

**S.S.JAIN SUBODH P.G. (AUTONOMOUS) COLLEGE,
JAIPUR**

M.COM (Business Administration)

Scheme of Examination and Syllabus w.e.f Session 2013-14

(Semester -I)

Paper No.	Nomenclature of the Paper	No. of Hours per week	Theory	Internal	Total	Time (end sem. exam)
1.	Theory and Practice of Management	04	70	30	100	3 Hrs.
2.	Marketing Management	04	70	30	100	3 Hrs.
3.	Human Resource Management	04	70	30	100	3 Hrs.
4.	Management Accountancy	04	70	30	100	3 Hrs.

(Semester -II)

Paper No.	Nomenclature of the Paper	No. of Hours per week	Theory	Internal	Total	Time (end sem. exam)
1.	Management Thinkers	04	70	30	100	3 Hrs.
2.	Business Environment	04	70	30	100	3 Hrs.
3.	Marketing Research	04	70	30	100	3 Hrs.
4.	Managerial Economics	04	70	30	100	3 Hrs.

(Semester -III)

Paper No.	Nomenclature of the Paper	No. of Hours per week	Theory	Internal	Total	Time (end sem. exam)
1.	Organizational Behaviour	04	70	30	100	3 Hrs.
2.	Financial Management	04	70	30	100	3 Hrs.
3.	Business Research Methods	04	70	30	100	3 Hrs.
4.	Advertising Management	04	70	30	100	3 Hrs.

(Semester -IV)

Paper No.	Nomenclature of the Paper	No. of Hours per week	Theory	Internal	Total	Time (end sem. exam)
1.	International Marketing	04	70	30	100	3 Hrs.
2.	Human Resource Development	04	70	30	100	3 Hrs.
3.	Strategic Management	04	70	30	100	3 Hrs.
4.	Tourism Marketing/ Dissertations	04	70	30	100	3 Hrs.

Examination Question Paper Pattern for all semester Exams

Attempt any five questions. Attempt one question from each unit.

Each question carries equal marks

Total of End Sem. Exam	70
Internal Assessment	30
Maximum Marks	100
Minimum Marks	40

Note

- Dissertation may be offered in lieu of one paper provided that a candidate secures at least 55% marks in the aggregate of all the papers prescribed for the previous examination.
- The candidate shall be permitted to use battery operated pocket calculator that should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless.

Master of Commerce Business Administration Semester I

Paper I Theory and Practice of Management

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

Unit-I

Nature and Importance of Management, Process of Management, Managerial Roles, Functions of Management, Skills of an Effective Manager, Evolution of Management Thought, Strategic Planning, Managerial Decision Making, M.B.O., Departmentalization.

Unit-II

Leadership Styles, Power and Distribution of Authority, Contemporary Views of Motivation, Group Behaviour and Team Building, Effective Communication System, Designing Control Systems, MIS.

Unit-III

Management of Change, Conflict Management, Management of Stress, Time Management, Quality Management, Global Environment of Management, Ethics of Management, Corporate Social Responsibility, Corporate Culture.

Suggested Readings:

1. Prasad, L. M. , Principles & Practices of Management, Sultan Chand & Sons
2. Gupta, C.B; Management- Theory & Practice, Sultan Chand & Sons
3. T, Ramaswami: Principles of Management, Himalaya Publications
4. Vashistha , Neeru: Principles of Management , Taxman Publishing House
5. Ivancevich & Deuming, Business & Management, Biztantra
6. नौलखा, आर.एल., प्रबन्ध के सिद्धान्त, रमेश बुक डिपो, जयपुर
7. सुधा, जी.एस, सामान्य प्रबन्ध, रमेश बुक डिपो, जयपुर

Master of Commerce

Business Administration

Semester I

Paper II Marketing Management

Time: 3 Hours

Theory Marks: 70
Internal Marks: 30
100

Unit-I

Marketing Management-Concept, Importance, Scope, Approaches to Marketing, Marketing Process, Markets and Marketing Environment-Social, Legal and Ethical issues in marketing, Global Marketing, Product Planning- Product Policy Decision, Brands and Trade Marks, Packaging, Expanding/Simplifying the Line, Product Planning in India, Brand Equity.

