. Stultz, Russell A. Learn microsoft office. BPB Publication.
5. Taxali, Ravi Kant. (2014). Computer course windows 7 and office 2010. India: McGraw Hill Education.
6. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
7. B. Ram, Computer Fundamentals, New Age Publications, New Delhi 4. Rajaraman, V., Computer Fundamentals, PHI, New Delhi

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## **First Year: Second Semester**

### **Managerial Skills Course Code: 24IMSI402DS01**

L-T-P  
3-1-0

External Marks: 70  
Internal Marks: 30  
Time: 3 Hours

#### **Course Objectives:**

1. To acquaint the students with the basics of managerial skills and their application in managing the business more effectively and more efficiently.
2. To offer exposure to students of the importance of social psychological setup in becoming a dynamic manager.

#### **Course Outcomes:**

On successful completion of the course, the students will be able to:

1. Understand the essential managerial skills and the applications;
2. Learn how to solve an analytical problem, and why employee empowerment and delegation of work are crucial;
3. Know the importance of team building and group behavior in an organization;
4. Analyze the importance of communication and motivation skills in developing effective and efficient managers.

#### **UNIT-I**

Introduction to managerial skills: Meaning and concept of managerial skills, Need and its importance, Techniques of skill development for effective management, Application of management skills. Coordination and Interpersonal roles.

#### **UNIT-II**

Problem-solving: Problem-solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works.

#### **UNIT-III**

Teams and Groups: Team Building, developing teams and teamwork, advantages of a team, leading a team, team membership, Group Dynamics, Group Behaviour, Cohesion, Importance of Brain Storming, Sensitivity Training, Nominal Group techniques, Leadership and competence development.

#### **UNIT-IV**

Communication: Process of communication, Need and Importance of communication skills, Types of communication, conduct of meetings, Interviews, reporting of projects, reporting of case analysis, Building self-confidence, Role of motivation skills in developing managers

#### **Suggested Readings:**

1. Essentials of Management by Herald Koontz, Weihrich and Cannice, Tata-McGraw Hill Publishing House.
2. Management by James A.E. Stoner, Freeman, Gilberth, Pearson Publishing House.
3. Management by Robbins, Coulter, Fernandez Pearson Publishing House.
4. Richard L. Daft: Principles of Management, Cengage Learning India.
5. V.S.P. Rao Managerial Skills Excel Books,2010, New Delhi
6. David A Whetten, Cameron Developing Management skills, PHI 2008
7. Ramnik Kapoor Managerial Skills Path Makers, Bangalore
8. Kevin Gallagher, Skills development for Business and Management Students,Oxford,2010
9. Monipally,Muttthukutty Business Communication Strategies Tata McGraw Hill.
10. Robbins Stephen P: Organisational Behaviour, Pearson.

**Instructions for External Examiner:** The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

**Essentials of Economics**  
**Course Code: 24IMSI402DS02**

L-T-P  
3-1-0

External Marks: 70  
Internal Marks: 30  
Time: 3 Hours

**Course Objectives:**

1. The course is designed to assist the learners about the basic understanding of various essential components of economics.
2. It will help the learners to understand the basic concepts of micro and macroeconomics.

**Course Outcomes:**

On successful completion of the course, the students will be able to:

1. Demonstrate an understanding of fundamental concepts in microeconomics and macroeconomics.
2. Analyze and explain the elementary theories of demand and supply, including determinants, curves, and market equilibrium.
3. Evaluate national economic performance using methods.
4. Assess the roles and functions of commercial banks and central banks.
5. Analyze macroeconomic issues such as inflation, types of unemployment, and the relationship between inflation and unemployment.

**UNIT I**

Introduction to Micro and Macro Economics, Problem of scarcity and choice, Meaning of microeconomics and macroeconomics; positive and normative economics, Central problems of an economy, Meaning of Utility, Marginal Utility, Law of Diminishing Marginal Utility.

