

Maharshi Dayanand University, Rohtak

Syllabi of Theory Papers of

B. Voc. (Marketing Management and Information Technology)

Credit Base Assessment System



FROM THE ACADEMIC SESSION 2016-17

MAHARSHI DAYANAND UNIVERSITY

ROHTAK (HARYANA)

First Semester

Paper Code	Name of Paper	General Education Credits	Skill Component Credits	Total Credits
A. General Education Component				
BVMM 101	Business Communication Skills	4		
BVMM 102	Principles of Management	4		
BVMM 103	Fundamentals of Computer	4		
B. Skill Component				
BVMM SSC Q0508	Application Development For Junior Software Developer NSQF Level 4		18	
	Total			30

Second Semester

Paper Code	Name of Paper	General Education Credits	Skill Component Credits	Total Credits
A. General Education Component				
BVMM 201	Business Environment	4		
BVMM 202	E - Business	4		
BVMM 203	Fundamentals of Marketing	4		
B. Skill Component				
BVMM SSCQ0505	Application Development For Technical Writer NSQF Level 5		18	
	Total			30

Third Semester

Paper Code	Name of Paper	General Education Credits	Skill Component Credits	Total Credits
A. General Education Component				
BVMM 301	Marketing Research	4		
BVMM 302	Financial Accounting	4		
BVMM 303	Operating System	4		
B. Skill Component				
BVMM SSCQ0509	Application Development For Master Trainer for Junior Software Developer (Part – I) NSQF Level 6 (Part – I)		18	
	Total			30

Fourth Semester

Paper Code	Name of Paper	General Education Credits	Skill Component Credits	Total Credits
A. General Education Component				
BVMM 401	Sales Management	4		
BVMM 402	Computer Networks	4		
BVMM 403	Data Base Management System	4		
B. Skill Component				
BVMM SSCQ0509	Application Development For Master Trainer for Junior Software Developer (Part – II)		18	

Maharshi Dayanand University, Rohtak

Scheme of Examination

Credit Base Assessment System

B. Voc. (Marketing Management and Information Technology)

Fifth Semester

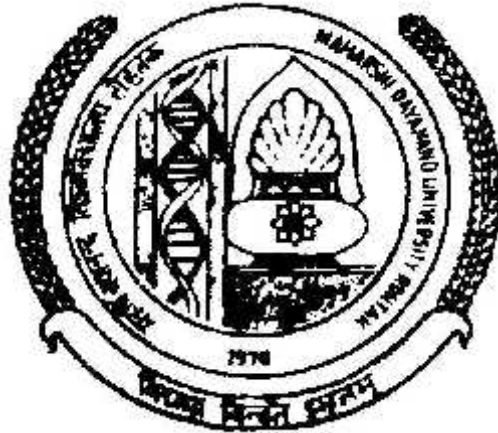
Paper Code	Name of Paper	General Education Credits	Skill Component Credits	Total Credits
A. General Education Component				
BVMM 501	Service Marketing	4		
BVMM 502	Customer Relationship Management	4		
BVMM 503	Management Information System	4		
B. Skill Component				
BVMM SSCQ1101	Business Development Skills for Sales - Pre Sales Analyst		18	
NSQF Level 7 (Part –I)				
	Total			30

Sixth Semester

Paper Code	Name of Paper	General Education Credits	Skill Component Credits	Total Credits
A. General Education Component				
BVMM 601	Integrated Marketing Communication	4		
BVMM 602	Logistics & Distribution Management	4		
BVMM 603	Internet & Web Designing	4		
B. Skill Component				
BVMM SSCQ1101	Business Development Skills for Sales - Pre Sales Analyst NSQF Level 7 (Part –II)		18	
	Total			30

Note:

- * **As per XII plan guidelines SSC will approve the skill component part of the syllabus.**
- * **Assessment and Certification of 60% will be done by respective Sector Skill Council.**



FROM THE ACADEMIC SESSION 2016-17

MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)

BUSINESS COMMUNICATION SKILLS

Paper Code: BVMM-101

External Marks- 80

Internal Marks- 20

Total Credits: 04

Time: 3 Hours

UNIT-I

Communication Skills: Concept, characteristics and process of communication; 7C's of communication; listening skills, verbal communication, non-verbal communication, body language; art of meeting and greeting, making effective conversation.

