

PANJAB UNIVERSITY, CHANDIGARH -160014 (INDIA)
(Estd. under the Panjab University Act VII of 1947 enacted by the Govt. of India)

FACULTY OF BUSINESS MANAGEMENT AND COMMERCE

Suggested Readings:

1. Philip Kotler Marketing Management (Prentice-Hall of India, New Delhi)
2. William J. Stanton & Charles Futroll Fundamentals of Marketing (McGraw Hill)
3. Subroto Sen Gupta Case in Advertising and Communication Management in India(IIM Ahmedabad).

SemesterII

PAPER II- ADVERTISING

Unit-I

1. Definition, Importance and Functions of Advertising.
- 2.

Semester III

PAPER III - ADVERTISING MEDIA

Objective: The objective of the course is to familiarize the students with the different types of advertising media, issues in the selection of advertising media, and possible prospects of advertising media in India.

Unit I

1.

5. Kruti Shah & A.DSouza:

Advertising and Promotions: An Integrated Marketing
Perspective, Tata McGraw Hill, New Delhi

Semester IV

PAPER IV-PERSONAL SELLING AND SALESMANSHIP

Objective: The objective of the course is to familiarize the students with the different aspects of salesmanship and help them in acquiring the requisite skills for effective selling.

Unit-I

1. Nature and Importance of Personal Selling. Door to Door Selling Situations. Why Personal Selling is more effective than Advertising? Cost of Advertising vs. Cost of Personal Selling.
2. AIDA Model of Selling. Types of Selling Situations. Types of Sales Personnel.
3. Buying Motives. Types of Markets. Consumer and Industrial Markets, their Characteristics and Implications for the Selling Function.
4. Process of Effective Selling: Prospecting, -Approach, Approach, Presentation, Demonstration, Handling Objections, Closing and Follow up. Post Sale Activities.

Unit II

1. Qualities of a Successful Sales Person with particular reference to Consumer Services.
2. Selling as a Career, Advantages and Difficulties, Making Selling as an Attractive Career.
3. Distribution Network Relationship.
4. Reports and Documents, Sale Manual, Order Book, Cash Memo, Tour Diary and Periodical Reports.
5. Problems and Difficulties in Selling.

Suggested Readings:

1. Pingali Venugopal Sales and Distribution Management: An Indian Perspective, SAGE Publishers, New Delhi.
2. Richard R Still Sales Management: Decisions Strategy & Cases, Pearson Education, New Delhi
3. J.S.K. Patel: Salesmanship and Personality Sultan Chand & Sons, New Delhi
4. P.K. Malik: Sales Management, Oxford University Press, New Delhi
5. D.K. Panda and S. Sahadev: Sales and Distribution Management, Oxford University Press, New Delhi

SEMESTER-VI

Paper-VI: Sales Promotion and Public Relations

UNIT -I

- Nature and importance of sales promotion. Its role in marketing.
- Forms of sales promotion consumer oriented sales promotion, trade oriented sales promotion and Sales force oriented sales promotion.
- Major tools of sales promotion samples point purchase. Displays and demonstrations. Exhibitions and Fashion shows Sales contests and games of chance and skill, lotteries gifts

Outlines of Tests, Syllabi and Courses of Reading for B.A./B.Sc. (General) First & Second Semester Examinations in the Vocational subject FOREIGN TRADE PRACTICES & PROCEDURE.

Subject of Title : FOREIGN TRADE PRACTICES & PROCEDURE

SUBJECT : OBJECTIVE

1. To familiarize the students with the basic principles of foreign trade and the environment in which foreign trade takes place.
2. To familiarize the students with the position of India in foreign trade, Import and export policies and various export promotion measures adopted by the Government.
3. To familiarize the students with the nature and scope of International Marketing as also the four Ps of International Marketing.
4. To familiarize the students with the various methods and procedure of foreign trade, financing, foreign exchange, rates, costing and pricing for exports and the various institutions involved in export finance.
5. To make the students aware of the shipping and insurance practices and procedures which constitute the essential services for the operation of foreign trade.
6. To familiarize the students with the basic documents involved in foreign trade, processing of an export order, customs clearance of export and import cargo and negotiation of documents..

