

**Bachelor of Management Studies (BMS) Programme
Under Choice Based Credit, Grading and Semester System Course
Structure**

TYBMS (Marketing)

(To be implemented from Academic Year- 2025-26)

Course Code	Semester V	Credits	Course Code	Semester VI	Credits
	<i>Discipline Specific Courses (DSC)</i>			<i>Discipline Specific Courses (DSC)</i>	
	<i>Major</i>			<i>Major</i>	
UBMS504	Agriculture Marketing	04	UBMS604	International Marketing	04
UBMS505	Sales & Distribution Management	04	UBMS605	Retail Management	04
UBMS506	Customer Relationship Management	02	UBMS606	Digital and Neuro Marketing	02
	<i>Major Electives (Any 1)</i>			<i>Major Electives (Any 1)</i>	
UBMS509	Strategic Marketing Management (PPP)	04	UBMS609	Marketing Research and Analytics	04
UBMS510	Marketing of Services		UBMS610	Advertising and Brand Management	
	<i>Minor</i>			<i>Minor</i>	
UBMS511	Business Law IV	04	UBMS611	Business Law V	04
	<i>Vocational Skill Course (VSC)</i>			<i>Vocational Skill Course (VSC)</i>	
UBMS512	Operation Research	02			
	<i>Field Project / Community Engagement Programme (FP / CEP)</i>			<i>On the Job Training (OJT)</i>	
UBMS511	FP /CEP	02	UBMS612	OJT	04
Total Credits		22	Total Credits		22

*Syllabus of Courses of BMS Programme at Semester V
with Effect from the Academic Year 2025-2026(AUTONOMOUS)*

Discipline Specific Courses (DSC)

Major Course

Name of the Course	Agriculture Marketing
Course Code	UBMS504
Class	T.Y.B.M.S.
Semester	V
No of Credits	4
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	After completing the Agriculture course, learners can find employment with agribusiness companies, food processing firms, agricultural cooperatives, government agencies, NGOs, banks, and research institutions. These employers look for professionals in agribusiness management, marketing, rural development, supply chain logistics, finance, and research. Additionally, opportunities exist in policy-making and entrepreneurship within the agricultural sector.

Sr. No.	Modules	No. of Lectures
1	Fundamental of Agriculture Marketing	15
2	Market Dynamics and Consumer Behavior	15
3	Regulatory Framework and Sales Strategies	15
4	Future Trends and Entrepreneurship	15
Total		60

Course Outcomes:

Learner will be able to :

- Explore marketing concepts, focusing on agricultural commodities and improving the agricultural marketing system.
- Develop understanding of agricultural products, consumer behavior, price dynamics, and government regulation.

- Provide comprehensive insights into agribusiness activities and their relation to domestic and international trade policies. also covers sales promotion, e-marketing, contract farming, SHGs, and marketing intelligence in agricultural marketing.
- Start their own businesses and become entrepreneurial leaders in agricultural marketing.

Sr. No.	Modules / Units	No. of Lectures
1	Fundamental of Agriculture Marketing	15
	<ul style="list-style-type: none"> • Definition and Importance of Agricultural Marketing and its implementation In India Scope and Role in the Agricultural Sector Key Concepts and Frameworks, • Marketing of Agricultural Commodities: Characteristics and Supply Chain, Market Structures and Types • Marketing Functions and Functionaries: Channels and Intermediaries, Functions: Assembling, Grading, Storage, Transportation, Processing, Packaging, Role of Middlemen and Agents. 	
2	Market Dynamics and Consumer Behavior	15
	<ul style="list-style-type: none"> • Challenges in Agricultural Marketing: Production and Supply Issues, Market Risks and Uncertainties, Infrastructure and Logistic Challenges, Information Asymmetry and Market Access • Consumer Behavior and Price Dynamics: Factors Influencing Consumer Behavior, Demand and Supply Analysis, Price Formation and Fluctuations, Role of Futures Markets and Price Risk Management • Need of agricultural marketing reforms in India, 	
3	Regulatory Framework and Sales Strategies	15
	<ul style="list-style-type: none"> • Government Role and Regulation: Agricultural Marketing Policies, Regulatory Framework and Institutions, Subsidies, Support Prices, and Market Interventions, Impact on Market Efficiency • Sales Promotion and E-Marketing: Sales Promotion Techniques, Digital Marketing Strategies and Tools, E-Commerce in Agricultural Marketing • Marketing Information and Intelligence: ICT in agriculture marketing, Importance of Market Information Systems, Marketing Intelligence Tools and Techniques, Role in Decision Making and Strategy Development 	

	<ul style="list-style-type: none"> ● Case Studies of Successful E-Marketing 	
4	Future Trends and Entrepreneurship	15
	<ul style="list-style-type: none"> ● Recent development in agricultural marketing in India, ● Contract Farming and SHGs: Concept and Importance, Self-Help Groups (SHGs) in Marketing, Benefits and Challenges, Successful Models and Case Studies ● Agribusiness and Trade Policies: Overview of Agribusiness Management, Domestic and International Trade Policies, Impact on Agricultural Marketing ● Entrepreneurship in Agricultural Marketing: Identifying Opportunities, Business Planning and Strategy Development, Challenges and Success Factors ● Future Marketing Trends ● Case Studies of Successful Agripreneurs 	

Learning Resources Recommended

- Agricultural Marketing and Supply Chain Management in Tanzania: A Case Study by E.H. Boselie, S. Henson, D. Weatherspoon
- Agricultural Marketing: Structural Models for Price Analysis by James Vercaemmen
- Marketing of Agricultural Products by Richard L. Kohls, Joseph N. Uhl
- Agricultural Marketing and Price Analysis by F. Bailey Norwood, Jerry L. Lancaster
- "Food Marketing: Distribution, Consumer Behavior, and Retailing" by Jason C. H. Chen
- "Agricultural Markets and Prices" by Darren Hudson
- "Agricultural Marketing in India" by S. S. Acharya and N. L. Agarwal
- "Agricultural Marketing in India: Some Facts" by Chinnam Reddy
- "Indian Agriculture Marketing" by L. M. Bhole and Jitendra Mahakud
- "Agricultural Marketing Reforms in India" by Ramesh Chand
- "Modernizing Indian Agriculture: Priority Tasks and Critical Issues" by Samar K. Datta
- "Agricultural Marketing: Perspectives and Practices" edited by J.S. Yadav and L.M. Purohit
- "Agricultural Marketing in India" by S. Subba Reddy
- "Development of Agricultural Marketing in India" by Rajagopal
- "Agribusiness and Agricultural Marketing: Challenges and Strategies" by K. V. Patel and K. N. Kabra
- "Agricultural Marketing in India: Theory and Practice" by Kesarwani K.

Teaching plan:			
Unit	Title	Expected date of completion	Teaching methods
1	Fundamental of Agriculture Marketing		PPT, Chalk and Talk, Case Studies
2	Market Dynamics and Consumer Behavior		PPT, Chalk and Talk, Case Studies
3	Regulatory Framework and Sales Strategies		PPT, Chalk and Talk, Case Studies
4	Future Trends and Entrepreneurship		PPT, Chalk and Talk, Case Studies

Evaluation Pattern 60:40

A. Internal Assessment: 40 % of 100 (40 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 40 Minutes]	20
02	One Assignment to be conducted in the given semester	10
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10
	Total	40

B. Semester End Examination: 60% of 100 (60 Marks)

Question Paper Pattern

Maximum Marks: 60

Questions to be set: 04

Duration: 02 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q-1	Objective Questions A. Sub Questions to be asked 08 B. Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes (Any 3 out of 5)	08 Marks 07 Marks 15 Marks
Q-2	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

Q-3	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-4	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

Note: Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks

**Syllabus of Courses of BMS Programme at Semester V
with Effect from the Academic Year 2025-2026(AUTONOMOUS)**

Discipline Specific Courses (DSC)

Major Course

Name of the Course	Sales and Distribution Management
Course Code	UBMS505
Class	T.Y.B.M.S.
Semester	V
No of Credits	4
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	Completing a Sales and Distribution Management course can unlock a wide range of career opportunities in various industries. The some potential roles like: Sales Manager, Distribution Manager, Retail Manager Account Manager, Business Development Manager Logistics Coordinator, Sales Analyst, Supply Chain Manager, Marketing Manager, Customer Relationship Manager

