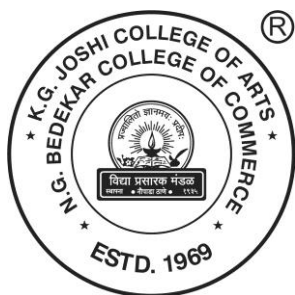


Agenda No. 1.02 in AC

Date: 07/07/2021



University of Mumbai



Vidya Prasarak Mandal's

**K.G. Joshi College of Arts and N.G. Bedekar College of
Commerce, Thane**

(Autonomous)

(Affiliated to University of Mumbai)

Programme: B. Voc. in Sales and Marketing Management

Specific Programme: B. Voc. in Sales and Marketing Management

JBCUBVOC

Syllabus for FYB.Voc. in Sales and Marketing Management

Year of Establishment: 2020-21

Year of Upgrading: 2021-2022

Specific Programme: B. Voc. in Sales and Marketing Management

PREAMBLE

Skills and Knowledge are the driving forces of economic growth and social development for any country. Presently, the country faces a demand-supply mismatch as the economy needs more 'skilled' workforce than that is available. To expand the scope of vocational education and to create a skilled 'industry fit' skilled workforce University Grant Commission launched B.Voc programme.

B.Voc. with two specialised domains Sales and Marketing acquaints the students with different areas of trade and commerce in general and retail trade in particular. B.Voc. in Sales and Marketing is a perfect blend of skill component and general component. The skill component is designed by RASCI (Retailers Sector Skill Council of India) under the aegis of NSDC (National Skill Development Corporation). Internship programmes at every semester, regular dialogue with industry partners, learning of different job oriented subjects like Field Sales Management, Marketing Management, Marketing Research, Retailing etc. make the students ready to fulfil the requirements of job markets leading to their career growth and holistic development.

Eligibility: A student must have successfully cleared the HSC (12th) examination.

Duration: Three years (Entire B.Voc Course)

Mode of Delivery: Offline (Online in case of emergency)

Credit Based Semester and Grading System

with effect from the academic year 2021-2022

B.Voc. Sales and Marketing Management-JBCUBVOC

Programme Outcomes

PO	PO Description
PO1	To provide the mobility between vocational and general education of Sales and Marketing by alignment of degree with NSQF(National Skill Qualification Framework)
PO2	To provide Recognition of Prior Learning (RPL) allowing transition from non formal to organised job market.
PO3	To allocate standardised, consistent, nationally acceptable outcomes of training across the country through a national quality assurance framework
PO4	To allow global mobility of skilled workforce from India through international equivalence of NSQF.
PO5	To execute mapping of progression pathways within sectors and cross sectorly.

Programme Specific Outcomes

PSO	PSO Description
PSO1	To provide judicious mix of skills relating to a profession and appropriate content of general education
PSO2	To sharpen the professional skills of the learners in order to enhance employability and meet industry requirements.
PSO3	To make the learners aware about concepts of marketing management, Sales management, retail, consumer behaviour, supply chain and logistics management and recent trends and developments in it
PSO4	To give a working knowledge in respect of Business Law, Information Technology, management accounting, Business Statistics, Business Mathematics
PSO5	To equip the learners to become a part of the global workforce
PSO6	To acquaint the learners with Sales and Marketing strategies to be implemented in different sectors

DISTRIBUTION OF TOPICS AND CREDITS

F.Y.B.VOC. IN SALES AND MARKETING MANAGEMENT

SEMESTER-I

Course	Course Nomenclature	Type of Paper	Course Code	Credits
1	Fundamentals of Management	General	JBCUBVOC101	4
2	Foundation Course –I	General	JBCUBVOC102	4
3	Communication Skills –I	General	JBCUBVOC103	4
4	Basics of Sales Management-I	Skill	JBCUBVOC104	4
5	Basics of Marketing Management	Skill	JBCUBVOC105	4
6	Retail Management-I	Skill	JBCUBVOC106	4
7	Activity Report	Skill	JBCUBVOC107	6
			Total Credits	30

The Syllabus approved by the Board of Studies, Academic Council and Governing Body is as follows –

Course Code: JBCUBVOC101

Course Nomenclature: General Paper: Fundamentals of Management

COURSE OUTCOMES

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

Unit – I Introduction to Management:

(11 Lectures)

- **Management:** Concept, Nature, Scope, Functions, Managerial Roles, Levels of Management, Managerial Skills
- **Evolution of Management-** Classical Approach- Scientific and Administrative Management; The Behavioral approach; The Systems Approach; Contingency Approach, IT Approach.
- **Modern Management Approach-** Peter Drucker's Dimensions of Management, C.K. Prahalad dimensions of Management, C.K. Prahalad dimensions of Management Indian Management Thoughts: Origin & Significance of Indian Ethos to Management.

Unit – II Planning and Decision Making:

(10 Lectures)

- **Planning-** Concept, Planning Process, Types of Plans, Components of Plan
- **Management by Objectives;** -Process, Advantages, Management By Exception- Advantages; Management Information System- Concept, Components

- **Decision making** – Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making.

Unit – III Organizing

(12 Lectures)

- **Organizing:** Concept, Steps, Principles of Organization: Organizational Structures- Features of Line & Staff Organisation, Matrix Organisation & Virtual Organisation
- **Departmentation:** Meaning & Bases of Departmentation, Span of Management
- **Delegation of Authority-** Process, Barriers to Delegation, Principles of Effective Delegation. Decentralisation: Factors Influencing Decentralisation, Centralization v/s Decentralisation

Unit – IV Leadership, Motivation and controlling :

(12 Lectures)

- **Leadership-** Concept, Functions, Leadership Styles, Qualities of a good Leader
- **Motivation** – Concept, Factors influencing Motivation, Motivational Theories – Maslow's Needs Hierarchy Theory, Herzberg's Two Factor Theory, McGregor's Theory X and Theory Y.
- **Controlling-** Concept, Types and Strategies for Control, Steps in Control Process, Budgetary and Non- Budgetary Controls. Characteristics of Effective Controls

References

- Management Today Principles & Practice- Gene Burton, Manab Thakur, Tata Mc GrawHill ,Publishing Co. Ltd.
- Management – James A.F. Stoner, Prentice Hall, Inc .U.S.A.
- Management : Global Prospective –Heinz Weihrich & Harold Koontz, Tata McGraw- Hill, Publishing Co.Ltd.
- Essential of Database Management Systems –Alexis Leon ,Mathews Leon Vijay Nicole, Imprints Pvt Ltd.
- Management –Task ,Resp, Practices – PetaDruche “willian Heinemann LTD.

