

Kurukshetra University Kurukshetra

Scheme of Examination for Undergraduate subject in Marketing

According to Curriculum Framework for Undergraduate Subjects as per NEP 2020

(Multiple Entry-Exit, Internships and Choice Based Credit System LOCF) w.e.f. the Session 2023-2024 (in phased manner)

Semester	Course Type	Course Code	Nomenclature of Paper	Credits	Credits		Contact Hours		Internal Marks	End Term Marks	Total Marks	Duration of Exam (Hrs)
					Theory	Practical	Tutorial	T+T				
1	CC-1	B23-MKT-101	Marketing Management-I ✓	4	3		1	4	30	70	100	3
	MDC-1	B23- MKT -102	Business Organization ✓	3	2		1	3	25	50	75	3
2	CC-2	B23- MKT -201	Marketing Management -2 ✓	4	3		1	4	30	70	100	3
	MDC-2	B23- MKT -202	Basics of Marketing ✓	3	2		1	3	25	50	75	3
3	CC-3	B23- MKT -301	Advertising & Personal Selling	4	3		1	4	30	70	100	3
	MDC-3	B23- MKT -302	Rural Marketing	3	2		1	3	25	50	75	3
4	CC-4	B23- MKT -401	Sales management	4	3		1	4	30	70	100	3
	CC-5	B23- MKT -501	Retailing	4	3		1	4	30	70	100	3
6	CC-6	B23- MKT -601	Supply Chain Management	4	3		1	4	30	70	100	3

Session 2023-2024			
Part-A Introduction			
Subject	Marketing		
Semester	I		
Name of the Course	Marketing Management-I		
Course Code	B23-MKT-101		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC)	CC-1		
Level of the course (As per Annexure-I)	100-199		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. understand the concepts of marketing and marketing environmental. 2. know the consumer behavior and market segmentation. 3. understand the conceptual framework of need, want, demand and customer value. 4. apprehend the recent development in the field of marketing. <p>5*.</p>		
Credits	Theory	Tutorial	Total
	3	1	4
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hrs.	-	-
Part-B Contents of the Course			
Instructions for Paper Setters			
<p>Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact Hours	
I	Marketing: Concept, nature, scope and importance; Evolution of marketing; Marketing concepts -	14	

	production, product, selling, societal, etc.; Marketing environment: Concept and importance; Micro environmental factors: Suppliers, intermediaries, customers, competitors, public; Macro environmental factors: Demographic, economic, political, legal, sociocultural, technological.	
II	Consumer behavior: Concept, nature and importance; Consumer buying process; Factors influencing consumer buying behavior; Market segmentation: Concept, importance and bases; Targeting; Positioning: Concept, importance and methods.	14
III	Need, want and demand: Conceptual framework; Market potential: Concept and methods of measurement; Demand forecasting: Concept and methods; Customer value and customer lifetime value: Concept and application.	16
IV	Recent developments in marketing: Social marketing; Direct marketing; Green marketing; Network Marketing; Stealth marketing; Online Marketing; Holistic marketing.	16
V*	----	
Suggested Evaluation Methods		
Internal Assessment:		End Term Exam
➤ Theory	30 Marks	Exam
Class Participation	5	70 Marks
Seminar/Presentation/Assignment/Quiz/Class Test etc.	10	
Mid Term Exam	15	
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
<ul style="list-style-type: none"> • Grewal, Dhruv and Michael Levy; <i>Marketing</i>; Tata McGraw Hill. • Kumar Arun & Meenakshi N., <i>Marketing Management</i>, Vikas Publishing House Pvt. Ltd., New Delhi. Third Edition • Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit, <i>Marketing: Concepts and Cases. (Special Indian Edition).</i>, McGraw Hill Education • Philip Kotler, <i>Principles of Marketing</i>. Pearson Education. • Ramaswami, V.S. and Namakumari, S.; <i>Marketing Management</i>; MacMillan India Ltd. • Saxena Rajan, <i>Marketing Management</i>, Tata McGraw-Hill Publishing Company Ltd., New Delhi. 		

* Applicable for courses having practical component.

