

NORTH MAHARASHTRA UNIVERSITY, JALGAON.

M.COM. PART - II

SYLLABUS FROM JUNE, 1994.

MARKETING MANAGEMENT.

MARKETING MANAGEMENT - PAPER I.

TITLE :- PRINCIPLES AND PRACTICE OF MARKETING MANAGEMENT.

1. Marketing - Meaning - Marketing Functions and Concept of Marketing - Marketing & Selling - Approaches to study of Marketing.
Marketing - Management - Functions, Role and Responsibilities of Marketing Manager.
2. Marketing Mix - Meaning and Elements of Marketing Mix -
 - Designing Products - Product, Brands, Packaging and Services, New Product Development and Product Life Cycle - Strategies.
 - Pricing Products - Pricing objectives and Policies, Pricing strategies.
 - Placing Products - Distribution Channels and Physical Distribution.
 - Promoting Products - Advertising, Sales Promotion and Publicity.
3. Analysing Market Opportunities -
 - Marketing Environment - Components of Company's 'Micro-Environment - Demographic, Economic, Natural, Technological, Political and Cultural Environment -
 - Market Segmentation and Consumer Behaviour .
 - Types of Markets - Consumer, Industrial, Rural, Govt. Purchases, Services Markets.
 - Influences on Consumer Behaviour, A Model of Consumer Behaviour, Major factors influencing Consumer Behaviour Cultural, Social, Personal and Psychological Factors.
4. Managing the Marketing Effort -
Marketing Organisation - Ways of organising the
 - Marketing - Departments, Marketing Relations with other Departments -
 - Marketing Planning and Control - Budgeting, Annual Plan Control, Profitability Control, Strategic control.
5. Extending Marketing - Services Marketing and Non Profit Making Services Marketing.
The Extent and Importance of Marketing in Service -
 - Sector -

- Organisation Marketing - Image Assessment, Image Planning
 - Organisation Marketing - Image Assessment, Image Planning & Control.
 - Person Marketing - Celebrity Marketing, Political candidate Marketing -
 - Place Marketing - Domicile Marketing, Business site Marketing .
 - Vocation Marketing, Idea Marketing.
- 6. Marketing and Society - Social Criticisms of Marketing.
 - Marketing Impacts on Individual consumer Behaviour,
 - Marketing Impacts on Society as a whole.
 - Marketing Impacts on other Business -
 - Citizen Actions to Regulate Marketing - Consumerism,
 - Environmentalism - Public Actions to Regulate Marketing-
 - Business Actions Towards Socially Responsible Marketing -
 - Concept of Enlightened Marketing - Marketing Ethics.
- 7. Selecting Target Markets -
Measuring and Forecasting Demand - Target Marketing and Positioning.

RECOMMENDED BOOKS :

MARKETING MANAGEMENT - PAPER II.

TITLE - MARKETING RESEARCH.

1. Introduction - Marketing Research - Meaning, Definition, Aims and objectives, Values and Limitations, Different Applications of Marketing Research, Functions and Scope, Techniques and Methods of Marketing - Research - Information system and Marketing - Research -
2. Planning - 'Research- Project'-
 - (a) Research objectives and Plans.
 - (b) Research Designs - The Nature of Research Design, Major Types of Research Designs.
 - (c) Questionnaire Design - Functions of Questionnaire -
- Differing Communication Media. Questionnaire Design
- Questionnaire Response Formats - Composing a Questionnaire.
 - (d) Specifying Data And Acquisition Methods
Data objectives, Data-Types, Sources, Communication -
Approaches - Forms of Valuation a Data-Plan.
 - (e) Secondary Data - General Types of Data, Principal Sources, Systematising the Data Search.
 - (f) Primary Data - objectives - Types - Sources,
Methods of obtaining Data, Communication Media,
Formulating-Plan.
 - (g) Proposing and Approving a Project - Crystallising
the Plan, Cost/Benefit Analysis, Proposal - Evaluation,
Approval, Scheduling and control.
 - (h) Applying Decision Theory - The Decision Maker's
Situation, Limitations, Alternative Approach.
3. Analysis of Market Data and Facilitating use of Research Findings - Presentation of Data, Writing Marketing Research Report, Role of Report, Types of Reports, Contents of Report for Executives, Principles of Report Presentation.
4. Managing Marketing Research -
Client's Research Management Concerns -
- Managing Marketing Research Departments, Marketing Research Agencies, Organisation of Resource for Marketing Research.
5. Some Ethical Issues in Marketing Research -
Code of Ethics, Ethical Issues involving the treatment of respondents, Ethical issues relating to the treatment of Buyers, Ethical issues relating to the treatment of a Researcher.

