



**SARDAR PATEL UNIVERSITY, BALAGHAT**  
**M.Com Fourth Semester**

**MCO - 401**

**PAPER: I – Advertising and Sales management**

**Unit- I**

**Introduction:** Concept, Scope, Objectives and Function of Advertising. Role of Advertising in Marketing mix and the Advertising process. Legal, Ethical and Social aspect of Advertising.

**Unit- II**

**Pre- Launch Advertising Decision:** Determination of target audience Advertising media and their choice. Advertising messages, Layout of Advertisement and advertising Appeal, Advertising copy

**Unit -III**

**Promotional management:** Advertising department, Role of Advertising Agencies and their selection, Advertising Budget Evaluation of Advertising effectiveness.

**Unit- IV**

**Personal selling:** Meaning and Importance of Personal selling, Difference between Personal Selling, Advertising and sales Promotion. Methods and Procedure of personal Selling.

**Unit- V**

**Sales management:** Concept of Sales Management Objectives and Functions of Sales Management. Sales organization, Management of sales force and sales force objectives, sale force Recruitment:- Selection, training, Compensation and Evaluation.

**Reference Books:**

1. Aaker, David et. Al. - Advertising Management, Prentice Hall, Delhi.
2. Gupta, Vaswar Das, Sales Management, in the Indian Perspective, Prentice Hall, New Delhi.
3. Norris, James S - Advertising, Prentice Hall, Delhi.
4. Sengupta, Subroto, Brand Positioning, Tata McGraw Hill, Delhi.



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**PAPER: II- Consumer Behavior**

**Unit- I**

**Introduction:** Meaning of significance of consumer behavior, Determinates of Consumer Behavior, Consumer Behavior Vs. Buyer Behavior, Consumer buying Process and Consumer Movements of india.

**Unit- II**

**Organizational Buying Behavior and consumer Research:** Characteristics and Process of Organizational Buying Behavior, Determinates of Organizational Buying Behavior, History of Consumer Research and Consumer Research Process.

**Unit- III**

**Consumer Need and Motivations:** Meaning of Motivation, Needs and Goods, Dynamic Nature of Consumer Motivation, Types and systems of consumer needs, Measurement of Motives and Development of Motivational Research.

**Unit- IV**

**Personality and Consumer Behavior:** Concept of Personality, Theories of Personality, Personality and Understanding Consumer Diversity, Self and Self- Images.

**Unit - V**

**Social Class and Consumer Behavior:** Meaning of social Class, Measurement of Social Class, Life Style Profiles of the Social Class Mobility, Affluent and Non- affluent Consumer, Selected Consumer Behavior Applications in social Class.

**Reference Books:**

1. Shukla & Madhukar - Understanding Organizations - Organization Theory & Practice in India New Delhi.
2. Robbins, Stephan P. Organizational Behavior, Prentice Hall New Delhi.
3. John & Keith Davis : Organizational Behavior, Human at Work Tata Mc graw Hill New Delhi.



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**PAPER: III- RURAL AND AGRICULTURAL MARKETING**

**Unit – I**

**Rural Marketing:** Image of Indian Rural Marketing and Approach to Rural Markets of India, Rural Consumer and Demand Dimensions and Market Segmentations, Channels of Distribution and Physical Distribution. Product Management, Marketing Communication and Sales Force Tasks.

**Unit-II**

**Agricultural Marketing:** Concept Nature, Scope and Subject Matter, Classification of Agricultural Products and Their Difference with Manufactured goods. Agricultural Market: Meaning, Components, Dimensions and Classification.

**Market Structure:** Dynamics of Market Structure, Components of Market Structure and Market Forces.

**Unit –III**

**Market Management and Channel Strategy:** Modern Marketing Management and Agricultural Products, Structured Organized Markets – Commodity exchange and Produce Exchange, Cash Market, Forward Dealing, Exchange Market, Speculative Market, Channels of Distribution of Consumer Goods, Agricultural Consumer Goods and Agricultural Raw Materials.

**Unit- IV**

**Regulation of Markets:** Regulated Market, Genesis of Regulated Market in India, Limitations in Present Marketing Regulation, Advantages And limitation of Regulated Market, Organization of Regulated Market, Future of Regulated Market in India.

**Unit - V**

**Marketing of Farm Products:** Packaging- Packing and Packaging, Packing Material. Transportation Advantages, Means of Transport and Transportation Cost. Grading and Standardization- Meaning Type, Criteria, Labeling and Specification, Storage and Warehousing.



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**PAPER: IV- INTERNATIONAL MARKETING**

**Unit- I**

**International Marketing:** Meaning, Scope, Nature and Significance. International Marketing Environment- Internal and External International Market Orientation. Identification and Selection of Foreign Market, Functions and Qualities of an Export Manager.

**Unit-II**

**Export Organization:** Meaning, Affecting Factors and Types, Overseas Product development, Its Concept and Methods, Pricing and Its Factor, Method of Pricing, Price Quotation.

**Unit- III**

**Direct Trading and Indirect Trading:** Meaning and Method, Method of Payments in International Marketing

**Unit- IV**

**Export Credit:** Meaning nature, Influencing Factors and Significance, Methods of Export Credit, Export Credit and finance in India. Risk in Export Trade, Role of the Export Credit Guarantee Corporation of India Limited, The Export- Import Bank of India.

**Unit- V**

**Export and Import Procedure:** Documentation in Foreign trade Bilateral and Multilateral Trade Agreements, Its Meanings Objective Types and Significance, SAARC, Role of WTO in Foreign Trade.

**Reference Books:**

1. Fayerweather, John - International Marketing, Prentice Hall, New Delhi.
2. Jain S.C., International Marketing, CBS Publications, New Delhi.
3. Keegan, Warren J, Global Marketing Management Prentice Hall, New Delhi.
4. Paliwoda Stanley J, The Essence of International Marketing, Prentice Hall, New Delhi.

Department of Commerce  
Sardar Patel University, Balaghat (M.P.)