Session 2023-2024			
Part-A Introduction			
Subject	Marketing		
Semester	II		
Name of the Course	Marketing Management-2		
Course Code	B23-MKT-201		
Course Type: (CC/MCC/MDC/CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CC-2		
Level of the course (As per Annexure-I)	100-199		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. understand the basics of product, product life cycle and new product development. 2. know various pricing methods and strategies used by the corporate. 3. understand the promotional tools and techniques to make the consumers aware about the product. 4. study different distribution channels and role of intermediaries. 		
	5*.		
	Theory	Tutorial	Total
Credits	3	1	4
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hrs.	-	-
Part-B Contents of the Course			
Instructions for Paper Setters			
<p>Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact Hours	
I	Marketing Mix: Conceptual framework – core, actual and augmented product; Product: Concept, importance and classification; Service: Concept, characteristics and difference between product and service; Product Life Cycle; Branding; Packaging and Labelling; New Product Development.	14	
II	Pricing: Concept, significance, objectives; Process of	14	

	price determination; Pricing strategies: Skimming, penetration, etc; Pricing methods: Cost orienting and market oriented, Cost plus pricing, mark up pricing, target return pricing; Perceived value pricing, differential pricing, psychological pricing, etc.;	
III	Promotion: Concept and importance; Promotion mix; Advertising; Publicity; Sales promotion; Personal relation; Online tools for product promotion: Search engines, social media; Factors influencing promotion mix decision.	16
IV	Distribution: Concept and importance; Distribution and marketing; Marketing channels: Concept and types; Role of intermediaries in distribution channel; Factors influencing decisions on marketing channels.	16
V*	----	
Suggested Evaluation Methods		
Internal Assessment:		End Term Exam
➤ Theory	30 Marks	70 Marks
Class Participation	5	
Seminar/Presentation/Assignment/Quiz/Class Test etc.	10	
Mid Term Exam	15	
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
<ul style="list-style-type: none"> • Grewal, Dhruv and Michael Levy; <i>Marketing</i>; Tata McGraw Hill. • Kumar Arun & Meenakshi N., <i>Marketing Management</i>, Vikas Publishing House Pvt. Ltd., New Delhi. Third Edition • Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit, <i>Marketing: Concepts and Cases. (Special Indian Edition).</i>, McGraw Hill Education • Philip Kotler, <i>Principles of Marketing</i>. Pearson Education. • Ramaswami, V.S. and Namakumari, S.; <i>Marketing Management</i>; MacMillan India Ltd. • Saxena Rajan, <i>Marketing Management</i>, Tata McGraw-Hill Publishing Company Ltd., New Delhi. 		

* Applicable for courses having practical component.

Session 2023-2024			
Part-A Introduction			
Subject	Marketing		
Semester	I		
Name of the Course	Business Organization		
Course Code	B23-MKT-102		
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/)	MDC-I		
Level of the course (As per Annexure-I)	100-199		
Pre-requisite for the course (if)	NIL		
Course Learning Outcomes (CLO)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. understand the nature of business and related terms. 2. know the various forms of Indian Business. 3. gain knowledge of company form of organization. 4. understand the concept of LPG and MNCs and their role in Indian economy. 		
	5*.-		
Credits	Theory	Tutorial	Total
	2	1	3
Internal Assessment Marks	25	-	25
End Term Exam Marks	50	-	50
Exam Time	3 Hrs.	-	-
Part-B Contents of the Course			
<p>Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 5 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact Hours	
I	Concepts of business, industry, commerce, trade, Auxiliaries to trade; Service sector: Concept, components and importance.	11	

II	Forms of business organizations: Sole proprietorship, Joint Hindu Family, Partnership (including LLP) and Company.	11
III	Company: Concept, characteristics; Forms of company organization: One person company, Private Limited Company, Public Company, Holding and subsidiary, Co-operative Organization; Factors influencing choice of form of organizations; Internal constituents of business organization: CEO, key managerial personnel, their qualities, role and responsibilities.	12
IV	Liberalization, Privatization and Globalization, International business: An introduction; MNCs: nature, types, critical analysis.	11
V*.	---	
Suggested Evaluation Methods		
Internal Assessment:		End Term Exam
➤ Theory	25 Marks	50 Marks
Class Participation	5	
Seminar/Presentation/Assignment/Quiz/Class Test etc.	7	
Mid Term Exam	13	
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
<ul style="list-style-type: none"> • Abha Mathur, Business Organization and Management, Taxmann Publications Pvt. Ltd., New Delhi. • Barry, Jim, Chandler, John, Clark, Heather; Organization and Management, Thompson Learning, New Delhi. • C. B. Gupta, Business Organization and Management, Sultan Chand and Sons. • P.C. Tulsian and Vishal Panday, Business Organization and Management, Pearson Publication • Rao V.S.P., Business Organization and Management, Taxmann Publication. • Singh, B.P. & Chhabra, T.N., Business Organization and Management, Sun India Publications, New Delhi. 		

