

# Evaluation Scheme

## B.B.A. 3<sup>rd</sup> Year-VI semester Course Structure--Faculty of Management Compulsory courses for all B.B.A. 3<sup>rd</sup> Year- VI semester students (Level 7)

Sl. No.	Paper Code	Paper Title	Credits	Marks Distribution (Theory)				Total Marks (CCE+UE)	Passing Marks	Total Marks (CCE) Practical	Total Marks (UE) Practical	Practical Total Marks (CCE+UE)	Subject/Course/type/ Total Credits		
				L	T	P	CCE (Max)							CCE (Min)	UE (Max)
1	UINTEMG306	International Marketing	6	6	0	0	40	14	60	21	100	35	NA	NA	Major
2	UMARKMG307	Marketing of Services	4	4	0	0	40	14	60	21	100	35	NA	NA	DSE-1
3	UADVEMG308	Advertising and Sales Management	4	4	0	0	40	14	60	21	100	35	NA	NA	DSE-2
4	UINTEMG309	Internship/Apprenticeship	6	-	-	-	NA	NA	NA	NA	NA	NA	100	100	Project
5		<b>Total</b>	<b>20</b>								<b>300</b>		<b>100</b>		<b>400</b>

L- Lectures

T- Tutorials

P- Practical/ Project

CCE- Continuous Comprehensive Evaluation (Test)

UE- University Exams

\*SEC- Skill Enhancement Course (Vocational Course)

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# INTERNATIONAL MARKETING

UINTEMG306

Total Marks-100

Passing Marks-35

Sub. Type- Major (Credit-6)

Lectures: - 90 Hrs

**Pre-requisite (if any)** - The student must have studies this group in 2<sup>nd</sup> year- (Diploma)

## Part A- Introduction

### Course learning outcomes (CLO)

On successful completion of this course, the students will be able to:-

- Proficient in import-Export procedure
- Student able to know about international marketing strategy
- The components and process of logistics global marketing.
- To learn role of government policies and challenges faced to international competition.

## Part B - Content of the course

### Unit-1

Historical background of international marketing in India. International Marketing- Definition, Nature and Scope of international market, Domestic marketing V/S International Marketing, Decisions relating Entry in the foreign market.

### Unit-2

Product Planning for International Market, Product designing, Advertising. International business Environment - Economical, Socio-Cultural and Political. Branding and Packaging.

### Unit-3

International Pricing - factors influencing International Price. Pricing Process and methods. International Price Quotation and Payment Conditions. Methods of Payment in international marketing.

#### Unit-4

International Distribution Channels- functions, Types of Channels and Logistics decisions. Selection and appointment of foreign agent.

#### Unit-5

Indian Import- Export Policy and Practice. Steps of Commencement of an Export business, Export Pricing and Export finance.

### Part C - Learning Resources

#### Suggested Readings:

Text Books, Reference Books, Other resources

1. Dr P.K. Jain : International Marketing
2. Jain S.C.: International marketing CBS publications, New Delhi.
3. Vasudev PK: International Marketing, Excel Books, New Delhi.
4. Rathore VS : International Marketing
5. Jain SC: International Marketing, Sahitya Bhawan Publication, Agra

# MARKETING OF SERVICES

UINTEMG307

Total Marks-100

Passing Marks-35

Sub. Type- Discipline Specific Elective (Credit-4)

Lectures: - 60 Hrs

**Pre-requisite (if any)** - The student must have studied this group in 2<sup>nd</sup> year- (Diploma)

## Part A- Introduction

### Course learning outcomes (CLO)

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

- Improve knowledge about marketing of services.
- Understanding of the concept of service consumer behavior
- To impart knowledge about-strategic issues.
- In service marketing and challenges

## Part B - Content of the course

### Unit-1

**INTRODUCTION TO SERVICE MARKETING-** Meaning, Definition, Characteristics, Components, Classification of Service Marketing, Factors Leading to a Service Economy.