Unit-II

Pricing-Factors to be considered in Pricing, Pricing Objectives and Strategy. Breakeven Analysis, Price Maintenance, Discount Policy, Special Selling Terms, Credit Terms. Channels of Distribution, Types of Channels, Objectives and Constraints, Evaluating the major Channel Alternative, Changing Channels of Distribution in India, Customer Relationship Management.

Unit-III

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

Suggested Reading:-

1. Kotler, Philip: Marketing Management Analysis, Planning Implementation and Control Prentice Hall of India, N. Delhi
2. Stanton, William J: Fundamentals of Marketing McGraw Hill
3. Cundiff, E.W, Still, R.R. & Govini, NAP: Fundamentals of Modern Marketing Prentice Hall of India, N. Delhi
4. Kotler & Armstrong: Principles of Marketing Prentice Hall of India, N. Delhi
5. Teja Shree Patankar Marketing Management, International Publication House.
6. Paule Business, Chris Fill, Kelly Page, Marketing, Oxford University House New Delhi.
7. नौलखा, आर.एल., विपणन के सिद्धान्त, रमेश बुक डिपो, जयपुर
8. मेहता,कोठारी,शर्मा, विपणन प्रबन्ध, रमेश बुक डिपो, जयपुर

Master of Commerce Business Administration Semester I

Paper III Human Resource Management

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

Unit-I

HRM-Meaning and Significance, Job Analysis, Human Resource Planning, Recruitment, Selection, Placement and Induction. Performance and Potential Appraisal, Merit Rating.

Unit-II

Training, Career Planning and Development, Executive Development, Bases of Compensation, Methods of Job Evaluation, Wage Systems, Fringe Benefits and Incentive Systems.

Unit-III

Human and Organizational Conflicts, Grievance Procedure, Disciplinary Policy, Scope of Industrial Psychology Functions and Activities of Industrial Psychology, Limitations of Industrial Psychology.

Suggested Reading:-

1. Flippo, Edwin B, Personnel Management, McGraw Hill, Tokyo
2. Dessler, Gary, Human Resource Management PHI, New Delhi
3. Venkataratnam, Personnel Management & Human Resource, Tata McGraw Hill, New Delhi
4. Memoria & Gankar, Personnel Management : Text & Cases Himalaya Monappa & Mirza, Personnel Management Tata McGraw Hills, New Delhi
5. Michael Salamon, Industrial Relations Theory & Practice, PHI, New Delhi
6. Memoria & Memoria, Dynamics of Industrial Relations; Himalaya Publishing House, New Delhi
7. Ian Beardwell & Holden, Human Resource Management, McMillan Publication, New Delhi.
8. Desimona, Werner, Haris, Human Resource Development, Thomson South Western Publication, New Delhi.
9. शर्मा, शर्मा, सुराना, मानव संसाधन प्रबन्ध, रमेश बुक डिपो , जयपुर
10. सुधा, जी.एस., मानव संसाधन प्रबन्ध, रमेश बुक डिपो जयपुर

Master of Commerce Business Administration Semester I

Paper IV Management Accountancy

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

Unit-I

Nature and Scope of Management Accounting, Financial Statements: Analysis and Interpretation, Comparative Statements and Common Size Statements. Ratio Analysis, Fund Flow and Cash Flow Analysis.

Unit-II

Capital Budgeting, Operating and Financial Leverages. Variance Analysis, Cost of Capital.

Unit-III

Responsibility Accounting, Break Even Analysis, Trend Analysis, Business Forecasting.