Sr. No.	Modules	No. of Lectures
1	Introduction to Sales Management	15
2	Market Analysis and Selling	15
3	Distribution Channel Management	15
4	Performance Evaluation, Ethics and Trends	15
Total		60

Course Outcomes:
Learner will be able to : <ul style="list-style-type: none"> ● Understand the sales & distribution processes in organizations. ● Get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management

Sr. No.	Modules / Units	No. of Lectures
1	Introduction to Sales Management	15
	<ul style="list-style-type: none"> ● Sales Management: Meaning, Role of Sales Department, Evolution of Sales Management Interface of Sales with Other Management Functions, Qualities of a Sales Manager ● Sales Management: Meaning, Developments in Sales Management Effectiveness to Efficiency, Multidisciplinary Approach, Internal Marketing, Increased Use of Internet, CRM, Professionalism in Selling. ● Structure of Sales Organization – Functional, Product Based, Market Based, Territory Based, Combination or Hybrid Structure ● Distribution Management: Meaning, Importance, Role of Distribution, Role of Intermediaries, Evolution of Distribution Channels. ● Integration of Marketing, Sales and Distribution 	
2	Market Analysis and Selling	15
	<ul style="list-style-type: none"> ● Market Analysis: Market Analysis and Sales Forecasting, Methods of Sales Forecasting Types of Sales Quotas – Value Quota, Volume Quota, Activity Quota, Combination Quota Factors Determining Fixation of Sales Quota Assigning Territories to Salespeople ● Selling: Process of Selling, Methods of Closing a Sale, Reasons for Unsuccessful Closing Theories of Selling – Stimulus Response Theory, Product Orientation Theory, Need Satisfaction Theory Selling Skills – Communication Skill, Listening Skill, Trust Building Skill, Negotiation Skill, Problem Solving Skill, Conflict Management Skill Selling Strategies – Softsell Vs. Hardsell Strategy, Client Centered Strategy, Product-Price Strategy, Win-Win Strategy, Negotiation Strategy ● Difference Between Consumer Selling and Organizational Selling Difference Between National Selling and International Selling 	
3	Distribution Channel Management	15
	<ul style="list-style-type: none"> ● Management of Distribution Channel – Meaning & Need , Channel Partners- Wholesalers, Distributors and Retailers & their Functions in Distribution Channel, Difference Between a Distributor and a Wholesaler, ● Choice of Distribution System – Intensive, Selective, Exclusive, Factors Affecting Distribution Strategy – Locational Demand, Product Characteristics, Pricing Policy, Speed or Efficiency, Distribution Cost ● Factors Affecting Effective Management of Distribution Channels, Channel Design Channel Policy 	

	<ul style="list-style-type: none"> Channel Conflicts: Meaning, Types – Vertical, Horizontal, Multichannel, Reasons for Channel Conflict, Resolution of Conflicts: Methods – Kenneth Thomas’s Five Styles of Conflict Resolution Motivating Channel Members, Selecting Channel Partners, Evaluating Channels, Channel Control 	
4	Performance Evaluation, Ethics and Trends	15
	<ul style="list-style-type: none"> Evaluation & Control of Sales Performance: Sales Performance – Meaning, Methods of Supervision and Control of Sales Force, Sales Performance Evaluation Criteria- Key Result Areas (KRAs), Sales Performance Review, Sales Management Audit Measuring Distribution Channel Performance: Evaluating Channels- Effectiveness, Efficiency and Equity, Control of Channel – Instruments of Control – Contract or Agreement, Budgets and Reports, Distribution Audit Ethics in Sales Management New Trends in Sales and Distribution Management 	

Learning Resources Recommended

- Sales And Distribution Management, A. Nag, Mcgraw Hill, 2013 Edition
- Sales Management, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson Education, 5th Edition
- Sales And Distribution Management – Text & Cases, Krishna K. Havaldar, Vasant M. Cavale, Mcgraw Hill Education, 2nd Edition, 2011
- Sales And Distribution Management, Dr.Matin Khan,Excel Books, 1st Edition
- Principles Of Marketing – South Asian Perspective, Kotler & Armstrong, Pearson Education, 13th Edition

Teaching plan:

Unit	Title	Expected date of completion	Teaching methods
1	Introduction to Sales Management		PPT, Chalk and Talk, Case Studies
2	Market Analysis and Selling		PPT, Chalk and Talk, Case Studies
3	Distribution Channel Management		PPT, Chalk and Talk, Case Studies
4	Performance Evaluation, Ethics and Trends		PPT, Chalk and Talk, Case Studies

Evaluation Pattern 60:40

A. Internal Assessment: 40 % of 100 (40 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 40 Minutes]	20
02	One Assignment to be conducted in the given semester	10
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10
	Total	40

B. Semester End Examination: 60% of 100 (60 Marks)

Question Paper Pattern

Maximum Marks: 60

Questions to be set: 04

Duration: 02 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q-1	Objective Questions A. Sub Questions to be asked 08 B. Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes (Any 3 out of 5)	08 Marks 07 Marks 15 Marks
Q-2	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-3	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-4	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

Note: Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks

*Syllabus of Courses of BMS Programme at Semester V
with Effect from the Academic Year 2025-2026(AUTONOMOUS)*

Discipline Specific Courses (DSC)

Major Course

Name of the Course	Customer Relationship Management
Course Code	UBMS506
Class	T.Y.B.M.S.
Semester	V
No of Credits	2
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	Completion of this course will provide diverse career paths, manage and analyze customer interactions and data to improve business relationships and customer retention. The implementation and optimization of CRM systems helps to manage a team, and ensures effective use of CRM tools.

Sr. No.	Modules	No. of Lectures
1	Introduction to Customer Relationship Management	15
2	CRM Marketing Initiatives, Customer Service and Data Management	10
3	CRM Strategy and Planning.	05
Total		30

Course Outcomes:
<p>Learner will be able to</p> <ul style="list-style-type: none"> • Understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management • Provide insight into CRM marketing initiatives, customer service and designing CRM strategy • Understand new trends in CRM, challenges and opportunities for organizations

Sr. No.	Modules / Units	No. of Lectures
1	Introduction to Customer Relationship Management	15
	<ul style="list-style-type: none"> ● Concept, Evolution of Customer Relationships: Customers as strangers, acquaintances, friends and partners ● Objectives, Benefits of CRM to Customers and Organisations, Customer Profitability Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM ● Relationship Marketing and CRM: Relationship Development Strategies: Organizational Pervasive Approach, Managing Customer Emotions, Brand Building through Relationship Marketing, Service Level Agreements, Relationship Challenges 	
2	CRM Marketing Initiatives, Customer Service and Data Management	10
	<ul style="list-style-type: none"> ● CRM Marketing Initiatives: Cross-Selling and Up-Selling, Customer Retention, Behaviour Prediction, Customer Profitability and Value Modeling, Channel Optimization, Personalization and Event-Based Marketing ● CRM and Customer Service: Call Center and Customer Care: Call Routing, Contact Center Sales-Support, Web Based Self Service, Customer Satisfaction Measurement, Call-Scripting, Cyber Agents and Workforce Management ● CRM and Data Management: Types of Data: Reference Data, Transactional Data, Warehouse Data and Business View Data, Identifying Data Quality Issues, Planning and Getting Information Quality, Using Tools to Manage Data, Types of Data Analysis: Online Analytical Processing (OLAP), Clickstream Analysis, Personalisation and Collaborative Filtering, Data Reporting 	
3	CRM Strategy and Planning.	5
	<ul style="list-style-type: none"> ● Understanding Customers: Customer Value, Customer Care, Company Profit Chain: Satisfaction, Loyalty, Retention and Profits ● Objectives of CRM Strategy, The CRM Strategy Cycle: Acquisition, Retention and Win Back, Complexities of CRM Strategy ● Planning and Implementation of CRM: Business to Business CRM, Sales and CRM, Sales Force Automation, Sales Process/ Activity Management, Sales Territory Management, Contact Management, Lead Management, Configuration Support, Knowledge Management 	

Learning Resources Recommended

- The Foundation of Contemporary Marketing Strategy, Routledge Taylor & Francis Group. Baran Roger J. & Robert J. Galka (2014),
- Customer Relationship Management Anderson Kristin and Carol Kerr (2002), Tata McGraw-Hill.
- Customer Relationship Management, Ed Peelen, Pearson Education
- Customer Relationship Management, Bhasin Jaspreet Kaur (2012), Dreamtech Press.
- Customer Relationship Management Getting it Right Judith W. Kincaid (2006), Pearson Education.

