

**Gujarat University**  
**Syllabus T.Y.B.Com.**  
**Business Organisation & Management - III**  
 Syllabus prescribed for Third Year B.Com.  
 Effective From June, 2005

<b>I</b>	<b>Production Management :</b>	<b>15%</b>
	<ul style="list-style-type: none"> <li>- Meaning of Production</li> <li>- Types of Manufacturing Process</li> <li>- Production Planning and Control-Routing, Scheduling, Dispatching, Follow up</li> </ul>	
<b>II</b>	<b>Marketing Management :</b>	<b>60%</b>
	<ul style="list-style-type: none"> <li>- The Marketing function – Four Ps in Marketing</li> <li>- Different concepts in marketing : Production concept, Product concept, Selling concept, Marketing concept, Social Marketing concept, Core concept of Marketing : Marketing in different demand situation.</li> <li>- Market Demand : Estimating Market Potential ; Methods of forecasting of Demand (Note : Examples on measurement and forecasting not expected)</li> <li>- Product – concept of product, product line and product mix –Product life Cycle and appropriate strategies for different stages of product life cycle.</li> </ul> <p><b>Consumer markets and consumer behaviour :</b></p> <ul style="list-style-type: none"> <li>- Major factors influencing consumer behaviour, the Buying decision process.</li> <li>- Market segmentation ; Meaning, importance, bases : Market Targeting ; Product Positioning.</li> <li>- Branding – types of branding and important decisions in branding.</li> <li>- Pricing – objectives – cost oriented , demand oriented and competition – oriented pricing.</li> <li>- Publicity : Meaning , Objectives, Importance,</li> <li>- Advertisement : Meaning , Importance, Advantages and Dis- advantages</li> <li>- Sales promotion : Types, tools and objectives of Sales promotion for consumer goods</li> <li>- Public relations – tools and decisions including customer care</li> <li>- Personal selling – Meaning , functions, process</li> <li>- Marketing Trend in India (Rural and Urban)</li> <li>- Media Management</li> <li>- Physical distribution – Retailing and wholesaling – their nature, importance, marketing decisions for the same.</li> </ul>	
<b>III</b>	<b>Marketing Research &amp; International Marketing:</b>	<b>10%</b>
	Meaning- Importance – Limitations	
<b>IV-A</b>	<b>Disaster Management :</b>	<b>5%</b>
	Meaning, Nature and Classification of Disaster.	
<b>IV-B</b>	<b>Crisis Management :</b>	<b>5%</b>
	Meaning, Types, Causes and Resolution	
<b>V</b>	<b>E Marketing</b>	<b>5%</b>
	<b>Meaning, Uses, Types, Importance &amp; Limitations</b>	

**Reference Books**

- (1) Production Management – Broom (D. B. Taraporewala & Sons)
- (2) Manufacturing Management – Moore (D. B. Taraporewala & Sons)
- (3) Manufacturing Organisation & Management , Amrine, Ritchej, Hulley (Prentice Hall of India)
- (4) Marketing Management – Kotler (Prentice Hall of India)
- (5) Fundamentals of Marketing by Stanton (Tata Mcgraw Hill)

**Note :** Objective types of Question should carry atleast 20% of the total marks.

**Reference Books for Business Organisation III**

1. The Power of E Marketing  
Author : ZIKHUND/ D'AMICO  
Publisher : SOUTH WESTERN
2. Management Information System  
Author : S. Sadagopan  
Publisher : Prentice – Hall
3. Disaster Mitigation – Experiences and reflection.  
Author : Pradeep Sahani  
Publisher : Prantice – Hall.
4. Introduction to Disaster Management  
Author : P.C.Sinha  
Publisher : Anmol Publication.
5. Disaster Management  
Author : Dr. Ramnik Yadav  
Publisher : Navbharat Sahitya
6. The Screen : Business Crisis, How to beat them.  
Author : V.G. Patel  
Publisher : Tata Mcgraw Hill
7. સંચાલનના ખ્યાલો  
Author : રમણિય યા-વ  
Publisher : ગ્રંથ નિર્માણ બોર્ડ