

M. Com (Marketing)  
Non- Semester  
(With Effect from the Academic Year 2013-14)

Eligibility for the course:

Candidates seeking admission to M.Com (Marketing) course should have passed any B.Com degree, B.A. (Economics) B.B.E., B.B.A., or any other degree with Accountancy as one of the subjects.

Duration of the Course : 2 Years

Examination:

All the Theory papers and Problem papers are of 3 hours duration each for the maximum of 100 marks.

Passing Minimum : 50 Marks

Programme	Year	Total No. of Courses	Course (Subject) Name	Marks
M. Com (Marketing)	I	4	Marketing Management <sup>#</sup>	100
			International Trade & Practices <sup>#</sup>	100
			Advanced Financial Accounting <sup>#</sup>	100
			Management Accounting <sup>#</sup>	100
	II	4	Marketing Research	100
			Creative Advertising & Salesmanship	100
			Retail Marketing Management	100
			Products & Services Marketing	100
<sup>#</sup> Courses are Common for All M.Com Programmes				

M.Com (Marketing) programme is being offered to create for the students of the Madurai Kamaraj University an avenue for employment in the academics and also to benefit Industry by providing them with suitably trained persons in the field of Accounting, Finance and Marketing.

## **I YEAR**

## **MARKETING MANAGEMENT**

The objective of this course is to impart knowledge on the framework of marketing management at various environmental constraints. This course covers the evolution of marketing, market analysis and selection, product and pricing decisions, distributional and promotional decisions (with practical cases) and recent developments. It is also designed to encourage students to practice marketing as their profession.

### **UNIT I**

**Market Analysis and Selection:** Concept, Nature, Scope and importance of marketing; marketing concept and its evolution; Strategic marketing planning – CRM - Marketing environment - macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behaviour; Consumption versus Industrial Organizational buyers; Consumer decision-making process.

### **UNIT II**

**Product and Pricing Decisions:** Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle - Strategic implications; New product development and consumer adoption process. Pricing decisions: Factors affecting price determination; Pricing policies and strategies.

### **UNIT III**

**Distribution and Promotional Decisions:** Nature, functions and types of distribution channels; Distribution channel intermediaries; Channel management decisions, Retailing and wholesaling.

### **UNIT IV**

**Promotion decisions:** Communication process; Promotion mix - advertising, Personal selling, Sales promotion, Publicity and Public relations; Determining advertising budget; Copy designing and its testing; Media selection; Advertising effectiveness; Sales promotion - Tools and techniques.

### **UNIT V**

**Recent Developments in Marketing:** Retail Marketing – Online Marketing – MLM – Relationship Marketing

*Books for References:*

1. Kotler, Philip and Gary Armstrong, Principles of Marketing, Prentice Hall, New Delhi, 2007
2. Ramaswamy VS and Namakumari S Marketing Management, Macmillon India, New Delhi,

2007

3. Srinivasan R Case Studies in Marketing - the Indian Context, Prentice Hall, New Delhi, 2007
4. Stanton, William J and Charles Futrell, Fundamentals of Marketing, McGraw Hill Publishing Company, New York

### **INTERNATIONAL TRADE & PRACTICES**

This course is aimed to impart the knowledge on International Trade and Practices to the commerce students at PG level, as today's business is connected with other international business organisations. This course covers the meaning of international marketing, scope, international product life cycle, pricing & other marketing mixes, marketing information systems, GATT, international logistics, etc.

#### **UNIT I**

International Marketing – Scope, International Marketing vs. Domestic Marketing – Trade Barriers such as Tariff and Non-Tariff Barriers – Transition from Domestic to International Business – Advantages or importance of International Marketing – Obstacles to International Marketing – Balance of Trade and Balance of Payments. International Marketing Environments.

#### **UNIT II**

International Product Life Cycle – Export Pricing. International Marketing Decision: Marketing Decision – Market Selection Decision – Market Entry Decision – Marketing Mix Decision. International Marketing Research: Marketing Information System –Marketing Research – International Research Strategy – International Marketing Intelligence.

