

**Savitribai Phule Pune University  
(Pattern – 2013) w.e.f. 2015-2016**

**T.Y. B.B.A.  
Semester V  
Compulsory Paper**

**Subject Name :- Supply Chain and Logistics Management**

**Course Code :- 501**

**Objectives:**

1. To introduce the fundamental concepts in Materials and Logistics Management.
2. To familiarize with the issues in core functions in materials and logistics management

Unit Number	Particulars	No. of lectures
<b>1</b>	<b>Supply Chain Management –</b> 1.1 Concept, objectives, significance 1.2 Process view of a supply chain-cycle and push pull view 1.3 Drivers/components of supply chain – Facilities, Inventory, Transportation, Information, Material Handling 1.4 Achieving tradeoff between customer service and cost	10
<b>2</b>	<b>Physical distribution –</b> 2.1 Definition, Importance, participants in physical distribution process. 2.2 Marketing Channels – Definition and Importance 2.3 Different forms of channels - Unconventional channels - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, Multi channel 2.4 Functions of Marketing Channels 2.5 Channel Management – Channel Selection Process & criteria 2.6 Performance appraisal of Channel Members - Channel Conflicts & Techniques to resolve channel conflicts	10
<b>3</b>	<b>3.1 Procurement -</b> Supplier Management, Management Supplier Selection, Tendering, E-Tendering, Negotiation <b>3.2 Warehouse and Dispatch Management -</b> Types of Warehousing, Warehouse Layout Docking and Marshalling, Warehouse Safety Management.	10
<b>4</b>	<b>Inventory -</b> 4.1 Need and Types of Inventory - 4.2 Costs associated with Inventory– Basic EOQ Model - EOQ with discounts; ABC Analysis - ( <b><i>Numericals expected on Basic EOQ, EOQ with discounts &amp; ABC</i></b> ) 4.3 Stacking and Racking Systems. LIFO , FIFO	10
<b>5</b>	<b>Current trends in Supply chain management –</b> 5.1 Green Supply Chain Management	8

	5.2 Role and Future of IT in the Supply Chain 5.3 Customer Relationship Management 5.4 Supplier Relationship Management 5.5 E-Business and the Supply Chain; E-Business in Practice	
	<b>Total</b>	<b>48</b>

**Reference Books:**

1. *Supply Chain Management* by Sunil Chopra, Peter Meindl & D.V. Kalra
2. *Inventory Management* by L.C. Jhamb
3. *Principles and Practices of Costing* by Sunita Pokharna, Success Publications, Pune
4. *Sales and Distribution Management* by Krishna K. Havaladar & Vasant M Cavale
5. *Purchasing and Supply Management* by Dobler and Burt
6. *Supply Chain Management Best Practices* by David Blanchard
7. *Channel Management & Retail Management* by Meenal Dhotre
8. *The Supply Chain handbook* by James A. Tompkins, Dale A. Harmelink

## Compulsory Paper

**Subject Name :- Entrepreneurship Development**

**Course Code :- 502**

**Objectives:**

1. To create entrepreneurial awareness among the students.
2. To help students to up bring out their own business plan.
3. To develop knowledge and understanding in creating and managing new venture.

Unit Number	Particulars	No. of lectures
<b>1</b>	<b>Entrepreneur and Entrepreneurship:</b> 1.1 Concept of Entrepreneur, Manager, Intrapreneur 1.1.1 Definition ,meaning and functions of an entrepreneur 1.1.2 Concept of Manager 1.1.3 Roles and Responsibilities of Manager 1.1.4 Concept of Intrapreneur 1.2. Need and Importance of Entrepreneurship 1.3. Enterprise v/s Entrepreneurship 1.4. Self Employment v/s Entrepreneurship 1.5. Problem of Unemployment and Importance of wealth creation 1.6. Entrepreneurial career as an option.	<b>10</b>
<b>2</b>	<b>Business opportunity Identification and Preliminary Project Report(PPR):</b> 2.1 Opportunity Search: Divergent Thinking Mode: 2.1.1 Meaning ,Objectives 2.1.2 Tools and Techniques: Environmental scanning for business opportunity Identification 2.2 Opportunity Selection: Convergent Thinking Mode: 2.2.1 Meaning ,Objectives 2.2.2 Tools And Techniques: Market Survey 2.3 Preliminary Project Report(PPR)	<b>10</b>
<b>3</b>	<b>Business Plan:</b> 3.1 Meaning and ,Objectives of Business Plan 3.2 Elements of Business Plan 3.3 Business Planning Process - Self Audit, Evaluation of Business Environment, Setting Objectives, Forecasting Market Conditions, Stating actions and resources required, Evaluating Proposed plan, Assessing Alternative strategic plans, Controlling the plan through Annual Budget	<b>10</b>
<b>4</b>	<b>Institutional Support to New Venture (Students are expected to study the assistance scheme of following institutions)</b> 4.1 District Industries Center(DIC)	<b>12</b>  3

	<p>4.2 Maharashtra Industrial Development Corporation(MIDC)  4.3 Small Industries Service Sector(SISI)  4.4 Micro, Small &amp; Medium Enterprise(MSME)</p> <p>Financial Assistance for Small Enterprise: Institutional:  a)Bank Loan b) Angel Funding c) Venture Funding  d) Self Employment Schemes of Government of Maharashtra  e) Government Financial Institutions: Khadi and Village Industries Board(KVIB),Rajiv Gandhi Udyami Mitra Yojana (RUGMY)  f) Prime Minister Employment Generation Programme (PMEGP)</p>	
<b>5</b>	<p><b>Study of Entrepreneurs' Biographies:</b>  5.1 Rahul Bajaj  5.2 Kiran Muzumdar Shaw  5.3 Azim Premji  5.4 Sabeer Bhatia</p>	<b>6</b>
	<b>Total</b>	<b>48</b>

**Reference Books:**

1. Desai Vasant: "Management of Small Scale Industries" - Himalaya Publishing House
2. Taneja Satish and Gupta: "Entrepreneurship Development-New Venture Creation" - Galgotia Publishing Company, New Delhi
3. Jain P.C: Handbook For New Entrepreneurs Entrepreneurship Development Institute of India
4. Sangle B. R. : Business Environment & Entrepreneurship, Success Publications, Pune
5. Gupta C.B. & Srinivas: "Entrepreneurial Development"- Sultan D, Chand & Sons, New Delhi
6. Prof Rajeev Roy: "Entrepreneurship" - Oxford University Press
7. Edward D. Bono: "Opportunities"

## Compulsory Paper

**Subject Name :- Business Law**

**Course Code :- 503**

### Objectives:

1. To understand basic legal terms and concepts used in law pertaining to business
2. To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.

