

Tilak Maharashtra Vidyapeeth - Pune
MBA Semester - III

MD-301 Entrepreneurship Development

Examination 1

1. The Entrepreneurial Development Perspective

- Concepts
 - Evolution
 - Entrepreneur Vs. Intrapreneur
 - Entrepreneur Vs. Manager
- Attributes of Entrepreneur
 - Values of Entrepreneur
 - Characteristics of Entrepreneur
 - Checklist
- Role of Entrepreneur in economic development
- Entrepreneurial Culture

2. Creating Entrepreneurial Venture

- Environmental Analysis
- Identifying problems and opportunities
- Defining Business Idea
- Basic Government Procedures

3. Project Management

- Project feasibility
 - Technical feasibility
 - Financial feasibility
 - Marketing feasibility
 - Personnel feasibility
 - Management feasibility
- Estimating and Financing funds requirements
 - Schemes offered by various entities
 - Venture Capital Funding

Examination 2

4. Entrepreneurship Development and Government

- Role of various Government bodies in promoting Entrepreneurship
 - Role of Central Government
 - Role of State Government
- Introduction to various Incentives, Subsidies & Grants
 - Export Oriented Units
 - Fiscal and Tax concessions
- Role of various agencies in Entrepreneurship Development
 - District Industries Centers (DIC)
 - Small Industries Service Institute (SISI)
 - Entrepreneurship Development Institute of India (EDII)
 - National Institute of Entrepreneurship and Small Business Development (NIESBUD)
 - National Entrepreneurship Development Board (NEDB).

5. Why do Entrepreneur fails

- Reasons for Failure
- Financial problems’;
- Administrative problems
- Marketing problems
- Production problems
- Peter Druckers Pitfall

6. Women Entrepreneurs

- Objective
- Introduction
- Reasons for Low/ No Women Entrepreneurs
- Role, Problems and Prospect of Women Entrepreneur

Tilak Maharashtra Vidyapeeth - Pune
MBA Semester – III

MD-302 Management Information System

Examination 1

1. INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS

- MIS - Some Definitions
- Computers and MIS
- Need for MIS.
- Purpose of MIS
- Objectives of MIS
- Objectives of the study of MIS
- Conceptual Design Models of MIS
- MIS: Its Role in an Organization
- Impact of MIS on the organization

2. INFORMATION TECHNOLOGY

- Understanding the Computer
- History of Computers
- Computer Generations
- Classification of Computers
- Hardware and Software
- A Note on Programming Languages
- Packages
- Database Management Systems
- Desktop Publishing
- Computer System Configurations
- Data Processing
- A Note on Networks
- Digital, Text and Image Processing
- Information Technology Decisions

3. DECISION MAKING CONCEPTS

- Phases in the Decision-making Process
- Types and Systems of Decision Making

- Organizational Decision Making
- Uncertainty Avoidance
- Problem initiated Search
- Methods and Tools of Decision Making
- Decision Tables
- Law of Requisite Variety
- Management of Risk

4. INFORMATION CONCEPTS

- Definition of Information
- Data and Information
- Data Processing.
- Types of Information
- Sources of Information
- A Question of Quality
- Ensuring the Effectiveness of Information
- Information Modeling
- The Human Being as an Information Process
- Relevance of Information in MIS

5. SYSTEM CONCEPTS

- System - Some Definitions
- Open and Closed Systems
- Deterministic and Probabilistic Systems
- Physical and Abstract Systems
- Natural and Man-made Systems
- Negative Feedback and Entropy
- Feedback Control Loop
- Relevance of Systems Theory to MIS
- Integration of Organization Systems and Information Systems

Examination 2

6. ORGANISATIONS AND ORGANISATIONAL BEHAVIOUR

- Organizational Structure
- Types of Organizations
- Decision Making in an Organization
- Information Flow in an Organization
- Organizational Behavior
- A Note on Management Style
- Impact on MIS

