



# Tamil Nadu Open University

577, Anna Salai, Saidapet, Chennai – 600015, Tamil Nadu

## TAMILNADUOPENUNIVERSITY Regulations and Overview for B.B.A Marketing Management (Non - Semester) in DistanceMode

[w.e.fCalendar Year 2021]



**School of Management Studies**  
**Tamil Nadu Open University**  
**Chennai-600 015**



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## SCHOOL OF MANAGEMENT STUDIES B.B.A Marketing Management (Distance Mode –Non - Semester) (From Calendar Year 2021 onwards)

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### 1. PREAMBLE

B.B.A Marketing Management is a three-year professional undergraduate course in Business Management. B.B.A Marketing Management would emphasize the study and creation of business application to market products and services to meet the growing demand of marketing personnel across the globe.

The Programme three years aims at providing inputs to the students pertinent to the general management and various domains of marketing management. The candidates who are already in lower-level marketing/selling jobs shall acquire this degree for their better prospects in career.

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### 2. PROGRAMME LEARNING OBJECTIVES (PLOs)

- PLO 1. To recognise various management theories and order the different functions of management
- PLO 2. To acclimatize the students about the environment of marketing and consumer behaviour
- PLO 3. To understand the dynamics and complexities in the field of marketing in the emerging global context
- PLO 4. To acquire professional skills in using appropriate promotional techniques in marketing of products and services
- PLO 5. To solve the problems encountered in the process of marketing by providing solution through findings of need based research.

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### 3. PROGRAMME OUTCOMES

***After completion of the B.B.A Retail Management, the learners will be able to;***

- POC 1. Critically analyse the management theories and handle the various functions of management in an organisation.
- POC 2. Inculcate the accounting principles, theory and concepts thereby record various financial transaction in the books of account.
- POC 3. Practice the economic principles and theories for guiding to take appropriate managerial decision.



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- POC 4. Select the optimum techniques and methods of communication and enhance the communication skills which enable the incumbent to demonstrate his/her competencies for producing results in business.
- POC 5. Promote the basic concepts in marketing management and analyse the consumer behaviour & environment for choosing most advantageous promotional mix for enhancing the sales of goods and services.
- POC 6. Deal with variety of financial services in general and insurance in particular for undertaking assignment in this domain.
- POC 7. Promote the excellent traits of salesmanship and apply prevailing suitable personal selling techniques to upscale the sales of goods and services.
- POC 8. Become competent human resource for involving in product development process and take product related decision according to product life cycle.
- POC 9. Analyse the status and behaviour of rural, retail and services market environment and becoming professional for handling these market.
- POC 10. Create right knowledge coupled with skill in conducting marketing research and apply that for conducting market/marketing research.

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## 4. PROGRAMME SPECIFIC OUTCOMES

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While studying B.B.A Marketing Management Programme, the learners will be able to;

- PSO 1. Recognise various management theories and order the range of functions of management in an organisation.
- PSO 2. Apply the accounting principles, theory and concepts to record various financial transaction in the books of account.
- PSO 3. Analyse the economic principles and theories and use the same for making appropriate managerial decision.
- PSO 4. Select the optimum techniques and methods of communication and enhance the communication skills enable the incumbent to demonstrate his/her competencies for producing results in business.
- PSO 5. Illustrate the basic concepts in marketing management and analyse the consumer behaviour & environment to decide optimum promotional mix for promoting the sales of goods and services.



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- PSO 6. Name the various financial services in general and insurance in particular for extend such service to the needy customers.
- PSO 7. Order the quality traits of salesmanship and use personal selling techniques to enhance the sales of goods and services.
- PSO 8. Acquire competencies pertaining to product development process and to study its life cycle for taking product related decision.
- PSO 9. Augment the knowledge and skill of rural, retail and services for handling these markets also while in work.
- PSO 10. Develop the competencies of marketing research for undertaking market/marketing research for providing optimum solutions.

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## 5. Eligibilityforadmission

Candidates should have passed the Higher Secondary Examination (10+2 pattern) conducted by the Board of Higher Secondary Education, Government of Tamil Nadu or any other examination (10+3 pattern) accepted by Syndicate, as equivalent thereto.

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## 6. Medium

English& Tamil

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## 7. Duration of the Course

The course for the degree of B.B.A Marketing Management shall consist of three years.

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## 8. Admission

The candidate's admission for the degree of B.B.A Marketing Management will be taken in both Academic & Calendar year admission cycle.

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## 9. CourseofStudy

The course of study shall comprise instruction in the following subjects according to the syllabus.



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**BBA Marketing Management**  
**(Distance Mode – Non-Semester)**  
**(From Calendar Year 2021 onwards)**

S No.	Course Code	Course title	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
					CIA	TEE		
<b>First Year</b>								
1	*BFTMN-11	தமிழ் -1 (Tamil Language-1)	6	3	30	70	100	1
2	*BFEGN-11	Foundation in English-I (Literature and Grammar)	6	3	30	70	100	40
3	*BBAMN-11	Principles of Management	6	3	30	70	100	40
4	*BBAMN-12	Financial and Management Accounting	6	3	30	70	100	40
5	**BBAMN-13	Managerial Economics	6	3	30	70	100	40
<b>Total</b>			<b>30</b>		<b>150</b>	<b>350</b>	<b>500</b>	
<b>Second Year</b>								
S No.	Course Code	Course title	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
					CIA	TEE		
6	*BBAMN-21	Business Communication	6	3	30	70	100	40
7	**BBAMN-22	Elements of Insurance	6	3	30	70	100	40
8	*BBAMN-23	Marketing Management	6	3	30	70	100	40
9	*BBAMN-24	Personnel Selling & Salesmanship	6	3	30	70	100	40
10	*BBAMN-25	Product Management	6	3	30	70	100	40
11	*CCEN	Environmental Studies	4	3	30	70	100	40
<b>Total</b>			<b>34</b>		<b>180</b>	<b>420</b>	<b>600</b>	



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Third Year								
S No.	Course Code	Course title	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks	Pass Marks
					CIA	TEE		
12	*BBAMN - 31	Sales & Distribution Management	8	3	30	70	100	40
13	*BBAMN - 32	Integrated Marketing Communication	8	3	30	70	100	40
14	*BBAMN- 33	Service Marketing	6	3	30	70	100	40
15	*BBAMN - 34	Retail Marketing	6	3	30	70	100	40
16	**BBAMN -35	Marketing Research	6	3	30	70	100	40
<b>Total</b>			<b>34</b>		<b>150</b>	<b>350</b>	<b>500</b>	
<b>Grand Total</b>			<b>98</b>		<b>480</b>	<b>1120</b>	<b>1600</b>	

ContinuousInternalAssessment-(CIA)TermEndExamination-(TEE)

\* - Core Course      \*\* - Elective Course

## 10. Scheme of Evaluation

Examination to Bachelor of B.B.A Retail Management Programme is designed to maintain quality and standard. Theory Examination will be conducted by the University in the identified Examination Centres. For the Assignment students may be permitted to write with the help of books/materials for each Course, which will be evaluated by the Evaluators appointed by the University.

### Scheme of Examinations:

**Assignment:** 1 assignment for 2 credits are to be prepared by the learners. E.g. If a Course is of Credit 4, then 2 number of Assignments are to be written by the learner to complete the continuous assessment of the course. Assignment carries 30 Marks (Average of Total no of Assignment), consists of Long Answer Questions (1000 words) for each Course.

Assignment 1	Answer any one of the question not exceeding 1000 words out of three questions.	1x30 = 30 Marks
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**Term -End Examination:** Students shall normally be allowed to appear for theory examination after completing the Assignments. The Term -End Examination shall Carry 70 Marks and the Question Paper has three Sections: A, B & C for the duration of 3 hours.

## QUESTION PAPER PATTERN

Time: 3 Hours

Maximum Marks: 70

### PART – A (3x3=9 Marks)

Answer any three questions out of five questions in 100 words

All questions carry equal marks

Question Distribution Method:

1. From Block-I
2. From Block -II
3. From Block -III
4. From Block – IV
5. From Block – V

### PART – B (3X7=21 Marks)

Answer any three questions out of five questions in 200 words

All questions carry equal marks

6. From Block -1
7. From Block -II
8. From Block – III
9. From Block –IV
10. From Block –V

### PART – C (4X10=40 Marks)

Answer any four questions out of seven questions in 500 words

All questions carry equal marks

11. From Block -1
12. From Block -II
13. From Block – III
14. From Block –IV
15. From Block -V
16. From any Block.
17. From any Block.



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**Passing Minimum:** The candidate shall be declared to have passed the examination if the candidate secures not less than 25 marks in the Term End Examinations (TEE) in each theory paper and secures not less than 13 marks in the Continuous Internal Assessment (CIA) and overall aggregated marks is 50 marks in both the external and internal taken together.

Continuous Internal Assessment (CIA)		Term End Examination (TEE)		Overall Aggregate Marks	Maximum Marks
Minimum Pass Mark	Maximum Mark	Minimum Pass Mark	Maximum Mark	CIA + TEE	
13	30	25	70	40	100

## Classification of Successful Candidate

Candidates who pass all the Courses and who secure 60 per cent and above in the aggregate of marks will be placed in the First Class. Those securing 50 per cent and above but below 60 per cent in the aggregate will be placed in the Second Class.





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## BBA Marketing Management - I Year Syllabus

பாடப்பெயர்(Course Title) : தமிழ் - 1 (மொழிப்பாடம்)

பாடக்குறியீடு (Course Title) : BFTMN -11

பாடகற்றல்அளவெண் (Course Credits) : 6

### பாடநோக்கங்கள்

CO1. தமிழ் இலக்கியங்களை அறிமுக நோக்கில் எடுத்துரைத்தல்.

CO2. மொழித்திறன், மொழியறிவு, இலக்கியப் பொது அறிவு பெறும் வகையில் விவரித்தல்.

