

Name of the Subject : MARKETING MANAGEMENT		
Course Code:	Semester: Fifth	
Duration: 11 weeks	Marks: 100	
Teaching Scheme:	Examination Scheme:	
Theory: 3hrs./week	Mid Semester Exam.:20 Marks	
Tutorial: 1 hr./week	Attendance & Teacher's Assessment: 10Marks	
Practical: Nil hrs./week	End Semester Exam.:70 Marks	
Credit:3		
Detail Course Content		
Group - A		
Unit:1 MARKETING MANAGEMT	1.1 Meaning, definition, scope and importance of marketing 1.2 Meaning of Market, type of market.	Periods:2
Unit:2 MARKET SEGMENTATION	2.1 Meaning & process of market segmentation.	Periods:4
Unit : 3 MARKET FUNCTIONS	3.1 Buying, selling, grading, branding, assembling function	Periods:4
Unit : 4 PRICING	4.1 Meaning, importance of pricing, factors affecting price change. 4.2 Price determination process. 4.3 Pricing policies-skimming price, penetration price, cost plus price, psychological price, changing what the traffic will bear.	Periods:6
Unit : 5 DISTRIBUTION	5.1Meaning, importance of channels of distribution 5.2Functions of channels of distribution. 5.3Function & type of merchantile agents.	Periods:5
Group - B		
Unit : 6 SALES FORECASTING	6.1 Meaning, object, methods of sales forecasting	Periods:4
Unit : 7 SALES PROMOTION	7.1 Meaning, objective 7.2 Kinds of sales promotion-consumers sales promotion and dealers sales promotion.	Periods:2
Unit : 8 SALES MANAGEMENT	8.1 Meaning, definition & Scope of sales management 8.2 Process of selling. 8.3 Selection, compensation, training, motivating sales staff.	Periods:2
Unit : 9 ADVERTISING	9.1 Meaning, definition, role of advertising 9.2 Advertising media, media planning, types of media 9.3 Effectiveness of advertising. 9.4 Social, economic impacts of advertising.	Periods:5
Contact Periods : 34 Periods : 36	Internal Assessment : 2	Total

EXAMINATIONSCHEME

Internal Examination: Marks–20

Marks on Attendance: 05

Final Examination: Marks–70

Teacher’s Assessment: 05

Group	Unit	Objective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2,3,4,5	16	Any Twenty	1	20x1=20
B	6,7,8,9				

Group	Unit	Subjective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2,3,4,5	6	Any Five Taking At Least One From Each Group	10	5x10=50
B	6,7,8,9	4			

Note1: Teacher’s assessment will be based on performance on given assignments & quizzes.

Note2: Assignments may be given on all the topics covered on the syllabus.

Name of the Subject : INDIAN CONSTITUTION & CURRENT ECONOMIC PROBLEM

Course Code:	Semester: Fifth
Duration: 11 weeks	Marks: 100
Teaching Scheme:	Examination Scheme:
Theory: 3hrs./week	Mid Semester Exam.:20 Marks
Tutorial: Nil hrs./week	Attendance & Teacher's Assessment: 10Marks
Practical: Nil hrs./week	End Semester Exam.:70 Marks
Credit:3	

Detail Course Content

Group - A INDIAN CONSTITUTION

Unit:1	1.1 THE PREAMBLE	Periods: 1
Unit:2 FUNDAMENTAL RIGHTS, FUNDAMENTAL DUTIES AND DIRECTIVE PRINCIPLES	2.1 Rights To equality, Rights To freedom , Right Against Exploitation, Right to freedom of religion, Cultural And Education Rights & Right to Constitutional Remedies-nature of this rights, 2.2 Limitation upon these rights and exceptions. 2.3 Meaning of Habeas Corpus, Mandamus, Prohibition, Certiorari & Quo Warranto, 2.4 Fundamental Duties, 2.5 Directive Principles & their Comparison with fundamental Rights.	Periods: 4
Unit : 3 UNION EXECUTION AND UNION LEGISLATURE	3.1 President and Vice President-Qualification, Election Procedure, Terms of Office Emoluments, Powers And Duties. 3.2 Prime Minister- Powers and functions, 3.3 Lok Sabha & Rajya Sabha- Composition & Functions 3.4 Speaker- Appointment, Powers & Functions	Periods: 4
Unit : 4 STATE EXECUTIVE & STATE LAGISLATURE	5.1 Governor- Appointment, Powers & Functions.	Periods: 2
Unit : 5 SUPREME COURT , HIGH COURT, ELECTION COMMISSION	6.1 Appointment eligibility Criteria of judges to Supreme Court & High Court 6.2 ELECTION COMMISSION	Periods: 3

