

F. Y. B. Com.

विपणन

आणि विक्रय कला

Prin. Dr. Babasaheb Sangale  
Prin. Dr. R. M. Misal

Prof. O. R. Bihani  
Prof. Dr. S. R. Bakhale



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New  
Syllabus  
2013



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### प्रा. डॉ. बाबासाहेब सांगळे

एम.कॉम, डी.एच.ई., एल.एल.बी., पी.एच.डी.

माजी अधिष्ठाता - पुणे विद्यापीठ कनिष्ठ शाखा, प्र-पाठक आणि विभागप्रमुख (विपणन)

प्रा. डॉ. बाबासाहेब सांगळे यांची प्रशासनिक कारकिर्द फारच भरीव आहे. सध्या ते एस. एम. जोशी कॉलेज हडपसरचे प्राचार्य आहेत. गेली २९ वर्षे ते विविध स्तरावरील पाठ्यक्रमांचे अध्यापन करत आलेले आहेत. विशेष म्हणजे बँकिंग व फायनान्स, मार्केटिंग आणि अकॉउन्टन्सी या विषयांचा गाढा अनुभव असलेले उच्चदरजेचे प्रख्यात व्याख्याता म्हणून ते नावाजले जातात ते पुणे विद्यापीठाच्या मार्केटिंग, बँकिंग आणि फायनान्स, वाणिज्य शाखा अभ्यासविषय कार्यकारिणी व नियामक मंडळाचे एक सदस्य आहेत. या शिवाय बऱ्याच वेळा त्यांनी आपले विविध शोध प्रबंध, राष्ट्रीय, आंतरराष्ट्रीय स्तरावर आयोजित विविध शिबीरांमध्ये प्रस्तुत केलेले आहेत.



### Prof. Onkarnath Ramkisan Bihani

M. Com., M.Phil.,

C.D. Jain College of Commerce Shirampur, Dist. Ahmednagar.

Prof. Onkarnath Ramkisan Bihani is having first class throughout his academic career. His teaching experience covers a span of 20 years for the under and post graduate classes. He is working as Associate Professor in C.D. Jain College of Commerce Shirampur, Ahmednagar. He has contributed several research article and research paper in various National and International Research Journals. He has chaired several national and state level seminars. He has delivered several keynote. He has published several books in commerce. He is a very popular among the students and staff.



### Prin. Dr. R.M. Misal

M.Com., M.Phil. & Ph.D.

He is a very popular teacher in Accountancy, Auditing, Cost and Works Accounting. He has 35 years rich experience of teaching at undergraduate and Post-graduate courses. He is a Principal at Annasaheb Magar Mahavidyalaya, Hadapsar, Pune 28. He served on number of committees of University of Pune as Chairman and Member. He is having excellent academic and Administration career since 1979. He has contributed several research article and research paper in various National and International Research Journals. He is a very popular among the students and staff.



### Prof. Dr. Sukhdeo Rakhmaji Bakhale

M. Com., D.H.E. M.Phil., Ph. D.

C.D. Jain College of Commerce Shirampur, Dist. Ahmednagar.

Dr. S.R. Bakhale is having first class throughout his academic career. His teaching experience covers a span of 25 years for the under and post graduate classes. He is working as Associate Professor in C.D. Jain College of Commerce Shirampur, Ahmednagar. He has contributed several research article and research paper in various National and International Research Journals. He has chaired several national and state level seminars. He has delivered several keynote. He has published several books in commerce. He is a very popular among the students and staff.

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Address : Radha Krishna Apartment, 535, Shaniwar Peth,

Appa Balwant Chowk, Opp. Prabhat Theatre, Pune - 30.

Ph. No. 24433374, 24434662, 64011289, Mobile : 9325315464

E-mail : sharpgrp31@rediffmail.com

Website : www.sharpmultinational.com

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पुणे विद्यापीठाच्या जून २०१३ पासून सुरु झालेल्या एफ. वाय. बी. कॉमच्या  
विपणन आणि विक्रयकला या विषयाच्या अभ्यासक्रमावर आधारित उपयुक्त  
पुस्तक.

