

॥ अंतरी पेदवू ज्ञानज्योत ॥



**North Maharashtra University,**

**Jalgaon**

**Syllabus for**

**Diploma in Marketing and  
Export Import Management**

**(w.e.f. July, 1999)**

## Diploma in Marketing and Export-Import Management (DMEXIMM)

### 1) Objective :

The objective of the diploma course is to equip young graduates with the principles and practice of Marketing Management to enable them to take up employment in Industrial and Commercial establishments; as well as to start their own business activities.

### 2) Duration :

The diploma will be of one year's duration and the examination will be held at the end of the year.

### 3) Eligibility :

Graduates of any statutory University

### 4) Structure of the Course :

There shall be 5 papers carrying 100 marks each.

- 1) Management Principles
- 2) Marketing Management,
- 3) Advertising and Sales Promotion,
- 4) International Business Management
- 5) International Marketing and Export Promotion
- 5) Project report and Viva-voce.

### 5) Standard of Passing -

Every candidate must secure 50% Marks in aggregate and for external examination 24 out of 60 marks and for internal examination 16 out of 40 marks. For Passing in the semester examination a candidate must secure minimum 40% marks in each individual paper & internal marks separately prescribed for the semester.

1. Aggregate 70% and above .. First Class with Distinction
2. Aggregate 60 % and above .. First Class
3. Aggregate 50% and above .. Second Class
4. Below 50 % .. Fail

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SYLLABUS FOR  
DIPLOMA IN MARKETING AND EXPORT-IMPORT MANAGEMENT  
( With effect from July, 1999 )

**PAPER I - MANAGEMENT PRINCIPLES**

- 1) Introductory : Management - Administration- Organisation -  
Definition, Scope and Importance of Management - Evolution of  
Management thought Contributions of Taylor and Fayol -Schools of  
Management Thought Management by Objectives.
- 2) Principles of Management : Division of Work - Delegation-Authority  
- Responsibility -Unity of Command -Direction-Span of control.
- 3) Planning : Nature and purpose -objective planning premises -  
Forecasting-Decision Making.
- 4) Organising : Principles of Organisation -Organisational structure -  
Organisation Charts -Departmentation -Line and Staff Relationship-  
Role of Committees.
- 5) Staffing and Direction : Selection and Training -Appraisal-  
Management Development-Developing Executives Motivation-  
Communication- Leadership.
- 6) Controlling and coordination : Devices of Control-Control process -  
Management Audit- P.E.R.T. and C.P.M. principles- Techniques of  
Coordination.

**List of Recommended Books :**

1. Principles of Management-Kiints & O'donnell
2. Management and Organisation- Alleon.
3. Managing for results- peter Drucker.
4. Managing - Acontemporary introduction- Massie & Deuglas.
5. Management Process - R.S. Davar.

**PAPER II - MARKETING MANAGEMENT**

1. Marketing : Definition- Classification-Functions-Marketing Manager  
and his Functions.
2. Modern Marketing Concept -Consumer Oriented Marketing -Consumerism  
and Buyer Behaviour Market Planning -Market-Forecasting-Marketing  
strategies-Marketing Decisions.
3. Channels of Distribution : Types -Their merits and demerits  
marketing Organisatio.
4. Market' Research : Measuring and Evaluating performance,product  
policy Decision-Development of a New Product,Product Mix -Life  
Cycle-Product- Development.
5. Pricing Policies : Different Types of pricing Cost Oriented-Target  
Oriented-Demand Oriented Competition Oriented- Product Line  
Pricing.

Marketing Problems : Grading-Standardisation-Branding and Packing-  
Warehousing and Insurance.

List of Recommended Books :

1. Marketing Management-Analysis --Kotler P.  
Planning & Control.
2. Modern Marketing Dynamics and Management ---Hapner - M.W.
3. Modern Marketing Management --- Davar R.S.
4. Marketing in India --- Sarin & Gopal K.
5. Price Policies and Marketing Management.----- Lynn R.A.
6. Marketing and Market Research ----- Adler M.K.
7. Launching a new product -----Morley J.

