

**MMS SEMESTER – III**  
**(Core Papers All Specialisations)**

**International Business - 15 Sessions of 3 Hours 100 Marks Sem. III Core  
(University Assessment)**

<b>SL. No.</b>	<b>Particulars</b>	<b>No. of Sessions</b>
01	<b>Introduction to International Business</b> a) Objective, Scope, Importance and Current Trends b) Domestic Business v/s International Business c) Reasons For International Business – For Corporates and Country d) Modes of Entry and Operation	<b>2 Sessions of 3 Hours</b>
02	<b>PEST Factors and Impact on International Business</b> a) Risk Analysis b) Decisions to overcome or managing risks – a live current case	<b>1 Session of 3 Hours</b>
03	<b>Investment Management in International Business</b> a) Foreign Direct Investment b) Offshore Banking c) Foreign Exchange Dealings and numericals in business d) Resource Mobilization through portfolio/GDR/ADR e) Other options of funding in ventures and case discussions	<b>1 Session of 3 Hours</b>
04	<b>Multinational Corporations</b> a) Structure, system and operation b) Advantages and Disadvantages – Case discussion c) Current Opportunities of Indian MNCs and Case discussion d) Issues in foreign investments, technology transfer, pricing and regulations; International collaborative arrangements and strategic alliances.	<b>1 Session of 3 Hours</b>
05	<b>Globalization</b> a) Concept and Practice b) Role of Global Organisation and Global Managers c) Stages of building Global companies and competitiveness d) Global competitive advantages of India - Sectors and Industries – Case study	<b>2 Sessions of 3 Hours</b>
06	<b>International Organisations and their role in international business</b> a) WTO b) World Bank c) ADB d) IMF and others Case study	<b>1 Session of 3 Hours</b>

07	<b>Regional Trade Agreements and Free Trade Agreements (RTA and FTA)</b> a) NAFTA b) EC c) ASEAN d) COMESA e) LAC f) Others – Case Study	<b>1 Session of 3 Hours</b>
08	<b>Trade Theories and relevance in International Business</b> a) Absolute advantage b) Comparative advantage c) Competitive advantages d) Purchasing power points e) PLC theory f) Others – Case study	<b>1 Session of 3 Hours</b>
09	<b>International Logistics and Supply Chain</b> a) Concepts and Practice b) Components of logistics and impact on trade c) Others – Case Study	<b>1 Session of 3 Hours</b>
10	<b>International HR Strategies</b> a) Unique Characteristics of Global HR b) HR – Challenges c) Ethical Issues d) Regulator, Aspects of HR e) Others - Case Study	<b>1 Session of 3 Hours</b>
11	Emerging Developments and Other Issues: Growing concern for ecology; Counter trade; IT and international business.	<b>1 Session of 3 Hours</b>
12	<b>Case Studies and Presentations</b>	<b>2 Sessions of 3 Hours</b>

### Reference Text

1. International Business – Daniels and Radebough
2. International Business – Sundaram and Black
3. International Business – Roebuck and Simon
4. International Business – Charles Hill
5. International Business – Subba Rao
6. International Business – Alan Sitkin & Nick Bowen – Oxford Publications
7. International Business: - Concept, Environment & Strategy – Vyuptakesh Sharan – Pearson Publications

