



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III

BUSINESS POLICY AND STRATEGIC ANALYSIS

COURSE NO. CP : 301

Max. Marks (Ext. Exam) : 80

Min. Pass Marks :32

The objective of this course is to develop a holistic perspective of enterprise, critical from the point of view of top executives.

Course Contents :

UNIT-I business policy as a field of study general management point of view, vision, mission, objectives and policies.

UNIT-II environmental analysis and internal analysis, SWOT analysis.

UNIT-III Tools and techniques for strategic analysis; Impact Matrix, The experience curve, BCG Matrix, GEC Model.

UNIT-IV Industry analysis, concept of value chain.

UNIT-V Framework for Analysing Competition; competitive advantage of a firm.

SCHEME OF EXAMINATION;

Total Marks : (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A. (Short Answers) 4 Out of 8 4 x 8 = 32 Marks

Sec. B (Essay type & case) 3 Out of 5 3 x 16 = 48 Marks

SUGGESTED READINGS:

1. Pearce J A, Robinson R B, "Strategic Management", AITBS Publishers.
2. Rao Vsp 7 Krishana Hari, "Strategic Management Text And Cases", Excel Books New Delhi.
3. Kazmi Azhar, "Strategic Management And Business Policy", Third Edition, McGraw Hill .
4. Rao Appa. C Et Al., "Strategic Management And Business Policy Text And Cases-. Excel Books.
5. Mital Amita, "Cases In Strategic Management", McGraw Hill.
6. Davis Fred R, "Strategic Management Concepts And Cases-, Twelfth Edition PHI.



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III

Financial Management Decision Support Systems and Management Information System

COURSE NO. CP : 302

Max. Marks (Ext. Exam) : 80

Min. Pass Marks : 32

Objectives :

The objective of the courses to develop the basic understanding of the decision support system of the artificial intelligence for business organisation.

Course Contents

- UN IT - I Management. Information System: basics; System. Concepts; System entropy; Subsystems basics, decomposition / simplification; System types; Value of Information
- UNIT - II Frame works major trends and applications of information technology; System Analysis & Design: Systems Development Methodologies SDLC & Prototype approach, Case Study.
- UNIT- III Managerial Decision Making: Decision basics; Decision types; Certainty, Uncertainty, Risktaking, Decision making process; problem solving techniques; DSS Overview.
- UNIT- IV DSS relevance / scope / characteristics / capabilities / components; DSS v/s MIS; DBMS Sources of data data file / database environment; data models relevance of relational data base design in DSS.
- UNIT- V Dialog generation system: User interface .graphics, menus, forms; DSS generators, DSS development: steps in designing / identification of decision/, building of DSS / implementation / performance testing.

SCHEME OF EXAMINATION;

Total Marks : (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A. (Short Answers) 4 Out of 8 4 × 8 = 32 Marks

Sec. B (Essay type & case) 3 Out of 5 3 × 16 = 48 Marks

SUGGESTED READINGS

1. Keen, Peter G. W. : Decision Support System an Organisational Perspective Addison-Wesley Pub.
2. Theierauff, Rohit J. Decision Support System for- effective planning Prentice Hall- 1982.
3. Krober, Donald W., and Hugh. J. Watson Computer Based information System New York, 1984.
4. DavisL, Michael W. A management approach- Macmillan Publishing Company, Prantice Hall, New Jersey, 1988.
5. Andrew P. Decision Support System Engineering Sage, John Wiley & Sons, New York, 1991.
6. Leod, Raymond Me JR Management information systems Macmillan Publishing Company, New York 5th Edition- 1993.
7. Turban, Efrain Decision Support & Expert Systems Management Perspective Macmillan Publishing Company, New York, 1988.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for. MBA (Full Time) Semester-III & IV (Specialisation)

Marketing Management Consumer Behaviour

COURSE NO. FSM-1

Max. Marks (Ext. Exam) : 80

Min. Pass Marks : 32

OBJECTIVES

The basic objective of this course is to develop and understanding about the consumer decision-making process and its applications in marketing function of firms.