#### **UNIT III**

General Agreement on Tariff and Trade (GATT) – World Trade Organization (WTO) – GATS – UNCTAD – Trade Blocks: Customs Union – EU – European Free Trade Area (EFTA) –North American Free Trade Agreement (NAFTA) – Association of South East Asian Nations (ASEAN), World Bank, IMF, International Finance Corporation

#### **UNIT IV**

India's Foreign Trade: Recent Trends in India's Foreign Trade – India's Commercial Relations and Trade Agreements with other countries – Export Assistance – Export Finance – Export Processing Zones (EPZs) – Special Economic Zones (SEZs) – Role of ECGC - Role of EXIM Bank of India – Role of Commodity Boards – Role of State Trading Agencies in Foreign Trade – STC, MMTC, etc.

#### **UNIT V**

Globalisation and Role of Multinational Enterprises (MNEs). International Logistics - Basic Objectives, Role and Functions of Export Promotion Councils,Export Regulations: Procedure for export of goods –

Quality control and Pre-shipment Inspection – Excise Clearance – Customs Clearance – Port Formalities – Exchange Regulations for Export – Role of Clearing and Forwarding Agents. Procedure for Executing an Export Order – Export and Import Documentation – Different Modes of Payment and Letters of Credit.

*Books for References:*

1. R.L. Varshney and B. Bhattacharya – International Marketing Management.
2. Francis Cherunilam – International Marketing.
3. M. Sampangi – a) ABC of Export Marketing and b) International Trade
4. Paul V. Horn – International Trade Principles and Practices.
5. John D. Daniels and Lee H. Radebaugh – International Business
6. Export and Import Policy of Government of India issued from time to time.
7. Annual Report of the Department of Commerce, Ministry of Commerce and Industry,
8. Government of India issued from time to time.
9. Economic Survey of India issued from time to time.

## **ADVANCED FINANCIAL ACCOUNTING**

The Objective of this course is to make the students understand the methods of accounting followed by different organizations.

This course deals with issues of shares & debentures, final accounts of the companies, Liquidation, amalgamation, absorption, internal and external reconstruction, accounting for banking companies, hotel & hospital accounting and double accounting system.

### **UNIT I**

Company accounts – Issue of shares, Debentures, Redemption of shares, Redemption of debentures, Final accounts of companies

### **UNIT II**

Liquidation of companies, Amalgamation, Absorption, internal reconstruction, External reconstruction, Holding company accounts.

### **UNIT III**

Accounting of banking companies, Accounting of Insurance companies – General Insurance companies – Life Insurance companies- Insurance Claims

### **UNIT IV**

Economic Value added Accounting standards, Accounting for transfer pricing –Segmented reporting - Hotel accounting, Hospital accounting.

## **UNIT V**

Double account system, Inflation Accounting, Human Resource Accounting.

*Books for Reference:*

1. Allen.C. Shapiro, Multinational Financial Management, PH I Pvt. New Delhi, 2003.
2. S.P. Iyengar, Advanced Accountancy, Sultan Chand & Sons, 2001
3. R. L. Gupta, Advanced Accountancy, Sultan Chand & Sons, 2001
4. Business Today, Issue on Economic Value added.

## **MANAGEMENT ACCOUNTING**

The objective of this course is to understand the various tools and techniques used for analysis and interpretation of financial statements.

This course covers the fundamentals of financial accounting, analysis of financial statements, fund flow and cash flow analysis, budgeting and marginal costing.

### **UNIT I**

Management accounting – Nature and scope - Financial accounting principles – Basic cost concepts, financial statements – Analysis and interpretation - Ratio analysis.

### **UNIT II**

Funds flow statement - Cash flow statement.

### **UNIT III**

Budgeting - Budgetary control – Different types of budgets

### **UNIT IV**

Standard costing – Variance analysis

### **UNIT V**

Marginal costing and profit planning – Decisions involving alternative choices pricing decisions, Basics involving alternative choices – Basics of capital budgeting – Tools of evaluation under certainty conditions - Management reporting.

*Books for References:*

1. Gowda, Management Accounting, Tamil Nadu Book House, 2002
2. Agrawal M.R ,Management Accounting, Tamil Nadu Book House, 2002
3. S.N Maheshwari, Principles of management accounting sultan Chand & Sons 2002
4. Ravi M.kishor, Management Accounting, Taxmann Publications (P) Ltd.2003

## **II YEAR**

### **MARKETING RESEARCH**

This course imparts the basic research techniques in marketing and application of research in marketing.

