

Kurukshetra University Kurukshetra
Scheme of Examination for Undergraduate subject in Marketing
 According to Curriculum Framework for Undergraduate Subjects as per NEP 2020
(Multiple Entry-Exit, Internships and Choice Based Credit System LOCF) w.e.f. the Session 2023-2024 (in phased manner)

Semester	Course Type	Course Code	Nomenclature of Paper	Credits	Credits	Contact Hours		Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hrs)
					Theory	Tutorial	T+T				
1	CC-1	B23-MKT-101	Marketing Management-I	4	3	1	4	30	70	100	3
	MDC -1	B23- MKT -102	Business Organization	3	2	1	3	25	50	75	3
2	CC-2	B23- MKT -201	Marketing Management -2	4	3	1	4	30	70	100	3
	MDC 2	B23- MKT -202	Basics of Marketing	3	2	1	3	25	50	75	3
3	CC-3	B23- MKT -301	Advertising & Sales Promotion	4	3	1	4	30	70	100	3
	MDC 3	B23- MKT -302	Personal Selling & Salesmanship	3	2	1	3	25	50	75	3
4	CC-4	B23- MKT -401	Rural Marketing	4	3	1	4	30	70	100	3
5	CC-5	B23- MKT -501	Retailing	4	3	1	4	30	70	100	3
6	CC-6	B23- MKT -601	Supply Chain Management	4	3	1	4	30	70	100	3

Session 2023-2024			
Part-A Introduction			
Subject	Marketing		
Semester	I		
Name of the Course	Marketing Management-I		
Course Code	B23-MKT-101		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CC-1		
Level of the course (As per Annexure-I)	100-199		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. understand the concepts of marketing and marketing environmental. 2. know the consumer behavior and market segmentation. 3. understand the conceptual framework of need, want, demand and customer value. 4. apprehend the recent development in the field of marketing. 		
	5*.		
	Theory	Tutorial	Total
Credits	3	1	4
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			
Instructions for Paper Setters			
<ol style="list-style-type: none"> 1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 14 marks each, having two questions from each unit. 2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question. 			
Unit	Topics	Contact Hours	
I	Marketing: Concept, nature, scope and importance; Evolution of marketing; Marketing concepts – production, product, selling, societal, etc.; Marketing environment: Concept and importance; Micro environmental factors: Suppliers, intermediaries, customers, competitors, public; Macro environmental factors: Demographic, economic, political, legal, sociocultural, technological.	14	

II	Consumer behavior: Concept, nature and importance; Consumer buying process; Factors influencing consumer buying behavior; Market segmentation: Concept, importance and bases; Targeting; Positioning: Concept, importance and methods.	14
III	Need, want and demand: Conceptual framework; Market potential: Concept and methods of measurement; Demand forecasting: Concept and methods; Customer value and customer lifetime value: Concept and application.	16
IV	Recent developments in marketing: Social marketing; Direct marketing; Green marketing; Network Marketing; Stealth marketing; Online Marketing; Holistic marketing.	16
V*	----	
Suggested Evaluation Methods		
Internal Assessment:		End Term Exam
<ul style="list-style-type: none"> ➤ Theory Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam 		
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
<ul style="list-style-type: none"> • Grewal, Dhruv and Michael Levy; <i>Marketing</i>; Tata McGraw Hill. • Kumar Arun & Meenakshi N., <i>Marketing Management</i>, Vikas Publishing House Pvt. Ltd., New Delhi. Third Edition • Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit, <i>Marketing: Concepts and Cases. (Special Indian Edition).</i>, McGraw Hill Education • Philip Kotler, <i>Principles of Marketing</i>. Pearson Education. • Ramaswami, V.S. and Namakumari, S.; <i>Marketing Management</i>; MacMillan India Ltd. • Saxena Rajan, <i>Marketing Management</i>, Tata McGraw-Hill Publishing Company Ltd., New Delhi. Fifth Edition. 		

* Applicable for courses having practical component.