Teaching plan:

Unit	Title	Expected date of completion	Teaching methods
1	Introduction to Customer Relationship Management		PPT, Chalk and Talk, Case Studies
2	CRM Marketing Initiatives, Customer Service and Data Management		PPT, Chalk and Talk, Case Studies
3	CRM Strategy and Planning		PPT, Chalk and Talk, Case Studies

Evaluation Pattern - 60:40

A) Internal Assessment: 40 % (20 Marks)

Sr.No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester	10
02	One Assignment to be conducted in the given semester	05
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	05
	Total	20

B) Semester End Examination: 60% (30 Marks)

Question Paper Pattern

Maximum Marks: 30
Questions to be set: 02
Duration: 1 Hours

Q. No	Particular	Marks
Q-1	Objective Questions	05 Marks
	A) Sub Questions to be asked 05 B) Sub Questions to be asked 05 (Multiple choice / True or False / Match the columns/Fill in the blanks)	05 Marks
	OR Short Notes (Any 2 out of 3)	10 Marks
Q-2	Answer the following Questions (Any Two) A) Full Length Question B) Full Length Question C) Full Length Question	20 Marks

Syllabus of Courses of BMS Programme at Semester V
with Effect from the Academic Year 2025-2026(AUTONOMOUS)
Discipline Specific Courses (DSC)
Major Course

Name of the Course	Strategic Marketing Management
Course Code	UBMS509
Class	T.Y.B.M.S.
Semester	V
No of Credits	4
Nature	Theory
Type	Major Elective
Employability/ entrepreneurship/ skill development	Completing a Strategic Marketing Management course can lead to diverse career opportunities across various industries. Graduates can pursue roles such as Marketing Manager, Brand Manager, Market Research Analyst, or Digital Marketing Strategist. These positions involve developing and executing marketing strategies, analyzing market trends, managing brand campaigns, and driving business growth through innovative marketing practices.

Sr. No.	Modules	No. of Lectures
1	Introduction to Strategic Marketing Management	15
2	Segmenting, Targeting, Positioning and Creation of Value in the context of Strategic Marketing	15
3	Strategic Decisions in Product, Services and Branding	15
4	Strategic Decisions in Pricing, Promotion and Distribution and strategic growth management	15
Total		60

Course Outcomes:

Learner will be able to :

- Understand marketing strategies and their impact on business models.
- Learn strategic marketing tactics related to product, price, service, brand, positioning, incentives and communication for business growth.
- Learn the various marketing strategies adopted by Companies to create a competitive advantage.

Sr. No.	Modules / Units	No.of lectures
1	Introduction to Strategic Marketing Management	15
	<ul style="list-style-type: none"> ● Marketing: Nature of Marketing, marketing as an art, science and business discipline, marketing as a value creation process ● Strategic decisions: Nature of strategy, the marketing strategy interface, difference between marketing planning and strategic planning ● Identifying the market: The five C framework ● The 7 tactics of Marketing mix ● Business Model and Strategic Marketing Planning: Meaning, Role of Business models in marketing management, Strategies for developing a business models, ● The G-STIC framework for marketing planning: Goal-Strategy-Tactics-Implementation-control 	
2	Segmenting, Targeting, Positioning and Creation of Value in the context of Strategic Marketing:	15
	<ul style="list-style-type: none"> ● Segmentation: Essence of segmentation, Factors to be considered while segmenting, key segmenting principles- relevance, similarity, exclusivity ● Identifying Target Customers: Factors to be considered while targeting, targeting strategies, Strategic Targeting criteria ● Essential strategic assets for target compatibility ● Creating Customer Value through Positioning: Role of strategic positioning, strategic positioning options; strategies for creating superior customer value. ● Creating Company Value: Understanding Company Value: Monetary, functional and psychological value; strategically managing profits--increasing sales revenue-through volume, optimizing price, lowering costs ● Creating Collaborator Value: Meaning of collaborators, collaboration as business process, advantages and drawbacks of collaboration, levels of strategic collaboration: explicit, implicit; alternatives to collaboration: horizontal and vertical integration, managing collaborator relations; gaining collaborator power: offering differentiation; collaborator size, strategic importance, switching costs 	
3	Strategic Decisions in Product, Services and Branding	15
	<ul style="list-style-type: none"> ● Managing Product and Services: factors affecting product and service decisions. 	

	<ul style="list-style-type: none"> ● Managing New Products: Forecasting new product demand using Primary Data and secondary data: offering specific forecasting, forecasting by analogy, category based forecasting. ● New product adoption: Understanding new product adoption, factors influencing diffusion of new offering, new product development process, managing risk in new products- market risk and technological risk, Moore's Model of adoption of new technologies, managing product life cycle at various stages, extending Product life cycle. ● Managing Product Lines: Managing vertical, upscale, downscale, horizontal product-Line Extensions, Managing Product Line Cannibalization, Managing Product lines to gain and defend market position-The Fighting Brand Strategy, The sandwich strategy, The Good better-best strategy ● Brand Tactics: Brand: Meaning, brand identity, brand as value creation process, brand hierarchy-Individual and umbrella branding, brand extension, brand equity and brand power, measuring brand equity.. 	
4	Strategic Decisions in Pricing, Promotion and Distribution and strategic growth management	15
	<ul style="list-style-type: none"> ● Managing Price: Major approaches to strategy; Price sensitivity: meaning, psychological pricing, Five psychological pricing effects; Understanding competitive pricing and price wars: factors affecting price wars, Approach for developing a strategic response to competitors price cut, Other pricing strategies; price signalling. ● Managing Promotions and incentives: Promotion mix strategy, Factors affecting strategic decisions in promotion mix, Promotion expenditure strategy, Methods to determine promotion expenditure. ● Managing incentives as a value creation process, Goals of using customer incentives, Monetary incentives for customers, Non monetary incentives for customers. Collaborator incentives meaning, monetary incentives. ● Managing distribution: Distribution as value creation process, distribution channel design process- Channel structure: Direct, indirect and hybrid channel; channel coordination- common ownership, contractual relationship, implicit channel coordination; channel type, channel coverage, channel exclusivity ● Strategic Growth Management: Gaining market position: strategies to gain market position: steal share strategy, market growth strategy, market innovation strategy; Pioneering new markets: Meaning, Types of Pioneers: technology, product, business model, markets; benefits and drawbacks of being a Pioneer. ● Defending market position: Strategies to defend market position-ignoring competitors' action, repositioning the existing offer-repositioning to increase value for current customers, repositioning to attract new customers. 	

