

UNIVERSITY OF RAJASTHAN

JAIPUR

SYLLABUS


FACULTY OF COMMERCE


MASTER OF INTERNATIONAL BUSINESS (M. I. B.)


(SEMESTER SCHEME)

I/II SEMESTER 2015-16

III/IV SEMESTER 2016-17

Prepared by - 

Checked by - 


Asstt. Registrar (Acad-I)
University of Rajasthan
Jaipur

MIB Examination- 2015

I Semester

MIB 101: Theory and Practice of Management

MIB 102: Marketing Management

MIB 103: Managerial Economics

MIB 104: Marketing Research

MIB 105: Product and Brand Management

MIB II Semester

MIB 201: Services Marketing

MIB 202: Advertising and Sales Promotion

MIB 203: Consumer Behavior

MIB 204: Retail Management in India

MIB 205: Legal Aspects of Business.


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MIB IIIrd Semester(2015-16)

- MIB301 - International Business
- MIB 302 - Strategic Management
- MIB 303 - Indian Foreign Trade Policy
- MIB 304 - International Retailing
- MIB 305 - Industrial Marketing

MIB IVth Semester

- MIB 401 - Global Marketing
- MIB 402 - Supply Chain Management
- MIB 403 - International Marketing Research
- MIB404 - Export-Import Procedure, Documentation
and Logistics

- MIB 405- Foreign Languages- German/ French
Or
Business Communication Skills
- MIB 421- Project Report and Viva -Voce

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JAN 2016

Master of International Business

First Semester

Sl. No.	Sub. Code	Course Title	Course Category	Credit	Contact Hours Per Week			EoSE Duration (Hrs.)	
					L	T	P	Thy.	P.
2	MIB 101	Theory and Practice of Management	CCC	8	6	3	0	3	0
3	MIB 102	Marketing Management	CCC	7	5	2	0	3	0
4	MIB 103	Managerial Economics	CCC	7	5	2	0	3	0
5	MIB 104	Marketing Research	CCC	7	5	2	0	3	0
6	MIB 105	Product and Brand Management	CCC	7	5	2	0	3	0

Second Semester

Sl. No.	Sub. Code	Course Title	Course Category	Credit	Contact Hours Per Week			EoSE Duration (Hrs.)	
					L	T	P	Thy.	P.
1	MIB 201	Services Marketing	CCC	8	6	3	0	3	0
2	MIB 202	Advertising and Sales Promotion	CCC	7	5	2	0	3	0
3	MIB 203	Consumer Behavior	CCC	7	5	2	0	3	0
4	MIB 204	Retail Management in India	CCC	7	5	2	0	3	0
5	MIB 205	Legal Aspects of Business	CCC	7	5	2	0	3	0

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M.I.B. IIIrd SEMESTER

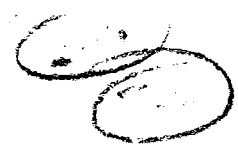
S. No.	Subject code	Course Title	Course Category	Credit	Contact Hours per week			EoSE Duration (Hrs.)	
					E	T	P	Thy.	P
1.	MIB 301	International Business	CCC	9	6	3	0	3	0
2.	MIB 302	Strategic Management	CCC	9	6	3	0	3	0
3.	MIB 303	Indian Foreign Trade Policy	CCC	9	6	3	0	3	0
4.	MIB 304	International Retailing	CCC	9	6	3	0	3	0
5.	MIB 305	Industrial Marketing	CCC	9	6	3	0	3	0

M.I.B. IVth SEMESTER

S. No.	Subject code	Course Title	Course Category	Credit	Contact Hours per week			EoSE Duration (Hrs.)	
					E	T	P	Thy.	P
1.	MIB 401	Global Marketing	CCC	9	6	3	0	3	0
2.	MIB 402	Supply Chain Management	CCC	9	6	3	0	3	0
3.	MIB 403	International Marketing Research	CCC	9	6	3	0	3	0
4.	MIB 404	Export-Import Procedure, Documentation and Logistics	CCC	9	6	3	0	3	0
5.	MIB 405	Foreign Languages – German / French Or Business Communication Skills	CCC	9	6	3	0	3	0
6.	MIB 421	Project Report and Viva-Voce	CCC	9	6	3	0	3	0

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THEORY AND PRACTICE OF MANAGEMENT

UNIT-I

Nature and Importance of Management, Process of Management, Managerial Roles, Functions of Management, Skills of an Effective Manger, Schools of Management Thought.