Job Potential:

- Self employment can start an export business either singly or in partnership with fellow students,
- Can take up export documentation work for others
- Can take up employment in exporting firms, firms, banks, Insurance companies or with freight forwarders.

FOREIGN TRADE PRACTICES AND PROCEDURES

Contents for Semester Courses

Semester I

Paper 1 -BASICS OF FOREIGN TRADE

Objectives: To familiarize the students with the basic principles of foreign trade and the environment in which foreign trade takes place.

Unit-I

- Foreign Trade : Definition, objectives and importance
- Theories of International trade
- Balance of trade and Balance of Payments
- Objectives of Trade Policy and role of foreign trade in economic growth
- International economic institutions GATT, UNCTAD, IMF and World Bank.

Unit-II

- Instruments of trade Policy tariffs, quantitative restrictions, exchange rate.
- Control and exchange rate adjustments.
- Trade Blocs and Regional Economic Cooperation
- Cultural Aspects in International Business

Suggested Readings

International economics by P.T. Ellsworth

International Economics by C.P. Kindleberger

Semester II

Paper 2 INDIA S FOREIGN TRADE

Unit-I

- Analysis of India's Foreign Trade Growth trends, composition and direction.
- India's Balance of Payments including invisibles
- Assessment of Prospects Products and markets
- India's Trade agreements

Unit-II

Semester III

PAPER-III : ELEMENTS OF EXPORT MARKETING

Objectives To familiarize the students with the nature and scope of International Marketing

UNIT-I

- Role of Exports, Scope of Export Marketing , Difference between Export Marketing and Domestic Marketing, and why should a Firm Export
- Selection of Export Products
- Selection of Export Markets
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SEMESTER-V

PAPER- V: SHIPPING AND INSURANCES PRACTICES AND PROCEDURES

Objectives : To make the students aware of the shipping and insurance practices and procedures which constitutes the essential services for operation of foreign trade.

UNIT -I

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SEMESTER-VI

PAPER VI: FOREIGN TRADE DOCUMENTATION AND PROCEDURES

Objectives: To familiarizes the students with the basic documents involved in Foreign trade, processing of an export order, customs clearance of Export and import cargo and negotiation of documents.

UNIT -I

- Need, rationale and types of documents in export and trade.
- Obtaining export and import licences
- Processing an export order
- Pre-shipment inspection and Quality control
- Foreign exchange and GR formalities

UNIT -II

- Excise and customs clearance of export cargo
- Shipment of goods and port procedures
- Customs clearance of import cargo
- Post shipment formalities and procedures
- claiming duty drawbacks and other benefits

REFERENCES :

Handbook of Import and Export Procedures
Export What, Where and How by Paras Ram

Outlines of tests, syllabi and courses of reading for B.A/ B.Sc. (General) Semester I & II examinations in the vocational subject of

Examinations

TYPOGRAPHY & COMPUTER APPLICATIONS (ENGLISH) PRACTICAL

Max. Marks : 60

Exam Hours : 3

- Grammalogues : Definition of grammalogues and logograms, list of grammalogues, punctuation signs
- Phraseography : Definition of phrase, how a phrase is written, qualities of phraseogram, list of simple phrases
- Circles, Loops & Hooks : Size and direction, appl5(o)-41.028t nT10 1 : &ale praseos

Semester III

PAPER A : OFFICE MANAGEMENT

Objective : The course enables the students to understand the working and procedures of the Modern Office and develop the necessary skills required for various office operations efficiently.