**Strategic Management 100 marks (15 Sessions of 3 Hours Each) Sem III  
Core**

<b>SL.No</b>	<b>Particulars</b>	<b>Sessions</b>
1	Introduction to Strategic Management	<b>1 Session of 3 Hours Each</b>
2	Strategic Management Process : Vision, Mission, Goal, Philosophy, Policies of an Organisation	<b>1 Session of 3 Hours Each</b>
3	Strategy, Strategy as planned action, its importance, Process and advantages of planning Strategic v/s Operational Planning	<b>1 Session of 3 Hours Each</b>
4	<b>Strategy Choices</b> Hierarchy of Strategies Types of Strategies Porter's Generic Strategies Competitive Strategies and Strategies for different industries and company situations Strategy Development for Non-profit, Non-business oriented organizations Mckinsey's 7 S Model: Strategy, Style, Structure, Systems, Staff, Skills and Shared values.	<b>2 Sessions of 3 Hours Each</b>
5	<b>External and Industry Analysis</b> General Environment Industry / Competitive Environment Identifying industry's dominant features Porter's Five Forces of Competitive Analysis Analytic Tools: EFE Matrix and CPM	<b>1 Session of 3 Hours Each</b>
6	<b>Internal Analysis</b> Assessment of Company Performance Management & Business Functions Framework Other Frameworks for Organisational and Internal Analysis Analytical Tool: IFE Matrix	<b>1 Session of 3 Hours Each</b>
7	<b>Strategy Analysis and Formulation Tools</b> SWOT Matrix SPACE Matrix BCG Matrix IE Matrix GE – McKinsey Matrix Grand Strategy Matrix Strategy Mapping and the Balanced Scorecard	<b>1 Session of 3 Hours Each</b>
8	Growth Accelerators: Business Web, Market Power, Learning based.  Management Control, Elements, Components of Management Information Systems	<b>1 Session of 3 Hours Each</b>

9	<b>Strategy Evaluation and Control</b> Performance Measurement and Monitoring	<b>1 Session of 3 Hours Each</b>
10	Financial Projections and Financial Impact of Strategies	<b>1 Session of 3 Hours Each</b>
11	<b>Miscellaneous Management Topics</b> Social Responsibility Environmental Sustainability Value Chain Analysis Economic Value Added (EVA) Market Value Added (MVA) Strategic Issues in a Global Environment	<b>2 Sessions of 3 Hours Each</b>
12	Case Studies and Presentations	<b>2 Sessions of 3 Hours Each</b>

#### **Reference Text**

1. Strategic Management – Thompson & Strickland McGraw Hill Irwin
2. Competitive advantage – Michael Porter
3. Competitive strategy – Michael Porter
4. Strategic Management – N Chandrasekaran & P.S Ananthanarayanan – Oxford

#### **Publications**

5. Understanding Strategic Management - Anthony Henry – Oxford Publications
6. Concepts in Strategic Management & Business Policy – Toward Global Sustainability – Thomas L Wheelen, J David Hunger – Pearson Publications

**MMS SEMESTER – III MARKETING  
MAJORS**

**Product & Brand Management University Assessment 100 marks (15 Sessions of 3 Hours Each) Sem III Major**

<b>S. No.</b>	<b>Particulars</b>	<b>Sessions</b>
1.	<p>Role of Product Management in Contemporary Marketing Environment</p> <p>Functions, limitations, Challenges &amp; Conflicts of Product Management</p>	<b>2 Sessions of 3 Hours</b>
2.	<p>Product Strategy and Integration with Marketing Mix elements, Product Planning and Marketing Planning:</p> <p>Understanding the relationship , Category Planning and Evaluation</p> <p>Importance of Market Planning &amp; Preparation of Marketing Plan</p> <p>Customer &amp; Competitor Analysis</p>	<b>2 Sessions of 3 Hours</b>
3.	<p>Use of secondary sources of data for product market analysis, opportunity analysis, demand potential, media planning etc., sources such as CMIE, R K Swamy, BBDO Index,</p> <p>GIS/NRS/IRS, ORG retail audit etc.</p> <p>Maintaining fact book &amp; setting up MIS system</p> <p>Different Importance of Marketing Mix elements for different product categories</p>	<b>2 Sessions of 3 Hours</b>
4.	<p>Managing new product process &amp; diffusion of innovation</p> <p>Managing existing product over product life cycle.</p> <p>Financial Analysis for Product Management</p> <p>Giving brief to advertising agency &amp; evaluating advertising &amp; media plan.</p> <p>Assessing research requirements, actioning &amp; monitoring output. Creativity &amp; Product Management.</p>	<b>3 Sessions of 3 Hours</b>
5	<p>Introduction to Brands: Products v/s Brands, Anatomy of a Brand, Overview of brand building process</p> <p>Customers and Brands: Understanding brands from the customer's perspective</p> <p>Brand Positioning</p> <p>Brand Identity: Brand Essence, Brand Personality, Brand Customer Relationships etc.</p>	<b>2 Sessions of 3 Hours</b>

