

Diploma  
in Marketing Management

Prospectus No.2015159  
D.M.M.

संत गाडगे बाबा अमरावती विद्यापीठ  
SANT GADGE BABA AMRAVATI UNIVERSITY

वाणिज्य विद्याशाखा  
(FACULTY OF COMMERCE)

अभ्यासक्रमिका  
विपणन प्रबंध पदविका, २०१५

PROSPECTUS  
OF  
Diploma in Marketing Management  
Examination 2015



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Sant Gadge Baba  
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Amravati 444 602

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**SANT GADGE BABA AMRAVATI UNIVERSITY AMRAVATI**  
**SPECIAL NOTE FOR INFORMATION OF THE STUDENTS**

- (1) Notwithstanding anything to the contrary, it is notified for general information and guidance of all concerned that a person, who has passed the qualifying examination and is eligible for admission only to the corresponding next higher examination as an ex-student or an external candidate, shall be examined in accordance with the syllabus of such next higher examination in force at the time of such examination in such subjects papers or combination of papers in which students from University Departments or Colleges are to be examined by the University.
- (2) Be it known to all the students desirous to take examination/s for which this prospectus has been prescribed should, if found necessary for any other information regarding examinations etc., refer the University Ordinances Booklet the various conditions/provisions pertaining to examination as prescribed in the following Ordinances.

Ordinance No. 1	:	Enrolment of Students.
Ordinance No. 2	:	Admission of Students
Ordinance No. 4	:	National cadet corps
Ordinance No. 6	:	Examinations in General (relevant extracts)
Ordinance No. 18/2001	:	An Ordinance to provide grace marks for passing in a Head of passing and Improvement of Division (Higher Class) and getting Distinction in the subject and condonation of deficiency of marks in a subject in all the faculties prescribed by the Statute NO.18, Ordinance 2001.
Ordinance No. 9	:	Conduct of Examinations (relevant extracts)
Ordinance No. 10	:	Providing for Exemptions and Compartments
Ordinance No. 19	:	Admission of Candidates to Degrees.

Ordinance No. 109	:	Recording of a change of name of a University student in the records of the University.
Ordinance No. 6/2008	:	For improvement of Division/Grade.
Ordinance No.19/2001	:	An Ordinance for Central Assessment Programme, Scheme of Evaluation and Moderation of answerbooks and preparation of results of the examinations, conducted by the University, Ordinance 2001.

**Dineshkumar Joshi**

Registrar

Sant Gadge Baba Amravati University

**PATTERN OF QUESTION PAPER ON THE UNIT SYSTEM**

The pattern of question paper as per unit system will be broadly based on the following pattern.

- (1) Syllabus has been divided into units equal to the number of question to be answered in the paper. On each unit there will be a question either a long answer type or a short answer type.
- (2) Number of question will be in accordance with the unit prescribed in the syllabi for each paper i.e. there will be one question on each unit.
- (3) For every question long answer type or short answer type there will be an alternative choice from the same unit. However, there will be no internal choice in a question.
- (4) Division of marks between long answer and short answer type question will be in the ratio of 40 and 60.
- (5) Each short answer type question shall contain 4 to 8 short sub question with no internal choice.

**SANT GADGE BABA AMRAVATI UNIVERSITY**

**Faculty of Commerce**

**% ORDINANCE NO. 156.**

**Examinations leading to the Diploma in -**

- (i) **Financial Management** (आर्थिक प्रबंध पदविका)
- (ii) **Industrial Relations and Personnel Management** (औद्योगिक संबंध व व्यक्तिगत प्रबंध पदविका)
- (iii) **Marketing Management** (विपणन प्रबंध पदविका)
- (iv) **Taxation** (कर निर्धारण पदविका)
- (v) **Office Management** (कार्यालय प्रबंध पदविका)
- (vi) **Farm Management** (शेती प्रबंध पदविका)
- (vii) **Cost and Management Accountancy** (परिव्यय आणि व्यवस्थापन लेखे पदविका)
- (viii) **Advanced Banking and Finance** (उच्च अधिकोषण आणि वित्त पदविका)
- (ix) **Export and Import Management** (आयात आणि निर्यात प्रबंध पदविका),
- (x) **Public Relations** (जनसंपर्क पदविका), and
- (xi) **Actuarial Science.**

1. The Examination leading to the Diploma in (i) Financial Management, (ii) Industrial Relations and Personnel Management, (iii) Marketing Management, (iv) Taxation, (v) Office Management, (vi) Farm Management, (vii) Cost and Management Accountancy (viii) Advanced Banking and Finance, (ix) Export and Import Management, (x) Public Relations, and (xi) Actuarial Science shall be held annually at such places and on such dates as may be appointed by the Board of Examinations.

