

S. P. Mandal's
Kankavli College, Kankavli
(Affiliated to University of Mumbai)

Department of Commerce

**SYLLABUS AND PROGRAMME /
COURSE OUTCOMES.**

(B. Com. F. Y. /S. Y.)

Academic Year-2021-22

COMMERCE

SYLLABUS AND PROGRAMME / COURSE OUTCOMES

Sr. No	Program	Program code	Course code	Course Name (Title)
	F. Y. B. Com (I sem)	UBCOMFSI.2	-	COMMERCE I
	F. Y. B. Com. (II sem)	UBCOMFSI.2	-	COMMERCE II
	S. Y. B. com (III sem)	UBCOMFSIII.3 UBCOMFSIII.7 UBCOMFSIII.2.2	- - -	COMMERCE III BUSINESS LAW I MARKETING MANAGEMENT(B.M I) ADVERTISING I
	S. Y. B.com (IV sem)	UBCOMFSIV.3 UBCOMFSIV.7 UBCOMSIV.2.2	- - -	COMMERCE IV BUSINESS LAW II MARKETING MANAGEMENT II (B.M II) ADVERTISING I

**S. P. Mandal's
KANKAVLI COLLEGE, KANKAVLI
(Affiliated to University of Mumbai)**

Programme: B. COM.

Year- 1st

Course: COMMERCE

Program Code:

Course Code:

(As per the Credit Based Semester and Grading System with effect from the academic year 2016-17)

Year :2020-21

Semester : I & II

Course Outcomes:

1. To familiarize the students with basic concepts of business.
2. To develop knowledge and understanding of business.
3. To make students aware of current trends in business

COMMERCE PAPER I

SEMESTER - 1

Sr. No.	Modules / Units
	<p>Module - I Business : 1.1 Introduction : Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of business. 1.2 Objectives of Business : Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives. 1.3 New Trends in Business : Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario. Restructuring and Turnaround Strategies.</p>

	<ul style="list-style-type: none"> • <p>Module - II BUSINESS ENVIRONMENT : 2.1 Introduction : Concept and Importance of business environment, Interrelationship between Business and Environment.</p> <p>2 2.2 Constituents of Business Environment : Internal and External Environment, Educational Environment and its impact, International Environment Current Trends in the World, International Trading Environment - WTO and Trading Blocs and their impact on Indian Business.</p>
	<p>Module - III Project Planning : 3.1 Introduction : Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance.</p> <p>3.2 Business Unit Promotion :</p> <ul style="list-style-type: none"> • Concept and Stages of Business Unit Promotion. • Location - Factors determining location, and Role of Government in Promotion. <p>3.3 Statutory Requirements in Promoting Business Unit : Licensing and Registration procedure, Filing returns and other documents, Other important legal provisions.</p>
	<p>Module - IV <u>Entrepreneurship :</u></p> <p>4.1 Introduction : Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and</p>

	<p>Manager, Entrepreneur and Entrepreneur.</p> <p>4.2 The Entrepreneurs :</p> <p>Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development centres in India. Incentives to Entrepreneurs in India.</p> <p>4.3 Women Entrepreneurs :</p> <p>Problems and Promotion.</p>
	<p><u>PROGRAME OUTCOMES:</u></p> <p>PO 1</p> <p>Introduction to business</p> <p>The Learners will be aware of various concepts of business and its classification.</p> <p>PO 2 Business environment</p> <p>The learners will understand the different constituents of business environment</p> <p>PO 3</p> <p>Project planning The learners will be able to comprehend promotion, its Statutory requirements and training institution.</p> <p>PO 4</p> <p>Entrepreneurship</p> <p>The Learners will recognize the importance of women Entrepreneurs.</p>

SEMESTER - 2

Sr. No.

Modules / Units

1

Concept of Services

Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian

Marketing Mix Services: Consumer expectations, Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people

Service Strategies: Market research and Service development cycle, Managing demand and capacity, opportunities and in service sector.

