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

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<th>Programme</th>
<th>Year</th>
<th>Total No. of Courses</th>
<th>Course (Subject) Name</th>
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<td>M. Com (Marketing)</td>
<td>I</td>
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<td>Marketing Management *</td>
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<td>International Trade &amp; Practices *</td>
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<td>Advanced Financial Accounting *</td>
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<td>Management Accounting *</td>
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<td>II</td>
<td>4</td>
<td>Marketing Research</td>
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<td>Creative Advertising &amp; Salesmanship</td>
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<td>Retail Marketing Management</td>
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<td>Products &amp; Services Marketing</td>
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#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 impact 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:

2. Ramaswamy VS and Namakumari S Marketing Management, Macmillon India, New Delhi,
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 organizations. 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

UNIT III

UNIT IV
India’s Foreign Trade: Recent Tends 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 –

Books for References:
2. Francis Cherunilam – International Marketing.
3. M. Sampangi – a) ABC of Export Marketing and b) International Trade
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:

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

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
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

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

Books of reference:
1. Rajendra Nargundkar, Marketing Research, Tata McGraw Hill
2. Donald R. Cooper, Business Research Methods,
3. Ramanuj Majumdar, 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

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

Books for Reference:

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

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:

2. Ogden, Integrated Retail Management, Biztranza, India 2008
3. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007
5. Ramakrishnan and Y R Srinivasan, Indian Retailing Text and Cases, Oxford University Press, 2008

PRODUCTS AND SERVICES 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 services in 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

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

UNIT V
CRM and relationship marketing Customer satisfaction.

Books for Reference:
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. 
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SECTION – B
Answer any FOUR of the following (3 x 20 = 60 Marks)
(Answers should not to exceed to Four pages)
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11. 
12. 
13. 
14. 

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