

**Tilak Maharashtra Vidyapeeth, Pune**  
**B.Com. Regular & External Programme**  
**Semester Pattern (CBCS) Syllabus – 2019-20**  
**T.Y.B.Com. V Semester**

**Credit Score:**

- 1) Core Subjects 4 credits
- 2) Complementary/ Electives 4 credits

**Compulsory Subjects:-**

- 1) Soft Skills

**Specialization Subjects:-**

- A. Cost & works accounting
- B. Entrepreneurship

**BCOM19/301 – Soft Skills (4 credits)**

**CHAPTER 1: COMMUNICATION SKILL**

- 1.1 Introduction, Scope and Importance
- 1.2 Rapport Building, Effective Use of body language
- 1.3 Barriers to Good Communication
- 1.4 Communicate Assertively
- 1.5 Summary

**CHAPTER 2:- STRESS MANAGEMENT**

- 2.1 Introduction, Scope and Importance
- 2.2 Six Stress Busters
- 2.3 Steps to Reduce stress
- 2.4 Summary

**CHAPTER 3:- TIME MANAGEMENT**

- 3.1. Introduction, Scope and Importance
- 3.2. Managing Your Time
- 3.3. Effective Delegation
- 3.4. Setting Priorities
- 3.5. Effective Meeting Management
- 3.6. Dealing with common time wasters
- 3.7. Summary

**CHAPTER 4:- CORPORATE SOCIAL RESPONSIBILITY**

- 4.1. Introduction, Scope and Importance

- 4.2. Definition of Social Responsibility
- 4.3. Approaches to CSR
- 4.4. CSR in various parts of the World
- 4.5. Ethics Training
- 4.6. Stakeholder Priority
- 4.7. Summary

## **CHAPTER 5: - BASIC LEGAL FRAMEWORK IN INDIA**

- 5.1. Introduction Scope and Importance
- 5.2. The Constitution of India
- 5.3. Basic Commercial Laws
- 5.4. Basic Common Laws
- 5.5. Outline of Personal Laws
- 5.6. Summary

## **CHAPTER 6: - LEADERSHIP**

- 6.1 Introduction Definition Introduction, Definition
- 6.2 Characteristics of Leadership
- 6.3 Qualities of Good Leader
- 6.4 Effective Leadership
- 6.5 Summary

## **BCOM19/302C - Cost & Works Accounting - I (4 credits)**

### **Objectives:-**

- 1) To impart the knowledge of various cost concept.
- 2) Various elements of cost.
- 3) Recording & Ascertaining cost
- 4) Calculations relating to Material & labour cost.

### **1. Introduction of various concepts**

- Cost, costing, cost accounting, cost accountancy
- Objectives of cost accounting
- Limitation, advantages of costing system
- Essential of ideal costing system
- Difference between cost and financial accounting
- Cost units & cost centers.

### **2. Element of cost - Material, Labour and other expenses**

- Classification of costs and types of costs
- Preparation of Cost Sheets, Tenders and Quotation.

### **3. Material**

- Need & essentials of Material control
- Procedure of scientific purchasing
- Purchase control
- Documentation
- Stock level – Maximum, Minimum, Re- order and EOQ

### **4. Store Organisation, Material Accounting, & Inventory control :-**

- Classification and codification of inventory
- Material records – Bin card, store ledger
- Issue of material and pricing methods of Issue of Material
- Inventory control: - Periodic and perpetual stock taking
- Control of Waste, Scrape, defectives and spoilage
- ABC Analysis
- Inventory Ratios

### **5. Labour cost, Remuneration & Incentives**

5.1. Introduction – Direct & Indirect Labour, organization for accounting & control of labour cost

5.2. Time Records – Time keeping, Methods of Time keeping

Time Booking – Methods of Time Booking

Difference between Time Keeping & Time Booking

a. Methods of Remuneration

Introduction

Essentials of a satisfactory system of Labour Remuneration

Time wages

Piece Rate

Difference between Time Rate & Piece Rate

b. Bonus Plans

c. Incentive plan

### **6) Labour Turnover**

- Meaning, causes of Labour turnover , Labour turnover Rates
- Effects of Labour Turnover, Reduction of Labour Turnover

## **BCOM19/303C - Cost and work Accounting – II (4 credits)**

### **Objectives:-**

1. To provide training about the concepts, principles and application of overhead.
2. To understand various methods of costing and their applications.