2

Retailing

Introduction: Concept of organized and unorganized retailing , Trends in retailing, growth of organized retailing in India, Survival strategies for unorganized Retailers

Retail Format: Store format, Non – Store format, Store Planning, design and layout

Retail Scenario: Retail Scenario in India and Global context – Prospects and Challenges in India. Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing

3

Recent Trends in Service Sector

ITES Sector: Concept and scope of BPO, KPO, LPO and ERP.

Banking and Insurance Sector: ATM, Debit & Credit Cards, Internet Banking – Opening of Insurance sector for private players, FDI and its impact on Banking and Insurance Sector in India

Logistics: Networking – Importance – Challenges

4

E-Commerce

Introduction: Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce

Types of E-Commerce: Basic ideas and Major activities of B2C,B2B, C2C.

Present status of E-Commerce in India: Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates; on-line Marketing Research.

PROGRAMME OUTCOMES:

PO 1

Introduction to

Service The learners will understand the classification of Services and strategies.

PO 2 Retailing The learners will recognize the difference between Organised and unorganised Retail sector.

PO 3

Recent trends in
Service Sector

The learners will be acquainted with banking,
Insurance, logistic, BPO, KPO, LPO and ERP.

PO 4 E-Commerce The learners will be updated with E-Commerce and
Its scope.

Question Paper Pattern (Practical Courses)

Question No	Particular	Marks
Q-1	Objective Questions A) Sub Questions to be asked 12 and to be answered any 10 B) Sub Questions to be asked 12 and to be answered any 10 (*Multiple choice / True or False / Match the columns/Fill in the blanks)	20 Marks
Q-2	Full Length Question	15 Marks
Q-2	Full Length Question	15 Marks
Q-3	Full Length Question	15 Marks
Q-3	Full Length Question	15 Marks
Q-4	Full Length Question	15 Marks
Q-4	Full Length Question	15 Marks
Q-5	Full Length Question	15 Marks
Q-5	Full Length Question	15 Marks
Q-6	A) Theory questions B) Theory questions	10 Marks 10 Marks
Q-6	OR Short Notes To be asked 06 To be answered 04	20 Marks

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KANKAVLI COLLEGE, KANKAVLI
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Programme: B. COM.

Year- 1st

Course: COMMERCE

Program Code:

Course Code:

(As per the Credit Based Semester and Grading System with effect from the academic year 2016-17)

Year :2020-21

Semester : I & II

Program Semester I Class FYBCOM

Course Name Commerce I

Course Outcomes:

1

To acquaint the students with basic knowledge of business and business risk in new environment

2

To familiarize the learners with the business planning process and its statutory requirements

3

To help the students understand the types of entrepreneurs, promotion and problems of women entrepreneurs its problem.

Program Outcomes (PO)

PO1: It develops the required knowledge, skills and attitudes for the handling of Trade, Commerce, Industry and service sector.

PO2: The Course routes to attend the aspirations of the nation and to meet the growing needs of the business society and consumer need.

PO3: The Commerce education is dedicated to developing tomorrow's business leaders, managers, and professionals.

3. Commerce –III

(Management: Functions and Challenges)

Course Outcomes:

- To make the learners aware about conceptual knowledge and evolution of Management.
- To familiarize the learners with the functions in Management.

Module I.Introduction to Management:

- ☐ **Management:** Meaning&definition - Principles of management-functions of management -factors responsible for new horizons of managementmanagement skills and competency in 21st century
- ☐ **Management Information System:** Meaning and Features
- ☐ **Management by Exception:** Meaning and advantages.

No. of lectures allotted (11)

Module II.Planning and Decision making:

- ☐ **Planning:**Meaning and definition -Steps in planning
Components of planning.
MBO: Meaning- Steps- advantages.
- ☐ **Decision making:-** Meaning and definition of decision making
Steps/process in decision making-Techniques of decision making-essentials of sound decision –making.