7. ASSESSING INFORMATION NEEDS OF THE ORGANISATION

- Purpose of analyzing Information Needs
- Methods and tools of assessing Information needs
- Determining Information Requirements
- Information Needs - Relation to Organization's Goals
- Breakup of Information Needs according to Decisions
- Relation between Information Needs and Type of Decision
- Information Models and their Integration with Data Processing

8. MIS DESIGN, DEVELOPMENT AND IMPLEMENTATION

- Prototyping and CASE Tools
- MIS Structure
- Hardware & Software
- Data Processing and Information Processing Systems
- Systems Analysis and Design

9. MIS DESIGN II

- MIS Plan and its Implementation
- MIS Design Criteria
- Implementation of MIS
- Reviews and Evaluation of MIS
- Introduction to RDBMS
- Objectives of DBMS
- Introduction to DSS

10. APPLICATIONS OF MIS

- Application of MIS in Manufacturing
- Application of MIS in the Service Industry
- MIS Applications in Hotels
- MIS in Hospitals
- Conclusion

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MBA Semester – III

MD –304 Legal Aspects of Business

Examination 1

1. Overview of Law

- Meaning of Law
- Object of Law
- Nature of Law
- Purpose of Law
- Source of Law
- Legislation
- Kinds of Law

2. Indian Contract Act, 1872

- Introduction, Definitions
- Essential elements of a valid contract
- Nature, Classification & types of Contract
- Offer, Acceptance, Consideration & valid consideration
- Free consent, Valid Agreement
- Performance & Discharge of Contract
- Breach of Contract

3. Contract Act

- Contract of Indemnity
- Contract of Guarantee
- Rights & Liabilities of surety & co-surety
- Bailment, Pledge
- Agents & Principal – Rights, Duties & Liabilities

4. Negotiable Instrument Act 1881

- Meaning types & characteristic
- Parties to Negotiable Instruments
- Dishonour of Negotiable Instruments

Examination 2

5. Sales goods Act 1930

- Scope, Definitions, Types of goods and Agreement to Sale
- Essential elements of Sale, Contract of sale
- Condition & Warranties
- Transfer of property or Ownership
- Performance, rights & Remedial measures relating to contract of sale
- Provision relating to Auction sale

6. Indian Partnership Act 1932

- Meaning
- Nature & types of Partnership
- Partnership deed, Rights & Liabilities of Partner
- Dissolution of Partnership Firm

7. Company Act 1956

- Definition, Meaning, Feature & Types
- Memorandum of Association
- Article of Association
- Membership in Company, Shares, Company Management, Meetings, Borrowing Power, Account & Audit
- Compromise, Arrangement, Re construction & Amalgamation
- Winding of Company

8. Consumer Protection Act 1986

- Definition Consumer, Good, Manufacturing, Trading & Services
- Unfair Trade Practice
- Consumer Disputes, Complaints & State & Central Consumer protection Council
- Consumer Protection Redressal Agencies

9. The Information Technology Act 2000

- Introduction & Background
- Digital Signature
- Electronic Governance
- Electrical Record
- Secure Electronic records & Secure Digital Signatures
- Regulation of Certifying Authorities

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MBA – III Semester

Specialization - Finance

MDF – 311 International Financial Management

Examination 1

1. Scope of International Finance

- Increasing interdependence in the Global Economy
- Trends in International Trade and cross border financial flows
- India in the global economy
- Recent Developments in Global Financial Markets
- Challenges of International Financial Management
- Gain from international trade and investment
- Trading blocks
- Conditions for success of Trading blocks
- Forms of trading blocks

2. Balance of Payments and Exchange Rate Mechanism

- Principles of balance of payment accounting
- Balance of payments
- Components balance of payments
- Factors affecting the components of BoP Accounts
- Exports of goods & services
- Imports of goods & services
- Importance of BoP statistics
- Limitation of BoP
- Exchange rate mechanism
- Fixed Exchange rate system
- Currency board/system
- Target zone arrangement
- Monetary Union
- Floating exchange rate system
- Free Float
- Managed float
- Hybrid mechanisms
- Crawling pet