COURSE CONTENTS

- UNIT- I Introduction to Consumer Behaviour; Consumer Behaviour and Marketing Strategy; Consumer Involvement and Decision Making.
- UNIT- II Information Search Process; Evaluative Criteria and Decision Rules; Consumer Motivation; Information Processing and Consumer Perception.
- UNIT-III Consumer Attitude Change; Influence of Personality and Self Concept on Buying Behaviour.
- UNIT-IV Psychographics and Lifestyle; Reference Group Influence; Diffusion of innovation and Opinion Leadership Family Decision Making.
- UNIT-V Industrial Buying Behaviour; Models of Consumer Behaviour; Consumer Behaviour Audit; Consumer Behaviour Studies in India.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers) 4 out of 8 4x8 =32 Marks

Sec B: (Essay type & Case) 3 out 5 3x16=48 Marks

SUGGESTED READINGS

1. Assael, H. Consumer Behaviour and Marketing Action, Ohio, South Western, 1995.
2. Engle, J F. etc. Consumer Behaviour, Chicago, Dryden Press, 1993.
3. Howard, John A. etc. Consumer Behaviour in Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1989.
4. Hawkins, D I. Etc. Consumer Behaviour; Implications for Marketing Strategy, Texas, Business, 1995.
5. Mowen, John C. Consumer Behaviour, New York. MacMillan, 1993.
6. Schiffman, L G and Karak, L L. Consumer Behaviour, New Delhi, Prentice Hall of India, 1994.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Marketing Management Advertising Management

COURSE NO. FSM- 2

Max. Marks (Ext. Exam) : 80

Min. Pass Marks : 32

OBJECTIVES

The aim of the paper is to acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising programme.

COURSE CONTENTS

- UNIT- I Advertising's Role in the Marketing Process; Legal Ethical and Social Aspects of Advertising; Process of Communication Wilbur Schramm's Model, Two Step Flow of Communication.
- UNIT- II Theory of Cognitive Dissonance and Clues for Advertising Strategists: Stimulation of Primary and Selective Demand - Objective setting and market positioning: Dagmar Approach - Determination of Target Audience.
- UNIT- III Building of Advertising Programme - Message, Headlines, Copy, Logo, Illustration, Appeal, Layout, Campaign Planning: Media Planning: Budgeting.
- UNIT- IV Evaluation - Rationale of Testing Opinion and Aptitude Test, Recognition, Recall, Experimental Designs: Advertising Organisation - Selection Compensation and Appraisal of an Agency; Electronic Media Buying Advertising campaign.
- UNIT- V Advertising v/s Consumer behaviour; Sales Promotion- Role of Creative Strategies; Advertising-Retail, National Cooperative, Political, International, Public Service Advertising.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) 100 marks

PATTERN FOR EXTERNAL EVALUATION:

- Sec A: (Short Answers) 4 out of 8 4×8 =32 Marks
- Sec B: (Essay type & Case) 3 out of 5 3× 16=48 Marks

SUGGESTED READINGS

1. Aaker, David A. etc. Advertising Management, 4th ed. New Delhi, prentice Hall of India, 1985.
2. Beleh, George E. and Beleh, Michael A. Introduction to Advertising and Promotion 3rd ed. Chicago, Irwin. 1995.
3. Borden, William H. Advertising New York, John Wiley, 1981.
4. Hard, Norman the practice Oxford, Butterworth Heinemann, 1995
5. Kleppner, Otto. Advertising procedure. New J Englewood Cliffs, New Jersey, Prentice Hall Inc., 1986.
6. Ogilvy, David Ogilvy on Advertising London, Longman, 1983.
7. Sengupta, Subroto, Brand Positioning, Strategies for Competitive Advantages, New Delhi, Tata McGraw Hill, 1990.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Retail Management Retail Concepts and Practices

COURSE NO. FSR-1

Max. Marks (Ext. Exam) : 80

Min. Pass Marks : 32

OBJECTIVE:

To enable students to identify and understand the significance of retailing in the current business environment, develop guidelines to build a retailing business, after studying retail organizations design, structure, location factors and space management.

COURSE CONTENTS :

- UNIT - I Introduction to retail management, the concept of retailing, Nature and Scope, Functions of Retailers, Planning and Forecasting in retailing.
- UNIT - II Indian and Global Retail Environment. The evolution of retail in India, the rise of the retailer, challenges and changes impacting retail development in India.
- UNIT - III Types of Retail Stores,. Retail Models and theories of retail development, the future of retailing.
- UNIT - IV Organization design and structure in Retail, Retail formats, HR Management in Retail.
- UNIT - V Space Management, Factors, Affecting Store Location, Layout and Design.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

- Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.
- Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

SUGGESTED READING:

1. Retailing management by Swapna Pradhan, Tata McGraw Hills.
2. Retailing management by Suja R. Nair, Himalaya Publication.
3. Retailing management by Gibson G. Vedamani, Jaico Books.
4. Retailing management by Roger Cox, Paul Britain, Pearson Education.



