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NH-52, Namsai, Arunachal Pradesh -792103

MASTER OF BUSINESS ADMINISTRATION (MARKETING MANAGEMENT) – FOURTH SEMESTER

Fourth Semester			
S. No.	Name of Subject	Credits	Total Marks
1	Environmental Management	4	100
2	Financial Management	4	100
3	Consumer Behavior	4	100
4	Agricultural and Rural Marketing	4	100
5	Industrial Marketing	4	100
6	Project Work	2	100
Total		22	

Subject Name: ENVIRONMENTAL MANAGEMENT

Unit 1: Study of Nature, Resources and Ecosystem

- 1. Environment Studies - Scope and Importance:** Objectives, Environment, Types of Environment, Need for Public Awareness, Environment Ethics, Environmental Education, Multidisciplinary Nature of Environmental Education, Scope of Environmental Education.
- 2. Natural Resources:** Objectives, Introduction, Classification of Natural Resources, Principal Natural Resources and their Problems- Forest Resources, Water Resources, Mineral Resources, Food Resources, Energy Resources, Land Resources.
- 3. Ecosystem :** Objectives, Types of Ecosystem, Ecosystem Components, Ecosystem- Structure and Function, Food Chain and food Web. Ecological Pyramids, Major Ecosystems, Ecological Succession (Changes in Biotic Community).

Unit 2: Biodiversity and Pollution Control

- 4. Biodiversity and ITS Conservation :** Objectives, Levels of Biodiversity, Bio Geographical Classification of India, Value of Biodiversity, Man-Wildlife Conflicts, Conservation of Biodiversity, Hot Spots of Biodiversity, Biodiversity Conservation of India.
- 5. Environment Pollution :** Objectives, pollutions, Types of Pollution, Atmospheric or Air pollution, Water pollution, Soil pollution, Radioactive pollution, Noise pollution, Solid Waste Management, Role of Individual in Prevention of Pollution, Environmental Disasters and Their Management.
- 6. Social Issues And The Environment:** Objectives, Sustainable Development, Water Conservation, Resettlement and rehabilitation of People Environmental Ethic and Resource Use, Global Environmental Changes, Greenhouse Effect, Relative Contribution and Effects of Greenhouse, Wasteland Development.

Unit 3: Study of Population Growth And Case Studies

- 7. Human Population and The Environment :** Objectives, human Population Growth, Maximum Carrying Capacity, Environment and Human Health, Family welfare Programme, Human Rights, Women and Child Welfare, role of Information Technology in Environment and Human Health.
- 8. Field Work :** Introduction Visit to a Local Area to Document environmental Assets- River, Forest, Grasslands, Hill Mountains, A Visit to Local Pollution Sites-Urban Site Rural Site, Agricultural Site, Study of Common Plants, Insects and Birds, Study of Simple Ecosystem - Pond Ecosystem, River, Hill Slope.

Subject Name: FINANCIAL MANAGEMENT

Unit I

Introduction: Concept of finance, scope and objectives of finance; Profit maximisation vs. Wealth maximisation; Functions of Finance Manager in Modern Age; Financial decision areas, Time value of money, risk and return analysis, valuation of securities

Unit II

Capitalisation and Capital Structure: Meaning and definitions of capitalization, Over-capitalisation- Meaning, Causes, evils and remedial measures, Under- Capitalisation -meaning, causes, evils and remedial measures. Over-Capitalisation v/s Under- capitalisation.

Meaning and definitions of capital structure, qualities of optimum/ sound capital structure, Factors affecting capital structure, capital structure Theories: NI Approach; NOI Approach; Traditional Approach and M.M. Approach.

Unit III

Working Capital: Concept of Gross Working Capital & Net Working Capital, Various Approaches to Working Capital Management, Factors affecting working capital requirement. Working Capital Management: Management of cash, inventory and receivables.

Working Capital Financing: Sources of short term financing, Role of commercial bank in working capital management; Commercial paper; Factoring and other tools of working capital management

Unit IV

Investment decision; Appraisal of project; Techniques of capital budgeting and its applications; Risk and Uncertainty in Capital Budgeting, Leverage analysis-financing, operating and combined leverage and its implications; EBIT-EPS analysis

Financing Decision: Long-term sources of finance, potentiality of equity shares, preference shares, debentures and bonds as source of long-term finance; Concept and approaches of capital structure decision; NI, NOI, Traditional and Modigliani Miller Approach; Cost of equity share, preference share and debentures

Dividend Decision: Concept of retained earning and plough back of profits, relevancy and irrelevancy theory of dividend decision; Walter's model; Gordon's Model and Modigliani Miller model; Factor affecting dividend decision

Unit V

Stock Exchange: Definition, Market Participants, The Role of Stock Exchanges, Corporate Governance, Trading in stock Exchanges, AMEX, NASDAQ, LSE, NYSE, FSE, PSE, TSE, SSE, Madrid Stock Exchange.

Indian Stock Exchange: Bombay Stock Exchange: BSE Sensex, Sensex Milestones, National Stock Exchange: Innovations, Indices, Mission, Logo, Corporate Structure, Board of Directors, Committee on Trade Issues (COTI), Capital Market Segment.