UNIT-II

Planning, Managerial Decision Making, MBO, Departmentalization, Leadership Styles, Power and Distribution of Authority, Contemporary View of Motivation.

UNIT-III

Leadership styles, Group Behavior and Team Building, Effective Communication System, Designing Control Systems, MIS.

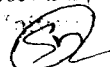
UNIT-IV

Motivation Concepts, Management of Change, Conflict Management, Management of Stress, Time Management, Total Quality Management.


UNIT-V

Global Environment of Management, Ethics in Management, Corporate Social Responsibility, Corporate Culture.

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Recommended Book ✓

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1. Robbins and Calter : Management Practice Hall of India
 2. L.M. Prasad : Principles and Practice of Management
Sultan Chand & Sons
 3. Neeru Varist : Principles of Management,
Taxmanan Publication, Pvt. Ltd.
 4. Tripathi and Reddy : Principles of Management, Tata-Mchrnu
Hill
 5. G.S. Sudha : Principles of Management, Ramesh Book
Depot

MARKETING MANAGEMENT



UNIT-I

Marketing Management- Concept, Importance, Scope, Approaches to Marketing, Marketing Process, Marketing Environment- Social, Legal and Ethical issues in Marketing,

UNIT-II

Product Planning: Product Policy Decision, Brands and Trade marks, Packaging, Product Planning in India, Brand Equity.

UNIT-III

Pricing- Factors to be considered in Pricing, Pricing Objectives and Strategy. Breakeven Analysis, Price Maintenance, Discount Policy, Special Selling Terms, Credit Terms.

UNIT-IV

Channels of Distribution, Types of Channels and Evaluating the major Channel Alternatives, Changing Channels of Distribution in India,


UNIT-V

Advertising and Sales Promotion, Advertising Programmes, Sales Promotion- Tools and Techniques, Sales Forecasting, Direct Marketing, Event Management, Integrated Marketing Communication. Customer Relationship Management.

Recommended Book

1. Kotler and Keller : Marketing Management, Pearson Publication
2. Starton Etuland, Walker : Fundamental of Marketing, McIrow, Hill Publication
3. Rajan Saxena : Marketing Management Tato-Mchrow-Hill
4. Rameshwari and Nama Kumari : Marketing Management in India Environment, Mcmilar

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5. Kohari Mehta Sharma

:

Marketing Mangement
Ramesh Book, Depot



MANAGERIAL ECONOMICS

UNIT-I

Nature and Scope of Managerial Economics, Role of Managerial Economist, Demand Elasticity, Demand Forecasting.

UNIT-II

Cost Concepts, Classification of Cost, Cost and Output Relationship.

UNIT-III

Price Decision under Perfect Competition, Pure Competition and Monopolistic Competition, Discriminating Monopoly, Oligopoly.

UNIT-IV

Theories of Income, Profit, Wages and Rent.

UNIT-V

National Income: Concept, Measurement, Distribution, National Income and Welfare.

Recommended Book

1. Joel Dean : Managerial Economics
2. Gopalkrishan : A Study of Managerial Economics,
Himalya Publication, Hansi
3. D.N. Dwiedi : Managerial Economics,
Vikash Publishing House, New
Delhi
4. M.D. Agarwal & Somdev : Managerial Economics
5. M.L. Seth : Principal of Economic (Hindi &
English)
Laxmi Narayan Agra
6. M.L. Jhingam : Principal of Economics(Hindi &
English)
Vikas New Delhi

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MIB - 104

MARKETING RESEARCH

UNIT-I

Marketing research: An Introduction, research design, marketing information system and marketing research, problems in conducting marketing research.

