



L.N Mishra College of Business Management

Muzaffarpur, Bihar (India)

www.lnmcbm.org

MBA 2 Years Full Time Course
Outlines of syllabus
Semester III
(Area – I : Marketing Management)

301 : MIS and Computer Application

- Role of Information in Management
- Concept of Management Information System
- Management Problems of Data Processing and Data Planning
- Appraisal and Control of Management Information Systems
- Introduction To Computers
- Typical Business Applications of computers
- Personal Computers and their uses in business
- Computer bases information system

311 : Marketing Research & Consumer Behavior

- The nature and scope of Marketing Research
- Research Design
- Planning Research Procedure
- Internal Business Records and their uses
- External Sources of Information
- Collection of Data
- Theory of Sampling
- Analysis and Preparation of Research Report
- Applications of Marketing Research
- Consumer Behavior Decision Process
- Environmental Factors and Consumer Behavior
- Family and Consumer Behavior

312 : Advertising Management

- Introduction
- Social & Economic Aspects of Advertising
- Marketing Communication Process
- Planning Advertising Campaign
- Measurement of Advertising Effectiveness
- Advertising Agency
- Message design & development
- Building of Advertising Programs
- Media

313 : Sales Management

- Sales Management
- Selling Process
- Sales Organization
- Managing the Sales Force
- Sales Territory
- Sales Quota
- Sales Budget

314 : International Marketing

- International Marketing
- International Business Environment
- International Institutions
- Common Market & Trading
- Institutional Infrastructure for Export Promotion
- Procedure & Documents
- International Marketing Mix
- International Marketing Planning
- Managing the Multinational Enterprises