### தொகுதி 1 சமய இலக்கியம்

#### பிரிவு – 1 பன்னிரு திருமுறைகள்

தமிழில் சமய இலக்கியங்கள் – சமய இலக்கியத் தோற்றம், சமணமும் பௌத்தமும், சைவ சமய வளர்ச்சி, பன்னிரு திருமுறை பட்டியல் - திருஞானசம்பந்தர் தேவாரம் பாடல் சிறப்புகள். - (திருநாவுக்கரசரின் மாசில் வீணையும், நம்கடம்பனைப் பெற்றவள், சுந்தரர் - பித்தா பிறைசூடி, பொன்னார் மேனியனே, மாணிக்கவாசகர் - வானாகி மண்ணாகி, பால்நினைந்து ஊட்டும், திருமூலரின் ஒன்றே குலமும் ஒருவனேதேவனும், அன்பும் சிவமும் இரண்டென்பர், காரைக்காலம்மையார் - இன்று நமக்கெளிதே மாலுக்கும், அறிவானும் தானே அறிவிப்பான்.

#### பிரிவு – 2 நாலாயிரத் திவ்யப் பிரபந்தம்

முதல் மூன்று ஆழ்வார்கள் – பொய்கையாழ்வார் பாடல் - வையம் தகளியா வார்கடலே, பூத்ததாழ்வார் பாடல் - அன்பே தகளியா ஆர்வமே - பேயாழ்வார் - திருக்கண்டேன் பொன்மேனி கண்டேன், திருமழிசை ஆழ்வார் பாடல் - அன்பாய்



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ஆரமுதம் ஆவாய், நம்மாழ்வார் - இவையும் அவையும் உவையும், மதுரகவியாழ்வார் - நன்மையால் மிக்க நான்மறை, குலசேகராழ்வார் - செல்வத்து அரம்பையர்கள், பெரியாழ்வார் - மாணிக்கம் கட்டி வயிரம் இடைகட்டி - ஆண்டாள் - மத்தளம் கொட்ட வரிசங்கம், தொண்டரடிப் பொடியாழ்வார் - பச்சைமா மலைபோல் மேனி, திருப்பாணாழ்வார் - கொண்டல் வண்ணனைக் கோவலனாய், திருமங்கையாழ்வார் - குலம்தரும், செல்வம் தந்திடும், அடியார்.

## பிரிவு - 3 சீறாப்புராணம் ( கதீசா கனவு கண்ட படலம்)

சீறாப்புராணம் - காப்பிய அமைப்பு, கதீசா கனவு கண்ட படலம், காப்பிய முன்கதைச் சுருக்கம், படலக் கதைச் சுருக்கம் - கதீசா கனவு கண்டு எழுதல் - கதீசா கண்ட கனவு, கதீசாவின் ஏமாற்றம் - கதீசாவின் இயல்பு நிலையில் மாற்றம் - ஒப்பனை துறந்த விரக்தி, பஞ்சணை பொருந்தா நிலை - கதீசாவின் புலம்பல் - விதிவசம் பொருந்துமோ எனல், மாதுலன் வசனம் சிதையுமோ எனல், கதீசா தேம்புதல். - மெசறாவின் மடல் வருதல் - மெசறா எழுதிய பத்திரம், சித்திர வரிதொறும் முத்தமிடுதல், கடலில் தவிப்பார்க்குக் கிடைத்த மரக்கலம்.

## பிரிவு - 4 தேம்பாவணி (காட்சிப் படலம்)

தேம்பாவணி - காப்பிய அமைப்பு, காட்சி படலம், காப்பிய முன்கதைச் சுருக்கம், படலக் கதைச் சுருக்கம், - கோவர் கூட்டம் வந்து காணுதல் - குழந்தை இயேசுவைத் தொழுதல், முல்லையார் தந்த முல்லை மாலை, பேரின்பத்தால் உயிர் ஊஞ்சலாடல் - கோவலர் போற்றி வாழ்த்துதல் - நீவிப் போன ஆட்டை மீட்கவோ உதித்தனை எனல், பிணிக் குலத்தக்கது உதித்த பெற்றி போற்றல், அன்னையையும் ஆண்டவரையும் வாழ்த்துதல் - கோவலர் செலுத்திய காணிக்கை - இடைச்சியர் மாலை சாத்தல்,



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இடையர் தந்த பால் காணிக்கை, குழந்தைஇயேசுவின் அருள்நோக்கு – ஓகனோடு  
ஒங்குதாயும் வாழ்த்தினாள் – அன்பால் பீறிட்டஆனந்தக் கண்ணீர் மழை, வேந்தரை  
நீக்கி ஆயரைத் தெரிந்ததென் எனல்.

**தொகுதி 2 சிற்றிலக்கியமும் இக்காலக் கவிதை இலக்கியமும்**

**பிரிவு – 5 முத்தொள்ளாயிரம்**

(யானை மறம் - மருப்பு ஊசி யாக, கொடிமதில் பாய்ந்துஇற்ற, அயிற்கதவம்  
பாய்ந்துழக்கி, கைக்கிளைப் பாடல்கள் – உழுத உழுத்தஞ்சேய், நாண் ஒருபால் வாங்க  
நலன் ஒருபால், ஆய்மணிப் பைம்பூண் எனத் தொடங்கும் பாடல்கள்)

நந்திக்கலம்பகம் (ஊசல், மறம் உறுப்பில் அமைந்த பாடல்கள்)

தமிழில் சிற்றிலக்கியங்கள் – சிற்றிலக்கியத் தோற்றம், சிற்றிலக்கிய வகைகள்,  
கலம்பகம், பிள்ளைத்தமிழ் – முத்தொள்ளாயிரம் - நூல்பெயர் விளக்கம், அமைப்பு,  
யானை மறம் விளக்கம், கைக்கிளை விளக்கம், - முத்தொள்ளாயிரம் – யானை மறம்  
பாடல்கள் – பாண்டியன் யானை மறம் – ஒரு பாடல், சோழன் யானை மறம் –  
ஒருபாடல், சேரன் யானை மறம் – ஒரு பாடல் – முத்தொள்ளாயிரம் – கைக்கிளைப்  
பாடல்கள் – பாண்டியன் கைக்கிளை – ஒருபாடல், சோழன் கைக்கிளை ஒருபாடல்,  
சேரன் கைக்கிளை ஒரு பாடல், - நந்திக்கலம்பகம் – ஊசல், மறம் – கலம்பக ஊறுப்புகள்  
18 விளக்கம், ஊசல் உறுப்பில் அமைந்த பாடல், மறம் உறுப்பில் அமைந்த பாடல் –  
நந்திக்கலம்பகம், தலைவன் தலைவி கூற்று – தலைவன் கூற்றுப் பாடல், தலைவி  
கூற்றப் பாடல்.



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## பிரிவு – 6 மீனாட்சியம்மை பிள்ளைத்தமிழ் (அம்புலி பருவம்)

பிள்ளைத் தமிழ் விளக்கம் – பிள்ளைத் தமிழின் பத்துப் பருவங்கள், பிள்ளைத் தமிழுக்கு அம்புலி – விளக்கம், - சாமம் என்னும் வழிமுறை – சாமம் விளக்கம், சாமம் வழிமுறைப்பாடல் – தானம் என்னும் வழிமுறை – தானம் விளக்கம், தானம் வழிமுறைப் பாடல் – பேதம் என்னும் வழிமுறை – பேதம் விளக்கம், பேதம் வழிமுறைப் பாடல் – தண்டம் என்னும் வழிமுறை – தண்டம் விளக்கம், தண்டம் வழிமுறைப் பாடல்.

## பிரிவு – 7 இக்கால மரபுக்கவிதைகளும் பாட்டு இலக்கியமும்

மரபுக் கவிதைகளும் பாட்டு இலக்கியமும் – மரபுக் கவிதைகள் விளக்கம், பாட்டுக்கள் – வள்ளலார், பாரதியார், பாரதிதாசன் – வள்ளலார் இராமலிங்க அடிகள் பாடல் – ஒருமையுடன் நினது திருமலரடி... - பாரதியார் – யாமறிந்த மொழிகளிலே – பாரதிதாசன் – காலைஇளம் பரிதியிலே... நாமக்கல் கவிஞர், கவிமணி – நாமக்கல் கவிஞர் இராமலிங்கம்பிள்ளை பாடல் – தமிழென்று சொல்லடா... - கவிமணி தேசிகவிநாயகம் பிள்ளை - புலர்ந்து விடியும் பொழுதினிலே...சுரதா, முடியரசன் – சுரதா – சுவரின்மேல் ஒட்டிக் கொண்டிருக்கும் – முடியரசன் – சாதியைத்தான் முன்வைத்துச் சான்றுகின்றார். கண்ணதாசன் – கேள்வி பிறந்தது அன்று, மருதகாசி – சமரசம் உலாவும் இடமே, பட்டுக்கோட்டையார் – சின்னப்பயலே சின்னப்பயலே...

## பிரிவு – 8 புதுக் கவிதைகளும் ஐக்கூக் கவிதைகளும்

புதுக்கவிதைகளும் ஐக்கூக் கவிதைகளும் – புதுக் கவிதைகள் விளக்கம், - நா. காமராசன் – பாற்கடல் அமுதத்தை..., அப்துல் ரகுமான் – நாற்காலியாய் இருந்தவன் ..., மீரா – மூட்டைமூட்டையாய்..., சிற்பி – அகன்ற உலகு நான்..., இன்குலாப் – பதவியூர் போகும்..., மு. மேத்தா – என்னுடைய சம்பளநாளில்..., அபி – பகல்வெளியில்



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எங்கோ..., ஈரோடு தமிழன்பன் -நீலச் சேற்றில்..., சேசாலம் - மண்ணின் வெடிப்பை..., வைரமுத்து - அவிழ்ந்த கூந்தலைஅள்ளிமுடிக்க..., ஐக்கூக் கவிதைகள் - அப்துல் ரகுமான் - இரவெல்லாம் ..., அமுதபாரதி - எரியும் பிணங்கள், மித்ரா - பசித்த குழந்தைகள், அறிவுமதி - மரம் வெட்டிய..., கழனியூரன் - அன்புடைமை...

