

NOTIFICATION

No :82/2011

Date :9/6/2011

**Subject : Continuation of Prospectus No. 2009154 of
M.Com.Part-I & Part-II.**

It is notified for information of all concerned that the Prospectus No. 2009154 prescribed for M.Com. Semester-I & III Examination of Winter-2010 & Semester-II&IV Examination of Summer-2011 shall be continued for M.Com. Semester-I & III Examination of Winter-2011 & Semester-II&IV Examination of Summer-2012 with following corrections.

Sr.No.	Reference in Prospectus No.2009154 of M.Com. Part-I& II Examinations	Corrections/Additions/Substitutions
01.	Page No. 12	The syllabi printed on Page No. 12 under the paper title M.Com.102- Statistical Analysis, be substituted by the syllabi along with new paper title as given in Appendix-A, which is appended with this Notification..
02.	Page No. 19	The syllabi printed on Page No. 19 under the paper title M.Com.202-Corporate Tax Planning & Management, be substituted by the syllabi along with new paper title, as given in Appendix-B, which is appended with this Notification..

Sd/-
(Dineshkumar joshi)
Registrar
Sant Gadge Baba
Amravati University, Amravati.

Appendix-A**M.COM.102
SERVICES MARKETING AND CUSTOMER RELATIONSHIP
MANAGEMENT****Time :3 Hours****Marks : 80**

Objective: To acquaint students with basic issues in services marketing and customer relationship management.

Unit I: SERVICES MARKETING

- 1.1 Nature and type of services.
- 1.2 Difference between services and goods marketing.
- 1.3 Services marketing triangle.
- 1.4 Micro and macro environment for services marketing.
- 1.5 Customer's expectations and perception.

Unit II: SERVICES MARKETING PROCESS.

- 2.1 Service market segmentation, Targeting and positioning.
- 2.2 Services marketing mix-Need, Pricing of services.
- 2.3 Promotion and Distribution of services.
- 2.4 Matching of demand for supply of services.

Unit III: SERVICE MARKETING APPLICATIONS.

- 3.1 Marketing of financial services.
- 3.2 Marketing of hospital.
- 3.3 Marketing of tourism.
- 3.4 Marketing of educational services.

Unit IV: CUSTOMER RELATIONSHIP MANAGEMENT

- 4.1 Relationship marketing- Meaning, nature and scope.
- 4.2 Types of relational exchanges.
- 4.3 Attributes and determinants of relational exchange.
- 4.4 Reasons for relationship marketing.

Unit V : DEVELOPING AND MANAGING RELATIONSHIP

- 5.1 Customer selection.
- 5.2 Relationship strategies.
- 5.3 Implementing customer relationship management.

Reference Books:

- * The Essence of Services Marketing, by Payne and Adrian. Prentice Hall.
- * Services Marketing, by Zeithaml. McGraw Hill, Inc, New York.
- * Services Marketing by S.M. Jha. Himalaya Publishing House.
- * Customer Relationship Management, by Jagdish Seth et. al. Tata McGraw Hill New Delhi
- * Customer Relationship Management Essentials, by John W. Gosney. Prentice Hall

M.COM.202
STRATEGIC MANAGEMENT

Time :3 Hours

Marks : 80

Objective:- To enhance decision making abilities of students in situation of uncertainty in dynamic business environment.

Unit I: CONCEPT OF STRATEGY

- 1.1 Definition of strategy, objective and goals
- 1.2 Approaches to strategic decision-making.
- 1.3 Mission and purpose
- 1.4 Functional levels strategies.

Unit II: ENVIRONMENTAL ANALYSIS AND DIAGNOSIS.

- 2.1 Concepts of environment and components of environment
- 2.2 Environment scanning and appraisal
- 2.3 Organizational appraisals
- 2.4 Strategic advantage analysis and diagnosis.
- 2.5 SWOT analysis.

Unit III: STRATEGY FORMULATION AND CHOICE.

- 3.1 Modernization and diversification.
- 3.2 Integration, merger, and take over.
- 3.3 Disinvestments and Liquidation.
- 3.4 Factor affecting strategic choice.

Unit IV: FUNCTIONAL STRATEGIES

- 4.1 Marketing policies.
- 4.2 Production policies.
- 4.3 Personal policies.
- 4.4 Financial policies.

Unit V: IMPLEMENTATION OF EVALUATION OF STRATEGIES

- 5.1 Issues in strategy implementation.
- 5.2 Interrelationship between strategy formulation and implementation.
- 5.3 Strategic control- Techniques of strategic evaluation of control.

