

Course Outcome (CO) B. COM III Year / V Sem. 2019-2020

Marketing Management

- CO1 Concept of marketing**
- CO2 Functions of marketing management**
- CO3 Segmentation of market**
- CO4 Types of consumer market**
- CO5 Characteristics of Industrial market**
- CO6 Scope of service marketing**
- CO7 Buying decisions by government buyers**
- CO8 Process of Price determination**
- CO9 Contents of price determination**
- CO10 Characteristics of product planning**
- CO11 Distribution channels for consumer product**
- CO12 Factors affecting consumer behavior**
- CO13 Process of customer's satisfaction**
- CO14 Characteristics of personal selling**
- CO15 Importance & advantages of advertising**
- CO16 Electronic marketing/E-marketing**

Programme Specific Outcome (PSO) B. Com III year/sem.V 2019-2020

Marketing Management

- PSO1 Importance of marketing**
- PSO2 Problems of marketing management**
- PSO3 Basis or criteria for market segmentation**
- PSO4 Concept of Industrial market**
- PSO5 Types of industrial market**
- PSO6 Classification of services**
- PSO7 Factors influencing government buyers**
- PSO8 Production planning**
- PSO9 Functions of branding**
- PSO10 Factors affecting channels of distribution**
- PSO11 Various theories of consumer's behavior**
- PSO12 After sales services**
- PSO13 Disadvantaged of personal selling**
- PSO14 medias of advertising**
- PSO15 Types of direct marketing**

