

# “Let COVID-19 not stop learning”

**Name of the Department:** PG Department of Commerce and Business Management

**Class:** PGDMM

Name of the Teacher	Subject	Name of the Topic	Web Link/ PDF link/ Any other material supplied
Dr. Sonia Sharma	Research Project	<ul style="list-style-type: none"> <li>• Project Templates</li> <li>• How to make questionnaire</li> <li>• Questionnaire of projects</li> </ul>	<a href="https://youtu.be/srn5jgr9TZo">https://youtu.be/srn5jgr9TZo</a> <a href="https://youtu.be/srn5jgr9TZo">https://youtu.be/srn5jgr9TZo</a> <a href="https://youtu.be/ywCDy7IWwHw">https://youtu.be/ywCDy7IWwHw</a> <a href="https://youtu.be/vYYh4tsgc0o">https://youtu.be/vYYh4tsgc0o</a>
Ms. Deepika Rautela	Advertisement and Consumer Behaviour	<ul style="list-style-type: none"> <li>• Advertisement and Consumer Behaviour Models</li> <li>• Problem recognition and information search</li> <li>• non marketer dominated information source</li> <li>• intermediate market and its behaviour</li> <li>• Types of consumer buying behaviour</li> <li>• High Involvement decisions</li> <li>• Factors of determinants of alternative evaluation</li> <li>• Consumer behaviour attitude</li> <li>• Diffusion of innovation</li> <li>• Sheth family decision making model</li> <li>• Bettman information processing model</li> <li>• Brand Loyalty</li> <li>• Planning and managing advertising campaigns</li> </ul>	<a href="https://www.slideshare.net/GurjitSingh2/advertising-campaignppt">https://www.slideshare.net/GurjitSingh2/advertising-campaignppt</a> <a href="https://youtu.be/tJ49po1BwBs">https://youtu.be/tJ49po1BwBs</a> <a href="https://www.slideshare.net/princesstong/consumer-behaviourattitude">https://www.slideshare.net/princesstong/consumer-behaviourattitude</a> <a href="https://www.slideshare.net/MohitSirOhi4/brand-loyalty-consumer-behaviour">https://www.slideshare.net/MohitSirOhi4/brand-loyalty-consumer-behaviour</a> <a href="https://www.slideshare.net/GurjitSingh2/advertising-campaignppt">https://www.slideshare.net/GurjitSingh2/advertising-campaignppt</a> <a href="#">PGDMM PDF Notes Folder</a>
Ms. Manisha	Marketing Research	<ul style="list-style-type: none"> <li>• Important questions</li> <li>• Hypothesis Testing</li> <li>• Chi square test</li> <li>• Attitude and scaling techniques measurement</li> <li>• E. Book on marketing research</li> <li>• Marketing research process</li> <li>• Report writing</li> <li>• Qualities of good report</li> <li>• Research proposal</li> <li>• Multivariate analysis</li> <li>• Data collection</li> <li>• Sampling distribution</li> <li>• Role of marketing research in decision making / importance</li> <li>• Classification of marketing research</li> </ul>	<a href="https://www.slideshare.net/mobile/RajeshKuthalingam/marketing-research-process-9625550">https://www.slideshare.net/mobile/RajeshKuthalingam/marketing-research-process-9625550</a> <a href="https://www.tpp.ac.nz/assets/Uploads/Report-Writing.pdf">https://www.tpp.ac.nz/assets/Uploads/Report-Writing.pdf</a> <a href="https://www.slideshare.net/mobile/izahnoah/qualities-of-good-report">https://www.slideshare.net/mobile/izahnoah/qualities-of-good-report</a> <a href="https://www.tpp.ac.nz/assets/Uploads/Report-Writing.pdf">https://www.tpp.ac.nz/assets/Uploads/Report-Writing.pdf</a> <a href="https://youtu.be/6-r_zGR0GFQ">https://youtu.be/6-r_zGR0GFQ</a> <a href="https://www.slideshare.net/mobile/swarnadev/sampling-distribution-72430178">https://www.slideshare.net/mobile/swarnadev/sampling-distribution-72430178</a> <a href="https://www.slideshare.net/mobile/kkijkevin03/marketing-research">https://www.slideshare.net/mobile/kkijkevin03/marketing-research</a> <a href="https://youtu.be/3SMA4kC2Za4">https://youtu.be/3SMA4kC2Za4</a> <a href="https://youtu.be/BHW_vblAbCc">https://youtu.be/BHW_vblAbCc</a> <a href="#">PGDMM PDF Notes Folder</a>

