

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 :

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

NORTH MAHARASHTRA UNIVERSITY, JALGAON.

M.COM. PART - II

SYLLABUS FROM JUNE, 1994.

PERSONNEL MANAGEMENT:

PERSONNEL MANAGEMENT - PAPER I.

TITLE :- 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, Discipline  
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 process; 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; Determinants 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.Rudrabasavraj.
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 Experiments in HRD.- By Rao, Pareek, Pereira.
7. Managing Human Resources - - By Cascio.  
2nd Edition.
8. Management of Personnel. - By Chatterjee N.M.