**UNIT II**

Elementary theory of demand, determinants of household demand, market demand, and shifts in the market demand curve; Elementary theory of supply, factors influencing supply, derivation of the supply curve, and shifts in the supply curve; The elementary theory of market price: determination of equilibrium price in a competitive market; Meaning of Production Function; Meaning of Cost function.

**UNIT III**

Circular flow of income (two sector model); Methods of calculating National Income - Value Added or Product method, Expenditure method, Income method; Aggregates related to National Income: at market price, at factor cost; Real and Nominal GDP, GDP Deflator, GDP and Welfare; Concept of Equilibrium and multiplier.

**UNIT IV**

Different definitions of Money; Commercial Bank and its functions; Central bank and its functions; Control of Credit through Bank Rate, CRR, SLR, Repo Rate and Reverse Repo Rate, Open Market Operations; Concept, Types, Reasons of Inflation; Concept of Unemployment, different types of unemployment, Relation between inflation and unemployment.

**Suggested Readings:**

1. Karl E. Case and Ray C. Fair, Principles of Economics, Pearson Education Inc., 8th Edition, 2007.
2. N. Gregory Mankiw, Economics: Principles and Applications, Indian edition by South Western, Cengage Learning India Private Limited, 4th Edition, 2007
3. Soumyen Sikdar, Principles of Macroeconomics, Oxford University Press.
4. Suraj. B. Gupta-Monetary Economics, Institution, Theory and Policy, S.Chand Publishers

**Instructions for External Examiner:** The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

**Business Communication**  
**Course Code: 24IMSI402SE01**

L-T-P  
1-0-2

External Marks: 25  
Practicum Marks: 50  
Time: 3 Hours

**Course Objectives:**

1. The course is designed to provide students with the skills and knowledge of communication in the business environment.
2. Familiarize the basic writing skills that lay a strong foundation for writing business documents.

**Course Outcomes:**

On successful completion of the course, the students will be able to:

1. Describe the basics of communication and its process, elements, and importance;
2. Familiar with the various barriers in communication;
3. Outline the listening skills and the characteristics of good and poor listeners;
4. Identify the various types of listening, their approaches, and barriers; and
5. Present themselves in front of the people and organizers.

**UNIT-I**

Introduction: Basics of communication, seven Cs of effective communication, barriers to communication, the ethical context of communication

**UNIT-II**

Business communication at the workplace: Letter writing – component, layout and process, e-mail communication, bad news messages, persuasive written communication, memos, notice, agenda and minutes of meeting

**UNIT-III**

Report writing: Types of business reports, the structure of reports, short reports, long reports, abstracts and summaries, proposals

**UNIT-IV**

Communication Skills: Reading skills, listening skills, note making, persuasive speaking, body language, gestures

**Suggested Readings:**

1. Murphy, Herta A., Herbert W. Hildebrandt & Jane P Thomas, Effective Business Communication, Tata McGraw Hill, New Delhi
2. Konera, Arun, Professional Communication, Tata McGraw Hill, New Delhi
3. McGrath, E.H., Basic Managerial Skills for All, PHI, New Delhi
4. Meenakshi Raman & Prakash Singh, Business Communication, Oxford University Press, New Delhi

**Instructions for External Examiner:** The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the whole of the syllabus carrying one mark each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

## Discipline Relevant/Allied - Minor Courses

### First Semester

#### **Managerial Skills** **Course Code: 24IMS401MI01**

L-T-P  
3-1-0

External Marks: 70  
Internal Marks: 30  
Time: 3 Hours

#### **Course Objectives:**

1. To acquaint the students with the basics of managerial skills and their application in managing the business more effectively and more efficiently.
2. To offer exposure to students of the importance of social psychological setup in becoming a dynamic manager.

#### **Course Outcomes:**

On successful completion of the course, the students will be able to:

1. Understand the essential managerial skills and the applications;
2. Learn how to solve an analytical problem, and why employee empowerment and delegation of work are crucial;
3. Know the importance of team building and group behavior in an organization;
4. Analyze the importance of communication and motivation skills in developing effective and efficient managers.

