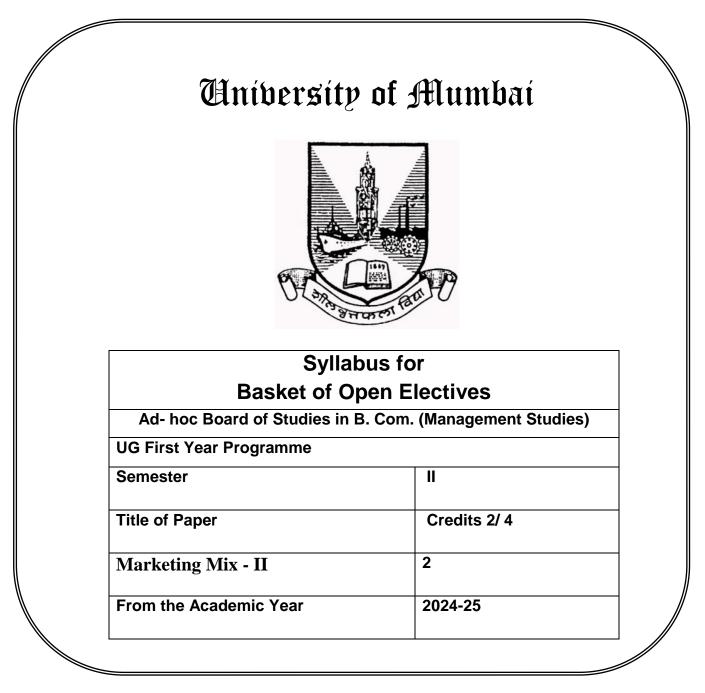
AC – 20/04/2024 Item No. – 7.7 Sem. II (5a)

As Per NEP 2020



Sr. No.	Heading	Particulars		
1	Description the course:	Management is not only an essence in all fields but it is a		
	Including but not limited to:	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.		
		these managemai facets.		
2	Vertical :	Major/Minor <mark>/Open Elective</mark> /Skill Enhancement / Ability Enhancement/Indian Knowledge System (Choose By $$)		
3	Туре :	Theory / Practical		
4	Credit:	2 credits		
5	Hours Allotted :	30 Hours		
6	Marks Allotted:	50 Marks		
7	1. To facilitate the students to understand the importance and the relevance of place and pro-			
	today's marketing environment.2. To understand the need & application of place and promotion as the marketing mix variables.3. To understand how to effectively make use of place and promotion to improve sales.			

8	Course Outcomes:	
	1.	Students will understand thoroughly place and promotion as marketing mix variables so as to solve marketing problems.
	2.	Learner should apply and analyze place and promotion marketing mix skills in marketing manager.
	3.	Learners should evaluate and create marketing strategy with place and promotion as an important marketing

Modules:- Module 1: Place/ Physical Distribution			
			a)
b)	Physical distribution - Importance of distribution in developing country- Middlemen- Importance, Types- selection and managing dealers- Distribution Channels		
Management - Importance, types			
Module 2: Promotion Mix			
 a) Promotion – Meaning definition - Characteristics, Significance, Types, Role of promotion in marketing, Promotional strategies 			
, i i i i i i i i i i i i i i i i i i i	Promotion mix - Components, Factors affecting the promotion mix , Building skills for effective promotion in marketing management, Sales promotion- Meaning -Types		
Text Books: • K.S. Chandrasekar, MARKETING MANAGEMENT TEXT AND CASES, Tata McGraw-			
•	Hill Publication, New Delhi.2010, Govindarajan		
•	MARKETING MANAGEMENT CONCEPTS, CASES, CHALLENGES AND TRENDS, Prentice Hall of India, New DelhI. 2009 Philip Kotler		
•	MARKETING MANAGEMENT- ANALYSIS PLANNING AND CONTROL, Prentice Hall of India, New Delhi, Ramaswamy. V S & Namakumari. S		
	Modu a) b) Modu a) b) Text E		

11	 Reference Books: MARKETING MANAGEMENT-PLANNING IMPLEMENTATION AND CONTROL, Macmillan Business Books, New Delihi, 2002 Fundamentals of Marketing, Tata-McGraw Hill, New Delhi. Stanton, Etzel, Walker McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York. Stanton, Etzel, Walker 				
12	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination : 60%			
13	Continuous Evaluation through:				
	Quizzes, Class Tests, presentation,				
	project, role play, creative writing,				
	assignment etc.(at least 3)				
14	Format of Question Paper: for the final examination				
	External Paper Pattern(30 Marks)Q1. Case Study Analysis	10 Marks			
	Q2. Answer the following (Any One)	10 marks			
	A	10 marks			
	Or				
	B				
	Q3. Answer the following (Any One)	10 Marks			
	A				
	Or				
	В				

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 Sign of the Offg. Associate Dean Prin. Kishori Bhagat Faculty of Management Sign of the Offg. Dean Prof. Kavita Laghate Faculty of Commerce & Management