No. of lectures allotted (10)

Module III.Organizing:

- ☐ **Organization:** - Meaning and definition of organization-Types of organization-formal and informal, Internal forms of organization-Meaning and features of line-line and staff-matrix.

Virtual organization: features - challenges of Virtual teams.

☐ **Span of Control**:-Meaning and features -factors determining span of control

☐ **Delegation**: - Meaning -Barriers to delegation-Principles of effective delegation.

☐ **Departmentation**: Meaning and bases of departmentation.

No. of lectures allotted (12)

Module IV.Management Challenges in Competitive Environment

☐ **Corporate Social Responsibility**:Meaning - scope-advantages.

☐ **Knowledge Management**:Meaning- features.

☐ **Management of Change**:Meaning- process-barriers to change.

3

☐ **Corporate Governance**:Meaning – need-corporate governance tests.

☐ **Stress Management at work**:Meaning--effects of stress- measures of managing stress.

PROGRAMME OUTCOMES:

PO 1

Introduction to

business

The Learners will be aware of various concepts of business and its classification.

PO 2 Business

environment

The learners will understand the different constituents of business environment

PO 3

Project planning The learners will be able to comprehend promotion, its statutory requirements and training institution.

PO 4

Entrepreneurship

The Learners will recognize the importance of women entrepreneurs.

3. Commerce – IV

(Management: Production & Finance)

COURSE OUTCOMES :

1. To acquaint the learners with the basic concepts of Production Management, Inventory Management & Quality Management.
2. To provide basic knowledge about Indian Financial Systems.
3. To update the learners with the recent trends in Finance.

Module I. Production Planning and Inventory Control

□ **Production planning and control**:-Meaning and definition-Objectives of Production Planning and Control-Steps in Production Planning and Control-Types of Production systems.

Productivity:-Meaning- factors influencing productivity

□ **Inventory Control**:-Meaning and definition-Objectives of Inventory Control Techniques of Inventory Control- Methods/Types of Inventory control system
No. of lectures allotted (11)

Module II. Quality Management

□ **Quality Management**:-Meaning and definition-Techniques of Quality Control-Quality Circle and its process.

□ **Contemporary trends in Quality Management**:

TQM:-Meaning- features

Six sigma:-Meaning-features-steps

ISO:-Meaning- procedure

Kaizen:-Meaning- process

Service Quality Management:Meaning- importance

No. of lectures allotted (12)

Module III. Indian Financial System

- ☐ **Indian Financial market**:Meaning and structure
- ☐ **SEBI**: Introduction-functions
- ☐ **Stock Exchange**:Definition- functions of stock exchange-dematerialization and its process
- ☐ **Credit Rating Agencies**:Meaning- functions–advantages- CRISIL& its role.

No. of lectures allotted (10)

Module IV. Contemporary Practices in Financial Market

- ☐ **Lease Financing**:Meaning- advantages-types of lease
- ☐ **Mutual Fund**:Meaning- factors responsible for its growth-types of Mutual Funds
- 5
- ☐ **Derivative Market**:Meaning-Participants in derivative market-types of derivatives.
- ☐ **Venture Capital**:Meaning -features
 - ☐ **Micro-finance**:Meaning- role/importance

PROGRAME OUTCOMES:

PO 1 Introduction to

Service The learners will understand the classification of services and strategies.

PO 2 Retailing The learners will recognize the difference between organised and unorganised Retail sector.

PO 3

Recent trends in

Service Sector

The learners will be acquainted with banking, insurance, logistic, BPO, KPO, LPO and ERP.

PO 4 E-Commerce The learners will be updated with E-Commerce and its scop

Question Paper Pattern

SECTION I

1. Explain the terms (Any five) 10
2. Answer **Any Three Out of six** questions 30
3. Write notes on **Any two out of four** 10

SECTION II

4. Explain the terms (Any five) 10
5. Answer **Any Three Out of six** questions 30
6. Write notes on **Any two out of four** 10

Business Law - I

COURSE OUTCOMES:

- To provide a conceptual study about the framework of Indian Business Laws.
- To orient students about the legal aspects of business
- To familiarize the students with case law studies related to Business Laws of Semester III and IV.
- The students get a general idea about the laws applied in business.