2. Subject to compliance with the provisions of this Ordinance and of any other Ordinances in force from time to time, an applicant for admission to the examination shall have :

# (i) For Diplomas excluding Actuarial Science :

obtained a Bachelor's Degree of this University or of any

% As made by the Executive Council, dated 20-3-1978, and amended by the Executive Council, dated 29-7-1978, 5-8-1978, and further amended by Ordinance Nos. 3 of 1990, 20 of 1992, 4 of 1997, 9 of 1999, and 5 of 2006.

# Effective from the Academic session 2005-06.

other Statutory University whose Degree is recognized as equivalent thereto by Sant Gadge Baba Amravati University.

For Diploma in Actuarial Science :

obtained a Bachelor's Degree in faculty of Commerce or Degree of Bachelor of Science / Degree of Bachelor of Arts with Mathematics and /or Statistics, of this University or of any other Statutory University whose Degree is recognised as equivalent thereto by Sant Gadge Baba Amravati University; and

- (ii) prosecuted a regular full time course of study for not less than one academic year or a regular part time course of study (extending over an academic year) in a College or Department recognised for the purpose by the University.

Provided that such an applicant shall be either sponsored by his employer or he must have an experience as Junior Executive in Industry or Business or Government Service and keen desire to pursue this course.

Provided further that subject to requirements of admission indicated above, some fresh graduates may be admitted to this course on merit and in accordance with the rules of the University.

- 3. Without prejudice to the other provisions of Ordinance No. 6 relating to the Examinations in General, the provisions of Paragraphs 5, 8, 10, 27 and 32 of the said Ordinance shall apply to every Collegiate candidate.
- 4. The fee for the examination shall be as per Ordinance No. 12.
- 5. An applicant for the examination prosecuting a regular course of study to the Diploma Course shall not seek admission to any other academic course in this or any other University.
- 6. (i) The examination for the Diploma course shall comprise four papers of 100 marks each.
- (ii) The 100 marks shall be distributed as follows :-

	Marks
(a) Written Examination	80
(b) Sessional/Practical	20

**Note :-** Sessional/Practical marks shall be awarded by the Head of the College/ Department in consultation with the teachers and shall be based on :-

- (i) Terminal Examination,
  - (ii) Case Studies, Project Report and Factory Visits etc.,
  - (iii) Assignment, and Term Report shall be based on (i), (ii) and (iii) above.
7. The scope of the subjects shall be as indicated in the Syllabus.
  8. The Papers, Practical/Sessional, College Assessment in which a candidate is to be examined and the maximum marks which each Paper and College Assessment in Practical/Sessional carries and the minimum marks which an examinee must obtain in order to pass the Examination are detailed in Appendix-A\* provided that the Papers, Practical/Sessional College Assessment in which a candidate is to be examined and the maximum Marks which each paper and College Assessment in Practical/Sessional carries and the minimum which an examinee must obtain in order to pass the Examination in Diploma in Marketing Management (विपणन प्रबंध पदविका) Shall be as detailed in Appendix- B.
  9. An examinee who is unsuccessful at the examination shall be eligible for admission to the examination on payment of a fresh fee prescribed for the examination together with an ex-student fee shall be as per Ordinance No.12 and on compliance with the conditions of the Ordinance in force from time to time.
  10. An examinee who has failed at the Sessional/Practical examination only shall be required to register himself afresh for doing the Sessional/Practical work again in the College/ Department concerned in the subject or subjects in which he so failed, on payment of a fresh annual sessional fee shall be as per ordinance No. 12. Such registration shall be done on or before the 16th August of the academic year, at the end of which his Sessional/Practical marks are to be submitted. The Head of the Department/College, shall, on being satisfied about the completion of the Sessional/Practical of such a candidate, send the fresh Sessional/Practical marks to the University and these fresh Sessional/Practical marks shall be taken into consideration for computing his result at the examination.
  11. (i) Successful examinees obtaining 60% or more marks in the aggregate at the examination shall be placed in the First Division and those obtaining less than 60% but not less

