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B.A. (SECOND YEAR)

Vocational Course

Scheme of Examinations (2012-13)

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B.A. Vocational Courses

B.A. (Computer Application) – A

B.A. (Tourism and Travel Management) – B

B.A. (Advertising, Sales Promotion and Sales Management) – C

For each of the six semesters, a student opting for any of the above said courses will be required to take **five** papers in all. The syllabi for the first three papers in each semester shall be common to the syllabi of B.A. Pass course.

Semester- wise papers are given as follows:

B.A. I (Vocational) First Semester:

Rest two papers will be taken in lieu of one paper of B.A. according to the course as mentioned below:

Paper Code	Name of Paper	I.A*	PR*/TR*	Theory	Time
B.A.I (Computer Application) – A					
A 1.05	Computer Fundamentals-I			35	3 hours
	(Practical Examination will be held in 2nd semester)			15	
A 1.06	Operating Systems and Business Data Processing – I			35	3 hours
	(Practical Examination will be held in 2nd semester)			15	
B.A.I (Tourism and Travel Management) –C					
B 1.05	Fundamentals of Tourism Business	10	10	30	3 hours
B 1.06	Tourism Products	10	10	30	3 hours
B.A.I (Advertising, Sales Promotion and Sales Management) –D					
C 1.05	Marketing Communication	10	10	30	3 hours
C 1.06	Basic Marketing	10	10	30	3 hours

B.A. I (Vocational) Second Semester:

Rest two papers will be taken in lieu of one paper of B.A. according to the course as mentioned below:

B.A.I (Computer Application) – A

A 2.05 Computer Fundamentals – II		35	3 hours
Practical		15	
A 2.06 Operating Systems and Business Data Processing – II		35	3 hours
Practical		15	

B.A.I (Tourism and Travel Management) –B

B 2.05 Tourism Marketing	10	10	30	3 hours
B 2.06 Travel Agency and Tour Operation Business	10	10	30	3 hours

B.A.I (Advertising, Sales Promotion and Sales Management) –C

C 2.05 Advertising	10	10	30	3 hours
C 2.06 Sales Promotion	10	10	30	3 hours

B.A. II (Vocational) Third Semester:

Rest two papers will be taken in lieu of one paper of B.A. according to the course as mentioned below

B.A.II (Computer Application) – A

A 3.05 Data Base Management System – I		35	3 hours
(Practical Examination will be held in 4th semester)		15	
A 3.06 Structural Programming and Computer Graphics – I		35	3 hours
(Practical Examination will be held in 4th semester)		15	

B.A.II (Tourism and Travel Management) –B

B3.05 Indian Culture and Society	10	10	30	3 hours
B 3.06 Sales and Product Management in Tourism	10	10	30	3 hours

B.A.II (Advertising, Sales Promotion and Sales Management) –C

C 3.05 Understanding Consumer Behaviour	10	10	30	3 hours
C 3.06 Personal Selling and Salesmanship	10	10	30	3 hours

B.A. II (Vocational) Fourth Semester:

Rest two papers will be taken in lieu of one paper of B.A. according to the course as mentioned below

B.A.II (Computer Application) – A

A 4.05 Data Base Management System – II		35	3 hours
Practical		15	
A 4.06 Structural Programming and Computer Graphics – II		35	3 hours
Practical		15	

B.A.II (Tourism and Travel Management) –B

B 4.05 Tour Package Management	10	10	30	3 hours
B 4.06 Consumer Behaviour	10	10	30	3 hours

B.A.II (Advertising, Sales Promotion and Sales Management) –C

C 4.05 Media Management	10	10	30	3 hours
C 4.06 Basics of Retailing	10	10	30	3 hours

*IA Stands for Internal Assessment

*PR Stands for Project Report

*TR Stands for Training Report

Note: The students opting for B.A. Vocational courses B and C(excepting option of Computer Application i.e. B.A. Vocational course A) will have to submit Project Report in 1, 2, 4 and 6 semester of 10 marks each and will have to submit Training Report in 3 and 5 semesters of 10 marks.

B.A. (THIRD YEAR)

Vocational Course

Scheme of Examinations

B.A. Vocational Courses

B.A. (Computer Application) – A

B.A. (Tourism and Travel Management) – B

B.A. (Advertising, Sales Promotion and Sales Management) – C

For each of the six semesters, a student opting for any of the above said courses will be required to take **five** papers in all. The syllabi for the first three papers in each semester shall be common to the syllabi of B.A. Pass course.

Semester- wise papers are given as follows:

B.A. III (Vocational) Fifth Semester:

Rest two papers will be taken in lieu of one paper of B.A. according to the course as mentioned below

B.A.III (Computer Application) – A

A 5.05 Computer Aided Drafting & Advanced Topics in Computers – I   35   3 hours
     (Practical Examination will be held in 6th semester)   15

A 5.06 E-Commerce   35   3 hours

   (Practical Examination will be held in 6th semester)   15

B.A.III (Tourism and Travel Management) –B

B 5.05 Hotel and Resort Management   5   10   35   3 hours

B5.06 Tourism Management and Information System 5   10   35   3hours

B.A.III (Advertising, Sales Promotion and Sales Management) –C

C 5.05 Sales Force Management – I	5	10	35	3 hours
C 5.06 Public Relation	5	10	35	3 hours

B.A. III (Vocational) Sixth Semester:

Rest two papers will be taken in lieu of one paper of B.A. according to the course as mentioned below

B.A.III (Computer Application) – A

A 6.05 Computer Aided Drafting & Advanced Topics in Computers – II	35	3 hours
Practical	15	
A 6.06 Information Technology in Business	35	3 hours
Practical	15	

B.A.III (Tourism and Travel Management) –B

B 6.05 Tour Guiding and Escorting Skills	5	10	35	3 hours
B 6.06 Airfare and Ticketing	5	10	35	3 hours

B.A.III (Advertising, Sales Promotion and Sales Management) –C

C 6.05 Basics of Market Information System and Market Research	5	10	35	3 hours
C 6.06 Sales Force Management – II	5	10	35	3 hours

*IA Stands for Internal Assessment

*PR Stands for Project Report

*TR Stands for Training Report

Note: The students opting for B.A. Vocational courses B and C(excepting option of Computer Application i.e. B.A. Vocational course A) will have to submit Project Report in 1, 2, 4 and 6 semester of 10 marks each and will have to submit Training Report in 3 and 5 semesters of 10 marks.