**தொகுதி -3 உரைநடை இலக்கியம்**

**பிரிவு - 9 மு. வரதராசனாரின் “தமிழுக்கு முதல் இடம்”**

தமிழில் உரைநடை வளர்ச்சி - உரைநடையின் தோற்றம், தமிழில் கட்டுரைகள், தமிழில் மணிப்பிரவாள நடை, தமிழில் தனித்தமிழ்நடை, - மு. வரதராசனார் உரைநடை,- மொழிப்பற்று நூல் அறிமுகம், தமிழுக்கு முதல் இடம் - கட்டுரை உட்பொருள் - தமிழுக்கு முதல் இடம் - தமிழ்நாட்டுக் கோயில்களில் வடமொழி, தமிழ் இசை கருநாடக இசையாகமாறிப்போனது, தமிழ் இசைக்கு முதல் இடம், ஆட்சித் துறையில் தமிழுக்கு முதல் இடம், ஆட்சிமொழி எவ்வழி பிறகுறைகள் அவ்வழி, இதழியல் துறையில் தமிழுக்கு முதல் இடம், ஆங்கிலப் பத்திரிகைகளும் அமாவாசைச் சாமியார்களும்.

**பிரிவு - 10 பாரதிதாசனின் “அமைதி” நாடகம்**

தமிழில் உரைநடை நாடக வளர்ச்சி, - தமிழில் நாடகங்களின் தோற்றம், 20 ஆம் நூற்றாண்டில்

தமிழ் நாடகங்களின் நிலை, முத்தமிழில் நாடகத்தமிழ் விளக்கம், மௌன மொழி உலகப் பொதுமொழி. - பாரதிதாசன் என்னும் நாடக ஆசிரியர் - புரட்சிக்கவிஞரின் நாடகப் புரட்சி, பிரெஞ்சு நாடகத் தாக்கம், அமைதியின் சிறப்பு - அமைதி நாடகக்



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கதைச் சுருக்கம் – அமைதி களம் ஒன்று, களம் – இரண்டு , களம் மூன்று, களம் நான்கு, களம் ஐந்து, களம் ஆறு, களம் ஏழு, அமைதி நாடகத் திறனாய்வு.

## பிரிவு – 11 ஜெயகாந்தனின் “நான் இருக்கிறேன்” – சிறுகதை

தமிழ் உரைநடையில் சிறுகதை வளர்ச்சி – தமிழில் கதை இலக்கியத் தோற்றம், தமிழ்ச் சிறுகதைகளின் தோற்றமும் வளர்ச்சியும், சிறுகதை இலக்கணம் – தமிழ்ச் சிறுகதைகளில் ஜெயகாந்தன் – ஜெயகாந்தன் சிறுகுறிப்பு – கதை அரங்கம் அறிமும், நான் இருக்கிறேன் கதைச் சுருக்கம் – நான் இருக்கிறேன் சிறுகதை – வியாதிக்காரன் அனுபவங்கள், சாகக் கற்றுக்கொடுத்தநொண்டி, வாழக் கற்றுக்கொடுத்த வியாதிக்காரன், நான் இருக்கிறேன் அம்மா, - நான் இருக்கிறேன் – சிறுகதைத் திறனாய்வு.

## பிரிவு - 12 வா.செ.குழந்தைசாமியின் அறிவியல் தமிழ் ஆக்கம் இற்றை நிலை

அறிவியல் தமிழ் - இயற்றுதல் அறிந்தோம் புனைதல் இல்லை - தமிழில் அறிவியல் இலக்கியம் படைப்போம் - வா.செ. குழந்தைசாமி - அறிமுகம் - அறிவியல் தமிழ் - எந்தத் துறைகளைக் குறிக்கும் - அறிவியல் தமிழை உள்ளடக்கியது - தோற்றம் - கலைச்சொல்லாக்கப் பணி - விடுதலைக்குமுன் - விடுதலைக்குப்பின் - பாடநூல் நிறுவனத்தின் பங்கு - பதிப்பகங்களின் பங்கு - பல்கலைக்கழகங்களின் பங்கு - இதழ்களின் பங்கு - இலங்கைத் தமிழரின் பங்கு - கருத வேண்டியவை.

## தொகுதி 4 தமிழ் இலக்கிய வரலாறு

### பிரிவு - 13 சமய இலக்கியக் காலம் (கி.பி.700 - கி.பி 1100)

தமிழில் சமய இலக்கியங்கள் - சமண இலக்கியத் தோற்றம் - த்த இலக்கியத் தோற்றம் - தமிழில் பௌத்த இலக்கியங்கள் - வைணவ இலக்கியங்கள் - சைவ இலக்கியத்



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தோற்றம் - தமிழில் சைவ இலக்கியங்கள் - வைணவ இலக்கியத் த தோற்றம் - தமிழில் வைணவ இலக்கியங்கள் - தமிழில் இசுலாமிய இலக்கியங்கள் - தமிழில் கிறித்தவ இலக்கியங்கள்.

**பிரிவு - 14 சிற்றிலக்கியக் காலம் (கி.பி. 700 - கி.பி. 1400)**

சிற்றிலக்கியத் த தோற்றம் - சிற்றிலக்கிய வகைகள் - இலக்கண நூல்கள் - உலா - கலம்பகம் - பரணி - பிள்ளைத்தமிழ் - கோவை - தூது.

**பிரிவு - 15 உரையாசிரியர்கள் காலம் (கி.பி. 1200 கிபி. 1800)**

உரைநூல்களின் தோற்றம் - பயன்கள் - உரை வகைகள் - நக்கீரர் - இளம்பூரணர் - பேராசிரியர் - சேனாவரையர் - நச்சினார்க்கினியர் - கல்லாடர் - தெய்வச்சிலையார் - போன்றோர் - அடியார்க்கு நல்லார் - பரிமேலழகர் - பிரபந்த உரையாசிரியர்கள் - நன்னூல் உரையாசிரியர்கள்.

**பிரிவு - 16 புத்திலக்கியக் காலம் (கி.பி. 1800 - கிபி 2000)**

தமிழில் புதினம் - தமிழில் சிறுகதை - தமிழில் புதுக்கவிதைகள் - தமிழில் உரைநடைநாடகங்கள் - புதினங்கள் - சிறுகதைகள் - இலக்கியங்கள் - மரபுக் கவிதை இலக்கியங்கள் - புதுக்கவிதை இலக்கியங்கள் - தமிழில் ஐக்கூக் கவிதைகள்.

**தொகுதி 5 மொழித்திறன்கள்**

**பிரிவு - 17 கருத்துப் பரிமாற்ற மொழித்திறன்**

கருத்து விளக்கக் கட்டுரைகள் - செய்திக் கட்டுரைகள் - சொற்பொழிவு - குழு விவாதங்கள் - நண்பர்களுடன் உரையாடும் திறன் - கணினித் தமிழ் - கட்டுரை - பெண்ணியம் - தலைப்பு - தேர்ந்தெடுக்கும் முறை - தகவல்கள் சேகரிக்கும் முறை - தகவல் திரட்டல் - நகைச்சுவைத் திறன் - அவை அறிதல் - உச்சரிப்புக் கவனம் - குழு



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உடன்பட வைக்கும் நாகரிக உத்தி.

## பிரிவு - 18 அலுவலகத் தொடர்பு மடல்கள்

நட்புறவு மடல்கள் - வேண்டுகோள் மடல்கள் - குறை தெரிவிக்கும் / புகார் மடல்கள் -  
கருத்து மடல்கள் - விண்ணப்ப மடல்கள் - அலுவலகத் தொடர்பு மடல்கள் - விண்ணப்ப  
மடலின் படிநிலைகள் - தன்குறிப்பு விவரங்கள் - விண்ணப்ப மடலின் வடிவமைப்பு -  
விண்ணப்பமடல் எழுதும் முறை - குறிப்பு - வரைவு - கடிதம் - குறிப்பு மடல் -  
அலுவலக ஆணை - நேர்முகக் கடிதம்.

## பிரிவு - 19 எழுத்து - சொல் பிழைகளும் திருத்தமும்

ஒலி மயக்கம் தரும் எழுத்துக்கள் - ர,ற ஒலி மயக்கம் - ந, ன, ண ஒலி மயக்கம் -  
ல,ள,ழ,ஒலி மயக்கம் - சொல் முதலில் வரும் எழுத்து மரபுகள் - சொல் இடையில் வரும்  
எழுத்து மரபுகள் - சொற்களின் சந்திப்பு மரபுகள் - வேற்றுமைப் புணர்ச்சியும் அல்வழிப்  
புணர்ச்சியும் - உயிர்முன் உயிர் புணர்தல் - குற்றியலுகரப் புணர்ச்சி - வல்லின ஒற்று  
மிகும் இடங்களும் மிகா இடங்களும்.

## பிரிவு - 20 இலக்கிய அறிவு வினா விடை

பாடப்பகுதி தொடர்பானவை - பொதுவான தமிழ் இலக்கியம் தொடர்பானவை.

### பார்வை நூல்கள்:

1. மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அக்காதெமி, புதுடெல்லி.
2. மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம்,

மதுரை.





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3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
4. தமிழண்ணல், இனிய தமிழ்மொழியின் இயல்புகள் 1,2,3- பகுதிகள், மீனாட்சி புத்தக நிலையம், மதுரை.
5. முத்து – கண்ணப்பன்,தி.. தமிழில் தவறுகளைத் தவிர்ப்போம், பாரிநிலையம், 184, பிராட்வே, சென்னை.
6. கீ. இராமலிங்கனார், தமிழில் எழுதுவோம், கழக வெளியீடு, சென்னை.
7. செ. முத்துவீராசாமி நாயுடு, ஆவணங்களும் பதிவுமுறைகளும், கழக வெளியீடு, சென்னை.
8. டாக்டர் சு. பாலசுப்பிரமணியன், தகவல் தொடர்புக் கல்வி, மாநிலப் பள்ளிசாராக் கல்விக் கருவூலம், சென்னை.
9. எஸ். கலைவாணி, இதழியல் உத்திகள், பராசக்தி வெளியீடு, குற்றாலம்.
10. டாக்டர் அ. சாந்தா, டாக்டர் வீ. மோகன், மக்கள் ஊடகத் தொடர்பியல் புதிய பரிமாணங்கள், மீடியா பப்ளிகேஷன்ஸ், மதுரை.
11. பி.எஸ். ஆச்சார்யா, உயர்வுதரும் உரையாடல்கலை, நர்மதா பதிப்பகம், சென்னை.
12. மு. முத்துக்காளத்தி, பேசுவது எப்படி, கண்ணம்மாள் பதிப்பகம், பாரி நிலையம், சென்னை.