Group – B CURRENT ECONOMIC PROBLEM

Unit : 6 Five year Plan	8.1 Basic Characteristics of Indian Economy As a developing Economy. 8.2 Achievements & failures of India's Five years Plans. 8.2 Critical Appraisal of the last complete plan	Periods:4
Unit : 7 POPULATION PROBLEM & ITS IMPACT	10.1 Causes of overpopulation, Effect on Indian Economy, 10.2 Measures adopted to control over population. 10.3 Unemployment : Causes & effects 10.4 Measures adopted to reduce unemployment 10.5 Poverty : Causes & effects 10.6 Poverty eradication programmes	Periods:5
Unit : 8 Foreign Trade	13.1 India's foreign trade & balance of payments position after 1991. Impact of Multinational Corporation & Foreign Collaboration on Indian Economy. 13.2 Stock Exchange & SEBI	Periods:4

Contact Periods : 27
Periods : 33

Internal Assessment : 4

Total

Internal Examination: Marks–20
Final Examination: Marks–70

Marks on Attendance: 05
Teacher’s Assessment: 05

Group	Unit	Objective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2,3,4,5	16	Any Twenty	1	20x1=20
B	6,7,8	14			

Group	Unit	Subjective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2,3,4,5	6	Any Five Taking At Least One From Each Group	10	5x10=50
B	6,7,8	4			

Note1: Teacher’s assessment will be based on performance on given assignments & quizzes.

Note2: Assignments may be given on all the topics covered on the syllabus.

Name of the Subject : Office Administration I		
Course Code:		Semester: Fifth
Duration: Eleven weeks		Marks: 100
Teaching Scheme:		Examination Scheme:
Theory: 3hrs./week		Mid Semester Exam.:20 Marks
Tutorial: Nil hrs./week		Attendance & Teacher's Assessment: 10Marks
Practical: Nil hrs./week		End Semester Exam.:70 Marks
Credit:3		
Objective:		
Sl. No.	On satisfactory completion of the course, the students should be in a position to:	
1.	Understand the Role and responsibilities of an office administration.	
2.	Understand the Office system and procedures	
3.	Explain Planning and controlling functions of office administration	
4.	Understand the wage and salary administration of an office	
5.	State the types of Fringe benefits	
Detail Course Content		
Group – A		
Unit:1 Office Management	1,1 Role and responsibilities of an office administration. 1.2 Office services centralization and decentralization 1.3 Organization and method studies 1.4 Office system and procedures. 1.5 Filing and record management and control 1.6 Information Technology & modern office machines and facilities. 1.7 Office work distribution, chart, simplification and work management.	Periods: 10
Unit:2 Office Planning And Control	2.1 Planning office layout, 2.2 choosing office furniture 2.3 Furnishing and interior decoration. 2.4 Form & Stationary Control. 2.5 Preparation of meeting, teleconferencing 2.6 Office security, vigilance, prevention of fraud. 2.7 Office problem solving and contingency planning.	Periods:10
Unit : 3 Office Administration: Wages and Salary	3.1 Wage and salary policies. 3.2 Characteristics of a sound salary plan. 3.3 Methods of remunerating office employees. 3.4 Types of salary scales or method of salary payment. 3.5 Fringe Benefit-Types of Fringe Benefit	Periods:9
Contact Periods : 29 Periods : 33 hrs	Internal Assessment : 4	Total

EXAMINATIONSCHEME

Internal Examination: Marks–20
Final Examination: Marks–70

Marks on Attendance: 05
Teacher's Assessment: 05

Group	Unit	Objective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2	18	Any Twenty	1	20x1=20
B	3				

Group	Unit	Subjective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2,	7	Any Five Taking At Least One From Each Group	10	5x10=50
B	3	3			

Note1: Teacher's assessment will be based on performance on given assignments & quizzes.

Note2: Assignments may be given on all the topics covered on the syllabus.

Reference books:

1. Office Management/B.R. Duggal/Kitab Mahal Publications-Delhi
2. Manual of Office Management and Correspondence/B.N. Tandon
3. Office Organization and Management/S.P. Arora
4. Office Organization and Management/M.E. Thokaram Rao

Name of the Subject : RECORD MANAGEMENT PRINCIPLES - I

Course Code:	Semester: Fifth
Duration: Eleven weeks	Marks: 100
Teaching Scheme:	Examination Scheme:
Theory: 3hrs./week	Mid Semester Exam.:20 Marks
Tutorial: Nil hrs./week	Attendance & Teacher's Assessment: 10Marks
Practical: Nil hrs./week	End Semester Exam.:70 Marks
Credit:3	
Objective:	

Sl. No.	On satisfactory completion of the course, the students should be in a position to:
1.	Understand the Meaning & Scope of Record Management.
2.	Understand the Principles Objectives of Record Management
3.	Explain the Essential & Importance of Filing
4.	Understand the wage and salary administration of an of the Meaning, Importance , essentials & types of Indexing