UNIT-II

Marketing research process, problem identification; developing research proposal ; primary data collection methods: secondary data- sources,online data sources and research.

UNIT-III

Preparation of questionnaire; sample design- sampling methods and sample size determination; fieldwork and data collection; sampling and non sampling errors.

UNIT-IV

Data analysis and report preparation: Data editing,tabulation,editing, report preparation and presentation.

UNIT-V



Marketing research applications: consumer research; Product research; Advertising research; attitude measurement and scaling techniques, distribution research,ethical issues in marketing research.

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SUGGESTED READINGS

1. Cooper, Donald R and Pamela S. Schindler, marketing research tata mc graw hill, 2005
2. Malhotra, Naresh K, marketing research, 5th ed, Prentice hall of india.
3. Harper W. Boyd, Ralph Westfall and Stanley F. Stasch, marketing research: text and cases, 2005.
4. Paul E. Green, et al, research for marketing decisions, Prentice hall of india pvt ltd, new delhi.
5. Donald S. Tull, and Del I. Hawkins, marketing research: measurement and methods Prentice hall of India ltd, New Delhi, 1998

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MIB-105

Product and Brand Management

Unit	Contents
I	Product planning: Product-concepts, meaning, levels, classification, product mix and product line concepts, product mix decisions, Introducing new product, New product development process, factors causing new product failures
II	Product Life Cycle: Concepts, stages, management of product life cycle, Product differentiation: Concepts, differentiation, Strategies (Product, Services, Personnel, Channel, Image, differentiation) Packaging and labeling.
III	Branding: Meaning and concepts, significant benefits of brand awareness, building process, Brand Identity.
IV	Brand management: Stage of Brand Management (Introduction, Elaboration and Fortification), Types of brand (Functional, Symbolic and Experiential) Branding strategy (Meaning & types), Brand equity, Brand valuation.
V	Brand decisions: Branding decision, Brand-sponsor decision, Brand-name decision, Brand strategy decision. Brand positioning: Concepts, Designing brand positioning (Points of parity and Points of differentiation), Brand extensions (meaning & types), Brand-repositioning decision, Brand revitalization.

Recommended Book

1. Kirti Dutta	Brand Management	Oxford University, Press
2. Nitish Rai Gupta	Brand Man	Tata Mc Graw Hill Edu.
3. Chitall Gupta	Product Policy and Brand Management	Prentice Holl India
4. C. Anowdar	Product Management	Tata Mcgraw- Hill Education
5. Isaac Jacob	Strategic Brand Management	Peason Education

MIB 201

SERVICES MARKETING

UNIT I

Introduction-Goods and Services: A comparative analysis, concept of services marketing, Significance of service marketing, Emerging key services, Need of Services in International Market.

UNIT II

Marketing Mix in Services Marketing: Product Mix, Promotion mix, price mix, place mix, people, process and physical evidence. Total quality Management: Service quality, measurement of service quality, TQM Dimensions, EffectS of TQM, Quality Circles.

UNIT III

Bank Marketing: Concept of Bank Marketing, Ground of Banking in International Market, Need of Marketing the banking services, Marketing mix for banking services, marketing by foreign banking in India, marketing in Banks.

Tourism Marketing: Concept of tourism marketing. Benefits of tourism marketing, Product planning and development, marketing mix for tourism –Product mix-place mix. The people, tourism marketing in Indian perspective.

UNIT IV

Insurance Marketing: Concept of Insurance service marketing, use of Insurance services, Marketing Information system in International Marketing, Market Segmentation, Marketing Mix for Insurance Organizations, Marketing by foreign insurance companies in India.

Courier services marketing: Rationale behind courier marketing-International courier services, Types, benefits, Marketing mix for courier organizations, Courier marketing in Indian perspective, Foreign couriers in India, future of courier service.