PAPER III - ADVERTISING & SALES PROMOTION

1. Organisatylon for Marketing - Evaluation and Control Role of  
Marketing division and Marketing Manager.
2. Advertising and Sales Promotion - Advertising Media- Role of  
Advertisig. Publicity and Propoganda- Advertising Agencies- Eth of  
in Advertising and Social Responsibilities.
3. Public Relataions - Definatn -Scope -Objectivies and Importance.
4. Sales Managment - Sales Control -Sales Policy-Sales Training-Sales  
Evaluation-Sales Territories-Sales Quota- Sales Manager.

Books Recommended :-

1. Marketing --G.B. Giles
2. Principles & Practice of Marketing in India- C.B. Mamoria
3. Principles & Practice of Marketing --Simmat
4. Handbook of INTERNATIONAL Marketing --Stanley R.C.
5. International Marketing - Hess & Cateora.
6. India's Foreign Trade - Varshany R. L.
7. Working of State Trading in India - -Gupta K.R.

Paper IV : International Business Management .  
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1. The international business environment-Forces of  
globalisation-Theories of international trade-Trading environment  
of international business, laws and institutions- The regulatory  
environment of international business.
2. Country Risk Analysis-Political Risk Analysis - Cultural  
Factors-Ethical and social Responsibilities of International  
Business.
3. Managing a Multinational Interprise-Problems and Potential-  
Integrating diversity into managerial unity-Multinational service  
organisations. Indian MNC's.
4. Introduction to International Financial Management -  
International Monetary System-Balance of Payments - Fianancial  
markets and Instruments.
5. International marketing-Environment-Nature of India's Exports-  
Tasks involved in International marketing-Market Selection Entry  
Strategies-Pricing-Marketing Research - Communication -  
Procedural Complexities - Organisational Adaption.

Recommended Books

aper V : INTERNATIONAL MARKETIANG AND EXPORT PROMOTION.

- 1] International Marketing - Meaning, Definition , Important, Objectives and needs, special difficulties in International Marketing. Scope of export marketing. India's foreign Trade - Value composition and Directions Recent trends in India's Foreign Trade.
- 2] Export Procedure, Import Procedure, Documentation in Export - Import Trade ; New Export - Import policy
- 3] International Marketing Mix - International product policy and planning, Advertising and Promotional Management. International pricing policy, International Distribution and sales policy.
- 4] Conceptual Frame work - Globe and Domestic Marketing, Internationa Product life cycle; Multinational Marketing - Meaning, Advantages, Social responsibilities of multinational corporation. Environmental Analysis - Economics political Social cultural etc, EPRG - concept. E=Ethnoce.P=Polycentrism R=Regiocentrism. G= Geocentrism.
- 5] Export Promotion - Export Promotion measures and evaluation, Export promotion councils, Export Incentives. International Agreements and Agencies for promoting Export - World Trade organisation, G.A.T.T, UNCTAD, S.T.C., I.I.F.T.- Role and functions.

BOOKS FOR REFERENCE

1. International Marketing - Philip R.Cateora and John M.Hess (3rd Edition) Publisher - Richard D.Irwin, Inc.
2. Multinational Marketing Management - Warven J.Keejan 2nd Edition, Prentice Hall of India.
3. International Marketing Concept,Teachniques and cases- By Rajan Saxena and M.C. Kapoor 1984. Tata McGraw Hill Publishing co.Ltd.
4. Export Marketing - R.S.Rathor.J.S.Rathor-Himalaya Publishing House.
5. International Marketing - P.Saravanel -Himalaya Publishing House.
6. International Business Management - John Fayerweather (A Conceptual frame work) - New York,McGraw Hill 1969.
7. International Trade and Export Management - Francis Cherunilam. Himalaya Publishing House.
8. Management of Export Marketing - Dr.D.J.Mathew Rubsa Publishers, Jaipur.
9. Export Management - T.A.S.Balgopal- Himalaya Publishing House
10. International Marketing Managment - By M.N.Mishra.- Oxford & IBH Publishing Co. Pvt. Ltd.
11. Global Marketing Management - By Brian, Toyne and peter G.P. Walters.- Publisher-Allyn and Bacon 1989.
12. International Marketing - By V.H. Kirpalani Prentice Hall(I)