

Elective Courses (EC)

Principles of Marketing

F.Y.B.M.S. : Semester - II

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PRINCIPLES OF MARKETING

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II



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Preface

We are indeed, very pleased to present the Revised Edition on "Principles of Marketing" to the F.Y.B.M.S. Semester - II students of the University of Mumbai as per the revised syllabus w.e.f. June 2016. The book is written as per Choice Based Credit, Grading and Semester System.

The objective of this subject is to enable the students to obtain the basic knowledge and skills required in the field of marketing. Case studies for practice and with suggested answers are included at the end.

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.

November 15, 2019

- Authors

III



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Syllabus

Module -1 : Introduction to Marketing (15 Lec.)

- **Introduction to Marketing** : Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function.
- **Concepts of Marketing**: Needs, wants and demands, transactions, transfer and exchanges.
- **Orientations of a firm**: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing.

Module-2 : Marketing Environment, Research and Consumer Behaviour (15 Lec.)

- **The micro environment of business**: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders.
- **Macro environment**: Political Factors; Economic Factors; Socio-Cultural Factors, Technological Factors (PEST Analysis)
- **Marketing research**: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research.
- **MIS** - Meaning, features and Importance.
- **Consumer Behavior** - Meaning, features, importance, factors affecting Consumer Behavior.

Module - 3 : Marketing mix (15 Lec.)

- Meaning – Elements of Marketing Mix
- Product-product mix - product line lifecycle - product planning – New product development - failure of new product - levels of product
- Branding – Packing and packaging – role and importance
- Pricing – objectives- factors influencing pricing policy and Pricing strategy
- Physical distribution – meaning – factor affecting channel selection - types of marketing channels
- Promotion – meaning and significance of promotion. Promotion tools (brief)

Module-4 : Segmentation, Targeting and Positioning & Trends in Marketing (15 Lec.)

- Segmentation – meaning, importance, basis
- Targeting – meaning, types
- Positioning – meaning – strategies
- New trends in marketing – E-marketing, Internet marketing and marketing using Social network
- Social marketing/ Relationship marketing

IV



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Question Paper Pattern

Semester End Examination :

Maximum Marks : 75

Duration: 2½ Hrs.

Questions to be Set : 05

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	(A) Theory Questions (B) Theory Questions OR	8 7
Q.5	Short Notes To be asked 05, to be answered 03	15

Note : Full length practical question of 15 marks may be divided into two sub questions of 7/8 and 10/5 marks.

v



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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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Core Courses (CC)

Business Research Methods

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

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II



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Preface

We are happy to present the Revised Edition of “Business Research Methods” to the students of S.Y.B.M.S - Semester IV. The book is written as per the revised syllabus prescribed by the University of Mumbai w.e.f. June 2017.

The objective of this subject is to enable the students to obtain the basic knowledge and skills required in the field of Business Research.

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.

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

November 15, 2019

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III



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Syllabus

Unit - I : Introduction to Business Research Methods (18 Lec.)

1. Meaning and Objectives of Research
2. Types of Research – (a) Pure, Basic and Fundamental (b) Applied (c) Empirical (d) Scientific & Social (e) Historical (f) Exploratory (g) Descriptive (h) Causal
3. Concepts in Research: Variables, Qualitative and Quantitative Research
4. Stages in Research Process
5. Characteristics of Good Research
6. Hypothesis - Meaning, Nature, Significance, Types of Hypothesis, Sources
7. Research Design – Meaning, Definition, Need and Importance, Steps in Research Design, Essentials of a Good Research Design, Areas/Scope of Research Design and Types - Descriptive, Exploratory and Causal
8. Sampling – (a) Meaning of Sample and Sampling, (b) Methods of Sampling - (i) Non Probability Sampling – Convenient, Judgement, Quota, Snow ball (ii) Probability – Simple Random, Stratified, Cluster, Multi Stage.

Unit - 2 : Data Collection and Processing (14 Lec.)

1. Types of Data and Sources - Primary and Secondary Data Sources
2. Methods of collection of primary data
 - (a) Observation - (i) structured and unstructured, (ii) disguised and undisguised, (iii) mechanical observations (use of gadgets)
 - (b) Experimental - (i) Field, (ii) Laboratory
 - (c) Interview – (i) Personal Interview, (ii) focused group, (iii) indepth interviews - Method
 - (d) Survey – Telephonic survey, Mail, E-mail, Internet survey, Social Media, and Media Listening
 - (e) Survey Instrument – (i) Questionnaire designing, (ii) Types of questions – (a) structured/ close ended and (b) unstructured/ open ended, (c) Dicotomous, (d) Multiple Choice Questions
 - (f) Scaling techniques - (i) Likert scale, (ii) Semantic Differential scale

Unit - 3 : Data Analysis and Interpretation (16 Lec.)

