

**SCHEME AND SYLLABUSES FOR VARIOUS JOB ORIENTED COURSES AT
BA LEVEL**

B.A. (MARKETING)

Job Oriented Courses

Scheme of Examinations

A student opting for B.A. (Marketing) will be required to study four papers in all. The papers of Hindi and English shall be compulsory and the syllabuses for the same will be the same as prescribed for other students of B.A. In addition the student is required to study the paper of Marketing in each of the six semesters. The Student will have the choice to opt either Commerce Papers or Economics papers as fourth paper in each semester. The syllabuses for economic paper shall be the same as prescribed for other students of B.A

B.A. (MARKETING) I SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
	PAPER-I	HINDI/ENGLISH*	10	90
	PAPER-II	ENGLISH/HINDI*	10	90
MKT-1.1	PAPER-III	MARKETING-I (PRINCIPLES OF MARKETING-I)	10	90
MKT-1.2	PAPER-IV	COMMERCE (ELEMENTS OF COMMERCE)-I BUSINESS STUDIES-I	10	90
		OR		
		ECONOMICS*	10	90

B.A. (MARKETING) II SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
	PAPER-I	HINDI/ENGLISH*	10	90
	PAPER-II	ENGLISH/HINDI*	10	90
MKT-2.1	PAPER-III	MARKETING-II (PRINCIPLES OF MARKETING-II)	10	90
MKT-2.2	PAPER-IV	COMMERCE (ELEMENTS OF COMMERCE)-II BUSINESS STUDIES-II	10	90
		OR		
		ECONOMICS*	10	90

B.A. (MARKETING) III SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
	PAPER-I	HINDI/ENGLISH*	10	90
	PAPER-II	ENGLISH/HINDI*	10	90
MKT-3.1	PAPER-III	MARKETING (SALESMANSHIP AND AGRICULTURAL MARKETING)-I (MARKETING COMMUNICATION)	10	90
MKT-3.2	PAPER-IV	COMMERCE (BASICS OF ACCOUNTING)-I FINANCIAL ACCOUNTING-I	10	90
		OR		
		ECONOMICS*	10	90

B.A. (MARKETING) IV SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
	PAPER-I	HINDI/ENGLISH*	10	90
	PAPER-II	ENGLISH/HINDI*	10	90
MKT-4.1	PAPER-III	MARKETING (SALESMANSHIP AND AGRICULTURAL MARKETING)-II (PERSONAL SELLING AND SALESMANSHIP)	10	90
MKT-4.2	PAPER-IV	COMMERCE (BASICS OF ACCOUNTING)-II FINANCIAL ACCOUNTING-II	10	90
		OR		
		ECONOMICS*	10	90

B.A. (MARKETING) V SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
	PAPER-I	HINDI/ENGLISH*	10	90
	PAPER-II	ENGLISH/HINDI*	10	90
MKT-5.1	PAPER-III	MARKETING -I (ADVERTISING)	10	90
MKT-5.2	PAPER-IV	COMMERCE (PRINCIPLES OF MANAGEMENT)-I BUSINESS MANAGEMENT-I	10	90
		OR		
		ECONOMICS*	10	90

B.A. (MARKETING) VI SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
	PAPER-I	HINDI/ENGLISH*	10	90
	PAPER-II	ENGLISH/HINDI*	10	90
MKT-6.1	PAPER-III	MARKETING -II (SALES PROMOTION)	10	90
MKT-6.2	PAPER-IV	COMMERCE (PRINCIPLES OF MANAGEMENT)-II BUSINESS MANAGEMENT-II	10	90
		OR		
		ECONOMICS*	10	90

*THE SYLLABUSES AND NOMNCLATURE OF THESE PAPERS WILL BE THE SAME AS PRESCRIBED FOR OTHER B.A. STUDENTS

Detailed Syllabus

B. A. I

(First Semester)

PAPER CODE : MKT-1.1

Marketing-1

Principles of Marketing-1

Max. Marks: 90

Internal Assessment: 10 Marks

Time: 3 hours

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question o.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit-I

Introduction: Concept, nature, scope, importance and functions of marketing.

Unit-II

Market

segmentation and Targeting; Buyer behavior; Consumer decision making process.

Unit-III

Marketing Mix: Meaning, Components, Formulation of Marketing Mix.

Factors Affecting Marketing Mix. Concept of Extended Marketing Mix – People, Process and Physical Evidence.

Unit-IV

Product : concept, importance and classification. Product Life Cycle.

SUGGESTED READINGS:

Kotler, Keller, Koshy and Jha, Marketing Management-A South Asian Perspective, Pearson

B. A. I
(Second Semester)
PAPER CODE : MKT-2.1

Marketing-II
Principles of Marketing-II
Max. Marks: 90
Internal Assessment: 10 Marks
Time: 3 hours

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit 1

Product Planning and development, Development of New Product.