SEMISTER I

1 .INDIAN CONTRACT ACT-1872 PART-

- Contract – Definition of Contract and Agreement, Essentials of Valid Contract, Classification of Contracts.
- Offer and Acceptance – Rules of valid offer and acceptance, Counter offer, standing or open offer, distinguish between offer and invitation to offer. Concept of Communication and Revocation of offer and acceptance (sec. 3,5)
- Capacity to Contract (S. 10-12) – Minor, Unsound Mind, Disqualified Persons.
- Consideration (S. 2 & 25) – Concept and Importance of consideration, Legal rules of Consideration, Exceptions to the Rule, 'No Consideration No Contract'(Ss. 25) Unlawful Consideration (S 23)

2 . INDIAN CONTRACT ACT-1872 **PART- II**

- Consent (Ss.13, 14-18, 39.53, 55, 66)-Agreements in which consent is not free - Coercion, Undue Influence, Misrepresentation Fraud, Mistake.
- Void Agreements (S. 24-30) – Concept, Void Agreements under Indian Contract Act.
- Contingent Contract (S. 31), Quasi Contract (S.68-72), Concept of E- Contract& Legal Issues in formation and discharge of E- Contract. Concept of Performance of Contract (S 37)
- Modes of Discharge of Contract, Remedies on breach of Contract.(73-75)

3 .SPECIAL CONTRACTS.

- Law of Indemnity & Guarantee (Ss. 124-125, Ss. 126-129, 132-147) – Concept, Essentials elements of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee, Modes of Discharge of Surety.
- Law of Bailment (S. 148, 152-154, 162, 172, 178, 178A, 179) – Concept, Essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee
- Law of Pledge – Concept, Essentials of valid Pledge, Lien - concept, Difference between Pledge and Lien, Rights of Pawnor & Pawnee.(Ss.173, 174, 177)

- Law of Agency (Ss. 182-185, 201-209) – Concept, Modes of creation of Agency, Modes of termination of Agency, Rights & Duties of Principal and Agent.

4 .THE SALE OF GOODS ACT-1930

- Contract of Sale (S.2) – Concept, Essentials elements of contract of sale, Distinction between Sale and Agreement to sell (S.4) Distinguish between Sale and Hire Purchase Agreement, Types of Goods. Effects of destruction of Goods (Ss. 6,7.8),
- Conditions & Warranties (Ss. 11-25 & 62, 63) – Concept, Distinguish between Conditions and Warranties, Implied Conditions & Warranties, Concept of Doctrine of Caveat Emptor – Exceptions.
- Property – Concept , Rules of transfer of property (Ss. 18-26) • Unpaid Seller (Ss. 45-54, 55 & 56)- Concept, Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61), Auction sale – Concept, Legal Provisions. (S. 64)

5 .THE NEGOTIABLE INSTRUMENT (AMMENDED)ACT-2015

- Negotiable Instruments – Concept (S13), Characteristics, Classification of Negotiable Instruments (Ss. 11, 12, 17-20, 42, 43, 104,134,135) Maturity of Instruments.
- Promissory Note and Bill of Exchange (Ss. 4,5, 108-116)- Concept, Essentials of Promissory Note, Bill of Exchange (Ss. 4,5), Essential features of promissory note and Bill of exchange, Kinds Promissory note and Bill of exchange, Cheque (S.6)– Concept, Types & Crossing of Cheque, Distinguish between Bill of Exchange & Cheque, Dishonour of Cheque – Concept & Penalties (Ss. 138, 139,142)
- Miscellaneous Provisions (S. 8-10, 22, 99-102, 118-122, 134-137) –Parties to Negotiable instruments Holder, Holder in due course, Rights & Privileges of Holder in due course, Payment in due course, Noting & Protest (99-104A)

Question Paper Pattern

(Theoretical Courses)

Maximum Marks: 100

Questions to be set: 06

Duration: 03 Hrs.

