

# Course Components of Management

## MS-61: Consumer Behaviour

- I **Consumer Behaviour — Issues and Concepts**
  - 1 Consumer Behaviour-Nature, Scope and Application
  - 2 Consumer Behaviour and Life-style Marketing
  - 3 Organisational Buying Behaviour
- II **Individual Influences on Buying Behaviour**
  - 4 Perceptions
  - 5 Consumer Motivation and Involvement
  - 6 Attitude and Attitude Change
  - 7 Learning and Memory
  - 8 Personality and Self-concept
- III **Group Influences on Consumer Behaviour**
  - 9 Reference Group Influence & Group Dynamics
  - 10 Family Buying Influences, Family Life-cycle and Buying Roles
  - 11 Cultural and Sub-cultural influences
- IV **The Buying Process**
  - 12 Problem Recognition & Information Search Behaviour
  - 13 Information Processing
  - 14 Alternative Evaluation
  - 15 Purchase Process & Post-purchase Behaviour
- V **Modelling Buyer Behaviour**
  - 16 Early Models
  - 17 Howard Sheth Model
  - 18 Recent Developments in Modelling Buyer Behaviour

## MS-62: Sales Management

- I **Sales Management Functions**
  - 1 Introduction to Sales Management
  - 2 Personal Selling
  - 3 Sales Process
  - 4 Computer Applications in Sales Management
- II **Selling Skills**
  - 5 Communication Skills
  - 6 Sales Presentation
  - 7 Negotiation Skills
  - 8 Retail Communication : Sales Displays
- III **Sales Force Management**
  - 9 Job Analysis, Recruitment and Selection
  - 10 Training the Sales Force
  - 11 Compensation and Motivation of Sales Force
  - 12 Monitoring and Performance Evaluation
- IV **Planning and Control of the Sales Effort**
  - 13 Sales Planning
  - 14 Sales Organisation
  - 15 Sales Forecasting and Sales Quotas
  - 16 Sales Budgeting and Control
- V **Case Studies**

## MS-63: Product Management

- I **Product Management — Introduction**
  - 1 The Product Management - Basic Concepts Introduction to
  - 2 The Product Management Process
  - 3 The Product Planning System
- II **Managing Products -1**
  - 4 Product Line Decisions
  - 5 Product Life Cycle
  - 6 Product Portfolio
  - 7 Product Pricing
- III **Branding and Packaging Decisions**
  - 8 Branding Decisions
  - 9 Positioning Decisions
  - 10 Brand Equity
  - 11 Packaging Decisions
- IV **New Product Development**
  - 12 Organising for New Product Development
  - 13 Generation, Screening and Development of New Product Ideas
  - 14 Economic Analysis
- V **Implementing New Product Decision**
  - 15 Concept Development and Testing
  - 16 Physical Development of the Product
  - 17 Pretest Marketing and Test Marketing
  - 18 Product Launch

## MS-64: International Marketing

- I **International Marketing : An Introduction**
  - 1. Scope and Size of International Markets
  - 2 Conceptual Framework
  - 3 Institutional Framework
- II **Environment of International Business**
  - 4 Cultural Environment
  - 5 Political and Legal Environment
  - 6 Economic Environment
- III **Policy Framework and Procedural Aspects**
  - 7 India's Export-Import Policy
  - 8 Export-Import Documentation
- IV **International Marketing Mix**
  - 9 International Product Policy and Planning
  - 10 International Advertising
  - 11 International Pricing Policy
  - 12 International Distribution and Sales Policy
- V **International Marketing Planning**
  - 13 International Market Selection
  - 14 International Marketing Research
  - 15 International Marketing Planning and Control