

Syllabus for Marketing Management Master'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 Master'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 Pricing decisions, Promotion decisions, Promotion methods, Personal selling, Publicity, Sales promotion tools and techniques, and Promotion mix.

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 scenario 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: Labour administration, Mechanism of wage settlement, National Commission on Labour, International labour, Organisation in India: Role and structure of ILO, India and ILO.

Unit V: Business and Corporate Law

The Indian Contract Act, 1872: Specific Contracts, 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, International Marketing Research, International, Marketing Information Systems, and Market Analysis. Opportunities and Challenges in International Marketing, Future Prospects of International Marketing, India's Presence In International Marketing, Scanning International Marketing Environment.

Unit VII: Accounting

Financial Accounting: Nature and scope, Limitations of Financial, Accounting. Basic Concepts and Conventions, Accounting Standards: Meaning, Significance, Generally Accepted Accounting Principles (GAAP). Accounting Process.

Unit VIII: Rural Marketing

Concept of Rural. Rural Marketing: Meaning, Concept, Phased Evolution, Significance Factors and Environment, Rural Marketing Challenges And Opportunity, 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 multinationals. Cost of each source of finance, Service Sector: Growth and Structure of service sector.

Unit X: Globalisation and E-commerce

Meaning and contents of Globalization The First and second phases of modern economics, Benefits of globalization, expansion of markets, freer movement of goods, services and factors.

Section 2: Fundamental Skills

Please Note: A Total of 24 Questions will be asked, combining the following topics, with the difficulty level commensurate to a Master'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 4 skills. Each skill contains 10 questions.