



MATA TRIPURA SUNDARI OPEN UNIVERSITY

Tripura

MCOM-101

SCHOOL OF MANAGEMENT AND COMMERCE

ORGANIZATION THEORY AND BEHAVIOUR

Registrar

Mata Tripura Sundari Open University
Gomati-Tripura

MASTERS OF COMMERCE

MASTER OF COMMERCE (M.Com.)

PROGRAMME DESIGN COMMITTEE

Prof. Masood Parveez
Vice Chancellor – Chairman
MTSOU, Tripura

Prof. Abdul Wadood Siddiqui
Dean Academics
MTSOU, Tripura

Prof. C.R.K. Murty
Professor of Distance Education
IGNOU, New Delhi

Prof. Mohd. Nafees Ahmad Ansari
Director of Distance Education
Aligarh Muslim University, Aligarh

Prof. Sidharth Jain
Professor of Commerce
Mangalayatan University, Aligarh

Prof. Bhosale J. Pandurang
Professor of Commerce

MTSOU, Tripura

Prof. Subodh Kesharwani
Professor of Commerce
IGNOU, New Delhi

Prof. Sunil Kumar
Professor of Commerce
IGNOU, New Delhi

COURSE WRITERS

Prof. Bhosale J. Pandurang
Professor of Commerce
MTSOU, Tripura
MCOM-101 Organization Theory and Behaviour

Dr. Surender Kumar Gupta
Associate Professor of Commerce
MTSOU, Tripura

MCOM-102 Statistical Analysis

Dr. Neha Kumari
Assistant Professor of Commerce
MTSOU, Tripura
MGO-103 Economic Analysis

Dr. Dinesh Kumar Pandey
Assistant Professor of Commerce

MTSOU, Tripura
MCOM-104 Accounting Theory and Practice

Mr. Deepok Chaudhary
Assistant Professor of Commerce
MTSOU, Tripura
MCOM-105 Business Communication

COURSE EDITORS

Prof. Bhosale J. Pandurang
Professor of Commerce
MTSOU, Tripura

Prof. Subodh Kesharwani
Professor of Commerce
IGNOU, New Delhi

Prof. Saurabh Singh
Associate Professor of Commerce
Mangalayatan University, Aligarh

Dr. Adinath Bhujaballi Kuchamur
Associate Professor of Commerce
Himalayan University, Itanagar

Prof. Sunil Kumar
Professor of Commerce
IGNOU, New Delhi

FORMAT EDITORS

Dr. Nitendra Singh
Associate Professor of English
MTSOU, Tripura

Ms. Angela Fatima Mirza
Assistant Professor of English

MTSOU, Tripura

Dr. Faizan
Assistant Professor of English
MTSOU, Tripura

Ms. Vanshika Singh
Assistant Professor of English
MTSOU, Tripura

MATERIAL PRODUCTION

1. Mr. Himanshu Saxena
2. Ms. Rainu Verma

3. Mr. Jeetendra Kumar
4. Mr. Khiresh Sharma

5. Mr. Ankur Kumar Sharma
6. Mr. Pankaj Kumar

Block I: Introduction

Unit1: Emergence of organizational behaviour ;

Unit2: Management and OB; Hawthorne studies and human relations school;

Unit3: Challenges and opportunities for organizational behaviour; Positive organizational behaviour .

Block II: Individual Behaviour

Unit4: Foundations of individual behaviour; Perception; Attribution;

Unit5: Personality; Attitude; Learning and Values;

Unit6: Motivation—theoretical and practical dimension.

Block III: Group Behaviour

Unit7: Group dynamics; Cohesiveness and productivity;

Unit8: Group decision making; managing organizational conflict;

Unit9: Managing misbehaviour at work.

Block IV: Leadership

Unit10: Influence, Power and Politics;

Unit11: Leadership—theoretical and practical dimension.

Block V: Organization System& Processes

Unit12: Organization Structure—foundation and types;

Unit13: Climate and Ethos;

Unit14: Communication; Organizational effectiveness & performance, managing change

SCHOOL OF MANAGEMENT AND COMMERCE



**MATA TRIPURA SUNDARI
OPEN UNIVERSITY**

Agartala, Tripura

1 No. Colony, Chandrapur Colony, VTC Indiranagar, Distt. Gomati - Tripura - 799013
Mobile No.: - 84487 89806 | info@mtsou.com | www.mtsou.com



**MATA TRIPURA SUNDARI
OPEN UNIVERSITY**

Tripura

MCOM-204

SCHOOL OF MANAGEMENT AND COMMERCE

MARKETING MANAGEMENT

MASTERS OF COMMERCE

MASTER OF COMMERCE (M.Com.)

