

## **MARKETING GROUP**

### **M.M 3.6 CONSUMER BEHAVIOUR AND MARKETING RESEARCH**

#### **OBJECTIVE:**

The objective is to provide an insight into the changing behavior of consumers and the environmental influence on the consumer buying patterns

#### **Unit 1: CONSUMER BEHAVIOUR**

Introduction to Consumer Behaviour - A managerial & consumer perspective; Need to study Consumer Behaviour; Applications of consumer behaviour knowledge; current trends in Consumer Behaviour; Market segmentation & consumer behaviour.

#### **Unit 2: INDIVIDUAL DETERMINANTS OF CONSUMER BEHAVIOUR**

Consumer needs & motivation; personality and self-concept; consumer perception; learning & memory; nature of consumer attitudes; consumer attitude formation and change.

#### **Unit 3: ENVIRONMENTAL DETERMINANTS OF CONSUMER BEHAVIOUR**

Family influences; the influence of culture; subculture & cross cultural influences; group dynamics and consumer reference groups; social class & consumer behaviour.

#### **Unit 4: CONSUMER'S DECISION MAKING PROCESS**

Problem recognition; Search & Evaluation; Purchase processes; Post-purchase behaviour; personal influence & opinion leadership process; diffusion of innovations; Models of Consumer Behaviour; Researching Consumer behaviour; consumer research process.

#### **Unit 5: CONSUMER SATISFACTION**

Concept of Consumer Satisfaction; Working towards enhancing consumer satisfaction; sources of consumer dissatisfaction; dealing with consumer complaint.

#### **Unit 6: MARKETING RESEARCH**

Introduction to marketing research - nature, characteristics, scope, uses & limitations; Interaction between management and marketing research; Marketing information system and decision support system in marketing research; Assessing information needs; scientific method & research process; steps in research process; types of research.

#### **Unit 7: COLLECTION & ANALYSIS OF DATA**

Sources of Secondary data; methods of collection of primary data; construction of questionnaire and interview schedule; Sampling designs and sample size - collection and organizing of data, Editing, Coding & tabulation of data; techniques of data analysis; interpretation of data.

## **Unit 8: REPORT WRITING & PRESENTATION**

Role & types of report; content of report; principles of report preparation; Presentation & Communication.

## **Unit 9: TRADITIONAL & EMERGING APPLICATIONS OF MARKETING RESEARCH**

Product research; price research; distribution research; advertising research; market & sales research; customer database and relationship marketing; Internet Marketing Research.

### **BOOKS FOR REFERENCE:**

1. Suja.R.Nair, Consumer behavior and Marketing Research, First Edition, Himalaya Publishing House, Mumbai, 2003.
2. Boyd, Westfall & starch, Marketing Research, text & cases, seventh edition, AITBS, New Delhi,.
3. G.C.Beri, Marketing Research, Tata McGraw Hill publishing company, New Delhi.
4. Prof.M.N.Mishra, Modern Marketing Research; First Edition, Himalaya Publishing House, Mumbai.
5. Malhotra, Marketing Research.
6. Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House, Mumbai, 2003.
7. Sontakki; Consumer Behaviour.
8. Schiffman; Consumer Behaviour.
9. Batra/Kazmi; Consumer Behaviour

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## **M.M 3.7 RETAIL MANGEMENT**

### **OBJECTIVE:**

The objective is to expose students to acquire skills in Retail Management.

### **Unit 1: INTRODUCTION TO RETAILING**

Definition – functions of retailing - types of retailing – forms of retailing based on ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retailing in India – Influencing factors – present Indian retail scenario.

### **Unit 2: RETAIL CONSUMER BEHAVIOUR**

Buying decision process and its implication to retailing – influence of group and individual factors. Customer shopping behaviour Customer service satisfaction. Retail planning process – Factors to consider – Preparing a complete business plan – implementation – risk analysis.

### **Unit 3: RETAIL OPERATIONS**

Choice of Store location – Influencing Factors, Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Store Layout and visual merchandising – Store designing – space planning. Retail Operations: Inventory management – Merchandise Management – Category Management.