## இணையத் தளங்கள்/மின்னூலகங்கள்

1. [www.tamilvu.org](http://www.tamilvu.org)
2. [www.tamildigitallibrary.in](http://www.tamildigitallibrary.in)



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3. <https://www.tamiluniversity.ac.in/english/library2-/digital-library>
4. <https://www.tamilelibrary.org>
5. [www.projectmadurai.org](http://www.projectmadurai.org)

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## பாடத்தினைப் படிப்பதால் விளையும் பயன்கள்

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- CLO1. தமிழிலுள்ள இக்கால இலக்கிய வகைகளான மரபுக் கவிதை, புதுக் கவிதை, சிறுகதை, நாவல், கட்டுரை , நாடக இலக்கியம் பற்றி மாணவர்கள் விரிவாக எடுத்துரைப்பார்கள்.
- CLO2. புதுமைப்பித்தன், பிரபஞ்சன், மகாகவி பாரதியார், பாவேந்தர் பாரதிதாசன், கவிமணி தேசிக விநாயகம் பிள்ளை ஆகியோர் படைப்புகள் பற்றி எடுத்துரைப்பர்.
- CLO3. மு.வ. , திரு.வி.க. ஆகியோரின் தமிழ் நடையின் சிறப்புகள் பற்றி எடுத்துரைப்பர்.

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**Course Title** : Foundation in English-I (Literature and Grammar)  
**Course Code** : BFEGN-11  
**Course Credit** : 6

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## Course Objective

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- CO1. To make the learners aware of the history of England
- CO2. To cultivate the creativity among the learners
- CO3. To improve the reading skills of the learners
- CO4. To enhance the vocabulary of the learners
- CO5. To make the learners read and write in English

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## COURSE SYLLABUS

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### BLOCK I: Brief History of England

Tudor England- Stuart England -Restoration England -Revolutions -Eighteenth Century-19<sup>th</sup> Century Education- 20<sup>th</sup> Century

### BLOCK II: Literary Texts

R.K. Narayan- *An Astrologer's Day* and Sarojini Naidu - *Bangle Sellers*

### BLOCK III: Reading Comprehension

Definition of Comprehension- Types of Comprehension- Reading Materials- Vocabulary- Critical Reading- Effective Reading- Exercises

### BLOCK IV: Functional Grammars and Vocabulary

Parts of Speech- Tenses-Articles -Prepositions and Linkers –Punctuation-Common Mistakes -Polite Expression-Affixes

### BLOCK V: Language Skills

Reading Skills: SQ3R Technique -Writing Skills -Dictionary Use

## REFERENCES

1. Narayan R.K. *Short Story Collections*.
2. Sarojini Naidu. *Bangle Sellers*
3. Sinha C.A. Reading Comprehension. Prabhat Prakashan.
4. Xavier A.G. *An Introduction to the Social History of England*. Viswanathan S. Printers, Chennai. 2009.



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## WEB RESOURCES

1. <https://www.digimat.in/nptel/courses/video/109106124/L01.html>
2. <https://www.digimat.in/nptel/courses/video/109106138/L46.html>
3. <https://www.coursera.org/lecture/multimodal-literacies/9-2-learning-to-read-reading-for-meaning-HdG3O>
4. <https://nptel.ac.in/courses/109/107/109107172/>

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## Course Outcome

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On successful completion of the Course, the learners will be able to:

- CLO1. describe the history of England
- CLO2. critically analyse the literary texts
- CLO3. use the words correctly
- CLO4. write in flawless English

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**Course Title : Principles of Management**

**Course Code : BBAMN 11**

**Course Credit : 6**

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**Course Objective :**

- 
- CO 1. Explain the evolution of management thoughts and its various dimensions
  - CO 2. Discuss the process of planning and decisions making in an organisation
  - CO 3. Enumerate the organising process and establish relationship between staff and line.
  - CO 4. Order an entire process of staffing and list out the components of directing and its essential applications
  - CO 5. State the techniques and process of controlling and coordination
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**Course Syllabus :**

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**BLOCK I: Overview of Management Concepts**

Management – meaning- Features, functions – Management as an art, science, profession – Evolution of Management Thoughts

**BLOCK II: Planning & Decision Making**

Planning – introduction, Process, importance, nature and scope, types, steps in Planning – Types of Plan - Management By Objectives (MBO) - Decision making – Types of decisions - decision making process - difficulties in decision making.

**BLOCK III: Organisation**

Organising – Features, importance – Principles of organisations – types – Organisation structure – Delegation – Span of Management – Line and staff relationship – Use of staff units and committees

**BLOCK IV: Staffing & Directing**

Staffing – Manpower Planning – Sources and Methods of recruitment – Selection process – Training and Development - Directing – Nature and purpose – Communication process

**BLOCK V: Controlling& Coordination**

Controlling – Significance and limitations of Control – Control process –Types of Control - Requirements of a good Control System- Budgetary and non- budgetary



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control- Coordination- Needs and Importance - Types and techniques requisites for excellence of Coordination

## References:

1. DinkarPagare, (2015), Principles of Management, Sultan Chand & Sons, New Delhi.
2. Gupta, C.B., (2014), Management Theory and Practice, Fourteenth Edition, Sultan Chand & Sons, New Delhi.
3. Harold Koontz, Cyril O'Donnell and Heinz Wehrich,(2017),Essentials of Management, 5th Revised Edition, McGraw-Hill Inc., US, (ISE Editions).
4. L.M. Prasad, (2015), Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
5. S.A. Sherlekar&Sherlekar V.S, (2014),Principles of Business Mangement, 3rd Edition, Himalaya Publishing House Pvt. Ltd, Mumbai.
6. TripathiP.C,( 2017), Principles of Management, 6<sup>th</sup> Edition, Tata McGraw Hill Education private limited, 7<sup>th</sup> west Patel Nagar, New Delhi.
7. P C Tripathi P N Reddy, (2012), Principles of Management, 5<sup>th</sup> Edition ,Tata McGraw Hill Education private limited, 7<sup>th</sup> west Patel Nagar, New Delhi.

## Web Resources:

1. <https://open.lib.umn.edu/principlesmanagement/>
2. <https://www.fluentu.com/blog/language-moocs/>
3. <https://ascelibrary.org/doi/full/10.1061/%28ASCE%29LM.1943-5630.0000160>
4. <https://www.slideshare.net/MohamedElhanfy/staffing-and-directing>
5. <https://nios.ac.in/media/documents/srsec319new/319EL14.pdf>

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## Course Outcome :

- CLO 1. Integrate management principles into management practices
- CLO 2. Apply the skills necessary for carrying out effective management planning and decision-making in an organisation
- CLO 3. Draw the different organisation structure and analyse the relationship between staff and line.
- CLO 4. Critically analyse the staffing process and significant role of directing process in an organisation.
- CLO 5. Summarise the controlling and coordination techniques and its usefulness for attaining the goals of organisation.

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**Course Title : Financial and Management Accounting**

**Course Code : BBAMN 12**

**Course Credit : 8**

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**Course Objective :**

- CO 1. Explain the fundamental concepts of financial accounting and contrast between bookkeeping and accounting
- CO 2. Discuss the methods of preparing trial balance and final account statement
- CO 3. Explain the concepts and importance of management accounting and apply the various ratio for analyse financial performance of organisation
- CO 4. Categorise sources and application of funds for preparing fund and cash flow statement
- CO 5. Contrast absorption and marginal costing and discuss the methods of budgetary control.

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**Course Syllabus :**

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**BLOCK I: Fundamentals of Financial Accounting**

Financial Accounting – meaning – objectives - scope of financial accounting. Basic Accounting concepts – Double Entry Book-Keeping -Journal - Ledger and Subsidiary books – Accounting equation- Meaning and role of debit and credit Differences between book-keeping and accounting.

**BLOCK II: Trial Balance**

Introduction , Meaning , Objectives of preparing a trial balance , - Methods of preparing a trial balance - Rectification of errors – Trading account – Profit and loss account – Balance sheet – Preparation of final accounts.

**BLOCK III: Fundamentals of Management Accounting**

Management accounting – Meaning and scope - Distinction between Management Accounting and Financial Accounting- Ratio analysis – Nature of analysis – Classification of ratios- Steps in Ratio Analysis – Liquidity, Profitability, Turnover and Capital structure ratio – Interpretations.

**BLOCK IV: Fund Flow and Cash Flow Analysis**

Fund flow analysis – Concept of funds – Schedule of changes in working capital -



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Sources and Application of funds – Preparation of funds flow statements- Cash flow analysis- Cash from operations - Preparation of Cash Flow Statement - Format of Cash Flow Statement

## **BLOCK V:Marginal Cost and Budget**

Introduction - Concept of Marginal Costing -Characteristics of Marginal Costing , Difference between Absorption Costing and Marginal Costing -Cost-volume-Profit (CVP) relationship – Break-even analysis.

Budget and budgetary control – advantages and limitations – Essential features ofBudgetary Control- Steps in budgetary Control -Classification and preparation of budgets

### **References:**

1. Finney,H.A.; Miller,Herbert E., (1953), Principles of Accounting, Introductory, 5<sup>th</sup> Edition Prentice-Hall., New York.
2. S.P Jain & K.L. Narang ,(2016), Advanced Accountancy Principles of Accounting, Kalyani Publishers / Lyall Bk Depot, New Delhi.
3. Dr.S.N.Maheswari, (2016),Management Accounting and Financial Control, Sultan Chand & Sons Pvt. Ltd., New Delhi.
4. Shashi K. Gupta & R.K. Sharma, (2016), Management Accounting Principles & Practice, 13<sup>th</sup> Revised Edition, Kalyani Publishers / LyallBk Depot, New Delhi.
5. M C Shukla, S C Gupta & T S Grewal, (2016), Advanced Accounts Volume I,19<sup>th</sup> Edition, S. Chand Publishing, New Delhi.

