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FACULTY OF COMMERCE

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SUB:- MARKETING

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I. MARKETING :-

Concepts - market, marketing, old and modern marketing	3
Classification of markets;	1
Approaches to study of marketing	2
Objectives and importance of marketing	2
Functions of marketing; and	2
Marketing environment - micro and macro	3

II. MARKETING MIX :-

Concept - marketing mix ;	1
Components of marketing mix ;	2
Product concept ;	1
Essentials features of product ;	1
Product classification ;	1
Product mix and product line ;	2
Product diversification ;	1
Product Life cycle ;	1
Product planning and development process ;	2
New product development process	2
Branding Concept ;	
Advantages and limitations of branding ;	2
Functions of branding ;	1
Essentials of good brand ;	1
Concept - packing, package and packaging	1
Advantages and limitations of packaging ;	2
Functions of packaging ; and	1
Essentials of good package	1

III. PRICING :-

Concepts - price, pricing ; Types of Pricing	2
Pricing objectives	1
Pricing decision process ,	2
Factors influencing Pricing decisions	2
Pricing policies and strategies	4

SECTION II

IV PROMOTION :-

Concepts - promotion, promotion mix ;	1
Components of promotion mix ;	2
Advertising concept ;	1
Advertising and publicity	1
Objectives of advertising	1
Advantages of advertising	1
Social and Ethical issues of advertising ;	2
Advertising medias ;	4
Factors affecting media choice ;	1
Advertising copy;	1
Personal selling concept ;	1
Personal selling - art, science, profession ;	2
Features of salesmanship ;	1
Objectives of personal selling	1
Importance and limitations of personal selling ;	2
Sales promotion concept ;	1
Objectives of sales promotion ;	1
Advantages and limitations ; and —	2
Sales promotion techniques ;	2

V- DISTRIBUTION :-

Distribution concept ;	2
Channel of distribution concept ;	1
Types of Distribution channel ;	2
Factors influencing channel choice ;	2
Physical distribution concept ;	1
Importance of physical distribution ; And	1
Components of physical distribution ;	2

VI + MARKETING INFORMATION SYSTEM :-

Concepts - marketing information . . . marketing information system ;	2
Need for marketing information ;	1
Components of marketing information system ;	1
Marketing research-concept ;	1
Objectives and scope of marketing research ;	2
Importance and limitations of marketing research ;	2
And Marketing research procedure	3