UNIT V

Marketing of education service, marketing mix, Market segment challenges of service marketing, Future of Services marketing in India global, Service Marketing, Recent Issue in service marketing.

Books

1. Mehta Khivasara-Marketing of Service (RBD Jaipur)
2. Ravi Shankar- Services Marketing : The Indian Perspective (Excel Book)
3. K.Rana Mohana Rao-Services Marketing (Pearson)
4. C Bhattacharjee - Services Marketing : Concepts, Planning k Implancutation (Excel Book)
5. Harsh V. Verma - Service Marketing : Text and Cases (Person)
6. Govind Apte- Service Marketing: Oxford University Press
7. Mohana Rao, Maisto, Misra- Services Marketing : Pearson Education
8. Bahuguna - Services Marketing : Centrum Press
9. Rajesh Bhatt - Services Marketing: Commonwealth Publishers
10. Zeithamal - Services Marketing: McGraw-Hill Education, India Pvt. Ltd.



MIB 202

ADVERTISING AND SALES PROMOTION

Unit-I

Meaning, Needs and Types of Advertising, Social and Economic effects of Advertising, Advertising decision. Advertising in the marketing process, Personal Selling, Vs advertising.

Unit-II

Various advertising media, Media Selection Copy writing, Creativity in advertising, Measurement of advertising effectiveness.

Unit-III

Advertising agencies: Role and organization, principles of agencies-client and media relationship, social advertising, Industry advertising, recent trends in advertising in India.

Unit-IV

Nature and importance of sales promotions. Its role in marketing. Forms of sales promotion-consumer oriented sales promotions, trade oriented sales promotions and sales force oriented sales promotion and quality of good salesman.

Unit-V

Development, Developing an sales promotion programme, pre-testing implementing evaluating the results and making necessary modifications.



Book Recommended

1. Advertising and sales Management by G.S. Sudh, Ramesh Book Depot, Jaipur
2. Adverting Management by S.Shyam Prasad Ramesh Book Depot Jaipur.
3. Advertising and sales Promotion by Dr. S.H. Gupta & Dr. V.V. Ratna Sultan Chand and sans Daryagang New Delhi
4. S.A. Chunawalla & K.S. Sethia foundation of Advertising Himalya Publishing House New Delhi.
5. S.H.H. Kazni & Satish K. Btra Adverting and Sales Promotion Excel Books A-45, Naraina Phase - I New Delhi.

MIB-203

Consumer Behavior



Unit I

Consumer behavior and its applications, consumer research, Market segmentation and positioning concepts consumer motivation consumer Perception, consumer learning

Unit II

Memory and Involvement, consumer attitudes, attitudes change strategy, marketing communication process, consumer and Cultural influence social class influence and consumer behavior group influence and consumer behavior.

Unit III

Household decision making, communication within group and opinion leadership innovation and diffusion process. Consumer diffusion process.

Unit IV

Situational influence, problem recognition, consumer decision process. information search, consumer decision process evaluation of alternatives and selection, consumer decision process outlet, selection and purchase.

Unit V

Post purchase action, organization buyer behavior.

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Books Recommended

1. Keon Schiffman, leslie, sheth mittal
2. Conceptual issues in consumer behavior Indian whtel- S. Ramesh Kumar, Peason
3. Consumer market demographics- S.L. Rao

Retail Management In India

Unit-1

Introduction to Retail: Role, Relevance and Trends, Benefits, Enablers and Challenges, Types of Retail outlets- organized and unorganized.

Unit II

Product and Merchandise Management, Merchandise procurement, Merchandise forecasting, budgeting.

Unit III

Store layout, location atmosphere and space Management, Retail Market segmentation, Retail store operation,

Unit IV

Retail Pricing, Retail promotion strategy, Retail selling, Communication and consumer handling, stock and inventory Management.

Unit V

Recent trend, retail strategy and FDI, impact and execution of FDI in retail, problems and Prospects of retailing in India.