Learning Resources Recommended

- Strategic management, Alexander Chernav, Eight Edition ,June 2014,Cerebellum press
- Strategic marketing management,Richardn m.s Wilson, Collin Gilligan, 3rd edition, Elsevier
- Marketing Strategy, Subhash .C.Jain, India edition, cengage learning
- Marketing strategy, Sharan Jagpal, oxford university press
- Strategic Market Management, David A. Aker, John Wiley & Sons, 2001
- Marketing Management,Philip Kotler, Kevin Keller, Abraham Koshy, Mithileshwar Jha, Pearson, 13th edition

Teaching plan:

Unit	Title	Expected date of completion	Teaching methods
1	Introduction to Strategic Marketing Management		PPT, Chalk and Talk, Case Studies
2	Segmenting, Targeting, Positioning and Creation of Value in the context of Strategic Marketing		PPT, Chalk and Talk, Case Studies
3	Strategic Decisions in Product, Services and Branding		PPT, Chalk and Talk, Case Studies
4	Strategic Decisions in Pricing, Promotion and Distribution and strategic growth management		PPT, Chalk and Talk, Case Studies

Evaluation Pattern 60:40

A. Internal Assessment: 40 % of 100 (40 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 40 Minutes]	20
02	One Assignment to be conducted in the given semester	10
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10
	Total	40

B. Semester End Examination: 60% of 100 (60 Marks)

Question Paper Pattern

Maximum Marks: 60

Questions to be set: 04

Duration: 02 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q-1	Objective Questions A. Sub Questions to be asked 08 B. Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes (Any 3 out of 5)	08 Marks 07 Marks 15 Marks
Q-2	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-3	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-4	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

Note: Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5Marks

*Syllabus of Courses of BMS Programme at Semester V
with Effect from the Academic Year 2025-2026(AUTONOMOUS)*

Discipline Specific Courses (DSC)

Major Course

Name of the Course	Marketing of Services
Course Code	UBMS509
Class	T.Y.B.M.S.
Semester	V
No of Credits	4
Nature	Theory
Type	Major Elective
Employability/ entrepreneurship/ skill development	With completing the course the learner will gain knowledge regarding various services. Can get a job in bank,hotel, tourism industry

Sr. No.	Modules	No. of lectures
1	Introduction of Services Marketing	15
2	Key Elements of Services Marketing Mix	15
3	Managing Quality Aspects of Services Marketing	15
4	Marketing of Services	15
Total		60

Course Outcomes:
<p>Learner will be able to :</p> <ul style="list-style-type: none"> ● Articulate the fundamental concepts of services marketing,differentiate good and service marketing. ● Apply various service marketing concepts such as the services marketing mix, service product, pricing mix, and service process mapping to real-world scenarios. ● Apply quality management techniques, such as the SERVQUAL model and GAP model, to assess and improve service quality and productivity.

Sr. No.	Modules / Units	No. of lectures
1	Introduction of Services Marketing	15
	<ul style="list-style-type: none"> • Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services • Role of Services in Modern Economy, Services Marketing Environment • Goods vs Services Marketing, Goods Services Continuum • Consumer Behaviour, Positioning a Service in the Market Place • Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty • Type of Contact: High Contact Services and Low Contact Services • Sensitivity to Customers' Reluctance to Change 	
2	Key Elements of Services Marketing Mix	15
	<ul style="list-style-type: none"> • The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping Flowcharting • Branding of Services – Problems and Solutions • Options for Service Delivery 	
3	Managing Quality Aspects of Services Marketing	15
	<ul style="list-style-type: none"> • Improving Service Quality and Productivity • Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality • The SERVQUAL Model • Defining Productivity – Improving Productivity • Demand and Capacity Alignment 	
4	Recent Trends in Marketing of Services	15
	<ul style="list-style-type: none"> • International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing • Factors Favouring Transnational Strategy • Elements of Transnational Strategy • Recent Trends in Marketing of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry • Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector 	

Learning Resources Recommended

- Services Marketing International Edition –Zeithamal V., M. J. Bitner and D.Gremeler
- Services Marketing – Text and Cases – Rajendra Nargundkar, 2nd Edition by McGraw-Hill Companies
- Services Marketing by Lovelock, Wirtz & Chatterjee 7 edition
- Services Marketing, Indian Edition By Valarie A Zeithmal, Dwayne D Gremler, Mary Jo Bitner, Ajay Pandit

Teaching plan:

Unit	Title	Expected date of completion	Teaching methods
1	Introduction of Services Marketing		PPT, Chalk and Talk, Case Studies
2	Key Elements of Services Marketing Mix		PPT, Chalk and Talk, Case Studies
3	Managing Quality Aspects of Services Marketing		PPT, Chalk and Talk, Case Studies
4	Marketing of Services		PPT, Chalk and Talk, Case Studies

Evaluation Pattern 60:40

A. Internal Assessment: 40 % of 100 (40 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 40 Minutes]	20
02	One Assignment to be conducted in the given semester	10
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10
	Total	40

B. Semester End Examination: 60% of 100 (60 Marks)
Question Paper Pattern

Maximum Marks: 60

Questions to be set: 04

Duration: 02 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q-1	Objective Questions A. Sub Questions to be asked 08 B. Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes (Any 3 out of 5)	08 Marks 07 Marks 15 Marks
Q-2	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-3	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-4	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

Note: Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks

*Syllabus of Courses of BMS Programme at Semester V
with Effect from the Academic Year 2025-2026(AUTONOMOUS)*

Discipline Specific Courses (DSC)

Major Course

Name of the Course	Business Law IV
Course Code	UBMS511
Class	T.Y.B.M.S.
Semester	V
No of Credits	4
Nature	Theory
Type	Minor
Employability/ entrepreneurship/ skill development	Learners will appreciate the relevance of business laws to individual business and professional life. Learners will also gain knowledge of the Indian Companies Act, 2013 and can apply it in individual, business and professional life. Learners will get a better insight into important basics of the Act. Moreover, learners will acquire certain employability skills.

Sr. No.	Modules	No. of lectures
1	Indian Companies Act, 2013 – Part I	15
2	Indian Companies Act, 2013 – Part II	15
3	Indian Companies Act, 2013 – Part III	15
4	Indian Companies Act, 2013 – Part IV	15
Total		60

Course Outcomes:
Learner will be able to : <ul style="list-style-type: none"> ● Understand the importance of laws to individual, business and professional life. ● Acquire basic knowledge of an important business/corporate law i.e. Companies Act. ● Apply knowledge in various spheres in individual, business and professional life.

Sr. No.	Modules / Units	No. of lectures
1	Indian Companies Act, 2013 – Part I	15
	<ul style="list-style-type: none"> ● Company – Concept, Features, Types/Classification of Companies ● Advantages and Disadvantages of Public Co. and Private Co. ● Distinguish between Public Co. and Private Co. ● Incorporation of Company – Promoter, Role of Promoters, Duties & Liabilities; Procedure for Incorporation of Company; Pre-incorporation Contracts; Effects of Non-registration 	
2	Indian Companies Act, 2013 – Part II	15
	<ul style="list-style-type: none"> ● Memorandum of Association (MoA) – Concept, Clauses of MoA ● Articles of Association (AoA) – Concept, Contents of AoA ● Prospectus – Concept, Types, Contents of Prospectus 	
3	Indian Companies Act, 2013 – Part III	15
	<ul style="list-style-type: none"> ● Member of Company – Meaning, Membership in a Company (Who may become Member of a Company); Rights, Duties and Liabilities of Members; Distinguish between Member and Shareholder ● Modes of Acquiring Membership, Cessation of Membership ● Director – Meaning, Types/Classification, Legal Position of Director, Functions, Powers and Duties of Directors ● Appointment and Qualifications of Directors 	
4	Indian Companies Act, 2013 – Part IV	15
	<ul style="list-style-type: none"> ● Company Meetings – Meaning, Types of Company Meetings ● Legal Provisions as to Statutory Meeting ● Legal Provisions as to Annual General Meeting (AGM) ● Legal Provisions as to Extra Ordinary General Meeting (EOGM) ● Legal Provisions as to Board Meeting 	

Learning Resources Recommended

- Mercantile Law. By M. C. Kucchal and Vivek Kucchal. Vikas Publication.
- Elements of Mercantile Law. By N. D. Kapoor. Sultan Chand & Sons (P) Ltd.
- Business Law. By N. A. Charantimath. Himalaya Publishing House.
- Company Law. By Avtar Singh. Generic.
- Taxmann's Company Law. By Dr. G.K. Kapoor and Dr. Sanjay Dhamija. Taxmann Publications Private Limited.
- Avtar Singh's Company Law. By Avtar Singh. Eastern Book Company.
- A Textbook of Company Law. By P P S Gogna. S Chand Publishing.
- Elements of Company Law. By N. D. Kapoor. Sultan Chand and Sons.

- Company Law. By Dr Ashok K. Jain. Ascent Publications.

