

MATA GUJRI COLLEGE, FATEHGARH SAHIB

B. Voc. (Retail Management) 2nd Year

(2018-19)

(SEMESTER-III)

Paper code	Title of paper	Category	Contact hours per week				Examination scheme marks			Credits
			L	T	P	Total	Internal	External	Total	
BVR-301	Environmental and Road Safety Awareness	General	2	-	-	2	15	35	50	2
BVR-302	Introduction to Accounting	Skill	3	1	1	5	40	60	100	5
BVR-303	Marketing Management	Skill	3	1	1	5	40	60	100	5
BVR-304	Economics for Retail Managers	General	3	1	1	5	40	60	100	5
BVR-305	Any one from the List of Generic Electives	General	3	1	1	5	40	60	100	5
BVR-306	Practical on Marketing Management	Skill			4	4	50	-	50	4
BVR-307	Seminar on Marketing Practical	Skill	3		2	5	50	-	50	4
	Total		17	4	10	31	275	275	550	30

The minimum number of marks required to pass the examination in each Part shall be 35% in each subject.

(SEMESTER IV)

Paper code	Title of paper	Category	Contact hours per week				Examination scheme marks			Credits
			L	T	P	Total	Internal	External	Total	
BVR-401	Introduction to Research Methodology	Skill	3	1	1	5	40	60	100	5
BVR-402	Macro Economics for managers	General	3	1	1	5	40	60	100	5
BVR-403	Business Environment	Skill	3	1	1	5	40	60	100	5
BVR-404	Punjabi	General	3	1	1	5	40	60	100	5
BVR-405	Any one from the List of Discipline Specific Elective	Skill	3	1	1	5	40	60	100	5
BVR-406	Survey on Business Environment	General/ Skill	2		3	5	50*	50	100	5
	Total		17	5	8	30	250	350	600	30
<ul style="list-style-type: none"> • External Viva Voce of Survey on Business Environment 										

The minimum number of marks required to pass the examination in each Part shall be 35% in each subject.

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List of Generic Electives (GE)

1. Business Ethics
2. Punjabi
3. Entrepreneurship Development
4. E-Commerce

List of Discipline Specific Electives

1. Merchandise Planning and buying
2. Business Law
3. Negotiation Skills
4. Production and Operations Management
5. Advertising and Sales Management
6. Mall Inventory Management
7. Retail Logistic Management

Total: 50 Marks
External Evaluation: 35 Marks
Internal Evaluation: 15 Marks
Total L/T/P: 35
Time: 1:30 hrs.

Total Pass marks: 18 Marks
Pass marks in internal: 12 Marks
Pass marks in internal: 6 Marks
Total Credits: 2

INSTRUCTIONS FOR THE PAPER SETTERS

The question paper will consist of three sections A, B and C. Each of sections A and B will have 04 questions from the respective Unit of the syllabus. Each question shall carry 6.5 marks. Section C will consist of 09 short answer type questions of 01 mark each.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt any two questions from each section A and B. Section C is compulsory.

UNIT 1

1. **The multidisciplinary nature of environment studies.** Definition, scope and importance. Need for public awareness.
2. **Natural resources**-Renewable and Non renewable resources. Role of an individual in conservation of natural resources for sustainable development.
3. **Ecosystem and its components**-Producers ,Consumers and Decomposers. Food chain, Food Web and ecological pyramid.
4. **Biodiversity**-Definition , types, Hotspots of biodiversity,importance and conservation of biodiversity.

UNIT-II

5. **Social Issues and Environment**-Climate changes, Global Warming, Acid Rain, and Ozone Layer depletion. Population Explosion -Family welfare program.
6. **Environmental pollution**-definition causes ,types, Effects & Control measure. Introduction to Environment Laws in India: Environmental protection Act, Air and Water Act(Prevention and control of pollution).
7. **Road Safety Awareness**-Concept and Significance of road safety, Traffic Signs and Rules, how to obtain licence, Role of First aid in Road safety.
8. **Stubble burning**: Its meaning: Why Stubble burning , Alternatives to Stubble Burning, Environmental and Health effects/Hazards, Policies to control Stubble burning.

