

**TRADE : MARKETING****ADVANCED MANAGEMENT –II (Subject Code: 172)****SYLLABUS TERM 1**

1. Management Meaning, Management as Science, Management as an Art, Management as Profession, Administration and Management, Levels, Principles of Management Given by Henry Fayol, Managerial Skills and Rules, Role of Marketing Manager.
2. Scientific Management: Meaning, Features, Principles of Scientific Management, Steps to Grow Your Business with Marketing Strategies, Aims, Objectives and Techniques of Scientific Management.
3. Business Environment: Meaning, Features, Importance, Components, (i.e. Social, Economic, Political and Technical Environment), Meaning and Features of New Economic Policy 1991, Meaning of Liberalization, Privatization and Globalization.

**TRADE: MARKETING****MARKETING MANAGEMENT –II (Subject Code: 173)****SYLLABUS TERM 1**

1. Marketing Meaning, Concept, Functions, Role, Elements of Modern Marketing, Marketing and Selling, Marketing Management, Management Philosophies.
2. Financial Management and Financial Institutions Financial Management: Meaning, Scope, Objectives, Financial Planning: Meaning, Objectives, Functions of a Financial Manager.
3. Capital Structure: Fixed Capital, Working Capital, Financial Institutions: Meaning, Kinds of Financial Institutions i.e. Commercial Banks, Insurance Companies and Finance Companies.

**TRADE : MARKETING****SALESMANSHIP-II (Subject Code: 174)****SYLLABUS TERM 1**

1. SALESMANSHIP: Meaning, Types, Training of Salesman, Wage Payment of Salesman, Salesmanship as Career, selection Techniques of Salesman.
2. E-BANKING: Meaning, Features, Difference between e-banking and Traditional Banking, Types of e-banking, Advantages and Disadvantages, Process of e- banking, Present Status of e-banking in India.
3. E-MARKETING: Meaning, Features, Difference between e-marketing and Traditional Marketing, Advantages and Disadvantages, Present Status of e-Marketing in India. 4 P's of e-Marketing