This course covers from introduction, types of marketing research, Research agencies in India, market intelligence system, research process, sampling methods, tests of significance and reporting.

#### **UNIT I**

Introduction To Marketing Research – Role of marketing research in marketing, Scope, Significance, Obstacles in acceptance, Difference between Marketing Research and Market Research, Types of Research – Basic & Applied – Prominent Research agencies in India, Marketing Intelligence system, Types of market information.

#### **UNIT II**

Research process - Identification of Management Problem, Formulation of Research Problem, Steps in Research Process, Common Research Errors, Research designs - Types of Research Design – Exploratory Research - Conclusive Research, Types of data - Primary Data& Secondary Data, Sources and collection of Data - Internal Sources - External Sources, Sources and collection of Primary Data, Methods of Collecting Primary Data - Survey method of Primary Data Collection - Questionnaire Design - Observation Method - Consumer Panel Method - Experimental Research Method

#### **UNIT III**

Sampling Design - Sampling methods - Characteristics of Good Sampling Design - Sample size calculation, Data analysis - Data Processing – Univariate analysis - Bivariate analysis - Multivariate analysis, Simple and cross tabulation, Simple and multiple regression

#### **UNIT IV**

Hypothesis testing - Types of tests and test selection - One sample test - Two-Independent Sample tests - Chi-square test

#### **UNIT V**

Report writing - Purpose of Report - Classification of Report - Functions of Research Report - Types of Reports, Web based marketing research - Using the internet for collecting secondary data - Use of internet for primary data

*Books of reference:*

1. RajendraNargundkar, Marketing Research, Tata McGraw Hill
2. Donald R.Cooper, Business Research Methods,
3. RamanujMajumdar, Marketing Research,
4. Mishra, Marketing Research
5. M.V.Kulkarni, Marketing Research

## **CREATIVE ADVERTISING & SALESMANSHIP**

The objective of this course is to develop creative advertising in the competitive world of business and to develop the ability to persuade the people to buy the goods and services and to get the practical utility of learning salesmanship.

This course covers the features, objective and functions of advertisement. It also includes advertisement copy and evaluation and effectiveness of advertisement and characteristics, quality of a good salesman, duties and responsibilities and the essentials of good salesmanship. It also covers the art of selling and the training and recruitment of salesmen.

### **UNIT I**

Introduction – Evolution – Features – Advertising and advertisement – Advertising and publicity – Sales promotion and salesmanship; Objectives of advertisement – Functions – Advantages to manufacturers, dealers, society etc., Demerits, Evaluation and effectiveness of advertising – Causes of failure – Follow up – Research – Advertising agency

### **UNIT II**

Advertisement copy – Classification of copy – Qualities, Slogans, Heading, spacing etc., message generation – Creative copy - Press media – Audio visual etc.

### **UNIT III**

Media Plan – selection of media – Kinds of media – Developing Advertisement campaign- Frequency and impact – timing

### **UNIT IV**

Introduction salesmanship – outstanding attributes – essential of good salesmanship – merits limitations – Nature of salesmanship – an art or science or profession, Sales personality – Qualities of a good salesman – physical – psychological, social and character – Duties and responsibilities – Fundamentals of successful selling knowledge of products – selling points – knowledge of customers – classification of customers – types

### **UNIT V**

Recruitment and selection of salesman – training of salesman – remuneration of salesman – Promotional activities needed for a salesman

#### *Books for Reference:*

1. Chunnawala & Sethia, Advertising – Principles and Practice, Himalaya Publishing house, New Delhi, 2003
2. David B Askers & J G Myres, Rajeev Batra, Advertising management, Prentice Hall of India, New Delhi, 2001.
3. RSN Pillai & Bagawathy, Modern Marketing, S Chand & Co Ltd, New Delhi, 2004.