B.A.II Vocational Course (Computer Application)
IIIrd.Semester
Paper: Data Base Management System-I
Code: A 3.05

Time: 3 Hours   **Max Marks: 35**
                                                                          Practical: 15

Note: - The Examiner shall set seven questions in all covering the whole syllabus. Question No. 1 will be compulsory covering all the units and shall carry 7 small questions of one mark 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 four questions selecting one question from each unit. All the questions shall carry 7 marks each.

Unit-I
Introduction to Database System: Basic concepts and definitions, Data Dictionary, Database, DBMS, Operations performed on DBMS System, DBA, File Oriented System versus Database System, Database system Environment, Database Languages: DDL, DML, Data Control Language(DCL), Data Query Language(DQL), Transaction Control Language(TCL), Advantage and Disadvantage of DBMS, Basic concept of Files: File Types, File Organization Techniques.

Unit-II
Database System Architecture: Introduction, Schemas, Sub Schemas, Instances, Levels of Database Architecture. Data Independence, Structure, Components and Functions of DBMS, Data Models, Types of Database System(DBMS),
Relational Algebra and Calculus: Introduction, Structure of Relational Database, Keys of Relations, Relational Algebra: Basic Operations, Relational Calculus. Relational Query Languages Codd's Rules.

Unit-III
Introduction to Database Design: Software Development Life Cycle (SDLC), Development Cost and Structure System Analysis and Design (SSAD), Database Development Life Cycle (DDLC), Database Design, Automated Design Tools,
Normalization: Normal Forms: 1st, 2nd and 3rd NF, BCNF, 4NF and 5NF.
Functional Dependency and Decomposition Techniques.

Unit-IV
Query Processing and Query Optimization: Techniques: - Transaction Processing and Concurrency Control Methods.
Introduction to Oracle: Modules of Oracle, Invoking SQL*PLUS, Data types, Data Manipulation: Create, Modify, Insert, Delete and Update, Searching and Matching, Oracle Functions, SQL*Forms, Form Constructions, Oracle Transactions.

Practical Examination will be held in 4th semester

Max marks: 15
Application Development Using 'Oracle and DBMS-III+'
Suggested Books: (1) Database Systems, S.K.Singh, and Pearson Education, Published by Dorling Kindersley.
(2) DBMS, Alexis Leon, Vikas Publication House,

B.A. II Vocational Course (Computer application)
IIIrd Semester
Paper: Structural Programming & Computer Graphics- 1
Code: A 3.06

Time: 3 Hours   **Max marks : 35**
                                                                         Practical : 15

Note: - The Examiner shall set seven questions in all covering the whole syllabus. Question No. 1 will be compulsory covering all the units and shall carry 7 small questions of one mark 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 four questions selecting one question from each unit. All the questions shall carry 7 marks each.

Unit-I
Planning the Computer Programming: - Purpose of Program Planning, Methods of analyzing a program requirements, Representations of Algorithms, Flow Charts: Flowchart Symbols, Levels of Flowcharts, Flow Chart Rules, Advantage & Disadvantage of Flow Chart.

Unit-II
Introduction to 'C' language: Concept of structural programming, Basic Constructs of Structural Programming: Sequence, Selection, Repetition (Iteration), Advantage of 'C' Language, Data types, Constant, Variable, Keywords, Structure of 'C' program, Operators, Decision Statement & loop Control Statement.

Unit-III
Computer Graphics: - Definition, Role of Graphics in various fields e.g.: (CAD) Computer Aided Design/Drafting Package, Animators, (DTP) Desktop Packages, Working with Photoshop, Types of Graphics, Hardware & Software used in Graphics, Graphics Primitives, Application of Computer Graphics, Graphics Functions, Types of Printer using in DTP, Types of Graphics Card, Categories of Fonts, Style and Size.

Unit-IV
Desktop Publishing:-Definition, Facilities of DTP, Features of Ventura Publisher and Page- Maker, Features of Commercial DTP and Graphics Systems available in Market e.g.: Micro- Graphics Designer, Picture Publisher, CorelDraw, Features of commonly supported Program: Draw Designs, Draw Painting & Pictures, Present Graph, Drag & Drop Objects, Paint Tools.

Practical Examination will be held in 4th semester

Max. Marks: 15

Development of a programming application using by 'C'

Preparation of a document & publishing it using by DTP Program

Suggested Books: Programming With ANSI and Turbo C, Ashok N. Kamthane, Pearson Education, published by Dorling Kindersley,
(2) Computer Graphics C Version, Pearson Edu, M.Pauline Bakaer
(3) Introduction to computer Graphics and Multimedia, Arup Chattopadhyay, Vikas Publication House.

B.A. II Vocational Course (Tourism and Travel Management)
IIIrd Semester
Paper: Indian Culture and Society
Code: B 3.05

Time: 3 Hours   **Max Marks-30**
                                                                                    Training Report- 10
                                                                                    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 6 small questions of one mark each. The rest of the eight questions will be set from all the four units. The Examiner will set two questions from each unit outof which the candidate shall attempt four questions selecting one question from each unit. All the questions shall carry 6 marks each.

Unit I
History of settlement in India, Genesis of Indian society, Structure of Indian Society, Hindu Social Organization – Varna, Caste, Lineage and Clan, Marriage: Types, Sanctioned and unsanctioned, Intercaste, Remarriage. Women, Widow and Sati. Education: Gurukul, Matha, Pathashala.

Unit II
Hindu concepts and way of life: Ashramas, Purushartha, Samskaras, Panchamahavratas, Hindu Religion: Deities and Rituals, Changes in traditional Philosophy and out look: Vedic, Upanishadic, Bhakti, Puranic and Vedantic, Shada- Darshan
Buddhism: Concept and philosophy of life, communities.