Teaching plan:			
Unit	Title	Expected date of completion	Teaching methods
1	Indian Companies Act, 2013 – Part I		PPT, Chalk and Talk, Case Studies
2	Indian Companies Act, 2013 – Part II		PPT, Chalk and Talk, Case Studies
3	Indian Companies Act, 2013 – Part III		PPT, Chalk and Talk, Case Studies
4	Indian Companies Act, 2013 – Part IV		PPT, Chalk and Talk, Case Studies

Evaluation Pattern 60:40

A. Internal Assessment: 40 % of 100 (40 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 40 Minutes]	20
02	One Assignment to be conducted in the given semester	10
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10
	Total	40

B. Semester End Examination: 60% of 100 (60 Marks)

Question Paper Pattern

Maximum Marks: 60

Questions to be set: 04

Duration: 02 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q-1	Objective Questions A. Sub Questions to be asked 08 B. Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes (Any 3 out of 5)	08 Marks 07 Marks 15 Marks

Q-2	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-3	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-4	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

Note: Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks

**Syllabus of Courses of BMS Programme at Semester VI
with Effect from the Academic Year 2025-2026(AUTONOMOUS)**

Discipline Specific Courses (DSC)

Major Course

Name of the Course	Operations Research
Course Code	UBMS510
Class	T.Y.B.M.S.
Semester	VI
No of Credits	02
Nature	Theory
Type	Core
Employability/ entrepreneurship/ skill development	Operations research (OR) is an analytical method of problem-solving and decision-making that is useful in the management of organizations. In operations research, problems are broken down into basic components and then solved in defined steps by mathematical analysis.

Unit	Title	No of Lectures
1	Introduction to Operations Research and Linear Programming	10
2	Assignment and Transportation Models	10
3	Decision Theory	10

Sr. No.	Modules	No. of Lectures
1	Introduction to Operations Research and Linear Programming	10
2	Assignment and Transportation Models	10
3	Decision Theory	10
Total		30

Sr. No.	Modules	No. of Lectures
1	Introduction to Operations Research and Linear Programming	10
	<ul style="list-style-type: none"> ● Introduction To Operations Research ● Linear Programming Problems ● Introduction and Formulation Linear Programming Problems ● Graphical Method ● Simplex Method 	
2	Assignment and Transportation Models	10
	<ul style="list-style-type: none"> ● Assignment Problem – Hungarian Method ● Transportation Problems: Initial Basic feasible Solution, MODI Method 	
3	Decision Theory	10
	<ul style="list-style-type: none"> ● Decision making situation, Decision Maker, Course of actions, States of Nature ● Pay - off, Pay - off matrix ● Decision making under uncertainty: - Minimax, Maximax, Minimax regret, Laplace criteria ● Decision making under risk: - EMV, EOL, Decision Tree 	

Course Outcomes:

Learner will be able to :

- Apply operations research methodologies.
- Solve various problems practically.
- Analyse the situations and interpret the solution obtained using operations research methodologies.

Learning Resources Recommended

- Operations research, K. Swarup, P.K. Gupta and Man Mohan, S. Chand & Sons, new Delhi, 2010
- Operations research – An Introduction, H. A. Taha, Macmillan Publication Co. Inc., 1997
- Operations research – Theory and applications, J. N. Sharma, Macmillan India Limited, 1997

- Operations research = Technique for Management, V. K. Kapoor, S. Chand & Sons, New Delhi, 2001

Evaluation Pattern 60:40

A. Internal Assessment: 40 % of 100 (40 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 40 Minutes]	10
02	One Assignment to be conducted in the given semester	5
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	5
	Total	20

B. Semester End Examination: 60% of 100 (60 Marks)

Question Paper Pattern

Maximum Marks: 30

Questions to be set: 02

Duration: 02 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q-1	Objective Questions A. Sub Questions to be asked 08 B. Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) OR C. Short Notes (Any 3 out of 5)	08 Marks 07 Marks 15 Marks
Q-2	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

Note: Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5Marks

**Syllabus of Courses of BMS Programme at Semester VI
with Effect from the Academic Year 2025-2026(AUTONOMOUS)**

Discipline Specific Courses (DSC)

Major Course

Name of the Course	International Marketing
Course Code	UBMS604
Class	T.Y.B.M.S.
Semester	VI
No of Credits	4
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	1] Can gain a job in international business organisations. 2] Start own business

Sr. No.	Modules	No. of Lectures
1	Introduction to International Marketing & Trade	15
2	International Marketing Environment and Marketing Research	15
3	International Marketing Mix	15
4	Developments in International Marketing	15
Total		60

Course Outcomes:

Learner will be able:

- Gain knowledge regarding International markets, and strategies.
- Develop marketing strategies for product and services
- Can develop own case studies

Sr. No.	Modules	No. of Lectures
1	Introduction to International Marketing & Trade	
	<ul style="list-style-type: none"> ● Introduction of International Marketing: Meaning, Features of International Marketing, Need and Drivers of International Marketing, Process of International Marketing, Phases of International Marketing, Benefits of International Marketing, Challenges of International Marketing, Difference between Domestic and International Marketing, Different Orientations of International Marketing : EPRG Framework, Entering International Markets :Exporting, Licensing, Franchising, Mergers and Acquisition, Joint Ventures, Strategic Alliance, Wholly Owned Subsidiaries, Contract Manufacturing and Turnkey Projects, Concept of Globalization ● Introduction to International Trade: Concept of International Trade, Barriers to Trade: Tariff and Non Tariff, Trading Blocs : SAARC, ASEAN, NAFTA, EU, OPEC 	
2	Introduction to International Marketing & Trade	
	<ul style="list-style-type: none"> ● International Marketing Environment: Economic Environment : International Economic Institution (World Bank, IMF, IFC) ,International Economic Integration (Free Trade Agreement, Customs Union, Common Market, Economic Union) Political and Legal Environment: Political System (Democracy, Authoritarianism, Communism), Political Risk, Political Instability, Political Intervention. Legal Systems (Common Law, Civil Law, Theocratic Law), Legal Differences, Anti Dumping Law and Import License. Cultural Environment : Concept , Elements of Culture (Language, Religion, Values and Attitude , Manners and Customs, Aesthetics and Education) , HOFSTEDE's Six Dimension of Culture , Cultural Values (Individualism v/s Collectivism) ● Marketing Research: Introduction, Need for Conducting International Marketing Research, International Marketing Research Process, Scope of International Marketing Research, IT in Marketing Research 	
3	International Marketing Mix	

	<ul style="list-style-type: none"> ● International Product Decision International Product Line Decisions, Product Standardization v/s Adaptation Argument, International Product Life Cycle, Role of Packaging and Labelling in International Markets, Branding Decisions in International Markets, International Market Segmentation and Targeting, International Product Positioning 	
4	Developments in International Marketing	15
	<ul style="list-style-type: none"> ● Introduction -Developing International Marketing Plan:Preparing International Marketing Plan, Examining International Organisational Design, Controlling International Marketing Operations, Devising International Marketing Plan ● International strategies: Need for International Strategies, Types of International Strategies ● International Marketing of Services Concept of International Service Marketing, Features of International Service Marketing, Need of International Service Marketing, Drivers of Global Service Marketing, Advantages and Disadvantages of Global Service Marketing, ServiceCulture 	

Learning Resources Recommended

- International Marketing, Dreamtech press , -Dr. Shakeel Ahmad Siddiqui, Edition 2011
- International Marketing , Philip R.Cateora, John L. Graham, Prashanth Salwan, -Tata Mcgraw hill Education Private limited, New Delhi, Thirteenth Edition . RajGopal,
- International Marketing, Vikas Publishing House Pvt. Ltd., Edition 2007. Sak Onkvisit, John J.Shaw,
- International Marketing Analysis and Strategy, Pearson Publication, Third Edition Francis Cherunilam,
- International Business, PHI Learning Private Limited New Delhi, Fifth Edition . Justin Paul and Ramneek Kapoor,
- International Marketing Text and Cases, Tata Mcgraw Hill Education Private Limited New Delhi, Second Edition. Rakesh Mohan Joshi, -International Marketing, Oxford University Press, Second Edition Philip R. Cateora, John L. Graham,
- International Marketing, Tata Mcgraw Hill, Twelfth Edition Rakesh Mohan Joshi,
- International Marketing Oxford University Press, First Edition Michael R. Czinkota, Iikka A Ronkainen,
- International Marketing, Cengage Learning Edition 2007 Gerald Albaum, Edwin Duerr, Jesper Strandskov,
- International Marketing and Export Management, Pearson Publication , Fifth Edition

