

# Solapur University, Solapur

## Semester Pattern Syllabus

### M. Com. Part - I

#### Name of the Paper - Advanced Marketing Paper-I

(w. e. f. June 2010)

Paper Code No.

Lectures – Per week 4

Course No. –

Total Lectures – 60

Total Marks - 50

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### Objective –

The objective of this course is to facilitate understanding framework of Marketing & its application in decision Making Under Various environmental constraints.

### *Course- Inputs*

#### Semester - I

Unit No.	Name of the Topic	Details	Lect./ Periods
1	Introduction	Concept nature, Scope and Importance of Marketing, Marketing Concept and its evolution, Marketing Mix; strategic-Marketing Planning-an overview.	10
2	Market Analysis & Selection	Marketing environment- Macro and Micro components and their impact on marketing decision. Market segmentation and positioning, Buyer behavior, consumer versus organizational buyers, consumer decisions- Marketing process. Service industries- Marketing tasks/Functions.	15
3	Product Decisions	Concept of the product, classification of product major product decision, product line and product Mix, Branding, Packing and	10

		labelling, product life cycle- strategic implications new product development and consumer adoption process.	
4	Pricing Policies and Strategies-	Introduction- Meaning Definition of price, Types, Importance of pricing, consumer view in price, market price, social Dimensions of pricing, pricing- objective, function of price – factors influencing/shaping pricing Decisions,- Internal/External factors, pricing approaches- procedure for price determination. Price strategy- capital Economic or Demand oriented pricing- Demand and supply Approach pricing under-different Types of market structure pricing under conditions of pure competition monopolistic, oligoplistic, According to cost oriented Approach- cost plus a Desired profit. Pricing Policies and Strategies Discounts and rebates Distribution Channels and Physical.	15
5	Distribution Channels & Physical Distribution Decisions	Distribution Channel Systems –Introduction Definition-Types of Chancels, Conventional. Markt. Channel. Consumer product, Industrial Product Verticals integrated Marketing Channels – Determination of channel Length- Decisions making for channels for Distribution. Factors Affecting the choice of Distributor channels- market, product, company middlemen’s. Consumer consideration selection channels for new product or new companies. Recent Trends in marketing channels, multi channels marketing system, channel management decisions, Retaining whole saleing.	10

## Semester – II

Unit No.	Name of the Topic	Details	Lect./ Periods
1	Promotion Decisions	Communication process – Promotion mix Definition, sales promotion, advertising personal selling, sales promotion, publicity, budget, copy designing and its Testing Media selection: Advertising effectiveness.  sales- Promotion tools and techniques.	15
2	Advertising	Defining, Basic features, Criticism of Advertising, controlling and rust worthy Adv. Regulation and code of Advertising policies. Advertising costs, measuring, Adv. ECE activeness problem of Adv.	10
3	Marketing Research-	Meaning & Scope of marketing research, Marketing Research process.	10
4	Marketing Organization and Control	Organizing and Controlling Marketing Operation –Nature of Continues of Control Significance Limitations of Control Techniques at Marketing Control, Marketing And it, Credit Control Steps in Analysis Ratio Analysis Variance Analysis <b>SWOT</b> Analysis Kinds of Control System, Feed forward Control, Current Control. Pre Requiring of Effective Control System, Control of Exception.	20
5	Issue and Development in Marketing	Social, ethical and legal aspects of Marketing, Marketing of Services, international Marketing, green marketing, cyber Marketing, Relationship Marketing and Other development in Marketing.	15

## **References-**

1. Feldman, Laurence P.(1976), Consumer Protection: Problems and Prospects (St. Paul: West Publishing Co.)
2. Ferber, Robert ed. (1974), Handbook of Marketing Research (New York: McGraw Hill Book Company),
3. Forbrs.J.D.(1987).The Consumer Interest :Dimensions and Policy Implications (U.S.A.: Croom Helm).
4. Gandhi, J.C.(1987),Marketing: A Managerial Introduction(New Delhi: Tate Mc Graw-Hill Publishing Co. Ltd.).
5. Ghosh, S.K.(1996),Trade Mark /Brand Duplication and Consumer Protection: Perceptual Dimensions (New Delhi: De &Deep Publications).
6. Majare, Simon (1993),The Essence of Marketing (New Delhi : Prentice-Hall of India)
7. Mathur, B.L (1994), Marketing Management (Jupiter: Arihant Publishing House).
8. Payne, Ralph, ed.(1994), Marketing in india: Cases and Readings (New Delhi: Prentice-Hall of India).
10. Peterson, Robert A. (1988), Marketing Research (Taxes: Business Publications).
11. Philps, Chaires F., ed. (1951), Marketing by Manufacturers (Chicago, Illinois: Richard D. Irwin. Inc.)



# Solapur University, Solapur

Nature of Question Paper For Semester Pattern

• Faculty of Commerce (B.Com., M.Com.)

Model Question Paper

(w.e.f. June 2010)

Time: - 2 hrs.

Total Marks-50

- Q. 1 Multiple choice questions**  
(four alternatives should be given) **10**
- 1 -----  
(a) (b) (c) (d)
- 2  
3  
4  
5  
6  
7  
8  
9  
10
- Q. 2 Answer the following**  
(Short note/Short problem/Short answer)
- (A) **05**  
(B) **05**
- Q. 3 Answer the following**  
(Short note/Short answer/Short problem)
- (A) **05**  
(B) **05**
- Q. 4 Answer any one (Long answer/Problem)** **10**  
i)  
ii)
- Q. 5 Answer any one (Long answer/Problem)** **10**  
i)  
ii)

## 1. Structure of the courses :-

- A) Each paper of every subject for Arts, Social Sciences & Commerce Faculty shall be of 50 marks as resolved by the respective faculties and Academic Council.
- B) For Science Faculty subjects each paper shall be of 50 marks and practical for every subject shall be of 50 Marks as resolved in the faculty and Academic Council.
- C) For B. Pharmacy also the paper shall be of 50 marks for University examination. Internal marks will be given in the form of grades.
- D) For courses which were in semester pattern will have their original distribution already of marks for each paper.
- E) For the faculties of Education, Law, Engineering the course structure shall be as per the resolutions of the respective faculties and Academic Council.

## 2. Nature of question paper:

### A) Nature of questions.

"20% Marks - objectives question" **(One mark each and multiple choice questions)**

"40% Marks - Short notes / Short answer type questions / Short Mathematical type questions/ Problems. **(2 to 5 Marks each)**

"40% Marks - Descriptive type questions / Long Mathematical type questions / Problems. **(6 to 10 Marks each)**

- B) Objective type question will be of multiple choice (MCQ) with four alternatives. This answer book will be collected in first 15 minutes for 10 marks and in first 30 minutes for 20 marks.  
Each objective question will carry one mark **each**.
- C) Questions on any topic may be set in any type of question. All questions should be set in such a way that there should be permutation and combination of questions on all topics from the syllabus. As far as possible it should cover entire syllabus.
- D) There will be only five questions in the question paper. All questions will be compulsory. There will be internal option **(40%)** and not overall option.  
**for questions 2 to 5.**

3. Practical Examination for B. Sc. I. will be conducted at the end of second semester.

4. Examination fees for semester Examination will be decided in the Board of Examinations.

The structures of all courses in all Faculties were approved and placed before the Academic Council. After considered deliberations and discussion it was decided not to convene a meeting of the Academic Council for the same matter as there is no deviation from any decision taken by Faculties and Academic Council. Nature of Question Paper approved by Hon. Vice Chancellor on behalf of the Academic Council.