

**B. Com. – III**

**Group 'H'**

**Paper No. XVI: Marketing Management**

**1. Introduction:**

Marketing – Concept, Functions and Importance.

Marketing Management – Concept, Objectives, Functions and Significance.

**2. Product Planning & Development:**

Definition, Classification of Product, Stages of Product Life Cycle (PLC) and Factors affecting PLC.

Product Planning – Genesis and Importance of Product Planning in Marketing.

Product Development: Meaning, Principle of Product Development, Stages of New Product Development and Factors affecting development of New Products.

**3. Pricing:**

Meaning, Objectives, Price Policies and Strategies and Methods of fixing prices.

**4. Channels of Distribution:**

Meaning, Functions, Distribution Systems and Factors affecting choice of channels of distribution.

Wholesaler and Retailer - Concept, Functions and Services.

New Retailing System

**5. Promotional Tools:**

Promotion Mix: Personal Selling, Sales Promotion.

Meaning, Objectives, Media of Advertising, Advertising Media: Factors affecting selection decision, Publicity.

**6. Marketing Research:**

Meaning, Objectives, Types, Advantages and Limitations.

**7. Rural Marketing:**

Concept, Significance and Difficulties in Rural Marketing.