6	<p>Articulating the Brand Identity: Logos, Mascots, Taglines, Packaging etc.</p> <p>Executing the Brand Identity through the 4P's          Executing the Brand Identity through 'Promotion'          Brand Extensions          Brand Product Portfolio          Brand Equity: Development and Measurement          Managing the Brand Portfolio over time</p>	<b>2 Sessions of 3 Hours</b>
7	Case Studies and Presentation.	<b>2 Sessions of 3 Hours</b>

**Reference Text:**

- 1) Product Management – Lehmann
- 2) Strategic Brand Management – David Aaker
- 3) Building strong brands – Keller
- 4) Product management in India, Third Edition, Majumdar, PHI Publication.
- 5) Product Management – S.A. Chunawalla, HPH
- 6) Brand Management – Kirti Dutta – Oxford Publications

**Sales Management & Sales Promotion 100 marks (15 Sessions of 3 Hours Each) Sem III Major**

<b>SL.No</b>	<b>Particulars</b>	<b>Sessions</b>
1	<ul style="list-style-type: none"> <li>• Sales Organization and its evaluation</li> <li>• Job and role of Sales Management in Organizations,</li> <li>• The Selling functions</li> <li>• The importance of systems selling in contemporary environment</li> <li>• Selling of services as opposed to selling of tangible products selling process</li> </ul>	<b>2 Sessions of 3 Hours Each</b>
2	<ul style="list-style-type: none"> <li>• Sales management Planning</li> <li>• Sales Management Information Systems</li> <li>• Sales Forecasting</li> <li>• Sales Budgeting</li> <li>• Planning quotas</li> </ul>	<b>2 Sessions of 3 Hours Each</b>
3	<ul style="list-style-type: none"> <li>• Manpower Planning for the sales organization for and development of sales organization,</li> <li>• Recruitment,</li> <li>• selection,</li> <li>• Training, and development of sales Personnel.</li> </ul>	<b>2 Sessions of 3 Hours Each</b>
4	<ul style="list-style-type: none"> <li>• Time and Territory Management</li> <li>• Territory Planning,</li> <li>• establishing and revising territories,</li> <li>• Bases of territory design,</li> <li>• methods of territory design including computer models, assigning Sales people to territories</li> <li>• route planning</li> <li>• Territory coverage.</li> </ul>	<b>2 Sessions of 3 Hours Each</b>
5	<ul style="list-style-type: none"> <li>• Sales incentives and sales compensation,</li> <li>• Identify the roles of consumer and trade promotion activities in terms of differences,</li> <li>• Characteristics and application</li> </ul>	<b>1 Session of 3 Hours</b>
6	<ul style="list-style-type: none"> <li>• Sales promotion strategies to integrate below the line promotion into the communication mix.</li> <li>• process of researching,</li> <li>• planning and setting goals to measure and test the</li> <li>• Effectiveness</li> </ul>	<b>1 Session of 3 Hours Each</b>
7	<ul style="list-style-type: none"> <li>• Planning and designing sales promotion Programme with specific reference to sales contests,</li> <li>• Trade-in discounts,</li> <li>• Coupons etc.</li> </ul>	<b>1 Session of 3 Hours Each</b>

8	<p><b>Sales Force Performance Evaluation &amp; Control</b>  Performance Evaluation for Salesmen and setting Standards of performance, Recording actual performance, Evaluation and Sales Meetings and Field Sales Control and Sales meetings - Planning and staging sales meetings, Sales contests, Sales Control Sales Audit, Sales analysis and Marketing cost analysis.</p>	<b>2 Sessions of 3 Hours Each</b>
9	<ul style="list-style-type: none"> <li>• Presentations and Case Studies</li> </ul>	<b>2 Sessions of 3 Hours Each</b>