### **1. Overheads: -**

Meaning, Definition, and classification

Collection, Allocation, Apportionment and Reapportionment of overheads

Overhead absorption – meaning and methods

Under & over absorption of overheads –

Meaning, Reasons and accounting treatment

Control of production overheads, Administration overheads and selling and distribution overheads

2. **Special item of overhead costs and treatment:** -  
Capacity cost , capacity cost, Research and development cost , depreciation cost, cost of obsolescence, cost of tools and cost of training
3. **Methods of costing :** -  
Meaning and methods of costing – Needs for various methods  
Job costing - Meaning, Features, Advantages, limitations & preparation of job cost sheet.  
Contract costing – definition, features, preparation of contract account with works certified, uncertified, escalation clause, profit on complete contract, cost plus contract
4. **Process costing :-**  
Meaning, features, preparation of process account with normal or abnormal loss or gain.  
Inter-process profit  
Theory – Joint product ,by product
5. **Operating costing :-**  
Meaning, features  
Cost unit: simple and composite  
Cost sheet for transport, Hospital, Canteen etc.

### **BCOM19/304C - Cost and works Accounting – III (4 credits)**

#### **Objectives:**

- 1.To impart training regarding techniques of cost control .
- 2.To create awareness among the students regarding cost control and cost reduction.
- 3.To provide training as regards concept, procedures and legal provisions of cost audit.
- 4.To develop the skills in cost control and in cost audit.

#### **Marginal costing: -**

Meaning & concepts- Fixed cost, variable cost, Marginal cost,  
Marginal costing- contribution, p / v ratio  
Breakeven point, Assumptions & limitations  
Margin of safety  
Cost, volume profit Analysis  
Differential cost analysis  
Application of marginal costing techniques

#### **Budgetary Control: -**

Meaning of budget and budgetary control  
Objectives of budgetary control  
Procedure of budgetary control  
Advantages and limitations  
Types of budget – According to flexibility – According to functions  
(Sales, production, purchase, cash etc.)  
According to management control-  
Programme, performance, zero base budgeting  
Practical problems – cash and flexible budget

#### **Uniform costing and inter firm comparison: -**

Meaning – objectives, advantages, limitations  
Requisites – uniform cost manual.  
Inter-firm comparison – meanings, essentials, advantages, limitations.

#### **Standard costing: -**

Definition, Meaning of various concepts

Difference between standard cost and historical cost (difference between standard costing and budgetary control.)  
Advantages and limitations  
Setting of material, labour, overhead standards.  
Variance Analysis – meaning, types, causes of material and labour variance

#### **Cost Audit:-**

Meaning – objective, types of cost audit.  
cost investigation and cost audit.  
Advantages of cost audit.  
Procedure and programme of cost audit  
Cost auditors – appointment, rights, powers and liabilities  
Cost audit report

#### **Target Costing :-**

Meaning, features of Target costing  
Advantages & Limitations of Target costing  
Impact on profitability of firm.

## **BCOM19/302E - Entrepreneurship- I (4 credits)**

#### **Objectives:-**

- 1.To create entrepreneurial awareness among students.
- 2.To provide them conceptual background of types& patterns of entrepreneurship.

#### **Unit 1 – Entrepreneur & Entrepreneurship.**

- Need & importance of entrepreneurship
- problem of unemployment & wealth creation
- Entrepreneurial career as an option.
- Definition, Meaning, Functions of an entrepreneur
- Entrepreneurial competence & behavioural pattern of an entrepreneur  
Entrepreneurial motives – David Mc Cleland's theory of Need or Achievement & Kakinada experiment

#### **Unit 2- Study of Biographies of entrepreneurs**

- B.G.Shirke
- Narayan Murthi
- Vitthal Kamat.
- Pramod Choudhari
- Azim Premji
- Anu Aga

#### **Unit 3- Group entrepreneurship – Meaning & Significance**

- Self –Help Groups & Micro enterprises
- Individual Vs Group Entrepreneurship
- Advantages & Disadvantages of Group Entrepreneurship.
- Self help Group Schemes

#### **Unit 4- Challenges & Barriers to Entrepreneurship Development**

Challenges – Social, cultural, Political & Economical  
International situation & Cross Cultural Aspects

Measures to be taken to develop entrepreneurship in India.

