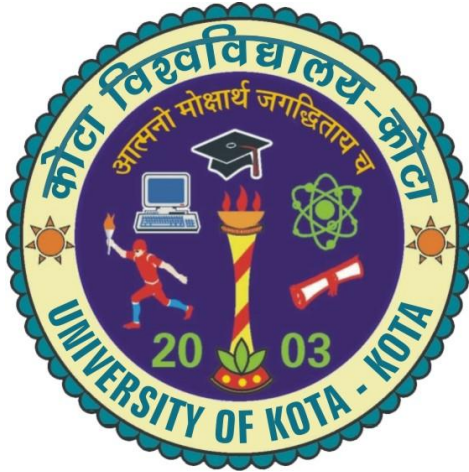


NEP-2020 Based Curricula and Examination
Scheme, University of Kota, Kota
Academic year 2024-25



Bachelor of Commerce(Business Administration)

Semester I & II – 2024-25

Semester III, IV – 2025-26

Semester V, VI – 2026-27

UNIVERSITY OF KOTA

MBS Marg, Swami Vivekanand Nagar,

Kota - 324 005, Rajasthan, India

Website: uok.ac.in

B.Com (Business Administration)

Batch 2024-25 to 2026-27

The B.Com is a Three-year full-time course. The course has been organized in six semesters in three years. Each year will comprise of two semesters.

- 1. Course Code: BADM**
- 2. Type of the Course:** Generic
- 3. Title of the Course:** B.Com
- 4. Level of the Course:** UG level
- 5. Credit of the Course:** 36
- 6. Delivery Sub-type of the Course:** Theory
- 7. Pre-requisite of the Course:** Senior Secondary/12th Pass from any recognized board/as per Rajasthan Government/University norms.
- 8. Course Objectives:**
 - To enhance the students' knowledge and understanding on the basic concepts of Business and acquire the ability to apply such knowledge in practical context.
- 9. Syllabus:** Attached
- 10. Scheme of end-of-semester examination:** Attached
- 11. Suggested Books & References:** Attached
- 12. Hyperlinks of suggested e-sources on university site and web**

E-Sources	Hyperlinks
SWAYAM Online Courses	<u>SWAYAM</u>
MOOCs	<u>MOOCs</u>
SWAYAMPURABHA	<u>SWAYAMPURABHA</u>
CEC-UGC YouTube Channel	<u>CEC-UGC</u>
National Digital Library	<u>National Digital Library</u>
Vidwan	<u>Vidwan</u>
EBSCO ebooks	<u>EBSCO e-books</u>

13. Course Learning Outcomes:

- Students will generate eligibility for research work, NET/SET etc.
- Students will gain comprehensive understanding of Business, Management and other complex concepts related to management which will increase his employability in corporate sector.
- Students will develop a continuous learning mindset, adapting to new technologies, methodologies, and industry trends to ensure their professional relevance in the dynamic world.
- The program will prepare students for diverse career paths in Business organizations, helping them grow and contributing to every stakeholder's life.

B.Com EXAM

SCHEME OF EXAMINATION

The examination shall be divided into two parts in each semester, in which first part is continuous assessment or internal assessment and second part is semester assessment or external assessment. The schemes for the internal and external examinations shall be as under:

- a) The assessment of the student for theory shall be divided into two parts in which first part is continuous assessment or internal assessment (50 marks out of 150 marks) and second part is semester assessment or external assessment (100 marks out of 150 marks).
- b) The internal assessment for each theory paper shall be taken by the teacher concerned in the Department during each semester. Internal assessment scheme is as follows:

Continuous Assessment Weightage					External Assessment Weightage	Total Marks (Total Credits)
Regular Student		Private Student		Total	Paper based on External Evaluation (End term examination)	
Mid-Term	Seminar/project report/presentation	Report writing	Viva-Voce			
30	20	30	20	50	100	150 (06)

For internal/continuous assessment of 50 marks

- For regular students test of 30 marks shall be conducted of one hour duration for each paper and shall be taken according to academic calendar notified by the college and remaining 20 marks will be assessed on the basis of Seminar/Project Report/PPT presentation or Assignment on any topic of each paper given by the teacher concerned.
- Each private student will prepare a report/writeup on any topic of each course in minimum 1000 words from the prescribed syllabus of the concerned theory, paper or course. The student needs to deposit the report in the concerned college as per the time schedule prescribed by the college to submit the report and the college will arrange a viva voice on that report. It is proposed that the engaged teacher will be paid at the rate of per answer book per student charges. The examination section will generate an option of bill when the teacher fills the continuous assessment marks on examination portal (like done for external answer book evaluation).

