

Tilak Maharashtra Vidyapeeth - Pune
BBA - III Semester

71311- Marketing Management-II

Examination 1

1. Marketing Mix

- Introduction
- Policy decisions regarding existing products
 - Product Modification
- Product Diversification
- Types of Product Diversification
 - Related diversification
 - Unrelated Diversification
 - Forward or backward integration
- New Product Development
 - Approach to New Product Development
- If the decision is “Yes”
 - Developing ideas
 - Evaluation of ideas
 - Prototype development or a pilot batch production
 - Test marketing
 - Launching of product
- Branding And Brand Loyalty
 - Advantages of Branding
 - Brand Loyalty
 - Factors affecting brand loyalty
- Promotion
- Sales Promotion
- Personal Selling
 - Advantages of Personal Selling are
 - Limitations of Personal Selling are
- Public Relations
 - Public relations is particularly useful in
 - Major Tools for Public Relations
- Advertising and Publicity
 - Differences Between Advertising and publicity
 - How the advertising accomplishes this role?
 - Types of Advertisements
- Major Advertising Decisions
 - Advertising Objective
 - Advertising Message

- Advertising Media
 - Media Selection
 - Advertising Budget
 - Advertising Effectiveness
- Ethics in Advertising
- Price Introduction And Definition
- Mechanism of price agreement
- Pricing – Methods
 - Cost – related Pricing
 - Completion related Pricing
 - Marketing Related Methods
- Credit Policy
 - Types of Credit
 - Effect of Credit on Cost
 - The factors to be considered while offering credit
 - Calculating and Controlling Cost of Credit
 - Some of the methods to control the credit is as below
- Importance of Distribution
- Channels of Distribution
- Need for Channels of Distribution
- Selection of Channels of Distribution
 - Affectivity of Distribution
 - Cost of Distribution
- Vending Machines

2. Marketing Planning

- Introduction
- Types of organization
 - Tall Organization
 - Flat Organization
- Different Ways to form Organization
 - Functional Organization
 - Geographic Organization
 - Product Organization
 - End – user based organization
- Planning of marketing programs and strategies
 - Planning marketing strategies
 - Planning marketing programs
- Marketing Control
- Sales analysis
- Sales Ratios
- Budgeting Expenses
- Advertising audit or advertising effectiveness study

- Controlling sales force
 - Recruiting and selection
 - Salesmen's training
 - Field training
 - Refresher training and special training
- Allocation of Sales Territories And Quota
 - Advantages of allocating sales territories are
 - Factors affecting the territory decisions are
- Sales Quota
 - Advantages of assigning quota are
 - Factors affecting quota decision are

Examination 2

3. Service Marketing

- Characteristics of Services
 - Intangibility
 - Inseparability
 - Variability of performance
 - Perish ability
- Classification of Services
- Marketing strategies for services
- Gronroos has suggested three pronged marketing for service marketing

4. Consumerism and Consumer legislations

- History of consumer protection
- Consumer Protection Act 1986
- The salient features of the consumer Protection Act, 1986 are as below
 - Application, Extent and Scope
 - Who is consumer?
 - Who can make a complaint before the consumer forum?
 - What may be said to be a "compliant"?
 - Where the complaint is to be filed?
 - How to file a complaint?
 - Format of the complaint
 - What relief's can be granted to a complainant?
 - Procedure to file appeal
 - Limitation for filling complaint

Reference Books:

Marketing Management – Philip Kotler

Marketing Management - Sherlekar

71312- Information Technology

Examination 1

1. Applications Used in Office Management

- **Word Processing Software - Features of Microsoft Word**
 - Menus
 - Quick Access Toolbar
 - Creation of New Document
 - Working on Multiple Documents
 - Document Views
 - Various features
 - Typing and inserting Text
 - Selecting, Inserting Additional Text
 - Rearranging Blocks of Text
 - Deleting Blocks of Text
 - Font Typeface and Size
 - Paragraph Alignment
 - Formatting
 - Borders and Shading
 - Creation of a Table
 - Symbols and Special Characters
 - Equations
 - Modify Page Margins and Orientations
 - Saving Web Pages
 - Document Views
- **Spreadsheets - Features of Microsoft Excel**
 - Tool Bars
 - Workbook
 - Entering data
 - Insertion & deletion
 - Functions
 - Sorting
 - Clip Art
 - Charts