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 1)
- b. (Theory Question - Module 1)
- c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 2)
- b. (Theory Question - Module 2)
- c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 3)

b. (Theory Question - Module 3)

c. (Theory Question - Module 3)

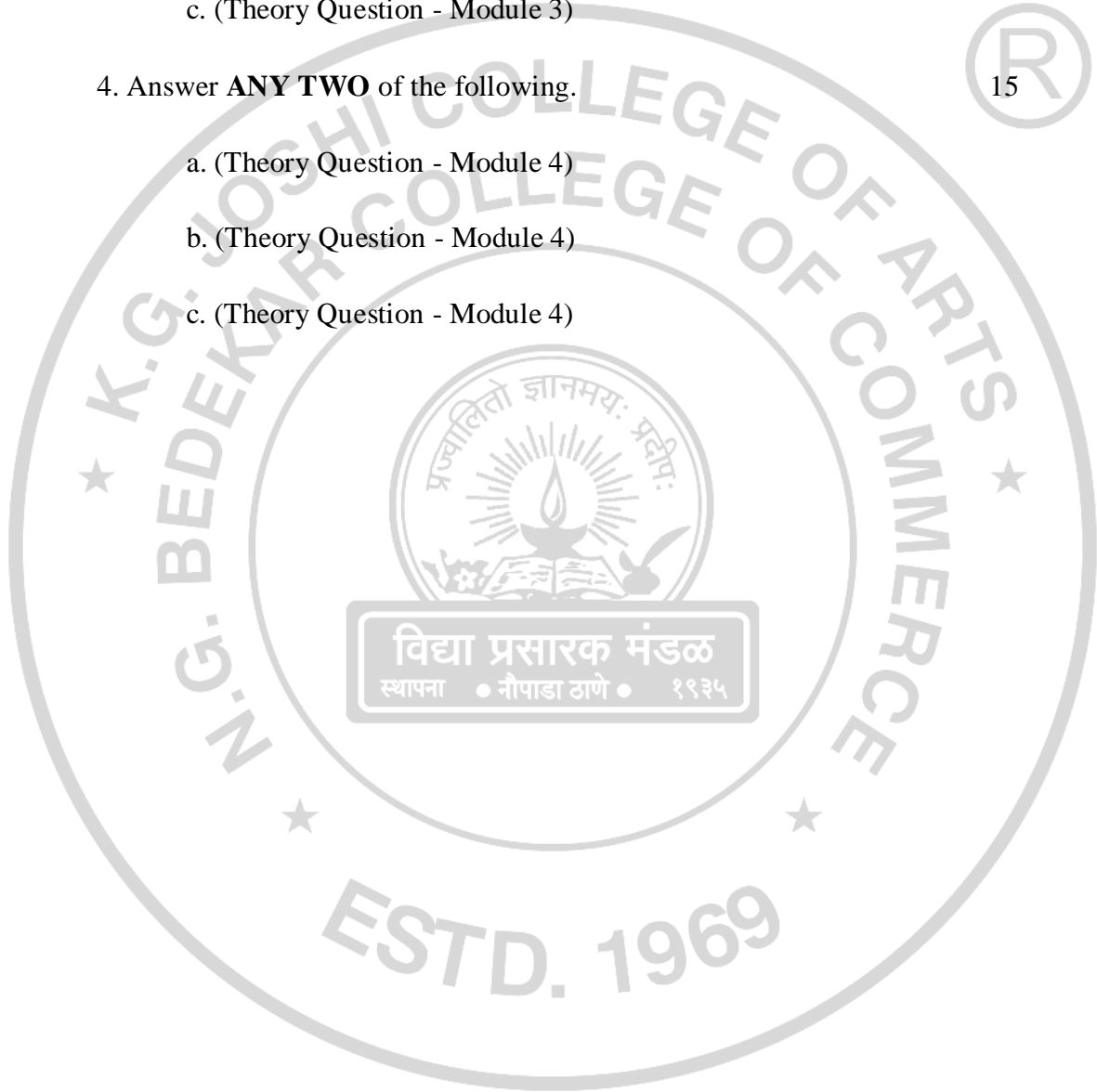
4. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 4)

b. (Theory Question - Module 4)

c. (Theory Question - Module 4)



Course Code: JBCUBVOC102

Course Nomenclature: General Paper: Foundation Course –I

COURSE OUTCOMES

1. To acquaint students with diverse nature of Indian society
2. To provide broad outline of Indian Constitution, its preamble, features, etc.
3. To make students aware both about fundamental rights and duties
4. To make the students understand natural and man-made disparities

Unit I: Diverse nature of Indian Society

09 Lectures

1. Multi-cultural diversity with special reference to religion and caste
2. Linguistic diversity
3. Regional Variations based on rural, urban and tribal characteristics

Unit II: Disparities in Indian Society

09 Lectures

1. Communalism
2. Casteism
3. Linguism and regionalism

Unit III: Inequalities in Indian Society

09 Lectures

1. Gender inequality – Violence against Women and Declining Sex Ratio
2. Gender inequality – Low political participation of women
3. Problems of the differently-abled people and solutions