The Cover page of the report may be:

- Name of College (Centre):
- Name of the Course/Class/Semester:
- Name of the Student:
- Father's/Husband Name:
- Roll No.:
- Name of Paper:
- Title of the Report:

The various components of the report may be:

- Introduction
 - Detailed Discussion
 - Conclusion
 - References
- If any student remains absent (defaulter) or fails or wants to improve his/her marks, one chance of continuous assessment (mid-term) will also be given to the student in the same semester with a fee of Rs. 250/- per paper, after the approval of the competent authority of Department/College.
- c) External examination scheme for semester end assessment will comprise of two Sections A and B from session 2023-24 i.e. Section C will not be appeared in the external examination evaluation (as being used in session 2022-23). And marks will be distributed as per CBCS scheme. Further, the scheme of the examination paper of external component is also discussed and the proposed details are as under.

Section	100 marks for theoretical paper
Section-A	There will be one question with 10 parts having two parts from each unit with no internal choice. The weightage of each part is 2 marks. Hence, the total weightage of this section is 20 marks (20×1).
Section-B	There will be five questions with one question from each unit with internal choice (may have subdivisions). The weightage of each question is 16 marks. Hence the total weightage of the section is 80 marks (16×5).

- d) Student should qualify both internal and external assessment separately to pass the paper i.e. if candidate passes an external and fails an internal; the candidate has to reappear in both internal and external exam of that paper next year. But if candidate passes in the internal and fails in the external, then candidate has to reappear in external exam of that paper and in internal examination he has option either to forward the obtained internal marks of that paper in the previous attempt (on the basis of the application submitted by the candidate and approval of the head of the department for the same) or can reappear in the internal examination if he wants to improve his marks in that paper.
- e) The pattern of question paper of internal and external shall be as follows:

Proposed Examination Scheme for 50 marks theory paper for internal examination of Category B

Internal Test 20.....

Duration of Exam: 1.00 Hr

Max. Marks: 30

Class: B.Com

Semester:

Subject:

Paper:

Note: The question paper contains two sections as under:

Section-A: One compulsory question with 05 parts. Please give short answers in 30 words for each part.

Section-B: 04 questions to be attempted having answers approximately in 300 words.

SECTION A		
Q.1		2
(a)		
(b)		2
(c)		2
(d)		2
(e)		2
SECTION B		
Q.2		5
Q.3		5
Q.4		5
Q.5		5

Proposed Examination Scheme for 100 marks theory paper for external examination of Category B

Duration of Examination: 3 Hours

Max. Marks: 100

SECTION-A 10x2= 20

(Answer all questions -Two question from each unit with no internal choice)

Q. No. 1

i.	2 Mark
ii.	2 Mark
iii.	2 Mark
iv.	2 Mark
v.	2 Mark
vi.	2 Mark
vii.	2 Mark
viii.	2 Mark
ix.	2 Mark
x.	2 Mark

SECTION-B: 5x16= 80

(Answer all questions) (One question from each unit with internal choice) (Maximum two sub-divisions only)