- History of money systems
- The Gold Standard
- Bretton Woods system
- The International Monetary fund (IMF)
- The International Bank for Reconstruction & Development (IBRD, also called World Bank)
- The International Financial Corporation (IFC)
- Post Bretton Woods system
- The European Union

3. **Foreign Exchange Market**

- The Structure of foreign exchange market
- Exchange Rate quotation
- American vs European quote
- Bid & Ask rate
- Interbank Quote vs Merchant quote
- Mechanics of currency dealing
- Inverse quote
- Cross rates
- Discounts and premiums
- Forward Rates vs expected spot rates
- Links between Forex market and money market
- Spot T.T Buying rate
- Spot T.T Selling rate
- Forward T.T Buying rate
- Forward T.T Selling rate
- Bill buying rate
- Bill selling rate
- TC Selling rate
- TC Selling rate
- Forward exchange contract

4. **Currency Futures & Options**

- Foreign Currency futures
- Hedging with the currency futures
- Determining the effective price using futures
- Speculation using futures
- Pricing of currency futures
- Currency future market in India – future prospectus
- Foreign currency options
- Hedging with currency options
- Hedging for exporter
- Hedging for importers

5. **Exchange Rate Determination**

- Purchasing power parity principle
- The law of one price
- The absolute form of PPP
- The Relative form of PPP
- The Expectation form of PPP
- Reason for PPP not holding good
- Constraints of the movement of the commodities
- Price Index construction
- Effect of the statistical method employed
- Interest Rate parity
- Investor's decision
- Borrower's Decision
- Covered interest arbitrage
- Relationship between PPP and interest rate parity

Examination 2

- Reason for departure from interest rate parity
- Transaction cost
- Political risk
- Taxes
- Liquidity preference
- Capital controls
- The Demand-Supply approach
- Balance of payment approach
- The Monetary approach
- The Asset approach
- The Portfolio balance approach

6. **Foreign Exchange Risk Management**

- Foreign Exchange Exposure
- Foreign Exchange risk
- Effects of exchange on exporters and importers
- Types of exposure
- Transaction exposure
- Translation exposure or Consolidation exposure
- Operating exposure or economic exposure
- Management of transaction and translation exposure
- Internal Hedging techniques
- External Hedging techniques
- Management of economic exposure
- Marketing strategies

- Production strategies
- Financial management strategies
- Exposure and risk

7. **Multinational working capital management**

- International cash management
- Objective of MNCs
- Where surplus cash should be held
- Investing surplus funds
- Financing short term deficits
- Centralised cash management system
- Advantages of centralized cash management system
- Problems involved in centralized cash management system
- Optimal worldwide cash levels
- Accounts receivables management
- Credit extension
- Inventory management
- Production location and inventory control
- Advance inventory purchases
- Inventory stockpiling

8. **Foreign trade financing**

- Trade finance in India
- Import financing
- Letter of credit
- Types of letter of credit
- Export finance
- Pre-shipment credit
- Post shipment credit
- Turnkey projects
- Duty drawback credit scheme 1976
- EXIM bank in trade finance
- Assistance to export oriented units
- Forfeiting
- Buyers credit
- Guarantee
- Syndication of export credit risk
- Software export
- Import license
- Deemed exports

9. **Foreign Investment analysis**

- Gains from cross border diversification
- Risk from cross border diversification

- International CAPM
- Depository receipt mechanism

MDF – 312 Risk Management

Examination 1

1. Risks - Types and Classes

- Concept of Risk
- Definition of Risk
- Uncertainty
- Types of risk
- Interest rate risk
- Exchange risk
- Liquidity risk
- Default risk
- Internal business risk
- External business risk
- Financial risk
- Events of Gods
- Market risk
- Marketability risk
- Credit risk
- Personal risk
- Environmental risk
- Production risk
- Other risks
- Classes of Risk
- Pure vs Speculative
- Dynamic vs static
- Fundamental vs particular
- Insurance and Risk

