

Approaches to Security Analysis – Fundamental Analysis, Technical Analysis, and Efficient Market Hypothesis (EMH). Fundamental Analysis – EIC Framework, Economic Analysis, Industry Analysis, and Company Analysis. Technical Analysis – Basic Tenets of Technical Analysis, Tool of Technical Analysis – Charts, and Technical Indicators, Limitations of Technical Analysis. Difference between Fundamental Analysis and Technical Analysis. Efficient Market Theory (EMH) – Concept, Forms of Market Efficiency, Weak Form Hypothesis, Semi Strong Form, and Strong Form of Market Efficiency. Implications of EMH.

**Unit—IV: Fundamentals of Valuation and Portfolio Analysis (12 Hours)**

Valuation of Equity Shares – Peculiar features of Equity Shares, Dividend Discount Model, Earning Multiplier or Price-Earnings (P/E) Model, and Capital Asset Pricing Model (CAPM). Valuation of Fixed Income Securities – Bond Fundamentals, Types of Bonds, Bond Valuation. Portfolio Analysis – Portfolio Management Process, Portfolio Analysis – Markowitz Model, Portfolio Risk, Portfolio Return.

**Essential/recommended readings**

1. Tripathi, V. *Security Analysis and Portfolio Management*. Taxmann Publications.
2. Chandra, P. *Investment Analysis and Portfolio Management*. McGraw Hill Education.

**Suggestive readings**

1. Rustagi, R.P. *Investment Management*. Sultan Chand Publications.
2. Reilly, F. K. & Brown, K. C. *Analysis of Investments and Management of Portfolios*. Cengage India Pvt. Ltd.

**DISCIPLINE SPECIFIC ELECTIVE COURSE – 8  
MARKETING & PERSONAL SELLING**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
MARKETING & PERSONAL SELLING	4	3	1	0	NIL	NIL

### **Learning Objectives:**

The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing and to familiarize the students with the fundamentals of personal selling and the selling process.

### **Learning outcomes:**

By studying this course, the students will be able to:

1. Understand the concept of marketing and related disciplines.
2. An in-depth understanding of various elements of marketing mix for effective functioning of an organization.
3. Learning some of the tools and techniques of marketing with focus on Indian experiences, approaches and cases.

#### **Unit 1: Introduction** **(12 hours)**

Marketing: Definition, nature, scope & importance, Evolution of Marketing Concept, Marketing Mix, Marketing Environment: Internal, External (Micro & Macro Environment), Understanding of Consumer Behavior, Purchase decision Process and influences, Marketing management process- a strategic perspective, Market Segmentation, Targeting and Positioning (STP): Segmentation Concept, Importance and Bases, Targeting Concept, Importance and Bases; Market Selection, Brand Positioning concept, importance and bases; Repositioning Concept.

#### **Unit 2: Marketing Mix: Price & Product** **(9 hours)**

**Product:** Meaning, Importance, Product Mix, Product Classification, New Product development, Levels of Product, Product Life Cycle (PLC), Branding, Packaging and Labelling, After Sales Services.

**Price:** Significance, Importance, Factors affecting price of a product; Methods of Pricing, Pricing Policies and Strategies.

#### **Unit 3: Marketing Mix: Promotion & Distribution Channels** **(12 hours)**

**Distribution:** Concept, Importance, Different types of distribution channels etc., Wholesaling and retailing: Factors affecting choice of distribution channel, Distribution logistics and major logistics decisions.

**Promotion:** Nature and importance of promotion; Promotion Tools: Advertising, Personal Selling, Public Relations & Sales Promotion, Promotion tools and their effectiveness, determining optimal promotion mix.

**Unit 4: Personal Selling** **(12 hours)**

**Introduction to Personal Selling:** Nature and importance of personal selling. Difference between Personal Selling Salesmanship and Sales Management, Myths of selling, Relationship Marketing and Role of Personal Selling. Characteristics of a good salesman. Types of selling situations. Types of salespersons; Career opportunities in selling, Measures for making selling an attractive career.

**Theories of Selling:** Traditional and Modern, AIDAS Model of Selling Problem Solving Approach, Right Set of Circumstances Theory and Modern Sales Approaches.

**Selling Process:** Prospecting and qualifying, Pre-approach, Presentation and demonstration, handling of objections and complaints; Closing the sales; Customer Relations, Follow-up and Dealing customer concerns and complaints.

**Essential/recommended readings:**

1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha (2019) *“Marketing Management: A South Asian Perspective”*, Pearson Education.
2. Chhabra, T.N., (2021) *Principles of Marketing*, Sun India Publication.

**Suggestive readings:**

1. Armstrong, Gary, and Kotler, Philip (2017) *The Essentials of Marketing*, Pearson Education, New Delhi.
2. McCarthy, E. Jerome., and William D. Perreault, *Basic Marketing*, Richard D. Irwin.