### **Web Resources**

1. <https://www.mygreatlearning.com/blog/difference-between-financial-and-management-accounting/>
2. <https://www.guru99.com/the-trial-balance.html>
3. <https://www.readkong.com/page/mooc-fundamentals-of-financial-and-management-accounting-5410675>
4. <https://www.udemy.com/course/cash-flow-fund-flow-a-complete-study/>
5. <https://mooc.es/course/budgeting-essentials-and-development/>





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## Course Outcome :

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- CLO 1. Provide an in-depth view of the process in the financial accounting of the firm
- CLO 2. Develop the analytical skills in the accounting equation, preparation of trial balance and final accounts statement.
- CLO 3. Summarize the functions of management accounting and practices and interpret the financial statement using ratio analysis to show the financial performance.
- CLO 4. Apply methods to analyse cash and fund flow statements of a business firm
- CLO 5. Apply techniques of marginal costing for making decisions and prepare budgets of different types.

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**Course Title : Managerial Economics**

**Course Code : BBAMN 13**

**Course Credit : 6**

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**Course Objective :**

- CO 1. Explain the fundamental concept of managerial economics and its role. Draw the relationship between Micro, Macro and Managerial Economics. State the demand analysis and types of elasticity of demand.
- CO 2. Explain the concepts of increasing, diminishing, and negative marginal returns and the law of diminishing marginal returns.
- CO 3. Distinguish between short-run and long-run production decisions and illustrate their impact on costs and economies of scale.
- CO 4. Evaluate the various pricing strategies and pricing output decisions under market condition
- CO 5. Identify methods of pricing strategies and recognise the profit planning process.

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**Course Syllabus :**

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## **BLOCK I: Introduction & Demand Analysis**

Definition and Scope of Managerial Economics – Relationship between Micro, Macro and Managerial Economics - Role and responsibility of Managerial Economist - Demand Analysis – Law of demand – Price, Income and Cross Elasticity of demand - Demand Forecasting - meaning and methods

## **BLOCK II: Production Function**

Factors of Production – Law of Production Function - Law of increasing returns – Law of constant returns - Law of diminishing returns – Least combination – Economics of Scale

## **BLOCK III: Supply & Cost Analysis**

Supply – Law of Supply - Supply determinants – Elasticity of supply – cost analysis – Different cost concepts – Cost output relationship – Short run and long run – Revenue curves of firms

## **BLOCK IV: Market Structure**

Market Structure and it's classifications – Pricing under perfect competition – Pricing



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under monopoly – Comparison of perfect competition and monopoly – Features of Monopolistic Competition –Pricing under Monopolistic competition – Oligopoly

## **BLOCK V: Pricing & Profit Analysis**

Pricing Policy and Methods — General consideration of pricing – methods of pricing – Dual pricing –Pricing in different stages of life cycle of a Product - Price discrimination - Profit - Nature of Profit -Profit Planning -Break Even Analysis- Concept of Profit Maximisation - Profit Forecasting

### **References:**

1. K KDewett& M H Navalur,(2006), Modern Economic Theory, S. Chand Publishing, New Delhi.
2. P L Mehta ,(2016), Managerial Economics. Analysis, Problems and Cases, Sultan Chand & Sons, New Delhi.
3. V Mote, Samuel Paul , G. Gupta, (2017),Managerial Economics : Concepts & Cases, Tata McGraw-Hill Publishing Company limited, New Delhi.
4. Dr.S.Sankaran, (2012), Business Economics, 3rd Edition, Margham Publications, Chennai.
5. R.L. Varshney , K.L. Maheshwari, (2014), Managerial Economics, 19<sup>th</sup> Edition Sultan Chand & Sons, New Delhi .

### **Web Resources:**

1. <https://www.my-mooc.com/en/mooc/demand-and-supply-analytics/>
2. <https://learnmech.com/production-management-definition-function-and-scope>
3. <https://baelearn.uncg.edu/wordpress/scm432/week-six-scm-652/price-and-cost-analysis/cost-analysis/>
4. <https://corporatefinanceinstitute.com/resources/knowledge/economics/market-structure/>
5. <https://www.unitedcapitalsource.com/blog/pricing-profit-margins/>

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### **Course Outcome :**

- CLO 1. Comprehend the concepts of managerial Economics. Analyze the demand and supply conditions and assess the position of a company.
- CLO 2. Summarize the law of diminishing marginal returns.
- CLO 3. Demonstrate the costs and economics of scale and recognize the production function, supply and cost analysis in a firm.



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- CLO 4. Examine the concept of price and output decisions of firms under various market structures.
- CLO 5. Discover the pricing in different stages of product life cycles and apply techniques and tools for maximising profit.

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## BBA Marketing Management - II Year Syllabus

**Course Title** : Business Communication

**Course Code** : BBAMN 21

**Course Credit** : 6

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**Course Objective** :

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- CO 1. State an overview of prerequisites to business communication.
  - CO 2. Compose professional business documents including letters and orders
  - CO 3. State the types of business correspondence.
  - CO 4. Equip the ways to draft business reports.
  - CO 5. Discuss the strategic importance of E – Communication.
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**Course Syllabus** :

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### **BLOCK I: Business Communication**

Business Communication – Meaning – Objective and scope – Methods of communication – Types – Barriers – Principles of communication – communication process.

### **BLOCK II: Business Correspondence**

Layout of a letter – Business Inquiries and Replies – Quotations – Order – Execution of orders – Cancellation of orders – Claims – Adjustments and settlement of accounts – Sales letters – Circular letters.

### **BLOCK III: Banking and Insurance Correspondence**

Collection letters – Application letters – Import Export correspondence – Bank Correspondence – Insurance correspondence.

### **BLOCK IV: Report Writing**

Report writing – Reports by Individual – Committees – Annual Report – Press report – Speeches – Preparation of Agenda – Quorum - Minutes.

### **BLOCK V:E-Communication**

Strategic Importance of E-Communication - Email, Text Messaging, Slide or Visual Presentation - Internet - Video conferencing - Group Discussion – Social Networking.



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## References:

1. Lesikar, R.V. & Flatley, M.E., (2002) Basic Business Communication Skills for Empowering Internet Generation, 9th Edition, Tata McGraw Hill Publishing Company Ltd, New Delhi.
2. PattanShetty C.S & Ramesh M.S., (1999), Effective Business English and correspondence, R. Chand & Company, New Delhi.
3. R S N Pillai, Vbagavathi, (2010), Modern Commercial Correspondence, S. Chand Publishing, New Delhi.
4. N.S.Raghunathan & B.Sanathanam, (2013), Business Communication, Margham Publications, Chennai.
5. Rajendra Pal, J. S. Korlahalli, (2015), Essentials of Business Communication, 13<sup>th</sup> Edition, Sultan Chand & Sons, New Delhi.
6. R C Sharma Krishna Mohan, (2002), Business Correspondence and Report Writing, Tata McGraw-Hill Education, 3<sup>rd</sup> Edition, 7<sup>th</sup> west Patel Nagar, New Delhi.
7. Robert L. Shurter, (1948), Effective letters and Business, McGraw Hill Co, US

## Web Resources:

1. <https://harappa.education/harappa-diaries/business-communication-and-its-importance/>
2. <https://correspondence-software.com/correspondence-management/>
3. <https://www.toppr.com/guides/business-communication-and-ethics/business-correspondence/insurance-correspondence/>
4. <https://accountlearning.com/reporting-system-process-or-stages-of-writing-report/>
5. <https://www.eyerys.com/articles/web-communication-protocols>

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## Course Outcome :

- 
- CLO 1. Comprehend the principles and process of business communication.
  - CLO 2. Enhance the skill to write an effective business letter
  - CLO 3. Draft business circular and layouts
  - CLO 4. Demonstrate the acquired knowledge on report preparation
  - CLO 5. Illustrate the different types of e-communication techniques in organisation.

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**Course Title : Elements of Insurance**

**Course Code : BBAMN 22**

**Course Credit : 6**

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**Course Objective :**

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- CO 1. Recognise a perspective of the insurance mechanism.
  - CO 2. Describe the scope of life insurance, its appropriate use and administration.
  - CO 3. Explain about an insurance contracts and provisions of property-liability insurance, life and health insurance, and employee benefit plans.
  - CO 4. Discuss about the principles and types of policies under marine insurance
  - CO 5. Explain the concepts of Miscellaneous Insurance and its recent developments of in India.
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**Course Syllabus:**

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**BLOCK I: Insurance**

Meaning and Definition of Insurance - Concept of Risk and uncertainty – Classification of Risk – Principles of Insurance – Types of Insurance – Reinsurance – Double Insurance.

**BLOCK II: Life Insurance**

Life Insurance – Features of Life Insurance Contract – Proposal and Policy conditions – Assignment and Nomination – Classification of Policies – Title and Claims – Lapses and revivals – Surrender value and loans on policies – Role and functions of Life Insurance Corporation – Life Insurance in Private Sector.

**BLOCK III: General Insurance**

General Insurance – Different types of General Insurance- General Insurance Vs Life Insurance – Fire Insurance – Principles of Fire Insurance –Elements of Fire Insurance Contract – Types of Fire Policies – Accidents and Motor Insurance – Personal Accident Insurance-Nature, disclosure, terms and conditions, claims and recovery; Third Party Insurance.

**BLOCK IV: Marine Insurance**

Meaning of Marine Insurance – Principles of Marine insurance – Types of Policies – Marine Losses and Claims.



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## **BLOCK V: Miscellaneous Insurance**

Miscellaneous Insurance – Crop – Live stocks – Burglary – Economic Liberalisation and Recent developments of Insurance in India – Role of Insurance Regulatory Development Authority.

### **References:**

1. M C Kuchhal and VivekKuchhal, (2018),Elements of Business Law, 7<sup>th</sup> Edition, Vikas Publishing, New Delhi.
2. M.N. Mishra, (2007),Insurance Principles and Practices (Revised Edition), S.Chand& Company Ltd, New Delhi.
3. P.S. Palande,RS SHAH and ML Lunawat, (2003),Insurance in India, SAGE Publications Pvt. Ltd, California.
4. G.S.Panda, (2013)Principles and practices of Insurance, Kalyani Publishers, Ludhiana.
5. P. Periyasamy,(2013)Principles and Practices of Insurance, Himalaya Publishing House,New Delhi.
6. D.C. Srivastava and ShashankSrivastava (2001)Indian Insurance Industry: Transition & Prospects, New Century Publications, New Delhi.