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SUGGESTED READINGS :

1. Carson, R.2002. Silent Spring, Houghton Mifflin Harcourt.
2. Gadgil.M., & Guha,R.1993. This Fissured Land : An Ecological History of India.Univ. of California press.
3. Gleeson, B. and Low, N.(eds.)1999. Global Ethics and Environment, London, Routledge.
4. Gleick,P.H.1993. Water in Crisis.Pacific Institute for Studies in Dev. Environment & Security Stockholam Env. Institute,Oxford Univ.Press.
5. Groom , Martha J., Gary K. Meffe, and Carl Ronald Carroll.Principles of Conservation Biology.Sunderland : Sinauer Associates, 2006.
6. Grumbine,R.Edward, and Pandit,M.K.2013. Threats from India's Himalays dams. Science,339:36-37.
7. McCully,P.1996. Rivers no more: the environmetal effects of dams (pp.29-64). Zed Books.
8. McNeill,John R. 2000. Something New Under the Sun : An Environmental History of the Twentieth Century.
9. Odum, E.P., H.T & Andrews, J.1971. Fundamentals of Ecology.Philadelphia : Saunders.
10. Pepper,I.L., Gerba ,C.P & Brusseau,M.L.2011. Environmental and Pollution Sciences.Academic Press.
11. Rao, M.N. & Datta,A.K.1987. Waste Water Treatment.Oxford and IBH Publishing Co.Pvt.Ltd.
12. Raven, P.H., Hassenzahl, D.M. & Berg, L.R.2012,Environment. 8Th edition. John Wiles & Sons.
13. Rosencranz, A., Divan, S., & Nobie, M.L. 2001. Environmental law and policy in India. Tripathi 1992
14. Sengupta, R. 2003. Ecology and economics: An approach to sustainable development. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
16. Sodhi, N.S. Gibson, L. & Raven, P.H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
17. Thapar, V. 1998. Land of the Tiger: A Natural History of the Indian Subcontinent.
18. Warren, C.E. 1971. Biology and Water Pollution Control. WB Saunders.
19. Wilson, E.O. 2006. The Creation: An appeal to save life on earth. New York: Norton.

B. Voc 302 Introduction to Accounting

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: This paper aims at equipping students with basic understanding of the theoretical and practical aspects of Accounting.

UNIT - I

Accounting: Introduction, Evolution and scope of accounting, Objectives, Need, Functions, Advantages and Limitation of Accounting, Branches of Accounting, Users of Accounting Information. **Accounting Principles:** concepts and conventions. **Double entry system of accounting:** Accounting Cycle, **Journal:** Meaning, definition, preparation. **Ledger:** Meaning, definition, format, preparation.

UNIT - II

Trial balance: Meaning, definition, format, preparation. **Subsidiary Books** including Cash Book, Purchase Book, Sale Book, Purchase return & Sale return Book. **Final Accounts,** Preparation of Final Accounts- Trading account, Profit & loss account and Balance sheet, without adjustments and with Simple adjustments.

Recommended Readings:

1. S N Maheshwari: Financial Accounting, publisher.
2. Gupta: Financial Accounting, Sultan Chand & sons.
3. Ashok Banerjee: Financial Accounting, EXCEL books.
4. Penne Ainsworth and Dan Deines: Introduction to Accounting: An Integrated Approach, McGraw-Hill Education.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks. The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

BVR-303 Marketing Management

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: This paper is aimed to expose students to basic marketing concepts and to apply marketing concepts in the formulation of business policies.

UNIT-I

Marketing Management: definition, nature and scope. Concept of marketing: traditional and modern concepts, **Marketing Mix** and its elements. **Market Segmentation, Targeting and Positioning-** importance, objectives and process. **Product Decision:** Branding & Packaging, decision stages in New Product Development.

UNIT-II

Pricing Decision: meaning, methods of pricing. **Product life cycle:** concept and stages, **Channels of distribution:** types of channels, factors influencing channel choice. **Green Marketing:** definition, scope, objective and importance of green marketing, **Network marketing, Event marketing;** concept, nature and importance of event marketing. **Digital marketing :** scope and importance of digital marketing.

