

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

**B.A. (MARKETING)**

**Job Oriented Courses  
Scheme of Examinations  
(w.e.f. 2012-2013)**

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**

<b>PAPER CODE</b>	<b>PAPERS</b>	<b>NOMNCLATURE OF THE PAPERS</b>	<b>IA</b>	<b>TE</b>
	PAPER-I	HINDI/ENGLISH*	20	80
	PAPER-II	ENGLISH/HINDI*	20	80
MKT-1.1	PAPER-III	MARKETING-I  (PRINCIPLES OF MARKETING-I)	20	80
MKT-1.2	PAPER-IV	COMMERCE (ELEMENTS OF COMMERCE)-I  BUSINESS STUDIES-I	20	80
		OR		
		ECONOMICS*	20	80

**B.A. (MARKETING) II SEMESTER**

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
	PAPER-I	HINDI/ENGLISH*	20	80
	PAPER-II	ENGLISH/HINDI*	20	80
MKT-2.1	PAPER-III	MARKETING-II (PRINCIPLES OF MARKETING-II)	20	80
MKT-2.2	PAPER-IV	COMMERCE (ELEMENTS OF COMMERCE)-II BUSINESS STUDIES-II	20	80
		OR		
		ECONOMICS*	20	80

**B.A. (MARKETING) III SEMESTER**

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
	PAPER-I	HINDI/ENGLISH*	20	80
	PAPER-II	ENGLISH/HINDI*	20	80
MKT-3.1	PAPER-III	MARKETING (SALESMANSHIP AND AGRICULTURAL MARKETING)-I (MARKETING COMMUNICATION)	20	80
MKT-3.2	PAPER-IV	COMMERCE (BASICS OF ACCOUNTING)-I FINANCIAL ACCOUNTING-I	20	80
		OR		
		ECONOMICS*	20	80

**B.A. (MARKETING) IV SEMESTER**

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
	PAPER-I	HINDI/ENGLISH*	20	80
	PAPER-II	ENGLISH/HINDI*	20	80
MKT-4.1	PAPER-III	MARKETING (SALESMANSHIP AND AGRICULTURAL MARKETING)-II  (PERSONAL SELLING AND SALESMANSHIP)	20	80
MKT-4.2	PAPER-IV	COMMERCE (BASICS OF ACCOUNTING)-II  FINANCIAL ACCOUNTING-II	20	80
		OR		
		ECONOMICS*	20	80

**B.A. (MARKETING) V SEMESTER**

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
	PAPER-I	HINDI/ENGLISH*	20	80
	PAPER-II	ENGLISH/HINDI*	20	80
MKT-5.1	PAPER-III	MARKETING -I  (ADVERTISING)	20	80
MKT-5.2	PAPER-IV	COMMERCE (PRINCIPLES OF MANAGEMENT)-I  BUSINESS MANAGEMENT-I	20	80
		OR		
		ECONOMICS*	20	80

**B.A. (MARKETING) VI SEMESTER**

<b>PAPER CODE</b>	<b>PAPERS</b>	<b>NOMNCLATURE OF THE PAPERS</b>	<b>IA</b>	<b>TE</b>
	PAPER-I	HINDI/ENGLISH*	20	80
	PAPER-II	ENGLISH/HINDI*	20	80
MKT-6.1	PAPER-III	MARKETING -II  (SALES PROMOTION)	20	80
MKT-6.2	PAPER-IV	COMMERCE (PRINCIPLES OF MANAGEMENT)-II  BUSINESS MANAGEMENT-II	20	80
		OR		
		ECONOMICS*	20	80

\*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-I

(Principles of Marketing-I)  
Max. Marks: 80  
Internal Assessment: 20  
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 eight small questions of two marks each. The rest of the eight questions will be set from all the four units selecting two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 16 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, Pe

**B. A. I**  
**(First Semester)**  
**PAPER CODE: MKT-1.2**  
Commerce (Elements of Commerce) - I

(Business Studies-I)

Max. Marks: 80

Internal Assessment: 20

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 eight small questions of two marks each. The rest of the eight questions will be set from all the four units selecting two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 16 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 book

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

(Principles of Marketing- II)

Max. Marks: 80

Internal Assessment: 20

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 eight small questions of two marks each. The rest of the eight questions will be set from all the four units selecting two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 16 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 (Second Semester)  
PAPER CODE : MKT-2.2

Commerce (Elements of Commerce)-II

(Paper-business studies-II)

Max. Marks: 80

Internal Assessment: 20 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 eight small questions of two marks each. The rest of the eight questions will be set from all the four units selecting two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 16 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)-I

(Marketing Communication)

*Max. Marks: 80*

*Internal Assessment: 20 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 eight small questions of two marks each. The rest of the eight questions will be set from all the four units selecting two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 16 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 (Third Semester)**  
**PAPER CODE: MKT-3.2**

Commerce (Basics of Accounting)-I

(Financial accounting-1)

Max. Marks: 80

Internal Assessment: 20 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 eight small questions of two marks each. The rest of the eight questions will be set from all the four units selecting two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 16 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-4.1

Marketing (Salesmanship and agricultural marketing)-II

Personal selling and salesmanship

Max Marks-80

Internal Marks- 20

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 eight small questions of two marks each. The rest of the eight questions will be set from all the four units selecting two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 16 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 consumer 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**  
**(Fourth Semester)**  
**PAPER CODE: MKT-4.2**

Commerce- (Basics of Accounting) –II

(Financial Accounting –II)

Internal Assesment-20 Marks

Max Marks-80 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 eight small questions of two marks each. The rest of the eight questions will be set from all the four units selecting two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 16 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:80*

*Time: 3 hours*

*Internal Assessment: 20 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 eight small questions of two marks each. The rest of the eight questions will be set from all the four units selecting two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 16 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 Ahemedaba

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

Commerce-(Principles of management)-I

(Business management-I)  
Internal Assesment-20 Marks  
Time: 3Hrs.  
Max Marks-80 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 eight small questions of two marks each. The rest of the eight questions will be set from all the four units selecting two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 16 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 21<sup>st</sup> 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-6.1

Marketing-II

(Paper: Sales Promotion)

*Internal Assessment: 20 Marks*

*Max. Marks: 80*

*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 eight small questions of two marks each. The rest of the eight questions will be set from all the four units selecting two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 16 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**  
**(Sixth Semester)**  
**PAPER CODE: MKT-6.2**

Commerce-(Principles of management)-II

(Paper: Business Management –II)

Internal Assessment-20 Marks

Max Marks-80 Marks

Time: 3Hrs.

**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 eight small questions of two marks each. The rest of the eight questions will be set from all the four units selecting two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 16 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 21<sup>st</sup> 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