

TRADE : MARKETING

ADVANCED MANAGEMENT –II (Subject Code: 172)

SYLLABUS TERM-2

1. Planning: Meaning, Step, How to Make Plans Effective, Elements of Planning i.e. Objectives, Policies, Procedures and Budgets, Rules, Methods, Strategies and Programmes.
2. Organization Structure: Meaning, Developing Organization Structure, Features of a Good Organization Structure, Role and Forms of Organization Structure.
3. Staffing: Selection Procedure, Type of Tests, Advantages and Disadvantages, Interview: Meaning, Types of Interview i.e. Group Interview, Individual Interview, Panel Interview and Telephonic Interview.
4. Directing: Meaning of Directing, Leadership: Meaning, Features, Qualities of a Good Leader, Importance of Leadership Management, Techniques of Effective Leadership, Motivation: Meaning, Types, Importance, Intrinsic and Extrinsic Techniques of Motivation, Theories of Motivation.

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MARKETING MANAGEMENT –II (Subject Code: 173)

SYLLABUS TERM-2

- 1. Marketing Mix: Meaning, 4 Ps of Marketing Mix (i.e. Product, Place, Price and Promotion), Types of Products, Meaning of Price Determination, Factors Affecting Price Determination, Meaning of Channels of Distribution, Kinds of Channels, Meaning of Sales Promotion and Types of Sales Promotion.**
- 2. International Marketing : Meaning and Benefits of International Marketing.**
- 3. Financial Markets: Capital Markets, elements of Capital Markets, nature and functions of Capital Markets, Primary and Secondary markets, unorganized Capital Market, Money Market, constituents of Money Markets, functions of Money Markets, distinction between Capital and Money Market, Stock exchange, functions of stock exchange, over the counter exchange of India, objectives of SEBI, functions of SEBI.**

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SALESMANSHIP –II (Subject Code: 174)

SYLLABUS TERM-2

- 1. E-ADVERTISING: Meaning, Features, Difference between e-advertising and Traditional Advertising, Advantages and Disadvantages.**
- 2. SALES PROMOTION: Meaning, Objectives, Merits, Demerits and Techniques of sales promotion, Role of Media in Sale Promotion.**
- 3. RETAIL MANAGEMENT**

Retail Management: Meaning, Retailer, Retail vs. Wholesale, Retail Stores.