



Knowledge is Supreme

Tolani College of Commerce (Autonomous)

तोलानी वाणिज्य महाविद्यालय (स्वायत्त)

(Sponsored and Managed by Tolani Education Society, Mumbai - 400 021)
(Recognised Linguistic (Sindhi) Minority Institution, Affiliated to University of Mumbai)

Re-Accredited (3rd Cycle) by N.A.A.C. with 'A' Grade (CGPA 3.03)

150-151, SHER-E-PUNJAB SOCIETY,
GURU GOBIND SINGH ROAD,
ANDHERI (EAST), MUMBAI-400 093.

Tel. : (022) 6153 5455
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Name of the Department/ Programme	Department of Commerce 1) Bachelor of Commerce Programme					
Name of the Course	Major: Commerce II					
Semester	II					
Number of Credits	02					
Number of Lectures	30					
Lecture Duration	1 hour					
Total Marks:	CE	20	SEE	30	Total	50

Learning Objectives of the Course

Sr.No.	Objectives
LOC1	To understand the principles and concepts of services marketing and develop the understanding of services marketing.
LOC2	To develop analytical skills of the learners to enable them to solve services marketing problems.
LOC3	To acquaint the learners with recent developments and trends in the services sector.

Learning Outcomes of the Course

Sr. No.	Outcomes
CO1	Demonstrate knowledge of the principles and concepts underlying services marketing Knowledge.
CO2	Demonstrate creative and strategic thinking so as to make optimal decisions regarding services marketing and communicate this in an engaging manner.
CO3	Use critical thinking to recognize, evaluate and solve services marketing problems.



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Syllabus

Module	Topics	No. of Lectures
Module I - Concept of Services	<ul style="list-style-type: none">• Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian context• Marketing Mix Services & Marketing Research: Services Mix - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and People, Market research and Service development cycle• Service Strategies: Managing demand and capacity, Opportunities and Challenges in service sector, Importance of Customer Relationship Management (CRM) in Services Marketing	10
Module II – Retailing	<ul style="list-style-type: none">• Introduction: Concept of organized and unorganized retailing, Growth of organized retailing in India, Survival strategies for unorganized Retailers• Retail Formats: Store format, Non – Store format, Store Planning, design and layout, E-Retailing• Trends in Retailing: Prospects and Challenges in India. Mall Management – Retail Franchising. FDI in Retailing	10
Module III - Recent Trends in Service Sector	<ul style="list-style-type: none">• ITES Sector: Concept and scope of BPO, KPO, LPO and ERP.• Banking and Insurance Sector: ATM, Debit & Credit Cards, Internet Banking, Impact of Digitalization in Banking & Insurance Sector in India, FDI and its impact on Banking and Insurance Sector in India• Logistics: Networking – Importance, Opportunities & Challenges	10



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Reference Books

- Service Marketing, Temani, V.K., Prism Pub
- Services Marketing: People, Technology, Strategy (Eighth Edition) Christopher Lovelock and Jochen Wirtz
- Services Marketing : The Indian Context - R. Srinivasan
- Services Marketing: Text and Cases - Harsh V. Verma
- Essentials of Services Marketing - Christopher Lovelock, Jochen Wirtz, and Patricia Chew
- Introduction To Retailing, Lusch, Robert F., Dunne, Patrick M., Carver, James R., Cengage Learning
- Retailing Management, Levy Michael., Weitz Barton A, Tata Mcgraw Hill
- Retail Management in India – S.N.L.Das
- Retailing Management – Text and Cases – Swapana Pradhan
- Retail Management – Chetan Bajaj, Rajnish Tul & Nidhi Varma Srivastava
- The Black Book of Outsourcing: How to Manage the Changes, Challenges and Opportunities – Douglas Brown & Scott Wilson – Wiley Desktop Editions
- Business Process Outsourcing: OH! BPO – Structure and Chaos, Fund and Agony – Subhasish Biswas and V Anandkumar – Sage Publications
- How to start a New BPO/KPO/LPO Unit in India – Virendra K. Pamecha – Sterling Book House
- Modern ERP: Select, Implement & Use Today's Advanced Business Systems – Marianne Bradford
- Integrated Business Process with ERP Systems – Jeffrey Word & Simha R. Magal – Wiley
- Elements of Banking and Insurance – Jyotsna Sethi, Nishwan Bhatia – PHI Learning Pvt. Ltd.
- Banking and Insurance : Principles and Practices – Neelam C.Gulati - Abebooks
- Logistics Management – S.K. Nandi & S. L. Ganapathi – Oxford University Press
- Introduction to Logistics Systems Management (Second Edition) – Gianpaolo Ghiani, Gilbert Laporte, Roberto Musmanno – Wiley
- Logistics – An Introduction to Supply Chain Management – Donald Waters



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Scheme of Evaluation Pattern
Table 1A: Scheme of Continuous Evaluation (CE)
Scheme of Evaluation Pattern

Sub-components	Maximum Marks	Conditions for passing
1) Assignment / Case Study / Current Affairs Diary / Field Study / Business Plan / Project	10	a) A learner must be present for each of the sub-components. b) The subtotal of all the 2 sub-components must be minimum 08 marks
2) MCQ Based Test	10	
Total	20	

Table 1B: Scheme of Semester End Examination (SEE) Evaluation
Question Paper Pattern for Semester End Examination (SEE)

Maximum Marks: 30

Minimum Marks to Pass: 12

Duration: 1 hour

Note: All questions are compulsory. Each question has an internal choice.

Question Number	Nature of Questions	Maximum Marks
1)	Attempt any 2 of the following: (From Module I) (5 marks each)	10
	a)	
	b)	
	c)	
2)	Attempt any 2 of the following: (From Module II) (5 marks each)	10
	a)	
	b)	
	c)	
3)	Attempt any 2 of the following: (From Module III) (5 marks each)	10
	a)	
	b)	
	c)	