

DAU DAYAL INSTITUTE OF VOCATIONAL EDUCATION  
DR. BHIMRAO AMBEDKAR UNIVERSITY, AGRA  
(FORMERLY AGRA UNIVERSITY, AGRA)

Sharad Chandra Upadhyaya

Ph.D.

Director  
Dau Dayal Institute of Vocational Education  
Khandari, Agra-282002, U.P., India



Email: scu\_iet@yahoo.co.in  
Tel No: 0562-2850587  
Mobile No: 09368678089

To,  
The Vice Chancellor  
Dr. Bhimrao, Ambedkar University,  
Agra.

Subject: Academic Committee meeting minutes of DDIVE, Agra.

Respected Sir,

It is to inform you that the meeting of Academic Committee of Dau Dayal Institute of Vocational Education, Khandari campus, Agra was held on 23<sup>rd</sup> May 2022. The committee proposed and approved the following new courses as per NEP 2020:

1. B.Com
2. M.Com (Accounts and Law, Applied Business Economics, Business Administration)
3. B.Voc. (Marketing Management and Information Technology)

The minutes of meeting, course structure, ordinances, syllabus of the above mentioned courses are enclosed herewith. Kindly direct the academic section to put up these courses in the scheduled Academic Council meeting.

Thanking You with Regards,

Your's Sincerely

(Prof Sharad C. Upadhyaya)  
Director-DDIVE

**MINUTES**  
**ACADEMIC COMMITTEE**

**23<sup>rd</sup> May-2022**



**Proposal of Courses:**

**B.Com.**

**M.Com.**

(Accounts and Law, Applied Business Economics, Business Administration)

**B.Voc.**

(Marketing Management & Information Technology)

**Dau Dayal Institute of Vocational Education**  
**DR. BHIMRAO AMBEDKAR UNIVERSITY**  
**AGRA-282 002**

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DAU DAYAL INSTITUTE OF VOCATIONAL EDUCATION, AGRA - 282002  
COURSE PROPOSAL  
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**DauDayal Institute of Vocational Education  
Dr. Bhimrao Ambedkar University, Khandari Campus, Agra.**

A meeting of the Academic Committee of Dau Dayal Institute of Vocational Education, Dr. Bhimrao Ambedkar University, Khandari Campus, Agra was held on 23 May, 2022 in the Institute. The following members were present:

- |  |                 |
|--|-----------------|
| 1. Prof. V. K. Gangal, DEI, Agra.                    | External Expert |
| 2. Dr. P. N. Asthana, Retd, St. Johns College, Agra. | External Expert |
| 3. Dr. Sanjeev Sharma, St. Johns College, Agra.      | Internal Expert |
| 4. Prof. Brajesh Rawat, SPCJI, Khandari.             | Special Invitee |
| 5. Dr. Rachita Sharma, St. Johns College, Agra.      | Special Invitee |
| 6. Dr. K.K. Pachauri, DDIVE, Khandari, Agra.         | Member          |
| 7. Dr. Praveen Kumar, DDIVE, Khandari, Agra.         | Member          |
| 8. Dr. Sanjeev Sharma, DDIVE, Khandari, Agra.        | Member          |
| 9. Dr. Kaushal Rana, DDIVE Khandari, Agra.           | Member          |
| 10. Prof. S.B. Sharma, DDIVE, Khandari, Agra.        | Member          |

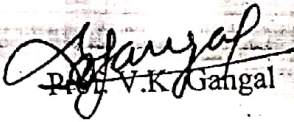
Director/Convener – Prof. Sharad C. Upadhyaya, Director, DDIVE, Khandari Agra

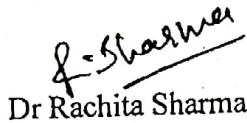
The committee resolved unanimously that:

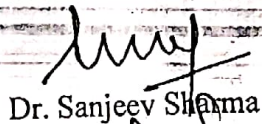
1. The minutes of the academic committee of Dau Dayal Institute of Vocational Education held on 23<sup>rd</sup> and 24<sup>th</sup> June 2020 have been confirmed.
2. The ordinances, course structure and syllabus for B.Com. course as already accepted by the University under NEP-2020 have been discussed & approved with minor modifications. This course will be run in the Faculty of Commerce. (Appendix I)
3. The ordinances, course structure and syllabus for M.Com. course have been discussed & approved as per Government order No. 401/70-3-2022 dated 9 Feb 2022. This course will be run in the Faculty of Commerce. (Appendix II)
4. The members of the Academic Committee were informed by the convener that the Faculty of Vocational Studies has been created by the State Government in NEP-2020 via letter no. 1267/70-3-2021-16 (26)/2011 dated 15 June 2021. The committee discussed and unanimously resolved that as per the Government order a new faculty namely Faculty of Vocational Studies must be created and adopted in the first statues of Dr. B. R. Ambedkar University, Agra and the UP state universities Act 1973. For this the proposal may be sent for the approval from competent bodies of the University. (Appendix III)

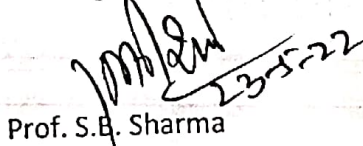
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5. The ordinances, course structure and syllabus for B.Voc.(Marketing Management & Information Technology) course have been discussed and approved as per the guidelines of National Education Policy 2020. This course will be run under the newly created Faculty of Vocational Studies as per NEP-2020. (Appendix-IV)
6. The committee proposes that institute has its own insignia and website. The committee discussed and proposes the insignia for the Institute given in Appendix-V. The committee also discussed and proposes institute's own website and linked to main website of the University. (Appendix-VI)
7. In view of the courses proposed above to run effectively; the committee advised the tuition fees, examination fees, other fees etc, intake, infrastructure & faculty/staff requirement under SFS/regular scheme has been discussed & approved which may vary/change as per policy of the University subject to the approval of FC/EC. (Annexure VIII)

