I. Production Management:
- Meaning of Production
- Types of Manufacturing Process
- Production Planning and Control - Routing, Scheduling, Dispatching, Follow up

II. Marketing Management:
- The Marketing function – Four Ps in Marketing
- Different concepts in marketing: Production concept, Product concept, Selling concept, Marketing concept, Social Marketing concept, Core concept of Marketing: Marketing in different demand situation.
- Market Demand: Estimating Market Potential; Methods of forecasting of Demand (Note: Examples on measurement and forecasting not expected)

Consumer markets and consumer behaviour:
- Major factors influencing consumer behaviour, the Buying decision process.
- Market segmentation; Meaning, importance, bases: Market Targeting; Product Positioning.
- Branding – types of branding and important decisions in branding.
- Pricing – objectives – cost oriented, demand oriented and competition – oriented pricing.
- Publicity: Meaning, Objectives, Importance,
- Advertisement: Meaning, Importance, Advantages and Dis-advantages
- Sales promotion: Types, tools and objectives of Sales promotion for consumer goods
- Public relations – tools and decisions including customer care
- Personal selling – Meaning, functions, process
- Marketing Trend in India (Rural and Urban)
- Media Management
- Physical distribution – Retailing and wholesaling – their nature, importance, marketing decisions for the same.

III. Marketing Research & International Marketing:
Meaning, Importance – Limitations

IV-A. Disaster Management:

IV-B. Crisis Management:
Meaning, Types, Causes and Resolution

V. E Marketing
Meaning, Uses, Types, Importance & Limitations
Reference Books

(1) Production Management – Broom (D. B. Taraporewala & Sons)
(2) Manufacturing Management – Moore (D. B. Taraporewala & Sons)
(3) Manufacturing Organisation & Management , Amrine, Ritchej, Hulley (Prentice Hall of India)
(4) Marketing Management – Kotler (Prentice Hall of India)
(5) Fundamentals of Marketing by Stanton (Tata Mcgraw Hill)

Note: Objective types of Question should carry atleast 20% of the total marks.

Reference Books for Business Organisation III

1. The Power of E Marketing
   Author: ZIKHUND/ D’AMICO
   Publisher: SOUTH WESTERN
2. Management Information System
   Author: S. Sadagopan
   Publisher: Prentice – Hall
3. Disaster Mitigation – Experiences and reflection.
   Author: Pradeep Sahani
   Publisher: Prantice – Hall.
4. Introduction to Disaster Management
   Author: P.C.Sinha
   Publisher: Anmol Publication.
5. Disaster Management
   Author: Dr. Ramnik Yadav
   Publisher: Navbharat Sahitya
6. The Screen : Business Crisis, How to beat them.
   Author: V.G. Patel
   Publisher: Tata Mcgraw Hill
7. संत्ताकादम अभावों
   Author: रमणिन क्रृषि-वि
   Publisher: अंबा लिबर्ल अईवे