**PAPER-II**

**Total Marks: 100**

**Part-I**

**MARKETING**

**Marks: 50**

1. **The Field of Marketing:** Marketing Role and what is it all about: Who Performs

Marketing Functions, Marketing and Customer Value, Satisfaction and Loyalty,

Global Marketing Systems, 4Ps (Product, Price, Place and Promotion).

2. **The Marketing Environment and Market Selection:** Internal & External

Environment, Market Segmentation, Targeting and Positioning, Market

Information & Research.

3. **Product:** Product Planning and Development, Product line and Product mix

strategies, Branding, Packaging, Other Product Features and Services

Marketing.

4. **Price:** Price determination (An Ethical Dilemma, Factors Influencing, and Setting

Pricing etc.), Pricing Strategies (Price Vs Non Price Competition, Geographic

Pricing, Discount & Allowances, Special Pricing Strategies and Situations etc).

5. **Place:**Middlemen and Distribution Channels, Designing, Selecting and

Distribution of Channels, Retailing and Wholesaling.

6. **Promotion:** Marketing Communications Mix (Personal Selling, Advertising,

Sales Promotion and Publicity or Public Relations).

**RECOMMENDED BOOKS**

*1. Principles of Marketing 6th Ed. Kotler, Philip & Armstrong Gary, Prentice-Hall,*

*International, Inc.*

*2. Essentials of Marketing: A Global-Managerial Approach 8th Ed. McCarthy, E.*

*Jerome & Perreault, William D. Irwin McGraw-Hill.*

*3. Basic Marketing: A Global Managerial Approach 14th Ed. McCarthy, E. Jerome &*

*Perreault William D. McGraw-Hill Irwin.*

4. *Marketing 13th Ed., Stanton William J., Etzel, Michael J. & Walker, Bruce J.,*

*McGraw-Hill Irwin.*

**Part-II**

**FINANCIAL MANAGEMENT**

**Marks: 50**

1. **Understanding Financial Management:** An Overview of Financial

management, Securities markets and Financial institutions, Concept of Time

Value of Money, Valuation of Securities (Stocks and Bonds), Measuring the Risks

and Returns.

2. **Understanding and Analyzing Financial Statements:** IASB (International

Accounting Standard Board) Framework and Fundamental Accounting Concepts,

Components of Financial Statements (Preparation and Presentation), Financial

Statement Analysis and Interpretation.

3. **Short term Financial Management Decision (investing & financing):** Budgets

and Projected Financial Statements, Managing Net Current Assets, Inventory

Management, Accounts Receivable Management, Managing Short

Term/Spontaneous Finances.

4. **Financing Decisions (Long Term):** Capital Structure Decisions, Leverage

Decision, Cost of Capital Decision, Dividend Decisions.

5. **Investing Decisions (Long Term):** Capital Investment Decision, Capital

Investment Appraisal Techniques, Risk Management in Capital Investment

Appraisal.

6. **Corporate Financing:** Mergers, Acquisitions, Takeovers and Buyouts,

Financial Distress and Restricting, Hedging Decision.

**RECOMMENDED BOOKS**

*1. Principles of Managerial Finance, Lawrence J. Gitman, Pearson Education Asia*

*2. Intermediate Financial Management, Eugene F. Brigham Gapenski & Daves, The*

*Dryden Press*

*3. Fundamentals of financial Management, James C. Van Horne John M.*

*Wachowicz, Jr., Prentice\_Hall International, Inc.*

*4. Advanced Corporate Finance (Policies and Strategies), Joseph P. Ogden Frank*

*C. Jen Philip F. O’Connor, Farhan Raza Printers, Islamabad*