Unit III
Tribal Society: A brief survey
Islamic Religion and society: Sects, Communities and classes, way of life.
Christian religion and society: Sects, Communities and classes, way of life
Sikh religion and society: Sects, Communities and classes, way of life.

Unit IV
Modernization of Indian Tradition: Factors of Modernization: Modern Education and Social Reasons, Political and Economics Reasons, Spheres of Modernization: Marriage, Family, Castes and Life-style.

B.A. II Vocational Course (Tourism and Travel Management)
IIIrd Semester
Paper: Sales and Product Management in Tourism
Code: B 3.06

Time: 3 Hours   **Max Marks-30**
                                                                    Training Report- 10
                                                                    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 6 small questions of one mark each. The rest of the eight questions will be set from all the four units. The Examiner will set two questions from each unit outof which the candidate shall attempt four questions selecting one question from each unit. All the questions shall carry 6 marks each.

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Unit I
Sales and Product Management in Tourism, Introduction to sales management,
Personal selling, sales process, selling skills.

Unit II
Retail Communication, SFM, Sales Planning and Organization, Sales Forecasting.

Unit III
Budget and control, marketing communication process, planning, managing and
Evaluating promotional strategy.

Unit IV
Managing Clients- Agency relationship, message- design and development, Media
Selection- Planning and scheduling, measuring advertising effectiveness.

B.A. II Vocational Course
(Advertising, Sales promotion and Sales Management)
IIIrd Semester
Paper: Understanding Consumer Behaviour
Code: C 3.05

Time: 3 Hours   **Max Marks-30**
                                                                   Training Report- 10
                                                                   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 6 small questions of one mark each. The rest of the eight questions will be set from all the four units. The Examiner will set two questions from each unit outof which the candidate shall attempt four questions selecting one question from each unit. All the questions shall carry 6 marks each.

UNIT-I
Significance and underlying principles of consumer behaviour; the basic consumer decision process; methods of studying consumer behaviour; using consumer analysis to build consumer relationships and loyalty.

UNIT-II
Pre-purchases processes; consumer resources and purchase decision process; post-purchase behaviour; consumer demographics and psychographics; personality factors in consumer behaviour; consumer motivation and its challenges; managing consumer knowledge; consumer behaviour towards new and innovative products

UNIT-III
Impact of culture, ethnicity and social classification on consumer behaviour; family influences; household consumer behaviour; group influences; influence through dyadic exchanges.

UNIT-IV
Approaches to attracting consumer attention; managing consumer exposure; process of customer opinion formation; approaches to changing consumer opinion; improving consumer memory though cognitive learning and retrieval; brand recognition and recall measures.

B.A. II Vocational Course
(Advertising, Sales promotion and Sales Management)
IIIrd Semester
Paper: Personal Selling and Salesmanship
Code: C 3.06

Time: 3 Hours   **Max Marks-30**
                                                                       Training Report- 10
                                                                       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 6 small questions of one mark each. The rest of the eight questions will be set from all the four units. The Examiner will set two questions from each unit outof which the candidate shall attempt four questions selecting one question from each unit. All the questions shall carry 6 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, pre-approach, 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.

B.A.II Vocational Course(Computer Application)
IVth Semester
Paper: Data Base Management System-II
Code:A 4.05

Time: 3 Hours   **Max Marks: 35**
                                                                     Practical: 15

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 7 small questions of one mark 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 four questions selecting one question from each unit. All the questions shall carry 7 marks each.

Unit-I
Emerging Database Technologies: Introduction, Internet Databases, Web Technology, Web Databases, Digital Libraries, Multimedia Databases, Mobile Databases, Spatial Databases, clustering-based Disaster-proof Databases.

Physical Data Organization: Introduction, Physical Storage Media, RAID (Redundant Arrays of Independent Disk) Technology, Advantage and Disadvantage of RAID Technology. E.R Model: - Basics of E.R Model, Conversion of E.R. Model into Relations.

Unit-II
Decision Support Systems (DSS): History of DSS, Characteristics of DSS, Benefits of DSS, Components of DSS, Operational Data versus DSS Data.

Relationship: One-to-one, One-to-Many, Many-to-Many.

Data Warehousing and Data Mining: Introduction, Main Components of Data Warehouses, Benefits and Limitations of Data Warehouse, Data Mining: Introduction, Data Mining Tools, Data Mining Application.

Unit-III
Distribution Database Systems: Introduction, Types of Distributed Databases, Advantages and Disadvantages of Distributed Databases, Architecture of Distributed Databases.

Database Security: Types of Database Failures, Types of Database Recovery, Types of Database Security issue, Authorization and Authentication, Audit Trails, Firewalls, Mandatory Access Control, Data Encryption.

Unit-IV
Database Operation in Microsoft Access: Creating forms, creating a Simple Query and Modifying a Query, Types of Query, Features of Microsoft Access.

Visual Basic: Introduction, Analyzing, Controls and Properties, Coding, Loops, Dialog Boxes, Scroll Bars, Option Button, Frames, Check Box, Timer Control procedures and functions, Creating a Report.

Practical Examination will be held in 4th semester   Max. Marks:15
                 (Application Development using Visual Basic and MS Access)

Total marks for practical of 3rd & 4th semesters =15+15=30

Suggested Book :(1) Database Mgt. Systems: S.K.Singh, Office-14 Local Shopping Centre, Panchsheel Park, and New Delhi.
(2) DBMS, Alexis Leon, Vikas Publication House. (3)Programming with Visual Basic, Pearson Education, (4)Programming with Visual Basic, Vikas Publication House

B.A.II Vocational Course (Computer Application)
IVth Semester
Structured Programming & Computer Graphics- II
Code:A 4.06

Time: 3 Hours   **Max Marks: 35**
                                                                          Practical: 15

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 7 small questions of one mark 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 four questions selecting one question from each unit. All the questions shall carry 7 marks each.

