

***TOLANI COLLEGE OF COMMERCE***  
***(Autonomous)***



**Title of the Course:**

**Commerce - V**

**Programme: Bachelor of Commerce (B.Com.) Semester – V**

**Syllabus for 4 Credits Course**

**From the academic year: 2025-2026**

## Name of the Course: Commerce V

| Sr. No. | Heading   | Particulars   |
|---------|---|---|
| 1       | <b>Description the course:</b>  | This course provides a comprehensive overview of key marketing concepts and strategies. It covers the fundamentals of marketing, including insights into consumer behaviour, and the importance of customer relationship management (CRM). The course also delves into the marketing mix equipping learners with tools to effectively develop and execute marketing strategies that meet consumer needs and drive business success. |
| 2       | <b>Type:</b>  | Theory (Major)  |
| 3       | <b>Credit:</b>  | 2 credits   |
| 4       | <b>Hours Allotted:</b>  | 30 Hours  |
| 5       | <b>Marks Allotted:</b>  | Total 50 Marks<br>Continuous Evaluation 20 Marks<br>Semester End Examination 30 Marks   |
| 6       | <b>Course Objectives:</b> The objective of the course is to: <ol style="list-style-type: none"> <li>1. Understand the evolution of marketing and its importance in influencing consumer choices and achieving business growth.</li> <li>2. Comprehend the components and strategic importance of the marketing mix, particularly product and pricing strategies.</li> </ol>   |   |
| 7       | <b>Course Outcomes:</b> After the completion of the course, the learners will be able to: <ol style="list-style-type: none"> <li>1. Explain how marketing has evolved and understand its role in creating value for both consumers and businesses.</li> <li>2. Apply product life cycle management principles and choose pricing strategies that align with market needs and product positioning.</li> </ol>  |   |
| 8       | <b>Module 1- Introduction to Marketing</b>  |   |
|         | <ul style="list-style-type: none"> <li>● <b>Marketing:</b> concept, nature and scope of marketing, importance of marketing, evolution of marketing concept, marketing environment- meaning, importance, and types.</li> <li>● <b>Consumer behavior and marketing segmentation:</b> Consumer behaviour- concept and factors influencing consumer behaviour, consumer buying process, market segmentation- concept and importance, bases for market segmentation, market targeting</li> <li>● <b>Customer Relationship Management-</b> CRM strategies and tools, customer retention and loyalty programmes, recent trends in CRM</li> </ul> |   |

|   |  |
|---|--|
|   | <b>Module 2- Marketing Mix</b>   |
|   | <ul style="list-style-type: none"> <li>• <b>Product and Pricing Strategies:</b> Product strategy - product development, product life cycle (PLC) management, product mix and line strategy, new product development (NPD), product differentiation &amp; innovation, pricing strategies and models, recent trends in product and pricing strategies.</li> <li>• <b>Distribution Channels:</b> traditional vs. modern distribution channels, multi-channel and omni-channel strategies, supply chain management-concept, components of SCM, emerging trends in distribution channels.</li> <li>• <b>Integrated Marketing Communication (IMC):</b> Concept, scope, importance, Role of IMC in modern marketing, tools of IMC, and current developments in IMC.</li> </ul>  |
| 9 | <p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Armstrong, G., &amp; Kotler, P. (2020). <i>Marketing: An introduction</i> (14th ed.). Pearson.</li> <li>2. Baker, M. J., &amp; Hart, S. (2016). <i>The marketing book</i> (7th ed.). Routledge.</li> <li>3. Cravens, D. W., &amp; Piercy, N. F. (2013). <i>Strategic marketing</i> (10th ed.). McGraw-Hill.</li> <li>4. Dutta, A. (2020). <i>Consumer behavior: A holistic approach</i> (1st ed.). Excel Books.</li> <li>5. Ferrell, O. C., &amp; Hartline, M. D. (2021). <i>Marketing strategy: Text and cases</i> (8th ed.). Cengage Learning.</li> <li>6. Ghosh, P. (2016). <i>Marketing management: An Indian perspective</i> (1st ed.). McGraw-Hill.</li> <li>7. Homburg, C., Kuester, S., &amp; Krohmer, H. (2013). <i>Marketing management: A contemporary perspective</i> (2nd ed.). McGraw-Hill.</li> <li>8. Jobber, D., &amp; Ellis-Chadwick, F. (2019). <i>Principles and practice of marketing</i> (9th ed.). McGraw-Hill Education.</li> <li>9. Khan, M. S. (2018). <i>Marketing management</i> (2nd ed.). Himalaya Publishing House.</li> <li>10. Kotler, P., &amp; Keller, K. L. (2022). <i>Marketing management</i> (16th ed.). Pearson.</li> <li>11. Malhotra, N. K., &amp; Birks, D. F. (2017). <i>Marketing research: An applied approach</i> (5th ed.). Pearson.</li> <li>12. Palmatier, R. W., &amp; Sridhar, S. (2020). <i>Marketing strategy: Based on first principles and data analytics</i> (2nd ed.). Palgrave Macmillan.</li> <li>13. Reddy, S. K., &amp; Srikrishna, K. (2018). <i>Marketing management: Concepts and cases</i> (1st ed.). Cengage Learning.</li> <li>14. Sharma, A. (2018). <i>Principles of marketing</i> (1st ed.). Oxford University Press.</li> <li>15. Sengupta, J. (2016). <i>Marketing: A managerial approach</i> (1st ed.). Tata McGraw-Hill.</li> <li>16. Solomon, M. R., Marshall, G. W., &amp; Stuart, E. W. (2020). <i>Marketing: Real people, real choices</i> (10th ed.). Pearson.</li> <li>17. Winer, R. S., &amp; Dhar, R. (2016). <i>Marketing management</i> (4th ed.). Pearson.</li> </ol> |

