

Introduction to Management

S.Y.B.A.F. : Semester - III

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Mithibai College of Arts, Science & Commerce

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I



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Preface

Knowledge of management is vital to any executive working in any organisation, large or small. Managing people is crucial for the success and survival of business firms in today's competitive business world.

The University of Mumbai has introduced the Revised syllabus of "Introduction to Management - I" at the S.Y.B.A.F, Semester-III level w.e.f. June 2014 to provide a good insight to the students in the subject. The objective of this subject is to enable the students to obtain the basic knowledge and skills required in the field of management.

This book is written precisely as per the revised syllabus prescribed by the University of Mumbai. The book is presented in five chapters and outlines the importance and functions of management.

Glossary of key terms is provided in appendix which would be of use to the students to answer the objective questions.

Special thanks are for Shri Nitin A. Shah and his staff at Manan Prakashan for their sincere efforts in bringing out this edition.

Comments and suggestions from students and from teaching community regarding the contents would be of great help to enhance the quality of future editions of this book.

June 1, 2016

- Author

INTRODUCTION TO MANAGEMENT

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II




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Syllabus

Module 1 : Introduction to Basic Management Concepts

- 1.1 Introduction to Management, Definition of Management
- 1.2 Nature of Management
- 1.3 Objectives of Management
- 1.4 Administration vs Management
- 1.5 Levels of Management
- 1.6 Principles of Management

Module 2 : Planning

- 2.1 Definition and Importance of Planning
- 2.2 Process of Planning
- 2.3 Limitations of Planning
- 2.4 Features of Sound Planning
- 2.5 Features and Process of Decision Making

Module 3 : Organising

- 3.1 Definition, Nature and Significance
- 3.2 Process of Organisation
- 3.3 Principles of Organisation
- 3.4 Formal and Informal Organisation - Features, Advantages and Disadvantages
- 3.5 Centralisation and Decentralisation – Factors, Merits and Demerits
- 3.6 Departmentation and Delegation

Module 4 : Staffing

- 4.1 Meaning, Importance of Staffing
- 4.2 Recruitment and its Sources
- 4.3 Selection procedure
- 4.4 Distinction between Recruitment and Selection
- 4.5 Employment Tests and Types of Interview

Module 5 : Directing and Controlling

- 5.1 Meaning and Importance of directing
- 5.2 Principles of Directing
- 5.3 Leadership Traits and Styles
- 5.4 Motivation – Importance and Factors
- 5.5 Co-ordination – Meaning, Features and Importance
- 5.6 Meaning and Steps in Controlling
- 5.7 Essentials of a Good Control System

III



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Question Paper Pattern

Maximum Marks : 75

Questions to be Set : 05

Duration: 2½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Q.No.	Particulars	Marks
Q.1	Objective Questions* (A) Sub questions to be asked 10 and to be answered any 8 (B) Sub questions to be asked 10 and to be answered any 7 (* Multiple Choice / True or False / Match the Columns / Fill in the Blanks)	15
Q.2	Full Length Question OR	15
Q.2	Full Length Question	15
Q.3	Full Length Question OR	15
Q.3	Full Length Question	15
Q.4	Full Length Question OR	15
Q.4	Full Length Question	15
Q.5	Full Length Question OR	15
Q.5	Short Notes - To be asked 05, to be answered 03	15

Note : Full length question of 15 marks may be divided into two sub questions of 8 or 7 marks.

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IV



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Management Applications

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- Publisher

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Preface

It is a matter of great pleasure to present the book on Management Applications to the students of T.Y.B.A.F.: SEM-V. The book has been written as per the Revised Syllabus w.e.f. June 2015.

Knowledge of Management is vital to any executive working in any organisation large or small. Managing people is vital for the success and survival of business firms in today's competitive business world. The objective of this subject is to enable the students to obtain the knowledge and skills required in the field of management. The syllabus covers all the management subjects viz. Marketing, Production, Human Resource and Financing.

We have tried our best to cover the topics as per the requirement of the syllabus. Valuable comments and suggestions from the students and the facilitators would be of great help to enhance the quality of future editions of this book.