### **Web Resources:**

1. <https://coverager.com/the-five-elements-of-modern-insurance/>
2. <https://theunitedsoftware.com/insurance-management-system/>
3. <https://idoc.pub/documents/insurance-management-system-qvnd83v63jlx>
4. <https://www.tradefinanceglobal.com/freight-forwarding/marine-insurance/>
5. <https://www.coverwallet.com/general/miscellaneous-insurance-policy>

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### **Course Outcome :**

- CLO 1. Create an idea about insurance and its types.
- CLO 2. Compare and contrast the types of life assurance available in the market.  
Apply the life assurance knowledge and skills in different scenarios.
- CLO 3. Demonstrate knowledge of insurance contracts and provisions, and the features of property-liability insurance, life and health insurance, and employee benefit plans.
- CLO 4. Acquaint the understanding of marine insurance and its policies
- CLO 5. Summarize the concepts of miscellaneous Insurance and role of IRDA

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**Course Title : Marketing Management**

**Course Code : BBAMN 23**

**Course Credit : 6**

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**Course Objective :**

- 
- CO 1. Explain the fundamentals of the marketing management
  - CO 2. Discuss the consumer buying behaviour in the market place and marketing mix
  - CO 3. Explain the stages of the product life cycle and marketing mix for a particular product or service.
  - CO 4. State different pricing policy and the channels of distribution
  - CO 5. List out different promotion mix (advertising, sales promotion, public relations, personal selling and direct marketing etc.) for the product.
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**Course Syllabus :**

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## **BLOCK I: Introduction to Marketing management**

Marketing: Meaning, Nature and Scope – Marketing Management – Functions of Marketing – Types of Markets - Difference between Marketing and Selling - Various Environmental Factors affecting Marketing Function

## **BLOCK II: Buying Behaviour & Market Segmentation**

Buyer behaviour – Factors influencing buyer behaviour – Buying Motives – Stages of buying decision process - Market segmentation – Need and basis of Segmentation – Concept of Marketing Mix – Marketing Strategy.

## **BLOCK III: The Product**

Product – Definition – Classification – Consumer Goods – Industrial goods – Product Life Cycle – Product Mix – Product Planning – Branding – Packaging – Developing new Products

## **BLOCK IV: Pricing & Physical Distribution**

Pricing – Objectives – Pricing Policies and Procedures – Factors influencing pricing decisions – New product pricing – Psychological aspects in pricing.

Physical distribution – Channels of distribution – Types of Channel – Channel Policy – Wholesalers, Retailers and Middle men and their functions.



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## BLOCK V: Promotion

Promotion – Advertising – Personal Selling – Sales Promotion – Publicity- Recent Trends in Marketing: E-marketing, Relationship marketing, Mobile marketing.

### References:

1. Gupta C.B. Nair N. Rajan,( 2020 ), *Marketing Management - Text & Cases, 19th edition*, Sultan Chand & Sons, New Delhi .
2. Philip Kotler &Kevin Lane Keller, (2016), *Marketing Management*, 15<sup>th</sup>Edition, Pearson Education India, Noida
3. V S Ramaswamy& S Namakumari, (2010), *Marketing Management*, 4<sup>th</sup> Edition, Om Books International, New Delhi.
4. Rustom S. Davar, (1993), *Modern Marketing Management*, Ubs Publishers' Distributors Pvt.Ltd, New Delhi.
5. S.A. Sherlekar& R. Krishnamoorthy (2015), *Principles of Marketing*, Himalaya Publishing House Pvt. Ltd.,Mumbai

### Web Resources:

1. <https://www.projectmanager.com/blog/what-is-marketing-management>
2. <https://www.linkedin.com/pulse/buying-behavior-based-segmentation-pricing-rajesh-tripathi>
3. <https://www.productplan.com/glossary/what-is-a-product/>
4. <https://phdessay.com/pricing-and-distribution/>
5. <https://www.toppr.com/guides/business-studies/marketing/promotion/>

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### Course Outcome :

- CLO 1. Developed understanding of various facts of marketing management.
- CLO 2. Identify the dynamics of buying behaviour and demonstrate how concepts may be applied to marketing strategy.
- CLO 3. Illustrate the product life cycle and identify appropriate marketing mix for a product.
- CLO 4. Analyse the pricing policy, channels of distribution and their suitability for the company's product.
- CLO 5. Prepare suitable promotional mix for a product

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# Tamil Nadu Open University

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**Course Title : Personal Selling & Salesmanship**

**Course Code : BBAMN 24**

**Course Credit : 6**

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**Course Objective :**

- 
- CO 1. Evaluate the ethical circumstances commonly seen in Personal selling.
  - CO 2. Develop the steps of sales cycle – prospecting, presenting, closing and follow up.
  - CO 3. Enlighten the duties and responsibilities of a sales person and the ways to improve to sales attributes.
  - CO 4. Point out the sales pipeline.
  - CO 5. Acquaint the selling as a career with its career opportunities.

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**Course Syllabus :**

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**BLOCK I: Foundation of Personal Selling**

Personal Selling: Objective – Nature and Scope – Theories of Personal Selling – AIDAS Theory – Right set of circumstances Theory – Buying formula theory – Advertising & Personal Selling – Difference between Personal Selling, Salesmanship and Sales Management- Characteristics of a good salesman- types of salespersons.

**BLOCK II: Selling Process**

Steps in Personal Selling: Prospecting - Pre-approach – Approach – Presentation and demonstration – Handling Objectives – Closing – Follow up

**BLOCK III: Sales Attributes**

Duties and Responsibilities of Sales Personnel – Functions – Attributes and characteristics of effective sales staff- Ways to improve sales attributes.

**BLOCK IV: Sales Reports**

Reporting – Handling daily sales task – sales manual – Travel plan preparations – Preparations of periodic reports – sales meetings.

**BLOCK V: Selling as a Career**

Selling as a Career – Advantages and Disadvantages – Career Opportunities.



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## References:

1. Dr.S.L. Gupta, (2010), Sales and Distribution Management, 2<sup>nd</sup> Edition, Excel Books, Bengaluru.
2. Philip Kotler & Kevin Lane Keller, (2016), Marketing Management, 15<sup>th</sup> Edition, Pearson Education India, Noida.
3. Dr. B. Varadharajan and Dr. D. Amarchand (1982) An Introduction to Marketing, Vikas Publishing House Pvt Ltd, Chennai.
4. Brian Tracy, (2006), The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible, HarperCollins Publishers, US.

## Web Resources

1. <https://www.shiprocket.in/blog/personal-selling/>
2. <https://www.slideshare.net/abhi23agrawal/selling-process-30901929>
3. <https://blog.similartech.com/5-must-have-attributes-for-sales-management-leaders/>
4. <https://www.freshworks.com/crm/sales/sales-reports/>
5. <https://gfsdeliver.com/ecommerce/>

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## Course Outcome :

- CLO 1. Identify the concepts of sales management, personal selling and sales task.
- CLO 2. Recognize the steps in selling process
- CLO 3. Demonstrate and present a product in to the market.
- CLO 4. Report the sales related activities to higher management.
- CLO 5. Enumerate the career opportunities in job market.



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**Course Title : Product Management**

**Course Code : BBAMN 25**

**Course Credit : 6**

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**Course Objective :**

- CO 1. Apply the fundamental concepts of products and manager's role in product pricing, sales, and promotion.
- CO 2. Explain the unique marketing requirements of each stage in the product life cycle.
- CO 3. Explain how new products are planned and evaluate the new product ideas.
- CO 4. Describe the process and methods of brand management, including how to establish brand identity and build brand equity.
- CO 5. Develop the product positioning strategies among the competitors.

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**Course Syllabus :**

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**BLOCK I: Introduction to Product**

Product: Definition, Classification, Benefits, Dimensions – Product Line Decisions – Product Mix Decisions – Product Modifications – Product Elimination – Role of Product Managers.

**BLOCK II: Product Life cycle**

Product life cycle – Phases of product life cycle- Positioning – Usefulness, Elements, Methods & Product Positioning – Developing Product Plans – Product Policy –

**BLOCK III: New Product Development**

New Product Development - New Product Development process : Generation of Ideas – Preliminary Screening – Feasibility Testing – Concept Development and Testing - Evaluation – Development – Test - Marketing – Commercialization- Succeed and failure factors of new products.

**BLOCK IV: Branding**

Branding – Benefits- Selection of Brand Name – Brand Image – Brand equity – Brand positioning Strategies –Branding Challenges.



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## **BLOCK V: Positioning**

Packaging and Labeling – Packing strategies- Methods, Latest Trends in Packaging – Positioning maps and positioning strategies- Future Trends in Product Management.

### **References:**

1. Dale Littler & Phillip Allen, (1985), Marketing and Product development, 1st Revised Edition, Humanities Press, London.
2. Philip Kotler & Kevin Lane Keller, (2016), Marketing Management, 15th Edition , Pearson Education India, Noida.
3. RamanujMajumdar, (2008), Product Management in India, 3rd Edition , PHI Publications, New Delhi.
4. Stephen Morse, (1998), MIA Series Successful Product Management, 2nd Edition, Kogan Page, London.

### **Web Resources**

1. <https://alistapart.com/article/product-management-for-the-web/>
2. <https://www.sap.com/insights/what-is-product-lifecycle-management.html>
3. <https://in.video.search.yahoo.com/search/video?fr=mcafee&ei=UTF-8&p=new+product+developemen+in+product+management&vm=r&type=E211IN826G0#id=1&vid=c8546d38dd00bf8f6861139d0f84d44d&action=click>
4. <https://www.investopedia.com/terms/b/brand-management.asp>
5. <https://www.qualtrics.com/au/experience-management/product/positioning/>

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### **Course Outcome :**

- CLO 1. Identify the manager's role in the product Management.
- CLO 2. Enlist the challenges with using product lifecycle in marketing at present to understand how a firm manages its product mix.
- CLO 3. Enumerate the approaches to generate new product ideas and commercialize new product development.
- CLO 4. Create the brand positioning framework to develop a brand, keep it relevant, expand a brand internationally, and reposition a brand.
- CLO 5. Identify and implement the tools and metrics to analyze competitors and develop positioning strategies.