<b>Unit Number</b>	<b>Particulars</b>	<b>No. of lectures</b>
<b>1</b>	<b>Indian Contract Act 1872</b> 1.1 Definition, kinds and concepts of contracts, Essentials U/S10 1.2 Offer and Acceptance 1.3 Consideration 1.4 Legality and Objects of consideration 1.5 Capacity of Parties 1.6 Free Consent 1.7 Void Agreements and Agreements opposed to public policy 1.8 Performance of Contract. 1.9 Discharge of Contract and Remedies.	<b>10</b>
<b>2</b>	<b>The Sale of Goods Act 1930</b> 2.1 Contract of Sales of Goods-Essentials 2.2 Distinction between Sale and Agreement to Sale 2.3 Subject matter of Contract of Sale-Classification of goods & Concept of Price 2.4 Conditions and Warranties-Types and Distinction 2.5 Transfer of Property-Possession & Risk, Passing of property, Goods sent on approval or "on sale or return" basis, Sale by Non-owner 2.6 Performance of a contract of sale-Delivery of goods, Rights and duties of the buyer, buyers liability for rejecting or refusing delivery 2.7 Rights of unpaid Seller 2.8 Remedies for Breach of Contract of Sale	<b>8</b>
<b>3</b>	<b>The Companies Act, 1956</b> 3.1 Company-Definition, Meaning, Features and Types of Companies 3.2 Incorporation of a Company-Mode of forming ,Documents to be filed with registrar, Certificate of Incorporation, Effects of Registration, Promoter and his position 3.3 Memorandum of Association-Its contents and alteration, Doctrine of Ultra Vires 3.4 Article Of Association- Its contents and alteration-Comparison between Articles and Memorandum, Doctrine of	<b>8</b>

	Indoor Management 3.5 Prospectus- Registration and contents 3.6 Statement in lieu of Prospectus	
<b>4</b>	<b>Information Technology Act, 2000</b> 4.1 Preliminary and Definitions 4.2 Digital Signature: Concept, Authentication of electronic records 4.3 Electronic Governance (Legal recognition of electronic records, Legal recognition of digital signatures, Use of electronic records and digital signatures in Government and its agencies) 4.4 Advantages and Disadvantages of E-Governance	<b>8</b>
<b>5</b>	<b>The Right To Information Act, 2005</b> 5.1 Preliminary & Definitions 5.2 Right to Information and obligations of Public Authority: 5.3 Designation of Public Information Officers: 5.4 Request for obtaining information, Disposal of request, Exemption from disclosure of information. 5.5 Grounds for rejection to access in certain cases, Severability, Third party information 5.6 The Central Information Commission: • Constitution of State Information Commission. • Tenure of office and conditions of service. • Removal of State Chief Information Commissioner or State Information Commissioner • Powers & Functions of the Information Commissions, Appeals and Penalty	<b>14</b>
	<b>Total</b>	<b>48</b>

**Reference Books:**

- 1) *Business and Commercial Laws-Sen and Mitra.*
- 2) *Mercantile Law-S. U. Jadhavar, Success Publications, Pune*
- 3) *Business Law-G. M. Dumbre, Success Publications, Pune.*
- 4) *An Introduction to Mercantile Laws-N. D. Kapoor*
- 5) *Business Laws-N. M. Wechlekar*
- 6) *Company Law-Avatar Singh*
- 7) *Law of Contract-Avtar Singh*
- 8) *Business Laws-Kuchhal M.C.*
- 9) *Business Law for Management-Bulchandani K.R.*
- 10) *Consumer Protection Act in India. Niraj Kumar*
- 11) *Consumer protection in India. V.K.Agrawal*
- 12) *Consumer Grievance Redressal under CPA. Deepa Sharma.*
- 13) *Commentary on the Information Technology Act 2000 by Bhansali S.R*
- 14) *E Governance Issues and Strategies by Chaudhary, Suman Kalyan & Nayak, Sudhanshu Shekhar*
- 15) *Information Technology Act, 2005*

## Compulsory Paper

**Subject Name -: Research Methodology**

**Course Code -: 504**

### Objectives:

1. To provide the students with basic understanding of research process and tools for the same.
2. To provide an understanding of the tools and techniques necessary for research and report writing.

Unit Number	Particulars	No. of lectures
1	<b>Introduction to Research</b> 1.1 Research – Meaning, Characteristics & Importance 1.2 Basic Research Process – An overview & steps involved 1.3 Research Design – Meaning, Characteristics of a good research design 1.4 Components of Research Design 1.5 Sampling Design – Steps involved & Types of Samplings	10
2	<b>Sources of Collection of Data:</b> 2.1 Primary Data: Concept and Definitions 2.2 Respondents: Concept and Meaning 2.3 Secondary Data: Concept and Definition 2.4 Types of sources of secondary data	8
3	<b>Methods of Collecting of Data:</b> 3.1 Primary Data: Methods of collecting primary data, 3.1.1 Survey Method: Types of surveys 3.1.2 Questionnaire Method: Types of questions, Essentials of good questionnaire 3.1.3 Interview Method: Types of Interviews 3.1.4 Experimentation & Observation Methods: Types of observations 3.1.5 Focus Group Methods like Panel groups & Group Discussions 3.2 Secondary Data: Methods of collecting secondary data 3.2.1 Evaluating Quality of Data 3.2.2 Advantages and Disadvantages of Secondary Data	10
4	<b>Data Processing &amp; Analysis</b> 4.1 Data Processing – Editing, Codification, Classification, Tabulation, Scaling & Measurement (Should be taught with help of computer) 4.2 Data Analysis – Methods of analyzing data 4.3 Hypothesis - Concept and Types of Errors 4.4 Hypothesis Testing – Chi Square Test, Z-test & t-test	10

<b>5</b>	<b>Writing Skills for Business Research:</b> 5.1 Project Report Writing – Selecting and defining topic, Writing Chapters, Subject Matter, Style and Structure 5.2 Research Paper Writing – Structure of research paper, referencing styles 5.3 One Research Paper to be written and presented by student <b>(50 % Weightage in Internal Evaluation to be given for the same)</b>	<b>10</b>
	<b>Total</b>	<b>48</b>

**Reference Books:**

1. Ghosh, B.N. *Scientific Method and Social Research* (Sterling: New Delhi)
2. Kothari. C.R. *Research Methodology – Methods and Techniques* (New Age: New Delhi)
3. Sangale B. R. *Research Methodology – (Success Publications, Pune)*
4. Donald. R. Cooper and Pamela S. Schindler, *Business Research Methods* (Irwin McGraw-Hill Publications, New Delhi).
5. Naresh K. Malhotra, *Basic Marketing Research 4/E* (Pearson Education Publications).
6. S. N. Murthy and U. Bhojanna, *Business Research Methods.* (Excel Books, New Delhi).



