

B2B Marketing Syllabus

UNIT-I: Introduction to B2B Marketing: Business marketing and Business market customers, Market structure, Environment and Characteristics of Business Marketing, Strategic role of marketing, Commercial enterprises, Commercial and institutional customers.

UNIT-II: Organizational Buying and Buyer Behaviour: Organizational buyers' decision process - A Stepwise Model and A Process Flow Model, Organizational and business markets - Government as a customer - Commercial enterprises - Commercial and institutional customers

UNIT-III: B2B Marketing Strategy: Strategy making and strategy management process, Industrial product strategy– Managing Products for Business Markets-Managing Services for Business Markets-Managing Business Market channels The Growth-Share Matrix, Multifactor Portfolio Matrix, The Balanced Scorecard.

UNIT-IV: B2B Marketing STP: Market Segmentation, basic framework of segmentation, choosing target segments and positioning-Pricing strategies for Business Markets, B2B Advertising, Competitive bidding, Relationship marketing and CRM,

UNIT-V: Business Marketing Communications and Channels- B2B Advertising, Digital marketing,- Trade shows, exhibitions, business meets - Managing the sales force - Deployment analysis -Business marketing channels and participants - Channel design and management decisions -B2B logistics management

References:

1. Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh, B2B Marketing: A South Asian Perspective Cengage 2014, 11th ed.
2. Sharad Sarin, Business Marketing: Concepts and Cases McGraw Hill 2013, 1st ed.
3. James C. Anderson, Das Narayandas, James A. Narus and D.V.R. Seshadri, Business Market Management (B2B): Understanding, Creating, and Delivering Value, Pearson 2010, 3rd ed.
4. Robert Vitale, WaldemarPfoertsch, Joseph Giglierano, Business to Business, Marketing, Pearson 2011
5. Krishna K Havaladar, Business Marketing: Text and Cases McGraw Hill 2014, 4th ed.
6. Armstrong, Gary and Philip Kotler, "Principles of Marketing", Prentice Hall, New Delhi, 2006

(New Syllabus)

M.Com THIRD SEMESTER SYLLABUS
(w.e.f. 2020 - 21 Admitted Batch)

Elective: Taxation: I INCOME TAX

Unit - I: Income Tax Act 1961: Basic concepts - Income - Agriculture income - Residential status - Incidence of tax - Incomes exempt from tax.

Unit - II: Income from Salaries: Chargeability - Deductions - Perquisites - Computation of salary income.


Unit - III: Income from house property - Chargeability - Computation of income.

Unit - IV: Income from business and profession - Capital gains - Income from other sources - Computation of total income.

Unit - V: Income tax authorities - Assessment procedure - Deduction of tax at source - Advance payment of tax - Refunds - Appeals and revision.

Suggested Books:

1. Dr. V.K. Singhania & Dr. Kapil Singhania, Direct Taxes Law and Practice, Taxman Publications Pvt. Ltd., New Delhi.
2. Dr. H.C. Mehrotra & Dr. S.P. Goyal, Income Tax Law and Practice, Sahitya Bhavan Publications, Agra.
3. Dinkar Pagare, Income Tax and Practice, Sultan Chand and Sons, New Delhi.

Approved

CHAIRMAN
P.G. Board of Studies in
Commerce & Management