- Formatting
- Align
- Merge

- **Presentations – Features of Microsoft PowerPoint**
 - New Presentation
 - Add Slides
 - Creation of a Table
 - Slide Transitions
 - Record Narration
 - Rehearse Timings
 - Presentation Tips

- **Database Management System – Features of Microsoft Access**
 - Table
 - Query
 - Form, Report
 - Table Views
 - Adding New Fields
 - Data Types
 - Keys
 - Relationships
 - Query Wizard, Query Criteria
 - Expressions
 - Form Views, Report Views

Examination 2

2. Online Communication Tools

- The To-Do Bar
- RSS Feeds
- Integrated Search
- Attachment Preview
- Improved Collaboration and Security
- IP Messenger
- WebEx

3. Windows Vista Operating System

- Vista Explorer
- Instant Search
- Navigation Pane
- Command Bar

- Live Icons
- Details Pane
- Preview Pane
- Aero
- Flip, Flip 3D
- Clear Type
- Dialog Boxes
- Wizards
- Welcome Center
- Control Panel
- Networking with Vista
- Network Map
- Internet Explorer 7
- Tabbed Browsing
- Phishing Filter
- Protected Mode
- Media Player 11
- Windows Movie Maker, Windows DVD Maker
- Windows Photo Gallery, Windows Media Center
- Windows Vista Security
- User Account Control
- Windows Defender, Windows Firewall
- Accessibility

4. Project Management Software

- Tasks
- Scope
- Resources
- Starting a New Project File
- Recording Properties
- Views
- Entering Tasks and Assigning Task Duration
- Outlining Tasks
- Resources

5. Internet and the Business World

- Downloading and Sharing Data
- Blogs
- Voice Over IP (VOIP)

71313- Financial Management

Examination 1

1. Meaning Scope & Significance Of Financial Management

- Financial Management & Financial Accounting
- Goals Of Financial Management
- Role & Knowledge Of Finance Manager.
- Indian Financial System
- Fundamental Valuation Concepts –Time Value Of Money

2. Analysis & Interpretation Of Financial Statements

- What Are Financial Statements
- Ratio Analysis
- The Classification Of Ratios
- Fund Flow Statement

3 Financing Decision

- Sources Of Long Term And Medium Term Finances
- Cost Of Capital
- Capital Structure
- Theories Of Capital Structure
- Leverages

Examination 2

4. Long Term Investment decision

- Capital Budgeting
- Process Of Capital Budgeting
- Capital Budgeting Techniques
- Risk Analysis

5. Liquidity Decision-Management Of Working Capital

- What Is Working Capital?
- Factors Affecting Working Capital.
- Chore Committee Report :
- Means Of Working Capital Finance
- Factoring
- Cash Management
- Receivables Management
- Inventory Management

6. Dividend Policy-Management Of Profits.

- Factors Affecting Dividend Policy
- Types Of Dividends
- Dividend Declaration Dates
- Water Model

Reference Books:

Financial Management – Khan & Jain, Tata McGraw Hill

Financial Management – P. V. Kulkarni - Himalay Publishing House

Financial Management – I. M. Pandey - Vikas Publishing House

71314- Organizational Behavior-I

Examination 1

1. Organization & Organizational Behavior

- Organizational Behaviour
- Intuition & Systematic Study
- Organization & Organizational Behavior
- Discipline Organizational Behavior
- Historical evolution of Organizational Behavior

2. Perception & Individual Decision Making

- Factors Influencing Perception
- Attribution Theory
- Frequently used Shortcuts in Judging others
- Specific Application in Organizations
- The Link between Perception & Individual Decision Making
- Improving Creativity in Decision Making
- How are Decisions actually made in Organizations?
- Individual Differences: Decision Making Styles
- Organizational Constraints
- Ethics in Decision Making

