



SASURIE COLLEGE OF ENGINEERING

Approved by AICTE, New Delhi. Affiliated to Anna University, Chennai

Near NH544, Coimbatore Bypass, Near Vijayamangalam Tollgate, Tirupur 638056

NAAC DOCUMENTS

QUALITY INDICATOR FRAMEWORK

CRITERION-1

CURRICULAR ASPECTS

SUBMITTED BY

IQAC

INTERNAL QUALITY ASSURANCE CELL

SASURIE COLLEGE OF ENGINEERING



Criterion 1	CurricularAspects	100
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CurricularPlanningandImplementation(20)

TheInstitutionensureseffectivecurriculumplanninganddeliverythrougha well-planned and documented process including Academic calendar and conduct of continuous internal Assessment

TableofContents

S.No	Description
1	Contents-Course File
2	Time Table
3	Students Name List
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SASURIE
College of Engineering
Vijayamangalam, Tiruppur.

Department : MBA
Subject Code & Name : BA 5207 - Marketing Management
Class & Batch : I year - 2019 - 2021
Semester : II

CONTENTS - COURSE FILE

S.NO	PARTICULARS	REMARKS
1	Time Table	✓
2	Student name list	✓
3	Subject Information Record	✓
4	Syllabus	✓
5	Lesson Plan	✓
6	Quality objective monitoring record	✓
7	Internal test mark sheet(Consolidated)	✓
8	Internal test question paper	✓
9	Model question paper	✓
10	Sample Answer paper for all test(Min-3)	✓
11	Assignment - schedule and paper	✓
12	Personal Log book - Updated	✓
13	Lecture Notes	✓

	Prepared By	Verified By	Approved By
Sign:			
Name:	U. Rahul	U. Rahul	Dr. T. S. Sivakumaran
	Faculty	HoD	Principal

Dr. M. VIJAYAKUMAR M.E., Ph.D.,
PRINCIPAL
SASURIE COLLEGE OF ENGINEERING,
Vijayamangalam - 638 056, Tirupur (Dt).

CLASS TIME TABLE

Department : MBA
Class : I YEAR

Academic Year : 2019-2020
Semester : II

HOUR	I	II	III	IV	V	VI	VII	VIII				
DAY/ TIME	09.30a.m. TO 10.15 a.m.	10.15a.m. TO 11.00a.m.	11.00a.m. TO 11.10 a.m.	11.10 a.m. TO 11.55 a.m.	11.55 a.m. TO 12.40p.m.	12.40 p.m. TO 1.20 p.m.	1.20 p.m. TO 2.00p.m.	2.00 p.m. TO 2.40p.m.	2.40 p.m. TO 2.50p.m.	2.50 p.m. TO 3.35 p.m.	3.35 p.m. TO 4.20 p.m.	
MONDAY			BREAK			LUNCH			BREAK			
TUESDAY												
WEDNESDAY	MM											
THURSDAY		MM										
FRIDAY												
SATURDAY										MM		

S.No	Subject Code	Name of the Subject	Name of the Staff	No of
1	BA5207	Marketing Management	Mr.U.Rahul	6
			TOTAL	6

	Prepared by	Verified by	Authorized by
Sign:	<i>U. Rahul</i>	<i>U. Rahul</i>	<i>Dr. T. S. Sivalakumaran</i>
Name:	U. Rahul Faculty	U. Rahul HOD	Dr. T. S. Sivalakumaran Principal

me
Dr. M. VIJAYAKUMAR M.E., Ph.D.,
PRINCIPAL

SASURIE COLLEGE OF ENGINEERING,
Vijayamangalam - 638 056, Tirupur (Dt).



SASURIE
College of Engineering
Vijayamangalam, Tiruppur.