Suggested Readings:

- a. Pandey I M- Financial Management (Vikas, 2004)
- b. Van Horne- Financial Management and Policy (Pearson Education, 12th edition) 2003,
- c. Knott G-Financial Management (Palgrave, 2004)
- d. Khan and Jain- Financial Management (Tata McGraw-Hill, 3rd edition)
- e. Prasanna Chandra- Fundamentals of Financial Management (TMH), 2004.
- f. Kirt C Butler- Multi National Finance (Vikas)
- g. R P Rustagi- Financial Management (Galgotia) 2000, 2nd reved.
- 8) Lawrence J. Gitman- Principles of Managerial Finance 2004, Pearson Education N. Delhi.

Subject Name: CONSUMER BEHAVIOR

- 1. Fundamentals of Consumer Behavior:** Decision Making Process, Marketing Strategy.
- 2. Consumer Behavior:** Braking Culture into Subcultures, Understanding the Power of Culture, How Culture Affects People and Their Purchasing Behavior, How Cultural Understanding Increases Marketing Effectiveness, seeing Cultural Conditioning in Action and in Effect, Applying Cultural Perspective to Your Marketing Strategy.
- 3. Household Structure and its Role:** A Primer on Household Structures, Defining an Individual's Household Role, Variables that Change the House Structure, Examining Traditional House Stages and Their Buying Influences, Familiarizing Yourself With Common, Identifying new Structures that have Emerged, Targeting your Marketing to Specific Household Types and Roles, Factoring in Family Dynamics and Disagreements, Dealing with Interests and Responsibilities.
- 4. Group Influences:** Power of Groups, Major Types of Groups, Influence of Group, Marketing Opportunity Groups, Members Attraction and Commitment to the Group, Assessment of Group, Determining how you can Appeal to Group.
- 5. Consumer Misbehavior:** Definition of Consumer Misbehavior, Consumer Misbehavior, Difference between Misbehavior and Problem Behavior, Pathological Socialization, Decision-Making Process Leads to Misbehavior.
- 6. Discover New Market Opportunities:** Finding new Areas of Opportunities, Types of Opportunities Sources of new Areas of opportunities, Untapped Market.

Subject Name: AGRICULTURAL AND RURAL MARKETING

- 1.** Concept & scope of rural market, Rural development as a core area, Efforts put for Rural development in Fiveyears plans. Rural markets' Characteristics, Rural markets. Environmental factors.
- 2.** Rural Consumer Behaviour, Rural Consumer Vs Urban Consumers – a comparison, Relevance of Marketing mix for Rural market/Consumers. Problems in rural market.

3. Segmentation, Targeting & Positioning for rural market, Market forces, components of different Product Strategies, Pricing Strategies, Promotional Strategies & Distribution Strategies for Rural consumers.
4. Understanding Agricultural Markets, Nature & scope, Objectives of Agriculture Marketing, Challenges in Agriculture Marketing, Agriculture Marketing & its Economic importance, Agricultural Produces and their market.
5. Export potential for agri-products, Major of Government and Non-Govt. Agencies in the development of Rural and Agricultural, Sector Marketing Strategies for Seed; Fertilizers; Pesticides; Farm equipment. Role.

Subject Name: INDUSTRIAL MARKETING

1. **Industrial Market:** Types of Marketing Entities, Industrial Marketing, Types and Forms, Demand Forces, Relationship Marketing, Cross- Functional, Impact of Current Developments on Industrial Firms, Types of Actions by Industrial Companies, Major Differences in Supplier-Customer Interaction.
2. **Marketing Environment:** Business Environment, Micro-Environment, Macro-Environment, Government Influences, Competitive Forces, the International Environment, Modern Trends in Industrial Marketing, and Trend towards Increased Globalization.
3. **Industrial Buyer Behavior:** The Buying Process, Purchase Objectives and Goals, Types of Industrial Organizations and Industrial Buying Characteristics, E-Procurement.
4. **Marketing Research:** Definition and Nature of Marketing Research, the Marketing Research Process, Marketed Demand Analysis, Scope of Industrial Marketing Research, Types of Marketing Research, the Marketing Information System, and Marketing Intelligence System.
5. **Targeting and Positioning:** Purpose of Industrial Marketing Segmentation, Needs of Market, Segmentation Evaluation, Process of Segmentation, Market Segmentation Evaluation, Target Segments, Positioning, Communicating the Company Positioning.
6. **Planning and Development:** Types of Product Lines, Product Policy and Strategy, Industrial Product Life Cycle, Delivering Superior Value, Value Added Process, Product/Market Strategic Development, New Product Development, Managing Product in High Deployment.
7. **Integrated Marketing Integrated:** Definition of IMC, Role of Advertising, Decision Stages in Developing Advertising Program, Direct Marketing Using Direct Mail, the Communications Mix, Media Selection, Personal Selling, Relationship-Building Process, Internet Marketing Communications, Sales Promotion, Publicity and Public Relations, Industrial Product Brand Promotion.
8. **Distribution Channels and Logistics:** Nature of Industrial Distribution Channels, Industrial Channel Structure, Functions of Intermediaries, Types of Intermediaries, Channel Design, Logistics Management, Supply Chain Management (SCM) Concepts, IT System in SCM.

Subject Name: PROJECT WORK

Note: The Normal Rule and Regulation pertaining to the Examination and other issues will be applicable in Faculty of Commerce and Management as per Arunachal University of Studies Act 2012, Subsequent Statute and Rules & Regulations.