

**PaperCode:103MarketingManagement&Research**

M.M 100

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.

**Booksrecommended:**

- 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