Max. Marks : Theory : 60
Practical: 40(On the Job Training)

Exam Hours : 3

UNIT -I

Office : Meanin

SemesterIV

Semester V

PAPER A : ORGANIZATIONAL BEHAVIOUR & PERSONALITY DEVELOPMENT

Objective : The course enables the students to understand the basic concepts of organizational Behaviour, Personality and Organizational Development, to understand the dynamics of working in an organisation.

UNIT-I

Organizational Behaviour: Meaning & features of organizational behaviour, objectives, elements of organizational behavior.

Perception and Attitudes: Meaning, features and importance, factors affecting perception, meaning

Semester VI

PAPER B : COMPUTER APPLICATIONS & SHORTHAND (ENGLISH) (THEORY)

Max. Marks : 40

Exam Hours : 3

Objective : The course enables the students to take dictation in shorthand and transcribe the same on the Computer and also to work in MS-Excel and MS-Power Point. It also prepares the students for drafting and amending various types of Official Letters.

UNIT-I

Excel : Worksheet overview, row, column, cells, menus, creating worksheet, opening, saving, printing worksheet; calculations, auto fill, working with formulae, data formatting (number formatting, date formatting), working with ranges, establishing worksheet links; creating, sorting and filtering data base; creating chart, adding titles, legends etc to, printing charts, creating macros, record macros, Running Macros, assigning macros to buttons, functions (statistical, financial, mathematical, string, date and time)

Power Point : Creating, saving, printing presentations; selecting design templates, slide show; custom slideshows, setup slide show, transitions & timing slide show.

Internet: Internet and wwws &

PAPER B: COMPUTER APPLICATION & SHORTHAND (ENGLISH)(PRACTICAL)

Max. Marks : 60

Exam Hours : 3

"Keyboard Operations : Inculcation of accuracy in key boarding skills for typing a paragraph by using Typing Tutor Software. Minimum benchmark for accurate typing is the speed of 50 words per minute.

"MS EXCEL : Typing of spread sheet with at least 5 columns and 6 rows including main heading, column headings, calculations (max, min, sum, average, or simple arithmetic operations), formatting and page settings, saving and printing the same.

"MS Power Point : Creating a presentation with at least 7 slides including bulleted points, insertion of picture/clip arts, slide transition effects, custom animations, saving and printing the presentation

"Opening Email accounts, creating, reading, printing, deleting, replying, forwarding with or without attachment.

Scanning computer HDD, documents, attachments, etc with Anti-Virus software.

Outlines of Tests, Syllabi and Co

SEMESTER I

Paper -I: Insurance and Risk Management

Duration: 3Hours

Marks: 80

Objective: This paper will provide the basic knowledge of risk and insurance. This will serve as a base for acquiring knowledge about the different aspects of insurance business.

Unit-I

Risk Management

Concept of risk, Risk and Uncertainty, Perils, Hazards, Kinds of risks, Causes of risks, Essentials of insurable risks, Treatment of risk.

Insurance

Meaning and Nature of Insurance, Functions of Insurance, Insurance as a device to hedge risk. Insurance as a social security. Insurance and Economic Development. Scope and Limitations of Insurance.

Concept of Double Insurance, Reinsurance, Over Insurance, Under Insurance, Insurance.

Unit-II

Insurance Contract

Nature and Subject matter of contract of insurance

Insurance Contract: Essentials and validity, Fundamental Principles of insurance contract.

Indian Insurance Industry

Insurance Industry Structure, Public and Private Sector in Insurance Industry, Reforms and their impact on Indian Insurance Sector. Current Scenario of Insurance Industry in India.

Suggested Readings

1. S.C.Sahoo and S.C.Dass: Insurance Management Text & Cases, Jaypee Publishing House, New Delhi.
2. and Principles Kinds

3.

SEMESTER III

Paper III: General Insurance

Duration: 3Hours

Marks: 80

Objective: This paper specifically deals with the main components of General Insurance viz. Fire and Marine insurance. The objective of the study is to familiarize the students with different aspects of policies and provisions of fire and marine insurance.

