



**Dr. B.R. AMBEDKAR  
OPEN UNIVERSITY**

**Organisation and Management Process**

**CONTENTS**

**BLOCK-1 : ROLE OF A MANAGER**

Unit - 1	: Tasks of a Professional Manager	...	5
Unit - 2	: Responsibilities of a Professional Manager	...	20
Unit - 3	: Management Systems and Processes	...	32
Unit - 4	: Managerial Skills	...	52

**BLOCK-2 : DECISION MAKING**

Unit - 5	: Organisational Context of Decisions	...	71
Unit - 6	: Decision Making Models	...	79
Unit - 7	: Decision Making Techniques and Processes	...	96
Unit - 8	: Management by Objectives (MBO)	...	106

**BLOCK-3 : ORGANISATIONAL CLIMATE AND CHANGE**

Unit - 9	: Organisational Culture and Managerial Ethos	...	123
Unit - 10	: Management of Organisational Conflicts	...	140
Unit - 11	: Managing Change	...	162

**BLOCK-4 : ORGANISATION STRUCTURE AND PROCESSES**

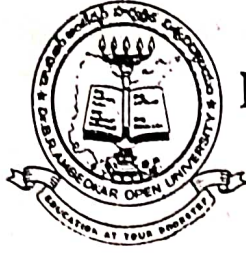
Unit - 12	: Organisation Structure and Design	...	189
Unit - 13	: Managerial Communication	...	211
Unit - 14	: Planning Process	...	233
Unit - 15	: Controlling	...	245
Unit - 16	: Delegation and Interdepartment Coordination	...	257

**BLOCK-5 : BEHAVIOURAL DYNAMICS**

Unit - 17	: Analysing Interpersonal Relations	...	277
Unit - 18	: Leadership Styles and Influence Process	...	295
Unit - 19	: Group Dynamics	...	311

Lr No. 70/Dr.BRAOU/DMP/PTG/F-168/JO-I

Printed at : Mannat Print Media Solutions, Hayatnagar, Hyderabad - 501 505



# Dr. B. R. AMBEDKAR OPEN UNIVERSITY

## / PGDMM-2 Quantitative Methods

### CONTENTS

	Page No.
<b>BLOCK - 1 : BASIC MATHEMATICS FOR MANAGEMENT</b>	<b>1</b>
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
<b>BLOCK - 2 : DATA COLLECTION AND ANALYSIS</b>	<b>89</b>
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
<b>BLOCK - 3 : PROBABILITY DISTRIBUTIONS</b>	<b>153</b>
Unit - 9 : Basic Concepts of Probability	155
Unit - 10 : Discrete Probability Distributions	171
Unit - 11 : Continuous Probability Distributions	187
Unit - 12 : Decision Theory	203
<b>BLOCK - 4 : SAMPLING AND SAMPLING DISTRIBUTIONS</b>	<b>217</b>
Unit - 13 : Sampling Methods	219
Unit - 14 : Sampling Distributions	235
Unit - 15 : Testing of Hypotheses	255
Unit - 16 : Chi-Square Tests	285
<b>BLOCK - 5 : FORECASTING METHODS</b>	<b>309</b>
Unit - 17 : Business Forecasting	311
Unit - 18 : Correlation	325
Unit - 19 : Regression	341
Unit - 20 : Time Series Analysis	365





**Dr. B.R. AMBEDKAR  
OPEN UNIVERSITY**

**PGDMM-3  
MARKETING  
MANAGEMENT**

**CONTENTS**

**Page No.**

<b>BLOCK - I</b>	<b>: MARKETING AND ITS APPLICATIONS</b>	
Unit - 1	: Introduction to Marketing	5
Unit - 2	: Marketing in a Developing Economy	19
Unit - 3	: Marketing of Services	35
<b>BLOCK - II</b>	<b>: MARKETING PLANNING AND ORGANISATION</b>	
Unit - 4	: Planning Marketing Mix	65
Unit - 5	: Market Segmentation	92
Unit - 6	: Marketing Organisation	115
Unit - 7	: Marketing Research and its Applications	143
<b>BLOCK - III</b>	<b>: UNDERSTANDING CONSUMERS</b>	
Unit - 8	: Determinants of Consumer Behaviour	183
Unit - 9	: Models of Consumer Behaviour	212
Unit - 10	: Indian Consumer Environment	232
<b>BLOCK - IV</b>	<b>: PRODUCT MANAGEMENT</b>	
Unit - 11	: Product Decisions and Strategies	261
Unit - 12	: Product Life Cycle and New Product Development	273
Unit - 13	: Branding and Packaging Decisions	285
<b>BLOCK - V</b>	<b>: PRICING AND PROMOTION STRATEGY</b>	
Unit - 14	: Pricing Policies and Practices	309
Unit - 15	: Marketing Communication	334
Unit - 16	: Advertising and Publicity	348
Unit - 17	: Personal Selling and Sales Promotion	374
<b>BLOCK - VI</b>	<b>: DISTRIBUTION AND PUBLIC POLICY</b>	
Unit - 18	: Sales Forecasting	401
Unit - 19	: Distribution Strategy	415
Unit - 20	: Managing Sales Personnel	437
Unit - 21	: Marketing and Public Policy	454