### **Unit 5- Creativity and innovation**

- Creativity – Meaning, the creativity process, components of creativity performance.
- Innovation:
  - Meaning and sources of innovation
  - Principles of innovation
  - Do's and Don'ts of innovation.

### **Unit 6 - Social Responsibility of Business**

- Business goals, Social responsibility & Business ethics.
- Responsibility towards stake holder's:- Investors, owners, employees, government & society.
- Strategies – Leadership by example, code of ethics, ethical structure.
- Social Audit.
- Brief introduction to corporate Governance.

### **Unit 7- Entrepreneurship in service Industry.**

- Role of service sector in the national economy.
- Types of service ventures
- Service industry Management.
- Success factors in service ventures
- Opportunities to service industry in rural & urban areas.
- Trading & Manufacturing

### **Unit 8 - Franchising**

- Meaning, Definition, Types.
- Advantages to the franchisee & Franchisor
- Franchisee Relationship.
- Steps in starting Franchisee
- Cautions in franchisee.
- Business process outsourcing.

## **BCOM19/303E - Entrepreneurship- II (4 credits)**

### **Objectives: -**

1. To help students to develop their entrepreneurial competence.
2. To develop knowledge and understanding in creating and managing new Venture
3. To help students to bring out their own business plan.
4. To encourage students to set up their own business venture.
5. To make student aware about Business crises, sickness & It's management.
6. To provide knowledge about key tools & techniques to set up new Business Venture.

### **Unit I – Business opportunities and market survey.**

Scanning of Business Environment.

Identification and evaluation of Business opportunities.

Assessment of Market.

Conducting market survey.- preparation of questionnaire, Data collection, Analysis & Interpretation.

**Unit II – Institutional & Government support to new venture.(students are expected to study the assistance schemes of the following institutions)**

District industry centre (DIC)  
Maharashtra centre for entrepreneurship Development (MCED)  
Entrepreneurship Development Institute of India, Ahmedabad (EDI)  
Maharashtra industrial and technical consultancy organisation (MITCON)  
Khadi and Village industries commission (KVIC)  
Maharashtra industrial development corporation (MIDC)  
Maharashtra small scale industries development corporation (MSSIDC)  
National Small Industries Corporation of India (NSIC)  
Rajiv Gandhi Udyami Mitra Yojna (RGUMY)  
Prime Minister's Rojgar Yojana (PMRY)  
Prime Minister's Rojgar Yojana for Educated unemployed Youth.

**Unit III – Financial Assistance**

Maharashtra State Financial Corporation (MSFC)  
Commercial Banks – Term loan and working capital loan  
Loan schemes for women entrepreneurs  
Small Industries Development bank of India  
Venture capital suppliers  
Self employment schemes of Govt. of Maharashtra  
Incentives schemes of the Government for SSI

**Unit IV – Preliminary project Report**

Project Report – Meaning and importance, Feasibility of the project  
Selection of the suitable form of organization  
Preliminary project Report preparation – Contents- Marketing and Technical  
Feasibility, financial viability, precautions to be taken by an entrepreneur while  
Preparing project report  
Project Appraisal – Break even Analysis and Ratio Analysis.

**Unit V – Tools and techniques of project implementation**

Network analysis – Basic concepts in Network Analysis  
Critical path method (CPM)  
Programme evaluation and review technique (PERT)

**Unit VI – Small Business management**

**General introduction of the functional areas of SSI**

Operation  
Marketing  
Human Resource  
Finance  
Risk

**Unit VII – Study of Biographies of entrepreneurs**

Late Mr. J.R.D.Tata, Late Mr. Dhirubhai Ambani  
Late Shri Tatyasaheb Kore of Warnanagar  
The success story of Lijjat Papad  
The success story of Nirma Enterprises

## **Unit VIII – Business crises and sickness**

Nature and Types of Crises

Starting crises, cash crises, delegation crises, leadership crises, financial crises, property crises, succession crises

### **Sickness**

Meaning and definitions

Symptoms of Sickness

Causes of Sickness

Turnaround strategies – TELCO Story

## **BCOM19/304E - Entrepreneurship- III (4 credits)**

### **Objectives:-**

1. To develop the knowledge of Entrepreneurship Concept
2. To understand the behavioral aspects of entrepreneurship
3. To get aware about Entrepreneurial Competencies.
4. To understand the concepts of Leadership, motivation & stress Management.