## Finance Special Paper I

**Subject Name -: Analysis of Financial Statements**

**Course Code -: 505 – A**

### **Objectives:**

1. This course is designed to prepare students for interpretation and analysis of financial statements effectively.
2. To make the student well acquainted with current financial practices
3. This course is designed primarily for students who expect to be intensive users of financial statements as part of their professional responsibilities.

<b>Unit Number</b>	<b>Particulars</b>	<b>No. of lectures</b>
<b>1</b>	<b>Financial Statements of Corporate Organizations</b> 1.1 Meaning of Financial statements 1.2 Need of Financial statements 1.3 Importance of Financial statements. 1.4 Preparation of Financial Statements as per schedule VI of the Amended Companies Act 2013 1.5 Revised Schedules 1.6 How to read company's Balance Sheet	<b>8</b>
<b>2</b>	<b>Introduction to analysis and Interpretation of financial statements</b> 2.1 Analysis and Interpretation of financial statements – Meaning/ introduction 2.2 Types of financial analysis 2.3 Advantages of financial analysis 2.4 Limitations of financial analysis 2.5 Techniques of financial analysis i. Comparative financial statements ii. Trend Analysis iii. Common Size Financial Statements iv. Funds Flow Analysis v. Cash Flow Analysis vi. Ratio Analysis	<b>8</b>

<p><b>3</b></p>	<p><b>Ratio Analysis</b>  3.1 Concept of Ratio  3.2 Meaning of Ratio Analysis  3.3 Interpretation of Ratios  3.4 Classification of Ratios  i) Liquidity Ratios  ii) Turnover Ratios  iii) Solvency Ratios  iv) Profitability Ratios  V) Miscellaneous Group  3.5 Role of Ratio  3.6 Advantages of Ratio Analysis  3.7 Limitations of Ratio Analysis  3.8 <b>Practical Problems</b></p>	<p><b>10</b></p>
<p><b>4</b></p>	<p><b>Cash Flow Analysis</b>  4.1 Meaning of Cash Flow Statement  4.2 Objectives of Cash Flow Statement  4.3 Uses of Cash Flow Statement  4.4 Limitations of Cash Flow Statement  4.5 Preparation of Cash Flow Statement  4.6 Methods of Cash Flow Statement  a) Direct Method – b) Indirect Method  4.7 Cash Flow Activities –  Operating, Investing, Financing  4.8 <b>Practical Problems on Indirect Method</b></p>	<p><b>11</b></p>
<p><b>5</b></p>	<p><b>Funds Flow Analysis</b>  5.1 Concept of Fund  5.2 Meaning of Fund Flow Statement  5.3 Uses of Fund Flow Statement  5.4 Limitations of Fund Flow Statement  5.5 Preparation of Fund Flow Statement  a) Funds From Operations  b) Statement of Changes in Working Capital</p>	<p><b>11</b></p>

	c) Funds Flow Statement.	
	<b>5.6 Practical Problems</b>	
	<b>Total</b>	<b>48</b>

**Allocation of Marks:**

Theory - 50%

Practical problems - 50%

**Reference Books:**

1. *N.M. Vechlekar*                      *Financial Management*
2. *G. M. Dumbre*                      *Advanced Management Accounting, Success Publications, Pune*
3. *I.M Pandey*                              *Financial Management*
4. *Ravi. M. Kishore*                      *Financial Management*
5. *P.C Pardeshi*                              *Business Finance.*
6. *Khan and Jain*                              *Financial Management*
7. *N.D.Kapoor*                              *Financial Management*
8. *Prasanna Chandra*                      *Financial Management*
9. *Prof.Satish Inamdar*                      *Financial Statement and Analysis*

## Marketing Special Paper I

**Subject Name -: Sales Management**

**Course Code -: 505 – B**

### **Objectives:**

1. To provide the students with basic understanding of the processes and skills necessary to be successful in personal selling and insights about recent trends in sales management.

2. To provide an understanding of the tools and techniques necessary to effectively manage the sales function - organization - sales individual.

3. To provide students with advanced skills in the areas of interpersonal communications, Motivational techniques

<b>Unit Number</b>	<b>Particulars</b>	<b>No. of lectures</b>
<b>1</b>	<b>Introduction to Sales Management:</b> 1.1 Definition 1.2 Meaning 1.3 Objectives 1.4 Role of sales management in marketing 1.5 Recent trends in sales management 1.6 Ethical and legal issues involved in sales management	<b>10</b>
<b>2</b>	<b>Sales Organization:</b> 2.1 Need for sales organization 2.2 Types and structures of sales organization 2.3 Principles for building successful sales organization 2.4 Functions and responsibilities of sales manager	<b>8</b>
<b>3</b>	<b>Managing the Sales Force:</b> 3.1 <b>Recruitment and Selection:</b> Sales personnel selection process, criteria used for selection of sales personnel 3.2 <b>Training:</b> Importance, Areas of sales training- Company specific knowledge, product knowledge, Industry and market trend knowledge, Customers and technology, Relationship Selling, Customer education, Value added Selling. 3.3 <b>Motivation:</b> Motivation and productivity of sales force, Types of compensation plans, sales meetings, sales contests, fine tuning of compensation plan 3.4 <b>Sales Reporting:</b> Sales records, Sales reports, Sample of Sales Report Format, Key Performance Indicators of sales	<b>10</b>
<b>4</b>	<b>Sales planning and control:</b> 4.1 <b>Sales planning:</b> Sales forecasting – concept and methods- qualitative and quantitative 4.2. Market and Sales potential- concept and methods 4.3 Sales quotas- concept, purpose and types	<b>10</b>

	4.4 <b>Sales control:</b> process of sales control- Goal setting, Performance Measurement, diagnosis and corrective actions	
<b>5</b>	<b>Personal Selling and Relationship Management:</b> 5.1 <b>Personal Selling:</b> concept, process, Tools for personal selling 5.2 Effective selling techniques 5.3 Concepts of Sales leads, sales calls, types of sales calls, sales presentation 5.4 Characteristics of a successful salesman 5.5 Use of technology in personal selling 5.6 <b>Relationship Management:</b> concept 5.7 Role of relationship management in personal Selling 5.8 Characteristics of relationship	<b>10</b>
	<b>Total</b>	<b>48</b>