- than 50% in the Second Division.
- (ii) Successful examinees obtaining 70% or more marks in the aggregate at the examination shall be declared to have passed the examination with Distinction.
12. Provisions of Ordinance No. 18 of 2001 relating to an Ordinance to provide grace marks for passing in a head of passing and improvement of Division (Higher Class) and getting distinction in the subject and condonation of deficiency of marks in a subject in all the faculties prescribed by the Statute No. 18, Ordinance, 2001 and of Ordinance No.10 relating to providing for Exemptions and Compartments shall apply to the examination under this Ordinance.
  13. As soon as possible after the examination but not later than 30th June next following the Board of Examinations shall publish a list of successful examinees.
  14. Notwithstanding anything to the contrary in this Ordinance, no person shall be admitted to this examination if he has already passed the same examination or an equivalent examination of any other Statutory University.
  15. A successful examinee shall receive a Diploma in the prescribed form, signed by the Vice-Chancellor.

\* \* \* \* \*

## APPENDIX - A

## Examinations leading to the Diploma in -

- (i) **Financial Management** (आर्थिक प्रबंध पदविका)  
 \*(ii) **Industrial Relations and Personnel Management** (औद्योगिक संबंध व व्यक्तिगत प्रबंध पदविका)  
 (iii) **Taxation** (कर निर्धारण पदविका)  
 \*(iv) **Office Management** (कार्यालय प्रबंध पदविका)  
 \*(v) **Farm Management** (शेती प्रबंध पदविका)  
 \*(vi) **Cost and Management Accountancy** (परिव्यय आणि व्यवस्थापन लेखे पदविका)  
 \*(vii) **Advanced Banking and Finance** (उच्च अधिकोषण आणि वित्त पदविका)  
 \*(viii) **Export and Import Management** (आयात आणि निर्यात प्रबंध पदविका)  
 \*(ix) **Public Relations** (जनसंपर्क पदविका), and  
 (x) **Actuarial Science.**

Subject/ Paper	Theory/Practical/ Sessional/ College Assessment	Maximum Marks	Minimum Pass Marks	
Paper-I	Theory Paper	80	32	50
	Practical/Sessional/College Assessment	20	10	
Paper-II	Theory Paper	80	32	50
	Practical/Sessional/College Assessment	20	10	
Paper-III	Theory Paper	80	32	50
	Practical/Sessional/College Assessment	20	10	
Paper-IV	Theory Paper	80	32	50
	Practical/Sessional/College Assessment	20	10	

**Note :** (1) Minimum marks for passing in paper as a whole including Theory and Practical/Sessional or for passing at the Sessional in a paper shall be 50%.

(2) Minimum pass marks for theory part of a paper shall be 40%

(3) Minimum aggregate marks for passing the examination as a whole shall be 50%

\* Syllabus is not ready.

## =% APPENDIX - B

## Examination for Diploma in Marketing Management (विपणन प्रबंध पदविका)

Subject/ Paper	Theory/Practical/ Sessional/ College Assessment	Maximum Marks	Minimum Pass Marks	
Paper-I	Theory Paper	80	32	50
	Practical/ Sessional/College Assessment	20	10	
Paper-II	Theory Paper	80	32	50
	Practical/ Sessional/College Assessment	20	10	
Paper-III	Theory Paper	80	32	50
	Practical/ Sessional/College Assessment	20	10	
Paper-IV	Theory Paper	80	32	50
	Practical/ Sessional/College Assessment	20	10	
Paper-V	Theory Paper	80	32	50
	Practical/ Sessional/College Assessment	20	10	
Paper-VI	Theory Paper	80	32	50
	Practical/ Sessional/College Assessment	20	10	

*Note :-* (1) Minimum Marks for passing paper as a whole including Theory and Practical/Sessional or for passing at the Sessional in a paper shall be 50%.