Unit IV: Introduction to the Constitution

09 Lectures

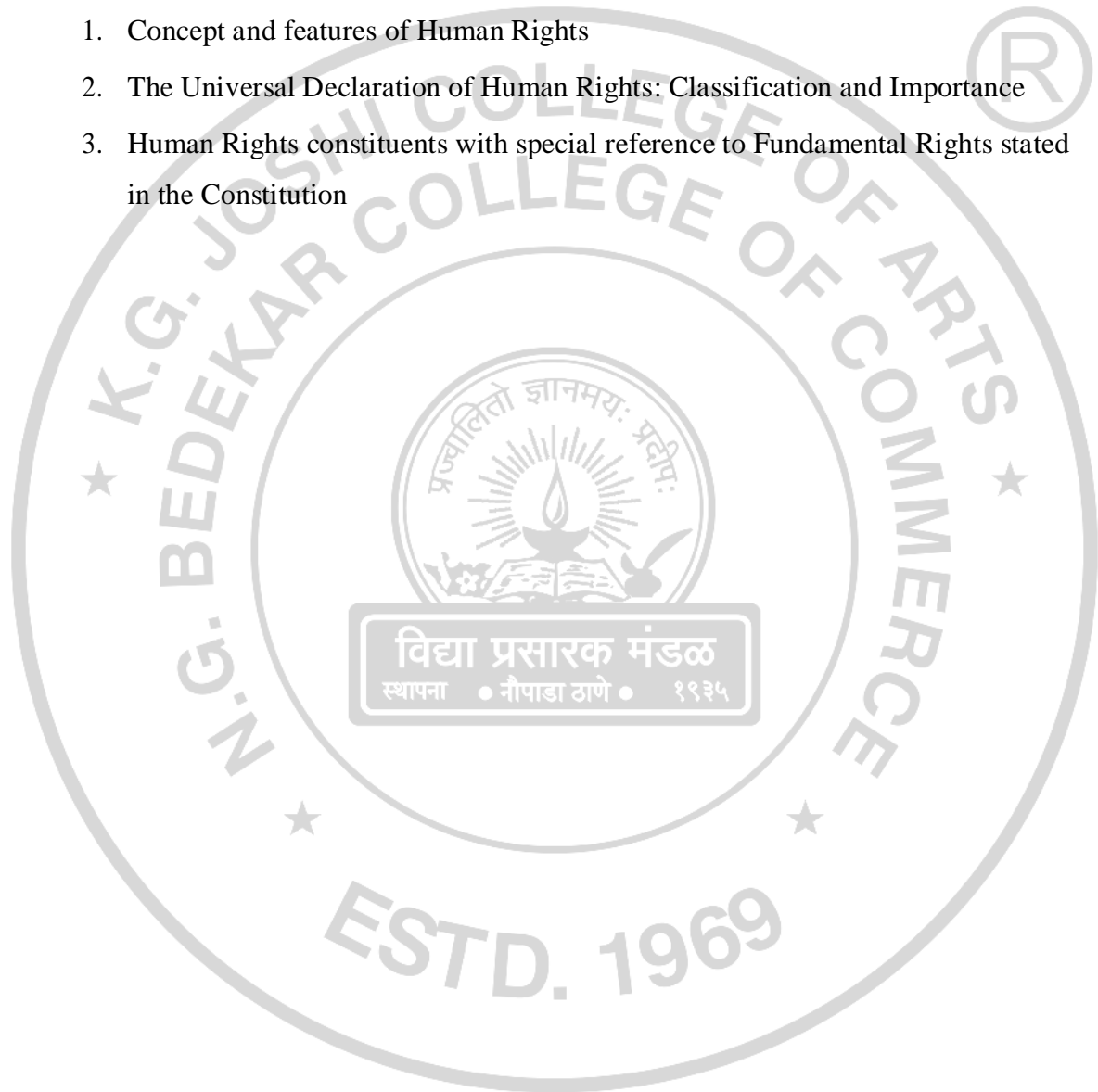
1. Philosophy of the Constitution(with reference to the Preamble)

2. Basic Structure and Features of the Constitution
3. Fundamental Duties of the Indian Citizen

Unit V: Human Rights

09 Lectures

1. Concept and features of Human Rights
2. The Universal Declaration of Human Rights; Classification and Importance
3. Human Rights constituents with special reference to Fundamental Rights stated in the Constitution



Modality of Assessment

A. Internal Assessment : 40% - 40 Marks

Serial No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment/Project	15
3	Class Participation	05
	Total:	40

B. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

- NB.
1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to the right indicate marks.