All Questions are Compulsory
Carrying 15 Marks each.

Question No

Particular

Marks

Q-1	Objective Questions	20 Marks
	O) Sub Questions to be asked 12 and to be answered any 10	
	P) Sub Questions to be asked 12 and to be answered any 10	
	(*Multiple choice / True or False / Match the columns/Fill in the blanks)	
Q-2	Full Length Question	15 Marks
Q-2	OR	15 Marks
	Full Length Question	
Q-3	Full Length Question	15 Marks
Q-3	OR	15 Marks
	Full Length Question	
Q-4	Full Length Question	15 Marks
Q-4	OR	15 Marks
	Full Length Question	
Q-5	Full Length Question	15 Marks
Q-5	OR	15 Marks
	Full Length Question	
Q-6		10 Marks
Q-6	O) Theory questions	10 Marks

P) Theory questions

20 Marks

OR

Short Notes

To be asked 06

To be answered 04

BUSINESS LAW

II

SEMISTER II

1.INDIAN COMPANIES ACT -2013 PART I

- Company –Concept, Features, Role of Promoters (S. 2(69) S. 92), Duties and liabilities of the Promoter Effects of Pre-Incorporation contracts, Consequences of non-registration, and Lifting of Corporate Veil.
- Classification of Companies Distinction between Private Company and Public Company, Advantages and disadvantages of Private company and Public Company. –Common Procedure for Incorporation of Company,
- Memorandum of Association (MOA) & Article of Association(AOA) – Concept , Clauses of MOA, AOA- Contents, Doctrine of constructive notice, Doctrine of Ultra Vires, Doctrine of Indoor Management.
- Prospectus – Concept, Kinds, Contents, Private Placement

2. INDIAN COMPANIES ACT -2013 PART II

- Member of a Company –Concept, Who can become a member, Modes of acquiring membership, Cessation of membership, Right & Liabilities of Members.
- Director – Qualifications& Disqualification, Classification, Director Identification Number (DIN), Legal Position of Directors.
- Meetings – Types, Legal Provisions of Statutory Meeting, Annual General Meeting, Extra-Ordinary Meeting, Board Meeting.

3.INDIAN PARTNERSHIP ACT -1932

- Partnership – Concept, Essentials, True Test of Partnership, Partnership Deed, Types of Partnership, Rights and Duties of Partners, Distinguish between Partnership & Hindu Undivided Family (HUF).
- Dissolution – Concept, Modes of Dissolution, Consequences of Dissolution.
- Limited Liability Partnership (LLP) 2008 – Concept, Characteristics, Advantages & Disadvantages, Procedure for Incorporation.
- Extent of L.L.P.- Conversion of LLP, Mutual rights & duties of partners, Winding up of LLP, Distinction between LLP and Partnership.

4.CONSUMER PROTECTION ACT,1986 & COMPETITION ACT 2002

- Consumer Protection Act – Concept , Objects, Reasons for enacting the Consumer Protection Act, Definition of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency, Consumer Dispute, Unfair Trade Practices, Goods and Services.
- Consumer Protection Councils & Redressal Agencies – District, State & National.
- Competition Act 2002 – Concept, Salient Features, Objectives & Advantages.
- Abuse of Dominant Position, Competition Commission of India, Anti-Competition Agreements,

5. INTELLECTUAL PROPERTY RIGHTS

- Intellectual Property Right (IPR) – Concept, Nature, Introduction & background of IPR in India.
- IPR relating to Patents – Concepts of Invention and discovery, Comparison (S2 (j)), Concept of Patents, General principles applicable to working of patented inventions, Term of Patent. Infringement of Patent Rights & Remedies. (Ss. 104-115)
- IPR relating to Copyrights- Concept of Copyright (Ss. 14, 16, 54,) Concept of author and authorised acts, (S.2) Ownership of Copy right (S.17) Duration or term of Copy right. (S. 22-27), Original work and fair use, Rights of Copyright holder, Infringement of Copyrights & Remedies. (Ss. 51, 52)
- IPR relating to Trademarks –Concept, Functions of Trade Mark, types, trademarks that cannot be registered, Registration of Trade Marks and rights of the proprietor of Trade Marks. Procedure for registration of Trade Marks., Infringement of Trademarks & Remedies.

