



B.Com. Semester VI
Paper No.: CP 6.1

MARKETING MANAGEMENT

Duration: 3 hrs.

Max. Marks: 100

Lectures: 75

Objective: The objective of this course is to provide basic knowledge of different concepts, principles, tools and techniques of marketing.

COURSE CONTENTS:

UNIT- I

Introduction: Meaning, nature and scope of marketing; various Marketing Philosophies, modern marketing concept; Marketing mix, Marketing management process: an overview.

8 Lectures

UNIT – II

Marketing Environment - macro & micro environmental factors; Consumer buying process; Factors influencing consumer buying behaviour: An overview. Market segmentation – meaning, benefits and bases of segmentation; Positioning – meaning and importance, major bases of positioning a product.

20 Lectures

Unit - III

Product: Concept, Product classifications; Major product decisions: Product attributes, Branding, Packaging and labeling, After sales service; Product life cycle.

10 Lectures

UNIT - IV

Pricing: Significance; Factors affecting price determination; Major pricing methods. Markets skimming and penetration pricing policies.

12 Lectures

UNIT - V

Distribution: Channels of Distribution-Meaning, importance and Functions; Distribution Logistics: Meaning, importance and decisions.

Promotion: Meaning and importance; Communication process; promotion mix.

25 Lectures



Suggested Readings:

1. Philip Kotler and Gary Armstrong, *Principles of Marketing*, Prentice Hall of India, New Delhi.
2. McCarthy and Pereault; *Basic Marketing*, McGraw Hill.
3. Majaro Simon, *The Essence of Marketing*, Prentice Hall, New Delhi.
4. Gary Armstrong and Philip Kotler, *The Essentials of Marketing*, Pearson Education, New Delhi.
5. Czinkota, *Marketing Management*, Vikas Publishing House (P) Ltd.
6. Michael Etzel, Bruce J. Walker, and W. J. Stanton, *Marketing*, McGraw Hill, New York.
7. Rajan Saxena, *Marketing Management*, Tata McGraw Hill, Publishing Co., New Delhi.

Note: Latest edition of text book may be used.



B.Com. Semester VI
Paper No.: CP 6.2

BUSINESS ENVIRONMENT

Duration: 3 hrs.

Max. Marks: 100

Lectures: 75

Objectives:

The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

Unit I

An Overview of Business Environment: Type of Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.

15 Lectures

Unit II

Economic Environment: Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, Economic policies- new industrial policy, FEMA, Monetary and fiscal policies. Consumer Protection Act and Competition Law. Liberalization, Privatization and Globalization of Indian Economy, Trends and Issues.

15 Lectures

Unit III

Socio-Cultural Environment: Nature and impact of culture on business, culture and globalization, social responsibilities of business, social audit, business ethics and corporate governance. Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure.

15 Lectures

Unit IV

Political Environment: Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention.

15 Lectures

Unit V

Natural and Technological Environment: Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, transfer of technology, time lags in technology introduction, status of technology in India. Management of technology, features and impact of technology.

15 Lectures



Suggested Readings:

1. Rangarajan, C.A.; *Perspective in Economics*, S.Chand & Sons, New Delhi
2. Cherunilam, Francis; *Business Environment - Text and Cases*, Himalaya Publishing House.
3. Aswathappa, K.; *Essentials of Business Environment*, Himalaya Publishing House, New Delhi.

Note: Latest edition of text book may be used.



B.Com. Semester VI
Paper No. : CP 6.3

HUMAN RESOURCE MANAGEMENT

Duration : 3 hours

Maximum Marks: 100

Lectures: 75

Unit-I:

Human Resource Management: Relevance and spectrum, HRD: concept and evolution, Organization of HR Department, Role, Status and competencies of HR Manager, HR Policies. Emerging dimensions in HRM like empowerment, diversity etc.