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**Course Title :Environmental Studies**

**Course Code :CCEN**

**Course Credit : 4**

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## **Course Objective**

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- CO 1. Develop a comprehensive understanding of environment studies and public awareness about environment collective response for its protection.
  - CO 2. Provide a dynamic window onto the changing natural and social environments that comprises our world.
  - CO 3. Describe and identify the organisms with similar needs that compete for resources.
  - CO 4. Engage directly with key contemporary issues - such as globalisation, climate change, environmental management and cultural transformation - whilst also developing valuable analytical and communication skills.
  - CO 5. Determine the flexibility to tailor your module choices to your academic interests.
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## **Course Syllabus:**

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**Unit 1: Multidisciplinary nature of environmental studies:** Definition, scope and importance - Need for public awareness

### **Unit 2: Natural Resources:**

- Renewable and non-renewable resources: Natural resources and associated problems.
  - a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
  - b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
  - c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
  - d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.



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e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.

f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

## Unit 3: Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem: - a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

## Unit 4: Biodiversity and its conservation:

- Introduction – Definition: genetic, species and ecosystem diversity.
- Bio- geographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values • Biodiversity at global, National and local levels.
- India as a mega-diversity nation
- Hot-spots of biodiversity.
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

## Unit 5 : Environmental Pollution:

- Definition
- Cause, effects and control measures of: - a. Air pollution b. Water pollution c. Soil pollution
- Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards





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- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management: floods, earthquake, cyclone and landslides.

## **Unit 6: Social Issues and the Environment:**

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case Studies
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust- Case Studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and control of Pollution) Act
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation.
- Public awareness.

## **Unit 7: Human Population and the Environment:**

- Population growth, variation among nations.
- Population explosion – Family Welfare Programme.
- Environment and human health.
- Human Rights.
- Value Education.
- HIV/AIDS.
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.



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- Case Studies.

## Unit: 8 Field Work Visit:

- Visit to a local area to document environmental assets-river / forest/ grassland/ hill / mountain

## References

1. Brusseau, M.L., Pepper, I.L., and Gerba, C.P. (2019). Environmental and Pollution Science, 3rd Edition. Academic Press, USA. (pp. 1-520).
2. Divan, S. and Rosencranz, A. (2002). Environmental Law and Policy in India: Cases, Material & Statutes, 2nd Edition. Oxford University Press, India. (pp. 1-837).
3. Gadgil, M., and Guha, R. (1993). This Fissured Land: An Ecological History of India. University of California Press, Berkeley, USA. (pp. 1-245).
4. Raven, P.H, Hassenzahl, D.M., Hager, M.C, Gift, N.Y., and Berg, L.R. (2015). Environment, 8th Edition. Wiley Publishing, USA. (pp. 1-472).
5. Singh, J.S., Singh, S.P., and Gupta, S.R. (2017). Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi. (pp.1-842)

## Web Resources:

1. [https://www.iare.ac.in/sites/default/files/lecture\\_notes/IARE\\_ENS\\_LLECTURE\\_NO\\_TES.pdf](https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_ENS_LLECTURE_NO_TES.pdf)
2. <https://archive.nptel.ac.in/courses/127/105/127105018/>

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## COURSE OUTCOME

### *On completion of this course, the students will be able to:*

- CLO1.Acquiring wide knowledge on natural processes and resources that sustain life and govern economy.
- CLO2.Appreciate the consequences of human actions on the web of life, global economy, and quality of human life.
- CLO3.Develop critical thinking for shaping strategies (scientific, social, economic, administrative, and legal) for environmental protection, conservation of biodiversity, environmental equity, and sustainable development.
- CLO4.Inculcate values and attitudes towards understanding complex environmental economic- social challenges, and active participation in solving current environmental problems and preventing the future ones.
- CLO5.Adopt sustainability as a practice in life, society, and industry.

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## **BBA Marketing Management - III Year Syllabus**

**Course Title : Sales and Distribution Management**

**Course Code : BBAMN 31**

**Course Credit : 8**

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### **Course Objective :**

- 
- CO 1. Discuss the basic concepts of sales Management.
  - CO 2. Develop a sound sales and distribution policy for managing sales force and channels
  - CO 3. Enumerate the Compensation and Motivation of Sales Force.
  - CO 4. Evaluate the design and distribution channel strategy.
  - CO 5. Acquaint the methods to manage the channels effectively
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### **Course Syllabus :**

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#### **BLOCK I: Basic Concepts of Sales Management**

Evolution of Sales Management – Nature, Role and Importance – Sales Manager's Duties and Responsibilities – Functions of a Sales Manager – Types of sales manager-Managing the Sales Force – Sales Organization

#### **BLOCK II: Sales Force Management**

Need for Sales Force - Sales force planning-Recruitment and Selection of Sales Force – Importance of sales Training - Selection Process – Training of Salesman – Importance of Training - Methods of Training

#### **BLOCK III: Compensation & Motivation**

Compensation and Motivation of Sales Force – Methods of Compensation -Incentive to Sales Persons – Motivation of sales force - Evaluation of Sales Force – Performance Appraisal – Sales Budget, Sales Quota & Sales Territory.

#### **BLOCK IV: Distribution Concepts**

Meaning Scope and Importance – Elements of Distribution Management – Types of distribution - Channel Objectives - functions - Selection of Channel Members.



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## **BLOCK V: Channels of Distribution**

Distribution Channel - Meaning – Types of Intermediaries: Wholesaler and Retailer – Their Role & Importance - Types of Wholesalers - Kinds of Retailers - Other intermediaries: Brokers, Commission Agents, Dealers, Sole Selling Agents.

### **References:**

1. S.A. Chunawalla, (2011), Sales Management, 5<sup>th</sup> Revised Edition ,Himalaya Publishing House, Mumbai.
2. Das Gupta, (2004) Sales Management: In the Indian Perspective, Prentice-Hall of India Pvt.Ltd, Chennai.
3. Dr. S.L. Gupta Dr.S.L. Gupta, (2010),Sales and Distribution Management, 2<sup>nd</sup> Edition, Excel Books, Bengaluru.
4. Richard R. Still, Edward W.Cundiff and Norman A.P. Govoni, (1969),Sales Management , 2<sup>nd</sup> Edition , Prentice Hall, New Jersey, USA.
5. Tapan K. Panda, Sunil Sahadev, (2006)Sales and Distribution Management, Oxford University Press, Chennai.

### **Web Resources:**

1. <https://mooc.es/course/sales-management/>
2. <https://mooc.es/course/sales-force-management/>
3. <https://www.coursehero.com/study-guides/boundless-management/compensation-and-motivation/>
4. <https://www.netsuite.com/portal/resource/articles/erp/distribution-management.shtml>
5. <https://www.businessmanagementideas.com/marketing/channels/channels-of-distribution-definition-and-characteristics-products-marketing/11636>

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### **Course Outcome :**

- CLO 1. Critically analyse the functions, duties and responsibilities of sales manager.
- CLO 2. Manage sales force of the organisation.
- CLO 3. Identify the methods of compensation and incentives for sales force.
- CLO 4. Create the design and implement distribution channel strategy.
- CLO 5. Handle distribution channel through wholesaler, retailer and other intermediaries.

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# Tamil Nadu Open University

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**Course Title : Integrated Marketing Communications**

**Course Code : BBAMN 32**

**Course Credit : 8**

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**Course Objective :**

- 
- CO 1. Discuss the integrated marketing communications and tools for promotion
  - CO 2. Design creative ideas for effective marketing communication.
  - CO 3. Evaluate creative strategies in the light of given marketing objectives and strategies.
  - CO 4. Describe the process of determining how and when to deliver branding or advertising messages to the target audience.
  - CO 5. Discuss about the preparing an integrated marketing communications plan

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**Course Syllabus :**

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**BLOCK I: Introduction to Integrated Marketing Communication**

Meaning and role of IMC - Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship

**BLOCK II: Advertising**

Advertising-Definition, Objectives, Function - Classifications of Advertising - Advertising as a Tool of Communication - Social and Economic Aspects of Advertising - Advertising Department and Agencies.

**BLOCK III: Advertising Objectives**

DAGMAR Approach - Advertisement Message - Message Strategy and Message Design Advertisement Copy - Developing Effective Advertising copy

**BLOCK IV: Media Planning & Media Strategy**

Media Planning: Developing Media plan - Media Evaluation - Print - Broadcast media - Support media in advertising - Media strategy: Creativity - Elements of creative strategies and its implementation - Importance of Headline and body copy.

**BLOCK V: Developing the Integrated Marketing Communication Programme**

Developing the Integrated Marketing Communication Programme: Planning and development of creative MARCOM - Creative strategies in advertising, sales



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promotion, publicity, event - Creative strategy in implementation and evaluation of MARCOM

## References:

1. Belch and Belch,(2018), Advertising and Promotions IMC Perspectives, 11th Edition, Tata McGraw Hill, India
2. Clow, Baack , (2016), Integrated Advertising, Promotion, and Marketing Communications, , 7th Edition, Pearson Education, India
3. Das Gupta, (2004), Sales Management: In the Indian Perspective, Prentice-Hall, India.
4. Kruti Shah and Alan D'Souza, (2008), Advertising & Promotions: An IMC perspective, Tata McGraw Hill, India.
5. S.N.Murthy& U Bhojanna, (2009), Advertising an IMC perspective, Abe Books Seller, New Delhi.
6. Niraj Kumar,(2015), Integrated Marketing Communications, Himalaya Publishing House, Mumbai.

## Web Resources

1. <https://www.digihunts.academy/blog/integrated-marketing-communications-strategy/https://online.purdue.edu/blog/communication/what-is-integrated-marketing-communication-imc>
2. <https://blog.mitsde.com/what-is-advertising-in-marketing-management/>
3. <https://studiousguy.com/advertising-objectives/>
4. <https://www.bionic-ads.com/media-planning/>
5. <https://www.bionic-ads.com/media-planning/>

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## Course Outcome :

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- CLO 1. Acquire the knowledge in IMC
- CLO 2. Identify functions of advertising and marketing communications.
- CLO 3. Apply the creative strategies in the light of given marketing objectives and strategies.
- CLO 4. Comprehend the process of determining the advertising messages.
- CLO 5. Acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing

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**Course Title : Services Marketing**

**Course Code : BBAMN 33**

**Course Credit : 6**

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**Course Objective :**

CO 1. Explain the concepts and techniques that help in taking decisions relating to the growth of various services marketing situations

CO 2. Discuss the knowledge in role of positioning and differentiation

CO 3. Describe about the 7 p's of marketing mix for services extended.