### **Chapter 1 :- Innovation sources of innovation & Creativity**

- Systematic entrepreneurship
- Purposeful innovation
- Seven sources of innovation
  - a. The unexpected
  - b. Incongruities
  - c. Process need
  - d. Industry and market structures
  - e. Demographics
  - f. Changes in perception
  - g. New knowledge
  - h. Principles of innovation

### **Chapter 2 :- Managing Internal & External Business Situation**

- Managing internal customers, product, Technology & Infrastructure.
- Porter's 5 Forces Model of Competition.
- Significance of Entrepreneurial Decision Making.

### **Chapter 3 :- Entrepreneurial Competencies**

- Organizational behavior – meaning, definition and scope
- Determinants of Individual Behavior, Emotional Intelligence
- Personality – meaning, determinants, Personality development
- Entrepreneurial personality & qualities
- Transactional v/s transformational leadership,
- Significance of Entrepreneurial competencies in meeting the challenges of Business in India

### **Chapter 4 :- Leadership**

Leadership – Meaning, Difference between Manager & Leader, Leadership Theories

### **Chapter 5 :- Group and team management**

- Group, Group management
- Group dynamics, group cohesion, co- operation and competition
- Team building, managing a team, creating a high performance team
- Helping behavior
- Team player

#### **Chapter 6 :- Stress management and Entrepreneurial Motivation**

- Stress and conflict management
- Stress – personal and organizational approach
- Motivation in employees – Monetary & Non – Monetary Techniques.
- Theories of Motivation – Maslow’s Motivation Theory / Herzberg Theory.

### **BCOM19/305 - Study of Business Houses (4 credits)**

#### **Contents:**

- House of Tatas
- House of Birlas
- House of Ambanis
- House of Mafatlals
- House of Mahendras
- House of Bajaj
- House of WIPRO (Azim Premji)
- House of Infosys (Shri. Narayan Murthy)
- House of AMUL

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**T.Y.B.Com. VI Semester**

**Credit Score:**

- 1) Core Subjects 4 credits
- 2) Complementary/ Electives 4 credits

**Compulsory Subjects:-**

- 1) Tally

**Specialization Subjects:-**

- A. Banking & Finance
- B. Marketing Management

**BCOM19/306– Tally (4 credits)**

**Unit 1: Tally – An overview**

Introduction, General configuration, special features, shortcut Keys, Mouse and Keyboard Conventions.-  
tally, Clock – Switch between Screen Areas- Quitting Tally, Creation of Company, Ledger, Voucher, Types,  
Groups and Entry, Multy Currencies, Budget & Control, Bill wise details, Cost Centers, Reverse Journals,  
Debit /Credit notes, Interest Calculations, Backup and Restore, Credit Limit, BRS, Security Control.

**Unit 2 : Working with Tally**

Basic Company Details – understanding Classifications of Groups and ledgers – Predefined Group of accounts- The Concept of Groups and Ledgers.

**Unit 3 : Inventory in Tally**

Inventory Options in Tally, Integrate Accounts and Inventory, Invoicing, Stock Categories, Bill wise details,  
Unit of Measures, Multi Go-downs, Sales and Purchase orders processing, Discount, Inventory Journals,  
Stock, Group, Category and Items, Delivery Notes, actual and Billed quantity. Track Additional Cost, Sales  
Tax, Surcharge and VAT.

**Unit 4 : Tally Vouchers**

About Tally Vouchers – Contra Vouchers- payment Voucher – Receipt Voucher – Journal Voucher – Sales

Voucher – Credit Note Vouchers – Purchase Voucher – Debit Note Vouchers – Reversing Journal Voucher-

Memo Voucher – Optional Voucher – post – dated Vouchers – Inventory Vouchers.