Teaching plan:			
Unit	Title	Expected date of completion	Teaching methods
1	Introduction to International Marketing & Trade		PPT, Chalk and Talk, Case Studies
2	Introduction to International Marketing & Trade		PPT, Chalk and Talk, Case Studies
3	International Marketing Mix		PPT, Chalk and Talk, Case Studies
4	Developments in International Marketing		PPT, Chalk and Talk, Case Studies

Evaluation Pattern 60:40

A. Internal Assessment: 40 % of 100 (40 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 40 Minutes]	20
02	One Assignment to be conducted in the given semester	10
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10
	Total	40

B. Semester End Examination: 60% of 100 (60 Marks)***Question Paper Pattern***

Maximum Marks: 60

Questions to be set: 04

Duration: 02 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q-1	Objective Questions A. Sub Questions to be asked 08 B. Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes (Any 3 out of 5)	08 Marks 07 Marks 15 Marks
Q-2	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-3	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-4	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

Note: Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks

**Syllabus of Courses of BMS Programme at Semester VI
with Effect from the Academic Year 2025-2026(AUTONOMOUS)**

Discipline Specific Courses (DSC)

Major Course

Name of the Course	Retail Management
Course Code	UBMS605
Class	T.Y.B.M.S.
Semester	VI
No of Credits	4
Nature	Theory
Type	DSC Major
Employability/ entrepreneurship/ skill development	Completing a retail management course enhances employability by providing specialized knowledge in areas such as customer service, inventory management, and sales techniques. Graduates are equipped with practical skills sought after by retail companies, making them attractive candidates for roles such as store managers, merchandisers, or retail operations specialists. The course also often includes internships or practical projects, further bolstering real-world experience and job readiness.

Sr. No.	Modules	No. of Lectures
1	Retail Management- An overview	15
2	Retail Consumer and Retail Strategy	15
3	Merchandise Management and Pricing	15
4	Managing and Sustaining Retail	15
Total		60

Course Outcomes:

Learner will be able to

- Familiarize the students with retail management concepts and operations.
- Provide understanding of retail management and types of retailers.
- Develop an understanding of retail management terminology including merchandize management, store management and retail strategy.
- Acquaint the students with legal and ethical aspects of retail management.

- Create awareness about emerging trends in retail management.

Sr. No.	Modules / Units	No. of Lectures
1	Retail Management- An overview	15
	<ul style="list-style-type: none"> • Retail Management: Introduction and Meaning, Significance, Factors Influencing Retail Management, Scope of Retail Management • Retail Formats: Concept of Organized Retailing: Factors Responsible for the Growth of Organized Retail in India, Multichannel Retailing: Meaning and Types, E-tailing: Meaning, Advantages and Limitations • Emerging Trends in Retailing Impact of Globalization on Retailing I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels • FDI in Retailing: Meaning, Need for FDI in Indian Retail Scenario • Franchising: Meaning, Types, Advantages and Limitations, Franchising in India • Green Retailing, Airport Retailing 	
2	Retail Consumer and Retail Strategy	15
	<ul style="list-style-type: none"> • Retail Consumer/Shopper: Meaning of Retail Shopper, Factors Influencing Retail Shoppers, Changing Profile of Retail Shoppers, Market Research as a Tool for Understanding Retail Markets and Shoppers • CRM in Retail: Meaning, Objectives Customer Retention Approaches: Frequent Shopper Programme, Special Customer Services, Personalization, Community • Retail Strategy: Meaning, Steps in Developing Retail Strategy, Retail Value Chain • Store Location Selection: • Meaning, Types of Retail Locations, Factors Influencing Store Location • HRM in Retail: Meaning, Significance, Functions • Organization Structure in Retail: Meaning, Factors Influencing Designing Organization Structure, Organization Structure for Small Stores/Single Stores/Independent Retailers and Retail Store Chain/Department Store 	
3	Merchandise Management and Pricing	15
	<ul style="list-style-type: none"> • Merchandise Management Concept, Types of Merchandise, Principles of Merchandising, Merchandise Planning- Meaning and 	

	<p>Process, Merchandise Category – Meaning, Importance, Components, Role of Category Captain, Merchandise Procurement/Sourcing- Meaning, Process, Sources for Merchandise</p> <ul style="list-style-type: none"> ● Buying Function: Meaning, Buying Cycle, Factors Affecting Buying Functions, Functions of Buying for Different Types of Organizations Young and Rubicam’s Brand Asset Valuator- Independent Store, Retail Chain, Non-store Retailer ● Concept of Lifestyle Merchandising ● Private Label Meaning, Need and Importance, Private Labels in India ● Retail Pricing Meaning, Considerations in Setting Retail Pricing Pricing Strategies, Variable Pricing and Price Discrimination- Meaning Types. 	
4	Managing and Sustaining Retail	15
	<ul style="list-style-type: none"> ● Retail Store Operations: Meaning, Responsibilities of Store Manager, The 5 S’s of Retail Operations (Systems, Standards, Stock, Space, Staff) ● Store Design and Layout: Store Design- Meaning, Objectives, Principles, Elements of Exterior and Interior Store Design, Store Atmospherics and Aesthetics Store Layout- Meaning, Types: Grid, Racetrack, Free Form Signage and Graphics: Meaning, Significance, Concept of Digital Signage Feature Areas: Meaning, Types: Windows, Entrances, Freestanding Displays, End Caps, Promotional Aisles, Walls, Dressing Rooms, Cash Wraps ● Visual Merchandising and Display: Visual Merchandising- Meaning, Significance, Tools Used for Visual Merchandising The Concept of Planogram Display- Meaning, Methods of Display, Errors in Creating Display ● Mall Management Meaning and Components: Positioning, Zoning, Promotion and Marketing, Facility Management, Finance Management ● Legal and Ethical Aspects of Retailing Licenses/Permissions Required to Start Retail Store in India ● International Retailing- Alternative conceptions of international retailing ● Career Options in Retailing 	

Learning Resources Recommended

- “Retailing Management”, Michael Levy & Barton A Weitz, Tata Mc Graw Hill
- “Retail Management- Functional Principles and Practices”, Gibson G. Vedamani, Jaico Publishing House, Mumbai.
- “Retail Strategies-understanding why we shop”, Jim, Jaico Publishing House, Mumbai.
- “Retail Management”, Dunne Lusch, South Western Cengage Learning
- “Store Management”, K.S. Menon, Macmillan India Ltd.,

- “Retailization -Brand Survival in the Age of Retailer Power”, Keith Lincoln, Lars Thomessen & Anthony Aconis, Kogan Page Ltd.,
- “Retailing Management–Text and Cases”, Swapna Pradhan, 4th Edn, Tata Mc Graw Hill.
- “Retail Management”, Bajaj, Tulli & Shrivastava, Oxford University Press
- “It Happens in India”, & “ The Walmart Story” Kishore Biyani,
- Store Manager, Organiser / Planner- DMS Retail
- “International Retail Marketing Strategies”, Dr. RamKishen Y., Jaico Publishing House, Mumbai.

Teaching plan:

Unit	Title	Expected date of completion	Teaching methods
1	Retail Management- An overview		PPT, Chalk and Talk, Case Studies
2	Retail Consumer and Retail Strategy		PPT, Chalk and Talk, Case Studies
3	Merchandise Management and Pricing		PPT, Chalk and Talk, Case Studies
4	Managing and Sustaining Retail		PPT, Chalk and Talk, Case Studies

Evaluation Pattern 60:40

A. Internal Assessment: 40 % of 100 (40 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 40 Minutes]	20
02	One Assignment to be conducted in the given semester	10
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10
	Total	40

B. Semester End Examination: 60% of 100 (60 Marks)

Question Paper Pattern

Maximum Marks: 60

Questions to be set: 04

Duration: 02 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q-1	Objective Questions A. Sub Questions to be asked 08 B. Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes (Any 3 out of 5)	08 Marks 07 Marks 15 Marks
Q-2	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-3	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-4	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

Note: Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5 Marks

***Syllabus of Courses of BMS Programme at Semester VI
with Effect from the Academic Year 2025-2026(AUTONOMOUS)***

Discipline Specific Courses (DSC)

Major Course

Name of the Course	Digital and Neuro Marketing
Course Code	UBMS606
Class	T.Y.B.M.S.
Semester	VI
No of Credits	2
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	After completion of this course students get jobs related to Digital Marketing Specialist, SEO Expert, Content Strategist, Social Media Manager, PPC Specialist, Email Marketing Manager. Consumer Behavior Analyst, Market Research Analyst, Cognitive Scientist in Marketing. They can start their own digital marketing agency, offering consulting services, creating online courses, use effective digital marketing strategies to grow your own business.