Suggested Readings:-

1. Agarwal and Agarwal: Management Accounting, RBD, Jaipur
2. Agarwal M.R.: Management Accounting, Garima Publication
3. Agarwal M.R.: Management Accountancy, Garima Publication
4. Khan M.Y.: Management Accounting, Tata Mcgraw Hill, New Delhi
5. Arora M.N.: Management Accounting, Himalaya Publishing House, New Delhi
6. Horne Van C. & Wachowich M., Fundamentals of Management Accountancy, Prentice Hill, New Delhi
7. Khan, Jain, Management Accountancy, Mc Graw Hills, New Delhi
8. Pandey, I.M. Financial Management, Vikas Publication House, New Delhi
9. अग्रवाल , अग्रवाल, सैनी: प्रबन्ध लेखांकन, रमेश बुक डिपो, जयपुर
10. अग्रवाल,एम आर : प्रबन्ध लेखांकन, गरिमा पब्लिकेशन, जयपुर

Master of Commerce Business Administration Semester II

Paper I Management Thinkers

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

Unit-I

Robert Owen, F.W. Taylor, Henri Fayol, Chester I Barnard, George Elton Mayo.

Unit-II

Chris Argyris, Kurt Lewin, Herbert A. Simon, William G. Ouchi, Tom Peters.

Unit-III

Gary Hamel, C.K. Prahalad, Peter F. Drucker, Victor H. Vroom, Michael E Porter.

Suggested Readings:-

1. Singh R. N., Management Thought and Thinkers, Sultan & Sons, New Delhi
2. Batra Pramod : Management Thought and Think, INC ,New Delhi
3. Burton G and Thakur W., Management Today: Principles and Practice, Tata Mcgraw Hill, New Delhi
4. सुधा, जी. एस., प्रबन्धन चिन्तन का इतिहास, रमेश बुक डिपो, जयपुर
5. शर्मा एवं सुराणा, प्रबन्धन चिन्तन का इतिहास, रमेश बुक डिपो, जयपुर

Master of Commerce Business Administration Semester II

Paper II Business Environment

Time: 3 Hours

Theory Marks: 70

Internal Marks: 30

100

Unit-I

Environment of Business, Socio-Cultural Environment, Impact of Socio-Cultural Values, Business Ethics and Morality.

Unit-II

Social Responsibility of Businessmen and Indian Constitution, Control over Business through Corporate Law, Control over Capital Issues, Industrial Policies, Forms of State Intervention in Business.

Unit-III

Concept of Welfare State, Industrial Development and Regulation, Patent Act 1951, Competition Act 2002, Liberalization Policy, Implications of Globalization Policy in Business.

Suggested Reading:

1. Cherunilam, Francis: Business and Government Himalaya Publishing House, New Delhi
2. Awasthappa, K., Essentials of Business environment Himalaya Publishing House, New Delhi
3. Ghosh & Kapoor., Business Policy and Environment S. Chand and Sons, N. Delhi
4. Dasgupta, A. & Sengupta, A.N., Government & Business, Allied Book Agency, New Delhi
5. Singh & Shekhar., Environmental Policy in India IIPA, New Delhi
6. Pailwar, Veena Kaishav, Business Environment, PHI, New Delhi.
7. Swabera, Islam & Kharkongor, Business Environment, Taxmann Publications.
8. Shaikh Saleem, Business Environment, Pearson, New Delhi.
9. Fernando, Business Environment, Pearson, New Delhi
10. Agarwal, Raj, Business Environment, Excel Books, New Delhi

Master of Commerce Business Administration Semester II

Paper III Marketing Research

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

Unit-I

Marketing Research: Meaning, Nature, Scope, Importance, Limitations, Applications of Marketing Research, Procedure of Marketing Research.

Unit-II

Basic Methods: Survey, Observation, Experiment, Primary and Secondary Data Collection, Sampling, Processing.

Unit-III

Tabulation and Analysis of Data, Interpretation, Report Writing, Ethical Issues in Marketing Research.