UNIT-II

Presentation Skills: Difference between speech and presentation; handling of presentation audience questions, holding meetings, group discussion and interviews; structuring a presentation, delivering the presentation; situational presentation.

UNIT-III

Basic vocabulary: how to improve vocabulary, prefix/suffix, synonyms/antonyms, one word substitution, and spellings **Developing fluency:** grammar (conjunction, auxiliaries, prepositions, articles, tenses.....), language games.

UNIT-IV

Proper use of Language: The Communication Skills, The effective Speech. **Effective self-presentation & facing interview:** The interview process & preparing for it, the presentation skills.

SUGGESTED READINGS

1. Vik, Gilsdorf, “Business Communication”, Irwin
2. K K Sinha, “Business Communication”, Himalaya Publishing House / Galgoria Publication
3. Bovee, “Business Communication”, Pearson ‘ PHI
4. Mohan, Banerjee, Business Communication, Mac million
5. Raman, Singh – Business communication – Oxford Press
6. Pitch Anything: Oren Klaff, Tata McGraw Hill Education Private Limited.
7. Crucial Conversations: Stephen R. Corey, Tata McGraw Hill Education Private Limited.
8. How To Win Friends And Influence People: Dale Corregie, Simon And Schuster
9. Made To Stick: Chip Heath And Dan Heath, Randon House
10. Switch- How TO Change Thing When Change Is Hard: Chip Heath And Dan
11. Heath, Crown Business.

Note:

1. The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

PRINCIPLES OF MANAGEMENT

Paper Code: BVMM-102

External Marks- 80

Internal Marks- 20

Total Credits: 04

Time: 3 Hours

Unit – I

Introduction: Concept, nature, process and significance of management; Managerial levels, skills, functions and roles; Management Vs. Administration; Coordination as essence of

management; Development of management thought – classical, neo-classical, behavioral, systems and contingency approaches.

Unit – II

Planning: Nature, scope and objectives of planning; Types of plans; Planning process; Business forecasting; MBO; Concept, types, process and techniques of decision-making; Bounded Rationality.

Unit – III

Organizing: Concept, nature, process and significance, principles of an organization, span of control, departmentation, and types of an organization, authority-responsibility, delegation and decentralization, formal and informal organization. Staffing: Concept, Nature and Importance of Staffing.

Unit – IV

Motivating and Leading: Nature and Importance of motivation; Types of motivation; Theories of motivation-Maslow, Herzberg, X, Y and Z; Leadership – meaning and importance; Traits of a leader; Leadership Styles – Likert’s Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid. Controlling: Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.

Suggested Readings

- 1 Stoner, Freeman and Gilbert Jr.; *Management*, Prentice Hall of India, New Delhi, 2003.
- 2 Gupta, C.B.; *Management Concepts and Practices*, Sultan Chand and Sons, New Delhi, 2003.
- 3 Scott, Thomas; *Management: Competing in the New Era*, Tata McGraw Hill, 2003.
- 4 Harold, Koontz and Weirich; *Management*, Tata McGraw Hill Publishing Company, New Delhi, 2001.
- 5 Stephen, P. Robbins and Mary Coulter; *Management*, Pearson Education, New Delhi, 2001.
- 6 Moshal, B.S.; *Management: Theory and Practice*, Galgotia Publishing Co., 2001.
- 7 Tripathy, P.C. and P.N. Reddy; *Principles of Management*, Himalaya Publishers, 2001.

Note:

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3. All questions will carry equal marks.

FUNDAMENTALS OF COMPUTER

Paper Code: BVMM-103

External Marks- 80

Internal Marks- 20

Total Credits: 04

Time: 3 Hours

Unit – I

Computer Fundamentals: Generations of Computers, Definition, Block Diagram along with its components, characteristics & classification of computers, Limitations of Computers, Human-Being vs Computer.

