

**MBAE351**  
**CONSUMER BEHAVIOUR**

**Course Objective**

The course deals with the behavioral aspects of marketing management. It explains how the markets, consumers behave under circumstances and how the cultural, social, personal and psychological factors influence their behavior. The course should enable students to develop marketing strategies that are consumer based and create and enhance customer value.

**Total Hrs - 60**

**MODULE – I**

**Consumer the Decision Maker**

**12hrs**

Consumer Behaviour and Marketing: Consumer Benefits, why study consumer behaviour, consumer decision making process, problem recognition & Information search, alternative evaluation choice, consumption & past purchase behaviour.

**MODULE – II**

**Psychological Influences on consumer decision making**

**14 hrs**

Self image & personality, personal values, lifestyles, psychographics & relationships  
Memory, Learning, perception, Motivation & Involvement Attitude – sources functions, theories & models.

**MODULE – III**

**Sociological influence on consumer decision making:**

**12 hrs**

Cultural & sub cultural influence, social class & reference group influence of family

**MODULE – IV**

**12hrs**

Researching consumer behaviour models of consumer behaviour Nicosia, Howard sheet  
consumer research strategies, methods of gathering consumer information's, measuring  
consumer characteristics

**MODULE – V**

**10hrs**

**Consumerism** - consumer safety, consumer information choice redress marketers  
response to consumer issues.

**Books for Reference:**

- 1) Consumer Behaviour: Jay Lindquist & Joseph Sirgy – Biztantra
- 2) Consumer Behaviour: David London & Albert Della Bitta – Mcgrawhill.

## **MBAE352 - SALES & DISTRIBUTION MANAGEMENT**

### **Course Objective:**

Sales management will cover the issues of designing sales force, staffing and evaluating sales force and improving the skills of sales people etc, besides theoretical inputs the course would also provide practical input for improving selling skills.

### **(A) SALES MANAGEMENT**

#### **module 1**

**(10hrs)**

Nature and importance of Sales Management, Dimensions of sales management  
Lateral relationships of a Sales manager  
Planning and organizing Sales Force  
Estimating market potential and forecasting sales  
Importance and Definitions, Sales forecasting Methods-Quantitative and Qualitative techniques  
Organising the sales force --Nature and Characteristics, Basic Types of organization, Specialisation within Sales department  
Various hierarchical levels in sales structure and their job responsibilities

#### **Module 2**

**(10hrs)**

Management of the Sales Force  
Sales Force Staffing Process  
The Planning Phase, The Recruiting Phase - The selection Phase— Hiring and Assimilation Phase.  
Training the sales force --Training Assessment, Designing and implementing training programmes-Evaluation of training programmes-Refresher training  
Directing the Sales force  
Time and Territory management --Objectives and criteria for Territory formation , Sales territories Design, Time management, Routing and Scheduling  
Sales quotas and compensation  
Purpose, Types of quotas, Administration of quotas, Objectives of a compensation Plan, Developing the Compensation Plans-Basic and Combination, Trends in Compensation plan  
Restructuring quotas due to changes in organization, product portfolio, and geographical coverage.  
Motivating and Leading the sales force  
Importance of Motivation, Behavioural concepts, Selection of motivational tools, Challenges in Sales force motivation, Sales Leadership-Roles, Skills and Styles, Supervision-Tools and Techniques, Morale-Factors, Effects and Building process  
Monetary Vs Psychic wages  
Controlling and Evaluating the sales force  
Analysis of sales, costs and profitability, Budgeting, Sales analysis-Marketing Cost Analysis-Increasing sales force productivity.

Measuring and Evaluating sales force performance, Nature and Importance of Performance evaluation, Establishment of standards, Measuring sales force performance, Evaluation Follow-up  
Performance Evaluation exercises

### **Module3**

**(10hrs)**

The Environment for personal Selling management  
Social and Cultural, Technological and Competitive environment, Unethical sales force behaviour-Social responsibility-Legislation affecting selling and sales management  
Sales Force Automation tools  
Personal Selling Process  
The different approaches-Benefit selling, Relationship selling, The various stages of selling process-Prospecting, Pre-approach, Approach, Presentation, Trial Close, Handling Objections, Close, Follow-up, Selling Aids