**Reference Text**

1. Sales management – Still, Cundiff & Govani Prentice Hall India
2. Professional Sales Management – Anderson , Hair & Bush Tata McGraw Hill
3. Management of sales force – Stanton & Spiro McGraw Hill International
4. Sales Management – Futrell 6th edition Thomson South western

**Consumer & Industrial Buyer Behaviour 100 marks (15 Sessions of 3 Hours Each) Sem III Major**

<b>S. No.</b>	<b>Particulars</b>	<b>Sessions</b>
1.	Diversity of consumer behavior; Role of consumer behavior in marketing strategy.	<b>1 Session of 3 Hours</b>
2.	Individual aspects of consumer behavior: Perception, Learning & Information Processing, Motivation and Involvement, Attitudes and Personality	<b>1 Session of 3 Hours</b>
3.	External Influences: Group behavior; Social class; Opinion leaders; Reference Groups.  Role of Culture and Subcultures; Family	<b>1 Session of 3 Hours</b>
4.	Consumer decision process: Problem recognition; Search and evaluation of alternatives; Purchase process; Post purchase behavior and cognitive dissonance.  Consumer adoption process and diffusion of innovation; Situational influences.	<b>2 Sessions of 3 Hours Each</b>
	Cross-cultural issues of consumer behaviour Rural consumer behaviour Organisational buying behaviour Behaviour for FMCGs v/s Consumer durables v/s Services Consumer behavioural research	<b>2 Sessions of 3 Hours Each</b>
5.	Organization buying process: Roles of buying centers/ Decision making units.	<b>1 Session of 3 Hours</b>
6.	Application of consumer behavior studies in Consumerism in India and global markets.	<b>1 Session of 3 Hours</b>
7	To understand the industrial products, characteristics and applications  Differences between Industrial Marketing and Consumer Marketing with specific reference to the Marketing mix Segmenting the Industrial Markets and positioning the products Vendor selection process, value analysis and value engineering Importance of costing, pricing and bidding; Factors influencing industrial product pricing	<b>2 Sessions of 3 Hours Each</b>

8	<p>Industrial buying behaviour; the importance of decision making process in Industrial Marketing</p> <p>Use of various promotional tools, viz., advertising, catalogues, brochures, participation in exhibitions – the effectiveness of each of these tools in Industrial Marketing</p> <p>Role of Personal Selling in Industrial Marketing; Importance of consultants and expectations from the consultants in marketing</p>	<b>2 Sessions of 3 Hours Each</b>
9	Case Studies and Presentation.	<b>2 Session of 3 Hours</b>

**Reference Text:**

1. Consumer Behavior Schiffman & Kanuk 6th edition Prentice Hall India
2. Consumer Behavior Loudon & Della Bitta 4th edition Tata McGraw Hill
3. Consumer Behaviour in Indian Context, Suja R Nair, Himalaya Pub. House\
4. Consumer Behavior building marketing strategy: Hawkins Best & Coney 7THedition McGraw Hill International edition
5. Satish Batra & S. H. H. Kazmi: Consumer Behavior Text & Cases (Excel)
6. Industrial Marketing – Analysis, Planning and Control By Robert Reeder, Edward G. Briety and Betty Reeder – Prentice Hall of India.
7. Industrial Marketing Management – By Michael D. Hutt [Arizona State University], Thomas W. Speh [Miami University] – Published by Holt Sarenders
8. Industrial Marketing – By Krishna K. Havaladar – Tata McGraw Hill
9. Consumer Buyer Behaviour – Rajneesh Krishna – Oxford Publications
10. Case Studies in Consumer Behaviour – Dr. S Ramesh Kumar – Pearson Publications
11. Consumer Behaviour – Leon G Schiffman, Leslie Lazar Kanuk, S Ramesh Kumar – Pearson Publications

