

	Equilibrium of firm in short run and long run. Oligopoly market- Meaning and Characteristics. Duopoly Market- Meaning and Characteristics	
<b>Unit-IV:</b>	Factor Pricing	<b>(15 hours)</b>
	Rent-Meaning-Ricardo's & Modern theory of rent Wage-Meaning-Money and Real wage. Wage differentials. Interest-Meaning-Liquidity preference theory of interest Profit – Meaning. Gross and Net profit – Risks – Bearing and Uncertainty theories of profit.	

**List of Reference Books:**

- 13) Ahuja H.L. (2010). Business Economics. S. Chand & Company New Delhi-110055
- 14) Mithani D.M. and Murthy G.K. (2007). Fundamentals of Business Economics. Himalaya Publishing House, New Delhi.
- 15) Zambre G.N. (2004). Business Economics. Pimplapure Publisher, Nagpur.
- 16) Mankar V.G. (2000). Business Economics. Himalaya Publishing House, New Delhi.
- 17) Koutsoyiannis (1979). Modern Micro Economics. MacMillan Press Ltd. London.
- 18) Dewett K. K. (2006). Modern Economic Theory. S.Chand and Company Ltd., New Delhi.
- 19) Jhingan M. L. (2012) Micro Economic Theory. Vrinda Publication (p) Ltd.
- 20) Dominick Salvatore (2011). Microeconomics. Shaum series, McGraw Hill Education.
- 21) Mithani D.M. (2011) Managerial Economics. Himalaya Publishing House, New Delhi,
- 22) Seth M. L. (1996). Micro Economics. Lakshmi Narain Agarwal Edn. Publishers, Agra.
- 23) Patil K.E. (2007) Uchattar Arthik Sidhant. Mangesh Publication, Nagpur.
- 24) Zamare G.N. (2011) Sukshama Arthashastra. Pimpalpure and Company Publishers, Nagpur

**Shivaji University Kolhapur**

Syllabus in accordance with NEP- 2020  
with effect from Academic Year 2022-23  
**B.Com-I (Semester-II)**

GEC-AA2: General Elective Course  
**Principles of Marketing Paper-II**

Objective:

1. To understand 4 Ps of marketing in detail.
2. To know management of retailing and changing scenario of retailing business.

**Credits: 04**

60 hours Course	Course Content	Total 50 Marks
<b>Course Outcomes:</b>	<ol style="list-style-type: none"> <li>1. The students will be aware with four basic elements of marketing i.e. 4Ps in detail and he will be armed with various Skills about branding, labeling and advertisement.</li> <li>2. The students will know about management of retailing operations and changing scenario of retail business in India.</li> </ol>	(Marks: 40 for Examination 10 for Internal Assessment)
<b>Unit-I:</b>	<b>Product:</b>	<b>(15 hours)</b>
	Meaning and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product-Support; Product life-cycle; New Product Development..	
<b>Unit-II:</b>	<b>Pricing and Promotion:</b>	<b>(15 hours)</b>
	A. Pricing: Significance, Factors affecting price of a product. Pricing policies and Strategies.	

	B. Promotion: Nature and Importance of promotion Promotion tools: advertising, personal selling, public relation & sales promotion –concept and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions.	
<b>Unit-III:</b>	<b>Distribution: Channels of distribution–meaning and importance:</b>	<b>(15 hours)</b>
	Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; Physical Distribution. Direct marketing and Services marketing-concept and characteristics.	
<b>Unit-IV:</b>	<b>Retailing:</b>	<b>(15 hours)</b>
	Types of retailing: store -based and non-store based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations; an over view; Retailing in India: changing scenario.	

### List of Reference Books:

11. Kotler Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan UI Haque. Principles of Marketing. 13th edition. Pearson Education.
12. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. Marketing Concept and Cases. (Special Indian Edition)
13. McCarthy, E Jerome and William D. Perreault, Basic Marketing, Richard D. Irwin.
14. Lamb, Charles W, Joseph F. Hair, Dheeraj Sharma and Carl Mc Daniel Marketing: A South Asian Perspective Cengage Learning.
15. Pride William M. D. C. Ferrell Marketing: Planning, Implementation & Control, Cengage Learning.
16. Majaro, Simon The Essence of Marketing Perentice Hall, New Delhi
17. Zikmund William Gand Michael D's Amico Marketing: Creaing and Keeping Customers in an E- Commerce World. Thomson Learning.
18. Chhabra, T.N, and S.K. Grover Marketing Management. Fourth Edition Dhanpat Rai & Company.
19. The Consumer Protection Act-1986.
20. Iacobucci and Kapoor, Marketing Management : A South Asian Perspective, Engage Learning