Suggested Reading:

1. Beri, G.C, Marketing Research, Tata McGraw Hill, New Delhi
2. Boyd, H.W., Ralph Westfall & S.F. Starsh, Marketing Research, Text and Cases, Richard D. Irwin, Boston
3. Chisnall, Peter M, The Essence of Marketing Research, Prentice Hall, New Delhi
4. Churchill, Gilbert A, Basic Marketing Research, Dryden Press, Boston
5. Davis, J.J, Advertising Research, Prentice Hall, New Delhi
6. Saxena Rajan, Marketing Management, Mc Graw Hills, New Delhi.
7. Bryman, Bell, Business Research Methods, Oxford University Press, New Delhi.
8. जैन, पी सी, विपणन शोध प्रबन्ध, रमेश बुक डिपो जयपुर
9. पाण्डेय, गणेश, शोध प्रविधि, राधा पब्लिकेशन, नई दिल्ली

Master of Commerce Business Administration Semester II

Paper IV Managerial Economics

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

Unit-I

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

Unit-II

Cost Concepts, Classification of Cost, Cost and Output Relationship, Price Decision under Perfect Competition, Pure Competition and Monopolistic Competition, Discriminating Monopoly, Oligopoly.

Unit-III

Theories of Income, Profit, Wages and Rent, National Income-Concept, Measurement, Distribution, National Income and Welfare.

Suggested Reading:

1. Salvatore, D., Managerial Economics in a Global Economy, Thomson South Western, Singapore
2. Gupta, G.S., Managerial Economics, Tata McGraw Hill, N. Delhi
3. Varshney, R.L. & Maheswari, K.L., Managerial Economics S. Chand and Sons, N. Delhi
4. Koutsyannis, A., Modern Micro Economic Theory, Mac Milan
5. Samuelson & Nordhaus, Economics, Tata McGraw Hills, New Delhi
6. Mankiw, Economics, Principles and Applications, Cengage, New Delhi.
7. Samuelson, Paul & Nordhaus, William, Economics, Tata Mc Graw Hills, New Delhi.
8. Keat, Young, Benerjee, Managerial Economics, Pearson, New Delhi.
9. अग्रवाल: प्रबन्धकीय अर्थशास्त्र, कैलाश बुक डिपो, जयपुर
10. ओझा, प्रबन्धकीय अर्थशास्त्र, आदर्श प्रकाशन, जयपुर

Master of Commerce

Business Administration

Semester III

Paper I Organizational Behaviour

Time: 3 Hours

Theory Marks:	70
Internal Marks:	<u>30</u>
	100

Unit-I

Meaning and Importance of Organizational Behaviour, Values, Attitudes and Job Satisfaction, Personality and Emotions, Bureaucratic and Democratic Organizations, Authority and Power Structure.

Unit-II

Delegation of Authority and Responsibility, Developing Decentralized Structure, Leadership-Contingency Theories, Contemporary Issues in Leadership, Contemporary Theories of Motivation.

Unit-III

Foundations of Group Behaviour, Understanding Team Work, Power and Politics, Group Conflicts and Negotiation, Organizational Culture and Effectiveness, Stress Management.

Suggested Reading:

1. Robbins, Stephen P., Organisational Behaviour, Prentice Hall of India, N. Delhi
2. Luthans, Fred., Organisational Behaviour, McGraw Hill
3. Hersey & Blanchard., Management of Organisational Behaviour, Prentice Hall of India, N. Delhi
4. George & Jones., Understanding & Managing Organizational Behaviour, Prentice Hall of India, N. Delhi
5. Sekaran, Uma., Organisational Behaviour - Text & Cases Tata McGraw-Hill, N. Delhi
6. Ashwasthapa., Organisational Behaviour Himalaya Publishing House
7. Pareek, Udai, Understanding Organisational Behaviour Oxford University Press, N Delhi
8. Sharma, Organizational Behaviour, McGraw Hills, New Delhi.
9. पी सी जैन: संगठनात्मक व्यवहार, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर
10. डी. गोस्वामी: संगठन और प्रबन्ध, पिपुल्स पब्लिकेशन, नई दिल्ली

Master of Commerce

Business Administration

Semester III

Paper II Financial Management

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

Unit-I

Perspective of Finance: Finance Function, Meaning, Objectives, Scope of Financial Management. Working Capital Management, Determinants of Working Capital, Management of Inventories, Receivables and Cash.