CO 4. Evaluate the critical issues in service design

CO 5. Describe the concept of CRM the technological and human issues relating to its implementation

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**Course Syllabus :**

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**BLOCK I: Services**

Services – Meaning, Characteristics – Difference between Services & Goods – Reasons for the growth of services in the Modern Economy- Service as a process – Service as a system- Marketing of services

**BLOCK II: Services Market Segmentation**

Services Market Segmentation - Role of Positioning and Differentiation in Services- Positioning Process

**BLOCK III: Services Marketing Mix**

Services Marketing Mix – The 7 Ps – Product – Price – Place – Promotion – People – Process – Physical evidence

**BLOCK IV: Service Delivery**

Service Delivery – Designing & Delivering services. Service Quality Dimensions – Quality Gaps – Service Guarantees -Techniques to resolve the Gap.

**BLOCK V: Customer Retention & Relationship Marketing**

Customer retention and relationship marketing – Transaction (vs) Relationship Marketing CRM strategies – Critical Issues in service marketing- Emerging Trends in Services Marketing in India.



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## References:

1. Adiran Payne, (1993),The Essence of Services Marketing (Essence of Management Series), Prentice Hall PTR, New Jersey, USA.
2. Helen Woodruffe, (1998),Services Marketing (Frameworks Series), Financial Times/ Prentice Hall, New Jersey,USA / London.
3. S.M. Jha, (2017),Services Marketing, Himalaya Publishing House, Mumbai.
4. Ravi Shanker, (2002),Services Marketing, Excel Books, Bengaluru.
5. P.K.Sinha&S.C.Sahoo, (2012),Services Marketing: Text and Readings, 6th Edition, Himalaya Publishing House, Mumbai.
6. Zeithamal, (2012),Services Marketing, 6<sup>th</sup> Edition, McGraw-Hill Education, New Delhi.

## Web Resources

1. <https://www.founderjar.com/service-marketing/>
2. <https://www.marketing91.com/service-marketing/>
3. <https://theinvestorsbook.com/service-marketing-mix.html>
4. [https://in.video.search.yahoo.com/search/video;\\_ylt=AwrKCVV7OChj4uoYnk.7H Ax.;\\_ylu=Y29sbwNzZzMEcG9zAzEEdnRpZAMEc2VjA3BpdnM-?p=service+delivery+web+link+for+management+in+vdo&fr2=piv-web&type=E211IN826G0&fr=mcafee#id=1&vid=4dfd4c812602ef1f9372a10723007e14&action=view](https://in.video.search.yahoo.com/search/video;_ylt=AwrKCVV7OChj4uoYnk.7H Ax.;_ylu=Y29sbwNzZzMEcG9zAzEEdnRpZAMEc2VjA3BpdnM-?p=service+delivery+web+link+for+management+in+vdo&fr2=piv-web&type=E211IN826G0&fr=mcafee#id=1&vid=4dfd4c812602ef1f9372a10723007e14&action=view)
5. <http://www.vcompinc.com/customer-retention/>

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## Course Outcome :

- CLO 1. Comprehend the concepts and techniques of services. Contrast Services with goods
- CLO 2. Acquaint the understanding in role of Positioning and Differentiation in services
- CLO 3. Critically analyse the extended marketing mix
- CLO 4. Design and deliver product services.
- CLO 5. Establish the relationship with consumers and retain them.

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**Course Title : Retail Marketing**

**Course Code : BBAMN 34**

**Course Credit : 6**

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**Course Objective :**

- CO 1. Explain and discuss the ways that retailers use marketing tools and techniques to interact with their customers.
- CO 2. Describe the complex nature and environment of retail marketing management together with the buying and selling of goods, services, and ideas to the final consumer.
- CO 3. Evaluate the important aspects of merchandise planning and management.
- CO 4. Explain how retailers determine pricing objectives. Use various pricing methods to determine product pricing.
- CO 5. State sales promotions and its types used by retailers

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**Course Syllabus :**

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**BLOCK I: Retailing**

Definition and Scope of Retailing – Growth of Retailing Industry – Characteristics of Retailing- Functions of Retailing – Activities of Retailers – Trends in Retail Formats – Classification of Retailers – Importance of Retail Sector - Retailing Scenario at Global and Indian Context.

**BLOCK II: Retail Marketing**

Retail Marketing – Developing & Managing the Retail Marketing Mix - Segmenting, Targeting Positioning – Consumer Behavior in the Retail Context - Importance of Location Decision – Retail Location Theories.

**BLOCK III: Merchandising, Product & Brand Management in Retailing**

Merchandising Management Planning in Retailing – Layout of Merchandise-Product Management – Retailing Branding-Brand Management and Retailing.

**BLOCK IV: Retail Pricing**

Retail Pricing – External influences on Retail Pricing –

Pricing Policy- Retail Pricing Objectives – Consumer responsiveness to Prices.



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## BLOCK V: Retail Promotion

Retail Promotion – Selection of Promotion Mix Advertising – Media Selection Sales Promotion Personal Selling – Publicity – Relationship Marketing in Retailing- Customer service in Retailing.

### References:

1. Andrew Newma and Peter Cullen, (2001),Retailing: Environment and Operations, Cengage learning emea, Andover, UK.
2. Barry R. Berman and Joel R. Evans, (2012),Retail Management (A Strategic Approach), 12<sup>th</sup> Edition , Pearson Education, Noida
3. Chetan Bajaj, Rajnish and Arya, NidhiVarmaSrivastava, (2012),Retail Management, 2<sup>nd</sup> Edition, Oxford University Press, Chennai.
4. Dr. Gibson G. Vedamani, (2003),Retail Management, 1<sup>st</sup>Edition,Jaico Publishing House, Bengaluru.
5. R. Sudharshan, S. Ravi Prakash and M. SubrahamanyaSarma, (2007), Retail Management: Principles & Practices, 1st Edition, New Century Publications, New Delhi.

### Web Resources

1. <https://www.webfx.com/industries/retail-ecommerce/retail/>
2. <https://bloomintelligence.com/retail-marketing/>
3. <https://www.geektonight.com/merchandise-management/>
4. <https://www.managementstudyguide.com/retail-pricing.htm>
5. <https://www.slideshare.net/nirbhaymiglani/promotions-in-retail>

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### Course Outcome :

- CLO 1. Creating excellent retailing experience through understanding opportunities and challenges.
- CLO 2. Apply the principles, practices, and concepts used in retail marketing management.
- CLO 3. Identify the important aspects of merchandise planning and management.
- CLO 4. Apply how a retailer can use competition-oriented pricing to determine the price of a product.
- CLO 5. Point out the types of sales promotions used by retailers.

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**Course Title : Marketing Research**

**Course Code : BBAMN 35**

**Course Credit : 6**

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**Course Objective :**

- CO 1. Explain the concept and process of marketing research in business.
- CO 2. State research design, its types and methods for data collection
- CO 3. Discuss the usage of statistical techniques for processing and analysing data
- CO 4. Describe how to develop stages of product research and what types of insights will help you.
- CO 5. Evaluates the various Pre-test & Post-test methods of testing advertising effectiveness.

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**Course Syllabus :**

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**BLOCK I: Marketing Research Introduction**

Marketing Research: Meaning and Definition – Nature, scope Importance – Role of Marketing Research in Management Information system and Decision support System – Marketing research process.

**BLOCK II: Research Design**

Research Design – Types – Exploratory design – Experimental design – Descriptive design-Data Collection, methods, Tools – Observation, Questionnaire, Interview schedules – secondary data – primary data – sampling techniques – sample size, probability sampling and non-probability sampling – Choosing a Good Research Design

**BLOCK III: Data Processing**

Data processing – Editing, coding and tabulation – computer processing – Data Analysis: Univariate, bivariate and multivariate analysis (concept only) – Assessing for Normality and Outliers-Interpretation and report writing .

**BLOCK IV: Product Research**

Product Research - New product Development process – Test Marketing – Uses of Test Marketing – selection of Test markets – Market Research – methods for measuring market potential.



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## **BLOCK V: Advertising Research**

Advertising Research – Copy testing- Methods – pre - tests and post - tests – Media Selection – Media Audience- Media model – Sales Analysis – product, customer, Territory.

### **References:**

1. G.C. Beri, (2014),Marketing Research, 5<sup>th</sup> Edition, Tata McGraw Hill Education Private Limited, New Delhi.
2. Philip Kotler, Kevin Lane Keller, (2016),Marketing Management, 15th Edition, Pearson Education India, Noida.
3. Rustom S. Davar, (1993), Modern Marketing Management,Ubs Publishers' Distributors Pvt.Ltd, New Delhi .
4. Sharma D.D., (2014), Marketing Research: Principles, Applications and Cases, 2<sup>nd</sup> Edition, *South Asian Publishers Private Limited, New Delhi.*
5. S.A. Sherleka&R. Krishnamoorthy, (2015), Principles of Marketing, Himalaya Publishing House Pvt. Ltd.,Mumbai.

### **Web Resources**

1. <https://blog.hubspot.com/marketing/market-research-tools-resources>
2. <https://leverageedu.com/blog/research-design/>
3. [https://learn.org/articles/What\\_is\\_Data\\_Processing\\_Management.html](https://learn.org/articles/What_is_Data_Processing_Management.html)
4. <https://www.hotjar.com/product-research/tools-and-software/>
5. [https://en.wikipedia.org/wiki/Advertising\\_research](https://en.wikipedia.org/wiki/Advertising_research)

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### **Course Outcome :**

- CLO 1. Summarise the concepts of marketing research and its role in IMS and DSS
- CLO 2. Identify the methods to collect data for analysis
- CLO 3. Select the suitable statistical tools to analyse the collected data
- CLO 4. Apply the appropriate research methods to generate the insights
- CLO 5. Acquainted with the various media options available for advertisers as also the New Age Media Options and identify the Pre-test & Post-test methods of testing.

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