Academic Year - 2019-2020

Department: MBA

Class : I YEAR

STUDENT NAME LIST

S.NO	REGISTER NO	NAME	D/H
1	732419631001	Bavadharani K	D
2	732419631002	Durgadevi S	D
3	732419631003	Gayathri A	D
4	732419631004	Kaviraj D	D
5	732419631005	Mahes Kumar M	D
6	732419631006	Malinipriya P J	D
7	732419631007	Manikandan B	D
8	732419631008	Manimegalai K	D
9	732419631009	Megala V	D
10	732419631010	Monika D	D
11	732419631011	Niranjana C	D
12	732419631012	Nuvetha M	D
13	732419631013	Poongodi G	D
14	732419631014	Pradeepkumar S	D
15	732419631016	Priyadarshini A	D
16	732419631017	Rahulkrishna R	D
17	732419631018	Ranjitha S	D
18	732419631019	Sanjeevraj R	D
19	732419631020	Sarath S	D
20	732419631021	Sathish Kumar S	D
21	732419631022	Savitha T	D
22	732419631023	Srirajalakshmi M	D
23	732419631024	Sriramkumar V	D
24	732419631025	Srisangeetha G	D
25	732419631026	Swathi C	D

	PREPARED BY	VERIFIED BY	AUTHORIZED BY
SIGN			
NAME	U. Rahul	U. Rahul	Dr. T. S. Sivakumaran
	FACULTY	HOD	PRINCIPAL

Dr. M. VIJAYAKUMAR M.E., Ph.D.
PRINCIPAL
SASURIE COLLEGE OF ENGINEERING,
Vijayamangalam - 638 056, Tiruppur (Dt).

SUBJECT INFORMATION RECORD

Department : MBA

Subject : Marketing Management.

Year : I

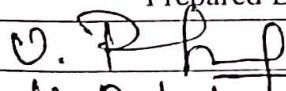
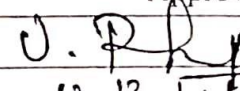
Semester : II

Last year handled by : Srinam - R

Percentage of Result (last year) : 78%.

Quality Objectives : Developing an understanding of ideas & nuances of modern marketing. Describe the process to formulate and Manage the B2B marketing strategy including all key components.

Reference Book : Philip Kotler & Kevin Lane Keller, Marketing Management, PHI 11th edition, 2012
Paul Baines, Chris Hill and Kelly Page, Marketing, Oxford University Press, 2nd Edition 2011.

	Prepared By	Approved By
Sign:		
Name:	U. Rahul	U. Rahul
	Faculty	HOD

Dr. M. VIJAYAKUMAR M.E., Ph.D.
PRINCIPAL

SASURIE COLLEGE OF ENGINEERING,
Vijayamangalam - 638 056, Tiruppur (Dt).

OBJECTIVES:

- Developing an understanding of ideas and nuances of modern marketing
- Describe the process to formulate and manage the B2B marketing strategy including all key components.
- Explain the techniques to conduct market analysis practices including market segmentation and targeting.
- Compare and contrast different perspectives that characterize the study of consumer behavior.
- Explain the role of IMC in the overall marketing program.

UNIT I**INTRODUCTION****12**

Marketing – Definitions - Conceptual frame work – Marketing environment : Internal and External - Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System. Marketing in global environment – Prospects and Challenges.

UNIT II**MARKETING STRATEGY****12**

Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing — Services marketing – Competitor analysis - Analysis of consumer and industrial markets – Strategic Marketing Mix components.

UNIT III**MARKETING MIX DECISIONS****12**

Product planning and development – Product life cycle – New product Development and Management – Market Segmentation – Targeting and Positioning – Channel Management – Advertising and sales promotions – Pricing Objectives, Policies and methods.

UNIT IV**BUYER BEHAVIOUR****12**

Understanding industrial and individual buyer behavior - Influencing factors – Buyer Behaviour Models – Online buyer behaviour - Building and measuring customer satisfaction – Customer relationships management – Customer Acquisition, Retaining, Defection.

M
Dr.M.VIJAYAKUMAR ME., Ph.D.,
PRINCIPAL



SASURIE COLLEGE OF ENGINEERING,
Vijayamangalam - 638 056, Tirupur (Dt).

UNIT V**MARKETING RESEARCH & TRENDS IN MARKETING**

12

Marketing Information System – Research Process – Concepts and applications : Product – Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organizations - Cause related marketing - Ethics in marketing – Online marketing trends.