2. Risk Engineering

- Risk Perception
- Total risk & Expected return

- Evolution of risk management
- Approaches to risk management
- Risk engineering
- Management of business risk
- Management of currency & interest rate risk
- Asset liability management
- Guidelines for risk management
- Risk monitoring & control
- Limitations of risk management

3. Risk Management

- Development of risk management
- Corporate risk management
- Risk management process
- Integrated risk management
- Enterprise Risk Management
- Risk analysis questionnaire
- Evaluation of risk
- Risk management in banking
- Organisation by asset class
- Organisation by function
- Trading vs. sales as engine of dealing room probability

4. Foreign Exchange Exposure and management

- Foreign exchange exposure
- Foreign exchange risk
- Effects of exchange rates on exporters & importers
- Types of exposure
- Translation Exposure
- Operating Exposure
- Management of transaction and translation exposure
- Management of economic exposure
- Exposure & risk

5. Hedging Risks

- Identification of risk
- Sources of risk
- Quantifying risk – calculating value at risk
- Scenario analysis
- Introduction to Derivatives

Examination 2

- Important features of Derivatives
- What is Hedging ?
- Futures contract
- Option contract
- Hedging with currency options
- Interest rate forwards & options
- Forward rate agreements
- Interest rate swaps
- Interest rate futures
- Hedging interest rate with interest rate futures
- Exchange traded interest rate futures in India

6. Other Derivative securities

- Financial Engineering
- Role of Financial Engineers
- Financial Engineering vs Financial Analysis
- Tools of Financial Engineers
- Innovation in Finance
- Some characteristics of Financial Engineering
- New instruments for Hedging
- Benefits of Financial Engineering

7. Insurance as Risk cover, Insurance as an instrument

- Insurance as an instrument of risk cover
- General Management - Risk Management and Insurance Management
- Economics of Management
- Risk vs Insurance Management
- Role of Insurance
- Characteristics of Insurable Risk
- Types of Insurance
- Liability Exposures
- Human Resource exposures
- Loss Exposure checklist
- Financial statement analysis
- Flowcharts
- Types of analysis
- Risk chain methods
- The Catastrophe Risk Exchange (CATEX)
- Export Credit Guarantee Corporation : (ECGC)
- Introduction to Catastrophe risk

Specialization – HRM

MDHR – 311 Training and Development

1. Introduction to Training and Development

Chapter 1 Omitted

- Nature, scope and definition of HRM
 - Core areas of understanding philosophy of HRM
 - Difference between PM and HRM
- Objectives of HRM
 - HRM objectives and Functions
 - HRM functions
- Basic managerial functions
 - Operative functions
- Evolution of HRM & Pre industrial revolution
 - Industrial relations
 - Emergence of Personal management
 - Personnel Department
 - PM as mature field
 - Barridge classified evolution of HRM from 1980s to 1990s in two stages
 - Evolution of mgt of HR in India
 - Varnasharma
 - HRM-impact of globalization and liberalizations
 - Changing scenario
- Strategic importance of HRM
 - Strategic importance and key concepts
 - Strategic positioning of HRM- steps to be taken
 - Four description of HRM
- Who perform HRM activities?
 - Competitive advantage through people
 - Some misconceptions about HRM
 - Competitive challenges for HRM
 - Social issues in HRM
- Partnerships of line managers and managers
 - Role of HR Dept in an organization
 - Responsibilities of HR Dept.
- Competencies of HR managers
 - Qualifications and qualities of HR managers
 - Role of manager
 - Image and qualities of HR manager
- Jobs and careers in HRM
 - Personal policies and principles