Unit- I

Introduction to 'C' Language: Introduction, Programming Rules, Executing the Program, Operators, Decision Statement, Loop Control Statement; Structure Programming: Advantages and disadvantages of Structured Programming.

Array Initialization, Definition of Array, Characteristic of Array, One-Dimensional Array, Two Dimensional Array or Multi Dimension Array.

Scanf( ) and Printf( ).

Unit-II

Pointer: Declaration, Operations on Pointer, Array of Pointers to Arrays.

Functions: Definition, Prototype, Passing parameters, Recursion.

Data Structures: Array, Struct, Union, String, Data Files, Overview of Compilers and Interpreters, Program Development in C.

Unit-III

Computer Graphics: Computer Graphics Applications, Computer-Aided Design, Presentation Graphics, Computer Art, Entertainment, Education and Training, Visualization, Image Processing, Graphical User Interfaces,

Display Devices, Overview of Display Method, Raster Scan Display Processing Unit, Input Devices for Interactive Graphics, Programmers Model of Interactive Graphics Systems, Image Acquisition and Storage, Storage Formats for Pictures, Image Acquisition with a Digital Camera.

Unit-IV

Introduction of PageMaker: Introduction to Page Maker/Ventura or a Similar Package. Advantage of Page-Maker, Hardware and Software Requirements of Page-Maker. Main Menus, Window Menus, Help Menus. Toolbars, Working of Options: - Revert, Export, Links, Collate, Paste-special, Display Master Items, Auto-flow, Track, Type-Style, Image Control, File and Line, Transformations, Text wrap; Types of Printer, Paint Tools.

Practical Examination will be held in 4th semester   Max.Marks:15

Development of a Programming Application using by 'C'.

Preparation of a document & publishing it using by PageMaker

Total marks for practical of 3rd & 4th semesters =15+15=30

Suggested Books :(1) Computer Graphics C Version, published by Dorling Kinderslay, Pearson education, patparganj-482, F.I.E.
(2)Computer Graphics: Vikas Publication House,

B.A. II Vocational Course (Tourism and Travel Management)
IVth Semester
Paper: Tour Package Management
Code: B 4.05

Time: 3 Hours

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Max. Marks: 30
Project Report: 10
Internal Marks: 10

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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 6 small questions of one mark 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 four questions selecting one question from each unit. All the questions shall carry 6 marks each.

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Unit I
Meaning, definition, origin, development, types, components and significance of tour packages with relation to tourists, destinations and tour companies role and input of public and private sector tourism organizations in promotion of tour packaging business.

Unit II
Tour Formulation- Influencing factors, stages involved in tour formulation- initial Research (Destination and Market), itinerary development- negotiations, Confidential tariff, costing and pricing, market strategies, brochure designing, Printing and distribution, Itinerary preparation for domestic and international Tourist.

Unit III
Defining the concept of tour cost, components of tour cost- Fixed and Variable, Direct and indirect cost, factors affecting tour cost, Tour Cost Sheet- Meaning and Significance, costing, procedures for FIT, GIT and conference and convention Packages, calculation of tour pricing, pricing strategies.

Unit IV
Tourist activities based on Mountains, Deserts, Forest and Wildlife, white water, Marinas, Aero sport etc. and cultural and pilgrimage i.e. place of religions, historical Archaeological, architectural and monumental significance, fairs and festivals. Case study of Tour Packages offered by Major Tour Operators- Cox and Kings, American Express, Thomas Cook, SOTC, Quoni, the STDC of Rajasthan, Kerala, H.P. and Uttarakhand, IRCTC and its Tour Packages.

B.A. II Vocational Course (Tourism and Travel Management)
IVth Semester
Paper: Consumer Behavior in Tourism
Code: B 4.06

Time: 3 Hours

Max. Marks: 30
Project Report: 10
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 6 small questions of one mark 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 four questions selecting one question from each unit. All the questions shall carry 6 marks each.

Unit I
Characteristics affecting Consumer Behavior: Cultural factors, social factors, Personal factors, psychological factors, models of consumer behavior- Black Box Model, high commitment and low commitment consumer behavior.

Unit II
Examination of tourist forms and types and their characteristics: Activities, Interests and opinions of tourist market segments and their buying decision Behavior, Buyer decision process- Need recognition, information search, evaluation of alternatives, purchase decision, post purchase behavior.

Unit III
The Buyer decision process for new products: Stages in the adoption process, Individual differences in innovativeness, influence of product characteristics on rate of adoption.

Unit IV
Specific Consideration of Host and Guest: Interaction and their impact on Physical, Social and cultural environments cross cultural impacts
Consideration of the implications for tourism management, communication and Promotion.

B.A. II Vocational Course
(Advertising, Sales promotion and Sales Management)
IVth Semester
Paper: Media Management
Code: C 4.05

Time: 3 Hours
Max. Marks: 30
Project Report: 10
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 6 small questions of one mark 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 four questions selecting one question from each unit. All the questions shall carry 6 marks each.

Unit-I
Media: Meaning, Nature, Scope. Different types of media and their nature and characteristics. Media Research-Meaning, Characteristics, Role of Media Research, Conduct of Media Research, Media Decisions – Deciding on the Reach, Frequency and Impact of Media, Choosing among Major Media Types, Selecting Specific Media Vehicles, Deciding on Media Timing.

Unit-II
Media Planning and Strategy: Meaning and Importance, Media Planning Indicators, The Media Class; Development of Media Plan-Market Analysis, Establishing Media Objectives, Developing and Implementing Media Strategies, Media Mix and Target Market Coverage, Media Reach and Frequency, Media Vehicles, Determining Relative Cost of Media; Problems in Media Planning; Media Buying – Meaning and Steps; Media Scheduling – Meaning and Methods of Media Scheduling.

