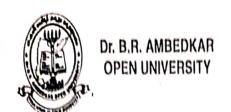


Dr. B. R. AMBEDKAR OPEN UNIVERSITY

/ PGDMM-2
Quantitative
Methods

		Page No.
BLOCK - 1:	BASIC MATHEMATICS FOR MANAGEMENT	1
Unit - 1 :	Quantitative Decision Making - An over view	3
Unit - 2 :	Functions and Progressions	17
Unit - 3 :	Basic Calculus and Applications	35
Unit - 4 :	Matrix Algebra and Applications	61
	A self-refuse to the season of	
BLOCK - 2:	DATA COLLECTION AND ANALYSIS	89
Unit - 5 :	Collection of Data	91
Unit - 6 :	Presentation of Data	. 101
Unit - 7 :	Measures of Central Tendency	117
Unit - 8 :	Measures of Variation and Skewness	137
BLOCK - 3:	PROBABILITY DISTRIBUTIONS	153
Unit - 9 :	Basic Concepts of Probability	155
Unit - 10 :	Discrete Probability Distributions	171
Unit - 11 :	Continuous Probability Distributions	187
Unit - 12 :	Decision Theory	203
BLOCK - 4:	SAMPLING AND SAMPLING DISTRIBUTIONS	217
Unit - 13 :	Sampling Methods	219
Unit - 14 :	Sampling Distributions	235
Unit - 15 :	Testing of Hypotheses	255
Unit - 16 :	Chi-Square Tests	285
,		?
BLOCK - 5:	FORECASTING METHODS	309
Unit - 17 :	Business Forecasting	311
Unit - 18 :	Correlation	325
Unit - 19 ;	Regression	341
Unit - 20 :	Time Series Analysis	365



P.G.D.M.M. - 4 CONSUMER BEHAVIOUR AND MARKETING RESEARCH

		P.No.
BLOCK-1:	CONSUMER BEHAVIOUR ISSUES	3
	AND CONCEPTS	
Unit - 1 :	Consumer Behaviour - Nature,	5
	Scope, Applications	
Unit - 2 :	Consumer Behaviour and Life Style Marketing	18
Unit - 3	Organisational Buying Behaviour	30
Unit - 4	Case Study	44
BLOCK-II:	THE BUYING PROCESS	55
Unit - 5	Problem Recognition and	57
	Information Search Behaviour	
Unit - 6	Attitude Development and Alternative	67
	Evaluation in Buying decisions	
Unit - 7 :	Purchase Process and Post Purchase Behaviour	81
BLOCK - III:	INFLUENCES ON CONSUMER BEHAVIOUR	93
Unit - 8	Personality and Psychographics	95
Unit - 9	Family Buying Influences, Family Life	107
4	Cycle and Buying Poles	
Unit - 10	Social and Cultural Influences	121
BLOCK - VI :	MARKETING RESEARCH DESIGN & TOOLS	145
Unit - 11	Marketing Research - Meaning and Improtance	147
Unit - 12	Research Design	154
Unit - 13	Data Collection	172
Unit - 14	Sampling and sampling Designs	190
Unit - 15	: Questionnaire Planning and Execution	208
BLOCK - V	•	223
	RESEARCH INFORMATION	005
Unit - 16	: Univariate Analysis	225
Unit - 17	: Multivariate Analysis	242
Unit - 18	: Applications of Marketing Research	269
	in India	

Sales and Distribution Management

CONTENTS

	PERSONAL SELLING FUNCTION
1.	Sales and Distribution strategy
2.	Personal Selling
3.	Sales Organisation
	MANAGING THE SALES FORCE
4.	Selection and Recruitment
5.	Compensating the Sales Force
6.	Monitoring and Performance Appraisal
	PLANNING FOR SALES EFFORT
7.	Sales Displays and Concepts
8.	Sales Forecasting, Quotas, and Territory Allocation
9.	Sales Budgeting and Control
	DISTRIBUTION SYSTEM AND LOGISTICS
10.	Indian Distribution System
11.	Distribution Logistics
12.	Distribution Costs and Control
W. Ert.	DISTRIBUTION PLANNING AND CONTROL
13.	Role and Functions of Intermediaries
14.	Selection and Motivation of Intermediaries

Distribution Analysis. Control and Management



Dr. B.R. AMBEDKAR OPEN UNIVERSITY

PGDMM-6 PRODUCT AND ADVERTISING MANAGEMENT

BLOCK - I	:	PRODUCT MANAGEMENT - BASIC CONCI	e pario
Unit - 1	;	The Product Management Process	
Unit - 2	:	The Product Planning System	3
Unit - 3	:	Organising for New Product Development	15
BLOCK - II	:	NEW PRODUCT DEVELOPMENT AND PROMANAGEMENT	27 DDUC
Unit - 4	:	Diffusion of Innovation	39
Unit - 5	:	Integrated Approach to New Product Development	46
Unit - 6	:	Generation, Screening and Development New Product Ideas	53
Unit - 7	:	Economic Analysis - Evaluation of New Product Ideas/Concepts	71
Unit - 8	:	Test Marketing and New Product Launch	86
BLOCK - III	:	BRANDING AND PACKAGING DECISIONS	
Unit - 9	:	Packaging Decisions	103
Unit - 10	:	Branding and Brand Positioning	114
BLOCK - IV	:	PROMOTIONAL MANAGEMENT DECISIO	NS
Unit - 11	:		139
Unit - 12	:	Promotional Scene in India - Media use and user	155
Unit - 13	, :	Marketing Communication Process	171
Unit - 14	:	Planning, Managing and Evaluating Promotion Strategy	181
Unit - 15		: Managing Sales Promotion	191
BLOCK - V		: ADVERTISING PLANNING AND EXECUT	rion
Unit - 16	•	: Managing Client - Agency Relations	203
Unit - 17	- 13	: Message Design and Development	223
Unit - 18	3	: Media Selection, Planning and Scheduling	237
Unit - 19)	: Measuring Advertising Effectiveness	266



Dr. B.R. AMBEDKAR OPEN UNIVERSITY

PGD_W 7 INTERNATIONAL MARKETING

BLOCK - 1: INTRODUCTION TO INTERNATIONAL MAP	RETING
Unit - 1 : Scope and Size of International Markets	- 5
Unit - 2 : Conceptual Framework	- 33
Unit - 3 : Institutional Framework	- 45
A PARTIES AND A STATE OF THE ST	
BLOCK - II : ENVIRONMENT OF INTERNATIONAL BUSI	NESS
Unit - 4 : Cultural Environment of International Business	- 55
 Unit - 5 : Political and Legal Environment for International Ma 	rketing - 63
Unit - 6 : Trade, Monetary and Financial Environment	- 76
LOCK - III : POLICY FRAME WORK AND PROCEDURAL	ASPECTS
Unit - 7 : Import-Export Policy of India 1992-97	- 95
Unit - 8 : Import - Export Documentation	- 103
LOCK - IV : INTERNATIONAL MARKETING MIX	
Unit - 9 : International Product Policy and Planning	- 127
Unit - 10: International Advertising	- 136
Unit - 11: International Pricing Policy	- 146
Unit - 12: International Distribution and Sales Policy	- 155
LOCK -V: INTERNATIONAL MARKET SELECTION	
AND SEGMENTATION	
Unit - 13: International Market Selection	- 169
Unit - 14: International Marketing Reasearch	- 177
Unit - 15: International Marketing Planning, and Control	- 187