Unit 11

Branding and Trademark: - Difference between brand and trademark; advantages and criticism of branding; types of branding; Brand Polices and Strategies.

Pricing: - Meaning; Importance, Factors affecting pricing, pricing objectives, Types of price policy and pricing strategies.

Unit-111

Advertising: - Concept; Importance and criticism of advertising; Media of advertising; Evaluating advertising effectiveness.

Sales Promotion: - Importance, Methods, Functions and Publicity.

Unit -IV

Distribution channels –concept, functions and types. Physical Distribution – Meaning, objective and Importance.

SUGGESTED READINGS:

Kotler, Keller, Koshy and Jha, Marketing Management-A South Asian Perspective, Pearson

B. A. I
(First Semester)
PAPER CODE : MKT-1.2

Commerce (Elements of commerce)-1

Business studies-1

Max. Marks: 90

Internal Assessment: 10 Marks

Time: 3 hours

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit-I

Nature and Purpose of Business

Concept and Characteristics of Business, Objectives of Business, Classification of Business Activities, Industry: Meaning and Types, Commerce, Business Risk

Forms of Business Organizations –sole proprietorship, partnership firm, joint stock companies, cooperative societies, joint Hindu family business.

Unit-II

Private, Public and Global Enterprises

Role of Private Sector Vs. Public Sector Since Independence

Forms / Types of Public Sector Enterprises

Multinational Companies / Global Enterprises

Joint Venture

Business Services

Meaning

Characteristics / Features / Nature of Services

Classification or Types of Services

Unit-III

Emerging Modes of Business

Introduction

Meaning and Scope of E-Business

E-business v/s E-Commerce

Opportunities or Benefits of E-Business

Resources Requires for Successful

Security Problems Related to E-business

On-Line Transactions

Limitations of E-Business

E-Business v/s Traditional Business

Outsourcing of Services

Social Responsibilities of Business & Business Ethics

Introduction

Concept of social Responsibility

The Case for Social Responsibility

The case Against Social Responsibility

Social Responsibility Towards Different Interest Groups

Business and Environment Protection

Business Ethics

Unit-IV

Business Risk- nature and causes of business risk, insurable and non insurable risks. Type of Insurance-Fire and Marine

Physical Distribution-Transportation, storage and warehouse

SUGGESTED READINGS:

Principles and practice of commerce, C.L.Chaturvedi, L.N.Aggarwal, Mahavir Book Depot.

Element of modern commerce, Yadukul Bhushan, Om Prakash Aggarwal, Sultan chand & sons

NCERT books

B. A. I (Second Semester)
PAPER CODE : MKT-2.2

Commerce (Elements of Commerce)-II
Paper-business studies-II
Max. Marks: 90
Internal Assessment: 10 Marks
Time: 3 hours

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit-I

Formation of a Company

Joint Stock Company

Promotion, Important documents Used in the Formation of a Company

Unit-II

Sources of Business Finance

Meaning

Nature and Significance of Business Finance

Types of Business Finance

Sources of Finance

Methods of Raising Finance

International Sources of Finance

Factors Kept in Mind before Selecting a Suitable Source of Business Finance

Small Business

Introduction

Characteristics / Features of Small Scale Industry

Role of Small Business in India / Scope for Setting up Small Scale Business

Role of Small Business in India

Problems of Small Business in India

Government Assistance and Special Schemes

Unit-III

Internal Trade

Meaning

Main Features of Internal Trade

Types of Internal Trade

International Business

Meaning

Nature of External Trade / International Business

Importance of External Trade

Basic Information about ways of Entering into International Business

Modes of Entry into International Business

India's Place in World Business

Export Procedure

Import Procedure

Export-Import Documents

Important Terms used in External Trade

Export Promotion Measures

International Trade Institutions and Agreements

Unit-IV

Financial Institutions:

Objectives and functions of IEC, ICICI, AND IDBI, COMMERCIAL BANKS

SUGGESTED READINGS:

Principles and practice of commerce, C.L.Chaturvedi, L.N.Aggarwal, Mahavir Book Depot.

Element of modern commerce, Yadukul Bhushan, Om Prakash Aggarwal, Sultan chand & sons

NCERT books

B.A II
IIIrd Semester
PAPER CODE : MKT-3.1

Marketing (Salesmanship and agricultural marketing)-1

Marketing Communication

Max. Marks: 90

Time: 3 hours

Internal Assessment: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit – I

Nature and Importance of Communication, Communication Process, Elements of the Communication process, Application of Communication Process in Marketing

Unit – II

Steps in developing effective marketing Communication, Methods of Marketing Communication

Unit – III

Advertising, Personal Selling, Public Relations, Sales Promotion, their meaning and distinct characteristics

Unit – IV

Setting up of Targets- Policies, Strategies and Methods of achievements; Integrated Communication in Marketing.