#### **UNIT-I**

Introduction to managerial skills: Meaning and concept of managerial skills, Need and its importance, Techniques of skill development for effective management, Application of management skills. Coordination and Interpersonal roles.

#### **UNIT-II**

Problem-solving: Problem-solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works.

#### **UNIT-III**

Teams and Groups: Team Building, developing teams and teamwork, advantages of a team, leading a team, team membership, Group Dynamics, Group Behaviour, Cohesion, Importance of Brain Storming, Sensitivity Training, Nominal Group techniques, Leadership and competence development.

#### **UNIT-IV**

Communication: Process of communication, Need and Importance of communication skills, Types of communication, conduct of meetings, Interviews, reporting of projects, reporting of case analysis, Building self-confidence, Role of motivation skills in developing managers

#### **Suggested Readings:**

1. Essentials of Management by Herald Koontz, Weihrich and Cannice, Tata-McGraw Hill Publishing House.
2. Management by James A.E. Stoner, Freeman, Gilberth, Pearson Publishing House.
3. Management by Robbins, Coulter, Fernandez Pearson Publishing House.
4. Richard L. Daft: Principles of Management, Cengage Learning India.
5. V.S.P. Rao Managerial Skills Excel Books, 2010, New Delhi
6. David A Whetten, Cameron Developing Management skills, PHI 2008
7. Ramnik Kapoor Managerial Skills Path Makers, Bangalore
8. Kevin Gallagher, Skills development for Business and Management Students, Oxford, 2010
9. Monipally, Mutthukutty Business Communication Strategies Tata McGraw Hill.
10. Robbins Stephen P: Organisational Behaviour, Pearson.

**Instructions for External Examiner:** The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.



## **Second Semester**

### **CORPORATE LEADERSHIP Course Code: 24IMS402MI01**

L-T-P  
3-1-0

External Marks: 70  
Internal Marks: 30  
Time: 3 Hours

#### **Course Objectives:**

1. To acquaint the students with the basics of leadership, qualities and behavioural approaches for managing the corporate employees more effectively and efficiently.
2. To offer exposure to students of the importance of a leader as relationship builder and as a social architect in bringing out change in business firms.

#### **Course Outcomes:**

On successful completion of the course, the students will be able to:

1. Know the different approaches of leadership and the leadership traits;
2. Comprehend the power of influencing individuals and its significance in creating high values, courage and moral of employees;
3. Learn how to motivate and empower employees through relationship building; and
4. Know the importance of a leader as social architect in bringing any corporate or social change.

#### **UNIT-I**

Introduction: Concept of leadership, trait and behavioural approaches, contingency approach, interactive framework for analyzing leadership

#### **UNIT-II**

Focus on Leader: Leader as an individual, power and influence, leadership and values, emotional leadership and leadership, leadership behaviour, courage and moral leadership

#### **UNIT-III**

Leader as relationship builder: motivation and empowerment, leader as communication champion, leading teams, leadership diversity

#### **UNIT-IV**

Leader as social architect: Creating vision and strategic direction, shaping culture and values, designing and leading learning organization, leadership and change

#### **Suggested Readings:**

1. Daft, Richard L., Leadership, Cengage Learning India Pvt. Ltd., New Delhi
2. Hughes, Richard L, Robert C., Ginnett and Gordon J, Curphy, Leadership – Enhancing the Lessons of Experience, Tata McGraw Hill Co. Ltd, New Delhi

**Instructions for External Examiner:** The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

## Multidisciplinary Courses

### First Semester

#### **Foundations of Management** **Course Code: 24IMSX01MD01**

L-T-P  
3-0-0

External Marks: 50  
Internal Marks: 25  
Time: 3 Hours

#### **Course Objectives:**

1. The course is designed to help the students develop fundamental and transferable skills in order to become effective managers.
2. The students will understand how planning, organizing, and controlling have impacts on a manager's effectiveness and efficiency.

#### **Course Outcomes:**

After completing the course successfully, the students would be able to:

1. Provide a strong foundation to the students on fundamentals of management;
2. Enrich their knowledge of functional areas of management and provide an understanding of various management theories and their applications;
3. Various approaches to problem-solving & decision-making;
4. Will learn the control processes and their importance.