Session 2023-2024			
Part-A Introduction			
Subject	Marketing		
Semester	II		
Name of the Course	Marketing Management-2		
Course Code	B23-MKT-201		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CC-2		
Level of the course (As per Annexure-I)	100-199		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. understand the basics of product, product life cycle and new product development. 2. know various pricing methods and strategies used by the corporate. 3. understand the promotional tools and techniques to make the consumers aware about the product. 4. study different distribution channels and role of intermediaries. 		
	5*.		
	Theory	Tutorial	Total
Credits	3	1	4
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			
Instructions for Paper Setters			
<ol style="list-style-type: none"> 1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 14 marks each, having two questions from each unit. 2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question. 			
Unit	Topics		Contact Hours
I	Marketing Mix: Conceptual framework – core, actual and augmented product; Product: Concept, importance and classification; Service: Concept, characteristics and difference between product and service; Product Life Cycle; Branding; Packaging and Labelling; New Product Development.		14
II	Pricing: Concept, significance, objectives; Process of price		14

	determination; Pricing strategies: Skimming, penetration, etc; Pricing methods: Cost orienting and market oriented, Cost plus pricing, mark up pricing, target return pricing; Perceived value pricing, differential pricing, psychological pricing, etc.;	
III	Promotion: Concept and importance; Promotion mix; Advertising; Publicity; Sales promotion; Personal relation; Online tools for product promotion: Search engines, social media; Factors influencing promotion mix decision.	16
IV	Distribution: Concept and importance; Distribution and marketing; Marketing channels: Concept and types; Role of intermediaries in distribution channel; Factors influencing decisions on marketing channels.	16
V*	----	
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam		End Term Exam
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
<ul style="list-style-type: none"> • Grewal, Dhruv and Michael Levy; <i>Marketing</i>; Tata McGraw Hill. • Kumar Arun & Meenakshi N., <i>Marketing Management</i>, Vikas Publishing House Pvt. Ltd., New Delhi. Third Edition • Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit, <i>Marketing: Concepts and Cases. (Special Indian Edition).</i>, McGraw Hill Education • Philip Kotler, <i>Principles of Marketing</i>. Pearson Education. • Ramaswami, V.S. and Namakumari, S.; <i>Marketing Management</i>; MacMillan India Ltd. • Saxena Rajan, <i>Marketing Management</i>, Tata McGraw-Hill Publishing Company Ltd., New Delhi. Fifth Edition. 		

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Session2023-2024			
Part-A Introduction			
Subject	Marketing		
Semester	I		
Name of the Course	Business Organization		
Course Code	B23-MKT-102		
Course Type: (CC/MCC/MDC/CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	MDC-I		
Level of the course (As per Annexure-I)	100-199		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. understand the nature of business and related terms. 2. know the various forms of Indian Business. 3. gain knowledge of company form of organization. 4. understand the concept of LPG and MNCs and their role in Indian economy. 		
	5*.-		
	Theory	Tutorial	Total
Credits	2	1	3
Internal Assessment Marks	25	-	25
End Term Exam Marks	50	-	50
Exam Time	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			
Instructions for Paper Setters:			
<ol style="list-style-type: none"> 1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprises of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 9 marks each, having two questions from each unit. 2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question. 			
Unit	Topics		Contact Hours
I	Concepts of business, industry, commerce, trade, Auxiliaries to trade; Service sector: Concept, components and importance.		11
II	Forms of business organizations: Sole proprietorship, Joint Hindu Family, Partnership (including LLP) and Company.		11

III	Company: Concept, characteristics; Forms of company organization: One person company, Private Limited Company, Public Company, Holding and subsidiary, Co-operative Organization; Factors influencing choice of form of organizations; Internal constituents of business organization: CEO, key managerial personnel, their qualities, role and responsibilities.	12
IV	Liberalization, Privatization and Globalization, International business: An introduction; MNCs: nature, types, critical analysis.	11
V*.	---	
Suggested Evaluation Methods		
Internal Assessment:		End Term Exam
<ul style="list-style-type: none"> ➤ Theory Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam 		
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
<ul style="list-style-type: none"> • Abha Mathur, Business Organization and Management, Taxmann Publications Pvt. Ltd., New Delhi. • Barry, Jim, Chandler, John, Clark, Heather; Organization and Management, Thompson Learning, New Delhi. • C. B. Gupta, Business Organization and Management, Sultan Chand and Sons. • P.C. Tulsian and Vishal Panday, Business Organization and Management, Pearson Publication • Rao V.S.P., Business Organization and Management, Taxmann Publication. • Singh, B.P. & Chhabra, T.N., Business Organization and Management, Sun India Publications, New Delhi. 		