June 1, 2016

- Authors



III

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Syllabus

1. Marketing Management

Meaning and Definition of Marketing – 4 Ps of Marketing
Product Management – Meaning & Definition – Product Development Strategies
Price Management – Meaning and Definition – Pricing Strategies
Place (Distribution) Management – Meaning and Definition – Factors Governing Distribution Decisions – Types of Distribution Channels
Promotion Management – Meaning – Promotion Strategies
Case studies based on the above topics

2. Production Management

Meaning and Definition of Production Management – Scope of Production Management - Production vs. Productivity
Meaning of Productivity - Measurement of Productivity – Measure to increase Productivity – Productivity Movement in India
Meaning and Definition of Quality Management – TQM – Quality Circles – ISO 9000/14000
Inventory Management – Meaning and Methods
Case studies based on the above topics

3. Human Resource Management

Meaning and Definition of Human Resource Planning, Human Resource Management and Human Resource Development
Process of Human Resource Planning
Scope of Human Resource Management
Methods of Developing Human Resource
Performance Appraisal – Meaning and Definition – Traditional and Modern Methods of Appraisal – Self Appraisal – 360 Appraisal
Case studies based on the above topics

4. Financial Management

Meaning and Definition of Financial Management – Functions of Financial Management
Short-term and Long-term Sources of Finance – Sources and Significance
Capital Market – Meaning and Constituents – Functions
Fundamental Analysis – Technical Analysis – Venture Capital – DEMAT Account - Futures and Options
Case studies based on the above topics

IV



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Question Paper Pattern

Maximum Marks : 75

Questions to be Set : 05

Duration: 2½ Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q.1	Objective Questions* (A) Sub questions to be asked 10 and to be answered any 8 (B) Sub questions to be asked 10 and to be answered any 7 (* Multiple Choice / True or False / Match the Columns / Fill in the Blanks)	15
Q.2	Full Length Question OR	15
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Q.3	Full Length Question OR	15
Q.3	Full Length Question	15
Q.4	Full Length Question OR	15
Q.4	Full Length Question	15
Q.5	Full Length Question OR	15
Q.5	Short Notes To be asked 05, to be answered 03	15

Note : Full length question of 15 marks may be divided into two sub questions of 8 or 7 marks.

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Meeta Seta*



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FOUNDATION COURSE - I

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Internal Assessment :

1. A project to be prepared by an individual learner or a group of learners in not more than five learners in a group. It is to be evaluated by the teacher concerned. **20 Marks**
Hard Copy of the Project* **10 Marks**
Presentation **05 Marks**
Viva / Interaction **05 Marks**
2. Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities **05 Marks**

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Internal Assessment :

- One Class Test (20 Marks)**
Match the Column/ Fill in the Blanks/
Multiple Choice Questions (*½ Mark each*) **05 Marks**
Answer in One or Two Lines
(Concept based Questions) (*01 Mark each*) **05 Marks**
Answer in Brief (Attempt Any Two of the Three)
(*05 Marks each*) **10 Marks**
- Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities **05 Marks**

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Internal Assessment :

1. **One Class Test (20 Marks)**
Match the Column/ Fill in the Blanks/
Multiple Choice Questions ($\frac{1}{2}$ Mark each) **05 Marks**
Answer in One or Two Lines
(Concept based Questions) (**01 Mark each**) **05 Marks**
Answer in Brief (Attempt Any Two of the Three)
(**05 Marks each**) **10 Marks**
2. Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities **05 Marks**

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International Marketing

For M.Com. Part - II : Semester III and IV

(For Regular and IDOL Students)

Michael Vaz

Senior Lecturer

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II



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Santacruz (E), Mumbai-400 055

Preface

It is a matter of great pleasure to present this Revised Edition on "International Marketing" to the students of M.Com. Part - II , Semester - III & IV, University of Mumbai. The book is written as per the revised syllabus w.e.f. June 2014.

This volume is presented in Eight chapters covering varied aspects of International Marketing. Areas covered in this book relates to international product planning, pricing, finance, promotion, procedure, and other related topics.

We are grateful to all our colleagues and students for their overwhelming response to M.Com. Part-I editions. We hope that this edition, too, would receive a favourable response from professors and students.

August 18, 2016

Michael Vaz

Meeta Seta

III



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Syllabus

SEMESTER - III

Module I : Introduction to International Marketing

- (a) Meaning, Scope, Differences from Domestic Marketing
- (b) Benefits and Motivating Factors
- (c) Challenges and Constraints
- (d) International Trade Theories
- (e) Overview of India's Foreign Trade

Module II : Overview of International Marketing

- (a) Current and Emerging Trends in International Marketing
- (b) Role of MNCs in International Trade, Major International Marketing Decisions
- (c) Modes of Entry in International Markets
- (d) Methods of Payment in International Trade
- (e) Role of Trade Blocs in International Trade, Settlement of International Disputes

Module III : International Marketing Environment

- (a) Importance of Social and Cultural Environment
- (b) Analysis of Legal and Economic Environment
- (c) Understanding Political and Financial Environment
- (d) Impact of Global Environment on International Trade