* Applicable for courses having practical component.

Session 2023-2024			
Part-A Introduction			
Subject	Marketing		
Semester	II		
Name of the Course	Basics of Marketing		
Course Code	B23-MKT-202		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/VAC)	MDC-2		
Level of the course (As per Annexure-I)	100-199		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. understand the basic concepts of marketing and assess the marketing environment. 2. analyze the consumer behaviour in the present scenario and bases of marketing segmentation. 3. discover the new product development and factors affecting the price of a product in the present context. 4. understand the promotional and distribution strategies. 		
Credits	Theory	Tutorial	Total
	2	1	3
Internal Assessment Marks	25	-	25
End Term Exam Marks	50	-	50
Exam Time	3 Hrs.	-	-
Part-B Contents of the Course			
Instructions for Paper Setters			
<p>Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 5 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact Hours	
I	Marketing: Concept, nature, scope and importance; Evolution of Marketing; Understanding marketing in new perspectives; Marketing environment: Concept, importance; Micro environmental factors: Suppliers, marketing intermediaries, customers, competitors, public; Macro environmental factors: Demographic, economic, natural, technological, politico-legal and	11	

	socio- cultural.	
II	Consumer behaviour: Concept, nature and importance, consumer buying decision process, factors Influencing consumer buying behaviour; Market segmentation: Concept, importance and bases; Target market selection; Positioning: Concept, importance and bases.	11
III	Product: Concept, importance and classification; Branding, Packaging and Labelling; Product life cycle; New product development; Pricing: Concept, significance, price determination, pricing methods, pricing policies and strategies.	11
IV	Promotion: Nature and importance; Advertising, personal selling, sales promotion and publicity/public relations; Factors affecting promotion mix decisions; Distribution: Concept, importance and types of distribution channels; Factors affecting choice of distribution channel; Retailing; Wholesaling.	12
V*	--	
Suggested Evaluation Methods		
Internal Assessment:		End Term Exam
➤ Theory	25 Marks	Exam
Class Participation	5	50 Marks
Seminar/Presentation/Assignment/Quiz/Class Test etc.	7	
Mid Term Exam	13	
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
<ul style="list-style-type: none"> • Grewal, Dhruv and Michael Levy; <i>Marketing</i>; Tata McGraw Hill. • Kumar Arun & Meenakshi N., <i>Marketing Management</i>, Vikas Publishing House Pvt. Ltd., New Delhi. Third Edition • Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit, <i>Marketing: Concepts and Cases. (Special Indian Edition).</i>, McGraw Hill Education • Philip Kotler, <i>Principles of Marketing</i>. Pearson Education. • Ramaswami, V.S. and Namakumari, S.; <i>Marketing Management</i>; MacMillan India Ltd. • Saxena Rajan, <i>Marketing Management</i>, Tata McGraw-Hill Publishing Company Ltd., New Delhi. Fifth Edition. 		

* Applicable for courses having practical component.

Session 2024-25 (Scheme w.e.f. 2023-24)			
Part – A Introduction			
Subject	Marketing		
Semester	III		
Name of the Course	Advertising & Personal Selling		
Course Code	B23-MKT-301		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC)	CC-3		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand the nature and importance of advertising. 2. Prepare Ad Copy and media planning. 3. Comprehend the conceptual framework of personal selling. 4. Learn skills to execute various stages of personal selling. 		
Credits	Theory	Tutorial	Total
	03	01	04
Contact Hours	03	01	04
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hours	-	-
Part-B Contents of the Course			
Instructions for Paper Setters			
<p>Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact Hours	
I	Advertising: Concept, nature and importance; Advertising and communication; Types of advertising; Advertising management process; Social and economic aspects of advertising; Advertising objectives and budget, AIDA Model.	16	
II	Copy development and testing: Determining advertising message and copy headlines, body, copy logo, illustration, creative styles and advertising appeals; Media planning: Print, broadcasting and other media; Media selection and scheduling; Advertising	16	

