

SYLLABUS

POST-GRADUATE DIPLOMA IN
MARKETING AND SALES MANAGEMENT
EXAMINATION, 2013

DEPARTMENT OF BUSINESS ADMINISTRATION
FACULTY OF COMMERCE AND
MANAGEMENT STUDIES



**JAI NARAIN VYAS UNIVERSITY
JODHPUR**

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JAI NARAIN VYAS UNIVERSITY, JODHPUR
DEPARTMENT OF BUSINESS ADMINISTRATION

The Department offers the following programmes of teaching and research

- B.Com. (in combination with other Departments of the Faculty)
- M.Com. Business Administration
- Master of Human Resource Management
- B.Com. (Hons.) Business Administration
- P.G. Diploma in Marketing & Sales Management
- P.G. Diploma in Human Resource Management
- M.Phil. Business Administration
- Ph.D. Business Administration
- D. Litt. Business Administration

The Department shoulders the responsibility towards the undergraduate teaching under the three year programme leading to the degree of B.Com., alongwith other sister Departments, viz., the Department of Accounting and the Department of Business Finance and Economics.

The M.Com. programme offers specialisation in four different areas : The Human Area, The Marketing Area, The Finance Area and the Institutional Area. Currently, teaching is being provided in the first two areas, viz., the Human Area and the Marketing Area.

The Department has been running the one year P.G. Diploma in Marketing and Sales Management Programme on self-financing basis, for the last fifteen years. The Diploma has proved quite useful as a professional job oriented course.

On similar lines, another Diploma programme, namely the P.G. Diploma in Human Resource Management has also been running on Self-financing basis for post Fifteen years.

The newly launched PG Programme named "Master of Human Resource Management" has been started on self-financing basis from Session 2010-2011.

M.Phil. Business Administration is a research degree that orients the student towards research and prepares him for undertaking doctoral research.

The Department also shoulders the responsibility of supervising doctoral research (Ph.D.) and advising post-doctoral research (D. Litt.).

MEMBERS OF THE TEACHING STAFF

Professor & Head

Dr. J.K. Sharma M.Com., M.Phil., Ph. D.
FDP (IIM-A)

Professors

Dr. R.C.S. Rajpurohit M.Com., M.Phil., Ph. D.
Dr. Rajan Handa M.Com., Ph. D., MBA

Associate Professor

Dr. M.S. Gupta M.Com., Ph.D.

Assistant Professor

Dr. M.L. Vasita M.Com., Ph.D., PGDLL, MBA

POST-GRADUATE DIPLOMA IN MARKETING AND SALES
MANAGEMENT

General Information for Students

Eligibility for Admission

Graduate or Post-Graduate of a recognised Indian University from any discipline, securing a minimum of 45% marks at the first degree or post-graduate examination are eligible for admission.

Admission Procedure

Admission will be based on Merit.

Duration

The duration of the course will be of one academic session.

Number of Seats

Minimum of 20 and maximum 80. This will include reserved seats belonging to S C., ST. and Sports quota as per University Rules, provided they qualify the eligibility.

Fee

Tuition fee will be Rs. 8000/- per annum, payable at the time of admission. In addition, a candidate will be required to pay examination fee as per University Rules and a deposit for the fee of Library, which is refundable after completion of the course and other fee as required by the University.

Medium

English/Hindi will be the medium both for Teaching and Examination.

Award of Diploma

Candidates securing a minimum of 36% marks in individual and 40% marks in the aggregate shall be awarded the Diploma. Division will be awarded as follows:

- I Division 60% and above of the aggregate marks,
- II Division 48% and above but less than 60% of the aggregate marks and
- III Division 40% and above but less than 48% of the aggregate marks.

There will be a provision of due paper only in one subject except viva and dissertation.

Scheme of Examination

The Scheme of Examination shall be as follows

(A) Written Examination of three hours duration in each of the following papers :

Paper I : Organisation and Management	100 Marks
Paper II : Marketing and Sales Management	100 Marks
Paper III : Marketing Research and Consumer Behaviour	100 Marks
Paper IV : Export Marketing	100 Marks

(B) Viva-voce 100 Marks

**P.G. Diploma in Marketing and Sales Management
Examination, 2013**

PAPER I
ORGANISATION AND MANAGEMENT

Management : Meaning, Nature, Importance, Principles; Management as a profession; Functions and Levels; Managerial Roles and Skills; Contribution of Taylor and Fayol

Planning : Meaning, Features, Importance, Process, Limitations.
Forecasting : Meaning, Techniques, Advantages and Limitations

Organisation : Meaning, Topology, Principles; Organisation Charts
Departmentation, Span of Management; Delegation of Authority;
Centralisation and Decentralisation

Coordination : Meaning, Significance, Principles and Techniques

Communication : Meaning, Importance, Process and Channels; Formal and Informal Communication; Barriers to Communication; Effective Communication

Motivation : Meaning and determinants; Non-financial incentives;
Theories : Maslow, Herzberg, McGregor

Leadership : Meaning and Importance; Styles, Theories : Fielder and Paul Hersey

Decision Making : Meaning, Characteristics and Process; Types of decisions

Control : Meaning, Features, Importance, Process, Effective control system; techniques

Organisation : Behaviour, Concept, Significance

SUGGESTED READINGS

Drucker, Peter F. : Management Challenges for the 21st Century, Butterworth Heinemann, Oxford

Wehrich, A. and Koontz, et al. : Essentials of Management, Tata McGraw Hill, -New Delhi