Mr. Akhil	International Marketing and Services	<ul style="list-style-type: none"> <li>• Meaning and scope of international marketing</li> <li>• International marketing tasks</li> <li>• Reasons for entering foreign markets</li> <li>• Selection of export markets</li> <li>• Preparation of export marketing plan</li> <li>• Marketing of mutual fund service</li> <li>• Marketing of Banking services</li> <li>• Marketing of broadcasting services</li> <li>• Marketing of advertisement services</li> <li>• Marketing of education services</li> <li>• Marketing of Airline services</li> </ul>	<a href="https://youtu.be/pLJXofmpkiM">https://youtu.be/pLJXofmpkiM</a> <a href="https://youtu.be/g-RHT7KWhDI">https://youtu.be/g-RHT7KWhDI</a> <a href="https://www.slideshare.net/RavinGandhi/export-marketing-plan">https://www.slideshare.net/RavinGandhi/export-marketing-plan</a> <a href="https://www.slideshare.net/kristenbak/mktg-475-project">https://www.slideshare.net/kristenbak/mktg-475-project</a> <a href="https://smallbusiness.chron.com/types-strategies-used-export-marketing-14167.html">https://smallbusiness.chron.com/types-strategies-used-export-marketing-14167.html</a> <a href="http://www.manzellareport.com/index.php/trade-finance/373-selecting-export-markets-guidelines-to-consider">http://www.manzellareport.com/index.php/trade-finance/373-selecting-export-markets-guidelines-to-consider</a> <a href="https://youtu.be/KwOMGM7Bhjs">https://youtu.be/KwOMGM7Bhjs</a> <a href="https://www.tutorialspoint.com/international-marketing/international-marketing-tasks.htm">https://www.tutorialspoint.com/international-marketing/international-marketing-tasks.htm</a> <a href="http://hafezicapital.com/international-market-entry/top-reasons-to-enter-international-markets/">http://hafezicapital.com/international-market-entry/top-reasons-to-enter-international-markets/</a>
Ms. Tamana	Logistics Management	<ul style="list-style-type: none"> <li>• Inventory control</li> <li>• EOQ model</li> <li>• Logistics of overall</li> <li>• Warehousing basic concepts</li> <li>• Material handling</li> <li>• Warehousing and storage in logistics</li> <li>• Order processing</li> <li>• Packaging</li> <li>• Aspects of international distribution</li> <li>• Distribution management in logistics</li> <li>• Roles and responsibilities in logistics</li> <li>• Functions of marketing logistics</li> <li>• Integrated logistics</li> <li>• Physical distribution in logistics</li> <li>• Transport and physical distribution in logistics</li> </ul>	<a href="https://youtu.be/EpC0EviLYTw">https://youtu.be/EpC0EviLYTw</a> <a href="https://www.slideshare.net/PascalineOdoubourou/logistics-notes">https://www.slideshare.net/PascalineOdoubourou/logistics-notes</a> <a href="https://www.vkok.ee/logontrain/wp-content/uploads/2014/03/Riga-2-july-2014.pdf">https://www.vkok.ee/logontrain/wp-content/uploads/2014/03/Riga-2-july-2014.pdf</a> <a href="https://youtu.be/RHz9CMCL04I">https://youtu.be/RHz9CMCL04I</a> <a href="https://www.slideshare.net/mobile/ajeeshmk52/warehousing-and-storage-in-supply-chain-management">https://www.slideshare.net/mobile/ajeeshmk52/warehousing-and-storage-in-supply-chain-management</a> <a href="https://www.slideshare.net/mobile/NavinRajSaroj1/order-processing-61717805">https://www.slideshare.net/mobile/NavinRajSaroj1/order-processing-61717805</a> <a href="https://youtu.be/KxHr55YkNYI">https://youtu.be/KxHr55YkNYI</a> <a href="https://www.slideshare.net/mobile/WelingkarDLP/11-15062822">https://www.slideshare.net/mobile/WelingkarDLP/11-15062822</a> <a href="https://youtu.be/SrVnanDMzIQ">https://youtu.be/SrVnanDMzIQ</a> <a href="https://youtu.be/u0t9m12Oe6E">https://youtu.be/u0t9m12Oe6E</a> <a href="https://smallbusiness.chron.com/four-functions-marketing-logistics-21833.html">https://smallbusiness.chron.com/four-functions-marketing-logistics-21833.html</a> <a href="https://youtu.be/023c6W-82ks">https://youtu.be/023c6W-82ks</a> <a href="https://youtu.be/4U0b9C0sfQs">https://youtu.be/4U0b9C0sfQs</a> <a href="https://youtu.be/FKdDuoEL-c0">https://youtu.be/FKdDuoEL-c0</a>