



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from June - 2025

Bachelor of Commerce (B. Com.)

Semester – III

Course Code	UB03MACOM04	Title of the Course	Business Management – IV (Marketing Management -II)
Total Credits of the Course	04	Hours per week	04

Course Objectives:	1) To give insight about marketing environment. 2) To outline key buying behaviour and its determinants. 3) To develop understanding about the selection of market segmentation. 4) To understand marketing of services and its determinants.
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Course Content		
Unit No.	Description	Weightage (%)
1	Marketing Environment: <ul style="list-style-type: none">Modern Marketing Information Systems and its componentsNeed for Environment AnalysisImportance of Environment AnalysisThe company's MicroenvironmentThe company's Macro environment	25%
2	Buyer Behaviour: <ul style="list-style-type: none">Meaning and Concepts of Buyer BehaviourDeterminants of Buyer BehaviourConsumer Buying ProcessStages of Buying Process	25%
3	Marketing Segmentation: <ul style="list-style-type: none">Meaning, Concept and Level of Market SegmentationCriteria for Market SegmentationEvaluating and Selecting the Market segmentationsBases for Segmenting Consumer Markets and Business Markets	25%
4	Marketing of Services: <ul style="list-style-type: none">Nature and Scope of ServicesMarketing concept in service marketing	25%



	<ul style="list-style-type: none"> • Classification of Services • Characteristics of Services • 7 P's of services • Determinants of Service Quality 	
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Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
Final Examination (%)		50 (100%)	25 (100%)

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	Analyse critically Company's Micro and Macro Environment
2)	Understand the concept of Buyer Behaviour and Buying Process
3)	Apply and evaluate various consumer and Business Market Segmentations
4)	Understand the significance of Services Marketing and its determinants.

Sr. No.	Suggested References:
1)	Marketing Management - Philip Kotler
2)	Salesmanship and Advertising-R.C. Agrawal
3)	Marketing Management-R.C. Agrawal
4)	Promotion Management- S.A. Chunawala.
5)	Marketing Management –S.A. Sherlekar

Sr. No.	On-Line Resources available that can be used as Reference Material
1)	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM405_DMGT408_MARKETING_MANAGEMENT_DMGT203_ESSENTIALS_OF_MARKETING.pdf

2)	https://assets.openstax.org/oscms-/media/documents/Principles_Marketing-WEB.pdf
3)	SWAYAM- https://onlinecourses.swayam2.ac.in/cec24_mg25/preview