1. Full length question (from Unit I) 12

OR

1. A. Short question (from Unit I) 6

B. Short question (from Unit I) 6

2. Full length question (from Unit II) 12

OR

2. A. Short question (from Unit II) 6

B. Short question (from Unit II) 6

3. Full length question (from Unit III) 12

OR

3. A. Short question (from Unit III) 6

B. Short question (from Unit III) 6

4. Full length question (from Unit IV) 12

OR

4. A. Short question (from Unit IV) 6

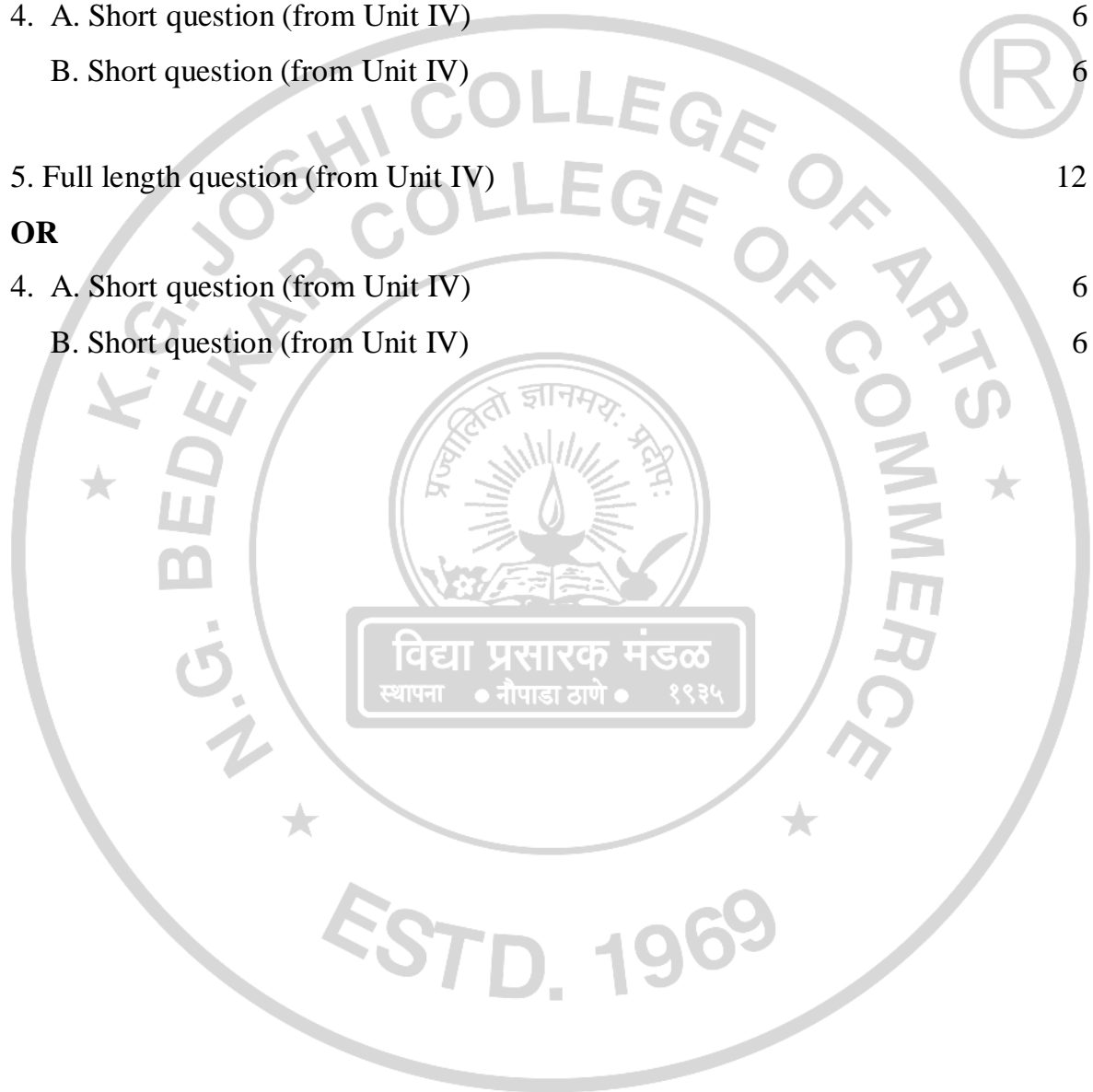
B. Short question (from Unit IV) 6

5. Full length question (from Unit IV) 12

OR

4. A. Short question (from Unit IV) 6

B. Short question (from Unit IV) 6



Course Code: JBCUBVOC103

Course Nomenclature: General Paper: Communication Skills –I

COURSE OUTCOMES

- 1: To inculcate fluency in spoken language and enhance comprehension ability
- 2: To develop skills for writing different types of letters, notes, office orders
- 3: To enhance ability to write project and other reports
- 4: To make aware of correct etiquette for different occasions
- 5: To generate ability to lead a team and make an effective power point presentation

Unit 1: Spoken English Recap

9 Lectures

- Grammar and punctuation: Everyday English: Greetings,
- Describing people, places, activities, situations

Unit 2: Concepts of Communication

9 Lectures

- Process and barriers
- Purpose and Types- Formal and Informal, Verbal and non-verbal

Unit 3: Oral Communication

9 Lectures

- Presentation, anchoring, viva voce, interview
- public speaking, panel and group discussions
- audio-visual communication (telephonic, video call-based interactions)

Unit 4 :Non-verbal Communication and Body Language

9 Lectures

- Forms of non-verbal communication
- Interpreting body-language cues

- Effective use of body language

Unit 5: Business Etiquette

9 Lectures

- Attire, Mannerism,
- Networking
- Greetings, Electronic Etiquette, Cultural Courtesy

References:

- Courtland L. Bovee, John V. Thil, (2018) Business Communication Today, 14th Edition Pearson.
- E. H. McGraw, S. J., (4th Edition) Basic Managerial Skills for All. Prentice Hall of India Pvt. Ltd., New Delhi.
- Lesikar, R.V. & Flatley, M.E. (2013) Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
- Locker and Kaczmarek, (2009) Business Communication: Building Critical Skills, TMH 4th edition.
- Reuben, Ray (2012) Communication today – understanding creating skills, Himalaya Publishing House.
- Shirley Taylor, (2018) Communication for Business: A Practical Approach, word press, 2018
- Sinha, K.K. (2018) Business Communication (4th edition revised) Galgotia and Sons, New Delhi.

Andrews, Sudhir (2008) How to Succeed at Interviews, Tata McGraw-Hill.

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

- Q. 1. Answer **ANY TWO** of the following. (Objective Type question) 15
- Q. 2. Answer **ANY TWO** of the following. 15
- Q. 3. Answer **ANY TWO** of the following. 15
- Q. 4. Answer **ANY TWO** of the following. 15

Course Code: JBCUBVOC104

Course Nomenclature: Skill Paper: Basics of Sales Management-I

COURSE OUTCOMES

1. To understand the concept of field sales management.
2. To Make Learners aware about practical applications of sales management.

Unit 1 Sales Management

15 Lectures

- Introduction to Sales Management – Meaning & Concept – Nature, Objectives of Salesmanship, Function of Sales Management, Sales Management as a career option.
- Field Sales Management – Introduction, Concept of Personal Selling & Advertising, Difference between selling and Marketing, Difference between Advertising & Personal Selling , Changing face of Personal Selling.
- Sales Manager – Qualities & Qualification of Sales Manager – Essentials for a Successful Sales Manager – Duties & Responsibilities of a Sales Manager.

