



**Vivekanand Education Society's College
of Arts, Science and Commerce (Autonomous)**

NAAC Re-Accredited A grade (3rd cycle)
Best College Award- Urban Area, University of Mumbai (2012-15)
Recipient of FIST Grant (DST) and STAR college Grant (DBT)

**Affiliated to the
University of Mumbai**

**Program: B.A
(Program code: VESUACO)**

Course: S.Y.B.A. Semester III & IV Choice Based Credit System (CBCS)

with effect from the Academic year 2023-24

Program Outcomes (PO)

A learner completing Bachelor of Arts (B.A.) will be able to:

PO-1 - Demonstrate analytical skills in applying appropriate arts principles and methodologies to solve a wide range of problems.

PO-2 - Design, carry out research and analyze results by accounting for uncertainties in different quantities measured using various social/ scientific instruments.

PO-3 - Demonstrate professional behavior of being unbiased, and truthful in all aspects of work as an individual as well as team.

PO-4 - Be generally imbued with realization of human values

PO-5 - Develop a sense of social service

PO-6 - Become a responsible and dutiful citizen

PO-7 - Develop a critical temper and creative ability

PO-8 - Acquaint the learner with knowledge of subjects like Economics, Psychology, Sociology, Business and Commerce

Program Specific Outcomes (PSO's)

On completion of Bachelor of Arts (B.A.) program, learners will be enriched with knowledge and be able to:

PSO-1 Use Economics concepts and its applications in different areas and establish linkages with other interdisciplinary/ social science/ commerce subjects

PSO-2 Demonstrate competence in problem solving skills in Microeconomics, Macroeconomics, Growth and Development, International Economics, Industrial and Labour Economics.

PSO-3 Build a sound base for various post graduate courses in Economics and related fields.

PSO-4 Understand the concepts of Business, Service Sector, Financial Management, Marketing and apply in the current business scenario.

PSO-5 Acquire knowledge about Management, Human Resource Management and International business exploring different career opportunities in the field of Commerce.

Course details

Program: B.A. (2023-24)		Semester: III		Course: COMMERCE –V INTRODUCTION TO MARKETING		Course Code: VESUACO302	
Teaching Scheme				Evaluation pattern			
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Internal Assessment		Semester End Examination	
3	Nil	Nil	3	Marks 25		Marks 75	

Learning objectives:

1. To make the learners aware about conceptual knowledge and evolution of Marketing.
2. To familiarize the learners with the marketing strategies and recent trends in Marketing.

Course Outcomes:

After completion of the course, learners would be able to:

CO1: Understand concept and evolution of marketing.

CO2: Acquire knowledge about market segmentation process and changing consumer preferences.

CO3: Understand the significance of marketing research and marketing information systems

CO4: Get familiarized with the recent trends in marketing.

Syllabus with details module wise and number of lectures

Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing	12
2	Market Segmentation and Consumer Behaviour	12
3	Market Research and MIS	10

4	Recent Trends in Marketing	11
Total		45

Sr. No.	Modules
1	Marketing Mix (12)
	<ul style="list-style-type: none"> ● Marketing : Meaning , Features, Importance, Functions, scope of Marketing, Traditional V/s Strategic Marketing, Functions of marketing manager, Challenges faced by Marketing Managers in 21st Century ● Evolution : Concepts of Marketing - exchange, production, product, selling, marketing, societal, relationship, holistic ● Marketing Environment : Concept, Features, Marketing environmental factors
2	Market Segmentation and Consumer Behaviour (12)
	<ul style="list-style-type: none"> ● Market Segmentation : Concept, Importance and bases of market segmentation, Target Marketing : Concept, Five patterns of Target market Selection ● Consumer Behaviour : Nature and factors influencing consumer behaviour- Buying process, types of buyers, buying motives ● Customer Relationship Management: Concept, Techniques
3	Market Research and MIS (10)
	<ul style="list-style-type: none"> ● Marketing Research : Nature, Importance and steps in marketing research ● Marketing Information System-Concept, Components, Data Mining- Concept, Importance ● Marketing Ethics- concept, importance and issues
4	Recent Trends in Marketing (11)

	<ul style="list-style-type: none"> ● Service marketing: features, Significance of Service marketing, Challenges of Service Marketing ● Rural marketing: Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing ● Digital Marketing- Concept, Trends in Digital Marketing, advantages and disadvantages ● Green marketing: Concept, Importance
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Course details

Program: B.A. (2023-24)		Semester: IV		Course: COMMERCE –VI INTRODUCTION TO MARKETING		Course Code: VESUACO402	
Teaching Scheme				Evaluation pattern			
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Internal Assessment		Semester End Examination	
3	Nil	Nil	3	Marks 25		Marks 75	

Learning objectives:

1. To make the learners aware about conceptual knowledge of marketing variables.
2. To familiarize the learners with the marketing mix components.