PROGRAMME DESIGN COMMITTEE

Prof. Masood Parveez
Vice Chancellor – Chairman
MTSOU, Tripura

Prof. Abdul Wadood Siddiqui
Dean Academics
MTSOU, Tripura

Prof. C.R.K. Murty
Professor of Distance Education
IGNOU, New Delhi

Prof. Mohd. Nafees Ahmad Ansari
Director of Distance Education
Aligarh Muslim University, Aligarh

Prof. Sidharth Jain
Professor of Commerce
Mangalayatan University, Aligarh

Prof. Bhosale J. Pandurang
Professor of Commerce

MTSOU, Tripura

Prof. Subodh Kesharwani
Professor of Commerce
IGNOU, New Delhi

Prof. Sunil Kumar
Professor of Commerce
IGNOU, New Delhi

COURSE WRITERS

Prof. Bhosale J. Pandurang
Professor of Commerce
MTSOU, Tripura
MCOM-201 Financial Management and Policy

Dr. Surender Kumar Gupta
Associate Professor of Commerce
MTSOU, Tripura

MCOM-202 Business Environment

Dr. Neha Kumari
Assistant Professor of Commerce
MTSOU, Tripura
MGO-203 Research Methodology

Dr. Dinesh Kumar Pandey
Assistant Professor of Commerce

MTSOU, Tripura
MCOM-204 Marketing Management

Mr. Deepok Chaudhary
Assistant Professor of Commerce
MTSOU, Tripura
MCOM-205 Entrepreneurship and SMEs Management

COURSE EDITORS

Prof. Bhosale J. Pandurang
Professor of Commerce
MTSOU, Tripura

Prof. Subodh Kesharwani
Professor of Commerce
IGNOU, New Delhi

Prof. Saurabh Singh
Associate Professor of Commerce
Mangalayatan University, Aligarh

Dr. Adinath Bhujaballi Kuchamur
Associate Professor of Commerce
Himalayan University, Itanagar

Prof. Sunil Kumar
Professor of Commerce
IGNOU, New Delhi

FORMAT EDITORS

Dr. Nitendra Singh
Associate Professor of English
MTSOU, Tripura

Ms. Angela Fatima Mirza
Assistant Professor of English

MTSOU, Tripura

Dr. Faizan
Assistant Professor of English
MTSOU, Tripura

Ms. Vanshika Singh
Assistant Professor of English
MTSOU, Tripura

MATERIAL PRODUCTION

1. Mr. Himanshu Saxena
2. Ms. Rainu Verma

3. Mr. Jeetendra Kumar
4. Mr. Khiresh Sharma

5. Mr. Ankur Kumar Sharma
6. Mr. Pankaj Kumar

Block I: Introduction

Unit1: Nature & Scope of Marketing, evolution of Marketing,

Unit2:Marketing Environment.Segmentation, Targeting and Positioning & Differentiation Strategies,

Unit3: Marketing Organizations, Marketing Research

Block II: Product Management

Unit4: Product, product levels, classifying products,

Unit5: New Product Development, Product Differentiation,

Unit6: Product Life Cycle, Branding, types of branding, Packaging & labeling

Block III: Pricing and Distribution

Unit7: Concept of Pricing, Relationship between pricing and product cost,

Unit8: Pricing objectives Pricing Policies and Methods,

Unit9: Distribution Channel Management, Intermediaries, channel structure, managing relationships in the channel.

Block IV: Promotion Mix decision

Unit10: Marketing Communication, Advertising;

Unit11: Sales Promotion, Publicity& Personal Selling,

Unit12: Public Relations and Direct Marketing.

Block V: Emerging Trends in Marketing

Unit13: Marketing Ethics, (e-) marketing ;(e-) services ;(e-) Customer Relationship

Unit14: Management; viral marketing,

Unit15: Ambush marketing, green marketing.

SCHOOL OF MANAGEMENT AND COMMERCE



**MATA TRIPURA SUNDARI
OPEN UNIVERSITY**

Agartala, Tripura

1 No. Colony, Chandrapur Colony, VTC Indiranagar, Distt. Gomati - Tripura - 799013
Mobile No.: - 84487 89806 | info@mtsou.com | www.mtsou.com