

**Veer Narmad South Gujarat University, Surat**

**T.Y.B. Com (External) (2022-23)**

**Marketing - 4**

**1. Data collection**

**15%**

- Definition
- Data collection methods
  - Primary data collection method
    - ◆ Quantitative methods
      - Time series analysis
      - Smoothing techniques
      - Barometer method
    - ◆ Qualitative methods
      - Surveys
      - Polls
      - Interviews, focus group discussions, questionnaire
  - Secondary data collection method
    - ◆ Internal sources of secondary data
      - Organizational health & safety records
      - Mission and vision statements
      - Financial statements
      - Magazines
      - Sales report
      - CRM Software
      - Executive summaries
    - ◆ External sources of data
      - Govt. reports
      - Press release
      - Business journals
      - Libraries
      - Internet
    - ◆ Data collection techniques
      - Observations
      - Questionnaire
      - Interview
      - Focus group discussions

- 2. Tools for Data Collection** **15%**
- Questionnaire methods: web-based questionnaire, mail-based questionnaire
  - Interview method: personal or face to face interview, telephone interview
  - Methods for analysing data
    - Qualitative analysis methods
    - Quantitative analysis methods
    - Research methods for analysing data
  - Questionnaire as a research Instrument
  - Characteristics of a good questionnaire
  - Close ended / open ended questionnaire
- 3. E-Marketing and its Types** **10%**
- Introduction to E-Marketing
  - Role of internet
  - Evolution of internet
  - Advantages of E-Marketing, Limitations of E-Marketing
  - Web portals, types of portals
  - Attributes of online shopping
  - Motivation of online shopping
- 4. Sampling methods, types and techniques** **15%**
- Definition
  - Sampling methods
    - 1. Probability sampling
      - a. Simple random sample
      - b. Systematic sample
      - c. Stratified sample
      - d. Cluster sample
    - 2. Non probabilistic sampling
      - a. Convenience sample
      - b. Purposive sample
      - c. Snowball sample
      - d. Quota sample
  - Sample frames, sample size
  - Population sample
- 5. Marketing of Consumer Products** **10%**
- Consumer marketing
  - Definition of consumer goods
  - Classification of consumer goods
  - Marketing mix for consumer goods
  - Characteristics of consumer goods
  - Product planning process of consumer goods
- 6. Marketing of Industrial Products** **15%**
- Definition of industrial goods



- Classification of industrial goods
- Characteristics of industrial goods
- Difference between industrial and consumer goods

**7. Marketing of services**

**10%**

- Meaning and definition
- Difference between products and services
- Characteristics of services
- Kinds of services
- Importance of service marketing
- Reasons for growth of service sector
- Marketing mix in service marketing

**8. Fundamentals of Marketing Services**

**10%**

- Financial services
- Marketing of tourism
- Marketing of health services
- Marketing of educational services
- Marketing of professional services

**REFERENCE BOOKS:**

1. Marketing -N. Rajan Nair
2. Principles marketing management -R.S.Daver
3. Modern and Practice of marketing in India- Dr.C.B.Memoria, R.G.Joshi
4. Marketing Management -Philip Kotler
5. Modern Marketing – Still, Govani, Condit
6. Case studies in Marketing Management – Sherlekar and Sherlekar
7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
9. Marketing management Rajan Saxena ( Tata Mc graw Hills )
10. Marketing management ( Concepts, cases & trends ) M. Govind Rajan ( Prentice Hall of India )
11. Marketing management ( Concepts& cases) S.A Sherlekar, R. Krishnamoorthy.( Himalaya Publication)
12. Advertising ( Planning& Implementation) Sangeeta Sharma, Raghuvir Yadav ( Prentice Hall of India )
13. Marketing quick win Ann marie Hanlon ( PHI Learning )
14. Customer relationship management Kristin Anderson & Carol Kerr ( Tata Mc Graw Hill )
15. Marketing management concepts and cases by S.A.Sherelakar and Krishnamoorthy published by Himalaya publication