

# Syllabus of Entrance Examination for the Admission in Ph.D Programme

## Specialization: Marketing and Supply Chain Management (M&SCM)

The syllabus for the second component (subject specific knowledge-50% weightage) of entrance examination for the admission in Ph.D programme of the Department of Marketing & Supply Chain Management is as follow:

This paper will consist of 50 objective type questions of 1 mark each (**50 marks**) related to basics of Marketing and Supply Chain Management.

- Fundamentals of Marketing: History, Nature, Importance and Process of Marketing Management, Core marketing concepts, customer value
- Marketing Environment and Consumer Behaviour: Marketing Environment vis-à-vis Marketing Decisions, Components of Modern Marketing Information System, Consumer Markets and Role of Marketing, Consumer Vs Organisational Buyer Behaviour, Buyer roles, Buying Process, Segmentation, Targeting, Positioning
- Marketing Mix: Product Decision, Product Mix, NPD, PLC, Pricing Strategies, Channel Decisions, Channel Partners, Channel Systems, Marketing Communication, Components of IMC
- Supply Chain Management: Logistics and Supply Chain Management, Sales and Distribution Management
- Emerging Concepts in Marketing: IT implications on Modern Marketing, CRM, e-CRM, Digital and Web Based Marketing, Implications of Artificial Intelligence and Cloud computing on Marketing, B2B Marketing, Green Marketing, Rural Marketing, Retail Management, Service Marketing and Social Marketing