	agency and client relationship; Evaluating advertising effectiveness – Pre and post-tests.	
III	Personal selling: Concept, nature, objectives, and importance; Salesmanship: Concept, objectives, importance and types; Types of selling situations and salesperson, qualities of an effective salesperson; Career opportunities in personal selling; Differences among personal selling, salesmanship, and sales force management; Theories of selling; Buyer-seller dyad.	13
IV	Buying motives and their uses in personal selling; Personal selling process: Prospecting: Concept and methods, pre-approach, approach, sales presentation, objection handling, closing the sale, follow-up actions/after sale services; Approaches to personal selling; Sales reports and sales manuals; Role of IT in personal selling; Ethical issues in personal selling.	15
Suggested Evaluation Methods		
Internal Assessment:		End Term Exam:
Theory: 30		
Class Participation	05	70
Seminar/Presentation/Assignment/Quiz/Class Test etc.	10	
Mid Term Exam	15	
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
<ul style="list-style-type: none"> • Aaker, D.A. and Myers, J.G.- Advertising Management, Prentice Hall, New Delhi. • Batra, R., Myres, J.G. and Aaker, D.A.- Advertising Management, Prentice Hall, New Delhi. • Chunawala, S. A.- Sales Management with Personal selling and salesmanship, Himalaya Publishing house. • Davis, J.J.-Advertising Research, Prentice Hall, New Delhi. • Johnston, M. and Marshall, G.-Churchill/Ford/Walker's Sales Force Management, McGraw Hill, Singapore. • Gupta, C. B.- Personal selling and salesmanship, Scholar Tech Press, MKM Publishers. • Norris, J. S.- Advertising, Prentice Hall, New Delhi. • Stanton, W.J. and Shapiro, R.- Management of A Sales Force, McGraw Hill, Singapore. 		

Session 2024-25 (Scheme w.e.f. 2023-24)			
Part – A Introduction			
Subject	Marketing		
Semester	III		
Name of the Course	Rural Marketing		
Course Code	B23-MKT-302		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC)	MDC-3		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	<p>After completing the course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand conceptual framework of rural marketing. 2. Analyse rural consumer behaviour. 3. Develop rural marketing mix strategies for rural markets. 4. Comprehend innovation principles, recent trends and government initiatives for rural marketing. 		
Credits	Theory	Tutorial	Total
	02	01	03
Contact Hours	02	01	03
Internal Assessment Marks	25	-	25
End Term Exam Marks	50	-	50
Exam Time	3 Hours	-	-
Part-B Contents of the Course			
Instructions for Paper Setters			
<p>Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 5 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact Hours	
I	Rural marketing: Conceptual framework, challenges & opportunities; Classification of rural markets; Rural market vs. urban market; Rural marketing environment, New product development in rural market.	12	
II	Rural consumer behaviour: Concept, significance, Factors influencing consumer behaviour in rural market; Rural consumers buying decision process; Rural marketing research:	11	

	Objectives, methods and issues; Rural marketing strategies.	
III	Segmentation of rural market, Criteria for effective market segmentation, targeting and positioning; Marketing of durable and non-durable goods; Rural marketing mix, Media planning in rural marketing; Personal selling in rural marketing.	11
IV	Emerging trends, issues and innovations in rural marketing; Rural marketing control; Govt. initiatives for rural markets; E-commerce in rural markets.	11
Suggested Evaluation Methods		
Internal Assessment:		End Term
Theory: 25		Exam:
Class Participation	5	50
Seminar/Presentation/Assignment/Quiz/Class Test etc.	7	
Mid Term Exam	13	
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
<ul style="list-style-type: none"> • Badi, R.V and Badi, N.V: Rural Marketing, Himalaya Publishing House, New Delhi. • Dogra Balram and Ghuman Karminder; Rural Marketing: Concepts and Practices; McGraw Hill Education. • Gupta, S.L: Rural Marketing, Wisdom Publication, New Delhi. • Kahyap, Pardeep; Rural Marketing; Pearson Education India • Krishnamacharylu, C.S.G and Ramakrishnan Lalitha; Rural Marketing, Pearson Education, New Delhi. • Rajagopal: Rural Marketing Management, Discovery Publication House, New Delhi. 		