Module IV : Role of International Institutions and Regulatory Bodies

- (a) Role of International Monetary Fund (IMF), International Bank For Reconstruction and Development (IBRD)
- (b) International Development Association (IDA) - Functions
- (c) International Finance Corporation (IFC) and Multilateral Investment Guarantee Agency (MIGA)
- (d) Role of World Trade Organisation (WTO) in regulating International Trade
- (e) Latest Developments in WTO

SEMESTER - IV

Module I : International Product Planning and Pricing Strategies

- (a) Product Planning in International Markets, Product Extension
- (b) Process of New Product Development for International Markets

IV



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- (c) Importance of Packaging and Labeling in International Markets
- (d) International Product Life Cycle
- (e) Pricing Strategies for International Markets, Factors influencing Pricing Decisions

Module II : International Distribution, Logistics and Supply Chain Management

- (a) Direct and Indirect Marketing Channels of Distribution in Foreign Markets
- (b) International Logistics and Global Supply Chain Management
- (c) Global Manufacturing Strategies
- (d) Global Sourcing, Inventory Management

Module III : International Product Promotion and Brand Building

- (a) Importance of Sales Promotion, Advertising, Direct Marketing in International Markets
- (b) Objectives and Process of Personal Selling
- (c) e-marketing, Importance of e-commerce in International Trade
- (d) Importance of Brand Building in International Markets

Module IV : Procedural and Policy Framework

- (a) Foreign Trade Policy (FTP)
- (b) Export Documentation, Export-Import Procedure
- (c) Export Incentives
- (d) Steps in Excise and Customs Clearance, Shipping Procedure, Bank Formalities
- (e) Export Risk Insurance

Question Paper Pattern

M.Com Part - II : Semester III & IV Examinations

Duration : 2 Hours

Marks : 60

- | | |
|--|----------|
| Q.1 Answer any two out of three (Module I) | 15 Marks |
| Q.2 Answer any two out of three (Module II) | 15 Marks |
| Q.3 Answer any two out of three (Module III) | 15 Marks |
| Q.4 Answer any two out of three (Module IV) | 15 Marks |

V



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S.Y.B.M.S. : Semester - III

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Principles of Marketing



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MANAN PRAKASHAN

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Marketing Management

Business Management Paper - V

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II



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Preface

It is a matter of great pleasure to present the book on Marketing Management - Business Management Paper V to the students of T.Y.B.Com.: SEM-V. The book has been written as per the Revised Syllabus w.e.f. June 2014.

Knowledge of Marketing Management is vital to any executive working in any organisation large or small. Managing people is vital for the success and survival of business firms in today's competitive business world. The objective of this subject is to enable the students to obtain the knowledge and skills required in the field of marketing.

We have tried our best to cover the topics as per the requirement of the syllabus. Valuable comments and suggestions from the students and the facilitators would be of great help to enhance the quality of future editions of this book.

June 1, 2016

- Authors



III

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Syllabus

Module – I : Marketing Management and Marketing Environment

- a) Marketing Management: Definition, need and importance of marketing management
- b) Functions of marketing management
- c) Micro and macro environment with specific reference to India
- d) Emerging marketing opportunities in India-Marketing to the bottom of the pyramid, growing middle class
- e) International marketing environment

Module – II : Understanding Competition and Strategic Marketing

- a) Marketing strategy: Definition and Features
- b) Steps in strategic marketing planning process
- c) SWOT Analysis
- d) Michael Porter's Five Forces Model
- e) Analysing Competition

Module - III : Product

- a) Definition, Product Levels-Customer Value Hierarchy
- b) Product Classifications: Based on durability and tangibility, Consumer goods classification and Industrial goods classification
- c) Product Life Cycle: Stages and features of each stage
- d) New product development process
- e) Product Positioning: Meaning and importance
- f) Steps in product positioning

Module - IV : Pricing

- a) Meaning and objectives of pricing
- b) Factors affecting pricing decisions
- c) Methods of pricing: Mark-up pricing, Target-Return pricing, Perceived-Value pricing, Value pricing, Going-Rate pricing and Auction pricing
- d) Steps in Pricing

IV



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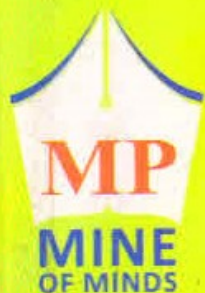
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Business Management Paper - III

T.Y.B.COM. : SEMESTER - V

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Management and Organisation Development



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