Detail Course Content

Group – A

Unit:1 Introduction	1.1 Record Management-Meaning & Scope 1.2 Importance & need for Record Management 1.3 Objective of Record Management 1.4 Principles of Record Management 1.5 Essential Knowledge in record Management	Periods: 10
Unit:2 Filing	2.1 Definition, Essential & Importance of Filing 2.2 Classification of Filing 2.3 Modern System of Filing 2.4 Centralized & Decentralized Filing 2.5 Misfiling – How to minimize and prevent	Periods:10
Unit : 3 Indexing	3.1 Meaning, Importance & essentials 3.2 Type of Indexing 3.3 Choice of suitable Indexing system	Periods:9

**Contact Periods : 29
Periods : 33 hrs**

Internal Assessment : 4

Total

EXAMINATIONSCHEME

Internal Examination: Marks–20
Final Examination: Marks–70

Marks on Attendance: 05
Teacher’s Assessment: 05

Group	Unit	Objective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2	18	Any Twenty	1	20x1=20
B	3				

Group	Unit	Subjective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
A	1,2,	7	Any Five Taking At Least One From Each Group	10	5x10=50
B	3	3			

Note1: Teacher’s assessment will be based on performance on given assignments & quizzes.

Note2: Assignments may be given on all the topics covered on the syllabus.

Reference books:

1. Fundamental of Office Management/Padma Charan Dhal
2. Administration Management/Kharsed D P Madon Homai Mcdowell
3. Office Managenent/B R Duggel Kitab Mahal Publications Delhi

Name of the Subject : Company Law		
Course Code:		Semester: Fifth
Duration: Eleven weeks		Marks: 100
Teaching Scheme:		Examination Scheme:
Theory: 3hrs./week		Mid Semester Exam.:20 Marks
Tutorial: Nil hrs./week		Attendance & Teacher's Assessment: 10Marks
Practical: Nil hrs./week		End Semester Exam.:70 Marks
Credit:3		
Objective:		
Sl. No.	On satisfactory completion of the course, the students should be in a position to:	
1.	Define different types of companies and methods of conversion of a public company to a private company and vice-versa	
2.	Understand the processes involved in the formation of a company	
3.	Explain different types of meeting held in company	
4.	Understand the mode of appointment, power, duties and liabilities of the Managing Director and other Executive Directors	
5.	State the method of winding up of a company	
Detail Course Content		
Group – A		
Unit:1 Introduction	1.1 Definition of company 1.2 Classification of Joint Stock Company 1.3 Private Ltd. Company and Public Ltd. Company	Periods: 4
Unit:2 Formation of a company	2.1 Promotional stages in the formation of a company 2.2 Articles of Association and its contents 2.3 Contents of Prospectus. 2.4 Memorandum of Association- Definition, contents & alteration 2.5 Certification of a Company	Periods:6
Unit : 3 Brief idea regarding other types of Company	1.1 3.1 Brief idea regarding other types of Company- Government Co., Holding Co., Subsidiary Co., Statutory Co., and Chartered Co. 3.2 Function of Company Law Board	Periods:4
Unit : 4 Features of Company	1.4 4.1 Distinguishing features of Private Ltd. Company and Public Ltd. Company 4.2 Privileges and exemptions enjoyed by the Private Company 4.3 Conversion of Company- From Public Company to Private Company & vice-versa	Periods:4
Group – B		
Unit : 5 Company Meetings	5.1 Statutory Meetings and Statutory Reports 5.2 Annual General Meeting 5.3 Extra Ordinary General Meetings	Periods:4
Unit : 6 Company Management and Administration	6.1 Introduction 6.2 Appointment of Directors 6.3 Qualification and disqualification of Directors 6.4 Power, Duties and liabilities of Directors 6.5 Role and functions of Managing Directors and other Executive Directors	Periods:5
Unit : 7 Winding up of a Company	7.1 Reasons for Winding up of a company 7.2 Procedure and obligations regarding Winding up of a company	Periods:2
Contact Periods : 29 Periods : 33 hrs	Internal Assessment : 4	Total

EXAMINATIONSCHEME

Internal Examination: Marks–20
Final Examination: Marks–70

Marks on Attendance: 05
Teacher’s Assessment: 05

Group	Unit	Objective Questions			Total Marks
		To be Set	To be Answered	Marks per Question	
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B	5,6,7				

Group	Unit	Subjective Questions			Total Marks
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A	1,2,3,4	6	Any Five Taking At Least One From Each Group	10	5x10=50
B	5,6,7	4			

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Note2: Assignments may be given on all the topics covered on the syllabus.