**Financial Aspects of Marketing 100 marks (15 Sessions of 3 Hours Each)**  
**Sem III Major**

S. No.	Particulars	Sessions
1.	<p><b>Sales Revenue as an Integral Elements of Cost - Revenue –</b></p> <ul style="list-style-type: none"> <li>a. Investment Framework by ROI</li> <li>b. Management of Sales Revenue Analysis, of Revenue by Products, Territories, Channel, Customers Orders etc.</li> <li>c. Analysis of Marketing Costs in terms of Engineered Costs, Capacity(fixed) Costs and Managed Costs</li> <li>d. Classification of Marketing Costs by Function - Marketing</li> <li>e. Cost allocations and its limitations for Managerial Decisions</li> </ul>	<b>3 Sessions of 3 Hours</b>
2.	<p><b>Marketing Investment</b></p> <ul style="list-style-type: none"> <li>a. Management of Accounts Receivables and Inventories</li> <li>b. Credit decisions and Credit Policy</li> <li>c. Special Promotion and Marketing Research Expenditure its Marketing Investment and their Evaluation using the Probability Theory and Decisions Trees</li> <li>d. Evaluating Return on Marketing Investment</li> <li>e. Developing and Launching New Products and the Concept of Investment in Life Cycle of Product</li> <li>f. Application of DCF to Evaluations of Investment in Product Development Marketing Product Mix and Linear Programming.</li> </ul>	<b>3 Sessions of 3 Hours</b>

3.	<p><b>Policy Decisions and Marketing Finance</b></p> <ul style="list-style-type: none"> <li>a. Pricing of Joint Product and Application of Linear Programming</li> <li>b. Pricing of New Products under ROI Concept</li> <li>c. Bayesian Decision Theory and Pricing</li> <li>d. Government Price Control</li> <li>e. Dual Pricing</li> <li>f. Approaches of Government Bodies to Development "Fair Price"</li> <li>g. Submitting Tenders</li> <li>h. Applications of DCF Technique.</li> <li>i. Export Marketing and Finance - Financial Incentives, Export Costs and Export Pricing - Export Credit - Tax Concessions.</li> <li>j. Applications and Forecasting Techniques to Developing Marketing Budgeting - Developing Sub-budgets by Marketing Segments - Advertising Budget- Budgeting Sales fore Efforts - Optimum Level and Allocation for Selling Efforts among Dealers Developing Comparison Plans for Sales Force - budgeting Samples.</li> <li>k. Warehousing decisions - Transportation Decision - Deliver Route Decisions - Cost Analysis for Distribution alternatives Financial Analysis for switching over form.</li> <li>l. Soul selling agency to Direct selling to Trade Channels - Economics of directs rating by manufacturer. Impact of marketing strategies on organization structure design and consequent financial implications.</li> <li>m. The Concept of Marketing Cost &amp; Value - Measuring Marketing Value - "Value Added" by marketing effort Productivity Marketing and its social justification.</li> </ul>	<p><b>4 Sessions of 3 Hours</b></p>
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4.	<p><b>Target Pricing</b></p> <ul style="list-style-type: none"> <li>a. Pricing of Turn Key Project</li> <li>b. Notional Pricing</li> <li>c. Brand Valuation</li> <li>d. Financial Aspects of Brand Management</li> <li>e. Impact of Transfer Pricing</li> <li>f. Mechanism on Marketing Performance</li> <li>g. Value Chain Analysis &amp; relevant decisions about Marketing Costs &amp; Marketing Investments.</li> </ul>	<b>3 Sessions of 3 Hours</b>
5	Case Studies and Presentation.	<b>2 Sessions of 3 Hours</b>

