

Paper II (41822)

Personnel Management

Unit – I

Personnel Management – Concepts, roles and functions importance and scope of personnel management in India

Unit – II

Manpower planning, personnel policies and procurement of personnel, discipline

Unit – III

Promotion, demotion, job enrichment and job enlargement

Unit – IV

Safety health and employees service programs grievance, records and research

Unit – V

Participatory Management techniques and interpersonal relations.

Books recommended:

- P.C.Tripathi- Personnel Management.
- Memoria & Dashora- Sevivarigia Prabandh.
- E.B.Fillppo-Principles of Personnel Management.
- C.B.Memoria-Personnel Management (Himalaya).
- K. Ashwathappa-Human Resource Management.

Paper III (41823)

Marketing Management & Research

Unit – I

Marketing Management – Meaning functions, concepts and importance

Unit – II

Marketing Environment – Meaning, importance components, Micro and Macro – environment, Consumer Behaviour – concept, importance and buying motives

Unit – III

Marketing Research: Definition, nature, scope, importance and steps in Marketing Research

Unit – IV

Marketing Research- Design, tools & techniques

Unit – V

Areas of application of Marketing Research and Marketing Research in India.

Books recommended:

- Philip Kotler- Marketing Management.
- William J.Stanton-Fundamentals of Marketing.
- J.C.Gandhi-Marketing Management.
- P.K.Srivastava-Marketing Research.
- P.K.Srivastava-Marketing Management.
- Richard D.Crisp-Marketing Research