Recommended Books

1. Gibson G. Vedamani, Retail Management (Jaico Publishing House)
2. Chetan Bajaj, Rajnish Tuli, Nidhi V. Shrivastava, Retail Management.
3. Gourav Ghosal, Retail Management
4. S.C. Bhatia, Retail Management
5. Prof. S. Sudershan, Prof. S.R. Prakash and Prof. M.S. Sharma Retail Management



MIB-205

Legal Aspects of Business

UNIT I

The Indian Contract Act, Sec. 1872, Section 1 to 75

UNIT II

The Sale of Goods Act, 1930

- Sale and Agreement to Sell
- Conditions and warranty
- Unpaid Seller

UNIT III

The Consumer Protection Act, 1986

- Negotiable Instrument-types, Crossing negotiation, Dishonor.

UNIT IV

FEMA

- Main Provisions

UNIT V

The Competition Act, 2002

Recommended Books

1. N.D. Kapoor, Mercantile laws, S. Chand & Sons
2. Majumdar Kapoor, Mercantile laws
3. N.M. Sharma, Mercantile Laws, Shivam Book House
4. R.L. Nolkh, Business Laws RBD, Jaipur

MIB IIIrd Semester

MIB 301 - International Business

Unit I

Meaning of International Business, Domestic Business V/s International Business, Importance of International business, Major participants of IB, Scope of International Business.

Unit II

Understanding the International Business Environment: Cultural Environment, Economic Environment, Political Environment, Legal & financial Environment.

Unit III

International Business organisations, Forms of International organisations, world Trade Organisation (WTO).

Unit IV

International Financial Management, International Monetary Fund (IMF), World Bank.


Unit V

Global Operations and Supply Chain Management, International Human Resource Management, International Trade Procedure and Documentation, Global E-business, Ethics and Social Responsibility.

Books Recommended

1. Joshi, R.M.: International Business, Oxford University Press, New Delhi.
2. Aswathappa, K.: International Business, Tata McGraw-Hill Publishing Company Limited, New Delhi.
3. Cherunilam, Francis: International Business Environment, Himalaya Publishing House, New Delhi.

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MIB 302- Strategic Management

UNIT I

Introduction : Meaning of Strategic Management, Role of Strategic Management, Process of SM, Limitations of SM, Organizational Mission, vision and Objectives , Strategy & Structure, 7s Framework.

UNIT II

Environmental Scanning: Appraisal of External Environment, Dynamics of Internal Environment, Organizational Capabilities and Appraisal, Core competence.

UNIT III

Strategy Formulation: Corporate Level Strategy, Business Level Strategy, Functional Level Strategy.

UNIT IV


Strategy Implementation: Aspects of Strategy Implementation, Procedural Implementation, Resource Allocation, Organizational Design and Change, Corporate Culture.

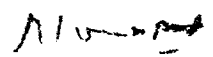
UNIT V

Strategic Evaluation and Control: Meaning of Strategic Evaluation and Control, Criteria and Techniques of Strategic Evaluation and Control.

Books Recommended:

- 1. Azhar Kazmi : Strategic Management
- 2. P.Subba Rao : Business Policy and Strategic Management
- 3. L.M. Prasad : Strategic Management
- 4. Ravi M. Kishore: Strategic Management


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MIB 303-Indian Foreign Trade Policy

Unit I

India's Foreign Trade: Trends and Developments, Commodity Composition and direction, India's foreign trade in global context. Conventions and Agreements.

Unit-II

Foreign Trade Policy and Control in India, Policy making body and institutions; Exchange control in India- objectives and definition.

Unit-III

Import Substitution and Export Promotion Policies. Export incentives- duty exemption schemes, EPCG, Duty drawbacks; Role of Commercial banks in foreign trade, deferred payment systems; Export Credit insurance and ECGC.

Unit-IV


Infrastructure support for Export Promotion, Export Promotion Councils, Commodity boards, Specific service institutions. Export Processing Zones/Special Economic Zones (EPZ/SEZ).