**Reference Text:** Marketing Management – A Finance Emphasis, B.K. Chatterjee, Jaico Book.

**MMS SEMESTER – III MARKETING  
ELECTIVES**

**Services Marketing 100 marks (15 Sessions of 3 Hours Each) Sem III Elective**

<b>SL.No</b>	<b>Particulars</b>	<b>Sessions</b>
1	Introduction – Nature of services	<b>1 Session of 3 Hours</b>
2	Market positioning	<b>1 Session of 3 Hours</b>
3	Service delivery system	<b>1 Session of 3 Hours</b>
4	New service development	<b>1 Session of 3 Hours</b>
5	Services marketing mix decisions	<b>2 Session of 3 Hours</b>
6	Managing demand, capacity and service assets	<b>1 Session of 3 Hours</b>
7	Service processes – managing service encounter	<b>1 Session of 3 Hours</b>
8	Customer satisfaction and service quality	<b>1 Session of 3 Hours</b>
9	Customer complaints and service recovery	<b>1 Session of 3 Hours</b>
10	Managing service profit chain	<b>1 Session of 3 Hours</b>
11	Managing customer relationships	<b>1 Session of 3 Hours</b>
12	Managing people in service organisations	<b>1 Session of 3 Hours</b>
13	Case Studies and Presentations	<b>2 Sessions of 3 Hours</b>

**References**

Services Marketing – Valarie Zeithml  
 Services Marketing- E Rampal Gupta

Gronroos, C. (2004). *Service management and marketing. A customer relationship management approach*. New York: John Wiley.

Hoffman, K. D., & John, E. G. B. (2006). *Marketing of services. Concepts strategies and cases*. New Delhi. Thomson-South Western.

Lovelock, C., & Chatterjee, J. (2006). *Service marketing. people technology and strategy*.  
 Shanker, R. (2002). *Services marketing. The Indian perspective*. New Delhi. Excel Books.

**Distribution & Supply Chain Management 100 marks (15 Sessions of 3 Hours Each) Sem III Elective**

<b>SL.No</b>	<b>Particulars</b>	<b>Sessions</b>
1	Concept of Physical Distribution Channels of Distribution Transportation and its Role in Distribution Inventory Management and its Role in Distribution Warehousing and Warehouse Management Introduction and Role of Unitization Introduction to Logistics and Supply Chain Key Issues and Challenges in Logistics Planning framework for Logistics Understanding the Logistic Process Planning Physical Distribution Distribution: Tactical and Operational Techniques New Concepts in Logistics Channel Management and Communication Distribution Control and Performance Evaluation	<b>5 Sessions of 3 Hours</b>
2	Warehousing – Why? Types and functions, Distribution Requirement Planning (DRP), Concept of Inventory Management  Inventories Control Techniques-ABC Analysis and VED Analysis, E.O.Q., Reorder level, Standard deviation Reliability Characteristics and check Techniques, Floating or Process stock, Location and Selection of Warehouses Operations of warehouses, Material Handling, Characteristics of good warehousing  Elements of transportation, Types of Carrier and their Productivity Analysis, Transportation Planning, Freight Rate Breakup	<b>4 Sessions of 3 Hours</b>
3	Introduction to Supply Chain Management	<b>2 Sessions of 3 Hours</b>
4	Integrated Supply Chain Management	<b>2 Sessions of 3 Hours</b>
5	Case Studies and Presentations	<b>2 Sessions of 3 Hours</b>

**Reference Text**

1. Logistical Management Donald J Bowersox
2. Logistics Management Bowersox & Closs
3. Physical Distribution Management Logistical Approach Dr.K.Khanna
4. S. L. Gupta: Sales and Distribution Management (Excel)