Recommended Readings:

1. Kotler, Philip ;Marketing Management, A South Asian Perspective, Pearso Education.Inc.
2. Stanton, William, J: Fundamentals of Marketing, Tata Mc-Graw-Hill.
3. Neelamegham, S : Marketing in India, Vikas Publishing.
4. C.N. Sontaakki : Marketing Management, Himalaya Publishing House Pvt. Ltd.
5. J. C. Gandhi : Marketing, Tata McGraw-Hill.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks. The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks
Two Assignments each carrying 6 marks
Class Participation and Attendance to be of 8 marks

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Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: This paper is aimed to expose students to basic micro economic concepts and to apply economic analysis in the formulation of business policies.

Unit I

Managerial Economics: Meaning, Nature and Scope. Managerial Decision Making: Meaning, Significance and Process. Theory of Demand: Meaning and Types; Law of demand. Price Elasticity of demand and its measurement. Theory of Production: Law of variable proportion, Returns to scale, Economies and Diseconomies of scale.

Unit II

Theory of Costs: Short and Long period costs, Relationship between average and marginal cost. Concept of Revenue: TR, MR, AR, Relationship between average and marginal revenue. Break Even Analysis and Profit Forecasting in short run. Equilibrium of firm and Industry: Perfect Competition, Monopoly and Monopolistic Competition: Meaning, Assumptions, Price determination.

Recommended Readings:

Gupta, G.S. : Managerial Economics
Chopra, P.N. : Managerial Economics
Dwivedi.D.N : Managerial Economics
Koutsoyianni's : Modern Micro Economics
Ahuja, H.L : Advanced Economic Theory
Stonies and Hague : A Text Book of Economic Theory
Salvatore, D. : Microeconomic Theory
Mehta, P.L. : Managerial Economics

Instructions: The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks. The internal paper will carry 40 marks and it will be distributed as follows: Two Mid-Semester Tests each carrying 10 marks. Two Assignments each carry 6 marks. Class Participation and Attendance to be of 8 marks.

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BVR-306 Practical on Marketing Management

Internal Evaluation: 50 marks
Credits=4

Pass Marks in internal: 18 Marks

Objective: This paper is aimed to enable students to apply marketing in real business environment.

Practical on following topics:

1. Marketing Mix
2. Branding & Packaging
3. Product life cycle
4. Channels of Distribution
5. Event marketing
6. Digital marketing

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BVR-307 Seminar on Marketing Practical

Internal Evaluation: 50 marks

Pass Marks in internal: 18 marks

Credits=4

Student is required to prepare and present report of practical on Marketing Management.

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Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: This paper is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of Research Methodology.

UNIT-I

Research Methodology: Meaning, objectives and types of research, Research Process. Research problem formulation. **Research Designs:** Meaning, Types: Exploratory, Descriptive and Experimental Research designs. **Sampling design:** concepts, types of sampling methods, steps in sampling design and their applicability.

UNIT-II

Techniques of Data Collection: Data collection: primary, secondary data collection, observation methods and survey method including consumer panels and retail auditing. **Questionnaire:** Questionnaire Designing: Types, Guidelines for developing a good questionnaire. **Scaling techniques:** Thurston and Likert scale. **Report writing:** Types of Research Reports, Guidelines for Writing a Report, Report Format, Guidelines for evaluating a report.

Recommended Readings:

1. Donald R. Cooper & Pamela S. Schindler, *Business Research Methods*, McGraw-Hill.
2. C.R.Kothari, *Research Methodology*, New Age International Publishers.
3. Naresh Malhotra, *Marketing Research*, Pearson Education .
4. Ranjit Kumar: *Research Methodology*, Pearson India.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks. The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: This paper is aimed to expose students to basic macroeconomic concepts and to apply economic analysis in the formulation of business policies.

UNIT-I

Macro Economics: Concepts, Scope and Importance; Difference between Micro and Macro Economics. Classical Theory of Employment. Say's law of Market. Keynesian Theory of Income and Employment. Effective demand: Concepts and Determinants. Consumption and Saving Function: Concepts and Determinants.

UNIT-II

National Income: Basic concepts, Measurement of National Income. Problems in measuring National Income. Investment function: Concepts and Determinants. Multiplier: Static and Dynamic analysis. Trade Cycles: Concepts and Phases. Inflation: Meaning, Types, Effects and Control Measures.

Recommended Readings:

1. Shapiro, E.: Macro Economic Analysis, Galgotia Publications, New Delhi.
2. Dornbush and Fisher: Macroeconomics, McGraw Hills, New Delhi.
3. Levacic, R. : Macroeconomics, MacMillan London.
4. Ahuja.H.L.: Advanced Macroeconomic Theory.
5. Jhingan.M.L.: Advanced Macroeconomic Theory.
6. Dwivedi.D.N.: Macroeconomics:Theory and Policy.