Q. No. 2	Or	16 Marks
Q. No. 3	Or	16 Marks
Q. No. 4	Or	16 Marks
Q. No. 5	Or	16 Marks
Q. No. 6.....	Or	16 Marks

Year/ Semester	Code	Category	Nomenclature	Duration of Exam	Teaching Hrs/Week &			Distribution of Marks				Min. Pass Marks	
					L	P	C	Cont. Assess.	Sem. Assess.	Total Mark	Cont. Assess.	Sem. Assess.	
I Year I Semester	BADM 1.1	DCC	Business Law	3 Hrs	6	-	6	50	100	150	20	40	
I Year II Semester	BADM 2.1	DCC	Business Communication	3 Hrs	6	-	6	50	100	150	20	40	
II Year III Semester	BADM 3.1	DCC	Company Law and Secretarial Practice	3 Hrs	6	-	6	50	100	150	20	40	
II Year IV Semester	BADM 4.1	DCC	Human Resource Management	3 Hrs	6	-	6	50	100	150	20	40	
III Year V Semester	BADM 5.1	DSE	Insurance and Risk Management	3 Hrs	6	-	6	50	100	150	20	40	
			Fundamentals of Entrepreneurship	3 Hrs	6	-	6	50	100	150	20	40	
			Business Ethics and Corporate Governance	3 Hrs	6	-	6	50	100	150	20	40	
			Fundamentals of Marketing	3 Hrs	6	-	6	50	100	150	20	40	
III Year VI Semester	BADM 6.1	DSE	E-Commerce	3 Hrs	6	-	6	50	100	150	20	40	
			Retail Management	3 Hrs	6	-	6	50	100	150	20	40	

B.Com (First Year - Semester -I)
Business Administration

BADM 1.1 (DCC) - Business Law

Duration: 3hrs.

Max Marks: 100 Marks

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

Unit-I

The Indian Contract Act, 1872

- Meaning and Essentials of a valid contract
- Proposal and Acceptance
- Capacity to contract of the parties
- Consideration
- Free Consent

Unit-II

- Void Agreements
- Performance and Discharge of Contract
- Contingent Contracts

Unit-III

- Quasi Contracts
- Remedies for breach of contract
- Contract of Indemnity and Guarantee

Unit-IV

- Contract of Bailment
- Contract of Pledge
- Contracts of Agency

Unit-V

The Consumer Protection Act, 1986

- Meaning and Definitions
- Rights of a consumer
- Dispute Redressal Agencies
 - District Consumer Forum
 - Establishment and composition
 - Complaint Redressal Procedure
 - State and National Commission
 - Establishment and composition
 - Complaint Redressal Procedure and appeal

Text Readings:

- | | | |
|---------------------|---|---|
| 1. N.D.Kapoor | – | Mercantile Law, S. Chand, New Delhi. |
| 2. Chawla & Garg | – | Mercantile Law, Kalyani Publication, New Delhi. |
| 3. Nolakha, R.L | – | Business Law, Ramesh Book Depot, Jaipur. |
| 4. नौलखा, आर.एल. | – | व्यापारिकसन्धियम, रमेशबुकडिपो, जयपुर। |
| 5. सुधा, जी.एस. | – | व्यापारिकसन्धियम, रमेशबुकडिपो, जयपुर। |
| 6. सिंहल, जे.पी. | – | व्यापारिकविधि, अजमेराबुककम्पनी, जयपुर। |
| 7. शर्मा, जैन, दयाल | – | व्यापारिकविधि, एपेक्सपब्लिकेशन, उदयपुर। |

B. Com (First Year - Semester - II)
Business Administration

BADM 2.1 (DCC) - Business Communication

Max Marks: 100 Marks

Duration: 3hrs.

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

UNIT I

Business Communications: - Meaning, Nature, Importance Objectives, Types of Business Communication, Process of Communication, Essentials & Importance of Effective Communication, Factors Affecting Business Communication.

UNIT II

Principles of Effective Communication (7C), Necessary Conditions and Requisites for Effective Communication. Effective Listening: Meaning, Definition, Principles, Elements And Barriers Affecting The Listening.

UNIT III

Barriers And Remedies Of Business Communication. Meaning, Definition and objectives of Self- Development. Meaning Definition of Inter Dependence, Attitude, Development of Positive Personal Attitudes.

UNIT IV

Writing Skills: Appearance Request Letters. Business Letters- Inquiries, Orders& Complaints. Drafting Press Note, CV and Resume Writing, Writing Report.

UNIT V

Digital Communication- Internet, Fax, E-Mail, Social Media, Video Conferencing, SMS, Advantages of Modern Communication, Problems In Modern Communication.

Books Recommended

1. Diwan parag: Business Communication, MP Excel, Book

2. Goyal, Dayal, Singh and Dev.: Business Communication, Ramesh Book Depot, Jaipur (English and Hindi)
3. Chaturvedi & Chaturvedi: Business Communication, Pearson Education, New Delhi

B.Com (Second Year - Semester - III)
Business Administration

BADM 3.1(DCC) - Company Law and Secretarial Practice

Max Marks: 100 Marks

Duration: 3hrs.

