

Syllabus for Marketing Management Bachelor's

Section 1: Subject Knowledge

Please Note: A Total of 40 Questions will be asked, combining the following topics, with the difficulty level commensurate to a Bachelor's Candidate.

Unit I: Basic Economics

Consumer Behaviour, Market structure, Cost analysis and Inflation.

Unit II: Marketing Management

Marketing, Marketing channels, Marketing mix, Strategic marketing planning, Market segmentation, targeting and positioning, Product decisions.

Unit III: Retail Business Management

Understanding the basics of Retail Business, Understanding Retail formats and strategies, Retail Strategy Decisions, Merchandising, Pricing Retail distribution network and Retail scenarios in emerging markets, and E-tailing.

Unit IV: Labour and Development in India

Patterns of development and changing forms of labour in India, Labour, employment and work, State and Labour, Mechanism of wage settlement, International Labour Council, Organisation in India.

Unit V: Business and Corporate Law

The Indian Contract Act, 1872, The Sale of Goods Act, 1930, Partnership Law: The Partnership Act, 1932 and The Limited Liability Partnership Act, 2008.

Unit VI: International Marketing

International Marketing Research, International, Marketing Information Systems, and Market Analysis, Opportunities and Challenges in International Marketing, Future Prospects of International Marketing.

Unit VII: Accounting

Financial Accounting, Accounting Standards, Accounting Process, Rectification of errors and Bank Reconciliation statement. Consignments, Joint Ventures, Inland Branches, Partnership, Dissolution.

Unit VIII: Rural Marketing

Concept of Rural. Rural Marketing, Rural Consumer, Factors Influencing Decision-Making Process Of Rural Consumers, Rural Consumers Buying Decision Process, Shopping Habits Of Rural Consumers.

Unit IX: Indian Economy

Agriculture and Agricultural Policies Industry, Industrial finance, capital and multinational, Cost of each source of finance, Service Sector, importance in the national economy, and informal sector.

Unit X: Globalisation and E-commerce

Meaning and contents of Globalization The First and second phases of modern economics.

Section 2: Fundamental Skills

Please Note: A Total of 28 Questions will be asked, combining the following topics, with the difficulty level commensurate to a Bachelor's Candidate.

1. Microsoft Office
2. Data Analysis
3. Case Study Analysis
4. Critical Reasoning and Comprehension

Section 3: Specific Skill Proficiency

This section has more than 30 skills. You can select the ones you are proficient in from the enrollment form. You can choose a maximum of 2 skills. Each skill contains 10 questions.