Instructions: The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks. The internal paper will carry 40 marks and it will be distributed as follows: Two Mid-Semester Tests each carrying 10 marks. Two Assignments each carrying 6 marks. Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: The objective of this course is to enable students to analyze different types of legal, political, economical systems influencing business; to provide them introductory knowledge of Indian legal concepts and their application in Business Environment.

Unit I

Introduction to Business: characteristics of business, objectives of business, scope of business. **Meaning of Business Environment:** component of business environment. **Political Environment:** Three political institutions: Legislature, Executive and Judiciary. **Economic Environment:** nature of economy , structure of economy. **Economic Systems. Globalization.**

Unit II

Technological environment: impacts of technology, transfer of technology. **Legal Environment:** Nature of Company, Types of Companies, Formation of Company, Memorandum of Association, Articles of Association. **Social responsibility of Business. WTO:** its role and functions

Recommended Readings:

1. Justin Paul, Business Environment, Tata McGraw-Hill Publishing Company Ltd., NewDelhi.
2. Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai.
3. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, Delhi.
4. N. D. Kapoor, Elements of Mercantile Law, Sultanchand & Sons

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks.

Two Assignments each carrying 6 marks.

Class Participation and Attendance to be of 8 marks.

**External Evaluation: 60 marks
marks**

Internal Evaluation: 40

4 Credits

Objective:

UNIT – I

UNIT – II

Recommended Readings:

Instructions

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective; The objective of this paper is to inculcate the healthy norms and ethical work culture among the students.

Unit-I:

Introduction to Ethics: Meaning and Nature of Ethics, Importance of Ethics, types of Ethics, Ethical issue in business, Foundation of ethical conflicts Causes of Unethical Behaviour, measures to control unethical practices in business. **Corporate Social Responsibility**-Social Responsibility of business with respect to different stakeholders, Government, employee, Arguments for and against Social responsibility of business.

Unit II

Functional Ethics: Meaning of Functional Ethics, Types of Ethics According to Functions of Business, (Marketing, HRM, Purchase, Selling & Distribution), Patents, Copy-Rights Trade Marks and Business Ethics, Whistle blowing , Ethical Challenges for Managers in the 21st Century. **Broader ethical issues in society:** corruption, ecological concern.

Recommended Readings:

1. Bhanu Murthy, K. V. and Usha Krishna, Politics Ethics and Social Responsibilities of Business, Pearson Education, New Delhi.
2. C. S. V. Murthy ,Business Ethics ,Himalaya Publishing House
3. D. Senthil Kumar & A. Senthil Rajan ,Business Ethics & Values (Himalaya Publishing House
4. Chakraborty, S.K.; Ethics in Management: A Vedantic Perspective, Oxford University Press

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks.

Two Assignments each carrying 6 marks.

Class Participation and Attendance to be of 8 marks.

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Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective; The objective of this course is to enable students to understand the various tactics and techniques to be successful entrepreneur.

Unit-I

Entrepreneurship : Entrepreneurship and Enterprise Importance and relevance of the entrepreneur , Factors influencing entrepreneurship ,**Entrepreneur:** Introduction to Entrepreneur, Pros and Cons of being an entrepreneur , Challenges of women Entrepreneurs, Types of Entrepreneurs , Characteristics of a successful entrepreneur, **Business Opportunities:** Identification of Business Opportunities ,Evaluation of Project Report, Preparation.

Unit-II

Business venture :Concept of Business Venture. The Start-Up Process; Concept, Mobilizing resources for start-up. Basic startup problems. **Government Polices:** Government Policies and Formalities in Setting-Up a Unit. **Sick Industry:** Meaning and definition of a sick industry , Causes of industrial sickness. Preventive and remedial measures for sick industries

Recommended Readings:

1. Kanka ,S.S.: Entrepreneurial Development, Sultan Chand.
2. Chandra ,Prasanna: Project Planning, Analysis, Selection, Implementation and Review, Tata McGraw Hill.
3. Desai, Vasanth: Dynamics of Entrepreneurial Development, Himalaya.
4. Gupta ,C.B. & Sreenivasan N.P: Entrepreneurial Development, Sultan Chand.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three sections, i.e., I,II and III, Section I comprises of 4 questions from Unit I of the syllabus and Section II comprises of 4 questions from Unit II of the syllabus. Section III comprises of 10 short questions from entire syllabus. Candidates will be required to attempt two questions each from Section I & II, each question in Section I & II carries 10 marks. Candidates will be required to attempt all questions from Section III i.e. 10 questions each carrying 2 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: To explain the students about information systems being used in business and management. To assess the impact of the Internet and Internet technology on business, electronic commerce and electronic business.