(2) Minimum pass Marks for Theory part of a paper shall be 40%

(3) Minimum aggregate Marks for passing the Examination as a whole shall be 50%.

\* \* \* \* \*

=% Effective from Academic Session 1993-94

**SYLLABUS  
PRESCRIBED FOR  
DIPLOMA IN MARKETING MANAGEMENT  
PAPER-I  
PRINCIPLES OF MARKETING**

**Marks : 100****Weekly Periods : 3**

- Unit-I : Meaning and importance of Marketing, Marketing Process- Marketing Functions, Evolution of Marketing. Marketing Management-Meaning-Evolution and functions of Marketing Management, Marketing and other functional areas of Marketing Organisation- Types of Marketing Organisations, Choice of Marketing Organisations.
- Unit-II : Marketing System and Environment, Marketing Environment Marketing Philosophy or Concepts - Production-Product Selling Customer and social oriented Marketing- Approaches to the study of Marketing.
- Unit-III : Meaning and Classification of Markets-Geographical Volume Based- Transaction based- Individual - Organisational Governmental etc. Buyers and Sellers Market. Meaning and Classification of Goods- Manufactured Goods- Characteristics and Marketing Considerations, Industrial Goods- Classification and Marketing Considerations.
- Unit-IV : Marketing Mix- Concept and Components of Marketing Mix Forces Guiding Marketing Mix Product Mix Decisions- Product Diversification- New Product Development- Management of Product Life Cycle Pricing Policies and Strategies.

**PAPER-II  
MARKETING RESEARCH AND PLANNING**

**Marks : 100****Weekly Periods : 3**

- Unit-I : Meaning, need and importance of Marketing, Research, Market Research and Marketing Research. Objectives and Limitations of Marketing Research. Objections to Marketing Research. Classification of Marketing Problems. Types of Marketing Research.
- Unit-II : Marketing Research Process - Marketing Research Problem- Research Objectives- Nature Sources and Methods of Data Collections- Sampling and Questionnaire-Presentation, Analysis and Interpretation of Data.. Research Report

Contents and Techniques-Research Proposal-Contents and Preparation.

- Unit-III : Meaning Planning-Meaning and Importance-Marketing Planning Process Analysing Market Opportunities-Internal Scanning of the Firm-Setting the Marketing objectives- Developing the Marketing Strategy- Formulating Functional Plans and Programmes Limitations of Marketing Planning.
- Unit-IV : Marketing Strategy - Meaning and Significance of Marketing Strategy - Developing Marketing Strategy-Controllable and Uncontrollable Variables Searching Marketing Strategy.

**PAPER-III :  
CONSUMER BEHAVIOUR**

**Marks : 100****Weekly Periods : 3**

- Unit-I : Meaning and Scope of Consumer Behaviour, Importance of Consumer Behaviour in Marketing. Problem in Consumer Behaviour. Nature and Characteristics of Indian Consumer.
- Unit-II : Consumer Decision Process-Consumer Needs and Motives- Consumer as a Perceiver. Consumer Learning Process. Consumer Attitude Formation and Change. Personality in Relation to Consumer Behaviour. Cultural Influence on Consumer Behaviour.
- Unit-III : Group Dynamics and Consumer Buying Behaviour-Reference Groups-Opinion Leadership Process. Social Classes and their Influence on Consumer Behaviour.
- Unit-IV : Family Influence-Family Life Cycle-Diffusion of Innovation Cognitive Dissonance, Models of Consumer Behaviour- Pavlovian, Freudian, Nicosian and Howard-Sheth.

**PAPER-IV  
ADVERTISING MANAGEMENT**

**Marks :100****Weekly Periods:3**

- Unit- I : Meaning and Importance of Advertising. Objectives and Functions of Advertising, Objections to Advertising Classification of Advertising. Economic-Social-Legal and Ethical Aspects of Advertising.