RECOMMENDED BOOKS :

1. Marketing Research 6th & 7th Edition -
By David J. Luck, Hugh G Wales, Donald A
Taylor, Ronal S. Rubin.
Publisher - Prentice Hall of India
Pvt. Ltd., New Delhi 110 001.
2. Marketing Management in Indian Perspective -
By Jha and Singh .
Publisher - Himalaya Publishing House.
3. Marketing Research (Measurements and Method) 5th Edition-
By Donald S. Tull , Del I. Hawkins
Publisher - Macmillan Publishing Co.

MARKETING MANAGEMENT - PAPER III

TITLE - PROMOTIONAL AND INTERNATIONAL MARKETING.

1. International Marketing - Meaning, Scope and Importance -
Need of International Marketing - Special Difficulties in
International Marketing - Barriers to International Marketing
- International Marketing V/s Domestic Marketing.
2. International Marketing Environment - Controlable and
uncontrolable factors, Social and cultural variables,
Economic Environment, Commercial Environment, Political
and Legal Environment, International Marketing - Decisions
relating to Product Planning and Development, Export
Distribution and Channel, Promotion of Exports, Pricing
for Exports and Export Finance.
3. Export Procedure - Necessity of Special Procedure and Steps
involved - Documentation for Exports, Export-Promotion -
Meaning, Importance, Efforts and Incentives, International
Trade Liberalization - Trade Agreements - G.A.T.T., G.S.P.
Trade Blocks and Customs Unions I.E.P. - Licence,
Duty Drawbacks.
4. Export Market Research - Elements of Export - Market Research
- Export Market Analysis - Feasibility of Export Market
Entry - Sources of Market Information, Comparative Marketing
Analysis and International Marketing Information System -
- Plan for Export Marketing.

5. Infrastructure for Export - Export Structure established by the Government of India - Import- Export Trade control organisation, Advisory and Policy Making Organisation, State Government Commodity Organisations, Commodity Boards Service Institutions, Other Committees and Agencies, Export - Import Bank, Export Authority of India.
6. India's Foreign Trade - Direction, Composition, Trade Pattern, Current Trends in India's Foreign Trade, Latest Import - Export Policy -

RECOMMENDED BOOKS :

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| 1. Modern Marketing Management | By R.S.Davar. |
| 2. Marketing Management | By Philip Kotlar |
| 3. Export Management | By Tirodkar,
 Borkar, Karnavat. |
| 4. Export Management | By Ullal Y.R. |
| 5. Export Management | By Balgopal T.A.S. |
| 6. Standard Export Documents | |
| Government of India Publication. | |

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CYLLABUS FROM JUNE, 1994.

② PERSONNEL MANAGEMENT:

PERSONNEL MANAGEMENT - PAPER I.

TITLE I:- PERSONNEL MANAGEMENT.

1. Meaning - Nature - Scope and Importance. of Personnel-
Management, Philosophy and Principles of Personnel-
Management, Functional Areas of Personnel Management-
Role of a Personnel Manager, Duties, Responsibilities
and essential Qualities of a Personnel Manager,
Personnel Management in India - Overview, - Need for
Special Attention.
2. Industrial Labour and Labour Market in India -
Economic and Social characteristics of Industrial Labour
in India - Migratory character, Instability -
Commitment of Labour force - Low Level of Literacy -
Low Level of Unionisation - High rate of Labour Absenteeism
and Labour Turnover -
Characteristics and Growth of Labour Market in India.
3. Recruitment and Selection, Induction and Placement
Sources of Recruitment - Internal and External Sources
Methods of Recruitment in India - Recruitment Practices
in Important Industries in India.
Salient Features of Scientific Selection Process - it's
Need and Importance, Advantages and Limitations
Induction and Placement,
Promotions & Transfers;
Promotion - Meaning, Purpose, Policy, Basis for Promotion -
Seniority V/s Merit
Transfer - Purpose, Types, Policy, Objections etc.
4. National Wage Policy - Wage & Salary Administration-
National Wage Policy - Objectives, Importance, Evaluation
of National wage Policy of India.
The Need for State Regulation of Wages - Methods of
State intervention
Wage Concepts - Concept of 'Minimum', 'Fair' and
'Living-Wages', Factors affecting 'Wage-Rates' -
Requisites of a Good Wage System.
Minimum Wages Act 1948, Machinery for Protection
of Wages in India (Payment of Wages Act 1936)

- 5. Methods of Remuneration and Incentive Plans,
Methods of Remuneration - Time Wage System -
Modified Time Rate, Piece Wage System, Balance and
Debt System, Standard Hour System
Incentive Plans - Need, Importance, Essentials of
a Good Incentive Plan, Types of Incentive Plans.
- 6. Payment of Bonus - Concept Evolution and Nature of
Bonus - Major Recommendations of the Bonus Commission-
Payment of Bonus Act 1965.
- 7. Social Security - Meaning - Aims and objectives,
Methods of Providing Security or organised Benefits
Social Assistance and Social Insurance
Social Security in India.

PERSONNEL - MANAGEMENT PAPER - II.