### **Reference Books**

- 1.Cundiff & Still, *Sales Management – Decision, Strategy & Cases*, PHI – 5thEdition
- 2.Charles M. Fu trell, *Sales Management Teamwork, Leadership and Technology*, Thomson.
- 3.William J. Stanton and Rosann Spiro, *Management of a Sales Force*, 10<sup>th</sup> Edition, Irwin-McGraw –Hill,1999

## **(B) DISTRIBUTION MANAGEMENT:**

### **Module 4**

**(10hrs)**

An overview of Distribution Management --Marketing Channels Analysing marketing channel structure, Functions and Flows- Channel relationship Channel Structure Channel structure in Product Vs Service organization. The retail environment Importance, Structure and economic factors, Different formats, Shopping Behavior, Study of channel in different industries  
Retail Planning Strategies, Retail marketing mix, Procurement and distribution, Merchandise plan  
Retail management-- Performance measurement, Evaluation  
Wholesaling --Importance, Structure and functions, Different format, Selection and using wholesalers  
Channel Planning  
Designing Channel systems --Organisational Patterns in Marketing Channels-- Vertical integration, Outsourcing --Electronic Channels

### **Module 5**

Channel Management

**(10hrs)**

Management of Marketing Channels--Managing intra channel conflict, Managing multiple channels  
Marketing Channel Policies-- Market, customer coverage, pricing, product line policies

Channels Information systems

Elements of channels information systems-Impact on service -- performance parameters  
Assessing marketing channel Performance

Measurement and evaluation of channel members contribution, Result of channel performance

## **Module 6**

**(10hrs)**

Marketing Logistics and Demand Chain Management

Logistics and competitive Strategy, Customer Service Dimension, Developing the logistics organization and Management. Transportation and warehousing decisions, Marketing Handling, Inventory Management, Marketing Logistics Cost and Performance, Benchmarking

## **Reference Books**

1. Anne T. Coulghon etall, *Marketing Channels* – Pearson Education
2. Martin Christopher, *Logistics & Supply Chain Management, Strategies for reducing cost & improving service* – Pearson Edication – 2<sup>nd</sup> Edition – 1998
3. Charles M. Futrell, *Sales Management*, Thomson
4. William J. Stanton and Rosann Spiro, *Management of Salesforce*, McGraw – Hill.

# **MBAE353 INDUSTRIAL MARKETING**

## **Course objective**

The course is designed to provide an in-depth understanding of the dimensions of industrial marketing, Organizational buying behavior, Strategy formulation in the industrial market, formulating pricing policies, marketing communication.

**Total Hrs – 60 hrs**

## **MODULE -I**

**(5hours)**

### **Dimensions of industrial marketing:**

Nature of industrial marketing, resellers market, organizational customers, govt. agencies, institutions, classification of industrial products, characteristics of organizational procurement, industrial marketing environment

## **MODULE -II**

**(15hours)**

### **Organizational buying behavior**

Baygrid model, phases in the purchasing decision process, buying center influence matrix, buying center roles, model of organizational buying center, objectives in

organizational objectives, purchasing influence, Sheth model, joint decision making, psychological factors, conflict & resolution.

**MODULE -III**

**(10hours)**

**Strategy formulation in the industrial market**

Strategic planning process, developing marketing strategy, segmentation, targeting, positioning.

**MODULE -IV**

**(7hours)**

**Formulating product planning**

Industrial product life cycle strategies & analysis perceptual mapping in product evaluation, new product development process.

**MODULE -V**

**(7hours)**

**Channel strategy formulation**

Dual channel strategies, choosing the right distributor manufacturers representatives & their participation, other channel participants, maintaining indirect channel effectiveness, total cost approach, identifying cost centers.

**MODULE VI**

**(8hours)**

**Formulating Marketing communication**

Developing the industrial sales force, planning, organizing & controlling the selling functions, managing advertising, sales promotion & publicity.

**MODULE VII**

**(8hours)**

**Formulating pricing policies**

Factors that influence pricing, pricing strategies, pricing policies, break-even analysis, ROI pricing, expected payoff analysis, competitive bidding, price negotiating, leasing.

**Books for reference:**

1. Industrial marketing by Robert Reeder, Edward Brierty & Betty Reeder; Prentice hall India pvt ltd.
2. Industrial Marketing by Krishna k Havaldar, Tata Mcgraw Hill
3. Industrial Marketing: Hill, Alexander & cross AITBS publishers house

## **MBAE354 - SUPPLY CHAIN & LOGISTICS MANAGEMENT**

### **Course objective**

Is to impart knowledge about how supply chain management impacts all areas of the firm, and to show how firms can improve their competitive position by employing the practices.