## **BCOM19/307B - Banking & Finance - I (4 credits)**

**Objectives: -**

1. To get the students acquainted with the Indian Banking system.
2. To make the students aware of latest changes in banking system.
3. To know the details about Banking Sector Reforms.
4. To know the details about co-operative Banking.
5. To acquaint the student with Role of Reserve Bank of India.

### **Indian Banking System**

#### **1 Development of Banking system in India**

- 1.1 Importance & Role of Banking in Indian Economy
- 1.2 Structure of Banking system in India.
- 1.3 Schedule and non schedule banks

#### **2 Commercial Banking**

##### **2.1 Banks in public sector: -**

- a) Nationalized banks -
  - i) SBI & other nationalized Banks
  - ii) Social control over Banks
  - iii) Reasons or objectives of Nationalization
  - iv) Progress of Banks after Nationalization.
- b) State Bank of India & it's associate bank
  - Establishment, organization and management of SBI
  - Role of SBI in Indian Economy
- c) Regional Rural Banks(RRB's)-
  - Reasons of establishment of RRB's
  - Objectives, Organization & management of RRB's
  - Functions , Progress & problems of RRB's

##### **2.2 Banks in private sector: -**

- Old and New Private Sector Banks, Local Area Banks
- Progress & Performance
- Guidelines issued by RBI

##### **2.3 Foreign Banks**

- Functions and performance of foreign Banks in India
- Regulation of foreign banks in India

### **3 Banking Sector Reforms**

- 3.1 - Problems of Nationalized Banks
- 3.2 - Rationale and Objective of reforms
- 3.3 - Establishment and recommendations of Narasimham committee (I & II)
  - & reforms relating to –
  - Cash Reserve Ratio
  - Statutory Liquidity Ratio

- Capital adequacy Ratio
- Interest rate structure
- Directed credit program
- Income Recognition and asset classification
- Provisioning Norms
- Management of Nonperforming assets
- Special Tribunals for recovery of Loans
- Structure of Banking system
- Supervision of Banks
- 3.4 Competition and comparison of Banking in India
- Difference between scheduled & Non scheduled Banks

#### **4. Cooperative Banking in India**

4.1 Evolution

4.2 Structure

4.3 Meaning, Objectives, Organization, Functions, Problems and Progress of

- a) Primary agricultural credit societies
- b) District central cooperative Banks
- c) State cooperative Banks
- d) Urban / Primary cooperative Banks
- e) Urban cooperative credit societies

#### **5. Central Banking: - (Reserve Bank Of India)**

Definition and characteristics of Central Bank

Evolution and establishment of Reserve Bank of India

Regulatory functions of RBI

- Issue and management of currency
- Banker to government
- Banker's bank
- Custodian of Foreign Exchange Reserves
- Clearance House
- Supervision of Banks
- Controller of credit

5.4 Promotional Functions: -

- Agricultural Finance & Reserve Bank
- Industrial Finance & Reserve Bank
- Export Finance & Reserve Bank

5.5 Methods of Credit control:-

- Quantitative controls
- Quantitative / selective controls

#### **6. Business & Its Environment: -**

Meaning & Constituents of Business Environment, Interaction of Business & Environmental factors, objectives of Business.

### **BCOM19/308B - Banking & Finance - II (4 credits)**

**Objectives: -**

1. To acquaint the student with financial market and its various segments.
2. To give the students an understanding of the operations and developments in financial markets in India.

3. To enable them to gain an insight into the functioning and role of Financial institutions in the Indian Economy.

**1. Indian Financial System, Structure, Changes after 1991**  
Indicators of Financial Development  
Role of financial system in economic development.

**2. Indian Money Markets :-**

- meaning, scope & function of money market.
- structure & features of Indian money market.
- Segments of Indian money market Institutions of Indian money
- Market
- Drawbacks of Indian Money Market
- Sub Markets
- Reserve Bank of India & money market.
- Changes in money market.