- Policy formulation
- Policy implementation guideline
- Personal policies, procedures and programmes
- Advantage of personnel policy
- Obstacles in administering personnel policies
- Characteristics of a sound personnel policy
- Coverage of personnel policy
- Sources of content for formulating personnel policies
- Evaluation and control of personnel policy
- HR dept in divisionalized organization structure
 - HR dept in a matrix org structure
- HRM in India
 - HRM and its growth in India
 - HR management in practice in India
- Reasons for wide gap between theory and practice of HRM
 - Measures to develop HRM on sound lines
- Globalization and HRM
 - Objective
- Post economics liberalization scenario
- Role of HRM in IT
 - Technology and the programming of HR
 - Recent trends in HRM
- New Trends
- Societal objective of HRM
 - Principles of HRM

Examination 1

2 Training and Development

- Defining training and development
 - Training verse development
 - Training verse education
 - Nature of training and development
- Need of training
- Objectives of training
 - Learning principle: The philosophy if training
 - Types of training
- A systematic approach to training
 - Training need assessment
 - Identify training objectives
- Training methods
- Contribution of training

- Evaluation of a training programme
 - Method of evaluation
 - Terminology
 - Gaps in training

3. Process of Training

- The Training Process
 - Discovering or identifying training needs
- Checklist for identifying training and development requirement
 - Determining long range training needs
 - Getting ready for the job
- Needs Assessment
 - Organizational support for the needs assessment process
 - Establishing relationship with top level management
 - Establishing relationship with members of organization
 - Organizational Analysis
 - Specifying Goals
 - Examples of Organizational Items for the Assessment of Transfer climate
 - Identifying External and Legal Constraints
 - Resource Analysis
 - Requirements Analysis
 - Understanding the Job in the Context of the Organization
 - Choosing the Methods for Conducting a Needs
 - Determining the Participants in the Needs Assessment Process
 - Determining the Points of Contact in the Organization
 - Anticipating Problems to be Resolved
 - Developing a Protocol
- Task and knowledge, Skill and Ability Analysis
 - Developing Task Statements
 - Determining Task, Clusters
 - Knowledge, Skills & Abilities, Psychological fidelity
 - Developing knowledge, skill & ability analysis
 - Determining relevant task & KSA characteristics
 - Sample importance scale for task
 - Linking Knowledge, Skills & Abilities to tasks
 - Competencies
 - Person Analysis
 - Developing performance indicators
 - Determining KSA gaps & developing approaches to resolve
 - Summarizing the needs, assessments phase
- Strategic Job Analysis and Strategic Training
 - Task Cluster Importance for present & future job
- Conclusions
 - Benefits of needs assessments

- Analysis of needs
- Performance Analysis : Assessing current employees training needs
- Task Analysis record form

4. Training and Development

- What is Training
- Three Terms: Training, Development and Education
 - Distinction between training and development
 - Need for basic purposes of training
 - Importance of training
 - Responsibility for training
 - Objectives of training
- Designing Training and Development Programme
 - Designing through successive approximations
 - Five steps in program design
 - Outlining program sequences and themes
 - Composing the detailed syllabus
 - Modular approach to program design
 - Building in flexibility
 - Monitoring and improving training during the program

Examination 2

- Training Schedules and Timetables
 - Who are Trainers ?
 - Personal needs of trainers
 - Power and influence : two modes
 - Trainers' behaviour and participant dependence
- Methods & Techniques of Learning
 - Learning Principle

5. Training Strategies

- Four strategic issues
- Modalities in training
 - Six training orientations
- Fashioning a Coherent Strategy
 - Training methods
 - Simulations
 - Behaviour modeling
- The Audience
 - Spot potential problems before the program begins
 - Praise your audience
 - Participants get advanced preparation