Unit I

Fire Insurance

Origin, Nature and Scope of Fire Insurance, Characteristics of Fire Insurance.

Fire Insurance Contract: M

Suggested Readings:

1. Karam Pal, B.S. Bodla and M.C. Garg: Insurance Management: Principles and Practices, Deep & Deep Publishers, New Delhi.
2. S.C. Sahoo and S.C. Dass: Insurance Management Text & Cases, Himalaya Publishing House, New Delhi.
3. M.N. Mishra and S.B. Mishra: Insurance: Principles and Practices, Sultan Chand and Sons, New Delhi
4. Jagroop Singh, Fundamentals of Insurance, Kalyani Publishers.
5. Insurance Institute of India, Mumbai, IG34, General Insurance.

SEMESTER IV

Paper IV: General Insurance

Duration: 3Hours

Marks: 80

Objective: The study of this paper will provide a glimpse of liability and property insurance with other miscellaneous insurances. The students will be able to know the common policies sold in the above branches of insurance along with their features and benefits.

Unit-I

Liability Insurance

Meaning, Scope, Nature and Importance of Liability Insurance. Types of liability insurance.

The Liability Risk

3. George E. Rejda, Principles of Risk Management and Insurance, Tenth Ed. (2011), Pearson Education.
4. Monika Mittal & Reena Matta, Insurance Management, Kalyani Publishers.
5. Insurance Institute of India, Mumbai, 1974, Liability Insurance.
- 6.

SEMESTER V

Paper V: Insurance Finance and Legislation

Duration: 3Hours

Marks: 80

Objective: This paper provides the knowledge about the financial aspects of insurance business. Further, the study of this paper will help students to learn and understand the basic laws and regulations concerning insurance industry and policyholders.

Unit-I

Introduction to Laws of Probability : Forecast of Future Events, Construction of Mortality Tables.

Premium Determination: Basic Factors, Types of Premium, Calculation of Net Single Premium in different policies, Calculations of Level Premiums, Calculation of Gross premium, Mode of loading for expenses.

SEMESTER VI

Paper VI: Insurance Business

Duration: 3Hours

Outlines of Tests, Syllabi and Courses of Reading for B.A./B.Sc. (General) Semester Examination
in Vocational subject of **TAX PROCEDURE & PRACTICE** .

TAX PROCEDURE & PRACTICE

B.A./B.Sc. (General)

Semester I

Paper1: Income Tax Law and Practice 100 Marks

Semester II

Paper2: Income Tax Law and Practice 100 Marks

Semester III

Paper3: Tax Procedure and Practice 100 Marks

Semester IV

Paper4-Wealth Tax and Central Sale Tax 100 Marks

Practical training and Viva Voce 50 Marks

Semester 5

Paper:5 Custom Law Procedure and Practice 100 Marks

Semester 6

Paper-6 Central Excise Procedure and Practice 100 Marks

Practical training and Viva Voce 50 Marks

TAX PROCEDURE & PRACTICE

B.A./B.Sc. (General)

1. Subject objectives general objectives
 - (a) To familiarize the students with the Indian Tax System.
 - (b) To acquaint the students with the procedure and practice of direct and indirect taxes.

2. Job Potential:
 - (i) Self/ Employment

Prepare returns and relevant documents, for small traders, small industries and people engaged in small and medium, business, necessary direct and indirect tax law.
 - (ii) Wage Employment

Junior level positions in the various organisations such as:

 - (a) Practising Chartered Accountant Firms
 - (b) Business Houses
 - (c) Industrial Undertakings and establishments,
 - (d)

iv) Journals

SemesterIII

SEMESTER-V

Paper-5 Custom Law Procedure and Practice

UNIT -I

Custom act, 1962 An overview, Levy, Collection & exemption from custom duties specific issues and case studies; date of determination of duties, assessment and payment of duties; recovery and refund of customs duties Clearance of imported and exported goods procedure, including baggage and goods imported or exported by postair ; provisions relating to coastal goods and vessels carrying coastal goods Prohibitions/restrictions of export and imports.