**Reference Books:**

1. *Sales and Distribution Management by Havaladar & Cavale, TMGH*
2. *Sales Management by Still, Cundiff & Govani, Pearson Education*
3. *Sales and Distribution Management, SL Gupta, Excel books*
4. *Marketing Management, B. R. Sangale, Success Publications, Pune*
5. *Retailing Management by Michael Levy & Barton Weitz, TMGH, 5thEdition*
6. *Building a Winning Sales Team – Gini Graham & Scott*
7. *Sales Management Handbook – Forsyth Ptrick*
8. *Professional Sales Management – Anderson, Hair and Bush*
9. *Sales Management - Richard R Still Edward W. Cundiff*
10. *International Marketing – Robert Reed*
11. *Strategies for selling-Gerald A. Michaelson*

## Finance Special Paper II

**Subject Name :- Long Term Finance**

**Course Code :- 506 – A**

**Objectives:**

1. To make the study of long-term financing
2. To make the student well-acquainted regarding current financial structure

<b>Unit Number</b>	<b>Particulars</b>	<b>No. of lectures</b>
<b>1</b>	<b>Sources of Finance:</b> 1.1 Owned and Borrowed funds 1.2 Equity Shares, Preference Shares 1.3 Debentures, Term Loan, Lease Financing, Hire Purchasing	10
<b>2</b>	<b>Capital Structure:</b> 2.1 Meaning, factors affecting Capital Structure – Internal factors, External factors and General factors 2.2 Cost of Capital, Trading on Equity, Capital Gearing and Leverages	14
<b>3</b>	<b>Capital Budgeting:</b> 3.1 Meaning 3.2 Techniques of Capital Budgeting 3.3 Mutually Exclusive Proposals	8
<b>4</b>	<b>Specialized Private Financial Institutions-</b> objectives and functions of 4.1 IFCI 4.2 IDBI 4.3 ICICI 4.4 SFCs 4.5 UTI	10
<b>5</b>	<b>Dividend Decisions:</b> 5.1 Dividend policy, determinants of dividend policy 5.2 Types of dividend policy 5.3 Forms of dividend	6
	<b>Total</b>	<b>48</b>

**Topic for practical problems:**

1. Leverages
2. Cost of Capital and Capital Structure

**Reference Books:**

1. *I.M.Pandey – Financial Management – Vikas Publishing House*
2. *Ravi M.Kishore – Financial Management*

3. *G. M. Dumbre – Modern Banking, Success Publications, Pune.*
4. *P.C.Pardeshi – Business Finance*
5. *Khan and Jain – Financial Management – Tata McGraw Hill*
6. *Prasanna Chandra – Financial Management – Tata McGraw hill*
7. *Appannaiah, Reddy, Satyaprakash – Financial Management – Himalaya Publishing Pvt. Ltd*
8. *Satish Inamdar – Financial Statement and Analysis*

## Marketing Special Paper II

Subject Name -: Retail Management

Course Code -: 506 – B

### Objectives:

1. To provide insights into all functional areas of retailing.
2. To give a perspective of the Indian retail scenario.
3. To identify the paradigm shifts in retailing business with increasing scope of technology and e-business.

Unit Number	Particulars	No. of lectures
1	<p><b>Retailing:</b></p> <p><b>1.1 Overview of retailing:</b> Definition, Scope , Role and Functions of retailers, Advantages of Retailing, Organized and Unorganized Retailing, Indian Retail Scenario Vs. Global Retail Scenario , Drivers of retail change in India, Emerging Trends in Retailing in India , Role of Retail in Nation's Economy.</p> <p><b>1.2.Classification of Retailers:</b></p> <p><b>a. Traditional Retail Formats : (Store Based Retail Formats)</b> Independent stores, chain stores, Franchisee, Discount Stores, Cooperatives, Specialty stores, supermarkets, departmental stores, hypermarkets, convenience stores, chain stores, off price retailers etc.</p> <p><b>b. Modern Retail Formats: (Non Store Based Retail Formats)</b> Direct Selling, Direct Marketing, Catalog Marketing, Tele Marketing, Automatic Vending Machines, Airport Retailing, Kiosks, Electronic Shopping</p>	12
2	<p><b>Retail Location and site selection, store layout &amp; design and visual merchandising, category management:</b></p> <p><b>2.1 Retail Location and Site Selection:</b> Concept of location and site, factors to be considered in retail locations, important retail locations- central business district-destination locations-stand alone locations-convenience locations, process of retail location and site selection- selection of a city, deciding about trade location in the city, analysis of alternative sites</p> <p><b>2.2 Store Design and Store Layout:</b> The concept of store design, element of store design(interior and exterior), Store layout- Types of layout , factors affecting store</p>	11



	layout, store facade <b>2.3 Visual Merchandising:</b> Concept, Need and importance, tools used for visual merchandising and store atmospherics	
<b>3</b>	<b>Retail Merchandising, Merchandise Planning and Category Management:</b> <b>3.1 Retail Merchandising:</b> Concept and principles of merchandising, <b>3.2 Merchandise Planning:</b> Concept of merchandise planning, types of merchandise, process of merchandise planning, introduction of Private label brands <b>3.3 Category Management:</b> Definition and process	<b>08</b>
<b>4</b>	<b>Promotion mix in retailing and Retail Strategies</b> <b>4.1 Promotion Mix in Retailing:</b> Concept, need and objectives of promotion mix, elements of promotion mix, tool of promotion mix in store advertisements, outdoor advertisement, online advertising, <b>4.2 Retail Strategies:</b> Differentiation strategy, growth strategy, expansion strategy, pricing strategy	<b>09</b>
<b>5</b>	<b>Current trends in retailing:</b> <b>5.1 Role of IT in retailing:</b> Electronic Data Interchange(EDI), Database Management, Data Warehousing, Data Mining, Radio Frequency Identification(RFID), E-tailing, Bar Coding <b>5.2 Rural Marketing -Retail:</b> Concept of rural marketing, Emerging models in rural markets Opportunities and Challenges in rural retail marketing. <b>5.3 Mall Management:</b> Nature and concept of a mall, growth of malls globally and in India, Indian Malls Vs. Western countries Malls.	<b>08</b>
	<b>Total</b>	<b>48</b>

**Reference Books:**

1. *Retailing Management : Michael Levy and Barton Weitz, TMGH, 5th Edition*
2. *Retail Management: Swapna Pradhan, TTMGH*
3. *Retail Management : Gibson Vedamani, Jaico Books*
4. *Fundamentals of Retailing: K V S Madaan, McGraw Hill*
5. *Retail Marketing Management: David Gilbert, Pearson Publication*
6. *Retail Management : Arif Sheikh, Himalaya Publishing*

