

**MBA (Marketing) - III Semester**

**PAPER - XI  
CONSUMER BEHAVIOUR**

**Course Code: 36**

**Paper Code: MBMM 3001**

**Objectives**

- To understand the conceptual foundations of consumer buying behavior
- To create awareness of the theories of motivation and perception as applied in consumer behavior, and
- To acquaint with the communication and consumer decision making

**UNIT - I**

Consumer Behaviour and Marketing Action - An overview - Consumer involvement - Decision-making processes - Purchase Behaviour and Marketing Implications - Consumer Behaviour Models

**UNIT - II**

Environmental influences on Consumer Behaviour - Cultural influences - Social class - Reference groups and family influences - Opinion leadership and the diffusion of innovations - Marketing implications of the above influences.

**UNIT - III**

Consumer buying behaviour - Marketing implications - Consumer perceptions – Learning and attitudes - Motivation and personality – Psychographics - Values and Lifestyles, Click-ographic.

**UNIT - IV**

Strategic marketing applications - Market segmentation strategies - Positioning strategies for existing and new products, Re-positioning, Perceptual Mapping - Marketing communication - Store choice and shopping behaviour - In-Store stimuli, store image and loyalty - Consumerism - Consumer rights and Marketers' responsibilities.

**UNIT - V**

The Global Consumer Behaviour and Online buying behaviour - Consumer buying habits and perceptions of emerging non-store choices - Research and applications of consumer responses to direct marketing approaches - Issues of privacy and ethics.

**REFERENCES**

**Bennet and Kassarjian**, CONSUMER BEHAVIOUR, *Prentice Hall of India, New Delhi*

**Michael R. Solomon**, Consumer Behaviour, PHI Learning Private Limited, New Delhi, 2011

**Ramanuj Majumdar**, CONSUMER BEHAVIOUR, *Prentice Hall of India, New Delhi, 2011*

**Loudon and Della Bitta**, CONSUMER BEHAVIOUR: CONCEPTS AND APPLICATIONS, *Tata McGraw Hill. New Delhi, 2007*

**Berkman & Gilson**, CONSUMER BEHAVIOUR: CONCEPTS AND STRATEGIES, *Kent Publishing Company.*

**Efraim Turban, Jae Lce, David King, & I-I. Michael Chung**: *Electronic Commerce: Managerial Perspective, Pearson Education Inc., 2000.*

**MBA (Marketing) - III Semester**

**PAPER-XII  
MARKETING RESEARCH**

**Course Code: 36**

**Paper Code: MBMM 3002**

**Objectives**

- To introduce the basic concepts of research and methodology of conducting researches in marketing domain, and
- To provide a foundation to pursue a professional career in Marketing Research domain.

**UNIT – I**

The Marketing Research System - Definition of MR - Basic and Applied Research – The Marketing Research Process - Types of Research - Steps in Marketing Research Process - Research Design - Data Sources - Marketing Information System – International Market Research.

**UNIT-II**

Sampling Process in Marketing Research– Sampling Design and Procedure – Sampling Methods – Non probabilistic sampling Techniques – Probabilistic sampling Techniques - Sample Size determination - Sampling Errors.

**UNIT-III**

Measurement & Scaling in Marketing Research: Measurement concept – Sources of variation in Measurement, Validity & reliability of Measurement - Attitude measurement – Scaling Procedure

**UNIT-IV**

Data Instruments - Data Collection- Online data collection - Collection of Secondary Data – Collection of Primary Data Methods - Field Operations - Errors and Difficulties in Data Processing, Coding and Editing.  
Data Analysis - -Hypothesis Testing - Report Writing - Presentation of Data.

**UNIT- V**

Application of Marketing Research: Product Research – Motivation research – Advertising Research – Sales Control Research – Rural Marketing research - Export Marketing research.

**REFERENCES**

**Naresh K. Malhotra**, MARKETING RESEARCH: AN APPLIED ORIENTATION,  
*Pearson Education, Asia.*

**Paul E. Green & Donald S. Tull**, RESEARCH FOR MARKETING DECISIONS. *PHI Learning Private Limited, New Delhi, 2009*

**Donald R. Cooper & Schindler**, MARKETING RESEARCH CONCEPT & CASES, *Tata McGraw-Hill Publishing Company Limited, new Delhi, 2006*

**S.C. Gupta**, MARKETING RESEARCH, *Excel Books India, 2007*

**MBA (Marketing) - III Semester**

**PAPER-XIII  
INDUSTRIAL MARKETING**

**Course Code: 36**

**Paper Code: MBMM 3003**

**Objectives:**

- To help the learner distinguish between consumer marketing and industrial marketing
- To understand the nuances of industrial marketing, and
- To learn to formulate industrial marketing strategies and also design industrial marketing mix elements

**UNIT-I**

Introduction to Industrial Markets - Industrial Marketing System, Concepts and Characteristics  
- Types of Industrial Markets - Industrial Buyer Behaviour.

**UNIT-II**

Strategic Industrial Marketing (S.T.P.) - Marketing Information Systems and Marketing Research – B2B Commerce.

**UNIT-III**

Classification of Industrial Products and Services - New Product Development and Introduction - Industrial Product Management - Pricing Decisions in Industrial Markets.

**UNIT-IV**

Formulating Channel Strategies and Physical Distribution decisions – Channel Management - Promotional Strategies for Industrial Goods/ Services.

