

Shivaji University, Kolhapur
Programme: B. Com.
Level 4.5 Semester-II
Course Code: DSC (C) - II
Business Studies Paper-II
(Introduction to Marketing)
(Introduced from June 2024)

Course Outcomes:

After studying this course, students will be able to...

1. Introduce the concept of marketing
2. Explain the concept of marketing mix
3. Understand the importance of market segmentation
4. Identify the emerging trends in marketing

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|-----------------|---|---------------------|
| 4 Credits | 100 marks (Semester end examination 80 and internal evaluation 20) | Total 60 hours |
| Unit No. | Course Content | No. of Hours |
| Unit-I | Concept of Marketing | 15 hours |
| | Meaning, Definitions and Concept of Marketing, Evolution of Marketing, Orientation of Marketing Concepts, Nature, Scope and Importance of Marketing, Marketing Environment. | |
| Unit-II | Marketing Mix | 15 hours |
| | Product – Concept, Features of Product, Concept of Product Mix Price – Concept, Factors affecting Price of a Product Place /Distribution – Meaning and Channels Promotion - Importance and Components of Promotion Mix People, Process and Physical Evidence : Concepts | |
| Unit-III | Consumer Behaviour and Market Segmentation | 15 hours |
| | Consumer Behaviour : Meaning, Definition and Importance of Consumer Behaviour, Factors influencing consumer Behaviour, Consumer Buying Process Market Segmentation : Meaning, Importance and Basis of Market Segmentation | |
| Unit-IV | Marketing Research and Emerging Trends in Marketing | 15 hours |
| | Marketing Research: Meaning and Process of Marketing Research, Marketing Information System-Concept and Components Emerging Trends in Marketing: Social Marketing, Green Marketing, Digital Marketing. (Concept and Importance Only) | |

Reference Books Recommended:

1. Philip Kotler (2022) : Marketing Management (Prentice Hall India – 16th Edition)
2. Mukherjee (2024) : Essentials of Modern Marketing (Vikas Publishing)
3. Marketing Management-Global Perspective, Indian Context (2009) : Ramaswamy, McMillan Publihsers
4. Nageswara Rao (2021) : Marketing Management-Indian Context (Walnut Publication)

Nature of Question Paper
Shivaji University, Kolhapur
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Time: 3 Hours

Total Marks 80

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|--------------|---|----------|
| QuestionNo.1 | a) Multiple Choice Questions (6 Questions - 4 alternatives each) | 12Marks |
| | b) Match the following (Two Columns-Four pairs) | 04Marks |
| | b) Two statements (Answering true or false) | 04 Marks |
| QuestionNo.2 | Write Short Notes (Any four out of six) | 20Marks |
| QuestionNo.3 | Answer the following (Any four out of six) | 20Marks |
| QuestionNo.4 | Answer the following (Any two out of four) | 20Marks |

Internal Assessment**20 Marks**