

SRI VENKATESWARA UNIVERSITY : TIRUPATI

Courses Offered for All Groups

LIFE SKILLS COURSES

w.e.f. AY 2023-24 (SEMESTER-II)

SKILLCOURSE

MARKETINGSKILLS

Credits:2

2hrs/week

Course Objective:

This course will help the students to develop a better appreciation and understanding of the role of marketing in a business organization specifically, and able to have operational skills of various marketing activities.

Learning Outcomes:

The learner is able to:

1. Formulate a *marketing* plan that will meet the needs or goals of a business
or organization and Conduct *market research* to provide information need
ed to make *marketing* decisions.
2. Understand different strategies for effective design of Marketing Mix;
3. Know the Sales Skills including effective personal selling skills;

UNIT I: INTRODUCTION TO MARKETING:

Marketing Management Tasks
Marketing Environment
Marketing Research and Information
Market Segmentation
Determinants of Consumer Behaviour

UNIT II: MARKETING MIX:

Elements of Marketing Mix
7P's of Service Marketing Mix
Product Life Cycle
Sales Promotion
Social Media Marketing

UNIT III: NATURE AND ROLE OF SELLING:

Nature and Importance of Selling
Attributes of a Good Salesperson
Personality and Physical Characteristics
Communication Skills

CURRICULAR ACTIVITIES:

1. Analyze different needs and wants of consumers in your locality or region
2. Prepare the prevalent marketing environment in your locality or region.
3. Identify Product Life Cycle stages of few Products like consumer durables(ex., Electronic goods ,Computers, etc.).
4. Analyze Marketing strategies/planning used by automobile cosmetic and FMCG companies.
5. Conduct Market Research for the need of new products in your region.

REFERENCES

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileswar Jha, *Marketing Management-A South Asian Perspective*, Pearson Education.
2. Agarwal, P.K., *Marketing Management- An Indian perspective*, Pragati Prakasham
3. Kazmi SHH, *Marketing Management Text and Cases*, Excel.
4. Philip Kotler and Armstrong.G., *MARKETING*, Prentice Hall of India, 12th Edition.
5. Core Selling Skills: Because Selling Is All About People
Paperback – 1 January 2015 by Les Giblin (Author)
6. Ramaswamy V.S. & Nama Kumari, S., *Marketing Management- Planning and Control*, Macmillan.

E-LEARNING REFERENCE:

1. https://www.udemy.com/course/the-new-manager-managing-people-teams-processes/?utm_source=adwords&utm_medium=udemyads&utm_campaign=Leadership_v.NONP_la.EN_cc.INDIA&utm_term=._ag_136108019508._ad_606494316205._d_e_c._dm._pl._ti_kwd-295074359507._li_9302139._pd._&utm_term=._pd._kw_business+management+and+leadership._&matchtype=b&gclid=CjwKCAjww7KmBhAyEiwA5-PUSp4Q_OUYVm29rgKdiM_Oc2hfjgLJIb6F2pxFukILjqtD-JDI8-kEYxoc6W4QAvD_BwE

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LIFE SKILLS COURSES

w.e.f. AY 2023-24 SEMESTER-II

FORMAT OF MODEL QUESTION PAPER

SKILLCOURSE

MARKETINGSKILLS

Time: 1½hrs

Max. Marks 50

Section A

Answer any Five of the following

5 X 10 = 50 M

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

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LIFE SKILLS COURSES
w.e.f. AY 2023-24 (SEMESTER-II)
SKILLCOURSE
INVESTMENTPLANNING

Credits:2

2hrs/week

COURSE OBJECTIVES:

The objective of the course is to make the students familiarise with the concepts of investment, associated risks along with the regulatory authorities that monitor the capital market.

UNIT-I-INVESTMENT:

Attributes of Investment
Investment and speculation
Features of a good Investment
Investment Process

UNIT-II-RETURN AND RISK:

Meaning and Measurement of Security Returns.
Meaning and Types of Security Risks
Systematic Vs Non-systematic Risk
Measurement of Total Risk

UNIT-III-PORTFOLIO:

Choosing the right Investment options
Construction of Investment portfolio
Portfolio management
Investor Protection Guidelines of SEBI

HANDS ON ACTIVITIES:

1. Group/Individual presentations on Investment Alternatives (Advantages, Suitability and Limitations).
2. Calculation of Stock Return and Risk from historical data of NSE and BSE.
3. To make comparative analysis between various stocks using excel.

REFERENCES:

1. Prasanna Chandra, Investment Analysis and Portfolio Management, Tata Mc Graw Hill.
2. Bhalla VK, Investment Management, S. Chand.
3. Donald E.Fischer, Ronald J.Jordan, Security Analysis and Portfolio Management; Prentice Hall of India.
4. Preeti Singh, Investment Management, Himalaya Publishers.
5. Pitabas Mohanty Spreadsheet Skills for Finance Professionals Tax mann Publications.

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FORMAT OF MODEL QUESTION PAPER
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