Memory: Concept of primary & secondary memory, RAM, ROM, types of ROM, Cache Memory, flash memory, Secondary storage devices: Sequential & direct access devices viz. magnetic tape, magnetic disk, optical disks i.e. CD, DVD, virtual memory.

Unit - II

Computer hardware & software: I/O devices, definition of software, relationship between hardware and software, types of software. Computer Virus: Definition, types of viruses, Characteristics of viruses, anti-virus software.

Computer Languages: Analogy with natural language, machine language, assembly language, high-level languages, fourth generation languages, compiler, interpreter, assembler, Linker, Loader, characteristics of a good programming language.

Unit – III

Number system: decimal, octal, binary and hexadecimal; Importance of binary numbers to Computers; Representation of integers, Fixed and Floating point representations; Character representation: significance, ASCII (7 & 8 bits), BCD and EBCDIC, Unicode.

Algorithm: definition and importance; Steps in Problem Solving with Computers; Pseudo codes; Algorithm Development; Flowchart v/s algorithm; top-down v/s bottom-up approach;

Unit - IV

Overview of Networking: An introduction to computer networking, Network types (LAN, WAN, MAN), Network topologies, Modes of data transmission, Forms of data transmission, Transmission channels(media), Introduction to internet and its uses, Applications of internet, Hardware and Software requirements for internet, Intranet, Applications of intranet.

Note:

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2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

BUSINESS ENVIRONMENT **Paper Code: BVMM-201**

External Marks- 80
Internal Marks- 20
Total Credits: 04

Time: 3 Hours

Unit - I

Business Environment – Nature, determinants and factors of change; assessing and dealing with country risk; current scenario of India’s economic growth and stability; evaluation of monetary and fiscal policy; inflationary position

Unit – II

Economic Reform strategy – Liberalization, privatization and globalization; public-private partnerships; competitive environment and the new competition law; merger and acquisition trends

Unit – III

Current state of the financial sector; industrialization trends and policy; public sector scenario and the disinvestment trends; present state of infrastructure; service sector trends; technological environment and IPRs

Unit – IV

Balance of payments scenario; current foreign trade position; environment for foreign investment and MNCs; exchange rate developments; impact of multilateral institutions (WTO, World Bank and IMF) on India’s business environment; India’s competitiveness in the world economy

SUGGESTED READINGS:

1. Burden T, L Hamilton and P Webster, Operating Environment; Oxford: Open Learning Foundation Enterprise
2. Ahluwalia I J and IMD Little (eds.), India’s Economic Reforms and Development, Oxford University Press, Delhi
3. Datt Ruddar and KPM Sundharam, India Economy, S Chand, New Delhi
4. Govt. of India, Economic Survey

Note:

1. The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

**E-BUSINESS
Paper Code: BVMM-202**

**External Marks- 80
Internal Marks- 20
Total Credits: 04**

Time: 3 Hours

Unit - I

E-Business Framework: Definition of E-Business, Origin of E-Business, History of the Internet, E-Business Opportunities for Businesses, Working of E-Business, E-Business Vs the Traditional Business Mechanism, Advantages of E-Business, Disadvantages of E-Business, Main Goals of E-Business.

Unit – II

E-Business: Requirements and Architecture: Requirements of E-Business, Functions of E-Business, E-Business Framework Architecture, I-way or Information Highway, E-commerce Infrastructure: Need for an Intelligent Website, technology Infrastructure Required, Basic Web Languages for Web Designing, Corporate Strategic Infrastructure Required, Miscellaneous Website Design Tips.

Unit - III

Security in Electronic Business: Intranet and Extranet Security: Threats and Protection, Protection Methods, Data and Message Security, Firewalls, Encryption: Cryptography, Encryption, Digital Signature, Virtual Private Network, E-Payment Systems: B2B Electronic Payments, Third-Party Payment Processing, Electronic Payment Gateway–Security Standard for Electronic Payment System.

