



ARYABHATTA KNOWLEDGE UNIVERSITY

Near Bus Stand, Mithapur, Patna - 800 001

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Notification

In anticipation of approval from Academic Council of the university, the Syllabi of 'Marketing & Sales Management and Retail Management' of "Master of Business Administration (MBA)" course for academic session 2019-21, is hereby notified.

By order of the Vice-Chancellor

Sd./-

Registrar (I/c)

Aryabhatta Knowledge University, Patna

Memo no. : 012/Acad/09-05/AKU/2016-3876

Date: 28.11.2020
02/12

Copy to:

1. PA to the Vice-Chancellor, Pro Vice-Chancellor's Office, Registrar's Office, Controller of Examinations, AKU, Patna with copy of Syllabus for information and Shri Vishal Ratan Kumar with copy of Syllabus for uploading the information on University website.
2. Directors/Principals, All Management Institutions/ Colleges affiliated to Aryabhatta knowledge University, Patna for information and needful.

Rajeev
Registrar (I/c)

Aryabhatta Knowledge University, Patna



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Description of Papers for MBA in the Faculty of Commerce under CBCS for Session: 2019-2021 Marketing & Sales Management

Semester- III

Semester	Course/ Paper Code	Nature of Course/ Paper	Core/Elective	Marks	Credit	Marks of CIA	Marks of ESE	Passing Criterion	Qualifying Criterion
SEMESTER III									
SEMESTER III		Sales Management	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
		Consumer Behaviour	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
		Product and Brand Management	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
		Advertising Management	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
		Computer Application and Management Information System	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
		Summer Training Programme	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
SEMESTER IV									
SEMESTER IV		Entrepreneurship Development	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
		Strategic Management	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
		Logistic and Supply Chain Management	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
		E-Commerce	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
		Project Study	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
		Viva-Voce	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA

Note: The other rules mentioned in the "Ordinance of Master of Business Administration" Programme of AKU shall be applicable Mutatis Mutandis.

24/2/2020
29-06-2020

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29.6.2020

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29.6.2020

Chandra Singh
29.6.2020

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29.6.2020

SEMESTER- III

1. SALES MANAGEMENT

Objective: The objectives of this course is to provide an extensive picture with regards to theory and practice of managing sales and to inculcate personal selling skills.

UNIT- I

SALES MANAGEMENT AND ORGANISATION :

Objectives and sales management , sales executive as a coordinator , sales management and control, sales organisation - it's purpose , setting up a sales organisation , types of sales organisation .

UNIT -II

PERSONAL SELLING :

Objectives and theories of personal selling , analysing market potential, sales potential and sales forecasting method & evaluation , determining sales related marketing policies - product policies, distribution policies & pricing policies .

Unit- III

SALES OPERATIONS:

Sales budget , sales territories , sales Quata's , control of sales , sales meeting and sales contest, organising display , showroom and exhibitions.

UNIT- IV

SALESMANSHIP:

Sales manager- Qualities and functions, types of salesman , prospecting , pre-approach & approach , selling sequence , psychology of customers .

UNIT-V

SALES FORCE MANAGEMENT:

Recruitment & selection , training , formulation & conduction of sales training programme, motivation of sales personnel , compensation of sales personnel , evaluation and supervision of sales personnel .

Reference:

Author	Book
1. Still , Cundiff & Govani	Sales management & Cases
2. McMurry & Arnold	How to build a dynamic Sales Organisation
3. Pradhan , Jakate & Mali	Elements of Salesmanship and Publicity
4. Anderson R	Professional Sales Management
5. F.L. Lobo	Successful Selling

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2. CONSUMER BEHAVIOUR

Objective: The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

UNIT-I

INTRODUCTION TO CONSUMER BEHAVIOUR (CB)

Nature and Importance of CB, application of CB in Marketing, Consumer Research process.

UNIT-II

INDIVIDUAL DETERMINANTS OF CB

- Perception: process, Consumer Imagery, perceived risk
- Learning: principles, theories
- Personality: nature, theories, self-concept, psychographic and life style
- Attitude: Structural model of attitude, attitude formation & change
- Motivation: needs/motives & goals, dynamic nature of motivation, Arousal of motives, theories

UNIT-III

GROUP DETERMINANTS OF CB

- Reference group influence: types of consumer relevant groups, factors affecting group influence, application of reference group concept.
- Family: functions of family, family decision making, family life cycle (FLC)
- Opinion Leadership and Personal influence
- Diffusion of Innovation: Adoption process., Diffusion process

UNIT-IV

ENVIRONMENTAL INFLUENCES ON CB:

- Social class, Life style Profile of Social class, application to CB
- Culture: characteristics, cross cultural understanding

UNIT-V

CONSUMER DECISION MAKING PROCESS

- Problem recognition
- Information Search Process and Evaluation
- Purchasing process
- Post purchase behaviour
- Models of CB- Nicosia, Howard & Sheth, Engel-Kollat Blackwell

Reference:

Author	Book
1. Loudan, David L and Bitta, A.J. Della	Consumer Behaviour
2. Schiffman LG and Kanuk LL	Consumer Behaviour
3. Nair, Suja R,	Consumer Behaviour in Indian Perspective
4. Bennet and Kasarjian	Consumer Behaviour
5. Mowen, John	Consumer Behaviour