Module – I: Introduction to Marketing (11 Lectures)

1.1 Marketing
   1.1.1 Meaning of Marketing – Features – Importance
   1.1.2 Functions of Marketing – Evolution of Marketing Concept

1.2 Strategic Marketing Management – Meaning – Comparison between Traditional and Strategic Marketing Management

1.3 Recent Trends in Marketing
   1.3.1 Customer Relationship Management (CRM) – Meaning – Techniques
   1.3.2 Social Marketing – Meaning – Significance – Concept of Green Marketing
   1.3.3 Digital Marketing – Meaning – Forms (Internet Marketing, Social Media Marketing, Viral Marketing, Tele Marketing, Mobile Marketing)
   1.3.4 Event Marketing – Meaning – Steps
   1.3.5 Emerging Ethical Issues in Marketing – Importance of Ethics in Marketing

1.4 Challenges before Marketing Manager in Changing Business Environment (Global Market, Compressed PLC, Increasing Customer Awareness, Technology Boom, Emergence of Social Media)

Module – II: Marketing Information System, Consumer Behaviour and Market Segmentation (11 Lectures)

2.1 Marketing Information System (MIS)
   2.1.1 MIS – Meaning – Features – Components – Essentials of Good MIS.
   2.1.2 Marketing Research – Meaning – Features – Process

2.2 Consumer Behaviour
   2.2.1 Consumer Behaviour – Meaning – Factors affecting Consumer Behaviour
   2.2.2 Buying Decision Process

2.3 Market Segmentation
   2.3.1 Market Segmentation – Meaning – Importance
   2.3.2 Bases of Market Segmentation – Niche Marketing

2.4 Product Positioning – Meaning – Importance – Positioning Strategies


3.2 Product Decisions
   3.2.1 Product Decision Areas
   3.2.2 Product Line (Length, Depth, Width) and Product Mix – Packaging, Labelling, Product Life Cycle.
   3.2.3 Branding – Meaning – Components of a Brand – Factors Influencing Branding.

3.3 Price Decision
   3.3.1 Meaning – Significance of Pricing
   3.3.2 Factors Affecting Pricing Decision
   3.3.3 Pricing Objectives
   3.3.4 Pricing Methods and Strategies

(iv)
Module - IV: Marketing Mix - II (Physical Distribution and Promotion Decision)

(11 Lectures)

4.1 Place / Physical Distribution
   4.1.1 Meaning - Physical Distribution - Factors Affecting the Selection of Distribution Channels.
   4.1.2 Types of Distribution Channels.
   4.1.3 Recent Trends in Distribution (Horizontal - Third Party delivery Channel - Multi-Channel Marketing - Multi-Level Marketing)
   4.1.4 Components of Distribution (Logistics - Transport - Warehousing - Inventory System)

4.2 Promotion Decision
   4.2.1 Meaning of Promotion - Objectives of Promotion Decision
   4.2.2 Elements of Promotion
       Advertising - Meaning - Features
       Publicity - Meaning - Features
       Sales Promotion - Meaning - Techniques
       Direct Marketing - Meaning - Forms
       Public Relations - Meaning - Parties in Public Relations

4.3 Integrated Marketing Communication - Meaning - Features - Components

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**Question Paper Pattern**

Maximum Marks : 75  
Questions to be set : 05

Duration : $\frac{3}{2}$ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

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<th>Q. 1.</th>
<th>Objective Questions</th>
<th>15 Marks</th>
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<td>B. Sub Questions to be asked 10 and to be solved any 07</td>
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**Note**: Full length question of 15 marks may be divided into two sub questions of 08 and 07 marks.