**Total Hrs: 60**

### **Module 1 Introduction To SCM**

Understanding the Supply Chain--The changing business landscapes driving forces  
--Supply chain concepts and characteristics--Discussions of logistics interface with micro economy such as marketing, production and other functional areas and macro economy such as global economic policies

### **Module 2: Planning Demand and Supply**

Demand forecasting--Role of aggregate planning--Planning strategies; MRP, ERP--  
Managing predictable variability

### **Module 3 Procurement and Inventory Decision Making**

Inbound logistics along the supply chain --Materials Management: Procurement and importance of item and service purchased--Significance of Inventories in broader perspective--Inventories in the organization- rationale for inventory--Classifying inventory--Approaches to managing inventory under conditions of certainty and uncertainty--Inventory at multiple locations and determining optimal level of inventory -- Problems in inventory management

#### **Module 4 Warehousing Decisions**

Role nature and importance of warehouse--Warehouse operations and design  
--Materials handling and storage

#### **Module 6 Supply Chain and Logistics Information System**

Use of information in a supply chain--Information system building process and role of E-business in a supply chain--Positioning information in logistics--Obstacles to coordination in a supply chain

#### **Module 7**

##### **Transport System and Economics**

Transportation System, Forms and Service Characteristics , Technological development in Transportation - in India, Transport and countries economy, transportation energy and the environment, Transportation System, Forms and Service Characteristics.

#### **Module 8**

##### **Logistics Management**

Definition - Logistics role in the economy and in the firm, Organization of Logistics functions, Integrating Logistics functions in overall organization structure.

Supply Management and Logistics - Integrated Logistics Planning - Evolution of World Class Management and implication for supply Management.

Organization of Logistics functions, Integrating Logistics functions in overall organization structure. Measurement of performance of Logistics function and functionalities.

Integrated Logistics Planning - Evolution of World Class Management and implication for supply Management

#### **Reference Books:**

1. Burt . Dobler and Starling, *World Class Supply Management*, - Tata McGraw Hill
2. Coyle Bondi and Langely *The management of Business Logistics a supply chain perspective* - Thomson South Western
3. Boversox and Closs ,*Logistical Management* - Tata McGraw Hill
4. David J. Bloomberg, Stephen Lemay, Joe B. Hanna *Logistics* emay, Joe B. Hanna –
5. Boversox and Closs ,*Logistical Management* - Tata McGraw Hill

**MBAE 355  
RETAIL MARKETING**

**Course objective**

The course is designed to provide an in-depth understanding of the retail marketing, building sustainable relationships, buyer's behavior, pricing strategies and delivery channels to the end users. And providing cutting edge coverage on the latest topics and developments in retailing.

**Total Hrs: 60hrs**

**MODULE- I**

**12 hrs**

Overview of retailing environment and management: Functions of retailing; Building and sustaining relationships; Strategic planning; Structural change, Types of Retail Outlets.

**MODULE- II**

**12hrs**

**Situational analysis**

Retail institutions by ownership; Retail institutions by store-based strategy mix; Web, nonstore-based, and other forms of nontraditional retailing; Targeting customers and gathering information; Communicating with customers; Promotional strategies.

**MODULE - III**

**6 hrs**

Choosing a store location: Trading-area analysis; Site selection; Store design and layout; Display.

**MODULE - IV**

**6hrs**

Customer Buying behavior: Types of Buying decisions; The Buying Process; Social factors influencing buying decisions.

**MODULE - V**

**12hrs**

Managing retail business: Retail organisation and HRM; Operations management: financial and operations dimensions; Managing retail services; Service characteristics; Branding: perceptions of service quality

**MODULE-VI**

**8hrs**

Delivering the product: Retail Information Systems; Merchandise management

**MODULE VII**

**8 hrs**

Pricing strategies; Price adjustments; Using Price to stimulate Retail sales

**Books for reference**

1) Berman B and Evans J R- Retail Management (Pearson Education)

- 2) Michael Lervy M and Weitz B W- Retailing Management (Tata McGraw-Hill)
- 3) Lamba- The Art of Retailing (Tata McGraw-Hill, 2001)