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Session 2023-2024			
Part-A Introduction			
Subject	Marketing		
Semester	II		
Name of the Course	Basics of Marketing		
Course Code	B23-MKT-202		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/VAC)	MDC-2		
Level of the course (As per Annexure-I)	100-199		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. understand the basic concepts of marketing and assess the marketing environment. 2. analyze the consumer behaviour in the present scenario and bases of marketing segmentation. 3. discover the new product development and factors affecting the price of a product in the present context. 4. understand the promotional and distribution strategies. 		
Credits	Theory	Tutorial	Total
	2	1	3
Internal Assessment Marks	25	-	25
End Term Exam Marks	50	-	50
Exam Time	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			
Instructions for Paper Setters			
<ol style="list-style-type: none"> 1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprises of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 9 marks each, having two questions from each unit. 2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question. 			
Unit	Topics		Contact Hours
I	Marketing: Concept, nature, scope and importance; Evolution of Marketing; Understanding marketing in new perspectives; Marketing environment: Concept, importance; Micro environmental factors: Suppliers, marketing intermediaries,		11

	customers, competitors, public; Macro environmental factors: Demographic, economic, natural, technological, politico-legal and socio- cultural.	
II	Consumer behaviour: Concept, nature and importance, consumer buying decision process, factors Influencing consumer buying behaviour; Market segmentation: Concept, importance and bases; Target market selection; Positioning: Concept, importance and bases.	11
III	Product: Concept, importance and classification; Branding, Packaging and Labelling; Product life cycle; New product development; Pricing: Concept, significance, price determination, pricing methods, pricing policies and strategies.	11
IV	Promotion: Nature and importance; Advertising, personal selling, sales promotion and publicity/public relations; Factors affecting promotion mix decisions; Distribution: Concept, importance and types of distribution channels; Factors affecting choice of distribution channel; Retailing; Wholesaling.	12
V*	--	
Suggested Evaluation Methods		
Internal Assessment:		End Term Exam
<ul style="list-style-type: none"> ➤ Theory Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam 		
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
<ul style="list-style-type: none"> • Grewal, Dhruv and Michael Levy; <i>Marketing</i>; Tata McGraw Hill. • Kumar Arun & Meenakshi N., Marketing Management, Vikas Publishing House Pvt. Ltd., New Delhi. Third Edition • Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit, Marketing: Concepts and Cases. (Special Indian Edition)., McGraw Hill Education • Philip Kotler, Principles of Marketing. Pearson Education. • Ramaswami, V.S. and Namakumari, S.; <i>Marketing Management</i>; MacMillan India Ltd. • Saxena Rajan, Marketing Management, Tata McGraw-Hill Publishing Company Ltd., New Delhi. Fifth Edition. 		

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Session 2023-2024			
Part-A Introduction			
Subject	Marketing		
Semester	III		
Name of the Course	Personal Selling & Salesmanship		
Course Code	B23-MKT-302		
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AE C/ VAC	MDC-3		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. understand the conceptual framework and importance of personal selling and salesmanship. 2. comprehend the buying motives and process of personal selling. 3. understand the concept of sales territory and sales quota management. 4. explain various methods and documents used for controlling and evaluating sales force. 		
	5*.		
	Theory	Tutorial	Total
Credits	2	1	3
Internal Assessment Marks	25	-	25
End Term Exam Marks	50	-	50
Exam Time	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			
Instructions for Paper Setters			
<ol style="list-style-type: none"> 1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprises of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 9 marks each, having two questions from each unit. 2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question. 			
Unit	Topics		Contact Hours
I	Personal selling and salesmanship: Concept, nature, role and importance of selling in marketing, fundamentals of selling, myths in selling, types of sales persons, qualities of successful salesperson, selling as		12

	a career; Consumer and industrial markets; Characteristics and implication for the selling function; Types of consumer.	
II	Theories of selling: AIDAS, Right set of circumstances theory, Buying formula theory, Behavioural Equation Theory; Personal selling situations; Personal selling process: Prospecting, pre-approaching, approaching, presentation and demonstration, handling objections and closing the sale; Buying motives and its importance in personal selling.	11
III	Territory and quota management: Need, procedure of setting up sales territories, time management and routing; Sales Quotas: Importance, types of sales quota; Relationship between sales territory and sales quota; Network relationship for sales.	11
IV	Evaluating the sales force: Need, methods- Qualitative and quantitative; Sales reports and documents: Sales manual, order book, cash memo, tour diary, daily and periodical reports; Ethical aspects of selling.	11
V*	-	
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam		End Term Exam
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
<ul style="list-style-type: none"> • Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Press. • Johnson, Kurtz and Schueing, Sales Management, McGraw Hill • Pedesson, Charles A.Wright, Milburn D. and Wetz, Barteon A, Selling: Principles and Methods, Richard, Ervin. • Rusell, F. A. Beach and Richard H. Buskirk, Selling: Principles and Practices, McGraw Hill • Spiro, Stanton, and Rich, Management of the Sales force, McGraw Hill. • Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi, 		

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