विद्या प्रसारक मंडळ
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Unit 2: Sales Organisation

15 Lectures

- Meaning, Nature, Characteristics of a Sales Organization, Need & Objectives of Sales Organization.
- Structure of Sales Organization, Types of Sales Organizations and factors affecting structure of Sales Organization.
- Centralization & Decentralization of Sales Organization, Merits and Demerits

Unit 3 :Sales Policies

15 Lectures

- Product Policies – Branding , Promotional Policies – Promotional Measures
- Pricing Policies – Methods of Pricing, Factors, Strategies

- Place / Distribution Policies – Channels of Distribution-Types (Consumer & Industrial Goods), Factors affecting selection of channel of distribution

Unit 4:Sales Force Management

15 Lectures

- Recruitment and Selection of Salesforce – Concept, Sources of Recruitment Steps in selection process, Training of Salesforce -Methods
- Compensating & Motivating the Sales Team -Methods of Compensation, Monetary and Non-Monetary tools of Motivation.
- Evaluating Sales Force Performance, Functions, Sales records, Reporting, Performance Appraisal of Sales Force.

References

- Philip Kotler – Marketing Management, 11th ed. Pearson Publication.
- Porter, Michel E. Competitive Strategy, New York: The Free Press, 1980.
- Tirodkar, Field Sales Management, Vani Publication, Pune.
- Richard R Still, Edward W. Candiff, Sales Management.
- M.D.Pestonjee, Motivation & Job Satisfaction.
- Tom Reilly, Value Added Selling
- Helen Woodruffe, Services Marketing, Macmillan Publication.

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 1)
- b. (Theory Question - Module 1)
- c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 2)
- b. (Theory Question - Module 2)

c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 3)

b. (Theory Question - Module 3)

c. (Theory Question - Module 3)

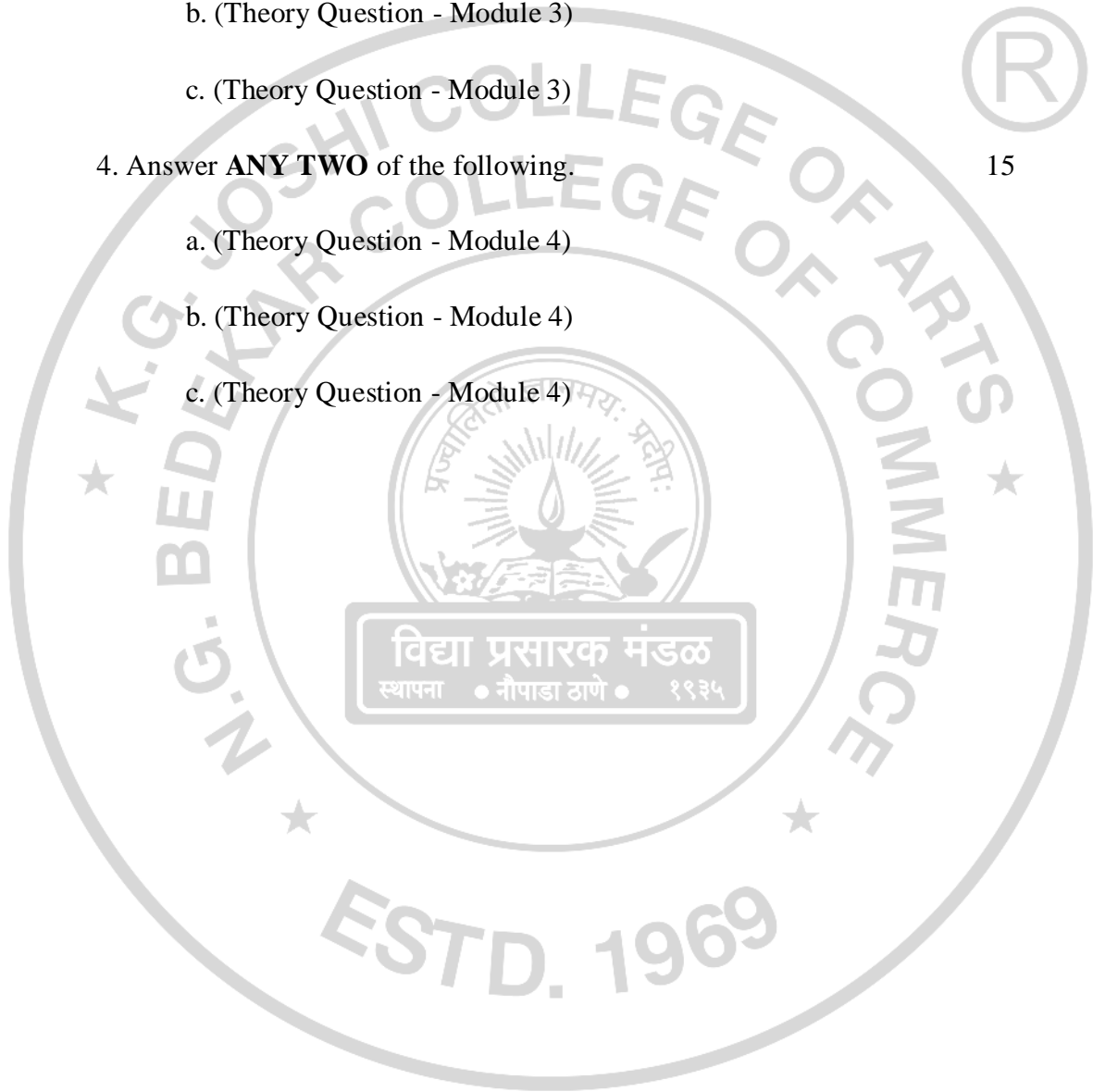
4. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 4)

b. (Theory Question - Module 4)

c. (Theory Question - Module 4)



Course Code: JBCUBVOC105

Course Nomenclature: Skill Paper: Basics of Marketing Management

COURSE OUTCOMES

1. To understand marketing strategies and their impact on business models
2. To learn strategic marketing tactics related to product, price, service, brand, positioning, incentives and communication for business growth.
3. To learn the various marketing strategies adopted by Companies to create a competitive advantage

Unit I: Introduction to Marketing

15 Lectures

Concept Features, Importance, Functions of Marketing, Evolution of Marketing - Concept of Marketing Myopia- Market Targeting -Concept , Five Patterns of Market Targeting .