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

Unit-I

The Companies Act 2013:

Meaning and Nature of Company, Classification of Companies, Privilege to a private Company, Formation of company, Memorandum of Association and Articles of Association, Doctrine of indoor Management.

Unit – II

Provisions regarding the Prospectus, Membership of Company, Share and Share Capital, Borrowing powers and issue of debentures.

Unit - III

Appointment, Rights, Duties and Liabilities of Directors, Managing Director, Manager, Company Investigation. Prevention of oppression and mis- management, Different modes of Winding up of companies.

Unit IV

Company Secretary: Definition, Appointment, Qualities, Position and duties. The duties of a company secretary with reference to calls. Forfeiture and Transfer of Shares. Declaration and payment of dividend.

Unit - V

Working knowledge relating to - meetings, agenda, quorum, motion and resolution, Methods of voting, minutes etc. Company meetings: Statutory meeting, Annual general meeting, extraordinary meeting and Board's meeting; Drafting Notices, Minutes, resolutions and Chairman's speech.

Books recommended –

1. Avtar Singh - Secretarial Practice
2. Nolakha RL - Company Law & Secretarial Practice
3. Kuchhchal - Secretarial Practice
4. Sen & Mitra - Industrial law (Including Company Law)
5. जैन, शर्मा—कम्पनीअधिनियम एवंसचिवीय पद्धति
6अग्रवाल एवंकोठारी—कम्पनीअधिनियम एवंसचिवीय पद्धति
7. नौलखा –कम्पनीअधिनियम एवंसचिवीय पद्धति
8. उपाध्याय, चतुर्वेदी एवं शर्मा—कम्पनीअधिनियम एवंसचिवीय पद्धति
9. जोशी एवंगोयल—कम्पनीअधिनियम एवंसचिवीय पद्धति, अजमेरबुककम्पनी, जयपुर
10. चावला, गर्ग—कम्पनीअधिनियम एवंसचिवीय पद्धति
11. बी.पी. भार्मा ,राजीवजैन एवं—कम्पनीअधिनियम एवंसचिवीय पद्धतिपी. दयाल

B.Com (Second Year - Semester - IV)
Business Administration

BADM 4.1 (DCC) - Human Resource Management

Max Marks: 100 Marks

Duration: 3hrs.

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

Unit I

Human Resource Management-

Concept, Nature, Scope, Functions, Need And Importance, Organization Structure And Its Place In Overall Organizational Set Up, HRM In Present Perspectives, Changing Role Of HRM, Contemporary Issues In Human Resource Management.

Unit II

Human Resource Procurement-

HRP,Recruitment: Emerging trends, Selection, Induction,Job Design: Enlargement, Enrichment, Rotation, Specification, Job Evaluation, Career Planning and Development.

Unit III

Human Resource Development-

Concept, Objectives And Importance, Relationship Between HRD And HRM;HRD Processes, HRD Mechanism, Succession Planning, Training And Executive Development, Performance Appraisal.

Unit IV

Compensation Management-

Wages And Salary Administration: Concept, Types, Objectives, Factors Affecting Wages, Methods Of wages / salary, Fringe Benefits, Profit Sharing And Bonus.

Unit V

Trade Union & Grievance-

Trade Unions: Concept and Functions, Workers' Participation In Management: Collective Bargaining, Employee Decision, Grievance Handling and Redressal.

Books Recommended:

- Aswathappa- HUMAN RESOURCE MANGEMENT, Tata McGraw Hill, New Delhi, 2010

- Subba Rao P.- Personnel and Human Resource Management Himalaya Publishing House
- Venkata Ratnam C. S. &Srivatsava B. K.- PERSONNEL MANAGEMENT AND HUMAN RESOURCES, Tata Mc-Graw Hill, New Delhi,,
- Pravin Durai- HUMAN RESOURCE MANGEMENT, Pearson, New Delhi,2010 Snell,
- Bohlander & Vohra- HUMAN RESOURCES MANAGEMENT, Cengage, New Delhi, 2010
- Garry Dessler &Varkkey- HUMAN RESOURCE MANAGEMENT, Pearson, New Delhi, 2009

B.Com (Third Year - Semester - V)
Business Administration

BADM 5.1(A)(DSE) -Insurance and Risk Management

Max Marks: 100 Marks

Duration: 3hrs.