**Supplementary Reading Material**

1. *It happened in India by Kishor Biyani, Rupa and Company*
2. *Business Today , November 1999, Mall Management , pp. 7-22*

**Websites**

1. [www.indiaretailing.com](http://www.indiaretailing.com)
2. [www.imageretail.com](http://www.imageretail.com)

**T.Y. B.B.A.  
Semester VI**

**Compulsory Paper**

**Subject Name :- Business Planning and Project Management**

**Course Code :- 601**

**Objectives:**

To acquaint the students with the planning process in business and familiarize them with the function and techniques of project management

Unit Number	Particulars	No. of lectures
<b>1</b>	<p><b>Planning:</b></p> <p>1.1 Introduction, Meaning, Definition, Characteristic, objective, nature of Planning</p> <p>1.2 Advantages and limitations of planning</p> <p>1.3 Steps in planning process</p> <p>1.4 Methods of planning</p> <p>1.5 Essentials of a good planning</p> <p>1.6 Obstacles in planning, Planning Premises and Classification of Planning Premises</p> <p>1.7 Plan and Planning, Business Planning</p> <p><b>Planning and Forecasting :</b></p> <p>1.8 Introduction, Meaning, Definition, Characteristics, Process,</p> <p>1.9 Importance of forecasting</p> <p>1.10 Areas of forecasting</p> <p>1.11 Forecasting Techniques- Types, Methods</p> <p>1.12 Advantages of forecasting, Limitations of forecasting</p> <p>1.13 Difference between forecasting and planning</p>	<b>10</b>
<b>2</b>	<p><b>Project Management –</b></p> <p>2.1 Definition of a “Project”</p> <p>2.2 Why project Management, The project Life-Cycle, Project Management Maturity</p> <p>2.3 Project Selection and Criteria of Choice</p> <p>2.4 The Nature of Project Selection Models, Types of Project Selection Models</p> <p>2.5 Project Portfolio Process, Project Proposals.</p> <p>2.6 The Project Manager – Qualities , Project Management and the Project Manager, Special Demands on the Project Manager</p> <p>2.7 Problems of Cultural Differences, Impact of Institutional Environments, Project Organization,</p> <p>2.8 The project as Part of the Functional Organization, Pure Project Organization, The Matrix organization</p> <p>2.9 Choosing an Organizational form The Project Team.</p>	<b>10</b>

<b>3</b>	<b>Initial Project Coordination</b> 3.1 The Nature of Negotiation, Partnering, Chartering and change, Conflict and the project life cycle. 3.2 Estimating Project Budgets, Improving the Process of Cost Estimation.	<b>10</b>
<b>4</b>	<b>Network Techniques</b> 4.1 PERT and CPM 4.2 Risk Analysis Using Simulation with Crystal Ball 2000 4.3 Critical Path Method- Crashing a Project, The Resource Allocation Problem, Resource Loading, Resource Leveling, Constrained Resource Allocation 4.4 The Planning-Monitoring-Controlling Cycle, Information Needs and the Reporting Process, Earned Value Analysis 4.5 The Fundamental Purposes of Control, Three Types of Control Processes, Comments on the Design of Control Systems, Control as a Function of Management.	<b>10</b>
<b>5</b>	<b>Purposes of Evaluation</b> 5.1 Goals of the System 5.2 The Project Audit, Construction and Use of the Audit Report, The Project Audit Life Cycle, some essentials of an Audit/Evolution 5.3 The Varieties of Project Termination, when to Terminate a Project, The Termination Process.	<b>8</b>
	<b>Total</b>	<b>48</b>

**Reference Books:**

1. *Production and Operation Management:K. Ashwathappa and Siddharth Bhat, Himalaya Publishing House,2010 editions*
2. *Project Management- Samule J Mantel, Jr, Jack R. Meredith, Scott M. Shafer, Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd.*
3. *Business Administration with G. M. Dumbre, Success Publications, Pune.*
4. *Successful Project Management- Milton D. Rosenau, Jr., Cregory D. Githens, Wiley India Pvt. Ltd*
5. *Project Management- Vasant Desai, Himalaya Publishing House*
6. *Project Management : A Managerial Approach, Jack R. Meredith, Samuel J. Mantel Jr. Wiley India Pvt. Ltd.*
7. *Principles of Management – T. Ramasamy, Himalaya Publishing House*
8. *The McGraw-Hill 36-Hour Project Management Course -McGraw-Hill*

## Compulsory Paper

**Subject Name :- Event Management**

**Course Code :- 602**

**Objectives:** To acquaint the students with concepts, issues and various aspects of event management.

Unit Number	Particulars	No. of lectures
1	<p><b><u>Introduction to Event and Event Management</u></b>            1.1 Introduction and Definition of Event.            1.2 Event Designing, 5 C's of Events.            1.3 5 W's of Event.            1.4 Types of Events.            1.5 Categories of Event and its characteristics.            1.6 Objectives of Event Management.            1.7 Problems associated with traditional media.</p>	08
2	<p><b><u>Facets of Event Management</u></b>            2.1 <u>Event Infrastructure</u>: Core Concept, Core People, Core Talent, Core Structure.            2.2 <u>Clients</u>: Set Objectives for the Event, Negotiating Contracts with Event Organizers, Locating Interaction Points, Banners , Displays etc., at the Event, Preparing the Company's Staff for the Event, Post-event Follow-up.            2.3 <u>Event Organizers</u>: Role of Event Organizer, Qualities of an Event Organizer, Steps in Organizing an event.            2.4 <u>Venue</u>: In-house Venue, External Venue.</p>	10
3	<p><b><u>Execution of Event:</u></b>            3.1 <u>Networking Components</u>: Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Media.            3.2 <u>Types of promotion methods used in events</u>: Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Direct Marketing, Advertising, Public relations.            3.3 <u>Activities in Event Management</u>: Pre-event Activities, During-event Activities, Post-event Activities.            3.4 <u>Functions of Event Management</u>: Planning, Organizing, Staffing, Leading and Coordination, Controlling.            3.5 <u>Event Management Information System</u>.            3.6 <u>Technology in Event Management</u>.- Role and Importance.</p>	10
4	<p><b><u>Marketing of Event</u></b>            4.1 <u>Concept of Market in Events</u>            *Revenue Generating Customers.            *Nonrevenue Generating Customers.            4.2 Segmentation for Events, Niche marketing in events.            4.3 Targeting.</p>	10