Unit-III
Media Evaluation: Evaluation of Broadcast Media - Advantages, Disadvantages, Buying TV Time, Buying Network Time, Syndication, Time Period and Programme Selection, Cable Television; Radio- Advantages and Disadvantages. Evaluation of Print Media - Classification of News Papers, Different types of News Paper Advertising, Advantages and Limitations of Newspaper Advertising, Purchasing Newspaper Space, Magazines-Consumer Magazines and Business Publications, Advantages and Limitations, Buying Magazine Space. Suitability of Each Medium in Advertising Programmes - How Audience is Measured, and Media Time and Space is Purchased

Unit-IV
Support Media: Outdoor Media – Meaning, Types, Advantages and Limitations, Transit Advertising - Meaning, Types, Advantages and Limitations, Cinema and Videos - Meaning, Types, Advantages and Limitations, Internet – Features of Net Advertising, Types of Internet Advertising, Audience Measurement, Buying Internet Time and Space. Selecting an Appropriate Media.

B.A. II Vocational Course
(Advertising, Sales promotion and Sales Management)
IVth Semester
Paper: Basics of Retailing
Code: C 4.06

Time: 3 Hours

Max. Marks: 30
Project Report: 10
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 6 small questions of one mark 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 four questions selecting one question from each unit. All the questions shall carry 6 marks each.

Unit-I
Introduction: Meaning, nature, scope, importance, growth and present size. Career option in retailing; Technology induction in retailing; Future of retailing in India.

Unit-II
Types of Retailing: Stores classified by owners; Stores classified by merchandising categories; Wheel of retailing; Traditional retail formats *vs.* modern retail formats in India; Store and non-store based formats; Cash and carry business - Meaning, nature and scope; Retailing models – Franchiser franchisee, directly owned; Wheel of retailing and retailing life cycle; Co-operation and conflict with other retailers.

Unit-III
Management of Retailing Operations: Retailing management and "the total performance model; Functions of retail management; Strategic retail management process.

Unit-IV
Retail planning - importance and process; Developing retailing strategies, objectives, action plans, pricing strategies and location strategies.

B.A. (THIRD YEAR)

Vocational Course

Scheme of Examinations(old)

B.A. Vocational Courses

B.A. (Computer Application) – A

B.A. (Tourism and Travel Management) – B

B.A. (Advertising, Sales Promotion and Sales Management) – C

For each of the six semesters, a student opting for any of the above said courses will be required to take **five** papers in all. The syllabi for the first three papers in each semester shall be common to the syllabi of B.A. Pass course.

Semester- wise papers are given as follows:

B.A. III (Vocational) Fifth Semester:

Rest two papers will be taken in lieu of one paper of B.A. according to the course as mentioned below

B.A.III (Computer Application) – A

A 5.05 Computer Aided Drafting & Advanced Topics in Computers – I   35   3 hours
       (Practical Examination will be held in 6th semester)   15

A 5.06 E-Commerce   35   3 hours
       (Practical Examination will be held in 6th semester)   15

B.A.III (Tourism and Travel Management) –B

B 5.05 Hotel and Resort Management   5   10   35   3 hours

B5.06   Tourism Management and Information System 5   10   35   3hours

B.A.III (Advertising, Sales Promotion and Sales Management) –C

C 5.05 Sales Force Management – I   5   10   35   3 hours

C 5.06 Public Relation   5   10   35   3 hours

B.A. III (Vocational) Sixth Semester:

Rest two papers will be taken in lieu of one paper of B.A. according to the course as mentioned below

B.A.III (Computer Application) – A

A 6.05 Computer Aided Drafting & Advanced Topics in Computers – II	35	3 hours
Practical	15	
A 6.06 Information Technology in Business	35	3 hours
Practical	15	

B.A.III (Tourism and Travel Management) –B

B6.05 Tour Guiding and Escorting Skills	5	10	35	3 hours
B 6.06 Airfare and Ticketing	5	10	35	3 hours

B.A.III (Advertising, Sales Promotion and Sales Management) –C

C 6.05 Basics of Market Information System and Market Research	5	10	35	3 hours
C 6.06 Sales Force Management – II	5	10	35	3 hours

*IA Stands for Internal Assessment

*PR Stands for Project Report

*TR Stands for Training Report

Note: The students opting for B.A. Vocational courses B and C(excepting option of Computer Application i.e. B.A. Vocational course A) will have to submit Project Report in 1, 2, 4 and 6 semester of 10 marks each and will have to submit Training Report in 3 and 5 semesters of 10 marks.

B.A. III Vocational Course(Computer Application)
Vth Semester
Paper: Computer Aided Drafting & Advanced Topics in Computer -1
Code:A 5.05

Time: 3 Hours   **Max Marks: 35**
                                                                    Practical: 15

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 7 small questions of one mark 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 four questions selecting one question from each unit. All the questions shall carry 7 marks each.

Unit-I
Computer Aided Design: - fundamentals of CAD, Computer technology, Mini Computer, Micro Computer and Programmable Controller, Hardware in Computer Aided Design, Computer Graphics Software and Database, CAD Design Process and Computer aided Process Planning, Importance and necessity of CAD, Application of CAD

UNIT-II
Computer Aided Manufacturing, Computer Integrated Manufacturing computer Integra gal Manufacturing system (IMS) Display Devices : (CRT) Cathode Ray Tube, Raster Scale Display, Random Scale, Flat Panel Display, Co-ordinate Representation, Graphic Kernel Systems (GKS), Exchange of CAD data: IGES,

UNIT-III
Computer Integrated Production Management Systems: Product Planning and Control, Inventory Mgt & MRP, Shop Floor Control and Concept Process Monitoring

UNIT- IV

Introduction Auto CAD, Features of Auto CAD, Drawing the Play of a building using Auto CAD, Future of CAD, Hardware and Software requirements for Auto CAD, Overview of Auto CAD Commands, Like Circle, ARC, Units, Limits, Zoom, Line, ARC, Ellipse, Rectangle, D Text, DONUT, Poligon, Array, Copy, Rotate, Term, Extent

Practicle Examination will be held in 6th semester)   **Max. Marks: 15**

Development of Application using by 'AUTOCAD'

B.A.III Vocational Course(Computer Application)
Vth Semester
Paper: E- Commerce
Code:A 5.06

Time: 3 Hours   **Max Marks: 35**
                                                                     Practical: 15

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 7 small questions of one mark 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 four questions selecting one question from each unit. All the questions shall carry 7 marks each.