Suggested Readings: (1) Marketing Management, Philip kotler, 7th Edition, Prentice Hall

(2) Fundamental of Marketing, Stanton and Futrell, 8th Edition, McGraw Hill

(3) Case in Advertising and Communication Management in India, Subroto Sen

Gupta, IIM Ahemedabad

B.A-II (Fourth Semester)
PAPER CODE : MKT-4.1

Marketing (Salesmanship and agricultural marketing)-II

Personal selling and salesmanship

Time: 3 Hours

Max Marks-90

Internal Marks- 10

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit-I

Nature and Importance of personal selling. Door to door selling situations where personal selling is more effective than advertising Vs. cost of Personal selling.

ANDA Model of selling. Types of Selling Situations. Types of Sales Persons.

Unit-II

Buying motives. Types of markets consumer and Industrial markets, Their characteristics and implications for the selling function. Process of effective selling: Prospecting, preapproach, approach, presentation and demonstration, handling and objections. Closing and sale post-sale activities.

Unit-III

Qualities of the successful sales person with particular reference to sunsumer services. Selling as a career ,advantages and difficulties, Measures for making selling an attractive career.

Unit-IV

Distribution network relationship. Reports and documents: Sale manual, Order Book, Cash memo, Tour Diary and periodical reports.

Suggested Readings: (1) Marketing Management, Philip kotler, 7th Edition, Prentice Hall

(2) Fundamental of Marketing, Stanton and Futrell, 8th Edition, McGraw Hill

(3) Case in Advertising and Communication Management in India, Subroto Sen Gupta, IIM Ahemedabad

B. A.- II (Third Semester)
PAPER CODE : MKT-3.2

Commerce (Basics of Accounting)-1

Financial accounting-1

Max. Marks: 90

Internal Assessment: 10 Marks

Time: 3 hours

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit I

Accounting-Meaning, Objectives, Accounting as Source of Information, Internal and External Users of Accounting Information and their Needs.

Qualitative Characteristics of Accounting Information-Reliability, Relevance, Understandability and Comparability .

Unit II

Accounting Principles-Meaning and Nature

Accounting Concepts-Entity, Money Measurement, Going Concern, Accounting Period, Cost Concept, Dual Aspect. Revenue Recognition (Realization), Matching, Accrual, Full Disclosure, Consistency, Conservatism, Materiality .

Unit III

Accounting Standards-Concept.

Process of Accounting-From Recording of Business Transactions to Preparation of Trial Balance.

Bases of Accounting-Cash Basis, Accrual Basis.

Unit IV

Voucher and Transactions-Origin of Transactions-Source Documents and Vouchers, Preparation of Accounting Vouchers; Accounting Equation Approach-Meaning and Analysis, Accounting Equation: Rules of Debit and Credit.

Recording of Transactions-Books of Original Entry-Journal, Special Purpose Books: (i) Cash Book-Simple, Cash Book with Bank Column and Petty Cash Book (ii) Purchases Book, Sales Book, Purchase Returns Book, Sales Returns Book; Ledger-Meaning, Utility, Format; Posting from Journal and Subsidiary Books; Balancing of Accounts. Bank Reconciliation Statement-Meaning, Need and Preparation, Corrected Cash Book Balance.

Suggested Readings:

1.Gupta R.L. and Radha Swami M., Financial Accounting, Sultan Chand and Sons., New Delhi.

2.Monga J.R., Ahuja Girish and Sehgal Ashok: Financial Accounting, Mayur Paper Back, Noida.

3.Shukla M.C., Grewal T.S. and Gupta S.C.; Advanced Accounts, S. Chand and Company, New Delhi.

B.A.-II
(Fourth Semester)
PAPER CODE : MKT-4.2

Commerce- (Basics of Accounting) –II
Financial Accounting –II
Internal Assesment-10 Marks
Max Marks-90 Marks
Time: 3Hrs. Theory Paper

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit-I

Journalizing, Posting
and Preparation of trial balance.

Unit-II

Capital and revenue items; Reserves and Provisions, Rectification of errors,

Unit-III

Final
Accounts with adjustments.

Unit-IV

Depreciation: Meaning, Causes and Methods, Accounting for non-profit organizations.