TITLE - INDUSTRIAL RELATIONS.

- 1. Industrial Relations - Meaning, Nature, Scope and Importance
- Factors Determining Industrial Relations - Essential
conditions for Good Industrial Relations - Approaches.
- 2. Industrial Relations in India - Evolution; Present Position,
Future of Industrial Relations in India - Methods -
Negotiations, State Conciliation, Mediation, Arbitration,
- Adjudication.
- 3. Industrial Disputes - Nature and impact of conflict,
Employee Dissatisfaction, Worker's complaints and Grievances, Disciplinary
Forms of Industrial Unrest, Causes of Industrial Disputes, Consequences of Industrial
Disputes-
- Prevention and Settlement of Industrial Disputes in India-
- Role of State in Industrial Relations.
- Industrial Disputes Legislation in India - Industrial-
Disputes Act 1947, Machinery For Prevention and
Settlement of Industrial Disputes -
(i) Legislative Measures or Provisions - Preventive
Measures;- Works-Committees, Labour Welfare Officer,
Standing orders.
(ii) Settlement of Disputes - Conciliation, Voluntary -
- Arbitration, Adjudication, Collective Bargaining,
Joint Consultations (Tripartite Machinery), Industrial
Relations Commissions, Indian Labour Advisory- Boards,
Industrial Committee, Code of Discipline, Grievance
Procedure, Disciplinary Procedure, Industrial Truce
Resolution.

4. Trade Unions in India - Theories of Trade Unions, Structure functions, Objectives, Approaches, Need Importance and Role of Trade Unions.
- Rise and Growth of Trade Unions in India
Evaluation of Trade Union Movement in India.
5. Labour Welfare - Meaning - Scope- Classification of Welfare work - Some special Aspects of Labour - Welfare - Aims and Agencies of Labour Welfare - Welfare Administration - Labour Welfare - Officer - His Duties and Role for maintaining Industrial Harmony.
6. Industrial Democracy and Workers Participation in Management - Meaning - Objectives and Methods - Experience in other Countries - Worker's Participation in Management in India - Essential Features, Functions and progress of Joint Management - Councils.
7. State and Labour - Role of Government in Industrial-
- Relations - Government Policies - Impact of Legislations
Role of Government as an Employee - I.L.O.

RECOMMENDED BOOKS:

1. Personnel Management and Industrial Relations. - By Dale Yoder.
2. Industrial Relations. - By Michael J.R.
3. Industrial Relations in India. - By R.C.Goyal.
4. Labour Problems and Social Welfare. - By R.C.Saxena.
5. Personnel Management And Industrial Relations. - By R.S.Davar.
6. Economics of Labour and Industrial Relations. - By Dr.T.N.Bhagoliwal.

PERSONNEL MANAGEMENT - PAPER - III.

TITLE : HUMAN RESOURCE MANAGEMENT.

1. Conceptual Analysis - Understanding Human beings and their Psychological Conception viz - Needs, Drives, Perceptions, Values, Attitudes etc.
The environment affecting H.R.M. at enterprise level,
Specific enterprise - related issues such as Grievances, Discipline, Conflict.

2. Manpower Planning
Importance and objectives of Manpower Planning;
Definition, Scope and Concepts; Advantages, Problems
and limitations of Manpower Planning;
Process and Techniques of Manpower Planning -
Basic Steps in Manpower Planning proces; Determination
of Manpower Requirements - Qualitative and Quantitative
Determination, Employee Selection, Placement and follow up
procedures.
3. Performance Appraisals - Tools and Techniques
Job Evaluation, Merit Rating - Methods and their respective
merits-demerits.
4. Training and Development Process
Methods of Need Identification - Designing,
Developmental Programmes including Technological
Trainings - Tools and Techniques, Types of Training
Methods of Training - Evaluation of the programmes.
5. Managing Career - Career Path Planning, Setting priorities;
Managing Time, Managing Superiors and Subordinates,
effective communication .
6. Productivity - Efficiency of Labour, Concept of Productivity;
It's Importance; Determinents of Labour Productivity;
Measurement of Labour Productivity; Productivity Movement in
India. Motivation, Retention of talents.
7. Human Resource Development (H.R.D.)
The Role of Government in H.R.D. - Emergence of HRD
Ministry - India.

RECOMMENDED BOOKS :

1. Personnel Administration - By M.N.Rudrabasovraj.
2. Personnel Administration - By C.B.Mamoria.
3. Human Resource Development- Edited by B.L.Mathur.
Strategic Approaches and experiences.
4. Human Resource Development - By R.Jaygopal.
Conceptual Analysis and Strategies.
5. Human Resource Management - By Saiyadin.
6. Experiences and Expiriments in HRD.- By Rao, Pareek, Pereira.
7. Managing Human Resources - By Cascio.
2nd Edition.
8. Management of Personnel. - By Chattergee N.M.