

**MBA-501**  
**Marketing Research**

**Objectives :** The course is designed to inculcate the analytical abilities and research skills among the students .

**UNIT-I**

Introduction to Marketing Research : Meaning, Nature , Scope; Marketing Research during different phases;  
Interaction between management & marketing research ; Problem Formulation & Marketing Research process.

**UNIT-II**

Marketing Research Design : Types of Research Designs- Exploratory research , Descriptive research ,  
Experimental research designs : Before - After with Control group Design , After only design , Four group six  
study design , panel design, etc.  
A brief introduction of sampling techniques .

**UNIT-III**

Data collection Methods in Marketing - Secondary data -its types , evaluation of secondary data , secondary  
data sources . Primary data - Types of Primary data , means of obtaining primary data , Communicative  
methods , focus group interviews , Development of questionnaire relating to marketing problems - Observation  
techniques.

**UNIT-IV**

Attitude and its measurement :Attitude - definition , meaning, type. Scales of measurement - Thurstone, Likert,  
Semantic Differential,etc. ; Attitude Scaling procedures, , self report attitude scales.

**UNIT-V**

Product Research , Advertising research , Copy testing , Test Marketing , Media Selection , Research report .

**Suggested Readings :**

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|--------------------------------------|------------------------------------|
| 1. Research for Marketing Decisions  | Paul E. Green, Donald S. Tull      |
| 2. Marketing Research-Text and Cases | Harper W. Boyd Jr., Ralph Westfall |

**MBA-502**

**Security Analysis and Portfolio Management**

**Unit-I**

Investment Alternatives, Investment attributes, Investment Vs. Speculation Vs. Gambling, Primary and Secondary market and its operations, NSE and BSE, Buying and Selling shares, Stock market Indices. Corporate Debt Market and Money market. Risk and Return- Risk and Return of a single asset and portfolio, CAPM (Practical Problems)

**Unit-II**

Basic valuation model, valuation of Bonds/Debentures, YTM, Bond Duration. Valuation of Preference Shares, Valuation of Ordinary Shares. Other approaches to valuation of shares. (Practical Problems)

**Unit-III**

Fundamental Analysis- Macroeconomic Analysis, Industry Analysis, Company Analysis. Technical Analysis- Charting technique, Technical Indicators, Trading Rules. Efficient Market Hypothesis- Random Walk and search for theory, efficient market, weak form, semi strong form and strong form efficient market Hypothesis.

**Unit-IV**

Traditional and Modern portfolio management. Portfolio Risk and return, Portfolio Diversification, Optimal portfolio, CAPM- Basic assumptions, CML, SML. Arbitrage pricing theory. (Numerical Problems)

**Unit-V**

Specification of Investment objectives and constraints, Formulation of Portfolio strategy, Selection of securities, Portfolio execution, Portfolio Revision, Performance Evaluation- Sharpe, Treynor, Jensen and fgma measures.

**MBA-503**  
**Management of Industrial Relations**

**Objectives :** Organisational efficiency and performance are interlinked with industrial relations . This course is an attempt to appreciate the conceptual and practical aspects of industrial relations.

**UNIT-I**

Industrial relations : Meaning , Factors , Scope , Objectives , Principles . Parties to industrial relations . Requirements of successful industrial relations . Industrial Relations policy in India .

**UNIT-II**

Trade Unionism : Meaning , Characteristics , Objectives , Functions , Advantages, Disadvantages , Methods used to achieve its objectives , Types , Growth and Development of Trade Unions Movement in India . Central Organisations of Indian Trade unions : INTUC, AITUC, HMS, UTUC . Problems of Indian Trade Unions . Main provisions of the Trade unions Act , 1926 .

**UNIT-III**

Workers' Participation in Management : Meaning , Scope , Objectives , levels of participation . Conditions for the success of participation. Forms of Workers' participation in management in India : Works committee , Joint Management Council , scheme of workers' participation on Board of Directors , Shop councils and Plant council, Workers' participation in share capital .

**UNIT-IV**

Collective Bargaining : Meaning , Features , principles , scope , forms , importance . Pre-requisites for the success of collective bargaining . Collective bargaining in India .

**UNIT-V**

Industrial Disputes and its Prevention and Settlement : Industrial disputes : Meaning, classes, causes, consequences. Prevention and Settlement of industrial disputes. Main provisions of the Industrial Disputes Act , 1947 . Standing Orders . Main provisions of the Industrial Employments (Standing Orders) Act, 1946 . Disciplinary Action /Domestic Enquire .