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

Unit – I

Insurance: Origin and Development, Concept, Functions, Classification, Significance, Distinction among Insurance, Assurance and Gambling, Risk and its classification, Basic Principles, Role of Insurance in trade and commerce.

Unit - II

Life Insurance: Life Insurance elements And Its Process, Life Insurance Contract, Procedure of Life Insurance (From Proposal To Policy), Life Policy Conditions, (Renewal, Loan, Surrender, Nomination And Transfer Etc.), Life Insurance Premium Calculation, Mortality Tables.

Unit – III

Types of Life Policies (Plans of Assurance) - Endowment, Whole Life, Term Policy, Group Insurance and Salary Saving Schemes. Settlement of Claims Under life Insurance, Assurance. Death Claims, Claim by Lunatic, Claim by Minor, Maturity Claims. Re-insurance and Double insurance.

Unit IV

Types Of General Insurance:

- (I) Fire Insurance - Meaning, Types of Policies, Premium Fixation and Its Factors, Conditions, Standard Fire Insurance Policy, Claim Settlement Procedure.
- (II) Marine Insurance - Meaning, Scope, Types of Policies, Conditions, Implied Warranties, Standard Marine Policy, Claim Settlement Procedure, Total and Partial Loss Under Marine Insurance.

- (III) Other Kinds of Insurance: Burglary, Accident, Crop, Live Stock Insurance in India (Only Elementary Knowledge Is Required).
- (IV) Objectives and Functions of General Insurance Corporation.

Unit - V

Organizational Structure of LIC, Functions and objectives of Life Insurance Corporation, Insurance Agents: Meaning, Functions, Rights and Duties. Liberalization, Privatization and Globalisation in Insurance Sector in India. Career in Insurance Sector.

Books Recommended:

- K.C. Mishra and C.S. Kumar (2009), Life Insurance: Principles and Practice, Cengage Learning: New Delhi.
- G. Krishnaswamy (2009), A Text Book of Principles and Practice of Life Insurance, Excel Books: New Delhi.
- Insurance Institute of India (2007), Life Insurance (IC-33), III: Mumbai.
- Insurance Institute of India (2008), Mathematical Basis of Life Insurance (IC-81), III: Mumbai.
- Insurance Institute of India (2013), Life Insurance Products (CPAIM-IL06(i)), III: Mumbai.

B.Com (Third Year - Semester - V)
Business Administration

BADM 5.1(B) (DSE) -Fundamentals of Entrepreneurship

Max Marks: 100 Marks

Duration: 3hrs.

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words.

Total Marks: 80

Unit I

Entrepreneurship: Meaning and Characteristics of Entrepreneurship. Entrepreneur: Meaning, Nature, Types and Functions of an entrepreneur. Qualities of a successful entrepreneur, entrepreneur and leadership.

Unit II

Major entrepreneurial competencies, Developing Competencies, Entrepreneur and risk-taking capacity. Business planning and decision making. Innovation and creativity.

Unit III

Promotion of venture, Project Planning; Legal requirements of establishing new unit.

Unit IV

Raising funds, capital structure decisions, sources of venture capital and need for documentation. Role of specialised financial institutions.

Unit V

Entrepreneurial Development Programme, Role and relevance of entrepreneurial development, Role of government in organising EDP, Role of entrepreneur in economic growth.

Books Recommended:

1. Vasant Desai: "Dynamics of Entrepreneurial Development" HPH, Mumbai, 2002.
2. S.M. Khanna, "Entrepreneurial Development. S. Chand & Sons," New Delhi."
3. Udai Pareek and T.V.Rao Developing Entrepreneurship: A Hand Book on Learning Systems, 1970.
4. Lipika Gugalani & Dr. Gupta R.K: Fundamentals of Entrepreneurship, Development & Project of Management, Himalaya Publication House, Bombay
5. जी.एस. सुधा : व्यावसायिकउद्यमिता का विकास (रमेश बुकडिपो, जयपुर)

B.Com (Third Year - Semester - V)
Business Administration

BADM 5.1(C)(DSE) - Business Ethics and Corporate Governance

Max Marks: 100 Marks

Duration: 3hrs.