Sr. No.	Modules	No. of Lectures
1	Introduction To Digital And Neuro- Marketing	10
2	Neuro-marketing Principles and Techniques	12
3	Digital marketing channels	08
Total		30

Course Outcomes:

Learner will be able to:

- Understand the historical context and basics of digital and neuro-marketing.
- Identify the major brain areas and their functions in relation to marketing.
- Analyze consumer behavior from both emotional and rational perspectives.
- Apply neuro-marketing techniques effectively in real-world scenarios.
- Use digital marketing channels and strategies to optimize campaigns.

Sr. No.	Modules	No. of Lectures
1	Introduction To Digital And Neuro- Marketing	10
	<ul style="list-style-type: none"> Introduction To Digital And Neuro- Marketing: Historical Context of Digital & Neuro Marketing. Digital Marketing Basics: SEO, SEM, PPC. Advanced marketing tools. Impact of Neuro and Digital marketing .Role of consumer behaviour in marketing: Emotional ,rational behaviour. 	
2	Neuro-marketing Principles and Techniques	12
	<ul style="list-style-type: none"> Neuroscience in Marketing: foundations, techniques ,Eye tracking: tools, methodologies. Facial expressions: analyzing expressions, FACS Linguistic Priming: definition, examples. Subliminal Priming: concept, uses in marketing. Performance marketing. Neuro-marketing case studies 	
3	Digital marketing channels	08
	<ul style="list-style-type: none"> Social Media: platforms, strategies .Email: email marketing, tools, strategies. Content Marketing and SEO: content creation, SEO techniques 	

Learning Resources Recommended

- Digital Marketing Analytics: In Theory And In Practice by Kevin
- Hartman Fanocracy: Turning Fans into Customers and Customers into Fans by David Meerman Scott and Reiko Scott
- Understanding the "buy Button" in Your Customer's Brain Patrick Renvoisé, Christophe Morin
- Introduction to Neuromarketing & Consumer Neuroscience Thomas Zoëga Ramsøy
- Mastering Digital Marketing - A Comprehensive Guide: Strategies, Tactics, and Tools for Navigating the Digital Landscape Kindle Edition by Radhika Latha (Author)

Teaching plan:			
Unit	Title	Expected date of completion	Teaching methods
1	Introduction To Digital And Neuro- Marketing		PPT, Chalk and Talk, Case Studies
2	Neuro-marketing Principles and Techniques		PPT, Chalk and Talk, Case Studies
3	Digital marketing channels		PPT, Chalk and Talk, Case Studies

Evaluation Pattern 60:40

A. Internal Assessment: 40 % of 100 (40 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 40 Minutes]	10
02	One Assignment to be conducted in the given semester	5
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	5
	Total	20

B. Semester End Examination: 60% of 100 (60 Marks)

Question Paper Pattern

Maximum Marks: 30

Questions to be set: 02

Duration: 02 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q-1	Objective Questions A. Sub Questions to be asked 08 B. Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) OR C. Short Notes (Any 3 out of 5)	08 Marks 07 Marks 15 Marks
Q-2	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

Note: Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5Marks

**Syllabus of Courses of BMS Programme at Semester VI
with Effect from the Academic Year 2025-2026(AUTONOMOUS)**

Discipline Specific Courses (DSC)

Major Course

Name of the Course	Marketing Research and Analytics
Course Code	UBMS609
Class	T.Y.B.M.S.
Semester	VI
No of Credits	4
Nature	Theory
Type	Elective
Employability/ entrepreneurship/ skill development	1] Learner will be able to get a job in research like- consumer research and analysis 2] Start own business for research /

Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing Research	15
2	Measurement and scaling in marketing research	15
3	Collection of data and data processing	15
4	Application of Marketing Research	15
Total		60

Course Outcomes:

Learner will be able to:

- Introduce the basic concepts of research and methodology of conducting researches in marketing domain, and
- Provide a foundation to pursue a professional career in the Marketing Research domain..

Sr. No.	Modules	No. of Lectures
1	Introduction to Marketing Research	15
	<ul style="list-style-type: none"> ● Introduction to Marketing Research: The Marketing Research System - Definition of MR - Basic and Applied Research ● The Marketing Research Process - Types of Research - Steps in Marketing Research Process - Research Design - Data Sources ● Marketing Information System – International Market Research 	
2	Measurement and scaling in marketing research	15
	<ul style="list-style-type: none"> ● Sampling Process in Marketing Research– Sampling Design and Procedure – Sampling Methods ● Non probabilistic sampling Techniques – Probability sampling Techniques - Sample Size determination - Sampling Errors. ● Measurement & Scaling in Marketing Research: Measurement concept – Sources of variation in Measurement, Validity & reliability of Measurement - Attitude measurement – Scaling Procedure 	
3	Collection of data and data processing	15
	<ul style="list-style-type: none"> ● Data Instruments - Data Collection- Online data collection - Collection of Secondary Data – Collection of Primary Data Methods - Field Operations - Errors and Difficulties in Data Processing, Coding and Editing. ● Data Analysis - -Hypothesis Testing - Report Writing - Presentation of Data. 	
4	Application of Marketing Research	15
	<ul style="list-style-type: none"> ● Application of Marketing Research: Product Research – Motivation research – Advertising Research – Sales Control Research – Rural Marketing research - Export Marketing research. 	

Learning Resources Recommended

- MARKETING RESEARCH: AN APPLIED ORIENTATION, Pearson Education, Asia. Paul E. Green & Donald S. Tull,
- RESEARCH FOR MARKETING DECISIONS. PHI Learning Private Limited, New Delhi, 2009 Donald R. Cooper & Schindler,
- MARKETING RESEARCH CONCEPT & CASES, Tata McGrawHill Publishing Company Limited, new Delhi, 2006 S.C. Gupta,
- MARKETING RESEARCH, Excel Books India, 2007

Teaching plan:

Unit	Title	Expected date of completion	Teaching methods
1	Introduction to Marketing Research		PPT, Chalk and Talk, Case Studies
2	Measurement and scaling in marketing research		PPT, Chalk and Talk, Case Studies
3	Collection of data and data processing		PPT, Chalk and Talk, Case Studies
4	Application of Marketing Research		PPT, Chalk and Talk, Case Studies

Evaluation Pattern 60:40

A. Internal Assessment: 40 % of 100 (40 Marks)

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 40 Minutes]	20
02	One Assignment to be conducted in the given semester	10
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10
	Total	40

B. Semester End Examination: 60% of 100 (60 Marks)***Question Paper Pattern***

Maximum Marks: 60

Questions to be set: 04

Duration: 02 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q-1	Objective Questions A.Sub Questions to be asked 08 B.Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) OR Short Notes (Any 3 out of 5)	08 Marks 07 Marks 15 Marks
Q-2	Answer the following Questions (Any Two) A .Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-3	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-4	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

Note: Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5Marks

**Syllabus of Courses of BMS Programme at Semester VI
with Effect from the Academic Year 2025-2026(AUTONOMOUS)**

Discipline Specific Courses (DSC)

Major Course

Name of the Course	Advertising and Brand Management
Course Code	UBMS610
Class	T.Y.B.M.S.
Semester	VI
No of Credits	4
Nature	Theory
Type	Major
Employability/ entrepreneurship/ skill development	It provides diverse career paths like Positions include Account Manager, Creative Director, Media Planner, and Copywriter. Roles such as Brand Manager, Brand Strategist, and Product Manager. Opportunities in digital marketing, market research, and content creation.