3. Personality & Attitude

- Definition
- Theories on Personality
 - Types of Theory
 - Trait Theory
 - Psychoanalytic Theory
 - Social Learning Theory
 - Humanistic Approach
- The shaping of Personality
- Assessment of Freud's Stages
- Immaturity to Maturity
- Determinants of Personality
- Personality Traits
- The Myers – Briggs Framework
- Major Traits Influencing Organizational Behavior

- Personality & Organizational Behavior
- Attitudes
- Formation of Attitudes
- Types of Attitudes
- Functions of Attitudes
- Changing Attitudes
- Ways of Changing
- Types of Change
- Attitudes & OB
- Job Satisfaction
- Job Involvement
- Organizational Commitment
- Values
- Job satisfaction
 - Consequences
 - Source
 - Measurement

Examination 2

4. Learning

- Introduction & Nature
- Process of Learning
 - Classical Conditioning
 - Operant Conditioning
- Cognitive Theory of Learning
- Social Learning Theory
- Principles of Learning
- Schedules of Learning
- Learning Curves
- Learning & Organizational Behavior

5. Motivation

- Intrinsic and extrinsic motivation
- Theories on motivation
 - Expectancy Theory
 - Maslow's Hierarchy of Needs
 - Herzberg's two factor model
 - Attribution Theory
 - Equity Theory

- Motivation and Performance
- Motivation strategies
- Importance of motivation
- Motivational drives

6. Stress

- Model of stress
- Stress manifestation
- Coping strategies
- Coping and personality
- Sources of stress
- Stress management
- Organization approaches to stress management

Reference Books:

Organizational Behavior – Stephen Robins – Prentice Hall

Organizational Behavior – Ashwathappa - Himalay Publishing House

71315- Business Mathematics

Examination 1

1 Objective

- Sets
- Subsets
- Venn diagram
- Laws relating Operations
- Complex Number
- Geometrical Representation
- Algebraic Operations
- Multiplication and Division
- De Moivre's Theorem
- Trigonometric Identities

3 SIMULTANEOUS EQUATIONS

- Solution of Simultaneous equations.
 - When both equations are linear
 - When one equation is linear and other one is quadratic.
 - When both equations are quadratic.

4 PROGRESSION

- Arithmetic progression & Arithmetic Mean
- Sum of a series in A.P
- Arithmetic Mean
- Geometric progression
- Sum of a Series in G.P
- Geometric Mean

6 DETERMINANTS AND MATRICES

- Definition
- Types
- Scalar Multiplication
- Equality
- Addition and Subtraction

- Multiplication
- Transpose of a Matrix
- Properties of Determinants
- Inverso of a Matrix
- Rank of a Matrix

Examination 2

2 SOLUTION OF ALGEBRAIC AND TRANSCENDENTAL EQNS.

- Basic properties of Equations.
- Relation between Roots and Coefficients
- Transformation of equation
- Reciprocal Equations
- Geographical Solution of equations

5 LOGARITHMS AND EXPONENTIAL

- Laws of Operations
- Logarithms Table
- Operations with Logarithms
- Expansion of 'e'
- Expansion of e^x if $x > 1$
- Expansion of 'a'
- Important Examples

7 INTEGRATION

- Indefinite Integral
- Rules of integration
- Some Standard Results
- Integration by substitution
- Integration of Trigonometric functions
- Integration by parts
- Integration using partial function

8 DERIVATIVE AND DIFFERENTIATION

- Derivative of a function of one variable
- Derivative of a power function
- Derivative of a constant with any function
- Derivative of a sum of functions
- Derivative of product of two functions
- Derivative of functions of a function
- Derivative of a Trigonometric function

Reference Books:

Business Mathematics – V. K. Kapoor – Sultanchan & Sons

A Text Book of Mathematics & Statistics Paper II (New Syllabus) For XI & XII--

M.L. Vaidya ,M.K. Kelkar, P.S. Chirputkar, A.V. Rayarkar – Narendra Prakashan

A help book of Maths for class XII Part I Based on NCERT New Syllabus