**UNIT - V**

Developing Marketing Strategies and Programs for Industrial Goods / Services. –  
Formulating channel strategy – Pricing strategy- Promotional strategy – Sales force automation.

**REFERENCES**

**Hawaladar, K. Krishna**, INDUSTRIAL MARKETING, *TATA McGraw-Hill Publishing Company Limited, New Delhi, 2008*

**Milind T. Phadtare**, INDUSTRIAL MARKETING, Prentice Hall of India Pvt. Ltd, New delhi,2008

**Michael D Hautt and Thomas W Speh**, INDUSTRIAL MARKETING MANAGEMENT, *The Dyden Press.*

**Peter M. Chisnall**, STRATEGIC INDUSTRIAL MARKETING; *Prentice-Hall International*

**Robert R. Reeder, Briety & Betty H. reeder**, INDUSTRIAL MARKETING, Prentice Hall of India Pvt. Ltd, New delhi,2008

**MBA (Marketing) - IV Semester**

**PAPER-XIV**

**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

**Course Code: 36**

**Paper Code: MBMM3004**

**Objectives**

- To introduce process and functions of physical distribution system
- To introduce the major building blocks, functions, business process, performance metrics and decision making in supply chain network, and
- To provide an insight into the role of Internet Technologies and electronics commerce in supply chain management

**UNIT - I**

Physical distribution : Participation in the physical distribution functions – The environment of physical distribution – Channel design strategies and structures – electing channel members – Setting distribution objectives and tasks – Target markets and channel design strategies.

**UNIT - II**

Managing the marketing channel - Product, Pricing and Promotion issues in channel Management and Physical Distribution - Motivating channel members - Evaluating channel member performance - Vertical marketing systems - Retail co-operatives, Franchise systems and corporate marketing systems.

**UNIT - III**

Supply Chain: Building Blocks of a Supply Chain Network – Performance Measures in Decisions in the Supply chain World – Models for Supply chain Decision Making.

**UNIT - IV**

Supply Chain Inventory Management: Economic Order quantity Models – Recorder Point Models – Multichannel Inventory systems – Supply chain Facilities Layout – Capacity Planning – Inventory optimization – Dynamic Routing and Scheduling.

**UNIT-V**

Relation to ERP: E-procurement – E-Logistics – Internet Auctions – E-markets – Electronic Business Process – Optimization Business Object in SCM.

**REFERENCES**

**N. Chandrasekaran**, SUPPLY CHAIN MANAGEMENT, *Oxford University Press*, 2010

**D.K. Agarwal**, LOGISTICS & SUPPLY CHAIN MANAGEMENT, *Macmillan India Pvt. Ltd. New Delhi*, 2008

**Sunil chopra, Meindl & Kalra**, SUPPLY CHAIN MANAGEMENT, *Pearson Education*, India, 2009

**Bowersox & Closs**, LOGISTICAL MANAGEMENT, *Tata McGraw Hill. New Delhi*, 2008

**Satish K. Kapoor & Purva Kansal**, BASICS OF DISTRIBUTION MANAGEMENT - A LOGISTICAL APPROACH, *Prentice-Hall India*, 2003.

**Richard R. Still, Edward W. Cundiff & Norman A.P. Govani**, SALES MANAGEMENT, *Prentice-Hall India*.

## **MBA (Marketing) - III Semester**

### **PAPER-XV RETAIL MARKETING**

**Course Code: 36**

**Paper Code: MBMM 3005**

#### **Objectives**

- To understand the concept, process and management of retail business
- To develop an understanding of the retail strategy and planning process, and
- To have an understanding of merchandise process

#### **UNIT – I**

An overview of Retailing - Types of stores - Product Retailing vs. Service Retailing - Non store Retailing - Retail strategy - Achieving competitive advantage and positioning Retailing environment - Legal, Social, Economic, Technological, issues - Trends in the Indian Retailing Industry.

#### **UNIT-II**

Retail store location and layout - Country/Region analysis - Trade area analysis - Site evaluation and selection - Store design and layout - Comprehensive store planning - Exterior design and layout - Interior store design and layout - Interior design elements.

#### **UNIT-III**

Planning merchandise needs and merchandise budgets - Methods for determining inventory evaluation - Assortment planning, buying and vendor relations - Merchandise pricing - Price strategies - Psychological pricing - Mark-up and markdown strategies.

#### **UNIT-IV**

Communicating with the retail customer - Retail promotion mix-Advertising - Sales promotion - Publicity - Retail selling process - Retail database- In-store customer service.

#### **UNIT - V**

Globalization and changing retail formats – Online retailing - International Retailing – Opportunities and Challenges - Market entry formulas - New customized formats (customized stores, portable stores, merchandise depots, retail theater, service malls, customer-made stores, interactive kiosk 'shopping arcades')

#### **REFERENCES**

**Chetan Bajaj, Tuli & Srivastava**, RETAIL MANAGEMENT, *Oxford University Press, New Delhi.2010*

**Giridhar Joshi**, INFORMATION TECHNOLOGY FOR RETAIL, *Oxford University Press, New Delhi.2009*

**Swapna Pradhan**, RETAIL MANAGEMENT, TEXT & CASES, *Tata McGraw-Hill Publishing company, New Delhi, 2008*

**Ron Hasty and James Reardon**, RETAIL MANAGEMENT. *McGraw-Hill Publication, International Edition.*

**Fernie**, PRINCIPLES OF RETAILING, *Elsevier Publishing, 2010*