Unit-I:
Introduction to E- Commerce : Introduction, Features of E-Commerce, Elements of E-Commerce, Difference between E- Commerce and E-Business, Types of E-Commerce Systems: B2B, B2c, C2C, C2B, B2G, G2C Mobile Commerce (M- Commerce), Benefits of E- Commerce, Limitations of E-Commerce, Mgt issue relating to E-Commerce, Principals of E-Commerce, Value Aided Networks, The future of E-Commerce.

UNIT-II
Electronic Payment Systems & Security issues : Introduction, Features of an ideal electronic payment Systems, Need of Security in E – Commerce , Essential Security Requirements for safe Electronic Payments, Security Scheme :- Encrption, Digital Signatures, Security Certificates, Protocols used in Internet Security : SSL, SHTTP, SET, Types of an electronic Payment Systems:- Credit cards, Debit cards, Smart cards, E- Money Electronic Fund Transfer (EFT), Electronic Checks, Biometrics Proximity Technology, Short Messaging Securities (SMS), Payment Systems.

UNIT-III
Business to Consumer E- Commerce : Introduction, Consumers shopping procedure on the Internet, Software agents Disinter Mediation and Recinter Mediation, E- Tailing, Different Type of online intermediary, Advertisement On Line and Off line, Virtual shopping, Retail Service Scope and Type of retailers, Store location, Broker- Based Services On-Line, Online travel and tourism Service, the impact of E-Commerce on the travel Industry, On Line Barking, Online Stock Trading, Online financial services and their future.

UNIT-IV
Business to Business E-Commerce : Introduction, Key technologies for B2B E-Commerce, Architectural Models of B2B E-commerce, EDI, Marketing issue in B2B, E-Commerce in India, Emerging Business Models , E- Merging Retail Models, the Media Configuration Software Emerging Business Model in India- Mastek, Hexwase, Neolit. E-Commerce in Auction : On-Line Retailing and Services , On-Line Contents and Media, Social Networks, Auctions and Portals, B2b E-Commerce Supply Chain Mgt and Collaborate Commerce.

(Practicle Examination will be held in 6th semester)   Max. Marks: 15
                              Accounting Package -   Tally

Book suggested :
1. Computer App. In Business, Dr. S. Raj Kumar, Tata MC Graw Hill
2. E-commerce & E- Business, Management, Dare Chaffey, Pearson education
3. Information Technology, Acexis Leon, Tata MC Graw Hill.

B.A.III (Vocational Course) – Vth Semester
(Tourism and Travel Management)

Paper : B 5.05   Hotel and Resort Management

Max. Marks: 35
Internal Assessment: 5 Marks   *Time: 3 hours*
Training Report: 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 seven small questions of one mark 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 four questions selecting one question from each unit. All questions shall carry 7 marks each.

Unit I

Definition, Size and scope of Hotel Industry, principles and concepts of Hotel and its objectives, organization, departments and classification of hotels, star categorization, types of rooms and types of plans License, permits and regulatory condition and guidelines for hotel.

Unit – II

Front Office Techniques- Front office lay out and activities, guest activities in hotel reservation, role of reception-Forecasting room availability, registration procedure, handling guests on arrival, Food and Beverages, Billing and departure activities, Group handling, Role of Frot Office Manager and Personnel.

Unit – III

Banquet Function, Convention Halls, Meeting Rooms – Arrangement for general and business meetings, organizations and procedure for arrangement of conferences and exhibitions and outdoor catering. National and International Hotel Associations and their operations, incentives and subsidies extended to Hotel in tourist areas.

Unit – IV

Resort Management – Historical perspective, Indian scenario, basic characteristics, phases of resort planning and development, trends and factors in development, Trends and factors in developed tourist markets leading to growth to resort concept, basic element of a resort complex – Loading facilities, land escaping, Dinning and Drinking facilities, Family oriented services, shops and entertainment services.

1. Front Office Management & Operations. By Sudhir Andrew, TaTa Mc Graw Hill Publications, New Delhi.

2. Introduction to Hospitality Industry – A Text Book by Dahiya Ashish & Bagri S.C., Aman Publications, New Delhi.

3. Hotel Frong Office Training Manual, by Andrew Sudhir, TaTa Mc Graw Hill Publications, New Delhi.

Paper : B 5.06   Tourism Management Information System

Max. Marks: 35

Internal Assessment: 5 Marks   *Time: 3 hours*

Training Report: 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 seven small questions of one mark 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 four questions selecting one question from each unit. All questions shall carry 7 marks each.

Unit – I

Data Information and knowledge, generation of information- modes and forms,

conceptual foundation of information system, role of computers in management,

Introduction to computers, P.C. and their uses. Computer networks.

Unit II

An MIS Perspective, Management of Information resources and control system,

Information needs and its economics.

Unit – III

Computer, Management functions and decision making, system analysis and design an

over view, Information Technology and tourism.

Unit – IV

Computer Networking – CRS – Meaning and Functions, CRS for Rail Transport, Hotel

Booking, Airlines and different packages used – Abacus, Amadeus, Galileo and Sabre.

Suggested Readings:

1.   Management Information System, by Lucey T., BPB Publications, New Delhi.

2.   Managing Computers in Hospitality Industry, by Michael 1, Kasavana, John J.

        Cahill, EI – AH & LA, U.S.A.

3. Management Information System: Managing Information Technology in the e-business enterprise, by Obrien, James A, TaTa Mc Graw Hill Publication, New Delhi.

B.A. III (Vocation Course - Vth Semester
(Advertising, Sales Promotion & Sales Management)

Paper – C 5.05   Sales Force Management – I

Max. Marks: 35
Internal Assessment: 5 Marks   *Time: 3 hours*
Training Report: 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 seven small questions of one mark 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 four questions selecting one question from each unit. All questions shall carry 7 marks each.

