

Ramakrishna Mission Vivekananda College, Evening College (Autonomous)  
 Department of Commerce Computer Applications – B.Com. (C.A)  
 Batch: 2017 - 18 Onwards

Semester	Elective	Sub. Code	Subject Title	Lecture Hrs.	Marks
V	I	UCCAE01	Principles of Marketing	75	75

Level of knowledge: Working knowledge

Learning objectives: To provide basic knowledge of concepts, principles, tools, and techniques of marketing.

**Unit – I**

Introduction: Marketing – Definition – Nature – Functions – Classification – Marketing Environment – Marketing Mix.

**Unit – II**

Market Segmentation: Concept – Levels – Bases – Benefits.

Consumer Behaviour: Determinants of Consumer Buying Behaviour – Stages of the Buying Decision Process.

\* **Market Targeting Strategy**

**Unit – III**

Product: Meaning – Features – Classification – Product Mix – New Product Development – Product Life Cycle (PLC).

Pricing: Objectives – Factors Affecting Pricing – Pricing Policies – Pricing Methods.

\* **Product – Diversification, Elimination, Modification**

**Unit – IV**

Promotion: Nature – Advertising – Types – Media; Personal Selling – Objectives – Qualities of a Good Salesman – Types of Salesman; Sales Promotion – Objectives – Kinds.

\* **Impacts of Advertising and publicity.**

**Unit – V**

Distribution: Meaning – Importance – Types of Channels of Distribution.

Supply Chain Management (SCM): Meaning – Importance – Nature and Scope.

Logistic Management: Meaning – Need – Functions.

QP Pattern	Th.	Pro.	Total Qns	To Answer	Marks/qn	Total Marks
Section A	12	0	12	10	2	20
Section B	7	0	7	5	5	25
Section C	4	0	4	2	15	30

**Suggested Readings**

1. R.S.N. Pillai & Bagavathi. *Modern Marketing Principles and Practices*. S. Chand & Company Ltd.
2. Philip Kotler. *Marketing Management*. Pearson Education
3. K. Shridhara Bhat. *Logistics and Supply Chain Management*. Himalaya Publishing House

Note: Latest edition of the text book may be used.

\* **Self-study is part of the syllabus which enlarges applications. It will be consider for the internal assessment.**