Unit-II

Decisions based on Break Even Analysis: Key Factors, Make or Buy, Export Decision, Product Mix, Capital Structure, Capital Theories, Types of Issue, Selection of Security Mix, Income and Control, Sources of Finance.

Unit-III

Profit Planning and Control, Dividend Policy, Risk and Insurance Management, Financial Institutions: IDBI, IFCI, ICICI, IRBI, EXIM Bank, RFC.

Suggested Reading:

1. Vanhorne, James C., Financial Management & Policy, Prentice Hall of India, New Delhi
2. Solomon, J.F. & Brigham, E.F., Managerial Finance, Holts Rinehart and Winston
3. Chandra, Prasana., Financial Management Tata McGraw Hill, New Delhi,
4. Khan, M.Y. & Jain, P.K., Financial Management Tata McGraw Hill, New Delhi
5. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
6. Tulsian & Tulsian, Financial Management, Sultan Chand Higher Academics, New Delhi.
7. Brigham, Ehrhanit, Financial Management, Cengage Language Pvt. Ltd., New Delhi.
8. Bhall, V.K., Financial Management, S.Chand Higher Academics, New Delhi.
9. अग्रवाल एवं अग्रवाल: वित्तीय प्रबन्ध, रमेश बुक डिपो, जयपुर
10. अग्रवाल, एम आर, वित्तीय प्रबन्ध, गरिमा पब्लिकेशन्स, जयपुर

Master of Commerce Business Administration Semester III

Paper III Business Research Methods

Time: 3 Hours

Theory Marks: 70
Internal Marks: 30
100

Unit-I

Meaning and Objectives of Research, Need and Importance of Research in Business, Types of Research, Problems in Business Research, Identification of Research Problems.

Unit-II

Formulating Hypothesis and Research Design, Data Collection, Classification of Data, Tabulation and Processing of Data, Hypothesis Testing.

Unit-III

Chi-square Test, Analysis of Variances, Simple Regression and Correlation, Analysis and Interpretation of Data, Research Report, Business Forecasting.

Suggested Reading:

1. Kothari C.R., Research Methodology : Methods and Techniques, Wiley Eastern Ltd., New Delhi
2. J.F. Rummel and W.C. Ballainc, Research Methodology in Business, Harper and Row, New York
3. Allan Bryman, Emma Bell, Business Research, Methods, Oxford University Press.
4. रूनेला सतपाल, सर्वेक्षण अनुसंधान एवं सांख्यिकी विकास पब्लिकेशन, नई दिल्ली।

Master of Commerce

Business Administration

Semester III

Paper IV Advertising Management

Time: 3 Hours

Theory Marks: 70
Internal Marks: 30
100

Unit-I

Role of Advertising, Advertising and Marketing Process, Types of Advertising, Advertising Decisions, Role of Advertising in Adoption of New Products, Advertising Department, Advertising Planning Framework, Advertising Objectives, Advertising Media Decisions, Advertising Budget, Message, Tactics.

Unit-II

Advertising Copy Elements, Advertising Campaign, Measuring Advertising Effectiveness, Need and Scope of Advertising Research, Advertising Research Process, Media Research, Copy Research, Advertising and Society, Ethics in Advertising, Laws affecting Advertising in India.

Unit-III

Television Advertising, Globalisation and Advertising, Advertising Agencies – Role and Functions, Advertising Standards Council of India-Functions and Working, Advertising Agencies Association of India, Other Institutions Facilitating Advertising in India, Social Advertising in India.