**3. Indian capital market :-**

- Meaning & functions of capital market.
- Structure & features of Indian capital market.
- Participants in Indian capital market – Stock Exchange (Bombay Stock Exchange, National Stock Exchange) depositories, Banks & financial institution, Brokers, Foreign Institutional Investors; Merchant Bankers, underwriters, Mutual funds, Role of S.E.B.I.
- Instruments in India capital market – Shares, Debentures, Bonds (various types) Global Depository Receipts (G.D.R.) American Depository Receipts (A.D.R.), Derivatives..  
Limitation of Indian capital market.

**4. Non-Banking Finance Companies (N.B.F.Cs.)**

- Meaning of N.B.F.C: difference between N.B.F.C & Banks.  
Functions of: -
  - a. Lease finance companies.
  - b. Venture Capital Finance
  - c. Factoring companies.
  - d. Housing finance companies.
  - e. Venture capital finance companies.Regulations of N.B.F.C. in India.
  - f. Mutual funds

**5. Specialised Financial Institutions & Investment Institutions in India**

Objective, organisation, functions & progress of

- a. Industrial Finance Corporation of India.
- b. Industrial Investment Bank of India
- c. Small Industries Development Bank of India, State Finance Corporation
- d. Life Insurance Corporation of India.
- e. Unit Trust of India.
- f. General Insurance Corporation of India
- g. Provident Funds

## **BCOM19/309B - Banking & Finance - III (4 credits)**

### **1. Laws Relating to Banking in India -**

Provisions of the Banking Regulation Act, 1949 with reference to the following:  
Definition, Capital, Reserve Fund, Cash Reserve, Cash reserve for non-scheduled Banks, Liquid Assets, Licensing, Branch Licensing, Management, Profit and Loss and Balance sheet – sec.10,29 and 30. Powers of the Reserve Bank of India – sec.35 and 36. Voluntary Amalgamation – sec.44A. Compulsory Amalgamation – sec.45. Liquidation – sec. 45R. Banking Regulation Act as applicable to Co-operative Banks.

### **2. Negotiable Instruments Act.1881 -**

Definition, Characteristics, Presumptions of Negotiable Instruments. Promissory Note, Bills of Exchange and Cheque – Definition and Features. Parties to Negotiable Instruments. Negotiation. Presentation. Notice of Dishonor. Noting and Protesting.

### **3. Paying Banker and Collecting Banker -**

Precautions in Payment of Customers Cheques, Paying Bankers Duties and Rights, Statutory Protection to Paying Banker, Payment of Forged Cheque Return of Cheque when the banker must refuse payment of cheques, Precautions in Collecting Customers Cheques, Collecting Banker Duties and Rights, Statutory Protection to Collecting Banker.

### **4. Relationship between Banker and Customer –**

Definition of Banker and Customer, Relationship as Debtor and Creditor, Banker as Trustee, Banker as Agent, Banker Obligation Of Secrecy of Accounts, Banker's Lien, Right of Set-off, Disclosure permitted by the Banker's Practices and Usage, Banker's Obligation to honour Cheques, Garnishee Order, Termination of Relationship.

### **5. Securities for Advances -**

- Principles of Secured Advances
- Precautions to be taken by the banker while advancing against:
  - (a) Documents of Title to Goods
  - (b) Real Estate
  - (c) Fixed Deposit Receipt
  - (d) Gold and Silver Bullion
  - (e) Supply Bills
  - (f) Life Insurance Policy
  - (g) Shares
  - (h) Agricultural Produce

Modes of creating charge :- Lien, pledge, Hypothecation, Mortgages & types of Mortgages

### **6. Project Appraisal & Recovery Measures :-**

- Step in Project Appraisal – Economic, Technical, Managerial operational & Financial Aspects
- a) Non Legal Measures – Follow up action – One time settlement – Recovery Camps – Recovering through Self Help Groups
  - b) Legal Measures – Debt Recovery Tribunal – Lok Adalat – Corporate Debt Recovery System – Recovery under Securitisation & Reconstruction of Financial Assets  
Enforcement of Security Interest Act, 2003

## **BCOM19/307M - Marketing Management - I (4 credits)**

### **Objectives: -**

- 1.To develop marketing skills in students.
- 2.To develop the understanding of marketing environment and services.