Unit -IV

E-Marketing: Challenges of Traditional Marketing, Retailing in E-Business Space, Internet Marketing, Advertisement and Display on the Internet, E-Business for Service Industry, Mobile Commerce: Overview of M-Commerce - Wireless Application Protocol (WAP), Generations of Mobile Wireless Technology, Components of Mobile Commerce, Networking Standards for Mobiles, EDI, E-CRM and E-SCM: Electronic Data Interchange (EDI), E-CRM, E-SCM.

Note:

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2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

FUNDAMENTALS OF MARKETING

Paper Code: BVMM-203

External Marks- 80

Internal Marks- 20

Total Credits: 04

Time: 3 Hours

Unit-I

Introduction: - Meaning & Definition of Marketing- Features of Marketing- Importance of Marketing. Core Concept of Marketing - Need, Want, Demand, Value and Satisfaction, Exchange, transactions & Relationship Company Orientation towards market place, Production, Concept, Product concept, selling concept Marketing concept, holistic Marketing concept.

Unit-II

Consumer Behavior: - Meaning and Significance of Consumer Behavior- Factors affecting Consumer Behavior- the Buying Decision process.

Unit-III

Product: Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labeling; After-sales services; Product life-cycle; New Product Development. Pricing: Significance; Factors affecting price of a product; Major pricing methods; Pricing policies and strategies.

Unit-IV

Promotion: Nature and importance of promotion; Promotion Tools: advertising, personal selling, public relations; sales promotion and publicity – concept and their distinctive characteristics; Promotion mix; Factors affecting promotion mix decisions. Distribution: Channels of distribution - meaning and importance; Types of distribution channels.

SUGGESTED READINGS:

- 1) S.A.Sherlekar, “Marketing Management”, Himalaya Publishing House, Mumbai.
- 2) Philip Kotler : Marketing Management, Prentice Hall of India Ltd, New Delhi.
- 3) Marchand & B.Vardharajan: An introduction to Marketing, Vikas Publishing House, 5 Ansari Road, New Delhi.
- 4) Mohammad Amanatullah : Principles of Modern Marketing. Kalyani Publications New Delhi.
- 5) Dr. C. N. Sontakki : Marketing Management Kalyani Publications New Delhi.
- 6) Arun Kumar and N. Meenakshi- Marketing Management Vikas Publishing House Pvt.
- 7) Chhabra, T.N., Principles of Marketing, Sun India Publication.

Note:

1. The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

MARKETING RESEARCH

Paper Code: BVMM-301

External Marks- 80

Internal Marks- 20

Total Credits: 04

Time: 3 Hours

UNIT-I

Introduction of Marketing Research, Importance, nature, Scope of Marketing information system and marketing research, Marketing research process, Ethical issues in MR problem, Identification and research design: problem identification and definition: Development of research proposal.

UNIT-II

Data Collection Methods, Primary and Secondary data, Observation and Questionnaire Techniques, Analysis and interpretation of data, Development of Questionnaire.

UNIT-III

Sampling Plan-Universe, Sample frame and sampling unit, Sampling Techniques, Sample Size determination. Data Collection Organization of field work and survey error- Sampling and non-sampling errors. Data analysis: Hypothesis testing, best of significance (Parametric and nonparametric) Univariate, bivariate and multivariate data analysis.

UNIT IV

Product-Research, Advertising Research-Copy testing –Test Marketing, Media selection, Research Report.

Suggested Readings:

1. Marketing Research:C.N.Sanotki,Kalyani Publications
2. Marketing Research: Philip Kotter,Prentice Hall
3. Marketing Research: T.N.Chabra,Dhanpat Rai Publications
4. Marketing Research: Dawn Lacobuei,South Western College

Note:

1. The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

FINANCIAL ACCOUNTING

Paper Code: BVMM-302

External Marks- 80

Internal Marks- 20

Total Credits: 04

Time: 3 Hours

Unit-I

Introduction: meaning, objectives, process, limitations and basic terms of Accounting; Generally accepted Accounting Principles; Journalizing, Posting and Preparation of trial balance.

Unit-II

Capital and revenue items; Reserves and Provisions; Depreciation: Meaning, causes, accounting procedure, methods of computing depreciation – straight line method and diminishing balance method, change of method.