**Suggested Readings :**

1. C.B. Mamoria , S. Mamoria and S.V Gankar
2. B.R. Virmani
3. G. Sinha & P.R. Sinha
4. Arun Monappa
5. O.P. Aggarwal

Dynamics of Industrial Relations in India

Participative Management v/s Collective Bargaining  
Industrial Relations and Labour Legislation

Industrial Relations in India

Conditions of Employment and Disciplinary Action  
Workmen in industrial and Commercial Establishments and shops

## **MBA-M1**

### **Sales and distribution management**

**Objectives:** The objectives of this course is to provide an extensive knowledge about sales function as well as the intricacies of the distribution mechanics of goods and service to the students

#### **UNIT-I**

Sales management: concept, nature, objective, importance. Sales executive: role as coordinator, functions  
Sales organisation: purpose, setting up, types

#### **UNIT-II**

Personal selling: theories, setting objectives, analysing market potential, sales forecasting methods  
Sales operation: sales budget sales territories, sales quota  
Salesmanship: types of salesman, prospecting, pre approach & approach steps in selling sequence.  
Sales promotion: sales display, sales promotion strategies, factor tools, designing sales promotion campaign.

#### **UNIT III**

Recruiting & selecting sales personnel Sales training: planning, execution, evaluation  
Motivating & compensating sales personnel Sales meetings & sales contests.

#### **UNIT IV**

Distribution channels: emergence, importance, flows, reasons for using middleman, channel members & their characteristics, selecting appropriate channel, factors affecting the choice of channel.  
Retailing: importance types of retailers & non store retailers, retail management decision, recent trends in retailing. Wholesaling: importance, types of wholesalers, wholesalers marketing decisions.

#### **UNIT V**

Physical distribution: concept, importance, service standards Location of fixed facilities like plant & warehouses Modes of transportation, their features, Supply chain management: concept, importance.

#### **Suggested Readings :**

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|---------------------------|--|
| 1. Cundiff, still         | : Sales management, PHI                          |
| 2. Mc Murry & Arnold      | : how to build a dynamic sales organisation, TMH |
| 3. Pradhan, Jakate & Mali | : Element of Salesmanship and publicity.         |
| 4. S.L. Gupta             | : Sales and Distribution Management              |
| 5. Stern                  | : Marketing Channel                              |

**MBA-M2**  
**SERVICE MARKETING**

**Objectives :** The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspects of service marketing which make it different from goods marketing.

**UNIT-I**

**Nature & Scope:** Concept of services, importance, Goods & Services marketing, Emergence & Reasons for services, Classifications of services, Environment of growth of service sector in India, Characteristics of Service Marketing (Micro as well as Macro).

**UNIT-II**

**Understanding Customers:** Concept of CRM, Relationship management in practice, .  
Segmenting, Targeting & Positioning various services.

**UNIT-III**

Product, Product differentiation, product levels Pricing of services- pricing concepts, pricing strategies for services, use of differential pricing. Place-Service distribution, components of service delivery system, potential management, problems associated with services delivery.

**UNIT-IV**

Promotion- Advertising, Sales Promotion & Personal Selling in service industry.

People- Importance of people in service marketing. role of various people involved.

Physical Evidence-concept of Physical Evidence, importance, types of Physical Evidence in various services

Process-concept, types of process, Role of process in various services

**UNIT-V**

Service Models- Service quality Gap Model, Gronroos Model of service quality (Internal marketing, external marketing and Interactive marketing). Challenges in Marketing of services Application of Service Marketing to Hospitals, Educational Institutions, Tourism Industry.

**Suggested Readings :**

1. Sinha : Services marketing
2. Jha : Services marketing

**MBA-F1**  
**Management of Financial Services**

**Objectives:** - The main objective of this course is to help students to learn the various financial services and their role in the overall financial system.

**Unit-I**

Financial System and Financial Markets- Types of Markets, Market efficiency, Interlinkage in the Financial Markets, Types of Financial Assets, Issuer's Considerations, Investor's Considerations, Money market- its players, Indian Money Market, Money market Instruments, Indian Capital Markets.

**Unit-II**

Financial Services- Merchant Banking- Registration of Merchant Bankers, General Obligations and responsibilities, Procedure for Inspection, Procedure for action in case of default, Pre Issue obligations, Post Issue obligations.

**Unit-III**

Mutual Funds- Classification of Mutual funds, Mutual Funds returns, sale and purchase of Mutual Funds shares, Holding Period Returns- NAV, Calculation of NAV. Mutual Funds regulation-SEBI guidelines. Credit Rating- Rating of Debt Instruments, Need and Benefits of Credit Rating. Rating Agencies in India- Objectives, Symbols, Rating methodology of Rating Agency.

**Unit-IV**

Factoring- Main Features, Types mechanism and advantages, Terms and conditions of factoring contract. Forefailing- Main features, mechanism and advantages. Depositories- Basic features, mechanism, SEBI guidelines. Venture Capital- Concept and advantages

**Unit-V** Leasing and Hire Purchase, Debt Securities, Bill Discounting- Basic Concept and mechanism.

**MBA-F2**  
**International Financial Management**

**Objectives:** - The objective of the course is to accustom the students with the international capital market environment and it's working. How international funds management is being done.

**Unit-I**

Evolution of the Multinational Corporation, the role of global finance manager, integration of financial markets- reasons, benefits, costs and effects. Balance of Payments- categories, Factors affecting the components of BOP, BOP compilation, coping with the current account deficit.