Fred Luthans : Organisational Behaviour, McGraw Hill, New York

Louis A. Allen : Management and Organisation, McGraw Hill, Tokyo

Ansoff, H.I. : Corporate Strategy, McGraw Hill, New York

Hampton, David R. : Modern Management, McGraw Hill, New York

Stoner and Freeman : Management, Prentice Hall, New Delhi

Maslow, Abraham : Motivation and Personality, Harper & Row, New York, 1954

Harsey, Paul and Blanchard Kenneth : Management of Organisational Behaviour-Utilizing the Human Resources, Prentice Hall of India, New Delhi

Ibancevish, J.M. and Matleson, M.T. : Organisational Behaviour & Management, Irwin Homewood, Illinois

PAPER II
MARKETING AND SALES MANAGEMENT

Marketing : Concept, Functions, Marketing Mix; Planning and Development; Product Life Cycle; Pricing-Methods and Strategies, Factors Affecting Pricing; Methods of Promotion-Advertising, Sales promotion, Public Relation, Publicity, Pricing, Channels of distribution, Marketing planning, Organisation and Control

Sales Management : Concept, Scope, Sales Budget and Sales Quotas
Salesmen : Nature of duties, Recruitment, Selection, Training
Compensation and motivation, Sales Territory Design and Assignment, Salesman, Control

BOOKS RECOMMENDED

Stil, Cundiff and Govani : Sales Management-Decision and Cases

Kirkpatrick. C.A. : Salesmanship

Johnson, L.K Sales and Marketing Management : Text and Cases

Sherlakar, S.A. : Marketing and Salesmanship

Maynard. H.H. and J.H. : Sales Management

Still, Cundiff and Govani : Fundamental of Modern Marketing

Kotlar, Phillip : Marketing Management-Analysis Planning and Control

Stanton, W.J. : Fundamentals of Marketing

Srivastava, P. Kumar : Marketing in India

Gandhi, J.C. : Marketing : A Managerial Approach
 Staud, T.A. and Taylor, D.A. : A Managerial Approach and Marketing
 Agarwal, R.C. Kothari, N.S. : Vipnan Prabandh (Hindi)
 Kumbhat, J.R. : Vipnan Prabandh (Hindi)
 Bhadada, B.M. and Porwal, B. L. : Vipnan Prabandh ke Siddhant evam Vyavahar (Hindi)
 Gupta, M.S. and Dave, R.K. : Sales Promotion and Management (Hindi)

PAPER III

MARKETING RESEARCH & CONSUMER BEHAVIOUR

Marketing Research: Concept, Areas of Marketing Research, Marketing Research Organisation- Data, Marketing Research Methods; the Survey Methods (including questionnaire), the Observation Method, the Experimental Method, Alternative Research Design-Motivation Research Tools and Techniques : Sampling, Interpolation, Regression, Sales Forecasting and Sales Analysis, Research Procedure

Consumer Behaviour-Concept, Factors Affecting Consumer Behaviour, Types of Buying Behaviour Theories of Consumer Behaviour and Models of Consumer Behaviour

BOOKS RECOMMENDED

Boyd, Wastfall & Steach : Marketing Research
 Chisnal, P.M. : Marketing Research-Analysis and Management
 David J. Luck, Walse HD., Taylor, D.A. & Rubin, R.S. : Marketing Research
 David, A. Askar & Day, G.S. : Marketing Research
 Kulkarni, Pradhan & Patil : Modern Marketing Research
 Jain, P.C. : Vipnan Shodh Prabandh (Hindi)
 Srivastava, P.K. : Vipnan Anusandhan (Hindi)
 Jakhotiya, G.N : Vipnan Anusandhan (Hindi)
 Batra, Satish K., S.H.H. Kazmi : Consumer Behaviour Text and Cases, Excel Books, New Delhi, 2004

PAPER IV
EXPORT MARKETING

Export Marketing : Concept, Export Market Research, Export Organisation and as Forms. Product Planning and Development for Export--Export Pricing : Policy, Structure, Quotation, Channels of Distribution, Agency/Sales Agreement, Advertising for Exports, Participation in International Trade Fairs and Exhibitions, Planning Visits Abroad, Export Procedure and Documentation in India - Export Finance : Concept, Terms and Methods of Payment; Pre-shipment and post-shipment Finance, Export Promotion Organisations and Schemes in India-UNCTAD and WTO : Their objectives and functions

BOOKS RECOMMENDED

Varshney, R.L. & Bhattacharya, B. : International Marketing Management
 Terpsta, Vern : International Marketing
 Deschampsneufs, Henry : Marketing Overseas
 Balgopal, T.S. : Export Marketing
 Jain, P.K. : International Marketing
 Rathod & Kothari : Antarrashtriya Vipnan (Hindi)
 Kramer, R.L. : International Marketing
 Warren, J. Keegan : Multinational Marketing - A Strategic Approach to World Markets

International Trade Centre, UNCTAD/GATT, GENEVA :

- (i) Getting Started in Export Trade
- (ii) Export Market Research

Report

Ministry of Commerce, Government of India : Annual Report
 Economic Survey, Government of India

Journals

International Trade Forum (Geneva)
 The Foreign Trade Review (New Delhi)
 The Indian Journal of Commerce
 The Economic Times (Bombay)



NOTIFICATION

In compliance of decision of the Hon'ble High Court all students are required to fulfil 75% attendance rule in each subject and there must be 75% attendance of the student before he/she could be permitted to appear in the examination.

REGISTRAR
(Academic)