

## As Per NEP 2020

# University of Mumbai



<b>Syllabus for Basket of Open Electives</b>	
<b>Ad- hoc Board of Studies in B. Com. (Management Studies)</b>	
<b>UG First Year Programme</b>	
<b>Semester</b>	<b>I</b>
<b>Title of Paper</b>	<b>Credits 2/ 4</b>
<b>Marketing Mix - I</b>	<b>2</b>
<b>From the Academic Year</b>	<b>2024-25</b>

Sr. No.	Heading	Particulars
1	<b>Description the course:</b>  <b>Including but not limited to:</b>	Management is not only an essence in all fields but it is a prevalent tool in the hands of corporates to governments. From planning to controlling and from budgeting to reporting, all managerial elements are the most essential parts of daily life. So the learners need to know about all aspects from rural development to creating artificial intelligence. They will understand how to develop India, one of the fifth most powerful economies in the world. It is expected that the learners should learn how to develop our economy and management for the future generation from these managerial facets.
2	<b>Vertical :</b>	Major/Minor/ <b>Open Elective</b> /Skill Enhancement / Ability Enhancement/Indian Knowledge System (Choose By √ )
3	<b>Type :</b>	Theory / Practical
4	<b>Credit:</b>	2 credits
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To familiarize with the basic concepts of marketing management.</li> <li>2. To create awareness of marketing mix elements.</li> <li>3. To understand the basics of Product and Price mix.</li> </ol>	

<b>8</b>	<p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. The students will learn about the various elements of Marketing Mix</li> <li>2. Understand the key concepts and components of product and price mix strategies</li> <li>3. Analyze the factors influencing product development, pricing decisions, and brand positioning</li> </ol>
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<b>9</b>	<p><b>Modules: -</b></p> <hr/> <p><b>Module 1: Marketing Mix- Product</b></p> <hr/> <ol style="list-style-type: none"> <li>1. Introduction to Marketing and Marketing Management, Marketing Concepts – Elements of Marketing mix- Product Mix.</li> <li>2. Product Classification: Consumer goods and Industrial goods classification- Product Life Cycle: Stages, Meaning and significance of Product Positioning: Meaning and need of Branding</li> </ol> <hr/> <p><b>Module 2 Marketing Mix- Price</b></p> <hr/> <ol style="list-style-type: none"> <li>1. Meaning and objective of Pricing- Price decisions: Factors affecting pricing decisions- Pricing policies and constraints</li> <li>2. Significance of pricing- Methods of pricing - Steps in Pricing- Types of Pricing Strategies</li> </ol>
<b>10</b>	<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• <i>Ramaswamy. V S &amp; Namakumari. S, MARKETING MANAGEMENT-PLANNING IMPLEMENTATION AND CONTROL, Macmillan Business Books, New Delhi, 2002, Hall Of India, New Delhi,</i></li> </ul>

11	<b>Reference Books:</b> <ol style="list-style-type: none"> <li>1. Philip Kotler, <i>MARKETING MANAGEMENT- ANALYSIS PLANNING AND CONTROL</i>, Prentice K.S. Chandrasekar, <i>MARKETING MANAGEMENT TEXT AND CASES</i>, Tata Mcgraw-Hill Publication, New Delhi.2010</li> <li>2. Govindarajan, <i>MARKETING MANAGEMENT CONCEPTS, CASES, CHALLENGES AND TRENDS</i>, Prentice Hall Of India, New Delhi. 2009</li> <li>3. Michael Porter – <i>Competitive Advantage</i></li> <li>4. Theodore Levitt – <i>Marketing Management</i></li> <li>5. <i>Fundamentals Of Marketing</i> – William Stanton</li> <li>6. <i>Customer Driven Services Management (1999) Response Books</i></li> </ol>																			
12	<b>Internal Continuous Assessment: 40%</b>	<b>External, Semester End Examination Individual Passing in Internal and External Examination : 60%</b>																		
13	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.( at least 3 )																			
14	<b>Format of Question Paper:</b> for the final examination <b>External Paper Pattern (30 Marks)</b> <table style="width: 100%; border: none;"> <tr> <td style="width: 80%;">Q1. Case Study Analysis</td> <td style="text-align: right;">10 Marks</td> </tr> <tr> <td>Q2. Answer the following (Any One)</td> <td style="text-align: right;">10 marks</td> </tr> <tr> <td style="padding-left: 20px;">A</td> <td></td> </tr> <tr> <td style="padding-left: 20px;">Or</td> <td></td> </tr> <tr> <td style="padding-left: 20px;">B</td> <td></td> </tr> <tr> <td>Q3. Answer the following (Any One)</td> <td style="text-align: right;">10 Marks</td> </tr> <tr> <td style="padding-left: 20px;">A</td> <td></td> </tr> <tr> <td style="padding-left: 20px;">Or</td> <td></td> </tr> <tr> <td style="padding-left: 20px;">B</td> <td></td> </tr> </table>		Q1. Case Study Analysis	10 Marks	Q2. Answer the following (Any One)	10 marks	A		Or		B		Q3. Answer the following (Any One)	10 Marks	A		Or		B	
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**Sign of the BOS  
 Chairman  
 Prof. Dr. Kanchan  
 Fulmali  
 BOS in BMS**

**Sign of the  
 Offg. Associate Dean  
 Dr. Ravikant Balkrishna  
 Sangurde  
 Faculty of Commerce**

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 Offg. Associate Dean  
 Prin. Kishori Bhagat  
 Faculty of  
 Management**

**Sign of the  
 Offg. Dean  
 Prof. Kavita Laghate  
 Faculty of Commerce  
 & Management**