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Retail Management **Marketing Concepts in Retail Management**

COURSE NO. FSR- 2

Max. Marks (Ext. Exam) : 80

Min. Pass Marks : 32

OBJECTIVE :

To enable students to understand the relevance of concepts of marketing in retail management and also realize the importance of customer relationship management in retailing.

COURSE CONTENTS :

- Unit- I Segmentation, Targeting, Positioning and consumer behaviour in retail marketing, pricing policies and techniques.
- Unit- II Merchandise Management, Retail Merchandising, Mercantile, Planning and its process, buying systems, tools used for mercantile functions, evaluating mercantile performance.
- Unit- III Supply chain management in retailing, management of service and quality in retailing.
- Unit- IV Retail Marketing mix, Retail communication mix, Role of advertising. Sales promotion, Public relations and Personal selling in retailing.
- Unit- V Customer relationship management in retailing, building and sustaining relationships in retailing, Servicing the retail customer.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

SUGGESTED READING:

1. Retail marketing management by David Gilbert, Pearson Education.
2. Marketing management by Philip Kotler.
3. Retailing by J. Barry Mason and David J. Burns.
4. Retail management by Ronald W. Hasty and James Reardon.



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Human Resource Management Management of Industrial Relations

COURSE NO. FSO-1

Max. Marks (Ext. Exam) : 80

Min. Pass Marks : 32

OBJECTIVES

Organizational efficiency and performance are intricately interlinked with industrial relations. This course is an attempt to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels.

COURSE CONTENTS

- UNIT-I Industrial Relations Perspectives; Industrial Relations and the Emerging Socio-economic Scenario; Industrial Relations and the State.
- UNIT -II Legal Framework of Industrial Relations; Role and Future of Trade Unions; Trade Union and the Employee; Trade Union and the Management.
- UNIT-III Discipline and Grievance Management; Negotiation and Collective Settlements.
- UNIT-IV Participative management and Co-ownership; Productive Bargaining and Gain Sharing.
- UNIT-V Employee empowerment and Quality Management; Industrial Relations and Technological Change.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

- Sec A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks
- Sec B: (Essay type & Case) 3 out of 5 $3 \times 16 = 48$ Marks

SUGGESTED READINGS:

1. Kochan, T.A. & Katz Henry, Collective Bargaining and Industrial Relations, 2nd ed. Homewood, Illinois, Richard D Irish, 1988.
2. Mamkoottam, K Trade Unionism, Myth and Reality, New Delhi, Oxford University Press, 1982.
3. Niland J R etc. The Future of Industrial Relations, New Delhi, Sage, 1994.4
4. Papola, T S & Rodgers, G. Labour Institutions and Economic Development in India, Geneva, ILO, 1992.
5. Ramaswamy, E A The Rayon Spinners The Strategic Management of Industrial Relations, New Delhi, Oxford University Press, 1994.
6. Virmani, B. R. Participative Management vs. Collective Bargaining, New Delhi, Vision Books, 1988.
7. Webb. Sidney & Webb., Beatrice, Industrial Democracy, Melbourne, Longman, 1987.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Human Resource Management Management Training and Development

COURSE NO. FSO- 2

Max. Marks (Ext. Exam) : 80

Min. Pass Marks : 32

OBJECTIVES

The purpose of this paper is to provide an in-depth understanding of the role of Training in the HRD, and to enable the course participants to manage the Training systems and processes.

COURSE CONTENTS

- UNIT- I Training Process - an overview; Role, Responsibilities and Challenges to Training Managers.
- UNIT- II Organization and Management of Training Function; Training Needs Assessment and Action Research.
- UNIT- III Instructional Objectives and Lesson Planning; Learning Process; Training Climate and Pedagogy.
- UNIT- IV Developing Training Modules; Training Methods & Techniques; Facilities Planning and Training Aids; Training Communication.
- UNIT- V Training Evaluation; Training and Development in India.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 8U) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

- Sec A: (Short Answers) 4 out of 8 4×8 = 32 Marks
- Sec B: (Essay type & Case) 3 out of 5 3×16 = 48 Marks