Unit – I

        Introduction – Importance /Role of sales force; Management of sales force; Management of sales force; Functions of a Sales Manager. Ethical aspects in sales force.

Unit – II

        Recruitment and selection of sales force; Training and development for sales force; Motivation and Compensation to Sales force.

Unit – III

Performance Appraisal of sales force; Analysis of Sales and Cost; Uses and Methods of Sales of Cost Analysis.

Unit – IV

Organization of Sales Department; Size of sales force. Organization and Size of Sales force on Geographic, Product and Market basis.

Suggested Readings:
1.   Management of the Sales force by Richard D.Irvin, Station and Buskrik
2.   Marketing Management by Philip Kotler, Prentice Hall of India.

B A III (Vocational Course) – Vth Semester
(Advertising, Sales Promotion and Sales Management)

Paper Code C - 5.06   Public Relations

Max. Marks: 35
Internal Assessment: 5 Marks   *Time: 3 hours*
Training Report: 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 seven small questions of one mark 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 four questions selecting one question from each unit. All questions shall carry 7 marks each.

Unit – I

Public Relations: Meaning, Definition, Characteristics; Need for Public Relations: Essentials of Good Public Relations; Major areas of Public Relation Activity – Press Relations, Advertising, Publications, Other media and Coordination; Process of Public Relation, Evaluation of Public Relation Process.

Unit – II

Public Relations in India: The Historical Perspective; Emergence of Professionalism; Public Relations in India in the context of – Land & People, The Political System, Agriculture, Industrial Sector, Socio-Economic Spectrum, Public Relations Education in India; Public Relation Agencies in India.

Unit – III

Marketing and Public Relations: Public Relation Support to Marketing; Integrated Marketing Communications, Customer Relations; Dealer Relations; Vendor relations, Employee Relations, Investor Relations, Media Relations, Community Relations; Government Public Relations; Negotiating Skills and Public Relations.

Unit – IV

Public Relations media: News Agencies, Press, News Print, Books, Radio and Television, Films, Advertising, Telecommunications, Traditional Media, Public Relations Through Exhibitions and Fairs.

Suggested Readings:

1. Iqbal S. Sachdeva, Public Relations : Principles and Practices
2. Mehta, D.S., Handbook of Public Relations in India.
3. Kaul, J.M., Public Relations in India
4. Vijay Kumar, Public Relations in India
5. Ravindran, R.K.Handbook of Public Relations

B.A. III (Vocational) Sixth Semester

B.A. III Vocational Course(Computer Application)
VIth Semester
Paper: Computer Aided Drafting & Advanced Topics in Computer -II

Code:A 6.05

Time: 3 Hours   Max Marks: 35
                                                                       Practical: 15

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 7 small questions of one mark 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 four questions selecting one question from each unit. All the questions shall carry 7 marks each.

UNIT-I
Data Communication and Network, Data Encryption, Industrial Robts: Robot definitions and Robot History, features of Robots, Like Manipulator Controller and power supply Unit etc, Application of Robots in Industry ,

UNIT-II
Artificial Intelligence (AI) for Intelligent & Manufacturing : Element of AI, Knowledge based expert system, Machine Vision System, Neural Networks, Fuzzy Logic, Voice Recognition System, Natural Language Understanding.

UNIT-III
Implementation of CAD, Feature of CAD, Future of CAD Hardware and Software Requirements of Auto CAD, Introduction to Pro/ Engineer Application, Feature of Pro/E, Overviews of Auto CAD Editing and Drawing Commands.

UNIT-IV
Computer Control : Computer Aided Quality Computer Process Control, Computer Aided Quality Control, Computer –Integrated Manufacturing Systems, Overview of 3D Auto CAD Commands: Box, Cone Cylinder4, Sphere, Torus, Wedge, Extrude, Revolve, Slice, UCS, Union, Intersect, Crid, Snap, O.Snap, Ortho, V-Ports.

(Practicle Examination will be held in 6th semester)   Max. Marks: 15

PRO/ E and Auto CAD: Developing Application using by Auto CAD 3D Commands and Pro/ E

Total marks for practical of 5th & 6th semesters =15+15=30

B.A. III Vocational Course(Computer Application)
VI th Semester
Paper: Information Technology in Business
Code:A 6.06

Time: 3 Hours   **Max Marks: 35**
                                                                                       Practical: 15

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 7 small questions of one mark 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 four questions selecting one question from each unit. All the questions shall carry 7 marks each.

Unit-I:
Information Technology Basis: Introduction, Information, Information Technology (IT), Present Scenario, Role of Information Technology, introduction to Telecommunications, Computer Networks, Communication Systems, Internet and W.W.W. , E –Mail, Introduction to Intranets & Extranets.
Emerging trends in IT: Introduction, Electronic Commerce (E-Commerce), (EDI) Electronic Data Interchange, Mobile Communication, Bluetooth, Global positioning system, Imminent communication, Smart Card, Imminent Technologies.

UNIT-II
Types of Modern Data base Mgt. System,; Distributed data processing:- Introduction, Advantages and disadvantages of Distributed Systems Introductions to Multimedia: introduction, Multimedia Systems, Multimedia Authoring Tools, Types of Presentations, Multimedia in Marketing and educations, Introduction to virtual Reality;

UNIT-III
New Technologies in Introduction Technology: Introduction to Hypermedia, Artificial Intelligence and Business Intelligence, Knowledge Discovery in Data base (KDD), Data wise houses and Data Marts, Data Mining and on line Analytical Processing (OLAP), Enterprise Resource Planning (ERP); Introduction, reason for growth of ERP in Market Benefits of ERP, Supply Chain Management (SCM): evaluation of CRM, Element of Supply Chain, Customer Relationship Management (CRM) & Retailers, Advantage of SCM, Geographic Information System (GIS).