Role of the trainer

Rules and techniques on discussion method

Small group technique

- Are there special uses?
 - How are small groups structured ?
 - How do people work within a small group ?
- How do agencies use the output?
 - Who leads ?
 - What do small group techniques cost ?
 - How are they organized ?
 - How are they used with other techniques ?
 - Questions and their uses in Leading Discussions
- Brain-Storming
- Training: Need for Systematic Approach
 - Strategic training system (STS)
 - Methods to improve Decision making skill
 - Individual and group decisions
 - The decision making process
 - Relationships among decisions
 - Improve your decision making
- Conceptual Model
 - Techniques used in the Demonstration method

6. Training Methods

- Presentation Method
 - Lecture method
- Audio visual techniques
- On the job training (OJT)

7. Use of Technology in Training & E-Learning

- Number of limitations with traditional instructional methods
- Distance learning
- CD-ROM and Interactive Media
- Automating interpersonal skills training
 - Problem solving skills method
 - Web based instructions
- Intelligent tutoring system
- Virtual reality training

8. Training & Trainers

- Applications

MDHR – 312 Performance Management System

Examination 1

1. Introduction to Performance Management

- What is Performance? Dimensions of Performance Management
 - Results & output
 - Input Dimension
 - Time Dimension
- Input-Output Relationships
- Who manages Performance?
- Role of Appraisals in Performance Management

2. Planning Performance for Role Clarity

- Why Performance need to be planned
- What is performance planning?
- Whose Performance is to be planned?
- KPAs & Performance planning
- Need for clarity of Roles & Functions in modern organization
- KPAs as mechanism of Role Clarity
- Performance targets adding objectivity
- Increasing Self Awareness and Understanding: Self Appraisal
- Self Appraisal for Managerial Effectiveness

3. Performance Analysis

- Objectives of Performance Analysis
- Methodology
- Facilitating Factors
- Inhibiting Factors
- Using performance analysis for counseling and identification of development needs.
- Examples on performance Analysis of Branch managers of a Bank

4. Improving Quality of Performance Ratings

- Need for performance Rating
- Factors affecting Ratings in Performance Appraisal
- Subjectivity & Errors in Ratings
- Behaviorally Anchored Rating Scales
- Assessment of Peers
- Some Theoretical considerations on factors affecting Appraisals
 - Rater Motivation
 - Rater Ability
 - Availability of Appropriate Rating Standard
- Reducing Rater Biases
 - Rater Training
 - Rater participation in scale construction
 - Statistical control of rating Errors
- Performance Rating for Development v/s- Administrative Decisions
- Performance Review Discussions
 - Objective of PRD
 - Conditions of Effective PRD
 - What constitutes PRD?
 - Making PRD Effective?

Examination 2

5. Using Performance Management Systems Data for HR Decisions and Performance Improvement

- Development Decisions
 - Identification of Training Needs
- Administrative Decisions
 - Performance Rewards
 - Philosophy Behind Performance Rewarding
- Reward Mechanism
 - Salary increase
 - Annual Performance Awards
 - Outstanding Performance Awards
 - Promotions
 - Change of Responsibilities & status
 - Sponsorship to conference, Tours & Opportunities
 - Advanced Training & Development opportunities
 - Transfers
 - Placement Decisions
 - Appreciation letters & certificates
 - Announcement in Newsletters

6. Performance Management Systems and Appraisal

Practices in India : The 1990s Scenario

- Appraisal Practices
- Appraisal Systems in Bank
- Experience of the Last Decade
- Managerial Preferences & attitudes to appraisals
- General Trends
- Future of Performance Appraisal

7. Making Performance Management Systems and Appraisals work

- Top Management
- Managerial Response to New Appraisal Systems
- Personnel / HRD Department's Response to New Appraisal systems
- Union Responses to Performance Appraisals
- Strategic considerations in introducing New appraisal Systems
 - Introduction New Appraisal systems
 - Introducing change level by level in the Managerial Hierarchy
 - Combination for the above
- From Appraisal to Planning, Analysis & Development: recent Developments
- From Performance Counseling to Performance Review Discussion
- From Performance Assessment to Performance Developments
- Peer & Subordinate Appraisals
- Role of Committees
- Acceptance of Subjectivity