- Unit-II : Advertising as an element of Marketing MIX-Advertising Planning-Defining Advertising Objectives-Dagmar-Approach-Message Theme-Copy Strategy-Advertising Appeals.
- Unit-III : Advertising Media-Media Classification-Choice of Advertising Media-Media Scheduling -Media Plan and Strategy. Determining Advertising Expenditure-Approaches and Procedure for Determining Advertising Budget.
- Unit-IV : Measuring Advertising Effectiveness- Advertising Research Before and After Recognition and Recall Tests. Advertising Agency-Organisation and functions of Advertising Agency. Advertising Agencies in India.

**PAPER-V**  
**MARKETING IN SPECIAL FIELDS**

(Agricultural co-operative Services and International)

**Marks :100**

**Weekly Periods:3**

- Unit-I : **Agricultural Marketing** : Meaning and importance of Agricultural Marketing-Classification and Characteristics of agricultural goods- Marketing in India-Problems and remedial Measures-Regulated Markets in India-Objectives,Functions-Management and Problem of Regulated Markets.
- Unit-II : **Co-operative Marketing** : Meaning, Need and Importance of co-operative Marketing. Objectives-Characteristics and types of Marketing co-operatives-Advantages and limitations of co-operative Marketing-Progress of co-operative Marketing in India.
- Unit-III : **Marketing of Services** : Meaning and nature of service Marketing-Reasons for growth in the service Markets-Characterisitcs and Classification of services-Marketing considerations- Developing Marketing MIX for Marketing of services. Future of Service Marketing in India.
- Unit-IV : **International Marketing** : Meaning and scope of international Marketing-Domestic and international Marketing-Importance of international Marketing for developing countries-International Marketing Environment-International Marketing Decisions.

**PAPER-VI**  
**SALES AND DISTRIBUTION MANAGEMENT**

**Marks :100**

**Weekly**

**Periods : 3**

- Unit-I : Sales Management :  
Meaning and scope. Importance of Sales Management. Functions and Problems of Sales Management-Management of Sales Force-Recruitment-Selection-Training-Remuneration and evaluation of Sales Force.
- Unit-II : Sales Forecasting-Meaning-Methods-Types and limitations of Sales Forecasting. Sales Policies-Importance-Objectives and elements of Sales Policies. Sales Planning-Sales territories-Sales quota. Sales Budget-Content & Procedure-Sales Analysis.
- Unit-III : Distribution Management-Channels of Distribution & Physical distribution-Nature and types of Marketing Channels-selection of channels and Middlemen-Channel Co-operation-Conflict-Competition and Modification.
- Unit-IV : Physical distribution- Nature and concept. Importance and Objectives of Physical distribution-Major Components of physical distribution system Interaction with other elements of Marketing MIX.

Reference Books Prescribed for  
DIPLOMA IN MARKETING MANAGEMENT

**PAPER-I : PRINCIPLES OF MARKETING**

1. Kotlar Philip : Marketing Management-Analysis, Planning and Control.  
Pub. : Prentice Hall of India.
2. Stanton W.J. : Fundamentals of Marketing.  
Pub. : McGraw Hill-Koga Kusha Ltd.
3. Cundiff, Still and Govani. : Fundamentals of Modern Marketing.  
Pub. : Prentice Hall of India.
4. Beanet, Peter. : Marketing.  
D.  
Pub.: Tata McGraw Hill.
5. Gandhi J.C. : Marketing : A Managerial Introduction.



6. Sherlekar S.A. : Pub.: Tata McGraw Hill.  
Marketing Management.  
Pub.: Himalaya Pub.Bombay.
7. Jha & Sing : Marketing in Indian Perspective.  
Pub. : Himalaya Pub.
8. Sinha J.C. : Principles of Marketing & Salesmanship.  
Pub.: S.Chand, Delhi.

#### **Paper-II : MARKETING RESEARCH AND PLANNING.**

1. Tull D.S. and Hawkins D.I. : Marketing Research.  
Pub. : McMillan Pub.Co.
2. Green P.E. : Research for Marketing Decisions.  
and D.S.Tull  
Pub. : Prentice Hall Inc.
3. Blankanship : Marketing Research Management.  
A.B.and J.B.  
Doyle  
Pub. : Traporwala Bombay.
4. Beller V. : Marketing Research.  
Pub.: Himalaya Pub.,Bombay.
5. Beri G.C. : Marketing Research.  
Pub. : Tata McGraw Hill.
6. David J.Luck : Marketing Strategy & Plans.  
and O.C.Fervell  
Pub.: Prentice Hall.
7. Kotler Philip : Marketing Management-Analysis, Planning  
and Control.  
Pub. : Prentice Hall.
8. Stanton W.J. : Fundamentals of Marketing.  
Pub.: McGraw Hill.
9. Gandhi J.C. : Marketing -A Management Introduction.  
Tata McGraw Hill.
10. Sarwale D.M. : A Practical Guide to Marketing Research :  
Text and Cases  
Pub.: Kirloskar Press, Pune.