Suggested Readings:

- 1.Gupta R.L. and Radha Swami M., Financial Accounting, Sultan Chand and Sons., New Delhi.
- 2.Monga J.R., Ahuja Girish and Sehgal Ashok: Financial Accounting, Mayur Paper Back, Noida.
- 3.Shukla M.C., Grewal T.S. and Gupta S.C.; Advanced Accounts, S. Chand and Company, New Delhi.

B.A-III
(Fifth Semester)
PAPER CODE : MKT-5.1
Marketing -I
Paper: Advertising

Max. Marks:90

Time: 3 hours

Internal Assessment: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit – I

Fundamentals of Advertising: Origin and Development, Definition, Importance, Role of Advertising, Nature, Objectives, Scope; Activities included and activities not included in advertising.

Unit – II

Types of Advertising: Commercial and Non-commercial advertising, primary demand and selective demand advertising, classified and display advertising, comparative advertising, co-operative advertising.

Unit – III

Social, Economic and Legal aspects: Social aspects – criticism of advertising, responsibility of advertiser, social responsibility and advertising; Economic aspects – Advertising and allocation of resources, advertising and prices.

Unit – IV

Nature and importance of sales promotion, role of sales promotion in marketing, forms of sales promotion, consumer oriented sales promotion, trade oriented sales promotion and sales force oriented sales promotion.

Suggested Readings: 1)Advertising management, Batra,Mayer Aaker, Tata McGraw-Hill

(2) Marketing Management, Philip kotler, 7th Edition, PrenticeHall

(3) Case in Advertising and Communication Management in India, Subroto Sen
Gupta, IIM Ahemedabad

B. A.-III
(Sixth Semester)
PAPER CODE : MKT-6.1

Marketing-II

Paper: Sales Promotion

Max. Marks: 90

Time: 3 hours

Internal Assessment: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit – I

Advertising message, preparing an effective advertising copy, Elements of print copy – Headlines, Illustration, Body copy, slogan, Logo, Seal of approval, Role of colon, Elements of broadcast copy, Copy for direct mail.

Unit – II

Many tools of sales promotion: Samples, Point of purchase displays and demonstrations, Exhibitions and Fashion shows, sales contests and games of chance and skills, lotteries, gift offers, premium and free goods, , rebates, rewards.

Unit – III

Sales Promotion Tools: Conventions, Conferences and Trade shows , e-promotional techniques – Mobile Marketing, Web Marketing

Unit – IV

Developing Sales Promotion Programs, pre-testing, implementing, evaluating the results and making necessary modifications

Suggested Readings: (1) Marketing Management, Philip kotler, 7th Edition, Prentice Hall

(2)Fundamental of Marketing, Stanton and Futrell, 7th Edition, McGraw Hill

(3) Salesmanship and Publicity, JSk Patel, Sultan Chand & Sons

B. A.-III
(Fifth Semester)
PAPER CODE : MKT-5.2

Commerce-(Principles of management)-I
Business management-I
Internal Assesment-10 Marks
Time: 3Hrs.
Max Marks-90 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit-I

Business: concept, nature and spectrum of business activities, business system, business objectives.

Unit-II

Management: Introduction, concept, nature, process and significance; Development of Management Thought; Classical and Neo-Classical systems,

Unit-III

Planning: concept, types and process, Decision Making: concept and process, Management by Objectives,

Unit-IV

Organizing: concept, nature, process and significance; Authority and Responsibility relationship; Centralization and Decentralization;

Suggested Readings:

1. Druker. Peter F. Management Challenges for the 21st century; Butter worth Heinemann Oxford.
2. Wehrich and Koontz, O. Donnel: Essential of Management Tata Mc Graw Hill, New Delhi.
3. Parsad L. M., Principles and Practice of Management.: Sultan Chand and Sons.

B.A.-III
(Sixth Semester)
PAPER CODE : MKT-6.2

Commerce-(Principles of management)-II

Paper: Business Management -II

Internal Assessment-10 Marks

Time: 3Hrs.

Max Marks-90 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit-I

Staffing: concept, nature and scope, Matching job and people; Recruitment; Selection and Training of employees.

Unit-II

Motivation and Leadership: Motivation-concept, Theories-Maslow, Herzberg, McGregor and Quchi; Financial and Non-Financial Incentives.

Leadership: concept and Leadership Theories.

Unit-III

Communication and Control: Communication Concept, Nature, Types and Process, Barriers and Remedies.

Control: Concept, Process and Techniques

Unit-IV

Management of Change: Concept, Nature and Process of Planned Change:

Resistance to Change;

Suggested Readings:

1. Druker. Peter F. Management challenges for the 21st century; Butter worth Heinemann Oxford.

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2. Wehrich and Koontz, O. Donnel: Essential of Management. Tata McGraw Hill, New Delhi.

3. Parsad L. M., Principles and Practice of Management.: Sultan Chand and Sons