UNIT-IV
Computer in Business and Industry : Accounting Inf. System (AIS): Meaning, Characteristics, its Major Sub System, Management Information System: Meaning. Concept, Input & Output of MIS, Decision support System, Office Automation Systems, Executive Inf. System, Marketing Inf. System and Financial Information System
Mobile Computing and Business on the Internet: Mobile computing, Mobile Newspaper, Tele Communicating, Wireless Mobile Computing, Business on the Internet:- Electronic Catalogs, Web advertising, Secure transactions the Internet: - Electronic Catalogs , Web Advertising, Secure Transactions.

(Practicle Examination will be held in 6th semester)   Max. Marks: 15

Total marks for practical of 5th & 6th semesters =15+15=30

Working with Photoshop
Book Suggested:
   1.   Funda Mental of Introduction Technology, Alexis leon, Vikas publishing House Pvt LTD
   2.   Introduction to information Technology, ITL Education solutions limited, Pearson education.
   3.   Introduction to Information Systems, Alxis Leon, Vikas Publishing House PVT. LTD

B.A. III (Vocational Course) – VIth Semester
(Tourism and Travel Management)

Paper B- 6.05 Tour Guiding and Escorting Skills

Max. Marks: 35
Internal Assessment: 5 Marks   *Time: 3 hours*
Project Report: 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 seven small questions of one mark each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 7marks each

Unit – I

The tour Guide – Meaning and importance, early history, public perception, the business

of guiding , organizing a guiding business.

Unit – II

The guiding techniques – leadership and social skills, presentation and speaking skills,

The guide's personality, moments of truth, the seven sins of guide, the service cycle,

working with different age groups, working under difficult circumstances.

Unit – III

The role of guide and interpretation: Are guiding and interpretation synonymous?

Creating memorable interpretations, Interpreting different themes – nature, history, art,

architecture and incidental interpretations, Responsibilities to locals and society.

Unit – IV

Conducting tours: Pre tour planning, modes of transportation, types of tours, traveler with

special needs, guidelines for working with disabled people, relationship with fellow

guides, motor / car operators and companies.

Suggested Readings:-
1.   Principles and Ethics of Tour Guiding, Zenaida L. Cruz, Ph.D 1999, Rex Printing Company, INC, Florontino St. Quezon city
2.   Travel Agency Management- An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.1007.

B.A. III (Vocational Course) – VIth Semester
(Tourism and Travel Management)

Paper: B - 6.06   Air Fare and Ticketing

Max. Marks: 35
Internal Assessment: 5 Marks   *Time: 3 hours*
Project Report: 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 seven small questions of one mark each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 7marks each.

Unit – I

Air Geography – IATA areas, sub areas, sub regions. Time calculation – GMT variation, concept of standard time and daylight saving time, calculator of elapsed time, flying time and ground time, Aviation organization: IATA and ICAO.

Unit – II

Familiarization with OAG – 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator, familiarization with air tariff: currency regulations, NUC conversion factors, general rules. Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passenger needing special attention.

Unit – III

Credit Cards – Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Mileage principal, FMA, EMS, One way journey, Round trip and circle journey, HIP, Back Haul minimum check (BHC) Add – or General limitations on Indirect Travel, Mixed class journey, around the world fares (RTW) special fairs, MCO, PTA and universal air travel plan.

Unit – IV

Airlines Reservation System – CRS – Comparative study of different CRS system

Suggested Readings:-

1. International Airfare & Ticketing – Methods & Techniques, 1007 S.K.Gupta, UDH Publishers & Distributors Pvt. Ltd., New Delhi.
2. Air Travel Ticketing & Fare Construction, Jagmohan Negi, 1008, Krishana Publishers Distributors, New Delhi.
3. Travel Agency Management- An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.1007.

B.A. III (Vocational Course) –VIth Semester
(Advertising, Sales Promotion and Sales Management)
Paper: C-6.05 Basics of Market Information System and Market Research

Max. Marks: 35
Internal Assessment: 5 Marks   *Time: 3 hours*
Project Report: 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 seven small questions of one mark each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 7marks each

Unit – I

Market Information System: Meaning, Definition, Characteristics, Components of Market Information System, Need for Market Information system, Models of Market Information System, Internal Report System – The Order Shipping – Billing Cycle, Improving Timeliness of Sales Report, Designing a User Oriented Report System.

Unit – II

Designing Market Information System: Identifying Information Needs of the Organisation, Organisational set up for Designing Market Information System, Necessary Inputs for Designing Market Information System, Testing Market Information System, Operationalize Market Information System, Monitoring Market Information System: Precautions while Designing Market Information System Market Intelligence System, the Information Centre

Unit – III

Market Research : Meaning, Definition, Characteristics, Suppliers of Market Research, The Scope of Market Research, Strategic Market Planning and Market Research; The Market Research Process.

Unit – IV

Market Research in the Internet Age: Technology Markets, Online research, Data Warehousing and Data Mining, Market Intelligence, Building a Customer Knowledge Database, Online Virtual Communities, Contemporary Applications of Market Research, Emerging Applications of Market Research, New Trends in Market Research in India, Ethics in Market Research.

Suggested Readings:

Luc Lecuit, John Elder, DeMI Stifying MIS.
Nargundkar, Rajendra, Marketing research – Text and Cases
Shajahan, S. Marketing Research – Concepts and Practices in India

B.A. III Vocational Course) – VIth Semester
(Advertising, Sales Promotion & Sales Management)

Paper – C 6.06   Sales Force Management – II

Max. Marks: 35
Internal Assessment: 5 Marks   *Time: 3 hours*
Project Report: 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 seven small questions of one mark each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 7marks each

Unit – I   Sales Planning and Control:

Market Analysis and Sales for casting; Methods of Sales for casting.

Unit – II   Sales Budget :

Importance and process of sales Budget. Uses of Sales Budget.

Unit – III   Sales Territory:

Concept and Considerations in allocation of Sales Territory. Ways of allocation of Sales Territory.

Unit – IV Sales Quota:
Objectives of sales quota; Principles of setting sales quota; Administration and uses of sales quota.

Suggested Readings:
1.   Management of the Sales force by Rechard D.Irvin, Station and Buskrik
2.   Marketing Management by Philip Kotler, Prentice Hall of India.