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

Unit-I

Business Ethics: An overview: Meaning, Nature and Scope, Need and Importance, Principles of Business Ethics, Relationship between Ethics and Business.

Unit-II

Business Ethics and Environment: Environmental Ethics, Environmental Pollution, Environmental Accounting, Ethical issues in Economic and Political Activities, Ethical issues in Global Business Environment.

Unit-III

Ethical issues in Business: Ethical issues in Marketing- Product, Sales and Purchase, Advertising, Price. Ethical Issues at Work Place. Ethical Issues in Finance – Merger and acquisitions, Financial Markets.

Unit-IV

Corporate Governance: Concepts and Philosophy of corporate Governance, Features and Evolution, Need and Importance, Reasons for growing demand of Corporate Governance, Standard Norms of Corporate Governance and Changing Dimension of Corporate Governance.

Unit-V

Corporate Social Responsibility: Concept of CSR, Need and Importance of CSR, Reasons for Growing importance of CSR. CSR towards Internal Stock holders: Consumers, Suppliers, Creditors, Competitors, Community.

Books Recommended:

1. C.S.V. Murthy: "Business Ethics and Corporate Governance", Himalaya Publishing House Pvt. Ltd., Mumbai
2. A. K. Garai: "Business Ethics", Himalaya Publishing House Pvt. Ltd., Mumbai
3. Barray Norman: "Business Ethics", McMillan Press Pvt. Ltd. Mumbai.
4. Riya Rupani: "Business Ethics and Corporate Governance", Himalaya Publishing House Pvt. Ltd., Mumbai
5. Gopal Samy: "Corporate Governance: The New Paradigm", Wheeler Publishing.

B.Com (Third Year - Semester - VI)
Business Administration

BADM 6.1(A) (DSE) -Fundamentals of Marketing

Max Marks: 100 Marks

Duration: 3hrs.

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

Unit – I

Introduction To Marketing: Concept, Meaning, Importance, Scope, Approaches to Marketing, Marketing Process, Old and New Concept of Marketing, Marketing Mix, Market Segmentation, Marketing Environment.

Unit – II

Product And Price Decision: Product Planning, Product Concept and Classification, Product Decisions. Product Development: Meaning, Importance, Process, Product Life Cycle, Working Knowledge Relating to-Branding, Packaging and Labelling.
Pricing-: Concept, Objectives & Strategy, Factors Affecting Pricing of a Product, Price Policies and Decisions.

Unit – III

Promotion Mix: Personal Selling, Advertising (Media Choice and Essentials of Good Advertising Copy), Advertising Strategies, Sales Promotion: Importance and Techniques of Sales Promotion, Publicity And Public Relations.

Unit – IV

Distribution and Marketing Research:

Channels Of Distribution: Selection and Types of Channels of Distribution. Marketing Research: Meaning, Scope, Importance, Process, Tools and Techniques of Marketing Research.

Unit –V

Specific areas of Marketing: Rural Marketing, Green Marketing, Social Marketing, Digital Marketing, Service Marketing: Meaning, Area and Importance, Customer Relationship Management: Meaning & Importance.

Books Recommended:

- Kotler, Philip- Marketing Management (New Delhi: Prentice- Hill India Pvt. Ltd. Millennium edition).

- Saxena, Rajan- Marketing Management (New Delhi: Tata Mc Graw-hill Publishing Co. Ltd.)
- Ramaswamy, V.S. and Namakumari S.- Marketing Management Planning Implementation and Control: The Indian context (Delhi: Macmillan India Ltd.)
- Varshney R.L. and Gupta, S.L.- Marketing Management (The Indian Perspective) - Text and Cases (New Delhi:Sultan Chand & Sons)
- Kotler, Philip, Armstrong, Gary- Principles of Marketing ((New Delhi, Prentice Hall of India Pvt., Ltd.)
- Sherleker,S.- Marketing Management (Mumbai: Himalaya PublishingHouse)
- Gandhi, J. C.- Marketing Management: An Introduction (New Delhi, McGraw Publishing Co. Ltd.)