- (a) Processing of data – i) Editing - field and office editing, ii) coding – meaning and essentials, iii) tabulation – note
- (b) Analysis of data- Meaning, Purpose, types.
- (c) Interpretation of data- Essentials, importance and Significance of processing data
- (d) Multivariate analysis – concept only
- (e) Testing of hypothesis – concept and problems – (i) chi square test, (ii) Z and t-test (for large and small sample)

IV



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Unit - 4 : Advanced Techniques in Report Writing (12 Lec.)

1. Report Writing – (i) Meaning, Importance, Functions of Reports, Essential of a Good Report, Content of Report, Steps in writing a Report, Types of Reports, Footnotes and Bibliography
2. Ethics and Research
3. Objectivity, Confidentiality and Anonymity in Research
4. Plagiarism

Question Paper Pattern

Semester End Examination :

Maximum Marks : 75

Duration: 2½ Hrs.

Questions to be Set : 05

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
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OR		
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OR		
Q.3	Full Length Question	15
Q.4	Full Length Question	15
OR		
Q.4	Full Length Question	15
Q.5	(A) Theory Questions (B) Theory Questions	8 7
OR		
Q.5	Short Notes To be asked 05, to be answered 03	15

Note : Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks.

V



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Internal Assessment :

1. 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**

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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VI


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F.Y.B.Com., B.A., B.Sc.,
F.Y.B.M.S., B.A.F., B.B.I., B.F.M.

Semester - I

Skill Enhancement Courses (SEC)

Foundation Course - I

*Michael Vaz
Meeta Seta*



Meeta Seta
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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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FOUNDATION COURSE - Sem. I

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Skill Enhancement Courses (SEC)

Foundation Course

Semester - I

**F.Y.B.Com., B.A., B.Sc.,
F.Y.B.M.S., B.A.F., B.B.I., B.F.M.**

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F.Y.B.B.I. : Semester - II

Elective Courses (EC)

Organisational Behaviour

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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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ORGANISATIONAL BEHAVIOUR

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Core Courses (EC)

Organisational Behaviour

F.Y.B.B.I. : Semester - II

300

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Skill Enhancement Courses (SEC)
Foundation Course
Semester - II

**F.Y.B.Com., B.A., B.Sc.,
F.Y.B.M.S., B.A.F., B.B.I., B.F.M.**

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FOUNDATION COURSE - Sem. II

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- Publisher

II



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Preface

We are pleased to present the Revised Edition of "Foundation Course - Sem.-II" to the students of F.Y.B.Com. / B.A. / B.Sc. / BMS / BAF / BBI / BFM, Semester - II, University of Mumbai as per the Revised Syllabus and New Paper Pattern w.e.f. June 2016. The book is written under the Choice Based Credit, Grading and Semester System.

The objective of this subject is to make the students socially aware of the societal problems and their personality. This book is divided into Six Units. The topics covered are Globalisation and Indian Society, Human Rights, Ecology, Understanding and Managing Stress and Conflict, Contemporary Societal Challenges.

Comments and constructive suggestions from teaching and learning community would be highly appreciated.

We express our deep gratitude to Mr. Nitin Shah for his untiring efforts to bring out this new edition of our book.

November 15, 2019

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III



Nitin Shah
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Syllabus

Unit 1 : Globalisation and Indian Society (7 Lec.)

Understanding the concepts of liberalization, privatization and globalization;
Growth of information technology and communication and its impact manifested in everyday life;

Impact of globalization on industry: changes in employment and increasing migration;

Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.

Unit 2 : Human Rights (10 Lec.)

Concept of Human Rights; origin and evolution of the concept;

The Universal Declaration of Human Rights;

Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.

Unit 3 : Ecology (10 Lec.)

Importance of Environment Studies in the current developmental context;

Understanding Concepts of Environment, Ecology and their inter-connectedness;

Environment as natural capital and connection to quality of human life;

Environmental Degradation - Causes and Impact on human life;

Sustainable Development - Concept and components; poverty and environment

Unit 4 : Understanding Stress and Conflict (10 Lec.)

Causes of stress and conflict in individuals and society;

Agents of socialization and the role played by them in developing the individual;

Significance of values, ethics and prejudices in developing the individual;

Stereotyping and prejudice as significant factors in causing conflicts in society.

Aggression and violence as the public expression of conflict.

Unit 5 : Managing Stress and Conflict in Contemporary Society (8 Lec.)