Session 2024-25 (Scheme w.e.f. 2023-24)			
Part – A Introduction			
Subject	Marketing		
Semester	IV		
Name of the Course	Sales Management		
Course Code	B23-MKT-401		
Course Type: (CC/MCC/MDC/CCM/ DSEC/VOC/DSE/PC/AEC/VAC)	CC-4		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	<p>After completing the course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand the basics of sales management and sales forecasting. 2. Acquaint with sales planning, sales quotas sales territories and sales budgets. 3. Know about the recruitment, selection, placement, induction, training and development of the sales force. 4. Comprehend the concepts of training, motivation, evaluation and control of sales force. 		
Credits	Theory	Tutorial	Total
	3	1	4
Contact Hours	3	1	4
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hours	-	-
Part-B Contents of the Course			
Instructions for Paper Setters			
<p>Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact Hours	
I	Sales management: Concept, objectives and functions; Sales manager: Types, qualities and responsibilities; Fundamentals of selling; salesmanship; Selling process; Sales planning: Process, types and limitations; Sales forecasting: Objectives, procedure, methods and limitations.	16	
II	Sales quotas: Objectives, types, determinants and methods for setting sales quotas; Sales territories: Need, determinants, principles, and procedure for establishing sales territories; Sales budget: Types, essentials, process and approaches to sales budget	14	

	formulation; Sales organization: Significance and functions, setting up a sales organization, factors affecting and pre requisites of ideal sales organization.	
III	Sales force management: Recruitment, selection, placement; Compensation: Factors determining remuneration to salesmen, designing compensation plan; Sales meetings and sales contests.	16
IV	Sales training: Objectives, principles, types and methods; Development and induction of sales force; Methods of motivating sales force; Evaluating performance of sales force; Promotion policies; Controlling sales personnel; Sales audit; Sales records and reporting system; Ethical issues in Sales management.	14
Suggested Evaluation Methods		
Internal Assessment:		End Term Examination:
<ul style="list-style-type: none"> ➤ Theory 30 Class Participation 05 Seminar / Presentation/ Assignment/ Quiz/ Class Test etc. 10 Mid-Term Exam 15 		70
Part-C Learning Resources		
Recommended Books / E-Resources/ LMS:		
<ul style="list-style-type: none"> • Anderson, R.E., Hair, J.F, Bush, A.J.- Professional Sales Management, McGraw Hill, Singapore. • Dalrymple, D.J. and Cron, W. J. - Sales Management – Concepts and Cases, John Wiley, New York. • Johnston, M. and Marshall, G.-Churchill/Ford/Walker’s Sales Force Management, McGraw Hill, Singapore. • Futrell, Charles M.: Sales Management – Teamwork, Leadership and Technology, Thomson Asia, Singapore • Johnson, E.M., Kurtz, D.L. and Schewing, E.- Sales Management, McGraw Hill, Singapore. • Stanton, W.J. and R. Sapiro- Management of Sales Force, McGraw Hill, Singapore. • Still, R.R. and Cundiff, E.W.-Sales Management, Pearson, New Delhi. 		



Session 2025-26 (Scheme w.e.f. 2023-24)			
Part – A Introduction			
Subject	Marketing		
Semester	V		
Name of the Course	Retailing		
Course Code	B23-MKT-501		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC)	CC-5		
Level of the course (As per Annexure-I)	300-399		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	<p>After completing the course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand the conceptual framework and organisational structure in retailing. 2. Understand various decisions involved in store location and planning. 3. Comprehend the ways retailers use marketing tools and techniques to interact with their customers. 4. Recognize and understand the retail pricing, operations-oriented policies, methods, and procedures. 		
Credits	Theory	Tutorial	Total
	03	01	04
Contact Hours	03	01	04
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hours	-	-
Part-B Contents of the Course			
Instructions for Paper Setters			
<p>Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact Hours	
I	Retailing: Concept, characteristics, importance, functions, theories, emerging trends in retailing; Evolution of retailing in India; History of retail institution; Contribution of retailing to Indian economy; Globalization of retailing; Indian retailing scenario; Organizational environment in retail sector, factors behind the change of Indian retail industry; Retail formats: Retail institutions by ownership, retail institutions by store-based strategy mix, web, non-store based, e-retailing and other forms of non-traditional retailing; e-retailing strategies.	16	
II	Retail market segmentation; Store location: Trading-area analysis, characteristics of trading areas, site selection, types of	14	