4. Philip Kotler & Garry Armstrong, Marketing an Introduction, Prentice Hall of India, New Delhi
5. C.B. Gupta, Rajan Nair, Marketing Management, Sultan Chand & Sons, New Delhi, 2005
6. Dr. C.N. Sontakki, Salesmanship, Kalyani Publishers- New Delhi 2000
7. Dr. Rusdom S. Davar, Salesmanship and Publicity, Corp. pvt Ltd. Bombay 1999
8. Pillai RSN, Bhagwathi, Modern Marketing, S. Chand & Sons, New Delhi, 2004
9. Rajan Nair, Marketing management, Sultan Chand & Sons, New Delhi, 2004
10. Memoria CB & Joshi, Marketing Management, KitabMahal, New Delhi, 2003

## **RETAIL MARKETING MANAGEMENT**

This course provides the student with a comprehensive view of retailing and an application of marketing concepts in a practical retail managerial environment. Retailing is changing today, and the successful business will know how to identify, adapt, and plan with the changes, without moving away from its core competencies.

The course deals with the changing role of e-commerce in retailing, the development of a retail format and its strategy, the analysis of a target market, demographic analysis related to site selection, retail personnel issues, and category management. Buying, financial analysis, and pricing

### **UNIT I**

Global retailing – challenges and opportunities – Retail trends in India – Socio-economic and technological influences on retail management – Government policies and implementation on retail business

### **UNIT II**

Retail formats – organised and unorganised, characteristics and trends in all retail formats - MNC's role in organised retail formats.

### **UNIT III**

Choice of retail locations – internal and external environments – establishment of retail stores – building retail store image

### **UNIT IV**

Retail Service Quality Management – Retail Supply Chain Management – Retail Pricing Decisions, Visual Merchandise Management – space management – retail inventory management

### **UNIT V**

Retail accounting and audits – retail store brands – retail advertising and promotions – Retail Management Information Systems – Online retailing – understanding the retail shoppers' behaviour – factors influencing the retail shoppers' behaviour.

*Books for Reference:*

1. Michael Havy, Baston, Aweitz and Ajay Pandit, Retail Management, Tata McGraw Hill (6<sup>th</sup> Edition), 2007
2. Ogden, Integrated Retail Management, Biztranza, India 2008
3. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007
4. SwapnaPuadham, Retail Management – Text and Cases, Tata McGraw Hill (2<sup>nd</sup> Edition), 2008
5. Ramakrishnan and Y R Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008

### **PRODUCTS ANDSERVICES MARKETING**

The purpose of the course is to explore various issues and problems that are faced while making decisions in marketing of new products and servicesin the global era.

This course deals with the new product development, strategies relating to product launch, Various services markets, salesmen recruitment and training, health care services, hospitality and tourism services, financial and insurance services and CRM.

#### **UNIT I**

New Product Development Process – Processing Qualitative Data on Customer Needs – Generating and Evaluating New Ideas and Concepts – Design, Protocol and Product Line Issues – Launch Strategy Implementation

#### **UNIT II**

Nature and classification of services – Characteristics of services and their marketing implications. Product support services – Pricing of services - Problems of quality – Innovations in services, Marketing strategies for service firms – with special Books for Reference to information, communication, Consultancy, Advertising, Professional services, After – Sales services, Recruitment, Training.

#### **UNIT III**

Marketing of health care services- marketing of hospitality and tourism services.

#### **UNIT IV**

Marketing of financial services – Nature – Types – Marketing of insurance – Mutual funds – Marketing for non-profit firms. Marketing of educational services – Computer education, distant education, Marketing of Info services.

#### **UNIT V**

CRM and relationship marketing Customer satisfaction.

*Books for Reference:*

1. S.L. Gupta, Service Marketing, Tamil Nadu Book House, 2003
2. Lovelock, C.H., Managing services, Englewood cliffs, N.J., Prentice Hall, 2002
3. Woodruffee “Services Marketing”, Pearson Education.

**QUESTION PATTERN FOR M.COM (Marketing) PROGRAMME**

**QUESTION PATTERN FOR THEORY COURSES**

**Time: 3 Hours**

**Maximum: 100 Marks**

**SECTION – A**

**Answer any FOUR of the following (4 x 10 = 40 Marks)  
(Answers should not to exceed to Two pages)**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

**SECTION – B**

**Answer any FOUR of the following (3 x 20 = 60 Marks)  
(Answers should not to exceed to Four pages)**

- 9.
- 10.
- 11.
- 12.
- 13.
- 14.

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