#### **UNIT-I**

Overview of management: Concept, nature, process, managerial levels, skills, functions and role of managers

#### **UNIT-II**

Planning: Nature and purpose of planning, planning process, types of plans, Management by Objectives (MBO), Strategies - types of strategies, Decision making – types of decision, decision-making process, rational decision making

#### **UNIT-III**

Organizing: Nature and purpose of organizing, organization structure, Departmentation, Span of control, Centralization and Decentralization, Delegation of authority and responsibility

#### **UNIT-IV**

Controlling: Nature and scope of control, types of control, control process, control techniques – traditional and modern, effective control system

#### **Suggested Readings:**

1. Management Theory and Practice by C. B Gupta (Sultan Chand and Sons)
2. Essentials of Management by Koontz and Wechrich (Tata McGraw-Hill)
3. Chandan. J. S. Management: Concepts and Strategies, (Vikas Publishing House), New Delhi
4. Robbins and Coulter, Management, Prentice Hall of India, New Delhi
5. Mohan, Krishna and Banerji, Meera, Developing Communication Skills, Macmillan India Ltd, New Delhi
6. Blaoisi, Wendy, Curtis W Cook and Phillip L, Hunsaker, Management and Organisational Behaviour, McGraw Hill
7. Mondy, R Wayne, Aruther Sharplin and Shane Premeaux, Management and Organizational Behaviour,
8. Allyn and Bacon, USA Mullins, Laurie, J. Management and Organisational Behaviour, Pearson Education, New Delhi

**Instructions for External Examiner:** The question paper shall be divided into two sections. Section 'A' shall comprise five short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

## **Second Semester**

### **Marketing Management Course Code: 24IMSX02MD01**

L-T-P  
3-0-0

External Marks: 50  
Internal Marks: 25  
Time: 3 Hours

#### **Course Objectives:**

1. The course is designed to help the students analyze marketing activities within a firm and apply marketing concepts and theories to realistic marketing situations.
2. The students will develop a better appreciation and understanding of the role of marketing in a business organization specifically, and in our society at large.

#### **Course Outcomes**

After completing the course successfully, the students would be able to:

1. Relate the corporate function of marketing;
2. Outline the macro and microenvironment in molding a company's marketing function;
3. Differentiate the consumer and institutional buyer behavior;
4. Compare and contrast goods and services and define the target segments for the products; and
5. Select the right promotion and distribution channel for a product.

#### **UNIT -I**

Introduction to marketing: Nature, scope, core concepts, tasks of marketing management, and corporate orientation towards marketplace; marketing environment; and ethical issues in marketing

#### **UNIT -II**

Understanding consumer and business markets: Consumer buying decision process in consumer and business markets; building customer value, satisfaction and loyalty; Market segmentation, targeting and positioning approaches to deal with market competition; tools of product differentiation

#### **UNIT -III**

Product and pricing decisions: Product life cycle, product mix and product line decisions, new product development process; branding, packaging and labelling decisions; determinants of price, pricing methods and strategies

#### **UNIT -IV**

Promotion and distribution decisions: Promotion mix - Advertising and sales promotion; public relations; personal selling; Channels of distribution: functions of intermediaries, channel design decisions, selecting channel members, channel management; wholesaling and retailing

#### **Recommended Readings:**

1. Kotler Philip and Keller; Marketing Management, Pearson Education, New Delhi
2. Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, Marketing Management in South Asian Perspective, Pearson Education, New Delhi
3. Kerin, Hartley, Berkowitz and Rudelius, Marketing, TMH, New Delhi
4. Etzel, Michael J, Marketing: Concepts and Cases, TMH, New Delhi
5. Dhunna, Mukesh, Marketing Management – Text and Cases, Wisdom Publications, New Delhi
6. Capon, Noel and Singh Siddharth; Managing Marketing-An Applied Approach, Wiley Publications, New Delhi

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