

Name of Specialization: Marketing Management

No. of Question: 50 (Objective Type)

Duration: 1 Hr. 30 Min

Maximum Marks: 50

**FOUNDATIONS OF MANAGEMENT: Management Definition,** Evolution of Management, Fundamentals of Planning, Organizing, Staffing, Directing, Leadership, Controlling.

**BUSINESS MATHEMATICS AND STATISTICS:** Matrices and Determinants, Linear Programming, Role of statistics, Regression, Time series forecasting, Index Numbers, Probability and Probability Distributions, Decision Theory.

**COMPUTER APPLICATIONS IN MANAGEMENT:** Basic Concepts of Computers, Essential Components of computer, Software, Computer networks and Internet, MS-Office, Microsoft Excel, Microsoft PowerPoint, MS Access, MS Project, E-commerce, Applications of Information Technology.

**COMMUNICATION FOR MANAGEMENT:** Introduction, Employment Communication, Oral Communication, Written Communication, Business Letters and Reports, Case Method of Learning, Presentation Skills, Group Communication.

**RESEARCH METHODS IN MANAGEMENT:** Introduction, Process of Research, Collection of Data, Quantitative data analysis, Report Preparation.

**MANAGEMENT INFORMATION SYSTEM:** Introduction, Role of MIS, Developing MIS Systems, Applications.

**MARKETING IN MANAGEMENT:** Introduction, Concept of Marketing Management, Market Segmentation, Market Targeting, Consumer Behaviour, Pricing Decisions, Promotion, A Brief Account of Marketing of Services, Rural Marketing, CRM, Electronic Marketing; B2C, B2B and C2C, Direct Marketing through Internet, International Marketing etc.

**ADVERTISING MANAGEMENT:** Introduction of Marketing Communication and Advertising, Marketing Communication Planning, Advertising objectives and planning, Steps in Advertising Strategies, Media planning & promotion

**RETAIL MANAGEMENT & RURAL MARKETING:** Overview of Retailing Environment and Management, The Customer and Retail Business, Situational Analysis, choosing a Store Location, Managing Retail Business, Delivering the Product, Rural Marketing

**SALES & DISTRIBUTION MANAGEMENT:** Introduction, Goals in Sales Management, Sales Force Management, Introduction to Distribution Management, Channel Management.

**PRODUCT & BRAND MANAGEMENT:** Introduction to Product Management and market management, Understanding product manager's role and nature of markets, Introduction to Brand Management and Crafting of Brand Elements, Brand as a Concept, Promotion.

**CONSUMER BEHAVIOR & MARKET RESEARCH:** Consumer Behavior, Family Influences on Buyer Behavior, Individual Determinants of Buyer Behavior and Internal Processes, Formation and Modification of Consumer Attitudes, Introduction to Marketing research, exploratory research design, Sources and methods of collecting data.

**MARKETING OF SERVICES:** Introduction to Service Marketing, Service Consumer Behavior, Strategic Issues in Services Marketing, The marketing mix and services, Challenges of service marketing, Service marketing - specific Industries, Tourism, Travel, Transportation service marketing, financial services; Education & Professional service, Telecom & Courier, Media Service.