UNIT-I

Overview of Electronic Commerce: Concept, features, and functions of e-commerce, e-commerce practices, Concerns for E-commerce Growth, Inter-organizational E-commerce, Intra-organizational E-commerce, Consumer-to-Business E-commerce.

Introduction to Internet: Internet and its role in E-commerce, procedure of registering internet domain, establishing connectivity to Internet, tools and services of Internet, procedure of opening e-mail accounts on Internet.

UNIT-II

Firewalls and Network Security: Types of Firewalls, Firewall Security policies, Emerging Firewall Management Issues.

Security of e-commerce: Setting up Internet Security, maintaining secure information, encryption, digital signature and other security measures.

E-payment: Transactions through Internet, requirements of e-payment systems, functioning of debit and credit cards, pre and post payment services.

Recommended Readings:

1. Bharat Bhasker, Electronic Commerce – Framework technologies and Applications, Tata McGraw Hill Publications

Instructions: The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions of 2 marks each from entire syllabus. Group II and III comprises of 4 questions each of 10 marks. Candidates are required to attempt 2 questions from each Unit II & III.

Total: 100 Marks**Total Pass marks: 35 Marks****External Evaluation: 60 Marks****Pass marks in external: 21 Marks****Internal Evaluation: 40 Marks****Pass marks in internal: 14 Marks****Total Credits:-5****Total L/T/P: 55**

Objective: This paper aims at equipping students with basic understanding of the theoretical and practical aspects of merchandising and buying in retail sector.

Part - I

Merchandising Planning - definition, nature, objectives and scope of merchandise planning and step involved in planning process. **Assortment**- objectives and planning process of assortment , factors effecting assortment process, Benefits and effects. **Merchandising buying**- meaning, objectives, process, merchandise strategies

Part –II

Merchandising handling- process, quantity decision and stock management ,**Merchandising communication process**, **Evaluation and control of merchandising and buying performance**. **Ethical and legal issues in merchandising buying**: role and responsibilities of retail product managers.

Recommended Readings:

1. Rosemary varley , Retail product management:- buying and merchandising, Routledge.
2. Berman B. and Evans J. R., Retail Management, Pearson Education, New Delhi.
3. Michael Levy M. and Barton A. Weitz, Retailing Management, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
4. Roger Cox and Paul Brittain, Retail Management, Financial Times/ Prentice Hall.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: The paper aims at equipping students with basic understanding of the legal environment .

Part-I

Law of Contract (1872): Nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent; Consideration, Legality of object, Agreement declared void, Performance of contract; Discharge of contract, Remedies for breach of contract. **Consumer Protection Act 1986;** Salient features, Definition of consumer; Grievance redressed machinery.

Part-II

Sale of Goods Act 1930: Formation of contracts of Sale; Goods and their classification, price; conditions, and warranties, Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights, **Negotiable Instruments Act 1881:** Definition of negotiable instruments; Features; Promissory note, Bill of exchange, cheque; Holder and holder in the due course; Crossing of a cheque, types of crossing.

Recommended Readings:

1. Desai, T.R : Indian Contract Act, Sale of Goods Act and Partnership Act, S.C. Sarkar & Sons Pvt. Ltd., Kolkata.
2. Khergamwala: The Negotiable Instruments Act, N.M. Tripathi Pvt. Ltd., Mumbai.
3. Singh, Actar L.: The Principales of Mercantile Law, Eastern Book Company, Lucknow.
4. Kuchal, M.C.: Business Law, Vikas Publishing House, New Delhi.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks. The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: This paper is designed to give students description of fundamentals of negotiation skills and to apply these concepts in the formulation of business policies.