15 Lectures

Unit -II

Acquisition of Human Resource: Human Resource Planning- Quantitative and Qualitative dimensions; job analysis – job description and job specification; recruitment – Concept and sources; selection – Concept and process; test and interview; placement induction.

15 Lectures

Unit -III

Training and Development: Concept and importance; identifying training and development needs; designing training programmes; role specific and competency based training; evaluating training effectiveness; training process outsourcing; management development systems; career development.

15 Lectures

Unit -IV

Performance Appraisal System: nature and objectives; techniques of performance appraisal; potential appraisal and employee counseling; job changes - transfers and promotions.

15 Lectures

Unit -V

Compensation: concept, policies and administration; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation. Maintenance: employee health and safety; employee welfare; social security; grievance handling and redressal.

15 Lectures

Suggested Readings:

1. S. P. Robbins, *Human Resource Management*, Prentice Hall of India, New Delhi
2. Iam Beardwell and Len Holden, *Human Resource Management*, Macmillan, New Delhi



3. R. Wayne Mondy, Robert M. Noe, *Human Resource Management*, Pearson Education, New Delhi
 4. Randy L. Desimone, Jon M. Wernea, David M. Harris, *Human Resource Management, International Student Edn*, Thomson A.
 5. A.K. Singh & B. R. Duggal, *Human Resource Management*, Sun India Publications, Delhi
 6. T. N. Chabra, *Human Resource Management*, Dhanpat Rai & Co, Delhi
- Note: Latest edition of text book may be used.**



B.Com. Semester VI
Paper No.: CP 6.4
INTERNATIONAL TRADE

Duration: 3 hrs.

Max. Marks: 100
Lectures: 75

I International Trade Theory – Basis and the Gains from Trade 25 Lectures

Absolute advantage theory, Law of Comparative advantage, Opportunity Cost Theory: Production Possibility Curve with opportunity costs and relative commodity prices basis and gains from trade under constant costs, Production Possibility Curve with increasing costs, Community Indifference Curve, Equilibrium in Isolation, Gains From trade with increasing costs, Gains from exchange and specialization, Offer Curves: Terms of Trade.

II Factor Endowments and the Heckscher – Ohlin Theory 25 Lectures

Assumptions of the theory, Interpretation of Heckscher Ohlin Theorem, General equilibrium framework of Heckscher Ohlin Theorem, Diagrammatic presentation of the theory, Factor Price equalisation and income distribution, Leontief Paradox and Factor Reversal.

III International Trade Policy

A. Tariffs

Definition, Types Partial equilibrium analysis of a tariff, Effects of a tariff on consumer and producer surplus, Cost and benefit analysis of tariff, Rate of effective protection, General equilibrium analysis of a tariff in a small and large country, Optimum tariff, Stolper – Samuelson Theorem.

10 Lectures

B. Non-Tariff Barriers and the New Protectionism

Quota – comparison with tariff, Voluntary Export Restraints, Technical, Administrative and other regulations, International Cartels, Dumping, Export Subsidies, Strategic trade policies.

8 Lectures

IV World Trade Organization

GATT to WTO, Functions and Principles of WTO, WTO and Developing Countries, Dispute Settlement Mechanism. Recent Trade Rounds and Position of India.

7 Lectures



Suggested Readings:

1. Soderston, B.O. and Reed, G.: *International Economics...*
2. Salvatore, D.: *International Economics...*
3. Kindleberger, B.: *International Economics...*
4. Srinivasan, T. N.: *Developing Countries and Multilateral Trading System*, OUP, Delhi.
5. Meir, G. M.: *Leading Issues in Economic Development*,
6. Francies Cherunilam, “International Business – Text and Cases”, PHI Pvt. Ltd, New Delhi
7. V. K. Bhalla, S. Shiva Ramu, *International Business, Environment and Management*, Anmol Publications Pvt Ltd, New Delhi
8. V Sharan, , *International Business,, Pearson Education, New Delhi*
9. *Recent Articles on WTO.*

Note: Latest edition of text book may be used.