### **Unit - I: - Marketing - An Introduction**

- 1.1 Marketing: - Introduction, Definitions, Meaning & Importance.
- 1.2 Evolution of marketing, scope of marketing
- 1.3 Approaches to the study of marketing - Traditional & Modern
- 1.4 Role of Marketing Managers in changing Marketing Environment

### **Unit - II: - Marketing Environment**

Factors affecting marketing environment, Ethics in Marketing, Challenges in Marketing

### **Unit - III - Marketing Planning**

- 3.1 Introduction - Meaning & Definition
- 3.2 Types of market segmentation
- 3.3 Elements of market segmentation
- 3.4 Marketing Mix
- 3.5 Four P's ( Product, Price. Place & Promotion ) & their elements

### **Unit - IV - Control of Marketing Operations**

- 4.1 Introduction - Scope of marketing control
- 4.2 Marketing control process
- 4.3 Consumer Movement - Origin & Nature, Consumer Education
- 4.4 Consumer Guidance Society of India

### **Unit - V - Customer Relationship Management ( CRM)**

Effective CRM - features, principles  
Computers & CRM  
Difficulties in CRM

### **Unit - VI - Marketing Research**

- 6.1 Introduction
- 6.2 Meaning, Definition
- 6.3 Difference between market Research & marketing Research
- 6.4 Objectives of marketing Research
- 6.5 Importance of marketing research
- 6.6 Present status & future of marketing research in India.

### **Unit - VII - Marketing of Services**

- 7.1 Meaning & Definition
- 7.2 Features of services
- 7.3 Classification of services: -  
Consumer services & Industrial services
- 7.4 Marketing strategies for services.

## **Unit – VIII – New product development strategy / Marketing communication**

- 8.1 Introduction & Imp. of Marketing Communication
- 8.2 Factors considering new product development strategy, Imp. of Marketing Communication
- 8.3 Organization for new product development strategy
- 8.4 Role of manager- Personal selling, Advt, Sales promotion & Publicity
- 8.5 Steps of new product development process
- 8.6 Causes of failure of new product
- 8.7 Management of product lines & Brand, Communication through product cues
- 8.8 Integrated Marketing Communication

## **Unit – IX Rural Marketing / Agri Marketing**

- 9.1 Introduction, Definition & Scope
- 9.2 Importance, features of rural market, agri marketing
- 9.3 Rural share in national marketing
- 9.4 Features of rural market, Factors affecting demand for Agro products

## **BCOM19/308M - Marketing Management – II (4 credits)**

### **Objectives:**

1. To impart the knowledge of modern marketing techniques.
2. To develop marketing skills in students.

### **Unit-1 - Marketing Management:**

Marketing Management – Introduction, Definition.  
Responsibilities of Marketing Management  
Functions of Marketing Management, Skills & Qualities of Marketing Manager, Challenges in Globalisation, Methods to manage change

### **Unit-2 - Market Segmentation:**

Introduction, Relevance  
Essentials of effective market segmentation  
Procedure of market segmentation, Patterns of market segmentation  
Basis for segmenting consumer market and Industrial market  
Benefits and limitations  
Market targetting & positioning

### **Unit-3 - Buyer Behaviour: -**

Meaning, Need of studying buyers' behaviour  
Different factors influencing consumer Behaviour  
Buyers behaviour and buying process  
Buying behaviour of Indian customers  
Organisational Buyer Behaviour

### **Unit-4 - Ethics and Social Responsibilities of Marketing , Social Marketing :-**

Introduction - Social responsibilities of Marketing Manager  
Social criticism of marketing  
Impact of marketing on social in general and on other business.  
Action to regulate marketing activities  
Recent trends in Social marketing

### **Unit-5 - Customer Relationship Management: -**

Meaning—significance – process of building Customer Relationship  
Customer service, customer care, focus, customer delight , Attracting and retaining customers, Need for customer retention, difficulties related to customer relationship management.

### **Unit-6 – Industrial Marketing –**

Introduction  
Industrial Marketing Strategy  
Future of Industrial Marketing  
Global Industrial Marketing.