No.32/2011

Date: 10/6/2011

Subject : Changes in title of Paper Nos. M.Com.102, 202, 301, 302 and M.Com. 303 of Semester-I, II & III.

Whereas, Ordinance No. 19 of 2003 relating to the examinations leading to the Degree of (बाणिज्य पारंगत) Master of Commerce (Bi-annual pattern) (Two Year Course) is in existence in the University.

AND

Whereas, the scope of papers for the examinations of M.Com. Semester-I,II,III&IV is provided in Ordinance No. 19 of 2003, under clauses 6.(A),(B),(C)& (D).

AND

Whereas, the scheme of examinations for M.Com. Semester-I,II,III&IV is provided in Ordinance No. 19 of 2003, under the Appendices-A,B,C,D& (E).

AND

Whereas, the Academic Council in its meetings held on 14/1/2009,20/2/2010 &30/3/2011 vide Item Nos. 87(4)A)R-1,B)R-1,R-5&D)R-1, Item No. 16(4) E) and Item No.24(5) D)R-2 has resolved to accept changing the title of paper Nos. M.Com..102,M..Com..202,M.Com..301,302 & 303 of M.Com. Semester-I,II&III examinations respectively.

AND

Whereas, the Academic Council has resolved to refer the matter to the Ordinance Committee to make amendments in the respective Ordinance.

AND

Whereas, the Academic Council has considered the draft Ordinance No.22 of 2010 regarding amendments in Ordinance No.19 of 2003, in its meeting held on 30/3/2011, vide Item No. 21 and resolved to recommend to the Management Council for its approval.

AND

Whereas, the draft Ordinance No.22 of 2010 for amending the respective Ordinance (i.e. Ordinance No.19 of 2003) is placed before the Management Council meeting to be scheduled on 22/6/2011.

AND

Whereas, the existing paper title of the respective papers mentioned in Ordinance No.19 of 2003, , under clauses 6.(A),(B)&(C) and in the Appendices A,B&C are required to be amended.

AND

Whereas, the changed syllabi of the papers M.Com.102 & M.Com.202 are to be implemented from the academic session 2011-12 for M.Com. Semester-I&II respectively.

AND

Whereas, the syllabi of M.Com. Semester-I,II,III&IV are to be made available for the academic session 2011-2012.

AND

Whereas, the academic session 2011-2012 is going to be started from 13th June, 2011.

Now, therefore, I, Dr. M.K. Khedkar, Vice-Chancellor, Sant Gadge Baba Amravati University, Amravati in exercise of the powers conferred upon me under sub section (8) of section 14 of the Maharashtra Universities Act, 1994, do hereby direct as under-

- 1) This Direction may be called, "Examinations leading to the Degree of (वाणिज्य पारंगत) Master of Commerce (Bi-annual pattern) (Two year Course) Direction, 2011."
- 2) This direction shall come into force from the date of its issuance for the examinations as under-
 - i) **M.Com. Semester-I Examination of Winter- 2011, and**
 - ii) **M.Com. Semester-II Examination of Summer-2012**
- 3) The revised title of the papers namely M.Com. 102 of Semester-I, and M.Com. 202 of Semester-II shall be as given below -
 - i) **Paper No.M.Com.102-Services Marketing & Customer Relationship Management.**
 - ii) **Paper No.M.Com.202-Strategic Management.**

Amravati.
Date: 10/6/2011

Sd/-
(Dr.M.K.Khedkar)
Vice Chancellor

NOTIFICATION

No :54/2010

Date : 18/5/2010

Subject : **Continuation of Prospectus No. 2009154 of M.Com.(Semester Pattern)**

It is notified for information of all concerned that the Prospectus No. 2009154 prescribed for M.Com.Semester-I,II,III&IV Examinations of 2009-2010 shall be continued for M.Com. Semester-I,II,III&IV Examinations of 2010-2011 with following corrections.

Sr.No.	Reference in Prospectus No.2009154 of M.Com. (Semester Pattern) Examination	Corrections/Additions/Substitutions
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01.	Page No. 26	The following Reference Book be added under the list of Reference Books "Services Marketing and Customer Relationship Management, written by Dr.L.K.Karangale & Dr. P.N.Ladhe, Publisher-Payal Prakashan, Nagpur.
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Sd/-
(Dineshkumar Joshi)
Registrar

Sant Gadge Baba Amravati University