Sr. No.	Modules	No. of Lectures
1	Introduction to Advertising	15
2	The role and working of an Ad Agency.	15
3	Brand Management and brand positioning	15
4	Brand Advertising	15
Total		60

Course Outcomes:

Learner will be able to:

- Understand the importance of advertising process as key decision area for effective management decisions.
- Increase students' understanding of important issues in planning and executing advertising campaigns.

- Introduce the basic elements of advertising/marketing communications that support brand development.
- Be able to strategically apply advertising and communication strategies to brand needs.
- Enable students to understand how brand equity contributes to corporate value, and the various methods used to evaluate brand equity.

Sr. No.	Modules / Units	No. of Lectures
1	Introduction to Advertising	15
	<ul style="list-style-type: none"> • Advertising need & importance; growth of modern advertising; • Advertising & the marketing mix; types & classification of advertisement; social & economic aspects of advertising; • Marketing communication models- AIDA, hierarchy of effect, innovation adoption model; Planning framework of promotional strategy. 	
2	The role and working of an Ad Agency.	10
	<ul style="list-style-type: none"> • Measurement of Advertisement Effectiveness - DAGMAR Approach. Pre-Testing, Post-Testing Techniques of Measuring Ad. Effectiveness 	
3	Brand Management and Brand positioning	15
	<ul style="list-style-type: none"> • Meaning , importance , need of Branding. • Brand Hierarchy, Brand Personality, Brand Image, Brand Identity, Brand Positioning; Brand Equity, Value addition from Branding - Brand - customer Relationships, Brand Loyalty and Customer Loyalty • Managing Brands; Brands Creation, Brand Extensions, Brand-product Relationships, • Brand Portfolio. Choice of context, parity and differentiation. Repositioning Brand Equity; • Brand assets and liabilities , equity creation and management. 	
4	Brand Advertising	15
	<ul style="list-style-type: none"> • Meanding , importance of Brand advertising. 	

	<ul style="list-style-type: none"> ● Key Characteristics of Brand Ads ● How brand advertisement works ● The Power of Ad Intelligence Tools in Brand Ads ● Case study of brand advertising 	
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Learning Resources Recommended

- Advertising & Promotion: An Integrated Marketing Communication, Relch,Relch, TMH
- Advertising & Sales Promotion, Kazmi & Batra, Excel Books.
- Brand Management, Harsh Verma, Excel Books.
- Brand Positioning, Sengupta, TMH,2008
- Advertising Management. Batra, R., Myers, J.G., Aaker, D.A. Prentice Hall. [Chapter 1 and 19]
- Advertising and Sales Promotion Management. Kazmi, S.H.H and Batra, S. Excel Books [Chapter 1,2,3,4,5,6,7and 8]

Teaching plan:

Unit	Title	Expected date of completion	Teaching methods
1	Introduction to Advertising		PPT, Chalk and Talk, Case Studies
2	The role and working of an Ad Agency.		PPT, Chalk and Talk, Case Studies
3	Brand Management and Brand positioning		PPT, Chalk and Talk, Case Studies
4	Brand Advertising		PPT, Chalk and Talk, Case Studies

Evaluation Pattern 60:40**B. Internal Assessment: 40 % of 100 (40 Marks)**

Sr. No.	Particulars	Marks
01	One Class Test / Online Examination to be conducted in the given semester [Duration: 40 Minutes]	20
02	One Assignment to be conducted in the given semester	10
03	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities	10
	Total	40

B. Semester End Examination: 60% of 100 (60 Marks)***Question Paper Pattern***

Maximum Marks: 60

Questions to be set: 04

Duration: 02 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Q. No.	Particulars	Marks
Q-1	Objective Questions A. Sub Questions to be asked 08 B. Sub Questions to be asked 07 (Multiple choice / True or False / Match the columns/Fill in the blanks) OR C. Short Notes (Any 3 out of 5)	08 Marks 07 Marks 15 Marks
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Q-3	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Q-4	Answer the following Questions (Any Two) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks

Note: Theory question of 15 marks may be divided into two sub questions of 7/8 and 10/5Marks

**Syllabus of Courses of BMS Programme at Semester VI
with Effect from the Academic Year 2025-2026(AUTONOMOUS)**

Discipline Specific Courses (DSC)

Major Course

Name of the Course	Business Law V
Course Code	UBMS611
Class	T.Y.B.M.S.
Semester	VI
No of Credits	4
Nature	Theory
Type	Minor
Employability/ entrepreneurship/ skill developmentL	Learners will appreciate the relevance of business laws to individual business and professional life. Learners will also gain knowledge of the different Intellectual Property Rights (IPRs) and can apply it in individual, business and professional life. Learner will get an insight into Patent Act, Copyright Act, Trade Marks Act, and Geographical Indications (GIs) Act. Moreover, learner will acquire certain employability skills.

Sr. No.	Modules	No. of Lectures
1	The Patents Act, 1970	15
2	The Copyright Act, 1957	15
3	The Trade Marks Act, 1999	15
4	The Geographical Indications of Goods (Registration and Protection) Act, 1999	15
Total		60

Course Outcomes:

Learner will be able to:

- Understand the importance of laws to individual, business and professional life.
- Acquire basic knowledge of an important business/corporate law i.e. Companies Act.
- Apply knowledge in various spheres in individual, business and professional life.

Sr. No.	Modules / Units	No. of Lectures
1	The Patents Act, 1970	15
	<ul style="list-style-type: none"> • Meaning of Patent, Types of Patent, Term of Patent, Concepts of Discovery and Invention • Things protected by Patent (What is Patentable), Things not protected by Patent (What is not Patentable) • Procedure for Obtaining Patent in India 	
2	The Copyright Act, 1957	15
	<ul style="list-style-type: none"> • Meaning of Copyright, Types of Copyright, Term of Copyright • Types of work/things protected by Copyright • Procedure for Registration of / Obtaining Copyright in India 	
3	The Trade Marks Act, 1999	15
	<ul style="list-style-type: none"> • Meaning of Trade Mark, Term of Trade Mark, Categories of Trade Mark • Characteristics and Functions of Trade Mark • Procedure for Registration of Trade Mark in India 	
4	The Geographical Indications of Goods (Registration and Protection) Act, 1999	15
	<ul style="list-style-type: none"> • Concept of GIs, Importance of GIs, Categories of GIs (Type of Products) • Procedure for Registration of GIs • Role of World Intellectual Property Organization (WIPO) and World Trade Organization (WTO) 	

Learning Resources Recommended

- Law Relating to Intellectual Property Rights. By V. K. Ahuja. Lexis Nexis.
- Law Relating to Intellectual Property. By B. L. Wadehra. Universal Law Publishing Co.
- Intellectual Property Rights: Unleashing the Knowledge Economy. By Prabuddha Ganguli. McGraw Hill Education.
- Law Relating to Intellectual Property Rights. M. K. Bhandari. Central Law Publication.
- The Principles of Intellectual Property. By T. Padma, K.P.C. Rao. Alt Publications.
- Fundamentals of Intellectual Property Rights: For Students, Industrialist and Patent Lawyers. By Ramakrishna B. and Anil Kumar H. S. Notion Press.
- Intellectual Property Rights in India. By V. K. Ahuja. Lexis Nexis
- Patents, Copyrights and Trademarks for Dummies. Henri J. A. Charmasson, John Buchaca. John Wiley & Sons.

Teaching plan:			
Unit	Title	Expected date of completion	Teaching methods
1	The Patents Act, 1970		PPT, Chalk and Talk, Case Studies
2	The Copyright Act, 1957		PPT, Chalk and Talk, Case Studies
3	The Trade Marks Act, 1999		PPT, Chalk and Talk, Case Studies
4	The Geographical Indications of Goods (Registration and Protection) Act, 1999		PPT, Chalk and Talk, Case Studies

Evaluation Pattern 60:40

A. Internal Assessment: 40 % of 100 (40 Marks)

Sr. No.	Particulars	Marks
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	Total	40

B. Semester End Examination: 60% of 100 (60 Marks)

Question Paper Pattern

Maximum Marks: 60

Questions to be set: 04

Duration: 02 Hrs.

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