Part-I

Introduction to Negotiation: nature, characteristics, types of negotiation, negotiation strategies,.
Negotiation Sub processes: steps in negotiation, Guidelines for an effective negotiation, communication in negotiation, influencing style in negotiation. **Best practices in Negotiation** – fundamental structure of negotiation and BATNA

Part-II

Negotiation and Selling: Selling skills – selling to customers, selling to superiors, selling to peer groups, team mates & subordinates. **Conceptual selling** strategic selling. **Negotiation across cultures:** cultural values, beliefs, how culture affects negotiation.

Recommended Readings:

1. Lewicki, Saunders & Barry - Negotiation Tata Mc Graw Hill.
2. Cohen S - Negotiation Skills for Managers Tata Mc Graw Hill.
3. Rao S.L. - Negotiation Made Simple Excel Books.
4. Organisational Behaviour by Fred Luthans .
5. The Essentials of Negotiation – Harvard Business School Press

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks.

The internal paper will carry 40 marks and it will be distributed as follows:

- Two Mid-Semester Tests each carrying 10 marks
- Two Assignments each carrying 6 marks
- Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective ;This paper is designed to give students description of fundamentals of Production & Operations management and to apply these concepts and techniques to optimize the production resources in an Organization.

UNIT-I

Production & Operations management: concept, functions, 5 P's of Production. **Role & Responsibilities of operations manager**, Operations Management as an Inter-Functional imperative. **Product Planning and Design:** Concepts, Objectives, and Functions, Operations and the Life Cycle, Developing New Products .**Introduction to modern productivity techniques** - just in time, Total Quality Management, Kaizen & six sigma.

UNIT -II

Facility Location – importance, factors in location analysis, location analysis techniques. **Facility Layout** – Objectives, Advantages, Basic Types of Layouts, Problems in facility layout. **Capacity Planning** – Concepts, Factors affecting Capacity Planning, Capacity. **Inventory Management**-Concepts, Classification, Objectives, Inventory Costs. **Inventory Control Policy:** Concepts & Factors Affecting Inventory Control Policy, Basic EO Q Model.

Recommended Readings

1. Elwood S. Buffa, Modern Production/Operations Management, Wiley Series,
2. James R. Evans, David R. Anderson, Dennis J. Sweeney and Thomas A. Williams, Applied
3. Production and Operations Management, West Publishing Company, International
4. John O. McClain and L. Joseph Thomas, Operations Management, Prentice Hall-of India, New Delhi,

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks.

The internal paper will carry 40 marks and it will be distributed as
 Two Mid-Semester Tests each carrying 10 marks
 Two Assignments each carrying 6 marks
 Class Participation and Attendance to be of 8 marks

(2018-19)

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objectives: The objectives of this course is to make student enable to understand the importance of advertising and sales management in the modern marketing and business.

UNIT-I

Advertisement; Definition, Features & Importance of advertisement. **Advertising research:** Nature scope & Importance of advertising research. **Advertising Budget;** methods of advertisement budget,. **Advertisement Media:** Different types of media, Advertisement agencies, **Copy writing:** its elements, requirement of an effective copy writing, types of advertising copies. **Measuring Advertising Effectiveness:** Techniques for testing advertisement effectiveness. AIDA Model.

UNIT-II

Sales Management: Nature, Scope and Importance. **Sales Manager:** Role and Skills of Sales Managers, Function and qualities of a Sales Executive, Recruitment and Selection of sales personnel. Training and development of sales personnel. **Performance appraisal;** Performance appraisal of sales personnel, methods, process. **Selling Theories;** buyers point of view, seller point of view and selling process, sales quotes, sales territories, **sales forecasting:** factors governing sales forecasting, quantitative and qualitative methods

Recommended Reading:

1. Condiff, Still & Govani : Sales Management, Prentice-Hall of India, New Delhi
2. Wright, Winter and Zeigler : Advertising, Tata McGraw-Hill Publishing Company Ltd., New Delhi
3. Ruchi Gupta: Advertising Principles and Practice, S. Chand & Company ltd.
4. Kazmi, advertisement and sales management.

Instructions:

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks. The internal paper will carry 40 marks and it will be distributed as follows:
Two Mid-Semester Tests each carrying 10 marks
Two Assignments each carrying 6 marks
Class Participation and Attendance to be of 8 marks

DSE -6 Mall Inventory Management

(2018-19)

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: Understand the concept of inventory management-Purchase, plan, manage and control inventories and their links to further areas of the logistics system.