SUGGESTED READINGS

1. Beunet, Roger ed. Improving Training Effectiveness. Aldershot, Gower, 1988
2. Buckley R & Caple. Jim. The Theory & Practice of Training. London, Kogan & Page, 1995
3. Lynton, R Pareek, U. Training for Development 2nd ed. New Delhi, Vistaar, 1990
4. Pepper, Allan D. Managing the Training and Development Function. Aldershot, Gower, 1984.
5. Rae, L. How to Measure Training Effectiveness, Aldershot, Gower, 1986
6. Reid, M A etc. Training Interventions: Managing Employee Development. 3rd ed. London, IPM, 1992
7. Senge, P. The Fifth Discipline: The Art and Practice of the Learning Organization. London, Centure. 1992

The list of cases and specific references including recent articles and reports will be announced in the class at the time or launching of the course.



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Financial Management Security Analysis and Investment Management

COURSE NO. FSF-1

Max. Marks (Ext. Exam) : 80

Min. Pass Marks : 32

OBJECTIVES

The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and Investment Decision Making l'roces

COURSE CONTENTS

- UNIT- I Investment - Return and Risk; Operations of Indian Stock Market; New Issue Market; Listing of Securities; Cost of Investing in Securities.
- UNIT- II Mechanics of Investing; Markets and Brokers; Investment Companies; Market Indices and Return.
- UNIT- III Security Credit Ratings; Objectives of Security Analysis; Investment Alternatives; Valuation Theories of Fixed and Variable income Securities; The Return to Risk and the Investment Decision.
- UNIT- IV Government Securities; Non-Security Forms of Investment; Real Estate Investment: Investment Instruments of the Money Market.
- UNIT- V Stock Market Analysis - Fundamental and Technical Approach, Efficient Market Theory; Recent Developments in the Indian Stock Market.

SCHEME OF EXAMINATION:

Total Marks.: (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers) 4 out of 8 4×8 =32 Marks

Sec B: (Essay type & Case) 3 out of 5 3×16=48 Marks



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Financial Management Working capital management

COURSE NO. FSF-2

Max. Marks (Ext. Exam) : 80

Min. Pass Marks : 32

- UNIT-I: Principles of Working Capital Management: Concept and Importance of Working Capital, types of working capital, Determinants of working capital, principles of working capital management policy, estimating working capital requirement.
- UNIT-II: Accounts receivables management: meaning, cost of maintain receivables, factors influencing size of receivables. Formation and Execution of Credit Policy (credit standard, credit period, cash discount, collection efforts)
- UNIT-III: Management of Cash-Motives of holding Cash, Managing cash Flows, Cash Management Models. Investment of Surplus Funds, Calculating operating cycle.
- UNIT-IV: Inventory Management: Meaning and Nature of Inventory, Purpose and Benefits of Holding Inventory, Inventory Management Techniques-Determining Stock levels and safety stocks, EOQ. VED, and ABC Analysis. Just In Time Inventory. Classification & codification and valuation of Inventories.
- UNIT-V: Working Capital Financing: sources of working capital finance, determining the working capital Financing Mix, New Trends in Financing of Working Capital by Banks.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4×8 = 32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3×16 = 48 Mark

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 4×8=32 Marks.

Sec. B: (Essay type & case) 3 out of 5 3×16=48 Mark

SUGGESTED READINGS:

1. Iyenger, V. 2008. Introduction to Banking. Excel Books, New Delhi.
2. Gulathi, N C. 2007. Principles of Insurance Management. Excel Books, New Delhi.
3. Vaughan. 2008. Fundamentals of Risk and Insurance. Wiley India Pvt Ltd. 9 Ed.
4. Skipper & Kwon. 2008. Risk Management and Insurance Perspectives in Global Economy. Wiley India Pvt Ltd.
5. Vaughan. Essentials of Insurance: A Risk Management Perspective. Wiley India Pvt Ltd.
6. Gurusamy. Banking Theory Law & Practice Tata McGraw-Hill Publishing company Ltd.
7. Harrington. Risk Management & Insurance. Tata McGraw-Hill Publishing company Ltd.
8. Sethi & Bhatia. 2008. Elements of Banking and Insurance. PI-II Learning Private Limited.
9. Revathy Sriram, et al 2008. Core Banking Solution: Evaluation of Security and Controls. PHI Learning Private Ltd.
10. Gulati, Neelam. Principles of Insurance Management, Publisher Excel, ISBN, 81-7446- 556-1.
11. Lilu Insurance: Principles & Practice. Publisher Excel, ISBN 9788131507506.
12. General Insurance: Principles at Practice, Publisher Excel, ISBN 978813150751