Suggested Reading:

1. Aaker, David, et.al. : Advertising Management Prentice Hall, New Delhi
2. Norris, James S.: Advertising Prentice Hall, New Delhi
3. Still, Richard R.,Cundiff Edward W. Sales Management & Govoni Norman, A.P.: Prentice Hall of India, N.Delhi
4. Mishra, Sales Promotion and Advertising Management, Himalaya Publishing House, New Delhi.
5. Chunawalla, S.A., Sethia, K.C., Foundations of Advertising- Theory & Practices, Himalaya Publishing House
6. P.K Agarwl, Advertising & Sales Promotion, Pragati Prakashan, Merrut.
7. सारस्वत, रितु, विज्ञापन और उपभोक्ता व्यवहार, गौरांश पब्लिकेशन, अजमेर
8. हटवाल,एकेश्वर प्रसाद, विज्ञापन कला, राजस्थान हिन्दी अकादमी, जयपुर

Master of Commerce

Business Administration

Semester IV

Paper I International Marketing

Time: 3 Hours

Theory Marks: 70
Internal Marks: 30
100

Unit-I

Introduction: Meaning, Nature, Importance, Scope and Limitations of International Marketing, Domestic and International Marketing, Initial Selection of International Market, Scope of Marketing Research, Conducting Marketing Research.

Unit-II

Domestic and Overseas Product Planning and Development, Product Life Cycle, Pricing- Factors Affecting Pricing Decisions, Pricing Methods, Channels of Physical Distribution: Factors Affecting the Choice of Channels, Logistics Decisions.

Unit-III

Customer Service Levels, Promotional Measures and Strategies, Export Finance, WTO, GATT, IMF, World Bank, Impact of Globalization, Emerging Issues in International Marketing.

Suggested Reading:

1. Terpstra, Verne and Sarathy, Ravi, International Marketing The Dryden Press, Fort Worth
2. Ball, Don and Mc Culloch, Wendell., International Business Challenge of Global Competition, Irwin, McGraw Hill
3. Ghosal, Sumantra and Bartlett, C.A., Managing Across Borders, Random House, Business Book
4. Christopher, Lovelock & Wirtz, Service Management, Pearson Education, New Delhi.
5. Sri Niwasan, International Marketing, PHI Learning Pvt. Ltd.
6. Kothari, Jain, Mittal, International Marketing, Ramesh Book Depot, Jaipur.
7. Simon Majaro, International Marketing, English Language Society & George Allen Ltd. New Delhi.
8. राठौड एवं कोठारी, अन्तर्राष्ट्रीय विपणन, रमेश बुक डिपो, जयपुर
9. टण्डन, जे के, अन्तर्राष्ट्रीय व्यापार एवं वित्त, रमेश बुक डिपो, जयपुर

Master of Commerce
Business Administration
Semester IV
Paper II Human Resource Development

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

Unit-I

HRD : Concepts, Goals, HRD Mechanisms, Processes and Outcomes. HRD System : Design, Principles, Line Management and HRD.

Unit-II

Transactional Analysis, Inter-Personal Style, Team Building, Role Efficiency. Inter-Personal Relations. Giving and Receiving Feedback.

Unit-III

360 Degree Appraisal System, HRD Culture and Climate, Learning Organizations, HRD for Workers, Quality Circles.

Suggested Reading:

1. Pareek & Rao, Designing & Managing Human Resource System, Oxford & IBM, New Delhi
2. Rao & Pereira, Recent Experiences in HRD, Oxford & IBM, New Delhi
3. Silvera, D.M., Human Resource Development, The Indian Experiences
4. Davis Keith, Human Behaviour at Work, New York, Mcgraw Hill
5. J.K.Sharma, Leadership Styles and Effectiveness of Potential Managers, Shell Write Pvt. Ltd., Jaipur
6. इन्दोलिया एवं प्रेरणा, मानव संसाधन, विकास एवं नियोजन, आर बी एस ऐ, जयपुर

Master of Commerce
Business Administration
Semester IV
Paper III Strategic Management

Time: 3 Hours

Theory Marks:	70
Internal Marks:	<u>30</u>
	100

Unit-I

Introduction : Meaning of Strategic Management, Role of Strategic Management, Process of Strategic Management, Limitations of Strategic Management, Organizational Mission, Vision, Goals and Objectives, Environmental Scanning : Appraisal of External Environment, Dynamics of Internal Environment, Organizational Capabilities and Appraisal.