UNIT II: Marketing Mix, MIS and Market Segmentation

15 Lectures

Marketing Mix-4 P's of Marketing Mix, MIS-Concept & Components, Market segmentation: Concept, Need & Benefits, Bases for market segmentation of consumer goods, industrial goods and services. Segment, Niche & Local Marketing, Effective segmentation criteria.

UNIT III: Marketing Mix Decisions: Product and Pricing Decisions

15 Lectures

Product-Concept, Product decisions Areas, Product Life Cycle, Branding-Concept & Components-Packaging –Concept, Essential good Package

Pricing-Concept, Objectives, factors Influencing pricing decisions, Types of pricing, Pricing strategies

UNIT IV: Marketing Mix Decisions: Place and Promotion Decisions

15 Lectures

- Place /Physical Distribution-Concept, Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels)
- Promotion - Concept, Importance, Elements of Promotion mix, Integrated Marketing Communication (IMC)- Concept, Scope, Importance.

References :

- Philip Kotler (2003). Marketing Management : Eleventh Edition. New Delhi : Pearson Education
- V. S. Ramaswani and S Namakumari (2002). Marketing : Planning, Implementation and Control (3rd Edition) New Delhi, Macmillan India
- Michael Porter – Competitive Advantage
- Theodore Levitt – Marketing Management
- Fundamentals of Marketing – William Stanton



Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 1)
- b. (Theory Question - Module 1)
- c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 2)
- b. (Theory Question - Module 2)

c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 3)

b. (Theory Question - Module 3)

c. (Theory Question - Module 3)

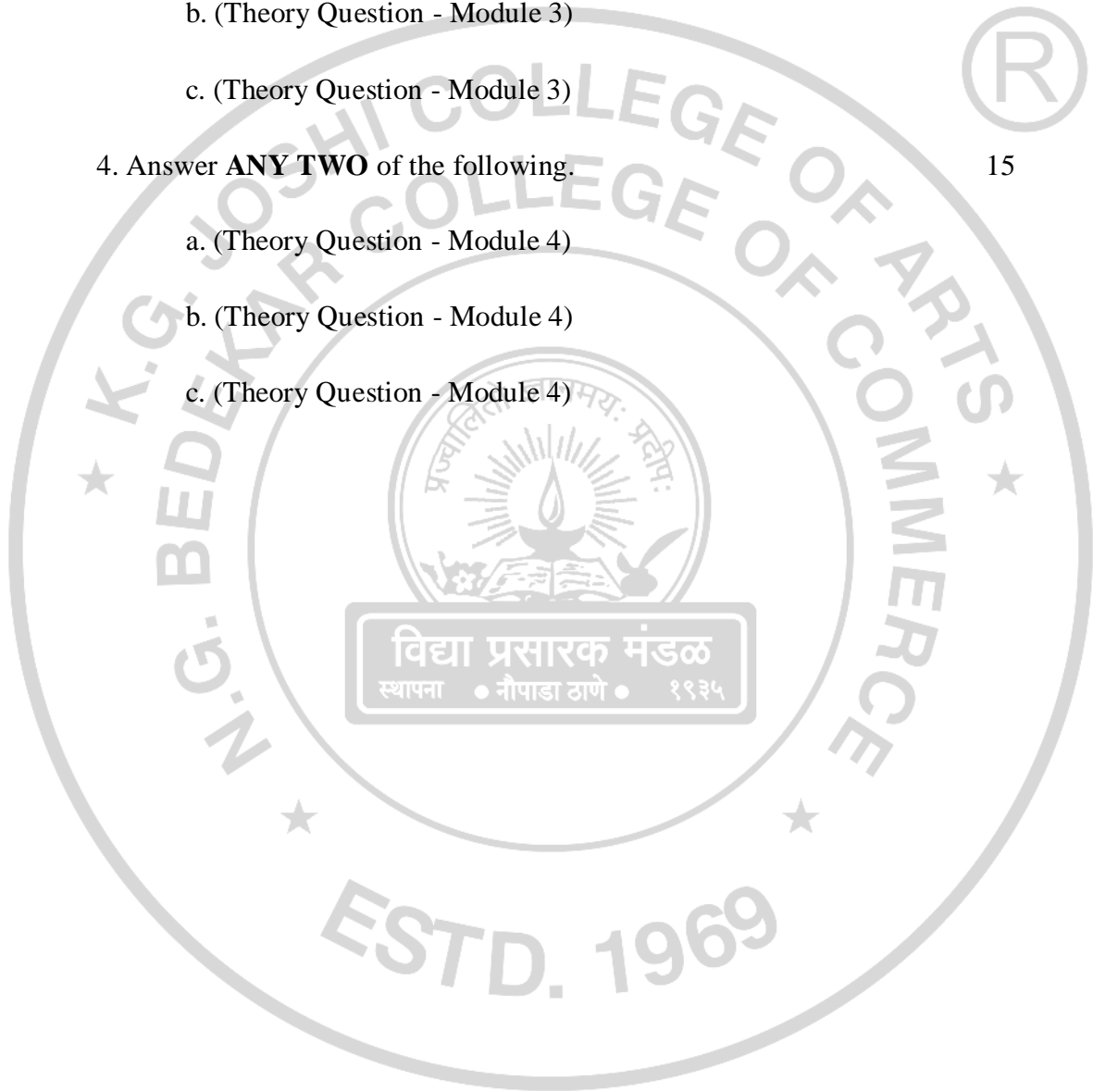
4. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 4)

b. (Theory Question - Module 4)

c. (Theory Question - Module 4)



Course Code: JBCUBVOC106

Course Nomenclature: Skill Paper 3: Retail Management-I

COURSE OUTCOMES

1. To communicate positively the purpose & objectives of the store to all store team members.
2. To explain the importance of effective team communication
3. To understand the concept of team dynamics

Unit I: Introduction to Retail and Retail Store operations

15 Lectures

- Overview of Retail Industry-
- Store Processes-
- Process credit applications for purchases