	locations, location and site evaluation; Store planning: Design & layout, retail image mix, Effective retail space management, atmospheric, human resource management.	
III	Retail marketing: Retail marketing mix, advertising & sales promotion, and store positioning; Customers services; Retail merchandising: Buying organization formats and processes, devising merchandise plans, shrinkage in retail merchandise management.	16
IV	Merchandise pricing: Concept, pricing objectives, determinants, types of pricing, pricing strategies; Retail operation: Elements, store administration, store manager responsibilities, management of retail outlet/store, store maintenance, store security; Application of IT to retail marketing; Retail market segmentation; Consumerism and ethics in retailing; Retail market segmentation; FDI in retail international retailing.	14
Suggested Evaluation Methods		
Internal Assessment:		End Term
Theory: 30		Exam:
Class Participation	05	70
Seminar/Presentation/Assignment/Quiz/Class Test etc.	10	
Mid Term Exam	15	
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
<ul style="list-style-type: none"> • Berman Berry and Evans J.R., Retail Management- A Strategic Management Approach, Pearson Education, New York. • Bush Robert, G.H., and Gresham Larry, Retailing, Houghton Mifflin Company, Boston. • Chetan Bajaj, Rajnish Tuli and Nidhi Varma Srivastava, Retail Management, Oxford University Press. • Cullen & Newman: Retailing Environment & Operations, Cengage Learning • Harjit Singh: Retail Management, S. Chand Publication • Levy Michael, Weitz Barton, Retailing Management, V Edition, Tata McGraw Hill, New York. • Michael Levy, Borton & Lauren Skinner Beitelspacher- McGraw Hill Education, New Delhi • Pradhan Swapna, Retailing Management-Text and Cases, II Edition, Tata Mc Graw Hill, India. 		

Session 2025-26 (Scheme w.e.f. 2023-24)			
Part – A Introduction			
Subject	Marketing		
Semester	VI		
Name of the Course	Supply Chain Management		
Course Code	B23-MKT-601		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC)	CC-6		
Level of the course (As per Annexure-I)	300-399		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	<p>After completing the course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand the conceptual framework of supply chain management. 2. Appreciate the role of SCM and its relationship with marketing mix. 3. Comprehend the role of SCM in value delivery 4. Be familiar with the operational and technologies used in SCM. 		
Credits	Theory	Tutorial	Total
	03	01	04
Contact Hours	03	01	04
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hours	-	-
Part-B Contents of the Course			
Instructions for Paper Setters			
<p>Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact Hours	
I	Supply Chain Management: Concept, scope and importance in business operations; SCM vs Physical distribution approach - Differences and similarities; Evolution of SCM; Integrating inbound and outbound logistics: Strategies, techniques and benefits; Customer focus in Supply Chain: Understanding customer needs, enhancing customer satisfaction through SCM; SCM and profitability.	16	
II	Coordination function of SCM: Inter-functional & Inter-corporate Cooperation; SCM and total cost concept: Cost components, cost minimization strategies; SCM and marketing	14	

	mix: Product, price, place, promotion integration; SCM's Influence on marketing strategies; Systems approach to SCM: Holistic view, benefits and challenges.	
III	Marketing Channels: Functions, types, and role of channel members in SCM; Integrating marketing channels with marketing mix; Marketing channels and retailing strategy; Supply chain as value delivery system: Creating and delivering value, enhancing customer experience; Vendor relationships and distribution channel design.	16
IV	Customer service: Strategy and practices developing effective customer service; Integration for Efficiency: Transportation and logistics, selecting the right mode, multimodal transportation and documentation; Warehousing and material handling: Types and site selection; Order processing and management; SCM and information technology: IT-enabled SCM; ERP, JIT, and quality management; Third party logistics (3PL): Overview and benefits; Supply chain management in the Indian environment.	14
Suggested Evaluation Methods		
Internal Assessment:		End Term
Theory: 30		Exam:
Class Participation	05	70
Seminar/Presentation/Assignment/Quiz/Class Test etc.	10	
Mid Term Exam	15	
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
<ul style="list-style-type: none"> • Bowersox D.J. & Closs D.J., Logistics Management, McGraw-Hill International Editors. • Chadwick and Shan Rajagopal, Strategic Supply Chain Management, Butterworth Heinemann. • Gattorna J.L. & Walters D.W., Managing the Supply: A Strategy Perspective, McMillan Business. Glaskowsky NA, Business Logistics, Dryden Press, Ohio, U.S. • Heskett James, Business Logistics, Physical Distribution and Materials Management. Ronald Press. • Sahay B.S., Supply Chain Management: For Global Competitiveness, 1st Ed. McMillan India Pvt. Ltd., New Delhi. • Stern LW, El-Ausary Adell and Caughlan AI, Marketing Channels, Prentice Hall of India, New Delhi. • Sunil chopra and Peter Meindl, Supply chain management – strategy, planning and operation, PHI. 		