#### **Unit 4: RETAIL MARKETING MIX**

Retail Marketing Mix – Introduction. Retail marketing mix: Product – Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Retail marketing mix: Pricing – Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Retail marketing mix: Place – Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Retail marketing mix: Promotion – Setting objectives – communication effects - promotional mix.

#### **Unit 5: HUMAN RESOURCE MANAGEMENT IN RETAILING**

Introduction - Manpower planning – recruitment and training – compensation – performance appraisal.

#### **Unit 6: IMPACT OF IT IN RETAILING**

Non store retailing (e-retailing) The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system. Legal aspects in retailing. Social issues in retailing. Ethical issues in retailing.

#### **Unit 7: EMERGING TRENDS IN RETAILING**

Introduction – FDI in Retailing – Emergence of Shopping Malls – Impact of Shopping Malls on Small Business Houses – Foreign Retail Business Houses Vs Indian Large Retail Business Houses - Retailing from the International perspective.

#### **BOOKS FOR REFERENCE**

- 1) R.S.Tiwari : Retail Management , HPH
- 2) Barry Bermans and Joel Evans, "Retail Management – A Strategic Approach", 8th edition, PHI private limited, Newdelhi, 2002.
- 3) Suja Nair: Retail Management
- 4) A.J.Lamba, "The Art of Retailing", 1st edition, Tata McGrawHill, Newdelhi, 2003.
- 5) Retailing Management by Swapna Pradhan, 2/e, 2007 & 2008, TMH
- 6) Integrated Retail Management by James R. Ogden & Denise T.
- 7) Ogden, 2007, Biztantra
- 8) Araif Sakh: Retail Management
- 9) Retail Management – Levy & Weitz-TMH 5th Edition 2002
- 10) Retail Management by Rosemary Varley, Mohammed Rafiq-
- 11) Retail Management by Chetan Bajaj-Oxford Publication.
- 12) Retail Management by Uniyal & Sinha-Oxford Publications.
- 13) Retail Management - A. Sivakumar, Excel Books.

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### **3. HUMAN RESOURCES GROUP**

#### **H.R. 3.6 STRATEGIC HUMAN RESOURCES MANAGEMENT**

##### **OBJECTIVE**

The objective is to enable students to acquire skills in Strategic Human Resource Management.

##### **Unit 1: UNDERSTANDING STRATEGIC HRM:**

Traditional Vs strategic HR, Typology of HR activities, 'Best fit' approach Vs 'Best practice' approach, Role of HR strategy in the national context, sectoral context and organizational context on HR strategy and practices, Investment perspective of human resources.

##### **Unit 2: INVESTMENT PERSPECTIVES OF HR**

Investment Consideration, investments in Training and Development, investment Practices for improved Retention, investments job secure work courses, Nontraditional investment Approaches.

##### **Unit 3: HR STRATEGY FORMATION:**

Brief overview of strategic planning and planning in SBUs, HR Strategy and HR Planning, HR Strategy in Multinational, Global and Transnational companies, HR contributions to strategy competitive intelligence resource reallocation decisions

##### **Unit 4: HR STRATEGY IN FOWRKFORCE UTILISATION:**

Efficient utilization of Human resource cross training and flexible work assignment work teams no unionization, Strategies for employee shortages, Strategies for employee surpluses

##### **Unit 5: MANAGING STRATEGIC ORGANIZATION**

Managing Strategic Organizational renewal- Managing change and OD, instituting TQM Programmes, Creating Team based Organizations, HR and BPR, Flexible work arrangement.

##### **Unit 6: STRAGIES FOR PERFORMANCE AND DEVELOPMENT:**

Strategic dimensions of performance management, balanced scorecard, EVA, etc.

##### **Unit 7: HR STRATEGY FOR TRAINING AND DEVELOPMENT:**

Benefits, planning and strategizing training, integrated learning with performance management system and compensation.

##### **Unit 8: HR STRATEGY IN GLOBAL ECONOMY:**

Managing Global Human Resources - HR and the internationalization of business, Improving international Assignments through selections, Training and maintaining international Employees, Developing international Staff and Multinational Teams, Multinational, Global,

and Transnational Strategies, Strategic Alliances, Sustainable Global Competitive Advantage, Globally Competent Managers, Location of Production Facilities.