Unit II-Team and Organisational Dynamics

15 Lectures

- Job responsibilities of a Sales Associate
- Work effectively in organisation:
- Help keep the store secure

Unit III: Retail Sales and Consumer Buying behaviour

15 Lectures

- Basics of Consumer Shopping Behaviour-
- Help customers choose right products
- Provide specialist support to customers facilitating purchases

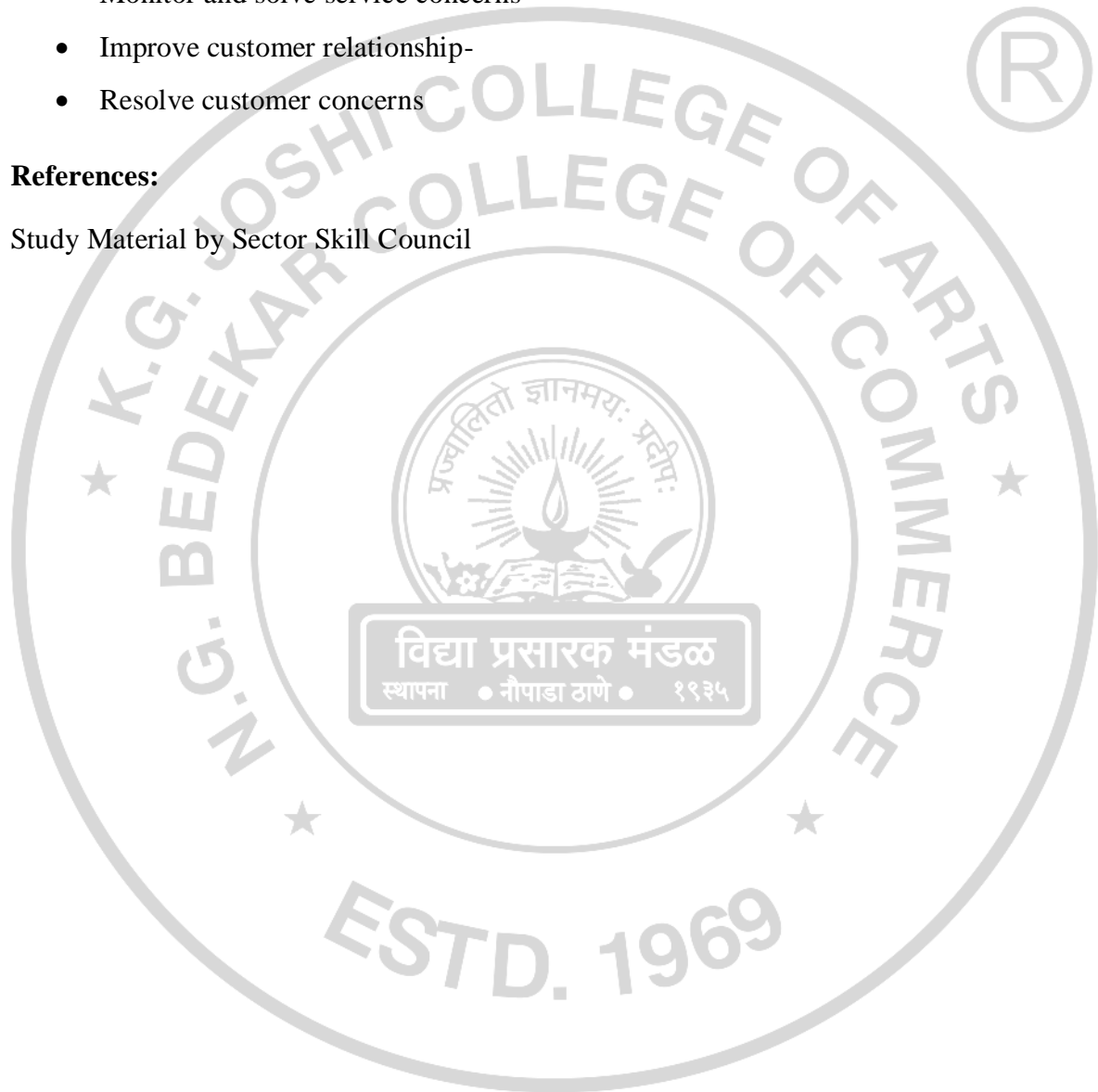
UNIT-IV: Customer Service & Customer Relationship Management

15 Lectures

- Create a positive image of self & organisation in the customers mind
- Monitor and solve service concerns
- Improve customer relationship-
- Resolve customer concerns

References:

Study Material by Sector Skill Council



Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 1)
- b. (Theory Question - Module 1)
- c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 2)
- b. (Theory Question - Module 2)

c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 3)

b. (Theory Question - Module 3)

c. (Theory Question - Module 3)