Unit-III

Final Accounts with adjustments; Rectification of errors

Unit-IV

Accounting for non-profit organizations; Consignment accounts.

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.
4. Goel, D.K., Financial Accounting, Arya Publications, New Delhi

Note:

1. The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
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3. All questions will carry equal marks.

OPERATING SYSTEM
Paper Code: BVMM-303

External Marks- 80
Internal Marks- 20
Total Credits: 04

Time: 3 Hours

Unit – I

Operating systems as an extended machine & resource manager, operating systems classification; Operating systems and system calls; Operating systems architecture. Process on Management functions : process model, hierarchies, and implementation; process states and transitions.

Unit – II

Multi-programming, multi-tasking, multi-threading; level of schedulers and scheduling algorithms, micro-kernel architecture. Memory Management Functions : memory management of single user operating systems partition, swapping, paging, segmentation, virtual memory.

Unit – III

Device Management function : I/O devices and controllers, interrupt handlers, device independent I/O software, user-space I/O software; disk scheduling; clock hardware software; terminal input/output software. File Management functions; file naming, structure, types, access mechanisms, attributes and operations; hierarchical directory systems, directory structures and directory operations; file space allocations; file sharing, file locking, symbolic links; file protection and security : distributed file systems.

Unit – IV

Concurrent programming : sequential and concurrent process; precedence graph, Bernstein's condition; time problem, classical process co-ordination problems, deadlock handling, Inter-process communication.

Note:

1. The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

SALES MANAGEMENT
Paper Code: BVMM-401

External Marks- 80
Internal Marks- 20
Total Credits: 04

Time: 3 Hours

Unit I

Introduction to Sales Management Nature, Scope and Importance of Sales Management, Evolution of Sales Management, Role and Skills of Sales Managers, Sales Objectives, Sales Strategies, Emerging Trends in Sales Management.

Unit II

Personal Selling Process, Theories of Selling, SPIN Model, Types of Selling, Transactional and Relationship Selling, Sales Forecasting Methods.

Unit III

Sales Force Recruitment and Selection Process, Design, Execution and Evaluation of Sales Force Training, Motivation and Compensation of Sales Personnel, Design and Management of Sales Territories and Quotas.

Unit IV

Evaluation of Sales Personnel, Sales Budgets, Sales Audits, Legal and Ethical Issues in Sales Management, Role of Information Technology in Sales Management.

Suggested Books

1. Still. K.R., Cundiff. E.W & Govoni. N.A.P “Sales Management – Decision Strategies and Cases., 5th Ed ((2009) Impression), Pearson Education.
2. Tanner Jr., JF., Honeycutt Jr., E.D. and Erffmeyer, R.C. (2009) Sales Management, Pearson Education, New Delhi.

Note:

1. The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

COMPUTER NETWORKS

Paper Code: BVMM-402

External Marks- 80

Internal Marks- 20

Total Credits: 04

Time: 3 Hours

UNIT – I

Introduction to Computer Communications and Networking Technologies; Uses of Computer Networks; Network Devices, Nodes, and Hosts; Types of Computer Networks and their Topologies; Network Software: Network Design issues and Protocols; Connection-Oriented and Connectionless Services; Network Applications and Application Protocols; Computer Communications and Networking Models: Decentralized and Centralized Systems, Distributed Systems, Client/Server Model, Peer-to-Peer Model, Web Based Model, Network Architecture and the OSI Reference Model; Example Networks: The Internet, X.25, Frame Relay, ATM;

UNIT – II

Analog and Digital Communications Concepts: Representing Data as Analog Signals, Representing Data as Digital Signals, Data Rate and Bandwidth, Capacity, Baud Rate; Digital Carrier Systems; Guided and Wireless Transmission Media; Communication Satellites; Switching and Multiplexing; Dialup Networking; Analog Modem Concepts; DSL Service;