UNIT - II

SEMESTER-VI

Paper 6: Central excise Procedure and Practice

UNIT-I

Central Excise Act, 1944 meaning levy and collection. Basis of chargeability of duties of central excise goods manufacture classification and valuation of excisable goods specific issues and case studies; assessment procedure (including Advance Rulings provisions), exemption, payment, recovery and refunds of duties.

Outlines of Tests, Syllabi and Courses of Reading for B.A./B.Sc. (General) Semester Examinations in Vocational subject of RETAIL MARKETING

ELIGIBILITY

PaperI (SemesterI and II)

- Students at the under graduate level from any ~~exam~~ can opt. Student can take this course only during graduation.
- Eligibility is pass marks (35% marks) at + 2 level

PaperII (SemesterIII and IV)

- 50% marks in Paper

PaperIII (Semester V and VI)

- 50% marks in Paper

Retail Marketing

Semester I

TIME: 3Hours

Max. Marks:150
Theory: 80
Int. Ass.:20
Project Report: 50

Instructions for the Paper Setter/examiner:

Section A:

This section will consist of 15 very short Questions covering the whole syllabus. The students are required to attempt 10 questions. Each question will carry two marks. Total weightage of this section being 20 marks.

Section B:

This section will consist of 4 Questions covering Part of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Section C:

This section will consist of 4 Questions covering Part II of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Internal Assessment should be based on periodical Tests, written assignment and class participation. Note: Use of nonprogrammable calculator is allowed.

Part-I

Introduction to Retailing Meaning, Nature of Retailing, Retailing and Economic significance, Types of Retailers Characteristics, Food, General Merchandise, ~~Stone~~ retailing, ~~Service~~ retailing, Theories of Retail Institutional Change

Retailing Channels Multichannel Retailing Retail channels for interacting with customers, Issues in Multichannel Retailing, Shopping Experience

Part-II

Introduction to Retail Marketing Concept of Retail Marketing, Retailing and Marketing, Concept of Marketing, Difference between Marketing and Selling, Marketing Management tasks, Marketing Orientation

Retail Environment Forces in retailers micro environment Suppliers, Intermediaries, Customers, Competitors; Forces in retailers macro environment Demographic, Political/Legal, Social/Cultural, Economic, Technological; Trends in Indian Retail Industry

Suggested References:

1. A.Sivakumar Retail Marketing
2. David Gilbert Retail Marketing

3. Michael Levy and Barton A Weitz, Retailing Management, Tata Mc Graw Hill, New Delhi, 2001
4. Malcolm Sullivan and Dennis Adcock Retail Marketing
5. George H, Lucas Jr., Robert P. Bush, Larry G Green Retailing
6. Swapana Pradhana Retailing Management
7. Bary Berman, Joel R Evans Retail Management: A strategic approach
8. A.J. Lamba The Art of Retailing

Semester II

TIME: 3 Hours

Max. Marks:150
Theory: 80
Int. Ass.:20
Project Report: 50

Instructions for the Paper Setter/examiner:

Section A:

This section will consist of 15 very short Questions covering the whole syllabus. The students are required to attempt 10 questions. Each question will carry two marks. Total weightage of this section being 20 marks.

Section B:

This section will consist of 4 Questions covering Part I of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Section C:

This section will consist of 4 Questions covering Part II of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Internal Assessment should be based on periodical Tests, written assignment and class participation. Note: Use of nonprogrammable calculator is allowed.

