

**SUBJECT: MARKET DEVELOPMENT ASSOCIATE – (Part I) (MDA1)****CLASS XI****SEMESTER I****THEORY****(MCQ Type Question)****FULL MARKS – 20****TOTAL PERIOD – 45**

<b>UNIT</b>	<b>Topic</b>	<b>No of periods assigned</b>	<b>Marks</b>
UNIT 1	Workplace Safety and Personal Hygiene at Workplace	6	3
UNIT 2	Fundamental concept of marketing and marketing management	12	5
UNIT 3	Marketing Mix	12	6
UNIT 4	Consumer Behaviour	15	6
	<b>TOTAL</b>	<b>45</b>	<b>20</b>

**DETAIL SYLLABUS**

<b>UNIT</b>	<b>Topic / Sub Topic</b>	<b>No of periods assigned</b>
UNIT 1	<b>Workplace Safety and Personal Hygiene at Workplace</b> Discuss workplace hygiene, sanitation and job specific safety procedures, and carry safety measures while handling different types of products, comply with health, safety and security related instructions applicable to the workplace.	6
UNIT 2	<b>Fundamental concept of marketing and marketing management</b> <ul style="list-style-type: none"><li>• Meaning of Marketing</li><li>• Nature and Scope of Marketing</li><li>• Functions of Marketing</li><li>• Marketing vs. Selling</li><li>• Traditional vs. Modern Marketing</li><li>• Concept and definition of Marketing Management</li><li>• Effects of globalization on marketing management</li><li>• Growing relevance of marketing management in India</li></ul>	12
UNIT 3	<b>Marketing Mix</b> <ul style="list-style-type: none"><li>• Concept of Marketing mix</li><li>• Elements of Marketing mix (4Ps)</li><li>• Marketing Mix for Services (7Ps)</li><li>• Effect of market forces on marketing mix</li><li>• Importance of marketing mix to the marketers</li></ul>	12
UNIT 4	<b>Consumer Behaviour</b> <ul style="list-style-type: none"><li>• Concept of study of consumer behaviour</li><li>• Need for study of consumer behaviour</li><li>• Different patterns of buying behavior</li><li>• Factors influencing consumer behaviour</li></ul>	15
	<b>TOTAL</b>	<b>45</b>

## Outcomes for Market Development Associate

<b>Outcomes to be assessed</b>	<b>Assessment criteria for the outcome</b>
1. Ensure workplace safety and maintain practices for Personal Hygiene at workplace	<ul style="list-style-type: none"> <li>❖ Outline the health, hygiene and safety policies at workplace to avoid potential risks and threats.</li> <li>❖ Maintain social distancing at the workplace and use mask alcohol-based sanitizers.</li> <li>❖ Identify health concerns like fever, cold &amp; cough, etc. for self, colleagues, channel members and other family members and report to the supervisor.</li> <li>❖ Follow first aid procedures during emergencies situations at the workplace</li> </ul>
2. Explain fundamental concept of marketing & marketing management	<ul style="list-style-type: none"> <li>❖ Able to explain the concept &amp; scope of marketing</li> <li>❖ Able to explain the functions of marketing</li> <li>❖ Able to differentiate marketing &amp; selling</li> <li>❖ Able to explain the concept of marketing management</li> <li>❖ Able to explain the growing importance of marketing after globalization in India</li> </ul>
3. Design optimal marketing mix	<ul style="list-style-type: none"> <li>❖ Able to illustrate the concept of marketing mix</li> <li>❖ Able to illustrate the concept of elements (product, price, promotion, place) of marketing mix</li> <li>❖ Able to design optimal marketing mix by taking hypothetical example (fast moving or slow moving consumer goods)</li> </ul>
4. Explain behaviour of the consumer towards products, their preferences and choices towards products, and services.	<ul style="list-style-type: none"> <li>❖ Able to study consumer behaviour</li> <li>❖ Able to identify the reasons for consumer behaviour</li> <li>❖ Able to differentiate different patterns of consumer behaviour</li> <li>❖ Able to identify habitual behaviour pattern, variety seeking behaviour pattern, complex buying behaviour pattern, and dissonance reducing buying behaviour pattern.</li> <li>❖ Able to identify the factors which influence consumer buying behaviour.</li> </ul>

## SEMESTER II

### THEORY

(SAQ AND LAQ Type Question)

**FULL MARKS – 30**

**TOTAL PERIODS – 63**

<b>UNIT</b>	<b>Topic</b>	<b>No of periods assigned</b>	<b>SHORT ANSWER TYPE QUESTIONS (2 MARKS)</b>	<b>SHORT ANSWER TYPE QUESTIONS (3 MARKS)</b>	<b>LONG ANSWER TYPE QUESTIONS (Descriptive Type Questions) (5 marks)</b>	<b>Total</b>
<b>UNIT</b>	<b>Topic</b>					
UNIT 5	Product	20	1x2=2	1x3=3	1x5=5	10
UNIT 6	Packaging, Labeling	13	1x2=2	1x3=3		5
UNIT 7	Branding	15	1x2=2		1x5	7
UNIT 8	Price	15		1x3=3	1x5=5	8
<b>TOTAL</b>		<b>63</b>				<b>30</b>