**Unit-II**

Alternative exchange rate systems- Free float, Managed Float, Target Zone Arrangement, Fixed Rate system. A brief history of the International Monetary System. European Monetary system and Monetary Union. IMF and World Bank- Organisation and financing schemes. Arbitrage and the Law of one price- Purchasing Power Parity, Fisher effect, International Fisher effect, Interest rate parity and Forward rates as unbiased predictions of future spot rates.

**Unit-III**

Foreign Exchange Market- The structure, Exchange Rate quotations, Market mechanism and conventions- Direct quotes, Inverse Quotes, Cross rates, Three point arbitrage. Types of transactions- Forward quotes, Discount and Premium, Swaps, Settlement dates, Quotes for various kinds of Merchant Transactions. Euro and Indian foreign exchange Market- Structure and Regulation.

**Unit-IV**

Foreign exchange risk- Measuring and Managing Translation, Transactions and economic exposures. Financial Swaps. International Trade, Financing and Export financing. International Financial Instruments.

**Unit-V**

Multinational Working capital Management- Current Asset Management and Short-term Financing. Capital Budgeting for the Multinational Corporation- Alternative capital budgeting framework. Issues in foreign Investment Analysis. Political Risk Analysis.

Suggested Readings :

1. IFM- P.G. Apte
2. IFM- V.K. Bhalla
3. Multinational Financial Management- Alan C. Shapiro

**MBA-HR1**

**Labour Welfare and Social Security**

**Objectives :** The course aims at providing the students an understanding of the theoretical , applied and legal aspects of labour welfare and social security with special reference to India.

**UNIT-I**

Labour Welfare : Meaning , Scope , Objectives , Principles , Theories . Agencies for labour Welfare : State , Employers , Trade unions . Necessity and importance of Labour Welfare in India .

**UNIT-II**

Welfare Measures : Labour welfare officer, Consumer Co-operative stores , Counselling services , Educational Facilities , Transport Facilities , Recreational Facilities , Family Planning , Workers' Education scheme .

**UNIT-III**

Welfare Special Categories of labour ; Female labour , Child labour , Contract labour , Constructional labour, Bonded labour , Inter-State Migrants labour , Handicapped and Disabled labour .

**UNIT-IV**

Social Security : Meaning , Scope , Objectives . Social Insurance and Social Assistance . Social Insurance , Commercial Insurance . ILO and Social Security .

**UNIT-V**

Labour Legislation and labour Administration : Meaning , Objectives , Need , principles . Classification of Labour Legislation . Control Machinery of Labour Administration . Labour Administration at the State Level .

**UNIT-VI**

Main Provisions of the following Labour Welfare and Social Security Legislation : The Factories Act , 1948 . The Workmen's Compensation Act 1923. The ESI Act , 1948. The Employees' provident Fund (and Misc. Provisions) Act , 1952 . The Payment of Gratuity Act , 1972 . The maternity Benefits Act , 1961 . The Contract labour (Regulation and Abolition) Act , 1970 .

**Suggested Readings :**

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|--------------------|---|
| 1. A.M. Sarma      | Aspects of labour welfare and Social Security |
| 2. T.N. Bhagoliwal | Economics of Labour and Industrial Relations  |
| 3. B.P. Tyagi      | Labour Economics and Social Welfare           |
| 4. R.C. Saxena     | Labour Problems and Social Welfare            |
| 5. S.N. Mehrotra   | Labour problems in India                      |
| 6. V.V. Giri       | Labour problems in Indian Industry            |
| 7. P.L. Malik      | Industrial Laws                               |



**MBA-HR2**  
**Compensation Management**

**Objectives :** The course is designed to promote understanding of issues related to the compensation or rewarding human resources in the corporate sector , public services and other forms of organisations and to impact skills in designing and analysing and restructuring reward management systems , policies and strategies.

**UNIT-I**

Meaning of wage , Minimum wage , Fair wage , Living wage , Money wage, Take home pay , Difference between wage and pay , Theories of wage determination .

**UNIT-II**

Meaning of Wage and Salary Administration , Objectives , Principles . Factors influencing Wage and salary . Job evaluation , Wage differentials.

**Unit-III**

Systems of Wage Payment : Time Rate System , Piece Rate System , Incentive Systems of Payment . Wage Structure - Basic Wage , DA, Overtime . Concept of Bonus , Profit Sharing , Fringe Benefits , Executive Compensation .

**UNIT-IV**

Cost of Living and Dearness Allowance, Consumer Price Index Numbers , Machinery for wage fixation - Tribunals , Wage Boards , Bi-parfite Negotiations , Wage Policy in India .

**UNIT-V**

Major provisions of the following Acts : The Payment of Wages Act 1936 ; The Minimum Wages Act , 1948 ; The Payment of Bonus Act , 1965 .

**References Books :**

1. Armstrong, Michel and Murlis, Helen Reward Management : A Handbook of Salary Administration
2. Hendorson , Richard I. Compensation Management : Rewarding Performance
3. A. M. Sarma Understanding wage System
4. B.P. Tygi Labour Economics and Social Welfare
5. K.N. Subramaniam Wages in India
6. A.I. Fonseca Wage Issues in a Developing Economy : An Indian Experience