Session: 2023-24			
Part-A Introduction			
Subject	Commerce		
Semester	III		
Name of the Course	Accounting Data Processing		
Course Code	B23-SEC-315		
Course Type: (CC/MCC/MDC/ CCM/DSEC/VOC/DSE/PC/AEC/ VAC)	SEC		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand the basic concepts of accounting and practical aspect of accounting with the help of software Tally Prime (Latest Version). 2. The candidate will be able to make journal entries, ledger, trial balance and balance sheet. 3. The candidate will understand ledger creation, budget creation and inventory management. 4. Maintain business records with financial statements and other business operations. 5.* Make accounting voucher entries, security control, creative ledger, balance sheet, profit & loss account using Tally. 		
Credits	Theory	Practical	Total
	2	1	3
Contact Hours	2	2	4
Internal Assessment Marks	15	5	20
End-Term Exam Marks	35	20	55
Exam Time	3 Hrs.	3 Hrs.	
Part-B Contents of the Course			
Instructions for Paper Setters			
<p>Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics		Contact Hours
I	Basics of Accounting: Meaning, advantages and limitations; Fundamental		8

	accounting assumptions: GAAP; Computerized accounting system: Concept, need, difference between manual and computerized; Tally: Introduction, features, installation; Licensing configurations.	
II	Security controls in Tally Prime: Tally vault password, data backup and restore, export and import data, edit log feature in tally; Masters: Concept , types of masters, groups; Gateway of tally; Company creation: Setup features, accounting features, configuration, shutting and deleting a company.	8
III	Ledger creation: Creating single and multiple ledgers, altering; Deleting and displaying ledger; Invoicing; Cost centers; Interest calculations; Inventory: Stock groups, stock categories, stock items, purchase and sales orders processing, godowns/location, unit of measurement; BoM; Vouchers: Concepts, accounting & inventory vouchers.	7
IV	Financial Statements: Profit & loss account, balance sheet; Bank reconciliation; Debit and credit note; Tally audit features; Printing features; Management information system & different reports in tally.	7
V*	<p>Practical:</p> <ul style="list-style-type: none"> Installation of Tally; Configuration; Creating company, security controls; Accounting voucher entries; Stock summary: Trial balance; Final accounts in Tally; Trading account; Profit & Loss account; Balance sheets; Creating ledger, printing reports. <p><i>Note: Latest version of tally (for theory and practical) will be used.</i></p>	15
Suggested Evaluation Methods		
<p>Internal Assessment:</p> <p>Theory 15</p> <p>Class Participation: 04</p> <p>Seminar/presentation/assignment/quiz/class test etc.: 04</p> <p>Mid-Term Exam: 07</p> <p>Practicum: 05</p> <p>Class Participation: NA</p> <p>Seminar/Demonstration/Viva -voce/ Lab records etc. 05</p> <p>Mid-Term Exam: NA</p>		<p>End Term Examination:</p> <p>Theory: 35</p> <p>Practicum: 20</p>
Part C-Learning Resources		
<p>Recommended Books/e-resources/LMS:</p> <ul style="list-style-type: none"> Ashok K. Nadavi, Tally Training Guide (Financial Accounting, Invoicing & Inventory), BPB Publications, New Delhi. Ashok, K. Nadhavi, Kishor K. Nadhavi, Implementary Tally 9, BPB publications, NewDelhi. Bansal Manoj, Computerized Accounting System, Sahitya Bhawan Publications Kavitha et. al., Computerized Accounting, Himalaya Publishing House. Raman B.S. and Singh Ravi, Computerized Accounting System, EPBP Publication. 		