B. Com (Third Year - Semester - VI)
Business Administration
BADM 6.1(B) (DSE) -E-Commerce

Max Marks: 100 Marks

Duration: 3hrs.
Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

Unit – I

Introduction to E-Commerce: Concept of E-Commerce, advantages and growth of E-Commerce, Limitations, Difference between E-Commerce and E-Business, channels of E-Commerce, E-Commerce Models, E-Commerce infrastructure, Business strategy and E-Commerce.

Unit – II

Internet concepts and Technologies, Basic concept of internet, Evolution of Internet, Type of Internet Connections, E-Mail services, Web Browsers, Search Engines, Worldwide Web, Programming in HTML, Common Gateway Interface (CGI) applications, Internetworking of CGI.

Unit- III

Introduction of E-Business: Concept of E-Business, E-Business frame work, E-Business application, E-payment systems: Types of E-Payment systems, Benefits of using E-Payment, Digital taken based E-payment, Smart Card, Credit Card payment systems, Risk on E-Payment, Consumer and business markets, ordering on line, Advertisement and marketing in Internet, offering Customer product on the net.

Unit- IV

Business to Consumer E-Commerce: Concept and classification of B 2 C E-Commerce, Advantages and challenges of B 2 C, Activities / steps involved in conducting B 2 C online product catalogue, ordering system / shopping chart, online dispute resolution in Business to Consumer. E-Commerce Transactions. Business to Business E-Commerce: Concept, Benefits, difference between B 2 C and B 2 B E-Commerce, Collaborative B 2 B E-Commerce. Electronic Data Interchange: Brief History of EDI, Components of EDI, EDI application in business, Supporting services for EDI, Internet based EDI.

Unit- V

Security Issues in E-Commerce: Security risks of E-Commerce, Types of Threats associated with information Technology, Sources of Security threats, Security tool and Risk Management approach, E-Commerce and security policy for E-Commerce, Corporate digital library, I.T. Act 2000.

Books Recommended:

- Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4th Edition, Pearson
- S. J. Joseph, E-Commerce: an Indian perspective, PHI
- Ravi Kalakota, Andrew Winston, “Frontiers of Electronic Commerce”, Pearson Education Asia, 2010 edition
- Jeffery F. Rayport, Bernard J.Jaworski , “E-commerce”, TMCH, 2002
- E.Frami Turban, JAE Lee, David King, K.Michale Chung, “Electronic Commerce”, Pearso Education,2000

B.Com (Third Year - Semester - VI)
Business Administration

BADM 6.1(C)(DSE)- Retail Management

Max Marks: 100 Marks

Duration: 3hrs.

Min. Pass Marks: 40

Note: The question paper will contain two sections as under-

Section-A: One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. **Total Marks: 20**

Section-B: 10 questions, 2 question from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 400 words.

Total Marks: 80

Unit I

Introduction to retailing: definition, functions of retailing, types of retailing based on ownership, Retail theories-Wheel of Retailing, Retail life cycle. Retailing in India-Influencing factors-present Indian retail scenario. Retailing from the International perspective.

Unit II

Consumer Behaviour in the retail context-buying decision process and its implication to retailing, influence of group and individual factors. Consumer Buying behaviour, Customer service satisfaction. Retail planning process -Factors to consider- preparing a complete business plan.

Unit III

Retail Operations: Choice of Store Location, Influencing Factors, Market area analysis, Trade area analysis, Rating Plan Method, Site Evaluation, Store layout and visual merchandising, Store designing - space planning.

Unit IV

Retail marketing mix- an Introduction, Retail marketing mix: Product-Decisions related to selection of goods, Decisions related to delivery of service, Pricing Influencing factors, approaches to pricing, price sensitivity, value pricing, Markdown pricing, Place-Supply principles-Retail logistics-computerised replenishment system-corporate replenishment policies. Promotion-Setting objectives-communication effects. Human Resource Management in Retailing - Manpower planning recruitment and training, compensation, performance appraisal.

Unit V

Non store retailing: The impact of Information Technology in retailing-Integrated systems and networking- EDI-Bar Coding-Electronic article surveillance- Electronic shelf labels- Customer database management system. Legal aspects in retailing. Social issues in retailing. Ethical issues in retailing.

Books Suggested:

1. Barry Bermans and Joel Evans, "Retail Management- A strategic Approach", PHI Pvt. limited, New Delhi,
2. A. J. lamba, "The art of retailing", tata McGrawhill, New Delhi