## CONTENTS

	P.No.
<b>BLOCK - I : CONSUMER BEHAVIOUR ISSUES AND CONCEPTS</b>	<b>3</b>
Unit - 1 : Consumer Behaviour - Nature, Scope, Applications	5
Unit - 2 : Consumer Behaviour and Life Style Marketing	18
Unit - 3 : Organisational Buying Behaviour	30
Unit - 4 : Case Study	44
<b>BLOCK - II : THE BUYING PROCESS</b>	<b>55</b>
Unit - 5 : Problem Recognition and Information Search Behaviour	57
Unit - 6 : Attitude Development and Alternative Evaluation in Buying decisions	67
Unit - 7 : Purchase Process and Post Purchase Behaviour	81
<b>BLOCK - III : INFLUENCES ON CONSUMER BEHAVIOUR</b>	<b>93</b>
Unit - 8 : Personality and Psychographics	95
Unit - 9 : Family Buying Influences, Family Life Cycle and Buying Roles	107
Unit - 10 : Social and Cultural Influences	121
<b>BLOCK - VI : MARKETING RESEARCH DESIGN &amp; TOOLS</b>	<b>145</b>
Unit - 11 : Marketing Research - Meaning and Importance	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
<b>BLOCK - V : ANALYSIS AND APPLICATIONS OF MARKETING RESEARCH INFORMATION</b>	<b>223</b>
Unit - 16 : Univariate Analysis	225
Unit - 17 : Multivariate Analysis	242
Unit - 18 : Applications of Marketing Research In India	269



## **CONTENTS**

### **SALES MANAGEMENT - THE 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

### **DISTRIBUTION PLANNING AND CONTROL**

13. Role and Functions of Intermediaries
14. Selection and Motivation of Intermediaries
15. Distribution Analysis, Control and Management





**Dr. B.R. AMBEDKAR  
OPEN UNIVERSITY**

**PGDMM-6  
PRODUCT AND  
ADVERTISING  
MANAGEMENT**

**CONTENTS**

<b>BLOCK - I</b>	<b>: PRODUCT MANAGEMENT - BASIC CONCEPTS</b>	
Unit - 1	: The Product Management Process	3
Unit - 2	: The Product Planning System	15
Unit - 3	: Organising for New Product Development	27
<b>BLOCK - II</b>	<b>: NEW PRODUCT DEVELOPMENT AND PRODUCT MANAGEMENT</b>	
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
<b>BLOCK - III</b>	<b>: BRANDING AND PACKAGING DECISIONS</b>	
Unit - 9	: Packaging Decisions	103
Unit - 10	: Branding and Brand Positioning	114
<b>BLOCK - IV</b>	<b>: PROMOTIONAL MANAGEMENT DECISIONS</b>	
Unit - 11	: Promotional Scene in India - The Media	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
<b>BLOCK - V</b>	<b>: ADVERTISING PLANNING AND EXECUTION</b>	
Unit - 16	: Managing Client - Agency Relations	203
Unit - 17	: Message Design and Development	223
Unit - 18	: Media Selection, Planning and Scheduling	237
Unit - 19	: Measuring Advertising Effectiveness	266



Dr. B.R. AMBEDKAR  
OPEN UNIVERSITY

PGDIA  
INTERNATIONAL  
MARKETING

## CONTENTS

### BLOCK - I : INTRODUCTION TO INTERNATIONAL MARKETING

- Unit - 1 : Scope and Size of International Markets - 5  
Unit - 2 : Conceptual Framework - 33  
Unit - 3 : Institutional Framework - 45

### BLOCK - II : ENVIRONMENT OF INTERNATIONAL BUSINESS

- Unit - 4 : Cultural Environment of International Business - 55  
Unit - 5 : Political and Legal Environment for International Marketing - 63  
Unit - 6 : Trade, Monetary and Financial Environment - 76

### BLOCK - III : POLICY FRAME WORK AND PROCEDURAL ASPECTS

- Unit - 7 : Import-Export Policy of India 1992-97 - 95  
Unit - 8 : Import - Export Documentation - 103

### BLOCK - 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

### BLOCK - V : INTERNATIONAL MARKET SELECTION AND SEGMENTATION

- Unit - 13 : International Market Selection - 169  
Unit - 14 : International Marketing Research - 177  
Unit - 15 : International Marketing Planning, and Control - 187