

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.B.A

Semester: V

CONTEMPORARY MARKETING AND RESEARCH

MARKETING ELECTIVE PAPER – 1

Course Code: 18BB505A

No. of Hours: 60

COURSE OBJECTIVES:

- To familiarize students with the recent trends in marketing.
- To study the various ethical approaches required in the field of marketing.
- To professionally over the challenges involved in marketing research.

LEARNING OUTCOMES:

- To enable the students to evaluate the need for conducting marketing research.
- To analyze the need for following ethics in the field of marketing.
- To enable the students to know the effectiveness of digital marketing.

UNIT 1:IMarketing Research:

15 HRS

Meaning-Scope-Importance, characteristics- Advantages and Disadvantages-Challenges before marketing research, Process followed- Types of marketing research- Tools and techniques of marketing research-Role of marketing research in marketing decision making.

UNIT 2:Ethics in Marketing Research:

12 HRS

Importance-Ethical issues relating to Marketing Research by vendors, sponsors, field staff and respondents- Problems in conducting marketing research in India, Corporate governance and marketing -Ethics in marketing-Deceptive marketing practice.

Agricultural Marketing: Meaning-Scope-Marketing of agricultural inputs and produce

UNIT 3 Rural Marketing:

12 HRS

Meaning-Scope- Opportunities-Rural Marketing environment-Classification of rural consumers, Rural v/s Urban marketing- Problems in rural marketing- Strategies- Marketing of rural industry products, consumables and durables-Contemporary Rural marketing-Buyer behavior in rural India-Breaking entry Barriers.

UNIT 4:Recent trends in marketing:

10 HRS

Direct selling(Network marketing)-CRM- E-Commerce, Marketing through social channels-societal marketing- Cause related marketing.

UNIT 5 Digital Marketing:

11 HRS

Meaning, Difference between digital and traditional media, benefits of digital marketing, Latest digital marketing trends- Digital marketing strategy for websites- Digital marketing research- Methods of digital marketing research.

SKILL DEVELOPMENT

- Study of rural consumer behavior and presenting the same.
- Study on the importance of ethics in marketing.
- Study the recent trends in marketing.
- Study of importance of digital marketing

REFERENCES:

1. William M Pride and O C Ferrell , Marketing concepts and strategies, Twelfth edition, Biztantra, 2005
2. O.C Ferrell, John Paul Fraedrich and Linda Ferrell- Business Ethics, Biztantra, 2006
3. Philip Kotler-Marketing management- Prentice Hall
4. P.G Aqinas- Business and Society- Anmol publications
5. Rajendra Nargundkar- Marketing research, TMH
6. R.V Badi and N.V Badi- Rural Marketing, Himalaya Publishing House 2007
7. C.N Sontakki- Marketing Management, Kalyani Publications,2014
8. Gopaldaswamy T.P- Rural marketing Environment, Problems and Strategies. Wheeler Publications, first Edition,1997
9. Ramaswamy V.S and Namakumar S- Marketing management: Global Perspective- Indian context-Macmillan 2006

**JYOTI NIVAS COLLEGE AUTONOMOUS
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Programme: B.B.A

Semester: V

DERIVATIVES AND COMMODITY MARKET

FINANCE ELECTIVE PAPER

Course Code: 18BB505B

No. of Hours: 60

COURSE OBJECTIVES:

- The objective is to provide students with a conceptual framework of Stock Markets and Commodity Markets, functionalities in these Markets and their mode of trading.
- To introduce them to various procedures to invest in the commodity & Derivative Markets
- To familiarize the student with the latest commodity & Derivative Market

LEARNING OUTCOMES:

- The course will help the student to know the basics of Commodity and Derivative Market
- The course will help the students to know the current trends in the Commodity & Derivative Market
- It will enable the students to become excellent investors in the Market.

UNIT 1:

10 HRS

AN OVERVIEW OF CAPITAL AND COMMODITIES MARKETS:

Primary Market, Secondary Market (Stock Market), Depositories, Private placements of shares / Buy back of shares, Issue mechanism. Meaning of Commodities and Commodities Market, differences between stock market and commodities market.

UNIT 2: Financial Derivatives -

14 HRS

Introduction, economic benefits of derivatives - Types of financial derivatives - Features of derivatives market - Factors contributing to the growth of derivatives - functions of derivative markets - Exchange traded versus OTC derivatives -traders in derivatives markets - Derivatives market in India

UNIT 3

14 HRS

Clearing and settlement of futures and options:

Clearing members-clearing mechanism-settlement of future contracts-settlement of option contracts-risk management SPAN- basic difference between commodity, equity and index futures-accounting and taxation of derivative transactions

UNIT 4:

14 HRS

COMMODITY MARKET:

History, Membership, Objectives, Functions of commodities exchange, Organization and role of commodity exchange, Governing Body, Types of Transactions to be dealt in Commodity Market – physical market, Futures market - Differences between Physical & Future Market, options on commodities exchanges

UNIT 5

08 HRS

TRADING IN COMMODITY MARKETS:

Patterns of Trading & Settlement, Efficiency of Commodity Markets - Size of volumes of Commodities.

SKILL DEVELOPMENT

- Prepare the chart showing Governing Body of the Commodities Market.
- Prepare the list of commodities traded on commodity market.
- Enlist the role of NSDL and CSDL.
- Students can visit a financial institution dealing in commodity derivatives and study the products offered by him
- Students should individually select various futures or options and watch the behavior of these futures and options on a day to day for 15 days to see how futures and options might help mitigate the risks of investors

REFERENCES:

1. Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGrawHill.
2. Saunders, Financial Markets and Institutions, 3rd edition, Tata McGrawHill.
3. K. Venkataramana, Stock & Commodity Markets, SHBP.
4. B. Kulkarni – Commodity Markets & Derivatives.
5. Khan, Indian Financial Systems, 6th edition, Tata McGrawHill
6. Bhole, L.M. (2000), Indian Financial Institutions, Markets and Management, McGraw Hill, New York.