  
Dr. V.K. Gangal

  
Dr Rachita Sharma

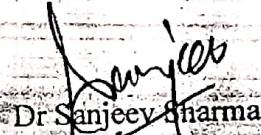
  
Dr. Sanjeev Sharma

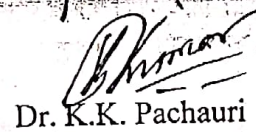
  
Prof. S.B. Sharma  
23-5-22


  
Dr. P.N. Asthana

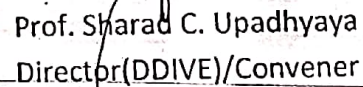
  
Prof. Brijesh Rawat

  
Dr. Kaushal Rana

  
Dr Sanjeev Sharma

  
Dr. K.K. Pachauri

  
Dr. Praveen Kumar

  
Prof. Sharad C. Upadhyaya  
Director(DDIVE)/Convener

# B.Voc – Marketing Management and Information Technology

## Detailed Syllabus

### Semester 1

#### 1.1 COMMUNICATION SKILLS IN ENGLISH

#### MODULE – I

**Speech Sounds:** Phonemic symbols - Vowels - Consonants - Syllables - Word stress - Stress in polysyllabic words – Stress in words used as different parts of speech - Sentence stress – Weak forms and strong forms – Intonation – Awareness of different accents: American, British and Indian – Influence of the mother tongue

#### MODULE – II

**Listening:** Active listening – Barriers to listening – Listening and note taking– Listening to announcements – Listening to news on the radio and television

#### MODULE- III

**Speaking:** Word stress and rhythm – Pauses and sense groups – Falling and rising tones – Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills and telephone skills

#### MODULE – IV

**Reading:** Theory and Practice – Scanning - Surveying a textbook using an index - reading with a purpose – making predictions – Understanding text structure – Locating main points – Making inferences - Reading graphics - reading critically – Reading for research

#### CORE TEXT

V.Sasikumar, P KiranmaiDutt and GeethaRajeevan, *Communication Skills in English*. Cambridge University Press and Mahatma Gandhi University.

**Total Marks -100**

**Internal - 20**

**External - 80**

## Semester 1

### 1.2 - PRINCIPLES OF MANAGEMENT

#### Module 1

**Management:** Introduction - Meaning, nature and characteristics of Management - Scope and functional areas of management - Management as a science art or profession - Management & Administration - Principles of management - Social responsibility of management.- Contributions of F.W.Taylor and Henry Fayol.

#### Module 2

**Planning:** Nature, importance and purpose of planning - Planning process, Objectives - Types of plans MBO-Features-steps.

#### Module 3

**Organising:** Nature and purpose of organisation, Principles of organisation - Types of organization Organisation Chart- Organisation manual-Departmentation, Committees Authority- Delegation of Authority -Responsibility and accountability-Centralisation Vs decentralisation of authority –

#### Module 4

**Staffing:** Nature and importance of staffing - Process of selection & recruitment.

#### Module 5

**Directing and Controlling:** Meaning and nature of directing – Motivation –meaning – importance - Theories of motivation (Maslow's, Herzberg, McGregor's, X & Y theory) - Controlling: Meaning and steps in controlling - Essentials of a sound control system – Methods of establishing control-Control by Exception.

#### Books Recommended

1. Koontz & O Donnell, Management.
2. Appaniah & Reddy, Essentials of Management.
3. L M Prasad, Principles of management.
4. Rustum & Davan, Principles and practice of Management.
5. Srinivasan & Chunawalla, Management Principles and Practice.
6. S V S Murthy, Essentials of Management.
7. B.S.Moshal, Principles of Management.

**Total Marks -100**

**Internal - 20**

**External - 80**

## Semester 1

### 1.3 – Environment Management

#### Module 1

##### **Objectives, Scope and Nature of Environmental Education**

Meaning, definition and characteristics of environmental education – content; Importance, objectives and scope of environmental education; Factors of degradation of environment – adverse socio – economic impacts of degradation of environment. Environmental education at Primary, Secondary and Higher Education level. Constraints for implementation. National resource center for environmental education. Impact of Science and technology on environment

degradation of resources – Role of individual in conservation of natural resources- Role of information technology in environmental and human health.

#### Module 2

##### **Environmental Pollution, Management and Protection**

Meaning and definition of Environmental hazards and pollution – Types of environmental hazards and disaster – Types of pollution: Land, Air, Water, Noise, and Radiation- Green house effect- Ozone layer depletion.

#### Module 3

**Need for environmental management** – function and characteristics of environmental management – dimensions of environmental management. Factors responsible for flora and fauna extinction – Measures to conserve flora and fauna.- causes for forest fire- measures of prevention

#### Module 4

**India and Environmental Issues, Policies and Movements**– Major environmental problems in India – Environmental protection and polices in India – Need and objectives of conservation – Environmental conservation measures taken in India – Constitutional amendments made and Environmental laws. Environmental movements in India. Strategies for sustainable development in India.

**Total Marks -100**

**Internal - 20**

**External - 80**



**Semester 1**  
**1.4 - BASICS OF MARKETING**

**Module 1**

**Introduction to Marketing:** Definition & Functions of Marketing. Core concepts of marketing -

- a) Need, Want, Desire, Benefits, Demand, Value, Exchange,
- b) Goods – Service Continuum, Product, Market
- c) Customer Satisfaction, Customer Delight.

**Module 2**

**Approaches to Marketing:** Product – Production – Sales – Marketing – Societal – Relational.  
Concept of Marketing Myopia- Selling versus marketing  
Holistic Marketing Orientation & Customer Value

**Module 3**

**Consumer Behavior:** Concept, Characteristics of consumer and organizational markets, 5 step Buyer decision process.

**Module 4**

**Marketing Environment:** Analyzing needs and trends Macro Environment – Political, economic, Socio-cultural and Technical Environment – PEST analysis. Micro Environment – Industry & Competition. Concept of Market Potential & Market Share

**Module 5**

**Market segmentation and Mix:** Definition, Need & Benefits. Bases for market segmentation of consumer goods, industrial goods and services. Marketing Mix : Definition of each of the Four P's. Components of each P. Extended 7Ps for services.