PROGRAME OUTCOMES:

- An ability to apply knowledge of business law.
- Ability to know the details of contract ,sale of goods and negotiable.
- Ability to know the formation and some laws of company ,partnership and limited liability partnership.
- Ability to know the intellectual property rights,competition laws and law of consumer protection.

Question Paper Pattern ***(Theoretical Courses)***

Maximum Marks: 100

Questions to be set: 06

Duration: 03 Hrs.

All Questions are Compulsory

Carrying 15 Marks each.

Question No	Particular	Marks
Q-1	Objective Questions	20 Marks
	O) Sub Questions to be asked 12 and to be answered any 10	
	P) Sub Questions to be asked 12 and to be answered any 10	
	(*Multiple choice / True or False / Match the columns/Fill in the blanks)	
Q-2	Full Length Question	15 Marks
Q-2	OR	15 Marks
	Full Length Question	
Q-3	Full Length Question	15 Marks
Q-3	OR	15 Marks
	Full Length Question	
Q-4	Full Length Question	15 Marks
Q-4	OR	15 Marks
	Full Length Question	
Q-5	Full Length Question	15 Marks
Q-5	OR	15 Marks
Q-6	Full Length Question	10 Marks
Q-6	O) Theory questions	10 Marks
	P) Theory questions	20 Marks

BUSINESS MANAGEMENT PAPER

Course outcomes:

- To help the students gain understanding of the function and responsibilities of managers.
- To provide them tools and techniques to be used in the performance of the managerial job.
- To enable them to analyze and understand the environment of the organization.
- To help the students to develop importance of management principles.
- Demonstrate the role ,skills and functions of management.

SEMISTER III

1 Marketing Management and Marketing Environment

- Marketing management : Definition, need and importance of marketing management
- Functions of Marketing Management
- Micro and Macro Environment with specific reference to India
- Emerging Marketing opportunities in India – Marketing at the bottom of the pyramid, growing middle class
- International marketing environment

2 Understanding Competition and Strategic Marketing

- Marketing strategy : Definition and Features
- Steps in strategic marketing planning process
- SWOT Analysis
- Michael Porter's Five Forces Model
- Analyzing competition

3 Product

- Definition, Product Levels – Customer Value Hierarchy
- Product Classification : Based on durability and tangibility, consumer goods classification and industrial goods classification
- Product Life Cycle : Stages and features of each stage
- Product Positioning : Meaning and Importance
- Steps in Product Positioning

4 Pricing

- Meaning and objective of Pricing
- Factors affecting pricing decisions
- Methods of pricing : Mark-up pricing, Target-return Pricing, Perceived-value Pricing, Value Pricing, Going-Rate Pricing and Auction Pricing.

BUSINESS MANAGEMENT

SEMISTER IV

1 Distribution

- Types of middlemen
- Factors affecting channel by middlemen
- Functions performed by middlemen
- Logistics : Meaning and components
- E-marketing : Meaning, merits and demerits of e-marketing
- Online retailing – successful online retailers in India and abroad.

2 Promotion

- Elements of promotion mix
- Objectives of promotion and marketing communication
- Factors affecting promotion mix decisions
- Steps in designing a marketing communication program
- Role of Social Media in marketing communication

3 Understanding Buyer Behaviour

- Comparing consumer markets (individuals and households) with organizational buyers (Industrial / Business houses)
- Factors affecting consumer behaviour
- Steps in consumer purchase decision process (with respect to high involvement and low involvement products)
- Factors affecting organizational buyer behaviour
- Steps in the organizational purchase decision process (with respect to different buying situations).