#### **PAPER-III : CONSUMER BEHAVIOUR.**

1. David L.Loudor : Consumer Behaviour-Concepts  
and Albertt J.D.  
Bitta.  
Pub. McGraw Hill International.
2. Peter D.Beanett : Consumer Behaviour..  
and Harold H.  
Pub. : Prentice Hall.

- KassarJian.
3. John A Howard : The Theory of Buyer Behaviour.  
and J.N.Sheth.  
Pub. Prentic Hall.
4. Gandhi J.C. : Marketing - A Managerial Introduction.  
Pub. : Tata McGraw Hill.
5. Stanton W.J. : Fundamental of Marketing.  
Pub. : McGraw Hill Koga Kusha.
6. Kotler Philip : Marketing Management -Analysis-Planning  
and Control.  
Pub. : Prentice Hall.
7. Sherlekar S.A. : Marketing Management.  
Pub.Himalaya Pub.Bombay.

#### **PAPER-IV : ADVERTISING MANAGEMENT**

1. Wright, Warner : Advertising  
and Others.  
Pub. : Tata McGraw Hill.
2. Rathor B.S. : Advertising Management  
Pub. : Himalaya
3. Bellar V.V. : Reading In Advertising.  
Pub. : Himalaya
4. C.H.Sandage : Advertising - Theory and Practice.  
and Others  
Pub.: R.D.Irwin Inc.
5. Bolen W.H. : Advertising.  
Pub : John Willy and Sons.
6. Norris J.S. : Advertising.  
Pub.: Prentice Hall of India.
7. Anker David : Advertising Management.  
Pub. : Prentice Hall, N.Delhi
8. Reddy K.S. : Advertising Management  
Pub. : Ashish Pub. New Delhi.

#### **PAPER-V : MARKETING IN SPECIAL FIELDS.**

1. Mamoria C.B. : Principles & Practice of Marketing In India.
2. Jha & Sing : Marketing Management In Indian Perspective  
Pub..Himalaya, Bombay.
3. Sinha J.C. : Principles of Marketing & Salesmanship  
Pub. : S.Chand, New Delhi.
4. Kamat G.S. : New Dimensions of Co-operative  
Management.
5. Rathor B.S. : Export Management.

6. Stanton W.J. : Pub. : Himalaya.  
 : Fundamentals of Marketing.  
 Pub. : Mc Graw Hill -Koga Kusha.
7. Sherlekar S.A. : Marketing Management.  
 Pub. : Himalaya Pub.Bombay.
8. Cheranslam Frances: International Trade & Export Management.  
 Pub. : Himalaya, Bombay.

**PAPER -VI : SALES AND DISTRIBUTION MANAGEMENT.**

1. Still, Cundiff : Sales Management.  
 Pub. : Prentice Hall.
2. Thomes R. : Sales management.  
 Wotruba Pub. : Rinedart & Winston Inc.
3. Wright G.B. : New Techniques for Effective Sales  
 Mangement.  
 Pub. : Vikas Pub. New Delhi.
4. Stanton W.J. : Fundamentals of Marketing.  
 Pub. Mc Graw Hill Koga Kusha.
5. Kotler Philip : Marketing Management : Analysis, Planning  
 and Control.  
 Pub. : Prentice Hall of India.
6. Gandhi J.C. : Marketing : A Managerial Introduction.  
 Pub. : Tata Mc Graw Hill.
7. Sherlekar S.A. : Marketing Management.  
 Pub. : Himalaya, Bombay.
8. Michal U.P. : Sales Management.  
 Pub. : Himalaya, Bombay.

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