### Unit-2

**SERVICE CONSUMER BEHAVIOUR-** Understanding the Service Customer as a Decision Maker, Customer purchase is associated with Risk, How Service Customers Evaluate the Service. The Service Consumer Decision Process and The Decision Making Process in the Service Sector, Components of Customer Expectations, Service Satisfaction. Service Quality Dimensions.

### Unit-3

**THE SERVICE DELIVERY PROCESS-** Managing Service Encounters, Common Encounter Situations, Managing Service Encounters for Satisfactory Outcomes, Service Failure, Service Recovery. Process of Service Recovery, Customer Retention and Benefits.

### Unit-4

**STRATEGIC ISSUES IN SERVICE MARKETING-** Market Segmentation in the Marketing of Services, Target marketing. Positioning of Services-How to Create a positioning Strategy. Developing and maintaining Demand and Capacity.

### Unit-5

**CHALLENGES OF SERVICE MARKETING-** Marketing planning for Services, Developing and Managing the Customer Service Function, Developing and Maintaining Quality of Services.

**RELATIONSHIP MARKETING-** The levels of Customer Relationships, Dimensions of a Relationship, Goal of relationship marketing.

## Part C - Learning Resources

### Suggested Readings:

Text Books, Reference Books, Other resources

1. Balaji Dr. B- "Service Marketing & Management" S. Chand Publication, New Delhi.
2. Ravishanker "Service Marketing & Management in India Perspective" Excel Book Publication.

# **ADVERTISING AND SALES MANAGEMENT**

## **UADVEMG308**

Total Marks-100

Passing Marks-35

Sub. Type- Discipline Specific Elective (Credit-4)

Lectures: - 60 Hrs

**Pre-requisite (if any)** - The student must have studied this group in 2<sup>nd</sup> year- (Diploma)

### **Part A- Introduction**

#### **Course learning outcomes (CLO)**

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

- With the rigorous curriculum students will involve as highly innovative and committed professionals with strategic marketing and communication skills required for effective selling.
- Student will be aware of developing and managing dynamic customers and business relationships.
- Students will be groomed with customer centric creative thinking and strong communication to be effective in the area of marketing and sales.
- Open up to the numerous future possibilities of higher education as well as of getting placed with reputed corporate in the country.

#### **Part B - Content of the course**

##### **Unit-1**

**Advertising-** Introduction, Concept, Scope, objectives and functions of advertising. Role of advertising in marketing mix and the advertising process legal, ethical and social aspect of advertising

##### **Unit-2**

**Pre-launch Advertising Decision-** Determination of target audience, Advertising media and their choice. Advertising Measures, layout of advertising and advertising appeal.

### **Unit-3**

**Message Design and Development-** Advertising copy development, types of appeal, Advertising copy testing: Measuring Advertising Effectiveness-Managing advertising agency client relationship, promotional scene in India. Techniques for testing advertising Effectiveness.

### **Unit-4**

**Personal Selling-** Meaning and importance of personal selling Advertising and sales promotion. Methods and procedure of personal selling.

**Control process-** Analysis of sales volume, Costs and profitability managing expenses of sales personnel evaluating sales force performance.

### **Unit-5**

**Sales Organization-** Setting up a sales organisation, planning process, principles of determining sales organization.

**Sales Planning-** Importance and types of sales planning, sales planning process, sales forecasting, determining sales territories, sales quota and sales budget.

## **Part C - Learning Resources**

### **Suggested Readings:**

Text Books, Reference Books, Other resources

1. Philip Kotler, Kevin Lane Keller, Alexander Chervev, Jagdish N. Sheth G. Shainesh, Marketing Management, Pearson India Education Service Pvt. Ltd, 16th Edition, 2022
2. C.N. Sontakki, Neeti Gupta, Anuj Gupta, Marketing Management, Kalyani Publishers, New Delhi
3. Pillai R. S. N., Marketing Management. S Chand & Co Ltd.