	<p>4.4 Positioning of Events.  4.5 Branding in Events.  4.6 Reach Interaction Matrix.  4.7 Concept of Pricing in Events.  4.8 Legislation and Tax Laws.  4.9 Marketing Communication Tool.  4.10 Implementation of Marketing Plan.  4.11 Relationship Building.  4.12 <u>The Diverse Marketing Needs Addressed by Events: Brand Building, Focusing the Target Market, Creating Opportunities for Better Deals with Different Media, Events and the Economy.</u>  4.13 Concept of Ambush Marketing.</p>	
<b>5</b>	<p><b><u>Strategies of Event Management</u></b>  5.1 Strategic Approach.  5.2 Critical Success Factor Analysis.  5.3 <u>Strategic Alternatives Arising From Environmental Analysis:</u> Maintenance Strategy, Developmental Strategy, Preemptive Strategy, Survival Strategy.  5.4 <u>Strategic Alternatives Arising from Competitive Analysis:</u> Sustenance Strategy, Rebuttal Strategy, Accomplishment Strategy, Venture Strategy.  5.5 Strategic Alternatives Arising from Defined Objectives.  5.6 PREP Model.  5.7 Risk versus Return Matrix.  5.8 Forms of Revenue Generation.  5.9 <u>The Basic Evaluation Process:</u> Establishing Tangible Objectives and Sensitivity in Evaluation, Measuring Performance, Correcting deviations, Critical Evaluation Points in Events.</p>	<b>10</b>
	<b>Total</b>	<b>48</b>

**Reference Books:**

1. *Event Management: Wagen, Lynn Van Der, Pearson Education, 2012*
2. *Event Marketing and Management: Gaur, Sanjaya Singh, Vikas Publishing House Pvt Ltd. 2003*
3. *Business Management : G. M. Dumbre, Success Publications, Pune.*
4. *Event Planning And Management: Sharma, Diwakar, Deep & Deep Publication Pvt Ltd. 2005*
5. *Events Management: Raj, Razaq, SAGE Publication India Pvt. Ltd. 2009*

## Compulsory Paper

**Subject Name - : Management Control System**

**Course Code - : 603**

**Objectives:**

To introduce to the students the function of management control, its nature, functional areas, and techniques.

<b>Unit Number</b>	<b>Particulars</b>	<b>No. of lectures</b>
<b>1</b>	<b>Introduction To Management Control System</b> 1.1 The control function- Elements of Control- Nature of Control – Problems in control 1.2 Management Control – Characteristics, Principles & Types of Management Control 1.3 Factors Affecting Managerial Philosophy 1.4 Management Control Systems - Elements of MCS – Designing of MCS – 10 commandments of Effective Control System	<b>10</b>
<b>2</b>	<b>Management Controls In Functional Areas</b> 2.1 Production Control: Need – Procedure – Techniques Of Production Control 2.2 Inventory Control: Classification Of Inventories – Motives For Holding Inventories- Determination Of Stock Levels 2.3 Marketing Control: Process Of Marketing Control- Importance Of Marketing Control System- Tools And Techniques Of Marketing Control 2.4 Control In Personnel Area: Reasons For Workers Resistance To Controls- Kind Of Control Devices 2.5 IT Measures And Control – Installation Of Management Information & Control System, Structured & unstructured Decision	<b>12</b>
<b>3</b>	<b>Computers Systems</b> 3.1 Computer for Management Control Purposes- Are Computers essential for MIS? 3.2 Computers and Information System – Manual Systems – Mechanical Systems- MIS – Decision Support Systems- Characteristics of DSS- Where to apply DSS- Expert Systems.	<b>8</b>
<b>4</b>	<b>Management Control Of Projects</b> 4.1 Meaning of project – Aspects of Project – Factors affecting Project - 4.2 Project Planning – Time Dimension – Cost Dimension- Quality Dimension 4.3 Project Control- Reports Costs and Time- Reports on output- Revisions.	<b>10</b>

<b>5</b>	<b>Implementing MCS for small &amp; medium size companies</b> 5.1 Methodology of implementing Management Controls - Roles and responsibilities in implementing Management Control. 5.2 Management Control Structure - Responsibility centre, cost centre, profit centre, investment centre. 5.3 MCS in service & non-profit organizations.	<b>8</b>
	<b>Total</b>	<b>48</b>

**Reference Books:**

1. Anthony R. N. and John Dearden: *Management Control Systems*
2. 3. Bhattacharya S. K.: *Managerial Planning & Control System*
4. Mark G. Simkin : *Computer information systems for Business*
5. Robert J. Mockler: *Readings in Management Control*
6. Subhash Das : *Management Control Systems.*
7. P. Saravanavel : *MCS – H.P. House*
8. Arora Ashok & Akshay Bhatia, *Excel Books, New Delhi: Information Systems for Managers*

## Compulsory Paper

Subject Name -: E- Commerce

Course Code -: 604

### Objectives:

1. To know the concept of electronic commerce
2. To know the concept of Cyber Law & Cyber Jurisprudence
3. To know Internet marketing techniques

Unit Number	Particulars	No. of lectures
1	<b>E- Commerce and Business Model Concepts</b> 1.1 Main Activities of E Commerce 1.2 Definition 1.3 Goals 1.4 Technical Components 1.5 Functions 1.6 Status 1.7 Prospects 1.8 Significance 1.9 Advantages 1.10 Disadvantages  <b>E-Commerce Business Models</b> 1.11 Major Business to Consumer (B2C)Business Model Portal, E-tailor 1.12 Major Business to Business (B2B) Business Model 1.13 E Distributor, E-Procurement, Exchanges 1.14 Business models in Emerging E-Commerce Areas - C2C, P2P, and B2G.	11
2	<b>E-Money</b> 2.1 Real World Cash 2.2 E-Money 2.3 Requirements 2.4 Types of Electronic Payment Media 2.5 B2B E-Payment Systems  <b>Viruses</b> 2.6 Types of Viruses 2.7 Spyware & Adware 2.8 Virus Characteristics 2.9 Protection against Fraud & Viruses	10
3	<b>E-Marketing</b> 3.1 Identifying Goals	11



	3.2 Browsing Behavior Model 3.3 Online Marketing 3.4 E Advertising 3.5 Internet Marketing Trends 3.6 Target Markets 3.7 E-Branding 3.8 Marketing Strategies 3.9 Consumer Online: The Internet Audience and Consumer Behavior 3.10 E-cycle of Internet Marketing.	
<b>4</b>	<b>Cyber Law Concepts</b> 4.1 E Contract 4.2 Jurisdiction Concept 4.3 Choice of Law 4.4 Minimum Contacts 4.5 Internet Jurisdiction 4.6 Contractual Obligation in cyberspace 4.7 Active Vs Passive Websites 4.8 E-mail Transactions	<b>8</b>
<b>5</b>	<b>Cyber Jurisprudence</b> 5.1 Evolution of New System 5.2 Legal Meaning of Software 5.3 Legal Issues for Internet Commerce 5.4 Cyber Attack –Trojan, Virus ,Worm, Spam 5.5 Hacking – Phishing, IP Spoofing.	<b>8</b>
	<b>Total</b>	<b>48</b>