UNIT – III

Data Link Layer: Framing, Flow Control, Error Control; Error Detection and Correction; Sliding Window Protocols; Media Access Control: Random Access Protocols, Token Passing Protocols; Token Ring; Introduction to LAN technologies: Ethernet, switched Ethernet, VLAN, fast Ethernet, gigabit Ethernet, token ring, FDDI, Wireless LANs; Bluetooth; Network Hardware Components: Connectors, Transceivers, Repeaters, Hubs, Network Interface Cards and PC Cards, Bridges, Switches, Routers, Gateways;

UNIT – IV

Network Layer and Routing Concepts: Virtual Circuits and Datagrams; Routing Algorithms; Congestion Control Algorithms; Internetworking; Network Security Issues: Security threats; Encryption Methods; Authentication; Symmetric – Key Algorithms; Public-Key Algorithms;

TEXT BOOKS:

1. Michael A. Gallo, William M. Hancock, “Computer Communications and Networking Technologies”, CENGAGE Learning.
2. Andrew S. Tanenbaum, “Computer Networks”, Pearson Education.

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2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

DATA BASE MANAGEMENT SYSTEM

Paper Code: BVMM-403

External Marks- 80

Internal Marks- 20

Total Credits: 04

Time: 3 Hours

Unit – I

Introduction –Overview of DBMS , Various views of data ,data Models, Introduction to Database Languages, Advantages of DBMS over file processing system, Responsibility of Database Administrator

Unit – II

Introduction to Client/Server architecture ,Three Levels Architecture of database system ,E-R Diagram ,Mapping, Constraints , Keys , Models , Normalization(upto 4th Normal forms),BCNF.

Unit –III

Relational Model, Relational Algebra & Various operations, Relational and Tuple Calculus. File Organization- Sequential Files, Index Sequential Files, Direct Files, hashing, B-Tree Index files.

Unit-IV

Transaction- transaction Concepts, Concurrent Execution, Implementation of Atomicity and Durability, Serializability, Recoverability, Transaction Definition in SQL. Concurrency Control- Lock based protocol, Timestamp based Protocol, Validation based protocol, Multiple Granularity Query Optimization Unit- V Other Relevant Advance Topics and Applications- Object Oriented Database, DSS, Data Analysis, Data Mining, Data Warehousing, Mobility and Personal Databases Oracle 8.0 Database: SQL, PL/SQL, Developer 2000

SUGGESTED BOOKS

1. Database Systems and Concepts, Henry F. Korth
2. DBMS by Date
3. Database Management System by Bipin Desai
4. Principles of Database System, Ullman, Galgotia Publication

Note:

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2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

SERVICE MARKETING
Paper Code: BVMM-501

External Marks- 80
Internal Marks- 20
Total Credits: 04

Time: 3 Hours

UNIT - I

Foundation of Service Marketing: definition and concept of service marketing, distinctive characteristics and classification of services, growth in service, service marketing mix, emergence of service economy.

UNIT - II

Customer Focus: understanding customer needs and expectations, process of market segmentation, selecting customer portfolio, creating valued relations with customer; Customer loyalty, service encounters, measuring customer satisfaction, handling complaints, service failure and recovery; Designing and delivering services: positioning a service in the market, value addition to service product, planning and branding service product.

UNIT - III

New service development: pricing the service product, advertising, personal selling and other communication in services industry; Challenges in distribution of services; Role of employees, customers and intermediaries in service industry.

UNIT - IV

Special Issues in Service Marketing: e-services; Online consumer behaviour; Self-service technologies; Understanding specific service industries: Marketing of Financial Services, Marketing of Hospitality and Tourism Services, Marketing of Educational Services.

