

DOMBIVLI SHIKSHAN PRASARAK MANDAL'S,
K.V. PENDHARKAR (Autonomous) COLLEGE OF ARTS, SCIENCE AND
COMMERCE,
DOMBIVLI (EAST), DIST. THANE
PROPOSED SYLLABUS FOR
M.Com. Part-II Semester III & IV

Under Choice Based Credit, Grading & Semester System with effect from the
Academic Year 2022-23

M.Com Part-II

Semester-III

Text Highlighted in Red denotes deletion

and the Text highlighted in Yellow denotes Addition in the Syllabus

SUB: HUMAN RESOURCE MANAGEMENT

COURSE CODE: PPCCOIII22-202

NO. OF LECTURES: 60

NO. OF CREDITS: 06

Objectives of the course:

1. Able to comprehend the role, functions and functioning of human resource department of the organizations.
2. Acquaint about International HRM and its different aspects to have an understanding of requirements to work in MNCs or any international markets.

Desired Outcome:

1. Understand the concept and several Functions of Human Resource Management.
2. Understand emerging issues in HRM.
3. Exemplify how to manage the workforce of an organization.

SYLLABUS

Sr. No	Modules/ Units
1.	<p>Module 1: Human Resource Management (HRM) (15 Lectures)</p> <ul style="list-style-type: none"> ● Concept, Traditional HRM v/s Strategic HRM , Objectives of HRM, Organization Structure of HRM Department – Changing Role of H.R. Manager. ● Human Resource Planning- Concept, Factors affecting HRP, Information Management in HRP – HRIS (Human Resource Information System), Job Analysis, Psychological and Behavioral Issues in HRP. ● • Recruitment and Selection of managerial personnel - Factors affecting recruitment process, Role of Recruitment agencies, Online process of selection
2.	<p>Module 2: Human Resource Development (15 Lectures)</p> <ul style="list-style-type: none"> ● Training and Development - Designing of the effective training programme Evaluation of the effective training programme, Challenges before trainers, Management Development Programme – Techniques, Training and development budgeting ● Performance Appraisal- Process, Guidelines for conducting appraisal Interviews, Ethical aspects in performance appraisal. ● Career Advancement and Succession Planning- Self-Development Mechanism and Knowledge enrichment, Managing Promotion and Transfers, Managing dismissal, Succession Planning- Problems and Issues, Culture as a factor in Succession Planning.
3.	<p>Module 3: Latest Development in H.R.M. And Labour Legislation (15 Lectures)</p>

	<ul style="list-style-type: none"> ● Industrial Relation Act – Prominent features and recent changes in Trade Union Act 2016, Factories Act 1961, Industrial Disputes Act 1950. ● Prominent features and recent changes to Child and Women Labour Act 1986, Social Security Act 2016, Prevention of Sexual harassment Act, 2013, Human rights in HRM ● • Prominent features and recent changes to Employees Acts like payment of Gratuity Act 2015, Provident Fund Act 1952, Minimum Wages Act 2016 and Payment of Wages Act 1991, Workmen Compensation Act 2014/ESI Scheme.
4.	<p>Module 4: Emerging Issues In H.R.M (15 Lectures)</p> <ul style="list-style-type: none"> ● Health and Safety- Safety Measures and safety programmes, ● Work life balance – Stress and its Impact on Job Performance, Role of organization in ensuring mental and physical health of employees, Need and Importance, Employee Engagement, Managing Millennial (Gen Y) ● • Talent Management – Concept , Importance, Process, Talent Management and VUCA Environment(Volatility, Uncertainty, Complexity, Ambiguity), ● International HRM – Concept, Characteristics, H.R. Practices at Global level Case Studies related to Human Resource Management Practices and Work Culture

Learner space: Learner’s can get exposure through Industrial visit and educational tour.

Recommended ICT Backup:

Topics	Links
International HRM	https://www.youtube.com/watch?v=RRdKQhS2CLc
Designing of Effective Training Programme	https://www.youtube.com/watch?v=JcqzRheQVMI
Work Life Balance	https://www.youtube.com/watch?v=ctdUGVmEvfo

Recommended Reference Books:

1. Biswajeet Pattanayak, Human Resource Management, PHI Learning; Fifth edition
2. T.V. Rao, Performance Management: Toward Organizational Excellence, SAGE Response; Second edition.

SUB: ENTREPRENEURIAL MANAGEMENT

COURSE CODE: PPCCOIII22-212

NO. OF LECTURES: 60

NO. OF CREDITS: 06

Objectives of the course:

1. To develop knowledge about entrepreneurship culture in India.
2. To familiarize learners about creation of Entrepreneurial Ventures
3. To acquaint students about Special Government initiatives and assistance for promotion and development of Entrepreneurship.
4. To develop knowledge about the project management process, Preparation of project report and feasibility studies.

Desired outcomes:

1. Students will understand different innovation and entrepreneurship theories and their implications.
2. Better understanding of Government initiatives will be developed in the learners.
3. Learners will be able to possess the knowledge about Project Planning Process.
4. Students will develop emphasis on Entrepreneurship as career.

SYLLABUS

Sr.No	Modules/ Units
1.	Module 1: Entrepreneurship Development Perspective (15 Lectures) ● Entrepreneurship – Concept, Factors affecting growth of Entrepreneurship, Types of Entrepreneurs, Entrepreneurial Culture -Elements of culture Requirements of Entrepreneurial structure.

	<ul style="list-style-type: none"> ● Entrepreneurial Culture -Elements of culture, Steps to change Entrepreneurial culture, Entrepreneurial v/s Administrative culture. ● Theories of Entrepreneurship- Schumpeter Dynamic Entrepreneurship Innovation Theory, Theory of High Achievement by McClelland, Theory of Personnel Resourcefulness. ● Emerging types in entrepreneurs: Technopreneurship, netpreneurs, ecopreneurship. Case Studies
2.	<p>Module 2: Creating Entrepreneurial Venture (15 Lectures)</p> <ul style="list-style-type: none"> ● Entrepreneurial Environment- Significance, SWOC Analysis, Problems of Entrepreneurship ● Financial Analysis of Entrepreneurial Venture- Significance, Tools of Financial Analysis, Sources of development finance ● Social Entrepreneurship- Features, Importance, Types, Arguments (for and against) Social Entrepreneurship, Women Entrepreneurs – concept and special Government schemes for women entrepreneurs in India.
3.	<p>Module 3: Project Management (15 Lectures)</p> <ul style="list-style-type: none"> ● Project - Concepts and Classification of Project, Search of Business Idea, Project Cycle. ● Project formulation-----Steps for project formulation, Project Design and network analysis – concept and network analysis techniques: PERT/ CPM. ● Project Management – Concept, Phases, Project Identification and Project Feasibility Analysis.
4.	<p>Module 4: Assistance and Incentives for Promotion and Development of Entrepreneurship (15 Lectures)</p> <ul style="list-style-type: none"> ● Incentives – Need, Promotion and development Entrepreneurship-Types of Assistance and incentives -Fiscal, Financial, Promotional, Marketing, and Organisational. ● NPSD - National Policy for Skill Development and Entrepreneurship 2015. (Pradhan Mantri Kaushal Vikas Yojana) ● Khadi and Village Industries Commission (KVIC) ● Udyog aadhar: Online registration for MSME

	<ul style="list-style-type: none"> ● Institutions in aid of Entrepreneurship Development - The National institute for Entrepreneurship and small business development, District Industry Centre (DIC), National Alliance of young Entrepreneurs. ● SIIDBI 2.0 (STHAPAN, Ubharte Sitaare, ARISE)
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Learner's Space:

- Playing games based on entrepreneurial idea pitching.
- Contacting and interviewing local entrepreneurs who can share their implemented ideas, plans and challenges.

Recommended ICT back-up:

- <https://www.youtube.com/watch?v=8Z04QwN0O5E>
- <https://www.youtube.com/watch?v=hBDQGEwAvJ4>
- <https://www.youtube.com/watch?v=y2WM7skaWbg>

Recommended Text/Reference Books:

- Skill Development and Entrepreneurship in India by Rameshwari Pandya
- Skill Development in India By Dr. B Ramaswamy, Dr. R. Sasikala P, Dr.M B Gururaj
- Skill and Entrepreneurship Development Strategies for India By Gangadhar Banerjee
- Entrepreneurship Essentials By Baljeet Gujral BUUKS Publications 2021
- Management of Small Industries – Vasant Desai – Himalaya Publishing House, Mumbai.
- Entrepreneurial Development – C.B. Gupta and N.P. Srinivasan – Sultan chand & Sons.

SUB: MARKETING STRATEGIES AND PRACTICES

COURSE CODE: PPCCOIII22-217

NO. OF LECTURES: 60

NO. OF CREDITS: 06

Objectives of the course:

1. To provide an analytical framework to understand the emerging world of marketing.

2. To make the learners familiar with current challenges and issues in marketing.
3. To develop the understanding of the learners towards various marketing strategies
4. To enable the learners to understand the marketing environment and equip the learners to assess marketing strategy requirements of a business
5. To develop understanding of learners relating to new marketing trends and building customer value.

Desired outcome:

Learners will be able to apply their marketing knowledge effectively in the Corporate world.

SYLLABUS

<p>Sub: Marketing Strategies and practices</p>	<p>Module 1: Introduction to Marketing Strategies & Plans</p> <ul style="list-style-type: none"> ● Introduction: Marketing Strategies – Concept, Evolution, Role/ Importance, Types, Formulation of Marketing Strategies- Steps ● Marketing Opportunities and New Marketing Strategies: Holistic, New Brand, Service, Green and Guerrilla Marketing Strategies Analysing Marketing Opportunities, Future of Marketing ● Marketing Plans: Marketing Planning- Importance, Types and Content, Strategic Business Unit - Structure, SWOT Analysis, Effective Marketing Plan.
	<p>Module 2: Developing Marketing Strategies</p> <ul style="list-style-type: none"> ● Marketing Mix: Marketing Strategy Implementation - Steps, Marketing Mix 4 P’s – Importance, Alternative Marketing Mix Propositions- Profit, People, and Planet.

	<ul style="list-style-type: none"> • Defensive Marketing Strategies: Importance, Types, Offensive V/S Defensive Marketing Strategies, Position Defense Strategies, Managing Brand-Based Competitive Advantage • Strategies for Matured Markets and during decline Case study related to defensive, offensive strategies Case Studies on Marketing Strategies of Successful and Unsuccessful Brands
	<p>Module 3: Market Environmental Trends & Building Customer Value</p> <ul style="list-style-type: none"> • Environmental Analysis: Analysing the Macro Environment, Theories of Marketing- PESTLE Analysis, • Customer Value: Applying Customer Value and Satisfaction, Customer Relationship Management (CRM)- Concepts and Techniques, VRIO Analysis, Porter’s Competency Model, and Customer Perceived Value (CPV). • Customer Loyalty: Importance, Consumer Behaviour – Impact of Personal, Cultural, Social and Psychological Factors, Competing Through Innovation • Marketing Ethics, Sustainable Marketing & Developmental Marketing
	<p>Module 4: Recent Trends in Marketing Strategies</p> <ul style="list-style-type: none"> • Emerging Strategies: 21st Century Marketing Strategies, Global Marketing Strategies, and Strategies for Entering Emerging Market. • E-Marketing: Concept, Pros and Cons, Digital Marketing – Concept and features, Experiential Marketing – Concept and features, Hospitality Marketing Management.

	<ul style="list-style-type: none"> ● Social Marketing: Social Marketing - Importance, Barriers, Trends in Marketing Practices in India and across Globe. ● Preparation of Final Marketing Plan and Presentation
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Learner's space: Contacting and interviewing Industry persons who can share their implemented practices or just give an overview of marketing strategies in their companies. Conducting mini research on different strategies adopted by companies.

Recommended ICT Backup:

- https://books.google.co.in/books/about/Companion_Encyclopedia_of_Marketing.html?id=Rfh0QgAACAAJ&redir_esc=y
- https://www.google.co.in/books/edition/The_Dartnell_Marketing_Manager_s_Handboo/eYoiAQAAMAAJ?hl=en&gbpv=1&bsq=the+dartnell+marketing+managers+handbook&dq=the+dartnell+marketing+managers+handbook&printsec=frontcover
- <https://www.amazon.in/Dictionary-Marketing-Advertising-Business/dp/0471025038>
- https://books.google.co.in/books/about/Encyclopedia_of_Major_Marketing_Campaign.html?id=MWUPAQAAMAAJ&redir_esc=y

Recommended References Books:

- Companion Encyclopedia of Marketing by Baker, Michael John, ed.
- The Dartnell Marketing Manager's Handbook by Levy, Sidney J., George R. Frerichs, and Howard L. Gordon
- Dictionary of Marketing and Advertising by Rosenberg, Jerry Martin Encyclopedia of Major Marketing Campaigns. 2 vols. by Riggs, Thomas, ed.

SEMESTER IV

SUB: SUPPLY CHAIN MANAGEMENT & LOGISTICS

COURSE CODE: PPCCOIV22-502

NO. OF LECTURES: 60

NO. OF CREDITS: 06

Objectives of the course:

1. To familiarize the learners with the concept c.
2. To enable learners to understand the scope and complexity in today's competitive business environment with regards to logistical activities
3. To make the learners familiar with the basic concepts, tools & techniques used in logistical field & supply chain management.
4. To enable the learners to take decisions in future while working in the related field.

Desired Outcomes:

1. Learners will get acquainted with the basics of Logistics & Supply Chain.
2. Learners will be able to work efficiently in the field of logistics & Supply Chain.
3. Learners will be able to solve the issues in their professional life while working in the field of Logistics & Supply Chain.

SYLLABUS

Sr. No	Modules/Units
1.	<p>Module 1: Introduction to Supply Chain Management (SCM) (15 Lectures)</p> <ul style="list-style-type: none"> • Supply Chain Management: Concept, Features, Evolution, Importance, Process and Barriers of Supply Chain Management. • Principles and Strategies: Principles, Supply Chain Strategies – Organizations, Coordination, Innovation and Forecasting, Strategic decision in supply chain. • Participants in SCM: Supply chain intermediaries- Concept and Types, Channels of Distribution for Industrial Goods and Consumer Goods, Channel of Distribution at Services Level, Factors for selection of suitable channels.
2.	<p>Module 2: Perspectives of Supply Chain Management (15 Lectures)</p> <ul style="list-style-type: none"> • Customer Perspectives: Customer values, Role of customers and Ways of improving customer services in SCM. • Indian Perspectives: Measuring and Analyzing the value and efficiency of domestic Supply Chain Networks, Economic effects of supply chains.

	<ul style="list-style-type: none"> • Global perspectives: Measuring and Analyzing the value and efficiency of global Supply Chain Networks, Global market forces, Types of global supply chain.
3.	<p>Module 3: Introduction to Logistics (15 Lectures)</p> <ul style="list-style-type: none"> • Logistics Management: Concept and Process, Competitive Advantages and Three C's, Changing Logistics Environment, Reverse Logistics, Importance of Inventory Control, Bull-whip effect • Transportation and Warehousing: Transport Functions and Participants in Transportation Decisions, Transport Infrastructure- Forms, Warehouse Functions and Operations • Packaging and Materials Management- Consumer and Industrial Goods Packaging - Importance, Factors influencing Materials Planning, Preservation Safety and Measures of Materials Handling
4.	<p>Module 4: Design of SCM, Logistics and Use of Internet (15 Lectures)</p> <ul style="list-style-type: none"> • SCM Plan- Demand Planning, Source of Procurement, Production or Assembly Steps, Sales return of defective or excess goods • Operative Systems in SCM: Enterprise Resource Planning (ERP), Performance Modelling of supply chains using Markov chains, Inventory Control Importance, Pareto's Law. • Impact of integrating IT with SCM Use of Internet in SCM- E-market places, E-procurement, E-logistics, E-fulfilment, New trends, issues and challenges in supply chain management

Learner's space: Students can go for internships in logistics & SCM. Mini research can be done on performance of different companies logistics & SCM.

Recommended References Books:

1. Logistics & Supply Chain Management – Martin Christopher
2. The Essentials of Supply Chain Management - Hookey Min
3. Essentials of Supply Chain Management - Michael Hugos

Recommended ICT Backup:-

1. <https://www.youtube.com/watch?v=ENyT2C0zfEs>
2. https://www.youtube.com/watch?v=MfFGPA0hu_c

3. <https://www.youtube.com/watch?v=bbZiGYmTbcw>

SUB: ADVERTISING AND SALES MANAGEMENT

COURSE CODE: PPCCOIV22-507

NO. OF LECTURES: 60

NO. OF CREDITS: 06

Objectives of the course:

1. To learn and understand the basic concepts and terminology in advertising.
2. To understand and effectively utilize creative elements in advertising campaigns.
3. To understand the meaning of advertising agencies and their selection.
4. To know wide perspective of sales force management, its recruitment and selection.
5. To acquaint students with the social and regulatory framework of advertising.

Desired Outcomes:

1. Understand the role of advertising and explore how it differs from other types of marketing communication.
2. Identify the positive and negative effects that advertising has on contemporary society.
3. Analyze the expanding environment of new age media.
4. The course enables the students to pursue post graduate programs in Advertising, Marketing, and Digital Marketing, Advertising cum Public Relations, Media Management etc

SYLLABUS

Sr. No.	Modules/Units
1.	Module 1: Advertising Fundamentals and Media (15 Lectures) <ul style="list-style-type: none">● Basics of Advertising: Concept and Features, Significance, Classification of Advertising, Integrated Marketing Communication (IMC) - Elements, Behavioral

	<p>Model (E.K. Strong AIDA), DAGMAR Model (Russell Colley), Hierarchy of Effects (Lavidge and Steiners)</p> <ul style="list-style-type: none"> ● Ad Agency: Various Functional Department, Types, Measures for gaining and reasons for losing clients, Evaluation Criteria for Selecting an Advertising Agency, ● Media: New Media Options, Forms of Digital Media, Media Objectives, Criteria for Selecting Suitable Media, Methods of Setting Advertising Budget
2.	<p>Module 2: Creativity, Social and Regulatory Framework of Advertising (15 Lectures)</p> <ul style="list-style-type: none"> ● Creativity & Research: Developing advertising copy - print, broadcast and digital media, Pre-test and post-test methods. ● Society: Socio-economic contribution and criticisms of advertising, professional courses and careers in the field of advertising ● Regulatory framework of advertising: Legal Framework of Advertising, Role of Information and Broadcasting Ministry (IBM), Self-Regulatory Bodies – Advertising Standards Council of India (ASCI) and Indian Broadcasting Foundation (IBF)
3.	<p>Module 3: Sales Management (15 Lectures)</p> <ul style="list-style-type: none"> ● Introduction: Sales Management - Features, Functions and Importance, Art of Selling – Types, Process, Sales force automation, Qualities of an Effective Salesman. ● Sales force management: Selection Procedure, Sources of sales force recruitment, Training Methods, Motivational Factors and Compensation methods of sales personnel. <ul style="list-style-type: none"> ● Recent trends - Importance of Customer Feedback, Sales Management - Data Mining, Role of IT, Sale management challenges in the 21st century <p>Sales organization: Concept, Objectives, Structure and Steps in Developing a Sales Organization.</p>
4.	<p>Module 4: Sales Planning and Controlling (15 Lectures)</p> <ul style="list-style-type: none"> ● Sales planning: Concept, Process, Sales Forecasting - Methods and Limitations. ● Sales controlling: Concept of Sales Budget and Sales Audit, Sales Quota - Methods and Types, Objectives and Factors Determining and Designing Sales Territory

	<ul style="list-style-type: none"> ● Recent trends - Importance of Customer Feedback, Sales Management - Data Mining, Role of IT ● Case Studies
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Learner's Space: Contacting and interviewing sales managers who can share their implemented practices or just give an overview of different perspectives in the domain of advertising and sales.

Recommended ICT back-up:

- <https://www.youtube.com/watch?v=SfjVXgmZbqo>
- <https://www.youtube.com/watch?v=sR-qL7QdVZQ>
- <https://www.youtube.com/watch?v=MPZgEJMS97o>

Recommended Text/Reference Books:

- Arden, T.G., and S.E. Edwards. 2009. Best Practice Guide for Customer Service Managers
- Bowersox, D.J., and M.B. Cooper. 1992. Strategic Marketing Channel Management. New York: McGraw Hill.
- Advertising & Integrated Brand Promotion By Chris Allen, Richard Semenik, Thomas O'Guinn, Publisher of the Book: CENGAGE Learning Custom Publishing
- **Advertising, Sales & Promotion Management** by Chunawalla, S. A., **Publisher:** Himalaya Publishing House.

SUB: RETAIL MANAGEMENT

COURSE CODE: PPCCOIV22-512

NO. OF LECTURES: 60

NO. OF CREDITS: 06

Objectives of the course:

1. To provide understanding of retail management concepts and types of retailers.
2. To provide understanding of ethical aspects of retail management.
3. To create awareness about emerging trends in retail management.

Desired Outcomes:

1. Learners would be able to understand the retail management concepts and strategies.
2. Learners would come to know the process of selecting Retail Locations, Designing Layout, and Merchandising.
3. Learners would come to know the use of technologies in retailing and career options in retail industry.

SYLLABUS

Sr. No.	Modules/Units
1.	<p>Module 1: Introduction to Retail Management (15 Lectures)</p> <ul style="list-style-type: none"> • Retailing: Concept, Scope and Importance of Retailing and Retail Management, Retail Formats, Theories of Retail change, Functions of Retailers, Retail Environment - Economic, Legal, Technological & Competitive • Retail sector in India: Organized and Unorganized retailers, Size, and Drives of Retail changes, FDI in Retailing in Indian Context • Recent Trends in Retailing: Modern Retail Formats, Mall System, Challenges Faced by the Retail Sector, and Ethics in Retailing.
2.	<p>Module 2: Retail Management Strategy (15 Lectures)</p> <ul style="list-style-type: none"> • Retail Strategies: Promotional Strategies, Retail Planning Process, Retail Pricing Strategies, Case Studies related to retail strategies • Relationship Marketing Strategies: CRM in Retailing, Retail Value Chain, Retail life Cycle, HRM in retailing- Growing importance of HR and Challenges faced by HR in retailing Retail - Market Segmentation - Concept and Significance • Consumer Strategies: Consumer Behavior in Retail Context, Buying Decision Process, Customer Service as a Part of Retail Strategy.
3.	<p>Module 3: Retail Location, Layout and Merchandising (15 Lectures)</p> <ul style="list-style-type: none"> • Retail Location & Merchandising: Importance, Types, Steps involved in choosing a Retail Location.

	<ul style="list-style-type: none"> • Merchandising: Concept and Merchandising Planning Process, Retail Branding, Merchandising Buying, factors influencing merchandising, Visual Merchandising • Store Design and Layout: Store Design - Elements, Store Layout - Importance, Steps for Designing
4.	<p>Module 4: Use of Technology and Career options (15 Lectures)</p> <ul style="list-style-type: none"> • Technologies: Use of Technologies in retailing - Electronic Data Interchange (EDI), Radio Frequency Identification (RFI), Data Base Management system, Kiosks • E-Retailing: Formats, Challenges, Green Retailing - Concept and Importance • Retail as a Career: Various Career Options, Responsibilities of Store Manager, Functions of Merchandising Manager

Learner's space: Contacting and interviewing retailers from both organized and unorganized sector as well as retail managers who can share their experiences and implemented ideas.

Recommended ICT Backup:

Topics	Links
Kiosks	https://www.youtube.com/watch?v=5PmQtkeYPk8
Retail pricing strategies	https://www.youtube.com/watch?v=hkIw7gq1ZKg

Recommended Reference Books:

1. Swapna Pradhan : Retail management : Tata McGraw Hill
2. Ramaswami, V.S and Namakumari, S: Marketing Management Mac Millan India New Delhi.
3. Rajan Saxena, Marketing Management, 3rd ed, Tata MCGraw Hill, New Delhi, 1509

Pedagogy

At Master of Commerce (Business Management) program a learner gets an opportunity to explore different areas within the vast & dynamic field of Commerce. Different commerce papers provide the learner with comprehensive picture of modern business and the way to convert their innovative ideas into colorful startups. Commercial activity is omnipresent which makes commerce evidently the most employment potential course as well and therefore it is recommended that teachers must adopt a variety of methods and materials in order to impart a curriculum effectively.

This can be made successful by conducting field visits, by implementing teaching methods like the survey based assignments for topic like retailing, advertising. Discovery learning can be undertaken by engaging learner in workshops to 'learn by doing' for topics like project report & feasibility study.

Use of ICT can be made prominent to act as mediating artifact, **real case studies of corporate world can be discussed in the classroom to help learner correlate theoretical concepts with the practical world, besides this asking students to solve cases will lead to application of knowledge.** Role play and group discussions will give deeper insights about the topics. Guest talks can be arranged so as to expose students to real life industrial scenarios thereby making learner understand theoretical concepts more clearly and productively.

EVALUATION SCHEME

Evaluation of learner will be done in following manner:

SEMESTER END EXAM: 60 MARKS

INTERNAL ASSESSMENT: 40 MARKS

SEMESTER END EXAM QUESTION PAPER PATTERN

DURATION: 2 hours

Total marks: 60

Q.1. Answer any two of the following. (Based on 1st Module) (12M)

- i) Brief answer question
- ii) Brief answer question
- iii) Brief answer question

Q.2. Answer any two of the following. (Based on 2nd Module) (12M)

- i) Brief answer question
- ii) Brief answer question
- iii) Brief answer question

Q.3. Answer any two of the following. (Based on 3rd Module) (12M)

- i) Brief answer question
- ii) Brief answer question
- iii) Brief answer question

Q.4. Answer any two of the following. (Based on 4th Module) (12M)

- i) Brief answer question
- ii) Brief answer question
- iii) Brief answer question

Q.5 (A) Case Study (06M)

(B) Case Study (06M)

OR

Q.5. Short Notes (Any 3 out of 5) (12M)

CONTINUOUS INTERNAL ASSESSMENT: 40 MARKS

(A) Class Test: 20 MARKS

20 Multiple choice / Fill in the blanks/ True or False questions, each carrying one mark would be asked in a Class test.

(B) Practical Project Based Assessment

(Corporate Case analysis/local survey/Making Ad-video/Ad Copy)

Document 10 Marks

Viva/Presentation/Group Discussion 10 Marks

❖ Passing Criteria:

To pass the course learner is expected to score minimum 40% marks in external as well as in internal evaluation; Internal and external both will have separate passing heads.