**Marketing Research & Analytics 100 marks (15 Sessions of 3 Hours Each)  
Sem III Elective**

<b>SL.No</b>	<b>Particulars</b>	<b>Sessions</b>
1	<p>Introduction to MR Need and Scope of MR Structure of MR studies</p> <p>Quantitative and Qualitative analysis during various decision phases, scaling</p> <p>Opportunity Analysis: Attitude and motivation research; focus groups and depth interviews; concept tests and CUT</p>	<b>2 Sessions of 3 Hours</b>
2	<p>Test marketing and market segmentation Advertising Research concepts of copy testing, Ad, recall, Ad. Comprehension, Opening and Punch/Base line Research. Stages involved in Advertising research</p> <p>Types of advertising research- Print, Out-door, TV/Cinema, Mobile outdoor media, effectiveness of each medium and how to determine it, suitability of each medium to our products and industry, NRS/IRS-How to read and use them for decision making</p>	<b>3 Sessions of 3 Hours</b>
3	<p>Brand Equity Research Positioning Research Brand Valuation Research Corporate Image Measurement Research Sales Promotion Research Campaign Tracking Research Research for Advertising planning; advertising objectives and media experiments Advertising Research for monitoring and control: pre/post testing of ads; DARs and Tracking studies; Consumer panels</p>	<b>3 Sessions of 3 Hours</b>
4	<p><b>Understanding and Application of Marketing Analytic Tools</b></p> <ol style="list-style-type: none"> <li>a. Forecasting Models</li> <li>b. Regression Models</li> <li>c. Discriminant Analysis</li> <li>d. Logistic Regression</li> <li>e. Factor Analysis</li> <li>f. Cluster Analysis</li> <li>g. Multidimensional Scaling</li> <li>h. Conjoint Analysis</li> <li>i. Survival Analysis</li> </ol>	<b>3 Sessions of 3 Hours</b>

5	Introduction to Data Warehousing	<b>1 Session of 3 Hours</b>
6	Analytics for Big Data	<b>1 Session of 3 Hours</b>
7	Case Studies and Presentations	<b>2 Sessions of 3 Hours</b>

## Reference Text

1. Marketing Research –Hair, Bush, Ortinau (2nd edition Tata McGraw Hill)
2. Marketing Research Text & Cases – (Wrenn, Stevens, Loudon Jaico publication)
3. Marketing Research Essentials – McDaniels & Gates (3rd edition SW College publications)
4. Marketing Research – Aaker, Kumar, Day (7th edition John Wiley & Sons)
5. Marketing Research – Burns , Alvin, Bush, Ronald (3rd edition Prentice Hall)
6. Rajendra Nargundkar: Marketing Research (Macmillan)
7. S. L. Gupta: Marketing Research (Excel Books)
8. Marketing Research – Sunanda Easwaran and Sharmila J Singh – Oxford Publications
9. Marketing Research – Nigel Bradley – Oxford Publications
- 10 .Marketing Research – An Applied Orientation – Naresh K Malhotra – Pearson Publications

**Customer Relationship Management 100 marks (15 Sessions of 3 Hours Each) Sem III Elective**

<b>SL.No</b>	<b>Particulars</b>	<b>Sessions</b>
1	Introduction to Customer Relationship Management (“CRM”)	<b>1 Session of 3 Hours</b>
2	CRM-An enterprise-wide (vs. program /project) view	<b>1 Session of 3 Hours</b>
3	CRM Strategy, Planning, Process and Structure	<b>1 Session of 3 Hours</b>
4	CRM and its measurement-Customer Equity and Customer Life Time Value (“CLV”)	<b>2 Sessions of 3 Hours</b>
5	Technology challenges and issues in making CRM a reality	<b>2 Sessions of 3 Hours</b>
6	CRM Implementation- a key to success	<b>2 Session of 3 Hours</b>
7	CRM in different markets –B2B, B2C, services and manufacturing  e-CRM	<b>2 Sessions of 3 Hours</b>
8	CRM and its economics	<b>1 Session of 3 Hours</b>
9	Current Trends, Issues and Challenges in CRM	<b>1 Session of 3 Hours</b>
10	Case Studies and Presentations	<b>2 Sessions of 3 Hours</b>

1. Customer Relationship Management, Jagdish Sheth & G shainesh
2. CRM : Emerging Concepts, Tools and Applications : Jagdish Seth & Parvatiyar
3. CRM Essentials, J W Gosney

**Summer Internship Project  
(All Specialisations) 100  
Marks**