*Applicable for courses having practical component

Session 2023-2024			
Part-A Introduction			
Subject	Commerce		
Semester	VI		
Name of the Course	Digital Marketing		
Course Code	B23-VOC-308		
Course Type: (CC/MCC/MDC/CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	VOC		
Level of the course (As per Annexure-I)	300-399		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand the basic concept of digital marketing and the road map for successful digital marketing strategies. 2. Know the concept and usage of search engine optimization. 3. Use social media as a tool for marketing communication. 4. Analyse the effectiveness of digital marketing using various metric tools. <p>5*. Practically understand the tools used in digital marketing.</p>		
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	-	-
Part-B Contents of the Course			
Instructions for Paper Setters			
<p>Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 5 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact Hours	
I	Digital Marketing: Concept, significance, digital marketing vs. traditional marketing; Digital Marketing Strategy: synchronization of digital marketing with traditional marketing objectives; Digital marketing channels: Search engines, social	12	

	media, email marketing, content marketing, affiliate marketing; Digital marketing strategy: Goal setting, identifying target audience, competitive analysis; Key performance Indicators: concept; Metrics – ROI, CTR, conversion rate; Trends in digital marketing; Voice search; AI and Machine Learning; Personalized customer experience.	
II	Search Engine Optimization (SEO): Concept, working; On Page SEO: Keyword search, meta tags and description, content optimization, URL structure; Off page SEO: Link building strategies, social bookmarking, Influencer outreach; Content marketing: Developing content strategy; Types of content: Blogs, videos, 11infographics; Content creation and distribution, measuring content performance.	11
III	Social Media Marketing: Concept, importance; Interface of social media marketing platforms: Facebook/Instagram/Linkedin/Youtube/X (any two); Building social media strategy; Content planning and scheduling, audience engagement; Social Media Analytics: Tools for monitoring analytics; Interpreting social media analytics; Paid advertising: PPC, Google Ads and Search engine marketing; Social media advertising; Display advertising; Campaign management: Ad creation and targeting, measuring and optimizing ad performance.	11
IV	Email Marketing: Creating email campaign, building email list, segmenting and personalization, automation and drip campaigns; Overview of popular email marketing tools; Tracking email marketing campaign; Digital marketing analytics: Web analytics, google analytics, interpreting data and reports; Conversion rate: Concept, optimization, improving conversion rate techniques; Emerging Trends: AI and ML Applications; Chatbots and conversational marketing; Voice search optimization; AR and VR in marketing.	11
V*	Teacher may make a group of 3-5 students and assign them a product/ service/ idea or a campaign to understand the practical aspects of digital marketing. On the chosen product/service, the team of students should do the following exercises. 1. Make a blog on Blogger/ Wordpress/ any other platform of your choice and create at least three posts on it. 2. Perform the On Page SEO of the posts of the blog. 3. Perform Off Page SEO of the posts of the blog.	30

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<p>4. Make a Twitter account related to the blog and make three tweets using hashtags.</p> <p>5. Make an Instagram page of the blog and put at least three posts – graphic, video, etc and use hashtags.</p> <p>6. Measure the engagement of your posts on the social media and prepare an analytics report.</p> <p>7. Use Google analytics to measure the effectiveness of your posts.</p> <p>8. Draft an email to promote a product of your choice.</p>	
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Suggested Evaluation Methods

<p>Internal Assessment:</p> <p>➤ Theory 20</p> <p>Class Participation 05</p> <p>Seminars/Presentations/Assignments/Quiz/Class Test etc. 05</p> <p>Mid-Term Exams 10</p> <p>➤ Practical 10</p> <p>Class Participation NA</p> <p>Seminars/Presentations/Assignments/Quiz/Class Test etc. 10</p> <p>Mid-Term Exams NA</p>	<p>End Term Exams:</p> <p>Theory: 50</p> <p>Practicum:: 20</p>
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Part-C Learning Resources

<p>Recommended Books/E-Resources/LMS:</p> <ul style="list-style-type: none"> • Ahuja, V., Digital Marketing, Oxford University Press • Annmarie, H., A. Joanna, Quick win Digital Marketing, Paperback Edition • Gupta, S., Digital Marketing, McGraw-Hill • Kamat and Kamat, Digital Marketing, Himalaya Publishing House. • Ryan, D., Jones, C., Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Publisher.

* Applicable for courses having practical component.