# विपणन आणि विक्रयकला (विपणनाची मूलतत्त्वे)

एफ. वाय. बी. कॉम

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प्राचार्य. डॉ. बाबासाहेब सांगळे

बी.जे.एस्. कॉलेज, वाघोली, जि. पुणे

प्रो. ओंकारनाथ रामकिसन बिहानी

सी.डी. जैन कॉलेज ऑफ कॉमर्स, श्रीरामपूर, जि. अहमदनगर

प्राचार्य डॉ. आर. एम. मिसाळ

अण्णासाहेब मगर महाविद्यालय, हडपसर, पुणे

प्रा. डॉ. सुखदेव रखमाजी बारवले

सी.डी. जैन कॉलेज ऑफ कॉमर्स, श्रीरामपूर, जि. अहमदनगर

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**Syllabus**

**F.Y.B.Com.**

**Marketing and Salesmanship**

**[Fundamentals of Marketing]**

**First Term**

No.	Topic	Periods
1	<b>Basics of Marketing :</b> 1.1) Market – Marketing – Introduction, Meaning, Definition, Scope, Types and Significance. 1.2) Marketing Management – Introduction, Meaning, Definition, Scope and Significance. 1.3) Functions of Marketing – Basic Functions, Functions of Exchanges, and Subsidiary Functions. 1.4) Marketing Mix - Introduction, Meaning, Definition, Scope, and Significance.	
2.	<b>Marketing Environment :</b> 2.1) Introduction – Definition and Nature. 2.2) Factors Constituting Marketing Environment. 2.3) Micro and Macro Environment. 2.4) Impact of Marketing Environment on Marketing Decisions.	

3.	<b>Buyer Behaviour and Market Segmentation :</b> 3.1) Introduction – Meaning, Definition, Scope and Significance of Buyer Behavior. 3.2) Determinants of Buyer Behaviour, Stages of Buyer Behaviour – Buying Process.. 3.3) Introduction, Meaning, Importance of Market Segmentation. 3.4) Bases for Segmentation – Qualities of Good Segmentation.	
4.	<b>Product and Pricing Decision :</b> 4.1) Concept of Product – Product Classification. 4.2) Factors Considered For Product Management – Role of Product Manager. 4.3) Factors Affecting Pricing Decisions – Pricing Objectives. 4.4) Pricing and Product Life Cycle – Pricing Methods.	
	<b>Total</b>	<b>48</b>
<b>Second Term</b>		
5.	<b>Logistics and Supply Chain Management :</b> 5.1) Introduction – Definition – Objectives – Scope and Significance 5.2) Market Logistics Decisions – Channel Structure. 5.3) Designing Distribution Channels. 5.4) Types of Marketing Channels.	
6.	<b>Market Promotion Mix :</b> 6.1) Promotion Mix – Meaning, Scope and Significance.	

	6.2) Factors Affecting Market Promotion Mix 6.3) Advertisement and sales Promotion – Meaning and Definition. Means and Methods of Sales Promotion. 6.4) Advertising Meaning and Goals – Advertising Media– Meaning, Types, Advantages and Limitations.	
7.	<b>Rural Marketing :</b> 7.1) Introduction – Meaning – Definition – Features – Importance – 7.2) Rural Marketing Mix – Importance, Elements, Scope 7.3) Present Scenario of Rural Market – 7.4) Problems And Challenges of Rural Market –	
8	<b>Services Marketing :</b> 8.1) Introduction – Meaning – Definition – Features – Importance of Services – Significance of Services in Marketing. 8.2) Classification of Services – Marketing of Industrial Goods Services, Marketing of Consumer Goods Services. 8.3) Marketing Mix for Services 8.4) Services Marketing And Economy – Scope of Services Marketing in Generation of Job Opportunity, Role of Services in Economy, Services Quality.	
	<b>Total</b>	<b>48</b>