8. Monitoring Performance Planning Analysis and Development Systems

- Component Monitoring
- Comprehensive Reviews and Renewal

9. Performance Appraisal and Job Evaluation

- The performance appraisal Process
- Appraisal System Design
 - Designing Appraisal Format
 - Rating Scales
 - What is to be appraised?
 - Who is to be appraised?
- Problems with Performance Appraisal
- Methods of Performance Appraisal
 - Individual Evaluation Method
 - Multiple person evaluation techniques
 - Others Methods
- Job Evaluation: Concept

- Job Evaluation V/s Performance Appraisal
- Features
- Process of Job Evaluation
- Essentials for the success of Job Evaluation Programme
- Benefits
- Job Evaluation Methods
 - Ranking Method
 - Classification Method
 - Factors Comparison Method
 - Point Method
- Limitations of Job Evaluation
- Wage & Salary Surveys

Specialization - Marketing

MDM – 311 Sales Promotion and Administration

Examination 1

1. Recent Trends in Sales

- Concept
- Media
- Sales Promotion
- Consumer Promotion
- Trade Promotion

2. Sales Management

- Concept
- Development of Sales Department
- Relation between sales management & financial results
- The coordination role of sales management
- The controlling role of sales management
- Sales Control – Informal & Formal
- The organizing role of sales management

3. Sales Personnel Management

- Training Sale Force
- Training Content
- Methods of Sales Training
- Evaluation of Sales Training Programme
- Compensating & Motivating Field Force
- Evaluating & supervising sales personnel
- Controlling Sales force

4. Sales Territory & Quota Management

- Territory Management
- Fixing Sales Quotas
- Sales Meeting & Contest

Examination 2

5. Marketing of Events

- The Need for Marketing
- Marketing Mix
- The Promotional Mix

6. Introduction to Export & International Promotion

- Categories of Exporters
- General provisions for exports
- List of Export promotion councils commodity board

7. Export Promotion

- Organizational set up
- Assistance facilities
- Special economic zones
- Foreign trade policy related to SEZs
- Export houses
- Evaluation of Export Promotion Measures
- IPRS & Developing countries
- Role of GATT and WTO

8. Internet as Promotional Tool

- Internet as media
- Portals
- Credit card transactions
- Types of Website
- Search Engines
- The New Wave in Media

9. Legal Aspect of Marketing

- Indian Contract Act, 1872
- Sales of Goods Act, 1930
- Negotiable Instrument Act, 1881
- Central Sales Tax Act, 1956

MDM – 312 Distribution Management

Examination 1

1. MARKETING CHANNELS

- Structure, Functions and Significance of Channels
- Role of Channels
- Designing the Channel System

2 LOGISTICS AND OPERATIONS

- Importance of Logistics
- Transportation
- Warehousing & inventories

3 THE WHOLESALE

- Role and Significance
- Characteristics, Functions
- Types of Wholesalers

4. RETAILING

- Nature and Importance
- Characteristics
- Importance
- Functions

- Retail Marketing Mix & Marketing Decisions

Examination 2

5 RETAIL PROMOTION

- Advertising
- Sales Promotion
- Features of Online Retailing
- Present retail scenario in India
- Challenges in Indian Retailing

6 FRANCHISING

- Concept of Franchising
- Definition – Franchiser, Franchisee
- Types of Franchising
- Method of Franchising
- Benefit of Franchisers & Franchisee
- Constraint on Franchisee
- Franchisee Franchiser Relationship
- Franchising in India

7 MANAGING MARKETING CHANNELS.

- Value Network
- Importance of Marketing Channels
- Functions of Channels
- Designing Marketing Channels
- Channel Management Decisions
- Multichannel Marketing System
- Conflicts
- Resolving Channel Conflicts

8 MULTI LEVEL MARKETING

- Concept of MLM
- Process of MLM
- Benefits of MLM
- Drawbacks of MLM