Types of conflicts and use of coping mechanisms for managing individual stress;

Maslow's theory of self-actualisation;

Different methods of responding to conflicts in society;

Conflict-resolution and efforts towards building peace and harmony in society.

IV



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Topics For Project Guidance : Contemporary Societal Challenges

- (a) Increasing urbanization, problems of housing, health and sanitation;
- (b) Changing lifestyles and impact on culture in a globalised world.
- (c) Farmers' suicides and agrarian distress.
- (d) Debate regarding Genetically Modified Crops.
- (e) Development projects and Human Rights violations.
- (f) Increasing crime/suicides among youth.

Note: Out of the 45 lectures allotted for 5 units for Semester II, about 15 lectures may be allotted for project guidance.

Question Paper Pattern

Maximum Marks : 75

Duration: 2½ Hrs.

Questions to be Set : 05

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 08 (B) Sub questions to be asked 10 and to be answered any 07 (* Multiple Choice / True or False / Match the Columns / Fill in the Blanks)	15
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V



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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**
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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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F.Y.B.M.S. : Semester - II

Core Courses (CC)

Principles of Management

Michael Vaz
Meeta Seta



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PRINCIPLES OF MANAGEMENT

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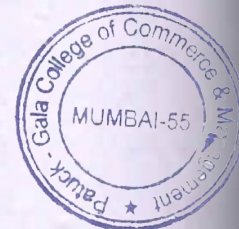
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- Publisher

Core Courses (CC)

Principles of Management

F.Y.B.M.S. : Semester - II

Michael Vaz

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Meeta Seta

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REVIEW and RECOMMENDATION**



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

Elective Courses (EC)

Organisational Behaviour

- *Michael Vaz*
- *Meeta Seta*

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Organizational Behav...

Vaz, Michael (et al...)



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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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VI



Preface

It is a matter of great pleasure to present the book of "Organisational Behaviour" - to the students of S.Y.B.B.I.: Semester-III. The book has been written as per the Revised Syllabus w.e.f. June 2017.

Knowledge of Organisational Behaviour is vital to any executive working in any organisation large or small. The syllabus covers the topics such as the Individual Behaviour, The Group Dynamics, The Organisational Dynamics and Organisation Behaviour in Banking and Insurance Sector.

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 15, 2019

- Authors

ORGANISATIONAL BEHAVIOUR

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First Edition : June 2019

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Panvel, Dist. Raigad.



Elective Courses (EC)

Organisational Behaviour

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

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VAZ

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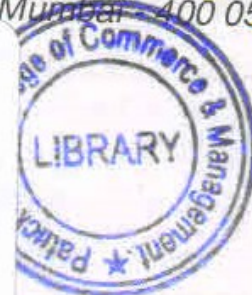
Organizational Behav...

Vaz, Michael (et al...)



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Discipline Specific Elective (DSE) Courses

Business Management - Marketing Management

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

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MARKETING MANAGEMENT

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We express our sincere thanks to all our readers, authors and business associates for helping us in our mission of producing quality books for quality education. We wish all our young readers a brilliant success in various examinations and a bright future.

- Publisher

II



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Preface

It is a matter of great pleasure to present the Revised Edition of "Business Management - Marketing Management" - to the students of S.Y.B.Com.: Semester-III. The book has been written as per the Revised Syllabus w.e.f. June 2017.

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 6, 2019

- Authors



III


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Syllabus

Module – I : Marketing Management and Marketing Environment

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

Module – II : Understanding Competition and Strategic Marketing

- Marketing Strategy : Definition and Features
- Steps in Strategic marketing planning process
- SWOT Analysis
- Michael Porter's Five Forces Model
- Analysing Competition

Module - III : Product

- Definition, Product Levels-Customer Value Hierarchy
- Product Classifications: Based on durability and tangibility, Consumer goods classification and Industrial goods classification
- Product Life Cycle: Stages and Features of each stage
- Product Positioning: Meaning and importance
- Steps in product positioning

Module - IV : Pricing

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



IV

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Question Paper Pattern

Maximum Marks : 100

Duration: 3 Hrs.

Questions to be Set : 06

All Questions are Compulsory Carrying 15 Marks each.

Q.No.	Particulars	Marks
Q.1	Objective Questions* (A) Sub questions to be asked 12 and to be answered any 10 (B) Sub questions to be asked 12 and to be answered any 10 (* Multiple Choice / True or False / Match the Columns / Fill in the Blanks)	20
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	Full Length Question	15
Q.6	(A) Theory Questions (B) Theory Questions OR	10 10
Q.6	Short Notes To be asked 06, to be answered 04	20

Note : Full length question of 15 marks may be divided into two sub questions of 7/8 and 10/5 marks.

V




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VI


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