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Banking and Financial Services Management Financial Planning and Wealth Management

COURSE NO. FSB-2

Max. Marks (Ext. Exam) :
80
Min. Pass Marks : 32

- UNIT- I : Financial Planning Overview-define personal financial planning, wealth management, Financial planning Process, Concepts in economics and Finance.
- UNIT-II: Insurance Pricing and Premium-Risk Analysis, methods of handling Risk. Regulatory framework, Types of insurance products.
- UNIT-III: Retirement Planning-employee benefits and superannuation benefits, Process, Provident funds and pension schemes, Regulations.
- UNIT-IV: Investment Planning-fixed income instruments, Mutual Fund products, equity market, derivatives, commodities, real estates and other investment. Wealth management-process, Role of wealth Manager, cases on wealth management.
- UNIT-V: Taxation Planning-Indian tax system, Indian Direct Tax Structure, Tax compliance matters. Estate Planning-Overview, process, methods.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

- Sec. A: (Short Answers) 4 Out of 8 4 x 8 = 32 Marks.
Sec. B: (Essay type & case) 3 out of 5 3 x 16 = 48 Mark

SUGGESTED READINGS:

- Introduction to Financial Planning, 2nd edn., 2007 M/s. Taxmann Publication Pvt. Ltd.
- Managing and Marketing Financial Services, 2nd edn., 2007 M/s. Taxmann Publication Pvt. Ltd.
- Wealth Management by S.Timothy. Kochis, 2007 Edition ISBN - 13: 978-0-80808949-0 By CCH, a Wolters Kluwer Business, 4025 W. Peterson AVE, Chicago - USA, IL 60646-6085 [http :](http://)
- Wealth Management, The new Business model. By major sureshGoel (Rtd) Global India Publication PVT : 10 002.
- 5 Insurance Products (including Pension Products), 2nd edn., 2007 M/s. Taxmann Publication Pvt. Ltd
- Mutual Funds (Products & Services), 2nd edn., 2007 M/s. Taxmann Publication Pvt. Ltd
- Dun & Bradstreet, Wealth Management, New Delhi: Tata McGraw Hills Publications, 2009



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

SALES AND DISTRIBUTION MANAGEMENT

COURSE NO, FSM-3

Max. Marks (Ext. Exam) : 80

Min. Pass Marks : 32

OBJECTIVES:

The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organising and managing sales force and marketing channels,

COURSE CONTENTS :

- Unit- I Nature and Scope of Sales Management; Setting and Formulating. Personal Selling Objectives; Recruiting and Selecting Sales Personnel.
- Unit -II Developing and Conducting Sales Training Programmes; [designing and Administering Compensation Plans; Motivating Sales Personnel.
- Unit-III Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotas for Sales Personnel; Developing and Managing Sales Evaluation Programme; Sales Cost and Cost Analysis.
- Unit-IV An Overview of Marketing Channels, their Structure; Functions and Relationships; Channel Intermediaries - Wholesaling and Retailing; Logistics of Distribution; Channel Planning, Organisational Patterns in Marketing Channels; Managing Marketing Channels:
- Unit-V Information System and Channel Management; Assessing Performance of Marketing Channels; International Marketing Channels.

SCHEME OF EXAMINATION:

Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

SUGGESTED READINGS :

1. Anderson, R. Professional Sales Management! Englewood Cliffs, New Jersey, Prentice Hall Inc., 1992
2. Anderson, R. Professional Personnel Selling Englewood Cliffs, New Jersey, Prentice Hall Inc.; 1992
3. Buskirk, RH and Stanton, W J Management of Sales Force. Homewood Illinois, Richard D. Irwin, 1983
4. Daerympte, D J Sales Management: Concepts and Cases, New York, John Wiley, 1989
5. Johnson, EM etc. Sales Management: Concepts, Practices and Cases, New York, McGraw 1986
6. Stanton. William J etc Management of a Sales Force, Chicago, Erwin, 1995
7. Still. R. R. Sales Management, Englewood Cliffs, New Jersey, Prentice Hall, inc., 1988

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course: