

**SYLLABUS**  
**B.A. VOCATIONAL SEMESTER-VI**  
**MARKETING**  
**Retail Management**

**w.e.f. 2012-2013**

External Marks: 90

Internal Marks: 10

Time : 3 Hours

**Note:** The paper setter will set 10 questions and the candidates are required to attempt any five questions.

Retailing: Concept, Characteristics, importance and functions; Theories of retailing: Retailing in India. Strategic Planning in retailing.

Retailing Formats: Classifying retail institutions according to ownership, store based and non-store based retail organizations.

Planning location of retail institution; Trading area analysis, deciding the most desirable type of location, choice of a general location, choosing and evaluating a particular site.

Human Resource Management in retailing: Objectives and function; setting up a retail organization, organizational patterns in retailing; Managing store employees.

Store Operations Management; deciding stores layout.

Store design and displays; energy management; loss prevention and security issues.

Applications of information technology in retailing.

**REFERENCES**

Gilbert David: *Retail Marketing Management*, Pearson Education, Delhi.

Pradhan Swapna: *Retailing Management: Text & Cases*. Tata McGraw Hill, New Delhi.

Bermans & Evans: *Retail Management – A Strategic Approach*, Prentice Hall of India, New Delhi.

Lamba: *The Art of Retailing*, Tata McGraw Hill, New Delhi.

Mcgoldrick, P.: *Retail Marketing*, McGraw Hill, U.K.

**SYLLABUS**  
**B.A. VOCATIONAL SEMESTER-V**  
**MARKETING**  
**Rural Marketing**  
**w.e.f. 2012-2013**

External Marks: 90  
Internal Marks: 10  
Time : 3 Hours

**Note:** The paper setter will set 10 questions and the candidates are required to attempt any five questions.

Nature, characteristics, opportunities and challenges to rural market in India; Rural marketing environment; Rural marketing research; Rural consumer behaviour; Segmenting rural markets; Rural marketing strategies; Rural market vs. urban market; New Product development for the rural market.

Rural marketing mix; Media planning for rural markets; Personal selling in rural market; Marketing of consumer durables and non durables; Marketing of agricultural produce; Role of information technology in rural markets.

**REFERENCES**

Badi, R.V and Badi, N.V: *Rural Marketing*, Himalaya Publishing House, New Delhi.  
Dogra Balram and Ghuman Karminnder: *Rural Marketing*, Tata McGraw Hill New Delhi.  
Gopaldaswamy, T.P: *Rural Marketing*, Wheeler Publisher, New Delhi.  
Gupta, S.L: *Rural Marketing*, Wisdom Publication, New Delhi.  
Krishnamacharylu, C.S.G and Ramakrishnan Lalitha: *Rural Marketing*, Pearson Education, New Delhi.  
Rajagopal: *Rural Marketing Management*, Discovery Publication House, New Delhi.  
Singh, Sukhpal: *Rural Marketing Management*, Vikas Publishing House, New Delhi.

**SYLLABUS**  
**B.A. VOCATIONAL SEMESTER-V**  
**OFFICE MANAGEMENT**  
**Financial Accounting**  
**w.e.f. 2012-2013**

External Marks: 90  
Internal Marks: 10  
Time : 3 Hours

**Note:** The paper setter will set 10 questions and the candidates are required to attempt any five questions.

Accounting: Meaning, types, objectives, advantages and limitations; principles of financial accounting; Double entry system of book-keeping; Posting of Journal, Ledger and Subsidiary books; Bank Reconciliation Statement; Bank reconciliation statement; Trial balance; Capital and Revenue; Final accounts; Types of accounting errors; Bill of Exchange; Role of Computers in Accounting.

**REFERENCES**

Gupta R.L., and Radhaswamy M, *Financial Accounting*, Sultan Chand & Sons, N. Delhi.  
Monga J.R., Ahuja Girish and Sehgal Ashok, *Financial Accounting*, Mayur Paper Back, Noida.  
Mittal, R.K., and Bansal, M.R., *Financial Accounting*, V.K. Publications, N. Delhi.  
Shukla, M.C., Grewal, T.S. and Gupta, S.C., *Advanced Accounts*, S. Chand & Company, N. Delhi.

**SYLLABUS**  
**B.A. VOCATIONAL SEMESTER-VI**  
**OFFICE MANAGEMENT**  
**Computer Applications in Office Management**  
**w.e.f. 2012-2013**

Max Marks: 90  
Internal Assessment: 10  
Time: 3 hours

**Note:** The paper setter will set 10 questions and the candidates are required to attempt any five questions.

Computer System: Meaning, scope, types; Basic computer organization: Central Processing Unit, input, output, and storage devices; Introduction to software; System software - operating system, user interface and its types; Application software - word processing, spreadsheets; Introduction to databases, tables, queries, reports and form generation.

Information Technology in Business: Concept of information technology; Local Area Network—media & topologies and Wide Area Networks; Electronic data processing; World Wide Web; Multimedia technologies; Video conferencing.

**REFERENCES**

Pradeep K Sinha, (2010) *Computer Fundamentals*,  
Bajaj, Kamlesh K and Debjani Nag: *E-commerce – The Cutting Edge of Business*, Tata McGraw Hill (P) Ltd., New Delhi.  
Greenstein, *Electronic Commerce*, Tata McGraw Hill, New Delhi  
Leon, Alexis: *Fundamental of Information Technology*, Vikas Publication House (P) Ltd., New Delhi  
Mansfield, Ron: *The Compact Guide to Microsoft Office*, BPB Publication, Delhi.  
Norton, Peter: *Introduction to Computer 4/E*, Tata McGraw Hill (P) Ltd., New Delhi  
Saxena, Sanjay: *A First Course in Computer*, Vikas Publication House (P) Ltd., New Delhi.