**Reference Books:**

1. *E – Commerce Concepts – Models – Strategies*, Himalaya Publishing House. ISBN : 978-81-8488-096-0; C.S.V. Murthy
2. *Electronic Commerce From Vision to Fulfillment*, 3rd Edition, PHI. ISBN : 81-203-3027-7; Elias M. Awad
3. *E – Commerce An Indian Approach*, 2nd Edition, PHI ISBN : 81-203-2788-8; P.T.Joseph, S.J.
4. *Laws Relating to Computers Internet & E-Commerce*, 4th Edition, Universal Law Publishing Company. ISBN : 978-81-7534-778-6; Nandan Kamath
5. *E-Commerce –The Cutting Edge of Business* Second Edition; Kamlesh K Bajaj, Debjani Nag
6. *E-Commerce –Business ,Technology, society*; Kenneth C.Laudon,Carol Guercio Traver
7. *Introduction to E-Commerce*; Zheng Qin

## Finance Special Paper III

**Subject Name :- Financial Services**

**Course Code :- 605 A**

**Objectives:**

- 1) To study in detail various financial services in India
- 2) To make the students well acquainted regarding financial markets

Unit Number	Particulars	No. of lectures
<b>1</b>	<b>Indian Financial System : An Overview</b> 1.1 Introduction to Financial System 1.2 Structure of Financial System - Financial Institutions , Financial Markets, Financial Instruments and Financial Services 1.3 Overview of Indian Financial System since 1991 1.4 Financial Intermediaries in Financial System: - Merchant Bankers, Underwriters, Depositories, Brokers, Sub brokers, Bankers etc.	<b>9</b>
<b>2</b>	<b>Introduction to Financial Markets</b> 2.1 Capital Market- Primary Market – Management of IPO, Secondary Market – Stock Exchanges in India – Introduction , NSE , BSE , OTCEI 2.2 Role of SEBI as a regulatory authority 2.3 Introduction to Derivatives, Futures and Options 2.4 Money Market – Introduction , Money Market instruments – Call and Notice money market , Treasury Bill , Commercial Papers , Certificate of Deposits , Money Market Mutual Fund , Inter corporate deposits 2.5 Difference between Money Market and Capital Market	<b>14</b>
<b>3</b>	<b>Financial Services in India</b> 3.1 Mutual Fund 3.2 Factoring and Forfeiting 3.3 Credit Rating 3.4 Venture Capital	<b>9</b>
<b>4</b>	<b>Banking and Insurance Sector in India :-</b> 4.1 Introduction 4.2 Structure of Banking and Insurance Sector in India 4.3 Role of RBI and IRDA as a regulatory authority	<b>5</b>
<b>5</b>	<b>Recent Trends in Accounting and Finance</b> 5.1 Zero Base Budgeting 5.2 Inflation Accounting 5.3 Human Resource Accounting 5.4 Activity Based Costing 5.5 Mergers and Acquisition	<b>11</b>
	<b>Total</b>	<b>48</b>

**Reference Books:**

1. *Kohak MA :- Financial Services*
2. *L M Bhole and Jitendra Mahakut – Financial Institutions and Markets*
3. *G. M. Dumbre – Modern Banking, Success Publications, Pune.*
4. *S. S. Shete – Financial Marketing and Institutions in India, Success Publications, Pune.*
5. *Dr. S Gurusamy :- Essentials of Financial Services*
6. *M Y Khan :- Indian Financial System*
7. *Rajesh Kothari :- Financial Services in India , Concept and Application*

## Marketing Special Paper III

**Subject Name -: Advertising and Sales Promotion**

**Course Code -: 605 B**

**Objectives:**

1. To develop knowledge and understanding of importance and functions of advertising.
2. To understand Key features of Sales Promotion

<b>Unit Number</b>	<b>Particulars</b>	<b>No. of lectures</b>
<b>1</b>	<b>Introduction and Measurement of Effective Advertising</b> 1.1 Advertising – Evolution, Meaning, Definition, Classification, Benefits, Functions, Criticism, Ethics, Social issues 1.2 Strategic Advertising Decision - Setting Advertising Objectives, Deciding Advertising Budget, Advertising Framework planning and Organization. 1.3 Advertising Campaign – Meaning, Basis of Campaign, Length of Campaign, Parameters governing advertising Campaign, Planning of advertising of Campaign 1.4 Advertising Agency – Meaning, Definition, Functions, Types, Advantages, Structure, Advertiser and Advertising Interface 1.5 Advertising Effectiveness – Objective of measuring Advertising Effectiveness, Difficulties and Evaluation of Advertising Effectiveness 1.6 Advertising Control – Control of Advertising by Practitioners	<b>12</b>
<b>2</b>	<b>Copy Decisions</b> 2.1 Advertising Copy --Meaning, Objectives, Elements, Features, Types of Copy 2.2 Advertising Layout – Principles, Components, Visualization of Layout, Layout Format, 2.3 Copy Creation – Approaches, Principles, Styles of Copy creation, Verbal Versus Visual Thinking, Pre Testing methods and Measurements.	<b>10</b>
<b>3</b>	<b>Media Decisions</b> 3.1 Advertising Media – Meaning, Definition, Functions, Types of Media 3.2 Media Planning – Importance, Process, Difficulties, Basics of Reach, Frequency, Continuity in Media Planning 3.3 Media Research – Meaning, Importance, Functions, Process of Media Research 3.4 Media Selection – Approaches and factors affecting Media Selection	<b>10</b>
<b>4</b>	<b>Sales Promotion And Brand Equity</b> 4.1 Sales Promotion – Meaning, Definition, Objectives of sales	<b>10</b>

	<p>promotion, Factors affecting Sales Promotion Growth, Techniques of Sales Promotion</p> <p>4.2 Strategic Sales Promotion -- Strategies and Practices in Sales Promotion, Cross Promotions, Surrogate Selling, Bait and Switch advertising issues.</p> <p>4.3 Brand Equity – Concepts and Criteria, Building, Measuring and Managing Brand Equity, Linking Advertising and sales promotion to achieve “Brand standing”, Leveraging Brand values for business and non-business contexts.</p>	
<b>5</b>	<p><b>Role of Information Technology in Advertising and Sales Promotion</b></p> <p>5.1 Comparison of Traditional and Modern Advertising</p> <p>5.2 Internet Advertising – Purpose, Types, Advantages, disadvantages of internet Advertising</p> <p>5.3 Pre-Requisites of Online Advertising</p> <p>5.4 E – Advertising Guidelines</p> <p>5.5 Internet Advertising today</p>	<b>6</b>
	<b>Total</b>	<b>48</b>

**Reference Books:**

1. *Advertising and Promotions - Belch & Belch, Tata McGraw Hill 2001*
2. *Advertising Management - Rajeev Batra, John G. Myers & David A Aaker-PHI*
3. *Otto Kleepner’s Advertising Procedure – PH*
4. *Advertising Management – Rawal C. N., Success Publications, Pune.*
5. *International Edition - Contemporary Advertising Irwin/McGraw –Hill*
6. *Integrated Marketing Communications - Duncon- TMH*
7. *Foundations of Advertising Theory & Practice- S.A.Chunawalla & K.C.Sethia- Himalaya Publishing*
8. *Integrated Advertising, Promotion and Marketing Communication- By Clow Baack*
9. *Advertising Management- Manendra Mohan*
10. *Advertising Management- Batra, Myers & Aaker*
11. *Sales Promotion: M.N.Mishra*
12. *Advertising and Promotion- George Belch and Michael Belch*
13. *Marketing Management – Philip Kotler, Keller Jha- Pearson Education, 11th Edition*

## Finance Special Paper IV

**Subject Name :- Cases in Finance/ Project**

**Course Code :- 606 A**

The student shall write a project report on the topics selected under the guidance of a faculty and submit one hard binding copy and one soft copy of the same to the Principal of the college before 31st March. Soft copy should be conserved at college level. The project shall be assessed both internally (20 marks) and externally (30 marks). For external evaluation there will be a viva voce. Such viva-voce shall be conducted by a panel of two referees appointed by the University.

Total Lectures: 24 Project + 24 Cases in Finance = 48

### Topics for Project:

1. Projected financial statements to be submitted to the bank for loan proposal.
2. Analysis & interpretations of financial statement with the help of Techniques like Ratio analysis, Fund flow Analysis, Cash flow Analysis.
3. Project related Insurance sector.
4. Working Capital Management.

The students can select any other topic related to finance, for their project in consultation with their respective teacher. At least ten cases covering the following aspects should be studied.

- A. Capital Budgeting
- B. Working Capital
- C. Cost of Capital

Total Lectures: 24 Project + 24 Cases in Marketing = 48

NOTE: Scheme of marking for this paper will be as follows:

Project work	30
Viva voce (conducted by internal as well as external to be appointed by University)	20
Theory Paper on cases in finance	50
	-----
	Total 100 marks

Project report should be evaluated by both internal and external examiner. Each examiner will allot marks out of 50 i.e. project work 30 marks and viva voce 20 marks. The total marks given by both internal and external examiner will be out of 100 and will be converted into marks out of 50.

**Sample Case No 1:**

Jay Industries Ltd. is considering purchasing a new machine. Two alternative models are under consideration. The comparative data of the two machines are as follows:

Particulars	Machine X	Machine Y
Cost of Machine	3,00,000	5,00,000
Estimated Life	10 years	10 years
Estimated Saving is Scrap p.a.	20,000	30,000
Additional Cost of Supervision p.a	24,000	32,000
Additional Cost of Maintenance p.a.	14,000	22,000
Cost of Indirect Material p.a.	12,000	16,000
Additional Savings in Wages p.a	1,80,000	2,40,000

Rate of Taxation: 50% of the Profits. Assume Targeted Cost of Capital @ 10%. As a Finance Executive advice Management regarding which machine may be a profitable investment by calculating Annual Cash Flow, Payback Period, NPV and PL. Total PV @ 10% for 10 years = 6.144

**Sample Case No 2:**

The following information is related to Parekh Industries Pvt. Ltd., Pune. Budgeted Sales (78,000 units) Rs. 46.80 lakhs. 25% Sales are Cash Sales

**Analysis of Selling Price**

Raw Material	60% of Selling Price
Direct Labour	6.00 per unit
Variable Overheads	1.00 per unit
Fixed Overheads	5 Lakhs (Including Rs. 1, 10,000 as depreciation)

It is estimated that:

- (a) Holding Period of:
  - Raw Materials – 3 weeks
  - Work-in-Process – 1 week
  - Finished Goods – 2 week
- (b) Suppliers will give 4 weeks credit.
- (c) Customers are allowed 4 weeks credit.
- (d) Wages are paid after 4 weeks.
- (e) Lag in payment of overheads will be 2 weeks.
- (f) Cash in Hand Rs. 50,000.

Prepare a statement showing working capital requirement for a year using cash cost approach. Year = 52 weeks

## Marketing Special Paper IV

**Subject Name :- Cases in Marketing / Project**

**Course Code :- 606 B**

**Objectives:**

To understand of application of theory into practice

The student shall write a project report on the topics selected under the guidance of a faculty and submit one hard binding copy and one soft copy of the same to the Principal of the college before 31st March. Soft copy should be conserved at college level. The project shall be assessed both internally (20 marks) and externally (30 marks). For external evaluation there will be a viva voce. Such viva-voce shall be conducted by a panel of two referees appointed by the University.

Total Lectures: 24 Project + 24 Cases in Marketing = 48

**CASES STUDIES :- ( 50 Marks)**

1. Introduction to Case Studies:-

Case – Meaning – Objectives of Case Studies –  
Characteristics & Importance of Case Studies –  
Guidelines for Case Studies & Cases Discussion.

2. Topics for Case Studies:-

- Advertising & Sales Promotions
- Consumer Behavior
- Buyer Behavior
- Industrial Marketing
- Service Marketing
- Brand Marketing
- Retail Marketing
- Rural Marketing
- Sales and Distribution Management
- International Marketing
- Marketing Research
- New & Existing Products
- E-Commerce / On-line Marketing

**Sample Case No-1**

Computer Consumables Ltd. (CCL) is a small scale company with a product portfolio consisting of printer Ribbons, Cartridges and Ink Jet refill packs. The company's turnover in its first year (i.e. year ending March 2014) is Rs. 2-5 crores. It has a marketing department consisting of one G.M. (Mktg.), one Sales Manager, one Dispatch Assistant and Five Sales Engineers covering Maharashtra and Gujarat. Next year's sales turnover target is Rs. 5 Crore. The G.M. (Mktg.) has proposed addition of two