Course Outcomes:

After completion of the course, learners would be able to:

CO1: Understand the concept of marketing mix.

CO2: Acquire knowledge about marketing mix elements.

CO3: Understand the significance of product mix and pricing mix strategies.

CO4: Get familiarized with the recent trends of promotion mix and channels of distribution.

Syllabus with details module wise and number of lectures

Sr. No.	Modules	No. of Lectures
1	Marketing Mix	12
2	Product Mix and Price Mix	11
3	Place Mix	10
4	Promotion Mix	12
Total		45

Sr. No.	Modules	
1	Marketing Mix	(12)
	<ul style="list-style-type: none"> ● Marketing Mix-Elements of Marketing Mix - Ps - Product, Price, Place, Promotion, Pace, Packaging, Positioning, People, Process and Physical evidence ● Product Mix - Product Line - Classification of products - New Product Development stages ● Branding- importance-branding strategies, Brand equity - factors influencing brand equity, Brand Extension and Brand Loyalty 	
2	Product Mix and Price Mix	(11)
	<ul style="list-style-type: none"> ● Product Life Cycle - stages - Marketing strategies at various levels of PLC ● Competitive Strategies of leader, challenger, follower and nicher ● Price Mix - Significance of Pricing, Factors influencing pricing, Pricing methods 	
3	Place Mix	(10)
	<ul style="list-style-type: none"> ● Place Mix - Channels of distribution-Factors affecting channels of distribution ● Direct and Indirect channels for Consumer goods, Industrial goods and Service sector. ● E-commerce - Concept - E-commerce classifications - Advantages, - Logistics, Importance, components 	

4	Promotion Mix	(12)
	<ul style="list-style-type: none"> ● Promotion Mix- Importance of promotion, Elements of promotion mix - Advertising, Features - Publicity, Features ● Sales promotion, techniques, Public relations and personal selling in promotion of goods and services ● New tools in Promotion Mix - Direct Marketing, Ambush Marketing, Affiliate Marketing, Experiential marketing 	

Evaluation Pattern .

The performance of the learner will be evaluated in two components. The first component will be Internal Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course.

Paper Pattern

COMMERCE PAPER III & IV

SEMESTER – III & IV

Total Marks: 75

Time: 2&1/2 hours

Q.1 Multiple Choice Questions (15)

- (A) Select the most appropriate answer from the option given below
 (B) State whether the following statements are True or False
 (C) Match the following

Q.2 Answer **Any Two** of the following **Out of Three** questions - Module - I (15)

- a.
b.
c.

Q.3 Answer **Any Two** of the following **Out of Three** questions - Module - II (15)

- a.
b.

c.

Q.4 Answer **Any Two** of the following **Out of Three** questions - Module - III (15)

a.

b.

c.

Q.5 Answer **Any Two** of the following **Out of Three** questions - Module - IV (15)

a.

b.

c.

Suggested Readings and References

SEMESTER – IV REFERENCE BOOKS:

REFERENCES

1. Marketing Management :An Asian Perspective- Philip Kotler, Siew Meng Leong, Swee Hoon Ang, Chin Tiong Tan; Prentice Hall.
2. Marketing Management- Dr. C.B. Gupta, Dr. N. Rajan Nair; Sultan Chand and Sons.
3. Marketing Management in MNCs- P.K. Ravishankar; Pacific Publication.
4. Consumer Behaviour and Retail Management-A. Hari Hara Nath Reddy. G. Rama. Krishna, K. Venugopal Rao; Manglam Publications.
5. Marketing Management- Rajan Saxena; Tata McGraw- Hill Publishing Company Limited.
6. Basics Marketing Management: Theory and Practice- Dr. R.B. Rudani; S. Chand.
7. Marketing management – V. Ramaswamy , S. Namakumar, McMillan.
8. Marketing Management- C.B. Matoria, R. K. Suri, Kitab Mahal
9. Marketing- Shelekar S. A –Himalya Publications.