### **Unit – 7 – Retail Marketing**

Meaning, characteristics, Significance, Functions, Trends in Retail Formats  
Organised / Unorganised forms of retailing

### **Unit – 8 – International Marketing –**

Introduction , Need & signification  
International Marketing planning  
Significance for developing countries  
Recent trends in Global Marketing

### **Unit – 9 –Consumer Role in Business**

Imp. of consumer / consumerism in India / consumer rights & Agencies Evolution  
of Customer Movement in India.

## **BCOM19/309M - Marketing Management – III (4 credits)**

### **Objectives: -**

1. To enable the students to learn marketing technique through advertisement.
2. To understand the role& functions of advertising agencies.
3. To understand the concepts and types of advertising media, appeals and its material used

#### **1. Meaning – scope – elements of Advertising**

Conceptual frame work, origin and growth.  
Advertising as a marketing tool and significance for consumer welfare.  
Nature scope and functions.  
Role of Advertising in modern business.  
Advertising and marketing mix.  
Advertising – Marketing – Types  
Economic and social aspects of advertising  
Benefits – Limitations  
Criticism of advertising

#### **2. Advertising Media**

Definitions, Classification & characteristics of different media. Comparative study of advertising media.  
Selection of media. Factors affecting selection  
Media mix – Geographical selectivity – Media scheduling – modern advertising

#### **3. Advertising Layout**

Meaning and Importance  
Components – Background – Border caption – Decorations – Heading - Illustration – Mascot Name plate – price – product – slogan – space – sub heading – Text Message- Trademark, Balance in

layout – weight – movement.

Preparation of copy, Essentials of good copy, copy - writing

#### **4. Appeal to Advertisement**

Introduction – Different appeals & their significance

Advertising message

Positive Emotional approach

Negative Emotional approach

Fear appeal and market segmentation

Direct and Indirect Appeal

Relation between advertising appeal and buying motives

#### **5. Advertising Agency, Functions, Selection, Coordination**

Evaluation – History of Advt. Agency. Functions

Factors involved in Agency selection. Co-ordination with the Agency. Changing the agency organisational structure – Development of new agency system

Institutional Advertising – Interdependence of Institution and product, Advantages of image building, Audience segmentation and media. Methods of selecting new clients.

Corporate Advertisement:- corporate advertising in India.

#### **6. Advertising Process**

Advertising process : - Advertising psychology, Effectiveness of Advertising. Buyers

Behaviour & advertising

Advertising strategy – Planning and organization contribution, setting of Advertising Objectives, Advertisement strategy. Advertisement planning, level of decision making, factors influencing organisational features.

#### **7. Construction of Advertising Material**

Visualization – Technique

Preparation of the copy – copy thinking

Objectives and essentials of good copy types of copy. Faults in copy writing

A-I-D-A- formula: Attention, Interest, Desire, Action. Attracting attention

Display – Headline – writing – use of illustration creating – interest, desire and confidence -

Suggesting Action. Advertisement themes.

#### **8. Advertising a career**

Selecting advertising as a career

The modern advertiser Educational training

Advantages and limitations of advt as a Profession

Women in advertising career

Internet Advertising

#### **9. Future of Advertising in India**

Advertising in the market place – Advt. in non-business Areas. (Advt. – Advertising)

Industrial Advertising

Rural Advertising

Future of Advertising in India

Factors that influence the future Advertising.

#### **10. Brand Marketing**

Meaning of Brand & Branding

Benefits of Brand to seller & customer

Types of Brands & significance

Branding Decision

## **BCOM19/310 - E-COMMERCE (4 credits)**

- 1) Basic web commerce concepts, electronic commerce modes: overview, EDI, electronic commerce with www-internet, commerce net advocacy.
- 2) Approach to safe E-commerce:-secure transport protocol and transaction, SEPP, SET, certificate for authentication, security on web server and enterprise network.
- 3) Electronic cash and Electronic payment scheme: Internet monetary payment and security requirements; Payment & purchase order process, Online Electronic cash.
- 4) Internet/Intranet Security issues and solutions: Needs for computer security, security strategies, Encryption. MasterCard/visa secure Electronic Transaction: Introduction requirements and concepts, payment processing.
- 5) Internet & web site Establishment: Internet Resources for commerce: introduction, Web server Technologies, internet tools Relevant to commerce, internet applications for commerce.
- 6) Law related to IT ACT, Mobile and wireless computing fundamentals.