Part-I

Consumer Behaviour and Retail Operations Consumer Buying Behaviour in retail, Theories of Consumer Behaviour, The Buying Decision Process and Implications for retail management, Social factors influencing Buying Process

Retail Marketing Segmentation Importance of Market Segmentation in retail, Targeted marketing efforts, Criteria for effective Segmentation, Dimensions of Segmentation, Positioning Decisions, Limitations of Market Segmentation

Part-II

Service Management and Quality in Retailing Concept of Retailing, Service Product Concept, Intangible and Tangible product continuum, Classification of service and quality, Implementation of service management, Key terms for quality, Characteristics of Quality, Quality Auditing systems

Retail Marketing Mix and Retail Product Marketing mix, Marketing mix for services, Target market, Retail product, Breakdown of Retailing as a Product Service, Quality, Merchandise, Brand Name, Features and Benefits and Atmospherics

Suggested References:

1. A.Sivakumar Retail Marketing
2. David Gilbert Retail Marketing
3. Michael Levy and Barton Weitz, Retailing Management, Tata Mc Graw Hill, New Delhi, 2001
4. Malcolm Sullivan and Dennis Adcock Retail Marketing
5. George H, Lucas Jr., Robert P.Bush, Larry G Green Retailing
6. Swapana Pradhana Retailing Management
7. Barry Berman, Joel Evans Retail Management: A strategic approach
8. A.J. Lamba The Art of Retailing

Retail Marketing

Paper II

Semester III

TIME: 3 Hours

Max. Marks:150
Theory: 80
Int. Ass.:20
Project Report: 50

Instructions for the Paper Setter/examiner:

Section A:

This section will consist of 15 very short Questions covering the whole syllabus. The students are required to answer 15 questions (15/100)

Section C:

This section will consist of 4 Questions covering Part II of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Internal Assessment should be based on periodical Tests, written assignment and class participation. Note: Use of non-programmable calculator is allowed.

Part-I

Retail Marketing Strategy Introduction, Target Market and Retail Format, Building a sustainable competitive advantage, Strategic Retail Planning Process

Retail Store Location Introduction, Types of Retail Stores Locations, Factors affecting Retail Location Decisions Country/Region analysis, Trade area analysis, Site selection, Location based retail strategies

Part-II

Human Resource Management in Retailing Gaining competitive advantage through HRM, Designing Retail organization structure, Motivating Retail employees, Building Employee Commitments Retail HRM

Retail Merchandising Understanding Merchandising Management, Retail Merchandising Management Process, Methods of Planning and Calculating Inventory levels, Category Management

Suggested References:

1. A.Sivakumar Retail Marketing
2. David Gilbert Retail Marketing
3. Michael Levy and Barton A Weitz, Retailing Management, Tata Mc Graw Hill, New Delhi, 2001
4. Malcolm Sullivan and Dennis Adcock Retail Marketing
5. George H, Lucas Jr., Robert P.Bush, Larry G Green Retailing
6. Swapna Pradhan Retailing Management
7. Barry Berman, Joel R Evan Retail Management: A strategic approach
8. A.J. Lamba The Art of Retailing

SemesterIV

TIME: 3Hours

Max. Marks:150
Theory: 80
Int. Ass.:20
Project Report: 50

Instructions for the Paper Setter/examiner:

SectionA:

This section will consist of 15 very short Questions covering the whole syllabus. ~~There are~~ ~~to be~~ ~~attempted~~ ~~10~~ ~~questions~~. Each question will carry two marks. Total weightage of this section being 20 marks.

Section B:

This section will consist of 4 Questions covering-Part

Retail Store Management and Store Design Recruiting and Selecting store employees, Socializing and Training new store employees, Motivating and Managing store employees, Evaluating store employees and providing feedback, Compensating and Rewarding Store employees, Store Design, Store Layout, Visual Merchandising

Suggested References:

1. A.Sivakumar Retail Marketing
2. David Gilbert Retail Marketing

Section C:

This section will consist of Questions covering Part II of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Internal Assessment should be based on periodical Tests, written assignments and class participation. Note: Use of nonprogrammable calculator is allowed.

Part-I

Customer Relationship Management in Retailing Introduction, Benefits of