## DETAIL SYLLABUS

UNIT	Topic / Sub Topic	No of periods assigned
UNIT 5	<b>Product:</b> Concept of product, Concept of product levels, Product types (consumer and industrial), concept of new product, New product development process, Product Mix (Width, Length, Depth, and Consistency)	20
UNIT 6	<b>Packaging and Labeling:</b> Concept of packaging, Types of packaging (Primary, secondary and tertiary/shipping/transportation), Role of packaging, Concept of labeling, functions of labeling.	13
UNIT 7	<b>Branding:</b> Concept of branding, Elements of branding, Functions of branding, Branding strategies (Line branding, product branding, family branding, umbrella branding, corporate branding)	15
UNIT 8	<b>Pricing:</b> Concept of price, Importance of price, Factors determining price, Pricing strategies (penetration pricing, skimming pricing, psychological pricing, going rate pricing, tender /sealed bid pricing, discriminatory pricing, value pricing, perceived value pricing, cost plus pricing, target return pricing).	15
<b>TOTAL</b>		<b>63</b>

### Outcomes Market Development Associate

Outcomes to be assessed	Assessment criteria for the outcome
5. Identify different types of products along with product mix and process of new product development	<ul style="list-style-type: none"> <li>❖ Able to illustrate the concept of products with examples</li> <li>❖ Able to classify products into consumer and industrial products</li> <li>❖ Able to illustrate consumer products &amp; its types (convenience, shopping, specialty, unsought) with examples</li> <li>❖ Able to illustrate industrial products with examples such as production goods (crude oil, pig iron etc.) &amp; support goods (office equipment, machinery, lubricating oil, computer etc)</li> <li>❖ Able to demonstrate classification of products from some given sample.</li> <li>❖ Able to understand the concept of product mix</li> <li>❖ Able to identify length, width, depth and consistency of product lines</li> <li>❖ Able to identify the new products with examples</li> <li>❖ Able to understand the new product development process</li> </ul>
6. Identify different levels of packaging and labeling	<ul style="list-style-type: none"> <li>❖ Able to explain primary secondary and tertiary levels of packaging</li> <li>❖ Able to compare packaging &amp; labeling of different types of fast moving &amp; slow moving products or consumer durables.</li> <li>❖ Able to differentiate levels of packaging, primary, secondary and shipping</li> <li>❖ Able to understand the role of packaging in today's competitive market</li> <li>❖ Able to identify the role of labeling</li> </ul>
7. Identify different types of branding strategies along with their importance	<ul style="list-style-type: none"> <li>❖ Able to understand the concept of branding</li> <li>❖ Able to identify the elements of branding</li> <li>❖ Able to illustrate branding strategies for fast moving consumer goods (soaps, biscuits, shampoo, detergent etc)</li> <li>❖ Able to identify the advantages of different branding strategies, such as umbrella branding, line branding.</li> </ul>
8. Identify different types of pricing strategies	<ul style="list-style-type: none"> <li>❖ Able to explain the factors (internal &amp; external) on which the price of a product is to be charged.</li> <li>❖ Able to explain the importance of right pricing</li> <li>❖ Able to illustrate different pricing strategies of different fast moving consumer goods (soaps, shampoo, chocolate, pen, cold drinks).</li> </ul>

**Practical****Total no. of periods = 144**

<b>Sl No.</b>	<b>Details of Practical/ Project</b>	<b>Periods</b>
1.	Follow Standard Operating Practices at workplace related to health and hygiene such as social distancing, sanitization and cleanliness, report any accidents, incidents or problems without delay to the supervisor and take necessary immediate, monitor the workplace and work processes for potential risks and threats, take action based on instructions in the event of fire, emergencies or accidents.	15
2.	Create 2 groups within the class & demonstrate the selling of a sample product by creating a simulated environment	27
3.	Design optimal marketing mix of fast moving consumer goods (soaps, shampoo, biscuit, tooth paste etc.) or slow moving / consumer durable goods (furniture, kitchen appliances etc.)	27
4.	Teacher will be showing some products like soaps, shampoos, biscuits, chocolates, sugar, salt, toothpaste etc. and ask the students to classify them.	27
5.	Create several groups within the class & ask them to demonstrate how to sell to the customers and channel members, which questions to ask, how to study customer behavior, and identify from which patterns of customer behavior will lead to buying.	27
<b>Project</b>		
6.	Suggest an optimal marketing mix by highlighting on each element of marketing mix of any one fast moving consumer goods (biscuit, hair oil, shampoo, ready to cook food)	5
7.	Suggest pricing strategies of any fast moving consumer good (FMCG) of your choice (such as biscuit, soap, salt, spices, toothpaste, shampoo etc.) and justify with reasons.	4
8.	Suggest branding strategies of any new product (FMCG) which you are going to launch in the market with justification.	4
9.	Students can conduct a study on consumer behavior for a specific product or category. This should cover: Different patterns of buying behaviour; insights into why consumers choose certain products over others.	5
10.	Students can design innovative packaging and labeling for a product. This project should include: Different types of packaging (primary, secondary, and shipping); Roles and functions of packaging and labeling; Creative and practical design elements.	3