UNIT -I

Materials Identification- Coding of Materials, Coding Systems, Code Symbols, of Codes, Self-Validating Codes, **Organising a Materials Vocabulary:** specification, Bar Coding, Widely Used Coding Systems; **Handling of Materials** - Manual Handling, Mechanical Handling, Assessment of Handling Problems for Mechanisation, **Materials Handling and Transport;** Receipt & Inspection- Expediting, Receipts from Suppliers, **Transfers** from Other Storehouses, Returns from Production or Other Departments, **Scrap Arising, Inspection, Vendor Quality Rating;** Issue & Dispatch-Authorisation of Issues, Identification of Requirements, Timing of Issues, **Methods** of Issuing Stores for Internal Use, Dispatch of Goods outside the Organisation.

UNIT -II

Records & Systems- Purpose of Stock Records, Manual Systems, , Electronic Data Interchange, Current Developments; **Materials & Accounting-** The Value of Stores in Stock, **Basis of Material Costing,** Methods of Pricing Material, Arrangement of Stores Accounts Provisions; **Stock Control Techniques-** Provisioning, **Approaches to Control:** ABC Analysis Classification of Stock According to Purpose, Forecasting Demand, Setting of Recorder Levels, Provision of Safety Stock, Physical Security, Responsibility for Stock, Purpose of Stocktaking, Periodic Stocktaking, Continuous Stocktaking, Stocktaking Procedure, Treatment of Discrepancies, Obsolescence & Redundancy, Stock Checking.

Recommended readings

1. Inbound Logistics Management: Storage & Supply of Materials for the Modern Supply Chain - B Crocker, D Jessop & A Morrison (Pearson)
2. Inventory Management Explained:A focus on Forecasting, Lot Sizing, Safety Stock, and Ordering Systems- David J. Piasecki, Ops Publishing.
3. Production and Inventory Control Handbook- James H. Greene.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks.

The internal paper will carry 40 marks and it will be distributed as

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

Total: 100 Marks
External Evaluation: 60 Marks
Internal Evaluation: 40 Marks
Total Credits:-5

Total Pass marks: 35 Marks
Pass marks in external: 21 Marks
Pass marks in internal: 14 Marks
Total L/T/P: 55

Objective: This paper aims to provide students with an insight into concepts of Retail and Logistics Management and its application to retail industry.

UNIT- I

Logistics: Nature and its scope, **Physical Distribution:** Meaning, its activity centre and its relationship with marketing and material management. **Transportation:** Different transportation modes and their pros and cons. Freight Management, Factors Affecting Freight Cost, Transportation Network, Intermodal transportation.

UNIT-II

Containerisation: concept and its operation. **Interstate tariffs and documentation.** Elements of storage and material handling. Receipt and dispatch and loading and unloading. **Warehousing:** its types, advantages and disadvantages. Information system in Logistics. **Introduction to E-logistics:** Importance of E-logistics and New trends and technology in logistics.

Recommended Readings:

1. Bowersox Donald J., Logistical Management, Macmillan Publishing Co., Inc., New York.
2. Martin Christopher, Logistics and Supply Chain Management, Pearson Education.
3. Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd.
4. Krishnaveni Muthiah: Logistics Management & World Seaborne Trade, Himalaya Publishing House.

Instructions

The external paper will carry 60 marks and would be of three hours duration. The question paper will be divided into three groups, i.e., I, II, III. Group I comprises of 10 short questions from entire syllabus. Group II comprises of 4 questions from part I of the syllabus and Group III comprises of 4 questions from part II of the syllabus. Candidates will be required to attempt all 10 questions from group I carrying 2 marks each and two questions each from group II & III. Each question in group II & III carries 10 marks. The internal paper will carry 40 marks and it will be distributed as follows:

Two Mid-Semester Tests each carrying 10 marks

Two Assignments each carrying 6 marks

Class Participation and Attendance to be of 8 marks

(2018-19)

B. Voc 406 Survey on Business Environment

External Evaluation: 50 marks
Pass marks in external: 18 Marks

Internal Evaluation: 50 marks
Pass marks in internal: 18 Marks

Students are required to select any recent topic on business environment for survey which will be evaluated internally by teacher and external viva of same will be held.