

# **B.A. Marketing Management**

**Course Title: CONSUMER BEHAVIOUR & MARKETING RESEARCH**

**Course Code: UBMTC101**  
**Credits – 6**  
**Examination – 3 Hours**

**Total Marks - 100**  
**Internal Marks – 20**  
**External Marks – 80**

**The syllabus is for the Examinations to be held in December 2016, December 2017 and December 2018**

**Objective:** The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms and to inculcate the analytical abilities and research skills among the students.

## **Unit I:**

Introduction to Consumer Behaviour (CB): Nature and Importance of CB, application of CB in Marketing, Consumer Decision-making Process; Factors affecting Consumer Behaviour, Models of CB: Howard & Sheth, Engel-Kollat-Blackwell Models.

## **Unit-II**

Individual Determinants of CB: Perception: Process, Consumer Imagery, Perceived Risk. Learning: Principles, Theories. Personality: Nature, Theories, Self Concept, Psychographic and Life style. Attitude: Concept, Attitude Formation & Change. Motivation: Concept, needs/motives & goals, Theories.

## **Unit-III**

Group Determinants of CB: Reference group influence: types of consumer relevant groups, factors affecting group influence, Family: functions of family, family decision making, family life cycle (FLC) .Opinion Leadership and Personal influence, Diffusion of Innovation. Environmental Influences on CB: Social class and its application to CB.

## **Unit-IV**

Marketing Research: Introduction, Management uses of marketing research, Problem Formulation & steps in Decision Making Process, Research Design: Introduction, Exploratory Research, Descriptive research, Causal/ Experimental Research Design, Relationship between different types of designs, Development of questionnaire, Data Collection Methods, Analysis and Interpretation of Data, Steps in formulating Market Research Projects and Report writing.

## **Note for Paper Setter:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be of 15 marks each.

For the internal evaluation, there shall be one test of 10 marks, one assignment and one snap test of 5 marks each.

## **Readings**

1. Assael, H. Consumer Behaviour and marketing Action, Ohio, South Western, 1995
2. Engle, J F. Consumer Behaviour, Chicago, Dryden Press, 1993 Electives (Mktg)
3. Howard, John A .Consumer Behaviour in marketing Englewood Cliffs, New Jersey, Prentice Hall Inc.1989
4. Hawkins, D I. Consumer Behaviour Implications for Marketing Strategy. Texas, Business, 1995
5. Mowen, John C. Consumer Behaviour, New York, MacMillan, 1993
6. Schiffman, L G and Kanuk, L L Consumer Behaviour New Delhi, Prentice Hall of India,
7. Tull, Donald S, Hawkins Del I, Marketing Research Measurement and Methods, PHI 2003
8. Malhotra , Naresh, Marketing Research , PHI 2002
9. Nargondkar, Marketing Research, TMH, 2003

**Course Title: BRAND MANAGEMENT**

**Course Code: UBMTC201**  
**Credits – 6**  
**Examination – 3 Hours**

**Total Marks - 100**  
**Internal Marks – 20**  
**External Marks - 80**

**The syllabus is for the Examinations to be held in May 2017, May 2018 and May 2019**

**Objectives:** To increase the understanding of students about the important issues in planning and evaluating brand strategies and also to provide the appropriate theories, models, and other tools to make better branding decisions.

**Unit I**

Brand Management- What is a Brand- Brand Development: Extension, Rejuvenation, Relaunch- Product Vs Brands, Goods and services, Brands and added values, Factors shaping a brand over its life cycle, Brand challenges and opportunities

**Unit II**

Brand Equity Customer-based Brand Equity; Concept of brand equity, Sources of brand equity Benefits of brand equity. Brand Knowledge Structures, Choosing Brand Elements to Build Equity.

**Unit III**

Brand Valuation Measuring Sources of Brand Equity; Qualitative research techniques, Quantitative research techniques, Measuring Outcomes of Brand Equity; Comparative methods, Holistic methods, Brand Equity Measurement System.

**Unit IV**

Branding Strategies; Brand-product matrix, Brand hierarchy, Designing brand strategies; Naming New Brands and Extensions; New products and brand extensions, Advantages of extensions.

**Note for Paper Setter:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be of 15 marks each.

For the internal evaluation, there shall be one test of 10 marks, one assignment and one snap test of 5 marks each.

**Readings**

1. Keller, Kevin Lane: Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Upper Saddle River, NJ: Prentice Hall.
2. Joel Kapfferrer; Strategic Brand Management, Kogan Page
3. Merle C. Crawford: New Product Management, Richard D. Irwin, Homewood, Illinois.
4. Aaker, David A: Building Strong Brands, New York: Free Press.