Unit-V

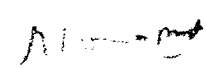
Foreign Investment Policy: Indian ventures abroad, Multinational Corporations, E-Business vis-a-vis International Business, Conceptual Analysis, advantages and disadvantages of E-business).

Books Recommended:

1. P. Subba Rao: International Business, Himalaya Publishing House, New Delhi.
2. Nabbi Kumar Jain: How to Export, Nabbi Publications, New Delhi.
3. Varshney & Bhattacharya: International Marketing Management, Sultan Chand & Sons, New Delhi.
4. Kothari, Jain and Jain: International Marketing, RBD, Jaipur.


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MIB 304-International Retailing

Unit I

International Trade and Business, International marketing environment, International marketing Research. Impact of Cultural factors on International Retailing.

Unit II

International marketing segmentation and product design. Targeting & Positioning. Trends, motives and challenges of International Retailing.

Unit III

Market selection in international retailing. Export and market entry methods, comparing foreign Markets, Global competition.

Unit IV

International supply chain management, Market mix, Pricing and Distribution.


Unit V

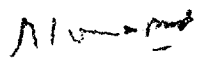
Promotional mix and advertising, Publicity, PR and Sales Promotion, Personal Selling and Sales Management.

Books Recommended :

1. Nicholas Alexander and Anne Marie Doherty: International Retailing, Oxford University Press.
2. Brenda Strengquist: International Retailing, Fairchild Publication.
3. M. Bruce, C. Moore and G. Birtwistle: International Retail Marketing, Elsevier Ltd.
4. Ramakrishna, Y.: International Retail Marketing Strategies.
5. Gupta, S. L. and Mittal, Arun: International Retailing-Text and Readings, Excel Books, New Delhi.

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MIB 305-Industrial Marketing

Unit I

Introduction to Industrial Marketing, The Industrial markets, Industrial marketing environment, Industrial buying and buying behaviour, managing customer relationship.

Unit II

Strategic planning process, Industrial marketing research and demand forecasting, Segmenting, Targeting and Positioning, Industrial products and services, New Product Development.

Unit III

Marketing Channels, Marketing Logistics and Supply chain Management, Industrial sales force: Developing and Managing them, Industrial sales force: planning, organizing and controlling.

Unit IV

E-commerce, Industrial Marketing communication-Advertising, Sales Promotion and Publicity, Industrial pricing.


Unit V

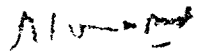
Industrial marketing for Global markets, Business Ethics and corporate social responsibility.

Books Recommended:

1. Hory Shanker Markerjee: Industrial Marketing (Excel Books, Delhi).
2. P.C. Ghosh: Industrial Marketing (Oxford Press).
3. Krishna K. Havaladar: Industrial Marketing-Text and cases (Tata McGraw-Hill).
4. M. Govindarajan: Industrial Marketing Management (Vikas Publishing House).
5. Arun Kumar Polanisncy: Industrial Marketing (VDM Publishing).

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MIB IVth Semester

MIB 401 - Global Marketing

Unit I

Global Marketing: Nature, Definition and scope of Global Marketing; Domestic Marketing vs. International Marketing; International Marketing Environment.

Unit II

Identifying and selection of Foreign Market: Foreign market entry mode decisions, Product Planning for International Market; Product Designing; Standardization vs. Adaption; Branding and Packaging; Labelling and quality issues; After sales service.

Unit III

International Pricing: Factors influencing international price, Pricing process and methods; International price quotation and payment terms.

Unit IV

Promotion of product/services abroad; Methods of international promotion; Direct Mail and sales literature; Advertising; Personal selling; Trade fairs and exhibitions.

Unit V

International Distribution: Distribution channels and logistics decisions; Selection and appointment of foreign sales agents.