**Books Recommended**

1. Principles of Marketing 12<sup>th</sup> Edition – Philip Kotler and Gary Armstrong
2. Fundamentals of Marketing – Stanton
3. Marketing Management – Rajansaxena
4. Marketing Management – V.S. Ramaswamy and S. Namakumari
5. Analysis for Marketing Planning – Donald Lehmann & Rusell Winer, 6<sup>th</sup> ed.
6. Case Studies in Marketing – Indian context – R. Srinivas

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 1**

**1.5 – MARKETING LAWS**

**Module 1**

**Consumer Protection in India:** Consumerism – rights of consumers – laws to protect consumers

**Module 2**

**Indian Contract Act, 1872:** Ingredients of a valid contract Free consent - Termination of contract by performance and by legal tender or attempted performance - Termination of contract by breach and its remedies - Contract of agency, duties and responsibilities of Principal and agent

**Module 3**

**Sale of Goods Act, 1930:** Definition of Sale, Goods, Distinction between Sale and agreement to sale

Distinction between condition and warranty - Doctrine of ‘Nemodat quad Non habet,’ Caveat emptor and its exceptions. Rights of an unpaid seller

**Module 4**

**Trade Marks Act, 1999:** Procedure for registration of a trade Mark, effects of Registration - Offences, penalties

**Module 5**

**Consumer Protection Act, 1986:** Definitions of Complainant, Complaint, Consumer, Consumer dispute Provisions regarding District Forum, State Commission, National Commission.

**Books Recommended**

1. Marketing and the laws M.A. Sujan and HaishSujan
2. Business and Economics Laws H.K. Saharay
3. Mercantile Law N.D. Kapoor
4. Trade and Merchandise marks Act T.R. Shrinivas
5. Elements of Mercantile Law M.C. Shukla
6. Commercial and Industrial Law Arun Kumar Sen, Jitendra Kumar Mitra

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 1**

**1.6 - SALES MANAGEMENT**

**Module 1**

**Sales Management:** Definition and meaning, Objectives, Sales Research, Sales Forecasting, sales Forecasting methods, Sales Planning and control : Goal setting, Performance measurement, diagnosis and corrective actions.

**Module 2**

**Sales Organization:** Need for sales Organizations, their structure, Sales Managers Functions and responsibilities, planning for major customers and sales Budget, Specific Characteristics of a successful salesman.

**Module 3**

**Developing the sales Force:** Recruiting, Selection and Training of Sales force: Procedures and criteria extensively used as selection tools for recruiting and testing sales ability.

**Module 4**

**Motivating the Sales Team:** Motivation Programs – Sales Meetings, Sales Contests, Sales compensation, (Monetary) Compensation, incentive programs as motivators, Non-Monetary compensation – fine tuning of compensation package, Supervising,

**Module 5**

**Evaluating Sales Force:** Evaluating Sales Force performance and Controlling Sales activities (Sales Records and Reporting Systems)

**Books Recommended**

1. Building a Winning Sales Team – Gini Graham & Scott
2. Sales Management handbook – Forsyth Prick
3. Professional Sales Management – Anderson, Hair and Bush
4. Motivation and Job Satisfaction – M.D. Pestonjee
5. Sales Management – Richard Rstill Edward W. Cundiff
6. Sales Management – Thomos
7. International Marketing – Robert Reed.....
7. Industrial Marketing – Hichard M. Hill
8. Strategies for selling – Gerald A. Michaelson

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 2**  
**2.1 INFORMATION TECHNOLOGY FOR BUSINESS**

**Module 1**

**Introduction to Information Technology:** Information and Communication Technology (ICT) Information systems E-World- Computer Architecture: Input Hardware- Processing & Memory Hardware Storage Hardware Output Hardware Communication Hardware-

**Module 2**

**Operating Systems:** Concept of operating system WINDOWS, UNIX & LINUX - versions; Windows XP: Managing files & folders Windows Explorer - Understanding your computer customization configuring screen, mouse, Printer - System Tools- Customizing windows – Protecting computer

**Module 3**

**Communications :** Protocols in Computer communications- Wired & Wireless communication Future of communications - Satellite Based systems - Beyond 3G to 4G-

**Module 4**

**Network:** Networks-Benefits of networks-types of networks: WANs. MANs, LANs, WLANs Types of LANs Intranet, Extranet- Virtual Networks Sharing data and hardware in a LAN environment- work group computing & groupware Telecommuting & Virtual offices Network security Firewalls

**Module 5**

**HTML & Webpage:** Introduction to HTML- Essentials Static & Dynamic Web pages Structure of a Web Page-Designing web pages - HTML Tags Text Formats-working with text presenting and arranging text Paragraphs- Tables in HTML- working with Links, lists, Images, Audio & Video Forms & Frames- Website Management.

1. Designing a web page for your department
2. Designing a web page for a Retail marketing firm.
3. File Management in Windows (Operations with files & folders)

**Module 6**

**Cyber Security and IPR:** Introduction to Cyber security for regulation of cyberspace-Role of government. Introduction to intellectual property right.

**Books Recommended**

1. Information Technology for Business, Antony Thomas, Pratibha Publications
2. Using Information Technology (6th Edition): Williams & Sawyer Tata McGraw Hill Company
3. Operating System Concepts (Windows XP update): AviSilberschatz, Peter Galvin & Greg Gagne Willey
4. HTML Black Book: Stephen Holzner Dreamtech Press
5. Free and Open Licensing Software by Spoken Tutorials.

**Total Marks -100**

**Internal - 20**

**External – 80**

## Semester 2

### 2.2 E-COMMERCE AND GENERAL INFORMATICS

#### Module 1

**Overview of Electronic Commerce-** Introduction to E-commerce Concepts, features and functions  
Operation of e-commerce Infrastructure for Ecommerce Application of E-Commerce in Direct Marketing and Selling, Value Chain Integration, Supply Chain Management, Corporate Purchasing, Financial and Information Services

#### Module 2

**E-Commerce Models and Strategies** -Types of E-commerce: B2B, B2C, C2C C2B- Business Models for E-Commerce- Brokerage Model, Aggregator Model, Info-mediary model, Community Model, Value chain model, Manufacturer model, Advertising Model, Subscription model.

#### Module 3

**E-Commerce Strategies:** Electronic Data Interchange Mobile Commerce and Web Commerce

- Introduction to ERP-Components.

#### Module 4

**Electronic Payment Systems** -Overview of Electronic Payment Systems, Cybercash (Customer to Merchant Payments, Peer to Peer Payments, Security).Smart Card (Card Types, Closed or Open Security, Privacy, Card Costs, Non Card Costs), Electronic Banking, Electronic Fund Transfers.

#### Module 5

**E-Commerce Security**-Introduction to Security Passwords Viruses Firewalls - Encryption (PGP, SHTTP, SSL) - digital signature digital certificate - other security measures

#### Books Recommended

1. E-commerce and General Informatics, Antony Thomas, Pratibha Publications
2. E-Commerce: An Indian Perspective, P.T.Joseph, S.J., PHI.
3. Web Commerce Technology handbook: Daniel Minoli and Emma Minoli, TMH
4. Business on the net: An Introduction to the whats and hows of e-commerce: Agarwala and Lal, Macmillan India Ltd.
5. E-Commerce, the Cutting Edge of Business: Kamalesh K Bajaj and Debjani Nag, TMH

**Total Marks -100**

**Internal - 20**

**External - 80**

## Semester 2

### 2.3 –BUSINESS COMMUNICATION SKILLS

#### Module 1

**Communication**-Need-Process-Types-Oral-written-Verbal-Nonverbal-Internal, External-

#### Module 2

**Non-verbal communication**-Body language-Kinesics, Proxemics-Para language-Channels-  
Barriers-Principles of effective communication

#### Module 3

**Job application letters**-Resume-CV-Reference and recommendation letters- Employment letters-  
Online application-Soft skill

#### Module 4

**Business letters**-Parts and layout of business letters-Business enquiry lettersoffers and quotation-  
Orders and execution-grievances and redressals. Sales letters-Follow-up letters- Circular letters-  
Status enquiry-Collection letters-Preparation of partnership deed-power of attorney.

#### Module 5

**Impact of IT on communication**-Role of computers-Internet-E-mail-Telephone voice mail- SMS-  
Video conferencing- Teleconferencing.

#### Books Recommended

1. Antony Thomas, Business Communication and MIS, Pratibha Publications
2. Bhatia R.C, Business Communication.
3. SaliniAgarwal Essential communication skill.
4. Reddy P.N, and Apopannia, Essentials of Business Communication.
5. Sharma R.C, KRISHNA Mohan, Business Communication and Report writing.
6. Leod, M.C., Management Information System.
7. Jerome Reuter-Management Information system.

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 2**

**2.4 – BASIC STATISTICS FOR MARKETING RESEARCH**

**Module 1**

**Introduction-** origin – meaning – scope and limitations of statistics – relationship with business and industry

**Module 2**

**Collection of data** – collection – classification and tabulation of statistical data – pie diagram – graphic representation

**Module 3**

**Measures of central tendency** – mean – median – mode – meaning and computation – standard deviation – coefficient of variation

**Module 4**

**Simple correlation and regression** – meaning – Karl pearson’s correlation – rank correlation – use of regression equation - forecasting

**Module 5**

**Time series analysis** – components of time series – definition – computation of trend – computation of seasonal variation (simple average method)

**Total Marks -100**

**Internal - 20**

**External - 80**

## **Semester 2**

### **2.5 – INDUSTRIAL TRAINING- I**

The student will attach himself with a marketing organisation approved by the Institute for a period of 4 weeks and study the working of the organisation. He / she should actively participate in the marketing operations of the organisation and prepare a report based on his experience in that organisation. The report should contain the organizational structure, nature of business, employees, management, marketing operations, strength of the organisation, its weaknesses, etc. The report should be neatly typed in A4 size paper and in bound form having not less than 25 pages. A copy of the report has to be submitted to the Department before the commencement of the third semester classes. The student has to present the report in the class and other students can ask questions.

**Total Marks -100**



**Semester 2**

**2.6 – E-commerce Lab**

Practical based on Theoretical subject E-Commerce

**Total Marks -100**

## Semester 3

### 3.1 FINANCIAL ACCOUNTING

#### Module 1

**Basic Accounting concepts** - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts problems- - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

#### Module 2

**Trial balance** - Errors – types of errors - Rectification of errors – problems – Bank reconciliation statement – problems.

#### Module 3

**Trading - Profit & Loss Account** - Balance sheet – Problems with simple adjustments.

#### Module 4

**Accounting for non-trading institutions**-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet -

#### Module 5

**Different forms of Business organizations** – sole proprietorship, partnership, cooperatives, joint stock company (Theory)

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 3**

**3.2 BASICS OF MANAGEMENT INFORMATION SYSTEM**

**Module 1**

**Introduction to MIS:** definition – need – benefits – functions - objectives – Characteristics - limitations

**Module 2**

**Role of MIS: components** - decision making and MIS – approaches to MIS development -

**Module 3**

**Data and information** – meaning – definition – types - difference - data life cycle – data processing methods -

**Module 4**

**MIS for Decision making:** Transaction processing system – decision support system – executive information system

**Module 5**

**Office Information System:** introduction – office automation – office and office systems – types of office automation systems – integrated office.

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 3**

**3.3 ADVERTISING LAWS**

**Module 1**

The ASCI's Code for Self-Regulation 1985 (the ASCI Code): Guidelines

**Module 2**

The Patent Act, 1970

**Module 3**

The Copyright Act, 1957

**Module 4**

The Food Safety and Standards Act 2006

**Module 5**

Information Technology Act, 2000

**Books Recommended**

**JETHWANEY JAISHRI & JAIN SHRUTI:** Advertising Management, 2006 (Oxford University Press)

**MANOJ KUMAR PADHY:** Consumer Protection & Advertisement Laws

**M. NEELAMALAR:** Media Law and Ethics

**Total Marks -100**

**Internal - 20**

**External - 80**

## Semester 3

### 3.4 RETAIL MARKETING

#### Module 1

**Introduction:** Nature, scope and importance of marketing; Traditional VS. modern view of marketing; Retailing viewed as case of services marketing; Retail marketing management: An overview.

#### Module 2

**Retailing Environment:** Micro environment - Customers, suppliers, competitors and general publics; Michael Porter's five forces structural analysis of market; Macro environment: Socio-cultural, economic, technological, legal and political environments of retailing in Indian contexts.

#### Module 3

**Market Selection:** Concept of target marketing, Retail market segmentation - Concept, importance and bases of market segmentation; Criteria for effective segmentation; Target market selection; Positioning concept: importance and bases, Retail store positioning and management of its image.

#### Module 4

**Retail Marketing Mix Planning:** Concept and planning of marketing mix; Retail product decisions and planning - Product: Meaning and importance; Product classifications; Product decisions - Product quality, Packaging and labeling, Product support services; Branding - Meaning, significance and types of branding in the context of a retail store; Major retail branding decisions; Customer services decision;

#### Module 5

**Product mix:** Concept and decisions; Product life-cycle; New product introduction; Innovation diffusion and adoption.

#### Books Recommended

Kotler, Keller, Koshi and Jha : Marketing Management, PHI, New Delhi

**Total Marks -100**

**Internal - 20**

**External - 80**

## **Semester 3**

### **3.5 - ADVERTISING AND SALES PROMOTION**

#### **Module 1**

**Advertising**-Meaning-Scope-Objectives-Merits and demerits-Process developing an advertising programme.

#### **Module 2**

**Advertisement appeal**- Copy writing-Copy testing-Advertising media-Media planning and strategy-Types of media-Media planning and strategy-Media selection-Advertisement agency-Selection of agency-

#### **Module 3**

Advertising campaign: Planning advertising campaign-Advertising research-Measuring the effectiveness of advertising- Methods.

#### **Module 4**

**Social, economical and legal aspects of advertisement**

#### **Module 5**

**Sales promotion**: Definition-Scope-Methods-Sales promotion mix-Developing sales promotion campaign-Sales promotion budget and its preparation- Effects of sales promotion on brand equity.

#### **Books Recommended**

- Advertising in the Indian Context, S.A Chunnawala.
- Advertising, Marketing, and Sales management, DevandraThakku.
- Advertising Management, Rajeev Batra..
- Advertising, Sales and Promotion Management, S.A. Chunnawala.
- Sales Promotion and Advertising Management

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 3**

**3.6 RETAIL AND DISTRIBUTION MANAGEMENT**

**Module 1**

**Marketing Channels** : Definition & Importance, Functions of Marketing Channels-Intensive, Selective & Exclusive distribution strategies, Decisions in Channel Management Integrated Marketing Channels

**Module 2**

**Types of Channels:** Channels for Consumer goods, Industrial goods & Services – Horizontal, Vertical, Multichannel Marketing Systems

**Module 3**

**Wholesale and Retail:** Concept, Importance, Functions-Wholesaler Marketing Decisions – Trends in Wholesaling Retailing: Concept, Importance, Functions – Indian Vs. Global Scenario Retail Location: Factors affecting location decision-Site Selection- Location based retail Strategies

**Module 4**

**Store Design:** Interiors and Exteriors – Store layout – Types of layouts - Factors affecting store layout – Store image mix – Store Façade – The Internet Store. Store Administration: Floor space management-Managing store inventories and display

**Module 5**

**Retail Communication Mix** : Planning retail communication – Managing in-store promotions and events.

**Books Recommended**

1. Channel Management-Stern-El-Ansary
2. Retailing Management-Swapna Pradhan
3. Retail Management – Gibson Vedamani
4. Physical Distribution & Logistics Management-Dr. Subhash Bhave
5. Channel Management & Retail Management-Meenal Dhotre

**Total Marks -100**

**Internal - 20**

**External - 80**

## Semester 4

### 4.1 INFORMATION TECHNOLOGY FOR OFFICE

#### Module 1

**Word Processing package:** MS-Word 2007: Introduction; Features- Word User Interface Elements; Creating new Documents; Basic Editing, Saving a Document; Printing a Document; Print Preview, Page Orientation- Viewing Documents; Setting tabs-Page Margins; Indents; Ruler, Formatting Techniques; Font Formatting, Paragraph Formatting; Page Setup; Headers & Footers; Bullets and Numbered List; Borders and Shading; Find and Replace; Page Break& Page Numbers; Mail Merging- Spelling and Grammar Checking; Thesaurus; Automating Documents; Tables;; Formatting Tables;

#### Module 2

**Spreadsheet package:** Ms-Excel 2007 Introduction, Excel User Interface, Working with cell and cell addresses, Selecting a Range, Moving, Cutting, Copying with Paste, Inserting and Deleting cells, Freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet. Cell Formatting Options, Formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colors, Centering a heading, Changing row/column height / width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer, Inserting page breaks,

#### Module 3

**Advanced Features of Excel:** All Functions in excel, Using Logical Functions, Statistical functions, Mathematical etc. Elements of Excel Charts, Categories, Create a Chart, Choosing chart type, Edit chart axis - Titles, Labels, Data series and legend, Adding a text box, Rotate text in a chart, Saving a chart.

#### Module 4

**Presentation Package:** Ms-PowerPoint 2007 Advantages of Presentation Screen layout creating presentation inserting slides adding sounds & videos-formatting slides -slide layout views in presentation -slide transition Custom animation Managing slide shows - using pen Setting slide intervals

#### Module 5

**PageMaker:** Introduction to desktop publishing – PageMaker -tools and palettes – working with objects – type styling options – working with text – formatting options – leading – margins – indents – paragraph formatting.

#### Books Recommended

1. Information Technology for Office, Antony Thomas, Pratibha Publications
2. Ms-Office 2007: Gini Courter & Annette Marquis BPB Publications

**Total Marks -100**

**Internal - 20**

**External – 80**



## Semester 4

### 4.2 – MARKETING SERVICES

#### Module 1

**Foundation of services marketing** – Introduction – The services concept- Service Industry – Nature of Services, Characteristics of Service, Classification of Service-Importance of Service Marketing – The Growth in Service-Global and Indian Scenarios

#### Module 2

**Distinctive Characteristics of Service** – Four I's of services – Intangibility, Inconsistency, inseparability and Inventory

#### Module 3

**Services Market Segmentation** – Positioning and Differentiation of Services

#### Module 4

**Issues in Marketing of services** – Extended Services Marketing Mix: Going Beyond the 4 Ps. (7 P's of Services Marketing)

#### Module 5

**Service strategies:** Service Marketing Strategies for – Tourism – Financial and educational services

#### Books Recommended

1. Essence of Service Marketing – Payne Adrian
2. Services Marketing : Integrating Customer Focus Across the Firm – Valarie A Zeithaml
3. Services Marketing : People, Technology & Strategy – Christopher Lovelock
4. Services Marketing – Ravi Shanker
5. Strategic Services Management – Boyle
6. Strategic Planning for {public Service and non profit organizations-Pergamon.
7. 12 Steps to success through service – Barrier Hopsor& Mike Scallig.
8. Excellence in Services – Balachandram
9. Services Marketing – S M Jha
10. Services Marketing-Valarie. A. Zeithaml, Mary Jo Bitner

**Total Marks -100**

**Internal - 20**

**External - 80**

## Semester 4

### 4.3 - DISTRIBUTION MANAGEMENT AND LOGISTICS

#### Module 1

**Physical distribution** - Definition, Importance – participants in physical distribution process

#### Module 2

**Marketing Channels** – Definition & Importance - Different forms of channels - Functions of Marketing Channels

#### Module 3

**Unconventional channels** - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, Multi channel marketing Systems - International Marketing Channels

#### Module 4

**Supply Chain Management** – concept – significance – components – Order processing – Material Handling

#### Module 5

**Transportation and Warehousing:** Transportation – Warehousing – Inventory Management – Reverse Logistics

#### Books Recommended

1. Channel Management –Stern – El Ansary
2. Distribution Management – S. Eliton
3. Sales and Distribution Management – S. L. Gupta
4. Channel Management & Retail Management – MeenalDhotre
5. Marketing – Bovee, Thill
6. Marketing Management – Philip Kotler
7. Sales And Distribution Management Text And Cases-Krishna K.Havaldar, VasantM.Cavale

**Total Marks -100**

**Internal - 20**

**External - 80**

## Semester 4

### 4.4 - DIRECT AND NETWORK MARKETING

#### Module 1

**Introduction to Direct Marketing-** The Scope of Direct Marketing- Business, Strategic and Direct Marketing Planning- Consumer and Business Mailing Lists- The Offer- Magazines- Newspapers- TV/Radio- Telemarketing/Tele services-

#### Module 2

**Direct and Digital Marketing-** Modern integrated DM & interactive marketing -important role in marketing strategy -build and develop brands - customer acquisition, development and retention-Key principles of targeting, interaction, control and continuity- From distance selling to interactive marketing

#### Module 3

**Network Marketing-** Advantages and Disadvantages- Network Marketing Boom-Network Marketing Compensation Plan- Evaluating Network Marketing Opportunity

#### Module 4

**Relationship Marketing:** Introduction –Managing Relationship with Buyers, Intermediaries and Customer – Segmentation and analysis of Customer market Domain

#### Module 5

**Creating and implementing Relationship Marketing Strategies-** Introduction- People- Processes- Proactive/ Personalized Service- What sort of Relationship for what sort of Customers- Relationship Marketing Plan

#### Reference Books

1. Stone, Bob, and Jacobs, Ron, Successful Direct Marketing Methods, 7<sup>th</sup> ed(2001), McGraw-Hill, New York, NY.
2. Dave Chaffey, Richard Mayer, Kevin Johnston, Fiona Ellis-Chadwick Internet Marketing: Strategy, Implementation and Practice
3. Brian Thomas and Matthew Housden Direct Marketing in Practice
4. Edward L. Nash- Direct Marketing: Strategy, Planning, Execution- The McGraw Hill Companies
5. Robert W. Bly -Business To Business Direct The McGraw Hill Companies
6. Adrian Payne , Martine Christopher Moira Clark & Helen Park Relationship Marketing for Competitive Advantage Winning and Keeping Customers- The Chartered Institute of Marketing Professional
7. Shyam Sunder Kambhammettu Network Marketing Concepts and Cases- Magnus

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 4**

**4.5 – INDUSTRIAL TRAINING II**

The student will attach himself with a marketing organisation approved by the Department for a period of 4 weeks for industry training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. He/ she should do a project work for the organization and the report (not less than 40 pages, A4 size) should be submitted to the organization and the department. The student has to face a viva based on his report.

**Total Marks -100**

**Semester 4**

**4.6 INFORMATION TECHNOLOGY LAB**

Practical Based on Information Technology for Office

**Total Marks -100**

## Semester 5

### 5.1 STOREKEEPING AND WAREHOUSING

#### Module 1

**Warehousing Management** - Objectives of Stores – Location and Layout – Prevention – Management of Receipts – Issue Control – Stores Documentation

#### Module 2

**Disposal of Obsolete and Scrap items**- Management of SOS – Categorization of Obsolete/Surplus – Reasons for Obsolescence – Control of Obsolescence – Control of Scrap – Responsibility for Disposal – Disposal Methods

#### Module 3

**Insurance:**Risk Management - Buyer's Interest – Marine Insurance – Inland Transit Insurance – Stores Insurance – Contractors All Risk Insurance – Miscellaneous Insurance – A to Z Claims Procedure – Loss Minimization

#### Module 4

**Spare Parts Management**- Salient Features of Spares – Inventory Control of Spares – Categorization of Spares – Provisioning of Spares – Pricing of Spares – Relevance of Maintenance – Maintenance Costs

#### Module 5

**Retail Warehousing:** importance – features Management of dead stocks, surplus stocks and scraps – Systems & Procedures for disposal and Control

#### Books Recommended

P. Gopalakrishnan – Purchasing and Materials management – Tata McGraw Hill – 23rd Edition – 2008.

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 5**

**5.2 - EVENT MANAGEMENT**

**Module 1**

**Event Management:** Introduction, The Emergence of Events Industry, types Of Events, Definitions of Event management, Importance of Event Management,

**Module 2**

**Event Design:** Event Design and Concept, Role of Event Management Companies, the Scope of Event Management,

**Module 3**

**Event Marketing:** Introduction, Event Promotion, Promotional Strategies, and five P's of Event Marketing: Product, promotion, price, public relations, and place. Internal versus External Event, marketing, Event Sponsorship, Internet Event Marketing, let us sum up: lesson end activity, keywords, and questions for discussion

**Module 4**

**Event Planning**

Introduction, key Steps for Planning an Event, Out Sourcing, Let Us Sum Up: Lesson end Activity, Keywords and Questions for Discussion.

**Module 5**

**Event Promotion:** Introduction, Promoting an Event, Identifying Promotional Measures, Tools of Promotion, the Promotion Schedule, Promotional Factors.

**Total Marks -100**

**Internal - 20**

**External – 80**

**Semester 5**  
**5.3 – BUSINESS ENVIRONMENT**

**Module 1**

**Business Environment:** An Overview of Business Environment Type of Environment-internal, external, micro and macro environment. Competitive structure of industries, environmental analysis and strategic management. Managing diversity. Scope of business, characteristics of business. Objectives and the uses of study. Process and limitations of environmental analysis.

**Module 2**

**Economic Environment:** Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, Economic policies- new industrial policy, FEMA, Monetary and fiscal policies. Consumer Protection Act and Competition Law. Liberalization, Privatization and Globalization of Indian Economy, Trends and Issues.

**Module 3**

**Socio-Cultural Environment:** Nature and impact of culture on business, culture and globalization, social responsibilities of business, social audit, business ethics and corporate governance, Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure.

**Module 4**

**Political Environment:** Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention.

**Module 5**

**Natural and Technological Environment:** Innovation, technological leadership and followership, sources of technological dynamics, impact of technology on globalization, transfer of technology, time lags in technology introduction, Status of technology in India; Management of technology; Features and Impact of technology.

**Books Recommended**

1. Philip Kotler and Gary Armstrong : Principles of Marketing
2. William. J .Stanton : Fundamentals of Marketing
3. Stanton W.J.Etzal Michael and Walker : Fundamentals of Marketing
4. Debbie Gilliland : Marketing.
5. Cranfield School of Management : Marketing Management
6. Mamoria and Joshy : Principles of Marketing
7. RajanNair : Marketing Management
8. Ramaswamy and NamaKumari : Marketing Management

**Total Marks -100**

**Internal - 20**

**External - 80**



## Semester 5

### 5.4 – RESEARCH METHODOLOGY

#### Module 1

Research-types-marketing research-definition-significance-areas covered by Marketing research-Market and marketing research-outside agencies and research-reliable information sources in India-limitations of marketing research.

#### Module 2

Applications of Marketing Research - Product research, Packaging,Pricing, Customer satisfaction, Sales and distribution, Advertising

#### Module 3

Research design-Exploratory-descriptive-diagnostic-experimental-before only-before and after-after only with control-before and after with control independent and extraneous variable-treatment.

#### Module 4

Collection of data-primary and secondary-sampling and sampling design - probability and non probability sampling-collection of data-methods for collection of both primary and secondary data-scale of measurement and its basics.

#### Module 5

Data processing and Reporting -coding-editing-tabulation-testing of hypotheses  
Reporting-types of report

#### Books Recommended

- Philip Kotler and Gary Armstrong : Principles of Marketing
- William. J .Stanton : Fundamentals of Marketing
- Stanton W.J.Etzal Michael and Walker : Fundamentals of Marketing
- Debbie Gilliland : Marketing.
- Cranfield School of Management : Marketing Management
- Mamoria and Joshy : Principles of Marketing
- RajanNair : Marketing Management
- Ramaswamy and NamaKumari : Marketing Management

**Total Marks -100**

**Internal - 20**

**External - 80**

**5.5 – CONSUMER BUYING BEHAVIOUR**

**Module 1**

**A Perspective on Buyer Behaviour-** what is Buyer Behaviour- Buyer Behaviour is Dynamic, Levels of Buyer Analysis: - Individual Buyer, Market Segments-Industries- Societies-Cognitive Process in Buyer Decision Making

**Module 2**

**Buyer Product Knowledge and Involvement:** Buyers Product Knowledge: Products as Bundles of Attributes, Benefits and Value Satisfiers Means-End Chains-Developing Deeper Buyer Understanding-ZMET Approach to Buyer Knowledge-The ZMET Interview-The Means and Basis-For Involvements-Understanding Key Reasons for Purchase-Understanding Buyer-Product Relationship.

**Module 3**

**Attention And Comprehension:** Information: The Power of Advertising/Display-Exposure to information-marketing implications-Attention Processes: Variation, factors Influencing Attention-Marketing Implications-Comprehension: Variation/inferences during Comprehensions/Factors Influencing Comprehensions/Marketing Implications.

**Module 4**

**Buyer Behaviour and Marketing Strategy:** Conditioning and Learning Processes-Influencing Buyer Behaviour-Environment-Cultural and cross Cultural Influences-reference Groups-Family-Market Segmentation and Product Positioning

**Module 5**

**Buyer Behaviour and strategy:** product Strategy- Promotions Strategy-Brand Endorsing-Pricing Strategy-Channel Strategy.

**Reference Books:**

1. J.Paul Peter and JERRY L.OLSON, Consumer Behaviour and marketing Strategy,TataMcgraw Hill,Newyork-2006.
2. UpinderDhar and SathishDhar, New franklin of Management, Cases In Indian Context, Excel Books, NewDelhi-2001.
3. Alries, Focus, Harper Collins Business,1997,Ghargous.
4. Del.I.Hawkins, Roger.J.Best, Kenneth.A.Coney, Consumer Behaviour,Building Marketing Strategy 9<sup>th</sup> Edition, Tata McgrawHill,NewDelhi
5. Harrey Thompson, Who side My Customer?-Winning Strategies for Creating and Sustaining Customer Loyalty, Pearson Education, NewDelhi-2005.
6. Harrey Thompson, The Customer-Central Enterprise, Mcgraw Hill-2000.
7. S.Ramesh Kumar, Conceptual Issues in Consumer Behaviour,The 2<sup>nd</sup> edition,Pearson Education,Delhi-2003.
8. Gerald.J.tellis, Effective Advertising, Understanding When, How and Why Advertising Works, Response Boots, NewDelhi, 2004.

**Total Marks -100**

**Internal - 20**

**External – 80**

**Semester 5**  
**5.6 – TOURISM MARKETING**

**Module 1**

**Concept of marketing of tourism-** meaning and definition- identification of target market- market segmentation in tourism industry- classification of the visitor segment- competition in tourism industry- developing and selling packages of attraction and amenities- life-cycle of tourism products

**Module 2**

**Tourism Demand:** meaning and definition- nature and scope of tourism demand- demand indicators- types of demand in tourism industry determinants of tourism demand- measuring of tourism demand- analysis of tourism market and marketing environment- selection process of tourism product and market- measuring methods of demand of domestic and international tourism- forecasting tourism demand.

**Module 3**

**Pricing in tourism industry-** meaning and definition- pricing- cost- value pricing objectives in tourism- price setting in practice- tactics of price discounting in tourism- factors influencing pricing of tourism products- tools of pricing- cost-oriented pricing- market-oriented pricing- types of pricing in tourism- Government intervention- price-based stratification of tourism products- pricing as a package tool- recent trends and developments in tourism pricing- national and international policies.

**Module 4**

**Tourism Promotion.** Basic concepts of tourism promotion- tourism promotion- meaning and definition- need and scope- methods and components of promotion of tourism industry-

**Module 5**

**Advertising-** characteristic features of tourism advertising- special features of text, media and communicability of tourism promotion- net-marketing- Government, private and public participants in tourism promotion- new generation promotional measures- tele-marketing, travel mart and other recent trends.

**Books Recommended**

1. S. M. Jha- Tourism Marketing.
2. Philip Kotler- Marketing for Hospitality and Tourism.
3. William. J. Stanton- Fundamentals of Marketing.
4. Cravens- Marketing Management.
5. Bezbaruah. M. P. Frontiers of New Tourism.

