

SOLAPUR UNIVERSITY, SOLAPUR

FACULTY OF COMMERCE

Choice Based Credit System Syllabus

B.COM. PART-I

Principles of Marketing

(w. e. f. June-2016)

(Subject to modifications that will be made from time to time)

SOLAPUR UNIVERSITY, SOLAPUR

Choice Based Credit System Syllabus

B.Com.Part-I

Principles of Marketing

(w. e. f. June-2016)

1. Title of Course :- B.COM. PART – I

2. Name of the Paper :- Principles of Marketing

3. Objective of the Course :-

To understand the different marketing concepts in global scenario

To inculcate the effective marketing skills

4. Advantage of the Course :- It helps to create self-employment.

5. Eligibility of Course :- Higher secondary Examination Pass

6. Duration of the Course :- 01 Year

Sem I - Six months

Sem II – Six months

7. Medium of Instructions :

i) Marathi

ii) English

8. Structure of the Course :-

Total Marks : 100

Sem. I : 70 Marks (University Assessment) + 30 (College Assessment)

Sem. II : 70 Marks (University Assessment) + 30 (College Assessment)

Solapur University , Solapur
Choice Based Credit System Syllabus
B.Com.Part-I

Name of the paper : Principles of Marketing
(w.e.f. June 2016)

Paper Code No.
Course No.

Lectures – Per week 4
Total Lectures – 60
Total Marks – 100

SEMESTER I

Objectives : Help learner to

To understand the different marketing concepts in global scenario

To inculcate the effective marketing skills .

-----Contents of the course

Unit no.	Name of the Topic	Details	Lectures / Perio
1	Introduction	<ul style="list-style-type: none"> - Meaning, - Definitions, - nature and scope of marketing Importance of marketing - Selling v/s Marketing - Marketing Environment. 	18
2	Markets & Market Segmentation	<ul style="list-style-type: none"> - Meaning of market. - Various types of Markets. - Market segmentation – Meaning. Importance – Bases for market Segmentation. 	20
3	Marketing Mix	a) Product - <ul style="list-style-type: none"> - Concept of Product - Consumer & Industrial goods - Packaging- Functions of Packaging, - Branding and Trademarks. - Concept of Product Life Cycle. - After sales services. 	12
4		b) Price <ul style="list-style-type: none"> - Importance of Price - Factors affecting price of a product and Service. 	10

SEMESTER II

5	Marketing Mix	a) Distribution <ul style="list-style-type: none"> - Meaning, - Types of distribution channels – - Factors affecting - Choice of distribution channels, 	10
		b) Promotion <ul style="list-style-type: none"> - Meaning. - Methods of promotion. 	10
6	Consumer Behavior	<ul style="list-style-type: none"> - Meaning, - Definitions. - Significance of Consumer behavior - factors affecting consumer behavior - Consumer Protection Act 1986 - Salient features – Definition of consumer, - Grievance redressal of machinery. 	10
7	Recent Trends in Marketing	A) E- Business. <ul style="list-style-type: none"> - Meaning of E- business. - Electronic Equipment's and Techniques Necessary for E-Business. - Difference between E- Business & E-Commerce. - Types of E- Business. - Advantages of E- Business. - Limitations of E- Business. B) Tele Marketing or Tele Shopping. <ul style="list-style-type: none"> - Meaning of Tele Marketing. - Procedure of Tele Marketing Transactions. - Features of Tele Marketing. C) Mobile Business. <ul style="list-style-type: none"> - Meaning of Mobile Business. - Features of Mobile Business. - Some Illustrations of Mobile Business. D) Virtual Marketing. <ul style="list-style-type: none"> - Meaning of Virtual Marketing. - Process of Virtual Marketing. - Characteristics of Virtual Marketing. - Limitations of Virtual Marketing. 	20
8	Marketing Research	<ul style="list-style-type: none"> - Meaning - Importance and steps involved in the process of marketing research. 	10

B.Com Part – I
Principles of Marketing
Suggested Readings :-

- | | |
|--|--|
| 1) Philip Kotler | :- Marketing Management Englewood cliffs
Prentice Hall, N. J. New Delhi. |
| 2) William M. Pride &
& O.C. Ferrel | :- Marketing
Houghton Mifflin Boston. |
| 3) Markchannd & B.
Vardharajan | :- An Introduction to Marketing
Vikas Publishing House, S. Ansari Road,
New Delhi. |
| 4) Mohammad Amanatnallh | :- Principles of Modern Marketing
Kalyani Publications - New Delhi. |
| 5) Dr. C. N. Sontakki | :- Marketing Management
Kalyani Publications – New Delhi. |
| 6) Rustom S. Davan | :- Modern Marketing Management. |
| 7) S. A. Sherlekar | :- Marketing Management
Himalayan Publishing House. |



Solapur University, Solapur

Nature of Question Paper For CBCS Pattern

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

Model Question Paper

(w.e.f. June 2016)

Time: - 2 1/2 hrs.

Total Marks-70

Q. 1	Multiple choice questions (four alternatives should be given)	14
	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)	07
7	(B)	07
Q. 3	Answer the following (Short note/Short answer/Short problem)	
	(A)	07
	(B)	07
Q. 4	Answer any one (Long answer/Problem)	14
	i)	
	ii)	
Q. 5	Answer any one (Long answer/Problem)	14
	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. **(3 to 7 Marks each)**

"40% Marks - Descriptive type questions / Long Mathematical type questions / Problems. **(8 to 14 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.