Books Recommended:

1. B. Bhattacharya: Export Marketing Strategies for success-Global Business Press, New Delhi.
2. Cherunilam, Francis- International Trade and Export Management, Himalaya Publishing House, New Delhi.
3. Kothari, R.K. and Jain, Mukesh: International Marketing (MBA Edition) (RBD, Jaipur).
4. Kothari, Jain and Jain : International Marketing, RBD, Jaipur.

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MIB 402 – SUPPLY CHAIN MANAGEMENT

UNIT I

Introduction : Basic concepts & philosophy of Supply Chain Management, the supply chain revolution, Generalized Supply Chain Model, Supply chain and networks, Extended organization, Integrative Management, Responsiveness, Financial Sophistication, Globalization, Digital Business Transformation, Essential features, Infrastructure flows (Cash, value and information), key issues in SCM, benefits.

UNIT II

Logistics Management: Logistics as part of SCM, Logistics costs, different models, logistics sub-system, inbound and outbound logistics, bullwhip effect in logistics, Distribution and warehousing management.

UNIT III

Purchasing & Vendor Management: Centralized and Decentralized purchasing, functions of purchase department and purchase policies, use of mathematical model for vendor rating/valuation, single vendor concept, management of stores, accounting for materials.


UNIT IV

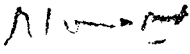
Inventory Management: Concept, various costs associated with inventory, various EOQ models, buffer stock (trade off between stock out/ working capital Cost), lead time reduction, re-order point/ re-order level fixation.

UNIT V

Recent Issues in SCM: Role of computer/ IT in supply chain management, CRM vs. SCM, Benchmarking concept, features and implementation, outsourcing- basic concepts, value addition in SCM- concept of demand chain management.

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Books Recommended:

1. Bowersox, Closs and Cooper- Supply Chain Logistics Management, Tata McGraw-Hill.
2. B.S. Sahay and Macmillan- Supply Chain Management, Pearson Education.
3. Burt, Dobbler, Starling- World Class Supply Management, TMGH.
4. David Simchi, Levi and Philip Kaminski- Designing and Managing the Supply Chain, McGraw-Hill Companies Inc.
5. Chopra, Sunil and Peter, Meindl: Supply Chain Management Pearson.
6. Bhat, K. Shridhara: Logistics and Supply Chain Management, Himalaya Publishing House, New Delhi.

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MIB 403 - INTERNATIONAL MARKETING RESEARCH

UNIT I

Meaning and scope of marketing research; Need for international marketing research; Marketing research in international context: Importance, complexities and some issues.

UNIT II

Marketing research process; problem identification; preparing research proposal; sources of international marketing research; primary and secondary sources and complexities of data collection in international marketing research; applications of international marketing research; screening potential market; assessing targeted markets; drawing conclusions; online data sources and research.

UNIT III

Preparation of questionnaire; sample design- Sampling methods and sample size determination; Fieldwork and data collection; Sampling and non sampling errors.

UNIT IV

Market survey, Product oriented survey, Market oriented survey, survey techniques, Sampling processing and analysing of data, Report preparation and presentation.

UNIT V

Consumer research; Product research; Advertising research; International market opportunity analysis; ethical issues in international marketing research, recent developments in international marketing research.

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Books Recommended:

1. Kumar, v.: International Marketing Research, Prentice Hall of India.
2. Malhotara, Naresh k.: International Marketing Research- An Applied Orientation, 3rd ed, Pearson Education Asia.
3. Aaker, David A. and Kumar, V.: Marketing Research, John Wiley and Son, New York.
4. Douglas, S.P and Samuel, C.C.: International Marketing Research, Prentice Hall of India Ltd.
5. Boyd, Harper W. et. al.: Marketing Research: Text and Cases, Irwin, Homewood Illinois.
6. Green, P.E. et. al.: Research for Marketing Decision, Prentice Hall of India Ltd., New Delhi.
7. Tull, D.S. and Hawkins, D.I.: Marketing Research: Measurement and Methods, Prentice Hall of India Ltd., New Delhi.

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MIB 404-Export- Import Procedure, Documentation and
Logistics

Unit-I

Introduction: Role of Exports and Imports in Indian Economy, Foreign exchange regulations, ISO Series and other internationally accepted quality certificates, Pre-shipment inspection, Marine Insurance.

Unit-II

Export Procedure: Export documentation, General excise clearance, Role of Clearing and forwarding agents, shipment of export cargo.

Unit-III

Import Procedure: Import Licensing policy, Actual user licensing, Replenishmentlicensing, Capital goods licensing, Export houses and Trading Houses.

Unit-IV


Export credit Guarantee and policies, Forward Exchange cover, Finance for Export on deferred payment terms, Duty drawbacks, Logistics for export and imports.

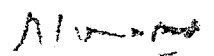
Unit-V

Import Management in Developing Economy, Foreign exchange budgeting, Import procurement methods, import financing, Purchase Contract, monitoring and follow-up of import contracts.

Books Recommended:

1. Nabhi Kumar Jain: How to Export, Nabhi Publications, New Delhi. 3
2. Varshney & Bhattacharyya: International Marketing Management, Sultan Chand & Sons, New Delhi.
3. P. Subba Rao: International Marketing, Himalaya Publishing House, New Delhi.
4. Kothari, Jain and Jain: International Marketing, RBD, Jaipur.


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MIB 405 – FOREIGN LANGUAGES- FRENCH/ GERMAN

Or

BUSINESS COMMUNICATION SKILLS

FOREIGN LANGUAGES- FRENCH/ GERMAN

3 Hrs duration

Max. Marks 100

FRENCH	Marks
I. Grammar	40
II. Comprehension (2 texts from the prescribed book)	40
III. Small Essay on the following theme (Students will have to attempt two out of four topics) Ma ville, Mon ami(e), Un diner au restaurant, Ma maison	20

Books Recommended:

1. Synchronie 1 Methods de Francais- Samhita Publications.
2. Dictionary: Larousse Anglais- Francais/ Francais- Anglais.

3 Hrs duration

Marks 100

GERMAN

I. Translation from German into English	25
II. Translation from English into German	25
III. Dictation (For-Half an Hour)	30
IV. Grammar-Elementary Knowledge of Verbs and Tenses	20


Books:

Detche Sprach for Ausalnder Von Schulz and Grieback lessons upto 15 only

Reference Books :

1. Deutsch als fremdsprache-IA
2. Deutsch als fremdsprache-IB
3. Wirlesen Dartsch-I
4. Wirlesen Dartsch-H

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BUSINESS COMMUNICATION SKILLS

Unit I

Business Communication: Definition, Types, Principles of Effective Communication, Barriers and Remedies to Communication.

Unit II

Business Letter: Layout, Kinds of Business letters- Interview, Appointment, Acknowledgement, Promotion, Enquires, Replies, Orders, Sales, Circular, Complaints.

Unit III

Public Speaking, Seminar Presentation, Interview, Group Discussion, Effective Listening.

Unit IV

Report Writing, Agenda, Minutes of Meetings, Memorandum, Office Order, Circular, Notes.

Unit V

Business Etiquettes and Manners: Shake hand, dress Sense, Dining Etiquettes, Introducing a guest, E-mail Etiquettes, work place Etiquettes, Telephone Etiquettes.

Books Recommended

1. Urmila Rai, S.M. Rai: Business Communication, Himalaya Publishing House.
2. Jane Thomas, Herta Murphy, Herbert Hilderbrandt: Effective Business Communication, Tata McGraw-Hill.
3. R.K. Madhukar: Business Communication, Vikas Publishing.
4. Asha Kaul: Effective Business Communication, PHI Learning Pvt. Ltd.
5. Abha Chatterjee, Courtland L. Bovee and John V. Thill: Business Communication Today, Pearson Education.
6. Nageshwar Rao and Rajendra P. Das: Communication Skills, Himalaya Publishing House, New Delhi.

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MIB 421-

Project Report and Viva-Voce

Report Writing : 50 Marks

Viva -Voce :50 Marks

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