### **REFERENCE BOOKS**

1. Rajesh Visvanathan: Strategic Human resource Management Himalaya Publishion House
2. Human Resource Strategy Dreher, George F./ Dougherty, Thomas W. Tata
3. Rajkumar : Human Resource Management, I.K. Intl
4. McGraw Hill Handbook of Strategic HRM Thekey to Improved Business Performance Armstrong, Michael / Baron, Angela. Jaico Publishing House 2007
5. P.Subba Rao : Essentials of Human Resource Management and Industrial Relations HPH
6. R.L. Dhar- Strategic Human Resource Management

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### **H.R 3.7 WELFARE MANAGEMENT AND INDUSTRIAL REGULATIONS**

#### **OBJECTIVE**

The objective is to enable the students to acquire skills in Labor Welfare & Social Security and understand the various laws relating to Industrial Labour.

#### **Unit 1: MANAGEMENT OF LABOUR WELFARE**

Introduction, History, Definition. Scope, objectives, Principles, Theories & Limitations. Role, Qualifications, Functions, Duties of Labour Welfare Officer & Difference between Personnel Manager & Welfare Officer.

#### **Unit 2: MANAGEMENT OF TRAINING**

Definition – meaning – need for training –Importance of training – Objectives of training – training and development – overview of training functions – types of training. Process of training - Steps in training – identification of job competencies –criteria for identifying training needs (person analysis – task analysis – organization analysis) – assessment of training needs – methods and process of needs assessment

#### **Unit 3: MANAGEMENT OF SAFETY IN INDUSTRY**

Safety Management - Concept of Safety, Applicable areas, unsafe actions & Conditions. Responsibility of Safety - Society, Govt., Management, Union & employees. Safety Officer - Appointment, Qualification, Duties of safety officer. Safety Committee - Membership, Functions & Scope of Safety committee. Motivation & Training of employees for safety in Industrial operations. Disaster Management - Designing, Importance & implementation of Disaster Control Action Plan.

#### **Unit 4: FACTORIES ACT, 1948**

Approval, Licensing and registration – Inspecting Staff – Health –Welfare – Working Hours – Annual Leave with wages – Periodical Returns – Registers and Records.

Health: Cleanliness, disposal of waste, ventilation, dust and fume, artificial humidification, overcrowding, lighting, drinking water, toilets, spittoons.

Safety: Fencing of machinery, work on or near machinery in motion, employment of young persons on dangerous machines, Safety officer.

Welfare: Washing facilities, facilities for storing and drying clothing, facilities for sitting, first aid appliances canteens, shelters and restrooms, crèches. Working hours for adults, annual leave with wages.

#### **Unit 5: PAYMENT OF WAGES ACT – 1936**

Definitions; Responsibility for payment of wages; fixation of Wage period; Time of Payment of Wages; Mode of Payment; Deductions from wages for absence from duty, damage or loss, for services rendered, recovery of advances & loans; Maintenance of registers and records; Penalty for offences; Payment of undisbursed wages in case of death.

#### **Unit 6: PAYMENT OF BONUS ACT – 1965**

Definitions, eligibility for bonus, payment of minimum and maximum bonus, disqualification for bonus, set on and set off allocable surplus, time limit for payment of bonus.

#### **Unit 7: WORKMEN COMPENSATION ACT:**

Introduction, Scope, accidents arising during and in course of employment, circumstance when the workman is entitled for compensation.

#### **Unit 8: PAYMENT OF GRATUITY ACT – 1972**

Definitions, continuous service, payment of gratuity, compulsory insurance, nomination, determination of the amount of gratuity.

#### **BOOKS FOR REFERENCE**

1. AM Sarma, Aspects of Labour Welfare & Social Security
2. MS Pandit & Shobha Pandit, Business Law
3. P.L.Malik, Industrial Law
4. N.D.Kapoor, Industrial Law
5. Personnel Management – C. B. Mamoria
6. Industrial Law – P. L. Malik
7. Industrial Law – J. K. Bareja
8. Aspects of Labour Welfare & Social Security - A. M. Sarma
9. Labour Problems & Social welfare - R.C. Saxena
10. B.D. Singh ; Industrial Relations & Labours laws

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