| 11          | <b>Internal Continuous Assessment: 40%</b>  | <b>Semester End Examination: 60%</b> |             |             |       |   |   |          |                     |  |          |              |   |          |
|-------------|---|--------------------------------------|-------------|-------------|-------|---|---|----------|---------------------|--|----------|--------------|---|----------|
| 12          | <p><b>Continuous Evaluation through: (Internal Assessment)</b></p> <p>The Continuous Evaluation will have components as follows:</p> <table> <tr> <th>Component</th><th>Details</th><th>Total marks</th></tr> <tr> <td>I</td><td>Assignment / Case Study / Current Affairs Diary / Field Study / Business Plan / Project</td><td>10</td></tr> <tr> <td>II</td><td>One Periodical Test</td><td>10</td></tr> <tr> <td></td><td><b>Total</b></td><td><b>20</b></td></tr> </table>  | Component                            | Details     | Total marks | I     | Assignment / Case Study / Current Affairs Diary / Field Study / Business Plan / Project | 10  | II       | One Periodical Test | 10   |          | <b>Total</b> | <b>20</b>   |          |
| Component   | Details   | Total marks                          |             |             |       |   |   |          |                     |  |          |              |   |          |
| I           | Assignment / Case Study / Current Affairs Diary / Field Study / Business Plan / Project   | 10                                   |             |             |       |   |   |          |                     |  |          |              |   |          |
| II          | One Periodical Test   | 10                                   |             |             |       |   |   |          |                     |  |          |              |   |          |
|             | <b>Total</b>  | <b>20</b>                            |             |             |       |   |   |          |                     |  |          |              |   |          |
| 13          | <p><b>Format of Question Paper:</b></p> <p style="text-align: center;"><b>Semester End Examination<br/>Question Paper Pattern</b></p> <p>Maximum Marks: 30 <span style="float: right;">Duration: 1 Hour</span></p> <p>All Questions are Compulsory Carrying 10 Marks each.</p> <table> <tr> <th>Question No</th><th>Particulars</th><th>Marks</th></tr> <tr> <td>Q-1</td><td>Attempt any 2 of the following: (From Module I)<br/>a.<br/>b.<br/>c.</td><td>10 Marks</td></tr> <tr> <td>Q-2</td><td>Attempt any 2 of the following: (From Module II)<br/>a.<br/>b.<br/>c.</td><td>10 Marks</td></tr> <tr> <td>Q-3</td><td>Attempt the following: (From Entire Syllabus)<br/>a.<br/>b.</td><td>10 Marks</td></tr> </table> |                                      | Question No | Particulars | Marks | Q-1   | Attempt any 2 of the following: (From Module I)<br>a.<br>b.<br>c. | 10 Marks | Q-2                 | Attempt any 2 of the following: (From Module II)<br>a.<br>b.<br>c. | 10 Marks | Q-3          | Attempt the following: (From Entire Syllabus)<br>a.<br>b. | 10 Marks |
| Question No | Particulars   | Marks                                |             |             |       |   |   |          |                     |  |          |              |   |          |
| Q-1         | Attempt any 2 of the following: (From Module I)<br>a.<br>b.<br>c.   | 10 Marks                             |             |             |       |   |   |          |                     |  |          |              |   |          |
| Q-2         | Attempt any 2 of the following: (From Module II)<br>a.<br>b.<br>c.  | 10 Marks                             |             |             |       |   |   |          |                     |  |          |              |   |          |
| Q-3         | Attempt the following: (From Entire Syllabus)<br>a.<br>b.   | 10 Marks                             |             |             |       |   |   |          |                     |  |          |              |   |          |

### Signatures of Team Members

| Sr. No. | Name                  | Signature |
|---------|-----------------------|-----------|
| 1.      | Dr. Sadhana Venkatesh |           |
| 2.      | Ms. Jyoti Ghosh       |           |