TOTAL: 60 PERIODS**OUTCOMES:**

- 1. knowledge of analytical skills in solving marketing related problems
- 2. awareness of marketing management process

REFERENCES :

1. Philip Kotler and Kevin Lane Keller, Marketing Management, PHI 14th Edition, 2012
2. KS Chandrasekar, "Marketing management-Text and Cases", Tata McGraw Hill, First edition, 2010
3. Lamb, Hair, Sharma, Mc Daniel- Marketing – An Innovative approach to learning and teaching-A south Asian perspective, Cengage Learning — 2012
4. Paul Baines, Chris Fill and Kelly Page, Marketing, Oxford University Press, 2nd Edition, 2011
5. Micheal R.Czinkota & Masaaki Kotabe, Marketing Management, Cengage, 2000.



 **Dr. M. VIJAYAKUMAR, M.E., Ph.D.,**
PRINCIPAL
SASURIE COLLEGE OF ENGINEERING,
Vijayamangalam - 638 056, Tirupur (Dt)

LESSON PLAN

Faculty Name : U.RAHUL
 Department : MBA
 Subject / Code : Marketing Management / BA5207
 Academic Year : 2019-2020

Designation : Assistant Professor
 Semester/ Year : III/1

S.No.	Proposed		Details of Topic Covered	TA	Ref.	Actual		Remarks
	Date	Period				Date	Period	
UNIT-I - INTRODUCTION TO MARKETING								
1	13/1/20	6	Marketing	1	1	12/1/20	6	
2	14/1/20	7	Marketing Management	1	1	16/1/20	7	
3	20/1/20	6	Evolution of Marketing	1	1	20/1/20	6	
4	21/1/20	7	Marketing Planning	1	1	21/1/20	7	
5	22/1/20	1	Marketing Environment	1	1	22/1/20	1	
6	23/1/20	2	Scanning Business Environment	1	1	23/1/20	2	
7	25/1/20	6	SWOT, PEST Analysis	1	1	25/1/20	6	
8	26/1/20	7	Marketing and Customer Value	1	1	25/1/20	7	
9	27/1/20	6	Core Competencies	1	1	27/1/20	6	
10	28/1/20	7	Marketing Interface with other Functional Areas	1	1	28/1/20	7	
11	29/1/20	1	International Marketing	1	1	29/1/20	1	
12	30/1/20	2	Rural Marketing	1	1	30/1/20	2	
UNIT II - MARKETING STRATEGY								
13	1/2/20	6	Marketing Strategy	1	1	1/2/20	6	
14	1/2/20	7	Industrial and Consumer Marketing	1	1	1/2/20	7	
15	3/2/20	6	Marketing Mix	1	2	3/2/20	6	
16	4/2/20	7	Services Marketing	1	1	4/2/20	7	
17	5/2/20	1	7 P's of Services Marketing	1	1	5/2/20	1	
18	7/2/20	4	Methodology of service Marketing	1	1	7/2/20	4	
19	8/2/20	6	Challenges in Services Marketing	1	2	8/2/20	6	
20	8/2/20	7	Competitor Analysis	1	2	8/2/20	7	
21	10/2/20	6	Porter's 5 Forces Model for Competitive Environment	1	2	10/2/20	6	
22	11/2/20	7	Competitor Analysis	1	2	11/2/20	7	
23	12/2/20	1	Analysis of Consumer Markets	1	1	12/2/20	1	
24	13/2/20	2	Analysis of Industrial Markets	1	2	13/2/20	2	

Dr. M. VIJAYAKUMAR M.S., Ph.D.
 PRINCIPAL

LESSON PLAN

Faculty Name : U. RAHUL
 Department : MBA
 Subject / Code : Marketing Management / BA5207
 Academic Year : 2019-2020