Unit-II

Strategy Formulation: Business Level Strategy, Corporate Level Strategy, Functional Level Strategy. Strategy Implementation: Aspects of Strategy Implementation, Project Implementation, Procedural Implementation, Resource Allocation.

Unit-III

Organizational Design and Change, Corporate Culture, Strategic Evaluation and Control, Meaning of Strategic Evaluation and Control, Criterias and Techniques of Strategic Evaluation and Control, Role of Organizational Systems in Evaluation.

Suggested Reading :

1. Fred David, Strategic Management Prentice Hall, New Delhi
2. Wheelen & David Hunger, Strategic Management & Business Policy, Prentice Hall, New Delhi
3. Pearce, Robinson & Richard, Strategic Management, Tata McGraw Hill
4. Gupta, Golakota & Srinivasan, Business Policy and Strategic Management Prentice Hall, New Delhi
5. Thomas, Hunger, Rangrajan, Strategic Management, Pearson Publishing House, New Delhi.
6. Micheal V.P., Globalisation, Liberalisation and Strategic Management, Himalaya Publishing House, New Delhi.
7. Prasad, L.M., Strategic Management, Sultan Chand & Sons
8. Kazmi, Azhar, Strategic Management and Business Policy, Tata McGraw Hill
9. जैन, पी सी, व्यूह रचनात्मक प्रबन्ध, रमेश बुक डिपो, जयपुर

Master of Commerce Business Administration Semester IV

Paper IV Tourism Marketing

Time: 3 Hours

Theory Marks:	70
Internal Marks:	<u>30</u>
	100

Unit-I

Introduction : Meaning and Definition of Tourism, Purpose of Tour, Distinction between Tourist and Visitor, Role of Tourism, Travel and Tourism in 21st Century. Trends and Future prospects of Tourism, Role and Functions of RTDC, ITDC, Department of Tourism. Marketing of Tourism- Meaning and Definition of Tourism Marketing, Need and Importance, Marketing Mix, Marketing Environment, Trends in Marketing, Marketing Communication, Tourist Market Segmentation.

Unit-II

Seven (7) P's of Tourism Marketing -Product, Price, Promotion, Place, People, Process and Physical Evidence. Tourism in India - Growth of Tourism in India, Benefits from Tourism, Barriers to Growth, Tourist Activities, Tourism Policy of India. Prospects and Challenges of Tourism Marketing Comparison of Indian Tourism with International Tourism (Medical, Cultural, Religion, Historical and Natural Perspectives)

Unit-III

Importance of Tourism in Rajasthan- Importance, Tourism Places in Rajasthan. Tourists Facilities, Role, Organization and Progress of RTDC, Heritage Hotels in Rajasthan-Importance, Present position and Prospects, Role of state in promoting Tourism in Rajasthan, Shortcomings of Tourism and Hotel Management in Rajasthan, Prospects of Tourism in Rajasthan.

Suggested Readings:-

1. Khan, Tourism Marketing, Anmol Publication , New Delhi
2. Batra & Chawla, Tourism Marketing: Global Perspective , Deep and Deep Publication, New Delhi
3. Chawla, Romila, Tourism Marketing and Development, Sonali Publication, New Delhi
4. Singh, Ratandeep, Tourism Marketing, Kanishka Publishers, New Delhi.
5. Sinha, P.C., Tourism Management, Anmol Publications Pvt. New Delhi.

Master of Commerce Business Administration Semester IV

Paper IV Dissertations (Optional)

Dissertation and Viva-Voce 50+50 = 100 Marks

- Dissertation work shall be type written and submitted in triplicate so as to reach the office of the Registrar at least t weeks before the commencement of the theory examination. Only such candidate shall be permitted to offer Dissertation provided at least 55% markes in aggregate of all papers prescribed for the previous examination.
- The Dissertation shall carry 50 marks and there shall be viva-voce based on dissertation of 50 marks. The Viva-voce shall be conducted in the institution by the external examiner