Suggested Readings:

1. Service Marketing - Rampal and Gupta, Excel Publications.
2. Service Marketing - Ravi Shankar, Excel Publications.

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

CUSTOMER RELATIONSHIP MANAGEMENT

Paper Code: BVMM-502

External Marks- 80

Internal Marks- 20

Total Credits: 04

Time: 3 Hours

Unit-I

Introduction – Origin, evolution and concept of CRM, strategic importance of CRM, goals of CRM, types of CRM, CRM Architecture

Unit-II

Operational CRM – Sales force automation: lead management, contact management, field force automation; enterprise marketing automation: market segmentation, campaign management, customer service and support, contact and call centre operations

Unit-III

Analytical CRM – Managing and sharing customer data: customer information database, ethics and legalities of data use, data warehousing and data mining; types of data analysis – online analytical processing, click stream analysis, collaborative filtering, CRM and business intelligence, collaborative CRM

Unit-IV

CRM Implementation – Establishing CRM performance monitoring, CRM readiness assessment, system, CRM audit, CRM project management, employee engagement in CRM project, CRM budget, key account management, evaluating CRM return on investment

Suggested readings:

1. Buttle, Francis, Customer Relationship Management – Concept and Tools, Elsevier Butterworth – Heinemann, Oxford, UK
2. Payne, Adrian, Handbook of CRM – Achieving Excellence in Customer Management, Butterworth – Heinemann, Oxford, UK
3. Dyche, Jill, The CRM Handbook – A Business Guide to Customer Relationship Management, Pearson Education, New Delhi
4. Knox, Simon, Stan Maklan, Adrian Payne, Joe Peppard and Lynette Ryal, Customer Relationship Management, Butterworth – Heinemann, Oxford, UK
5. Greenlers, Paul, CRM at the Speed of Light, Tata McGraw Hill Publishing Ltd., New Delhi
6. Anderson, Kristen, and Carol J Kerr, Customer Relationship Management, Tata Mc Graw Hill

Note:

1. The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

MANAGEMENT INFORMATION SYSTEM Paper Code: BVMM-503

External Marks- 80

Internal Marks- 20

Total Credits: 04

Time: 3 Hours

UNIT-I

Concepts of information systems: Components of an information system, Information system resources, Information system activities; Types of information systems; Challenges of information systems; Developing information system.

UNIT-II

Information systems planning and strategic advantage: Process of information system planning, Strategic alignment of business and information technology; Strategic roles for information systems, Breaking business barriers; Reengineering business processes, Improving business quality.

UNIT-III

Functional business information systems: Marketing information systems; Manufacturing information systems; Human Resource information systems; Accounting information systems; Financial information systems.

UNIT-IV

Managing information systems: Information systems security and control; Ethical and social impact of information systems.

Advanced concepts in information systems: Enterprise resource planning; Supply chain management; Customer relationship management; Procurement management.

Suggested Readings:

1. Kumar, M., Business Information Systems, Vikas Publishing House, 2003.
2. O'Brien, J.A., and Marakas, G.M., Management Information Systems, 7th ed., Tata McGraw-Hill, New Delhi, 2007.
3. O'Brien, J.A., Management Information Systems, 4th ed., Galgotia Publication, New Delhi, 2002.
4. Alter, S., Information Systems – The Foundation of E-Business, 4th ed., Pearson Education, 2006.
5. Laudon, K.C., and Laudon, J. P., Management Information Systems, 7th ed., Pearson Education, 2003.
6. Marco, T.d. Structured Analysis & System Specification, New Delhi. Yourdon Press, 1989.
7. Rajaraman, V. Analysis and Design of Information Systems. New Delhi, Prentice Hall of India, 1991.
8. Van Over, David. Foundations of Business Systems. Fort Worth, Dryden Press, 1992.

Note:

1. The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

INTEGRATED MARKETING COMMUNICATION

Paper Code: BVMM-601

External Marks- 80

Internal Marks- 20

Total Credits: 04

Time: 3 Hours

Unit-I

Understanding Integrated Marketing Communication – concept and theories of marketing communication; marketing communication mix, evolution and relevance of concept of integrated marketing communication and its role in building brands; structuring IMC activities in organizations

Unit-II

Managing the Marketing Communication Process – Analysis of promotional opportunities, concepts of segmentation and target marketing, promotional strategy formulation; determination of promotional objectives, integrating marketing communication programme and budgeting, commissioning and contracting external resources

Unit-III

Advertising and Media Planning – Advertising plan, creative strategy, advertising appeal, creative formats, stages of creative strategy – idea generation, copy writing, layout, copy testing and diagnosis; media strategy, media scheduling, media planning models, key issues in advertising – comparative advertising, web advertising; advertising agency – functions and types, outdoor advertising