Designation : Assistant Professor
 Semester/ Year : III/ I

S.No.	Proposed		Details of Topic Covered	TA	Ref.	Actual		Remarks
	Date	Period				Date	Period	
UNIT III - MARKETING MIX DECISIONS								
25	15/2/20	6	Product	1	2	15/2/20	6	
26	17/2/20	6	Branding	1	2	17/2/20	6	
27	18/2/20	7	Pricing	1	1	18/2/20	7	
28	22/2/20	6	Target Marketing	1	1	22/2/20	6	
29	22/2/20	7	Market Segmentation	1	2	22/2/20	7	
30	24/2/20	6	Targeting	1	2	24/2/20	6	
31	25/2/20	7	Positioning	1	2	25/2/20	7	
32	26/2/20	1	Marketing Channels	1	2	26/2/20	1	
33	27/2/20	2	Channel Management	1	1	27/2/20	2	
34	29/2/20	6	Managing Retailing & Wholesaling	1	1	29/2/20	6	
35	29/2/20	7	Managing Logistics	1	1	29/2/20	7	
36	29/2/20	8	Promotion	1	1	29/2/20	8	
UNIT IV - BUYER BEHAVIOUR								
37	2/3/20	6	Consumer Buyer Behaviour	1	3	2/3/20	6	
38	3/3/20	7	Buyer Behaviour Models	1	3	3/3/20	7	
39	4/3/20	1	Industrial Buyer Behaviour	1	3	4/3/20	1	
40	5/3/20	2	Business Market	1	3	5/3/20	2	
41	7/3/20	6	Online Buyer Behaviour	1	3	7/3/20	6	
42	7/3/20	7	Issues and Challenges in Online Consumer Behaviour	1	3	7/3/20	7	
43	9/3/20	6	Customer Satisfaction	1	3	9/3/20	6	
44	11/3/20	7	Customer Relationship Management	1	3	11/3/20	7	
45	11/3/20	7	Customer Acquisition	1	3	11/3/20	7	
46	12/3/20	2	Customer Retention	1	3	12/3/20	2	
47	14/3/20	6	Customer Defection	1	3	14/3/20	6	
48	14/3/20	7	Customer Loyalty	1	3	14/3/20	7	

M.A.
Dr. M. VIJAYAKUMAR M.E., Ph.D.,
 PRINCIPAL

LESSON PLAN

Faculty Name : U. RAHUL
 Department : MBA
 Subject / Code : Marketing Management / BA5207
 Academic Year : 2019-2020

Designation : Assistant Professor
 Semester/ Year : III/I

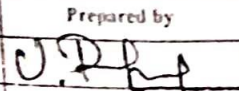
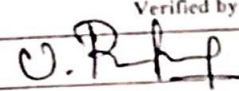
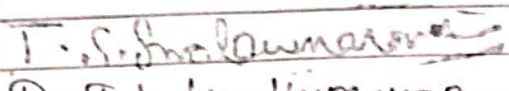
S.No	Proposed		Details of Topic Covered	TA	Ref.	Actual		Remarks
	Date	Period				Date	Period	
UNIT V - MARKETING RESEARCH & TRENDS IN MARKETING								
49	16/3/20	6	Marketing Information System	1	1	16/3/20	6	
50	17/3/20	7	Marketing Research	1	1	17/3/20	7	
51	18/3/20	6	Product Research	1	2	18/3/20	6	
52	19/3/20	7	Retail Research	1	2	19/3/20	7	
53	23/3/20	6	Customer Deriven Organisations	1	1	23/3/20	6	
54	24/3/20	7	Strategies Customer Deriven Organisations	1	1	24/3/20	7	
55	28/3/20	6	Cause Related Marketing	1	2	28/3/20	6	
56	28/3/20	7	Ethics in Marketing	1	2	28/3/20	7	
57	20/3/20	6	Online Marketing	1	2	20/3/20	6	
58	31/3/20	7	Online Marketing Trends	1	2	31/3/20	7	
59	1/4/20	1	Social Media Marketing	1	2	1/4/20	1	
60	2/4/20	2	Digital Marketing	1	2	2/4/20	2	


References:

- 1 Philip T Kotler and Kevin Lane Keller, Marketing Management, Prentice Hall India, 15th Edition, 2017
- 2 Philip Kotler, Gay Armstrong, Prafulla Agnihotri, Principles of marketing, 7th edition, 2018.
- 3 KS Chanurasekar, "Marketing management-Text and Cases", Tata McGraw Hill Education, 2012

Teaching Aids (TA):

- 1 Black Board with Chalk
- 2 Overhead Projector
- 3 LCD Projector

Prepared by		Verified by	Authorized by
Signature:			
Name:	U. Rahul	U. Rahul	Dr. T. b. binakumaran
	Faculty	HOD	Principal


Dr. M. VIJAYAKUMAR M.E., Ph.D.,
 PRINCIPAL
 SASURIE COLLEGE OF ENGINEERING,
 Vijayamangalam - 638 056, Tirupur (Dt).



SASURIE
College of Engineering
Vijayamangalam, Tiruppur.

QUALITY OBJECTIVE MONITORING RECORD

Department : MBA
 Year : I Year
 Semester : II
 Subject : Marketing Management

S.No	Quality Objective	Unit Test-I		Model Test	
		Expecting result	Obtained result	Expecting result	Obtained result
1	100 %	100 %	100 %	100 %	100 %

	Prepared by	Verified by	Authorized by
Sign:	<i>U. Rahul</i>	<i>U. P. P.</i>	<i>Dr. M. Vijayakumar</i>
Name:	U. Rahul	U. P. P.	Dr. M. Vijayakumar
	Faculty	HOD	Principal

Dr. M. VIJAYAKUMAR M.E., Ph.D.,
PRINCIPAL
SASURIE COLLEGE OF ENGINEERING,
Vijayamangalam - 638 056, Tirupur (Dt).

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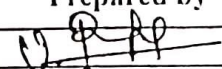

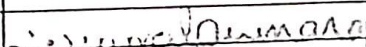
STUDENTS ASSESSMENT MARK

Department: MBA
 Class : I YEAR

Academic Year : 2019-2020
 Sem : II

Marketing Management /BA5207

S.NO	REGISTER NO	NAME	INTERNAL I	MODEL
1	732419631001	Bavadharani K	100	95
2	732419631002	Durgadevi S	85	88
3	732419631003	Gayathri A	98	88
4	732419631004	Kaviraj D	78	88
5	732419631005	Mahes Kumar M	79	88
6	732419631006	Malinipriya P J	99	88
7	732419631007	Manikandan B	100	95
8	732419631008	Manimegalai K	81	88
9	732419631009	Megala V	75	88
10	732419631010	Monika D	78	88
11	732419631011	Niranjana C	100	95
12	732419631012	Nuvetha M	76	88
13	732419631013	Poongodi G	98	88
14	732419631014	Pradeepkumar S	97	95
15	732419631016	Priyadharshini A	90	95
16	732419631017	Rahulkrishna R	77	95
17	732419631018	Ranjitha S	100	95
18	732419631019	Sanjeevraj R	78	88
19	732419631020	Sarath S	88	88
20	732419631021	Sathish Kumar S	100	95
21	732419631022	Savitha T	100	95
22	732419631023	Srirajalakshmi M	77	95
23	732419631024	Sriramkumar V	78	88
24	732419631025	Srisangeetha G	76	95
25	732419631026	Swathi C	98	88

	Prepared by	Verified by	Authorized by
Sign:			
Name:	V. Rahul	V. Rahul	Dr. J. b. biva Kumar
	Faculty	HOD	Principal



Register Number:

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SASURIE
College of Engineering
Vijayamangalam, Tiruppur.

Model Examination			Date/Session	18.04.2020/FN	Marks	100
Course code	BA5207	Course Title	Marketing management			
Regulation	2017	Duration	3 Hours	Academic Year	2020-2021	
Year	I	Semester	II	Department	MBA	

COURSE OUTCOMES	
CO1:	Knowledge of analytical skills in solving marketing related problems
CO2:	Awareness of marketing management process
CO3:	Enhanced knowledge of marketing strategies for consumer and industrial marketing
CO4:	Deep understanding of choice of marketing mix elements and managing integrated marketing channels
CO5:	Ability to analyze the nature of consumer buying behaviour
CO6:	Understanding of the marketing research and new trends in the arena of marketing

Q.No.	Question	CO	BTS
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PART A
(Answer all the Questions 10 x 2 = 20 Marks)

1	Define Marketing?	CO2	R
2	Enumerate the types of Environmental scanning	CO4	R
3	What is SWOT Analysis?	CO1	R
4	Define Brand Positioning.	CO3	R
5	What is Buyer Behaviour?	CO5	R
6	Define Market segmentation	CO4	R
7	Differentiate between Industrial and Consumer Market.	CO3	U
8	Give a short note about Customer Acquisition. -	CO5	U
9	What is Retail research?	CO6	R
10	Define MIS	CO6	R

PART B
(Answer all the Questions 5 x 13 = 65 Marks)

11a	Explain about the Marketing related with information system. OR	CO5	U
11b	Explain about the challenges faced by Global business.?	CO1	U
12a	Differentiate between Consumer Marketing and Service Marketing? OR	CO2	U
12b	Explain Marketing mix and Components with example?	CO3	U
13 a	Explain about Marketing Strategy? OR	CO3	U
13b	Write down the Stages of New product Development	CO2	R
14a	Explain about the models of Buyer Behaviour OR	CO5	U
14b	What are the Factors that influencing Consumer behaviour.	CO5	R
15a	Explain about the steps involved in Social Media Marketing. OR	CO6	R
15b	Write down the process involved in Marketing Research	CO6	R

DR.M.VIJAYAKUMAR M.E., Ph.D.
 PRINCIPAL
 SASURIE COLLEGE OF ENGINEERING,
 Vijayamangalam - 638 056, Tirupur (Dt).

PART C
(Answer all the Questions 1 x 15 = 15 Marks)

16a	Explain about the stages of Product Life Cycle.	CO4	U
-----	---	-----	---

U. RAHUL
U. RAHUL
Course Faculty 16/4/20
(Name / Sign / Date)

U. RAHUL
HoD U. RAHUL
16/4/20.
(Name / Sign / Date)

T. S. Sivakumaran
T. S. Sivakumaran
Principal
(Name / Sign / Date)

me


 Dr. M. VIJAYAKUMAR ME., Ph.D.,
PRINCIPAL
SASURIE COLLEGE OF ENGINEERING.
Vijayamangalam - 638 056, Tirupur (Dt)

Internal Assessment Test Answer Book

Name	Kaviraj. D			Year/ Semester/Section	I / II
Batch No.	2019-2021	Date/Session	18/4/20/IN	Department	
Course code	BA5207	Course Title	Marketing Management		
Internal Assessment Test	IAT 1 <input type="checkbox"/>	IAT 2 <input type="checkbox"/>	IAT 3 <input type="checkbox"/>	Model	<input checked="" type="checkbox"/>
Name and Signature of the Invigilator with date	S.A. Murali 18/4/2020				

Instruction to the Student: Put tick mark to the question attended in the column against question.

Part A			Part B/ Part C				Total Marks	
Q. No.	✓	Marks	Q. NO.	✓	a Marks	b Marks		
1	✓	2	11	✓	10		10	
2	✓	2	12			✓ 10	10	
3	✓	2	13			✓ 123	123	
4	✓	2	14			✓ 123	123	
5	✓	2	15	✓	103		103	
6	✓	13	16	✓	15		15	
7	✓	13	Grand Total					703
8	✓	13	88				U. P. R. 20/4/20 U.P. R. 101	
9	✓	13						
10	✓	13	Grand Total				Name and Signature of the Examiner with date	
Total		173						

To be filled by the examiner							
Course Outcomes	1	2	3	4	5	6	Total
Marks allotted	15	28	30	19	43	30	165
Marks Obtained	02	143	133	183	26	133	88
IQAC Audit - Remarks							Name and Signature of the IQAC member
 Dr. M. VIJAYAKUMAR ME., Ph.D., PRINCIPAL SASURIE COLLEGE OF ENGINEERING, Vijayamangalam - 630 056, Tirupur (Dt).							