

## Syllabus for Paper II for PhD Entrance Exam in Marketing Management

### Detailed Contents:

		Sub-Topics
I		<p><b>Management</b> : Concept, Process, Theories and Approaches, Management Roles and Skills</p> <p><b>Functions:</b> Planning, Organizing, Staffing, Coordinating and Controlling. Communication – Types, Process and Barriers.</p> <p><b>Organisation Structure and Design:</b> Types, Authority, Responsibility, Centralisation, Decentralisation and Span of Control</p> <p><b>Micro-Economics:</b> Market forces of supply and demand, Demand Function, Demand Forecasting, Elasticity and its application, Production analysis, Cost Analysis, Market Structure and Pricing Practices.</p> <p><b>Macro-Economics</b> : National Income, Savings and Investment, Monetary policy, Fiscal Policy, Industrial Policy, Infrastructure Development, Banking trends</p> <p><b>Operations Management:</b> Nature and Scope of Production and Operations Management, Facility Location, Facility Layout, Production Planning and Control, Lean Systems</p> <p><b>Corporate Strategy:</b> Strategy Formulation, Ansoff’s Growth vector, BCG Model, Porter’s Generic strategies, Competitor Analysis, Strategy Implementation</p> <p><b>Ethics and Management System:</b> Ethical issues and analysis in management, Social responsibilities of Businesses, Corporate Governance</p>
II		<p>Consumer Markets and Buying Behavior; Business Markets and Buying Behavior, Market Segmentation, Targeting and Positioning; Concept of Marketing Mix; Marketing Research and Market Information ; Setting Product Strategy; Designing and Managing Services; New-Product Development and Product Life-Cycle Strategies; Pricing Considerations and Strategies; Designing and Managing Integrated Marketing Channels, Managing Retailing, Wholesaling, and Logistics; Multi-channel Retailing; Designing and Managing Integrated Marketing Communications</p>

	III	Branding & Brand Management; Developing and measuring Brand Equity; Use of Internet and Social Media in marketing; Role of service sector in the economy & its contribution to GDP; Distinctions between Services and Goods & its marketing implications; Expanded Services Marketing Mix; Measuring Service Quality; Capacity & Demand Patterns and strategies in services.
	IV	Nature and scope of sales management; Sales Force Management; Designing Sales Territories and sales quotas; Need and scope of distribution management; marketing channels strategy, levels of channels, Retailing wholesaling, designing channel systems, Channel management; Logistics and supply chain management; Consumer Behaviour: Consumer Motivation , Personality, Perception, Attitude, Learning and its impact on Consumer Behaviour; Socio-Cultural settings and Consumer Behaviour.
	V	Digital and Social Media Marketing: Digital marketing landscape, Search Engine Marketing-PPC and Online Advertising; Building a campaign using Google AdWords - define target audience, allocating budget, analysing the response and optimizing the campaign; Customer engagement; Affiliate marketing & strategic partnerships; Email marketing-Content strategies; The Social Media Mix; Social listening; Social media analytics. International Market Entry Strategies;B2B Marketing

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