Unit-IV

Wider Issues and Dimensions – Sales promotions, personal selling, direct marketing, public relations, publicity and corporate advertising, unconventional promotional media, measuring promotional performance, global marketing communication, legal and ethical issues in integrated marketing communication

SUGGESTED READINGS:

1. Shah, Kruti and Alan D'Souza, Advertising and Promotion – An IMC Perspective, Tata McGraw Hill, New Delhi
2. Belch, George and Belch, Michael; Advertising and Promotion, Tata McGraw Hill, New Delhi
3. Wells, William, Burnett, John and Moriarty, Sandra; Advertising Principles and Practice' Pearson Education, New Delhi
4. Jethwaney, Jaishree and Jain, Shruti; Advertising Management; Oxford University, New Delhi

Note:

1. The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

LOGISTICS & DISTRIBUTION MANAGEMENT

Paper Code: BVMM-602

External Marks- 80

Internal Marks- 20

Total Credits: 04

Time: 3 Hours

Unit - I

Distribution Channels : Role of Marketing Channels, Channel Structure, Factors affecting choice of Distribution; Channels behaviour and Organisation; Channels Cooperation and Channels Conflict; Distribution Intensity.

Unit - II

Introduction to Distribution Logistics : Nature importance and scope of logistic decisions; Integrated logistics; Total cost concept; Supply chain management – nature importance and interface with logistics; Concept of Customer service.

Unit - III

Transportation and Physical Distribution; Importance and modes of transportation; Selection of transportation modes; Multi – modal transportation; Documentation and carrier liabilities; Inter – state good movement and problems; Transportation management. Inventory Control : Economic order quantity under conditions of certainty and uncertainty; Inventory requirements as function of number of stock locations: Techniques of inventory control.

Unit - IV

Warehousing : Role and modern concept of warehousing; Private V/s public warehousing; Planning warehousing operations; Site selection, warehouse layout, material handling; Management of receipts and issues; computers and warehouses management Order Processing : Importance to customers service; Packaging and utilization. Distribution Control and Performance Evaluation.

Note:

1. The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

INTERNET & WEB DESIGNING Paper Code: BVMM-603

**External Marks- 80
Internal Marks- 20
Total Credits: 04**

Time: 3 Hours

Introduction to Internet, Benefits of Internet, WWW, Hardware and software requirement for internet, Internet protocol, Application for internet, Internet Tools – Telnet, FTP, Gopher, Archie, Veronica, Mosaic, WAIS, IRC, Online chatting, Messaging and Confessing Concepts, Resources of Internet.

Unit - II

E – Mail Mailing lists, Internet Addressing, Internet Service Provider (ISP), Internet in India-shell Advance, TCP / IP Account, Home Page and Web Site, Internet Accessing, Internet Terminology, Internet Security problems and Solutions, Overview of Intranet and its applications, Web Browsers, Search Engines, Category of Search engines, searching criterion, Surfing the Net, Hypertext Transfer Protocol (HTTP), URL.

Unit – III

HTML : Internet Language, Understanding HTML, create a Web Page, Linking to other web pages, Publishing HTML Pages, Text Alignment and Lists, Text formatting fonts control, E-mail Link and link with in a page, Creating HTML Forms.

Unit – IV

Creating web Page Graphics, Putting graphics on a Web Page, Custom Background and colours, creating animated Graphics, Web Page Design and Layout, Advanced Layout with tables, Using Style Sheet.

Suggested Readings:

1. Internet And Web Designing: Dr, Mahesh Paramjit , APH Publishing Corporation.
2. Internet And Web Designing: Brennan Happel ,Create Space Independent Publishing Platform.
3. Internet And Web Designing: ISRD Group, Tata McGraw Hill Education Private Limited.
4. Web Designing: Gary Shelly,Cengage
5. Introduction To Web Designing + Programming: Booksmart,Booksmart, 2014.

Note:

1. The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
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