

- Choose 5 successful products or services and identify the insight behind them through a field survey.
- Do a comprehensive essay on the difference between consumer vs. trade vs. competition insights & how best to exploit them.
- Take 5 recent digital innovations e.g. twitter or face book and identify the insights. Locate 5 non-users of search or mail and Interview their reasons.
- Choose 5 recent successful campaigns and identify their insights through consumer interviews. Present your findings to the class
- Choose 3 successful movies e.g. Dabang & Zindaginamilegi & My name is Khan---and interview consumers about the reasons for their success. Similarly repeat this with 3 recent expensive flop movies and Present your findings to the class

#### RECOMMENDED BOOKS:

- Marketing Research contemporary approach- Naraynreddy and GVRK Acharyalu, Excel publications
- Marketing Research and consumer Behavior Saravanel et.al, Vikas publishing house
- Essentials of Marketing Research – 4/e, Tony Proctor, PHI, 2005
- Essentials of Marketing Research – William G. Zikmund et.al. 4/e, Cengage Learning, 2010.
- Research Skills for Students: Transferable and Learning Skills - Allison, et.al. 1996.
- Market Research – Aekar, 11/e, Wiley publications, 2002.

#### REFERENCE BOOKS:

- Market Research: a guide to planning, methodology & evaluation - Paul Hague, KoganPage, 1996.
- Market Research Best Practice. 30 Visions of the Future – Peter Mouncey, et.al. 2007.

#### BUSINESS MARKETING

Subject Code : 16MBA MM305  
 Number of Lecture Hours/Week: 03  
 Number of Lecture Hours : 56  
 Practical Component : 02 Hours/ Week

Dept. of Business Administration  
 Alva's Institute of Engg. & Technology

MIJAR - 574 225

IA Marks: 20

Exam Hours: 03

Exam Marks: 80

#### Objectives:

- To develop an understanding of the various concepts of Industrial Marketing.
- To understand the buying process and marketing channels for industrial goods.
- To acquaint with B-2-B-2-C Strategies and their implementation.
- To analyze various pricing strategies of industrial goods & their implications.
- To understand the significance of E-commerce in Business Marketing.

#### Outcomes:

The student should be able to:

- Describe the nature of business markets and the related concepts.
- Familiarize the business buying behavior of industrial customers.
- Analyze business situations in the context of buyer-seller relationships.
- Apply concepts of pricing strategies for industrial goods

- To evaluate the significance of E-Commerce in Business Marketing.

**Unit 1:**

**(8 Hours)**

**Nature of Business Marketing:** Business Marketing Concept, Business vs. Consumer Marketing, Economics of Industrial demand, Types of Industrial Markets, Types of Business Customers, Classifying Industrial Products & Services, Business customers purchase orientations, Organizational Procurement Characteristics, Environment Analysis in Business Marketing.

**Units 2:**

**(10 Hours)**

**Organizational Buying Behaviour:** Organizational Buying Process, Types of purchases / buying situations, Buying Centre Concept, Inter Personal Dynamics of Business Buying Behaviour, Roles of Buying centre, Conflict Resolution in Decision, The Webster & Wind model of Organizational Buying Behaviour, Ethics in Purchasing.

**Business Marketing Research:** Differences between B2C & B2B Marketing Research, Marketing Research Process, The Standard Industrial Classification (SIC), Research Methods, Sales Forecasting Approaches, Top-Down, Bottom-up approaches.

**Unit 3:**

**(8 Hours)**

**Market Segmentation:** Segmenting, Targeting and Positioning of Business Market, Value based segmentation, Model for segmenting the organizational Market.

**Product & Brand Strategy:** Developing Product Strategy, Analyzing Industrial Product Life Cycle, Developing Strategies for new and existing products, Branding process & Brand strategy.

**Business Service Marketing:** Special Challenges

**Unit 4:**

**(8 Hours)**

**Formulating Channel Strategy:** Nature of Business Marketing channels, Intermediaries, Direct and Indirect Channels, Channel Objectives, Channel Design, Managing Channel Members, Selection and Motivation of Channel Members, Channel conflicts, SCM, Logistics Management, Customer Service, Major cost centres of Market Logistics.

**Unit 5:**

**(8 Hours)**

**Pricing Strategies:** Price Determinants, Factors that Influence the Pricing Strategies, Pricing Methods, concept of learning curves, Pricing Strategies, Pricing Policies, Terms of Payment, Competitive Bidding, Leasing

**The Promotional Strategies:** Communication Objectives, Role of B-2-B Advertising, Sales Promotion in Industrial Markets, Trade shows and Exhibitions.

**Unit 6:**

**(10 Hours)**

**Management of Sales Force:** Personal Selling, The Selling Process, Key Account Management, Managing the Industrial Sales Force, Organizing and controlling the industrial sales force activity, planning for sales force Deployment, Measuring the Effectiveness of Sales Force, Customer relationship Management Strategies for Business Markets, Ethical Issues.

**B2B through E-Commerce:** Business-to-Business forms of E-Commerce, Models for B2B e-commerce, Marketing strategy for the electronic market place.



**Case Studies in Indian context only.**

**(4 Hours)**

**Practical Components:**

- Group presentations on organizational buying behavior & practices in purchase of rawmaterials, capital & facilitating goods in Indian Co's& MNC's operating in India.
- Segmentation & Positioning of B2B Products.
- Forecasting Techniques for demand of Industrial Products
- Visit to Trade shows & Exhibitions
- Industry visit in 2-3 Industries
- Competitive Bidding Process
- Preparation of quotation.
- Industry survey in the context of B2B Marketing
- Case studies

**RECOMMENDED BOOKS:**

- Business Marketing – Krishna K Havaladar, Latest Edition, Tata McGraw HillPublication.
- Industrial Marketing – Robert R Reeder & Reeder; 2nd Edition; Prentice-HallInternational Publication.
- Business Marketing Management – Michael D Hutt, Thomas W Speh, Latest Edition,Cengage Learning Publication.

**REFERENCE BOOKS:**

- Business Marketing – Frank G Bingham Jr., Latest Edition; Tata McGraw HillPublication.
- Industrial Marketing – Mukherjee H S; Latest Edition; Excel BOOKS Publication.
- Industrial Marketing – PK Ghosh, Latest Edition; Oxford University Press.

**SUPPLY CHAIN MANAGEMENT**

Subject Code : 16MBA MM306  
Number of Lecture Hours/Week : 03  
Number of Lecture Hours : 56  
Practical Component : 02 Hours/ Week

IA Marks : 20  
Exam Hours: 03  
Exam Marks: 80

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**Objectives:**

- To understand the basic concepts, processes and key elements of a supply chain.
- To provide insightsfor establishing efficient, effective, and sustainable supply chains.
- To explain the role of technology in supply chain planning, visibility, and execution.

**Outcomes:**

**The student should be able to:**

- Demonstrate knowledge of the functions of logistics and supply chain management.
- To relate concepts and activities of the supply chain to actual organizations.
- Highlight the role of technologyin logistics and supply chain management.