4 Marketing of services and Rural Marketing

- Services : definition and features
- Marketing mix for services marketing
- Managing service quality and productivity
- Rural market scenario in India
- Factors contributing to the growth of rural markets in India
- Challenge of Rural Marketing
- Strategies to cope with the challenges of rural marketing.

PROGRAME OUTCOMES:

Po1- Demonstrate knowledge of management and leadership theories.

Po2- Demonstrate the ability to examine, interpret, and apply qualitative data and research knowledge to address complex problems.

Po3- Demonstrate evidence of logic-based problem solving, analysis –based decision making, strategic thinking, and application of business theory to solving practice management problems.

Po4- Demonstrate knowledge of and be able to identify accepted ethical business standards.

Question Paper Pattern

SECTION I

1. Explain the terms (Any five) 10
2. Answer **Any Three Out of six** questions 30
3. Write notes on **Any two out of four** 10

SECTION II

4. Explain the terms (Any five) 10
5. Answer **Any Three Out of six** questions 30
6. Write notes on **Any two out of four** 10

Semester – III

ADVERTISING – I

Course Objective:

1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.

- 2. It aims to orient learners towards the practical aspects and techniques of advertising.**
- 3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising.**

1 Introduction to Advertising .

- Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC
- Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers.
- Classification of advertising: Geographic, Media, Target audience and functions.

2 Advertising Agency

- Ad Agency: Features, Structure and services offered, Types of advertising agencies , Agency selection criteria
- Agency and Client: Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation
- Careers in advertising: Skills required for a career in advertising, Various Career Options, Freelancing Career Options - Graphics, Animation.

3 Economic & Social Aspects of Advertising .

- Economic Aspects: Effect of advertising on consumer demand, monopoly and competition, Price.

- Social aspects: Ethical and social issues in advertising, positive and negative influence of advertising on Indian values and culture.
- Pro Bono/Social advertising: Pro Bono Advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Self-Regulatory body- Role of ASCI (Advertising Standard Council of India.)

4 Brand Building and Special Purpose Advertising .

- Brand Building: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises.
- Special purpose advertising: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising.
- Trends in Advertising: Media, Ad spends, Ad Agencies, Execution of advertisements .

Semester – IV

ADVERTISING – II

Course Objective:

- 1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.**
- 2. It aims to orient learners towards the practical aspects and techniques of advertising.**
- 3. It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising.**

1 Media in Advertising

- Traditional Media: Print, Broadcasting, Out-Of-Home advertising and films - advantages and limitations of all the above traditional media
- New Age Media: Digital Media / Internet Advertising – Forms, Significance and Limitations
- Media Research: Concept, Importance, Tool for regulation - ABC and Doordarshan code.

2 Planning Advertising Campaigns

- Advertising Campaign: Concept, Advertising Campaign Planning - Steps Determining advertising objectives - DAGMAR model
- Advertising Budgets: Factors determining advertising budgets, methods of setting advertising budgets, Media Objectives - Reach, Frequency and GRPs
- Media Planning: Concept, Process, Factors considered while selecting media.

3 Execution and Evaluation of Advertising

- Creativity: Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization
- Creative aspects: Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP)
- Creativity through Endorsements: Endorsers – Types, Celebrity Endorsements – Advantages and Limitations, High Involvement and Low Involvement Products .

4 Fundamentals of Creativity in Advertising

- Preparing print ads: Essentials of Copywriting, Copy – Elements, Types, Layout- Principles, Illustration - Importance.
- Creating broadcast ads: Execution Styles, Jingles and Music – Importance, Concept of Storyboard
- Evaluation: Advertising copy, Pre-testing and Post-testing of Advertisements – methods and objectives.

- **Programme outcomes.**

1. Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education
2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education
3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited
4. Kleppner's Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson a. Education Limited
5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma –Prentice Hall
6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education
7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing