SYLLABUS
B.A. VOCATIONAL SEMESTER-VI
MARKETING
Retail Management
w.e.f. 2012-2013

External Marks: 90
Internal Marks: 10
Time : 3 Hours

Note: The paper setter will set 10 questions and the candidates are required to attempt any five questions.

Retailing: Concept, Characteristics, importance and functions; Theories of retailing: Retailing in India. Strategic Planning in retailing.

Retailing Formats: Classifying retail institutions according to ownership, store based and non-store based retail organizations.

Planning location of retail institution; Trading area analysis, deciding the most desirable type of location, choice of a general location, choosing and evaluating a particular site.

Human Resource Management in retailing: Objectives and function; setting up a retail organization, organizational patterns in retailing; Managing store employees.

Store Operations Management; deciding stores layout.

Store design and displays; energy management; loss prevention and security issues.

Applications of information technology in retailing.

REFERENCES
Gilbert David: Retail Marketing Management, Pearson Education, Delhi.
Bermans & Evans: Retail Management – A Strategic Approach, Prentice Hall of India, New Delhi.
Megoldrick, P.: Retail Marketing, McGraw Hill, U.K.
SYLLABUS
B.A. VOCATIONAL SEMESTER-V
MARKETING
Rural Marketing
w.e.f. 2012-2013

External Marks: 90
Internal Marks: 10
Time : 3 Hours

Note: The paper setter will set 10 questions and the candidates are required to attempt any five questions.

Nature, characteristics, opportunities and challenges to rural market in India; Rural marketing environment; Rural marketing research; Rural consumer behaviour; Segmenting rural markets; Rural marketing strategies; Rural market vs. urban market; New Product development for the rural market.

Rural marketing mix; Media planning for rural markets; Personal selling in rural market; Marketing of consumer durables and non durables; Marketing of agricultural produce; Role of information technology in rural markets.

REFERENCES

Gopalaswamy, T.P: Rural Marketing, Wheeler Publisher, New Delhi.
Rajagopal: Rural Marketing Management, Discovery Publication House, New Delhi.
SYLLABUS
B.A. VOCATIONAL SEMESTER-V
OFFICE MANAGEMENT
Financial Accounting
w.e.f. 2012-2013

External Marks: 90
Internal Marks: 10
Time : 3 Hours

Note: The paper setter will set 10 questions and the candidates are required to attempt any five questions.

Accounting: Meaning, types, objectives, advantages and limitations; principles of financial accounting; Double entry system of book-keeping; Posting of Journal, Ledger and Subsidiary books; Bank Reconciliation Statement; Bank reconciliation statement; Trial balance; Capital and Revenue; Final accounts; Types of accounting errors; Bill of Exchange; Role of Computers in Accounting.

REFERENCES
SYLLABUS
B.A. VOCATIONAL SEMESTER-VI
OFFICE MANAGEMENT

Computer Applications in Office Management
w.e.f. 2012-2013

Max Marks: 90
Internal Assessment: 10
Time: 3 hours

Note: The paper setter will set 10 questions and the candidates are required to attempt any five questions.

Computer System: Meaning, scope, types; Basic computer organization: Central Processing Unit, input, output, and storage devices; Introduction to software; System software - operating system, user interface and its types; Application software - word processing, spreadsheets; Introduction to databases, tables, queries, reports and form generation.

Information Technology in Business: Concept of information technology; Local Area Network–media & topologies and Wide Area Networks; Electronic data processing; World Wide Web; Multimedia technologies; Video conferencing.

REFERENCES

Greenstein, Electronic Commerce, Tata McGraw Hill, New Delhi
Leon, Alexis: Fundamental of Information Technology, Vikas Publication House (P) Ltd., New Delhi