

Course No.: C 511

PRINCIPLES OF MARKETING

Marks: 100 (Internal Assessment 20 + Term End 80)

Lecture: 60 Tutorial: 4

Objective: The objective in this course is to help students to understand the concept of marketing and its applications.

Course Contents

UNIT-I: Introduction: Nature and scope of marketing; Importance of marketing; Marketing concepts- traditional and modern; Marketing mix; marketing environment. Concept of Online Marketing. Marks 20: 15L+1T

UNIT-II: Consumer behavior and market segmentation, meaning and significance of consumer behaviors ;Market segmentation- meaning and importance ; Bases for s market segmentation. Marks 20: 15L+1T

UNIT-III: Product: Concept of product; Product planning and development; Packaging - role and functions; Brand name and trade mark; after sales service. Price: Significance & Types. Marks 20: 15L+1T

UNIT-IV: Promotion: Meaning, needs and importance of promotion; Methods of promotion. Distributions Channels and Physical Distribution channels; Factors affecting choice of a distribution channel. Marks 20: 15L+1T

Text and Reference Books:

- 1.Philip Kotler: Marketing Management, Prentice Hall, New Delhi.
- 2.Sontakki C.N: Marketing Management, Kalyani Publishers, New Delhi.
- 3.Evans: Marketing Management, Cengage Learning India Pvt. Ltd., Delhi
- 4.Sharlekar: Marketing Management, Himalaya publishing, New Delhi.
- 5.Dabur: Marketing Management, S. Chand, New Delhi.

Course No.: C 512

FINANCIAL MANAGEMENT

Marks: 100 (Internal Assessment 20 + Term End 80)

Lecture: 60 Tutorial: 4

Objective: The objective of this course is to acquaint students with the concepts of financial management.

Course Contents:

UNIT-I: Introduction-Financial Management – Nature, Scope and Objectives; Finance Function; Profit Maximization vs. Wealth Maximization; Role and Responsibilities of a Finance Manager.

Marks 20: 15L+1T

UNIT-II: Management of Working Capital-Working Capital- concept, need and determinants; Estimation of working capital, sources of Working Capital.

Marks 20: 15L+1T

UNIT-III: Investment Decision-Investment Decision-techniques; Cost of Capital and measurement. Financial leverage – Determinants of financial leverage; optimal capital structure.

Marks 20: 15L+1T

UNIT-IV: Dividend Policy-Influencing factors; dividend theories; optimal payout ratio; Retained earnings.

Marks 20: 15L+1T

Text and Reference Books :

1. Van Horne J.C: Fundamentals of Financial Management; Prentice Hall of India, New Delhi.
2. Prasanna Chandra: Financial Management Theory and Practice; Tata McGraw Hill, New Delhi.
3. Pandey I.M.: Financial Management: Vikas Publishing House, New Delhi.
4. Bhalla V.K.: Modern Working Capital Management, Anmol Pub, Delhi.
5. Kapil: Fundamentals of Financial Management, Pearson, New Delhi.
6. Sharan: Fundamentals of Financial Management, Pearson, New Delhi.