

**Model Syllabus for 4-Year UG Honours in B.B.A.(General) as Major in
consonance with Curriculum framework w.e.f. AY 2026-27**

COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No.of Hrs /Week	No. of Credits
II	IV	8	Marketing Management	4	4
		9	Human Resource Management	4	4
		10	Financial Management	4	4

SEMESTER-IV
COURSE 8: MARKETING MANAGEMENT

Theory 4 hrs/week

Credits: 4

Course Objectives

This course is designed to:

- Introduce the core concepts and functions of marketing in business management.
- Develop understanding of market segmentation, targeting, and positioning strategies.
- Familiarize students with product, price, place, and promotion (4Ps) decisions.
- Explore marketing strategies in competitive and global environments.
- Apply marketing principles in real-life business situations and case studies.

Course Outcomes (COs)

Upon successful completion of this course, the students will be able to:

CO1: Understand the nature, role, and scope of marketing in business.

CO2: Analyze customer needs and implement segmentation, targeting, and positioning strategies.

CO3: Apply 4Ps in developing a marketing mix for products and services.

CO4: Evaluate marketing strategies in different competitive scenarios.

CO5: Design basic marketing plans and assess consumer behavior patterns.

Unit I: Introduction to Marketing

Definition, Nature, and Scope of Marketing – Evolution of Marketing Concepts – Core Marketing Concepts – Role of Marketing in Organizations and the Economy – Marketing vs. Selling – Marketing Environment: Micro and Macro Factors.

Unit II: Consumer Behavior

Understanding Consumer Behavior – Buying Decision Process – Influencing Factors – Market Segmentation: Meaning, Bases, and Benefits – Targeting Strategies – Product Positioning: Concepts, Strategies, and Differentiation.

Unit III: Product and Pricing Decisions

Product: Concept, Levels, and Classifications – Product Life Cycle (PLC) – New Product Development – Branding, Packaging, and Labeling – Pricing: Objectives, Factors Affecting Price Decisions – Pricing Strategies and Methods.

Unit IV: Distribution and Promotion Decisions

Place (Distribution): Channels of Distribution – Types and Functions of Intermediaries – Logistics and Supply Chain Management – Promotion: Elements of Promotion Mix – Advertising, Personal Selling, Sales Promotion, and Public Relations – Recent Trends in Promotion.

Unit V: Marketing Strategy and Trends

Marketing Planning and Control – Competitor Analysis – Strategic Marketing Process – Digital Marketing Basics – Rural and Green Marketing - Ethics in Marketing – Global Marketing Challenges and Opportunities.

Student-Centric Activities

- ☐ Case Study Analysis: Study real-world companies and their marketing strategies.
- ☐ Product Pitch Activity: Create and present a product with complete marketing mix.
- ☐ Consumer Survey Project: Conduct a small survey to analyze buying behavior.
- ☐ Group Presentation: Segmentation and positioning analysis for a selected brand.
- ☐ Marketing Campaign Design: Develop a mini ad campaign using social media tools.

References

1. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2022). *Marketing Management* (15th ed.). Pearson Education.
2. Ramaswamy, V. S., & Namakumari, S. (2021). *Marketing Management*. McGraw-Hill Education.
3. Saxena, R. (2021). *Marketing Management*. Tata McGraw-Hill.
4. Etzel, M. J., Walker, B. J., & Stanton, W. J. (2020). *Marketing*. McGraw-Hill.
5. Arora, R. (2021). *Marketing Management*. Himalaya Publishing House.

MODEL QUESTION PAPER
SEMESTER-IV
COURSE 8: MARKETING MANAGEMENT
(w.e.f. 2026-27)

Time :3Hrs

Max Marks 75

SECTION - A

Answer any Five of the following

5 X 3= 15 Marks

1. Short answer question from Unit-1
2. Short answer question from Unit-1
3. Short answer question from Unit-2
4. Short answer question from Unit-2
5. Short answer question from Unit-3
6. Short answer question from Unit-3
7. Short answer question from Unit-4
8. Short answer question from Unit-4
9. Short answer question from Unit-5
10. Short answer question from Unit-5

SECTION - B

Answer Five of the following

5 X 12= 60 Marks

11. Long answer question from Unit-1
- OR**
12. Long answer question from Unit-1
13. Long answer question from Unit-2
- OR**
14. Long answer question from Unit-2
15. Long answer question from Unit-3
- OR**
16. Long answer question from Unit-3
- OR**
17. Long answer question from Unit-4
- OR**
18. Long answer question from Unit-4
19. Long answer question from Unit-5
- OR**
20. Long answer question from Unit-5