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 6**  
**6.1 COMPUTERISED ACCOUNTING**

**Module 1**

**Introduction to computerised accounting:** Computerised accounting Vs. Manual accounting- merits of computerised accounting – Tally 9 - Features of Tally – Screen components- Creation of Company- selecting a company – altering/ modifying company creation details – Deleting a company – F 11 Features – F 12 Configuration.

**Module 2**

**Accounts and Vouchers** – account groups – pre-defined groups – creating single & multiple groups – creation of primary account groups – creating ledger accounts in single & multiple – displaying, altering and deleting account groups and ledgers – Accounting vouchers- entering transactions in accounting vouchers – bill wise details - altering and deleting a voucher entry – creating new voucher types – modifying an existing voucher – duplicating a voucher – optional vouchers – post-dated vouchers – reverse journal – bank reconciliation statement - creating budget - generating reports - configuring reports-

**Module 3**

**Final Accounts:** balance sheet – profit and loss account – trial balance – day books – account books – statement of accounts – ratio analysis - cash flow - fund flow – list of accounts – exception reports.

**Module 4**

**Accounts with inventory** – enabling F 11 and F 12 - stock category – stock group – single/multiple creation of stock category and stock group – creation of units of measurement – creating single/multiple stock items – creating godowns - displaying, altering and deleting stock groups, units, items and godowns – cost categories- cost centres – creating cost categories and cost centres - displaying, altering and deleting cost categories and cost centres – purchase / sales orders - Inventory vouchers - using inventory vouchers – using accounting vouchers with inventory details (invoice mode) - Tally Security - Tally vault – Tally audit – advanced security control – back-up and restore – inventory reports – stock summary - inventory books – statement of inventory.

**Module 5**

**Accounting with Tax** – F 11 & F 12 settings for taxation – TDS – ledgers related to TDS – creating TDS voucher types - TDS reports – TCS – service tax - VAT – VAT terminologies – computing VAT – ledgers and vouchers pertaining to VAT – VAT reports – VAT forms – interstate trade and CST.

Prepare final accounts of a Company in Tally with Inventory

**Books Recommended**

1. Computerised Accounting, Tomy KK, Prakash Publications
2. Tally for Every one - Roopa, Atc Publishing Chennai.
3. Implementing Tally 9 A Comprehensive Guide to Tally 9 A.K. Nadhani & K.K. Nadhani - BPB Publications

**Total Marks -100**

**Internal - 20**

**External – 80**

<b>Semester 6</b> <b>6.2 - RURAL AND AGRICULTURE MARKETING</b>
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**Module 1**

**Rural marketing** – Features, Significance, Scope and Limitations

**Module 2**

**Segmentation in rural marketing** – Classification of products and services in Rural marketing – Marketing Mix for rural products

**Module 3**

**Agriculture Marketing** –Definition, Scope, Concept and Objectives, Differences in Agricultural and Consumer Marketing, Constraints in Agricultural marketing Innovative Distribution channels -

**Module 4**

**Role of Agriculture in Economic Development of India** –Role of Government in Agricultural Development

**Module 5**

**Organized retailing of agri products:** Advantages & Limitations

**Books Recommended**

1. Agricultural Marketing in India – S. S Acharya and N L Agarwal -Oxford & IBH Publishing Co Pvt Ltd Calcutta
2. Agribusiness Management in India –Text & Cases - Dr. SubhashBhave

**Total Marks -100**

**Internal - 20**

**External – 80**

**Semester 5**

**6.3 - FINANCIAL MARKETING SERVICES**

**Module 1**

**Management of financial services**, understanding the financial products

**Module 2**

**Overview of various financial services in India**

**Module 3**

**Insurance**-Meaning, advantages ,various types of insurance, Financial planning process, Risk management –Strategy to cover risk ,introduction to IRDA,

**Module 4**

**Mutual funds**-Meaning, history and current market scenario –Indian and global, Types of mutual funds, Debt funds and types of Debt schemes, Types of equity funds/Growth funds, concept of hybrid funds, Mutual funds Vs. Other investments, Fund Structure,

**Module 5**

**Asset Management Company:** Introduction to the role and responsibility of Asset management company, Registrars, custodian, sales distribution channels.

**Books Recommended**

1. Financial services – Antony Thomas
2. Marketing Financial services-Mary Ann Pezzullo
3. Marketing of Financial services:V.A.Avdhani
4. Financial services-MY Khan-(TaTa)

**Total Marks -100**

**Internal - 20**

**External - 80**

**Semester 6**  
**6.4 - BRAND MANAGEMENT**

**Module 1**

**Brand:** Definition, nature, scope and significance economics – competition – differentiation  
– customer loyalty – Brand and trust – Different Brand perspectives – Anatomy of a Brand

**Module 2**

**Brand knowledge pyramid** – Benefits and promises – norms and values – identity and selfexpression  
– emotion and love – Evolution of a brand – Brand levels – Value hierarchy – Brand evolution – Poor,  
Hollow and power brands

**Module 3**

**Brand Communications** - Brand image Building – Brand Loyalty programmes – Brand Promotion Methods  
– Role of Brand ambassadors, celebrities

**Module 4**

**Brand positioning** – USP – Brand image and personality – 3 Cs of positioning –

**Competitive positioning and strategy – Brand success – Core Benefits**

**Module 5**

**Managing brand image** – concept management – functional brands – symbolic brands – forces  
affecting brands – Brand revitalization – Brand recall and elimination – product branding, line branding  
umbrella branding – Brand endorsement – Brand valuation methods.

**Books Recommended**

Harsh V Verma “Brand Management” Excel Books

**Total Marks -100**

**Internal - 20**

**External - 80**

## Semester 6

### 6.5 – FIELD WORK AND PROJECT

In this course, the student supposed to prepare a major project based on the theoretical study during the course, particular case study and the industrial training after successful completion of first year and second year. The topic of major project shall be precise and with the previous knowledge gain by industrial training with the consultation of teacher concerned the report submitted by the student shall be presented in person and shall be assessed by the panel of examiners (one teacher concerned and one external examiner) jointly.

**Total Marks -100**



**Semester 6**  
**6.6 – COMPUTERISED ACCOUNTING LAB**

Practical based on Computerised Accounting

**Total Marks -100**