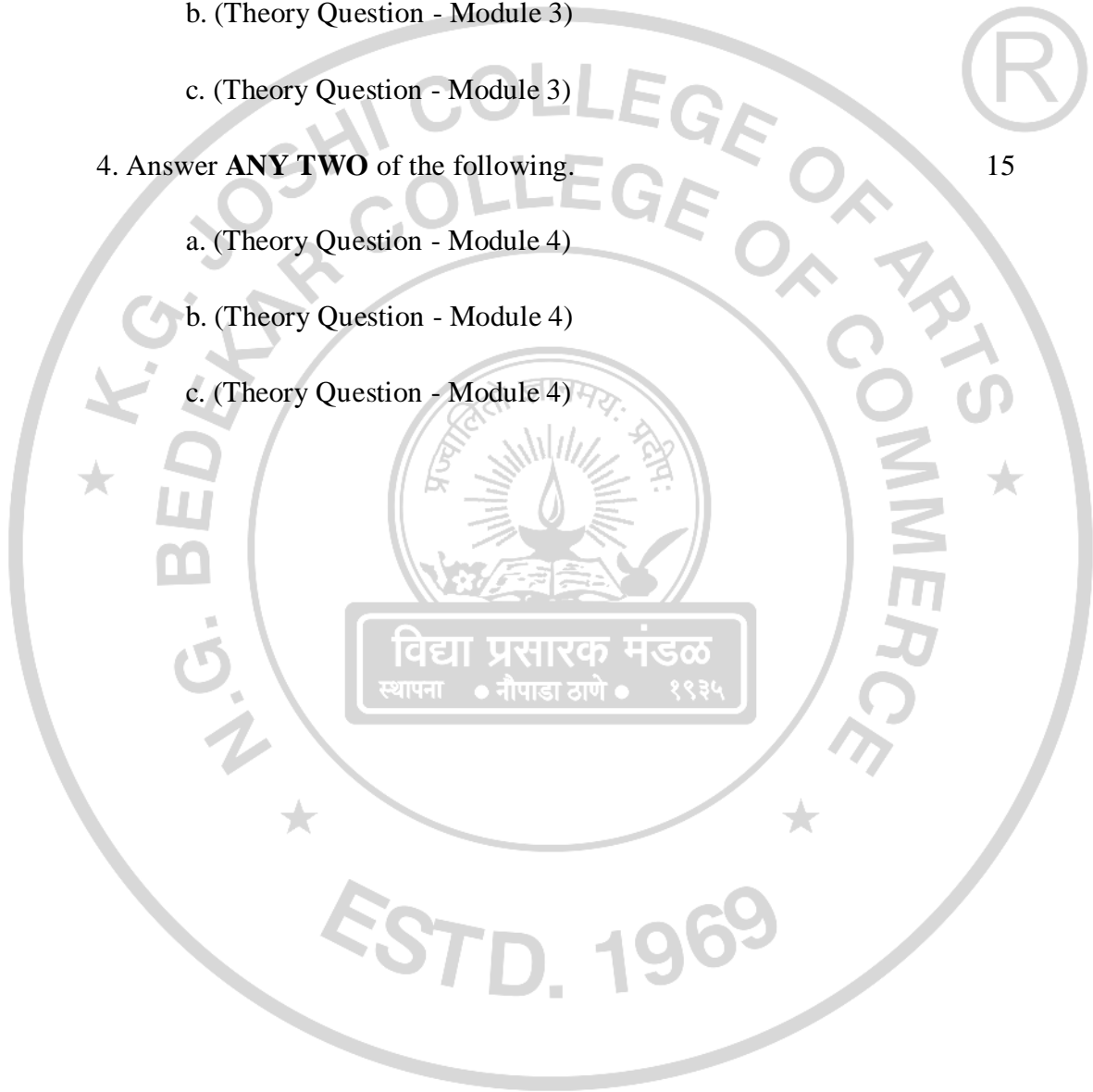
4. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 4)

b. (Theory Question - Module 4)

c. (Theory Question - Module 4)



Course Code: JBCUBVOC107

Course Nomenclature: Activity Report (6 Credits)

Note: At the end of Semester I, the students will attend/Participate and will submit a Report/Presentation of field trip visit/Study Tour/Series of Eminent Speaker from the industry/Visit to Retail Lab etc. This will have 6 Credits.



SEMESTER-II

Course	Course Nomenclature	Type of Paper	Course Code	Credits
1	Quantitative Methods- I	General	JBCUBVOC201	4
2	Foundation Course –II	General	JBCUBVOC202	4
3	Communication Skills –II	General	JBCUBVOC203	4
4	Basics of Sales Management-II	Skill	JBCUBVOC204	4
5	Consumer Behaviour	Skill	JBCUBVOC205	4
6	Retail Management-II	Skill	JBCUBVOC206	4
7	Internship/Summer Training	Skill	JBCUBVOC207	6
			Total Credits	30

Course Code: JBCUBVOC201

Course Nomenclature: General Paper: Quantitative Methods- I

COURSE OUTCOMES

- 1: Solve basic mathematical problems faced frequently during financial and business transactions.
- 2: Develop better understanding of data (methods of collection and classification)
- 3: Analyze data and interpret the results (presentation and central tendency).

Unit 1-Ratio, Proportion and Percentage.

15 Lectures

Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation.

Percentage: Meaning and Computations of Percentages.

Unit 2 - Profit And Loss

15 Lectures

Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount, Introduction to Commission and brokerage, Problems on Commission and brokerage.

Units 3- Introduction to Statistics

15 Lectures

Introduction: Functions/Scope, Importance, Limitations,

Data: Relevance of Data(Current Scenario)

Types of data(Primary & Secondary)

Primary:-Census vs Samples, Methods ofCollection (In Brief)),

Secondary(Merits, Limitations, Sources), qualitative, quantitative data.

Classification – Frequency Distribution of Discrete & Continuous data, univariate and bivariate data.

Presentation of Data: Tabulation, Graph(Frequency, Bar Diagram, Pie Chart, Histogram, Ogives, Pareto chart)

Units 4 -Measures Of Central Tendencies

15 Lectures

Mean(A.M, Weighted, Combined),Median(Calculation and graphical method using Ogives),

Mode(Calculation and Graphical method using Histogram), merits, demerits and uses of mean, median and mode.

Partition values-Quartiles(Calculation and graphical method using Ogives)

Reference Books :

- 1) Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
- 2) Business Mathematics by V. K. Kapoor - Sultan chand& sons, Delhi
- 3) Business Mathematics by Bari - New Literature publishing company, Mumbai
- 4) S.C. Gupta – Fundamentals of Statistics - Sultan chand& Sons, Delhi.



Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY THREE** of the following.

15

- a. (Question - Module 1)
- b. (Question - Module 1)
- c. (Question - Module 1)
- d. (Question - Module 1)

2. Answer **ANY THREE** of the following.

15

- a. (Question - Module 2)

b. (Question - Module 2)

c. (Question - Module 2)

d. (Question - Module 2)

3. Answer **ANY THREE** of the following.

15

a. (Question - Module 3)

b. (Question - Module 3)

c. (Question - Module 3)

d. (Question - Module 3)

4. Answer **ANY THREE** of the following.

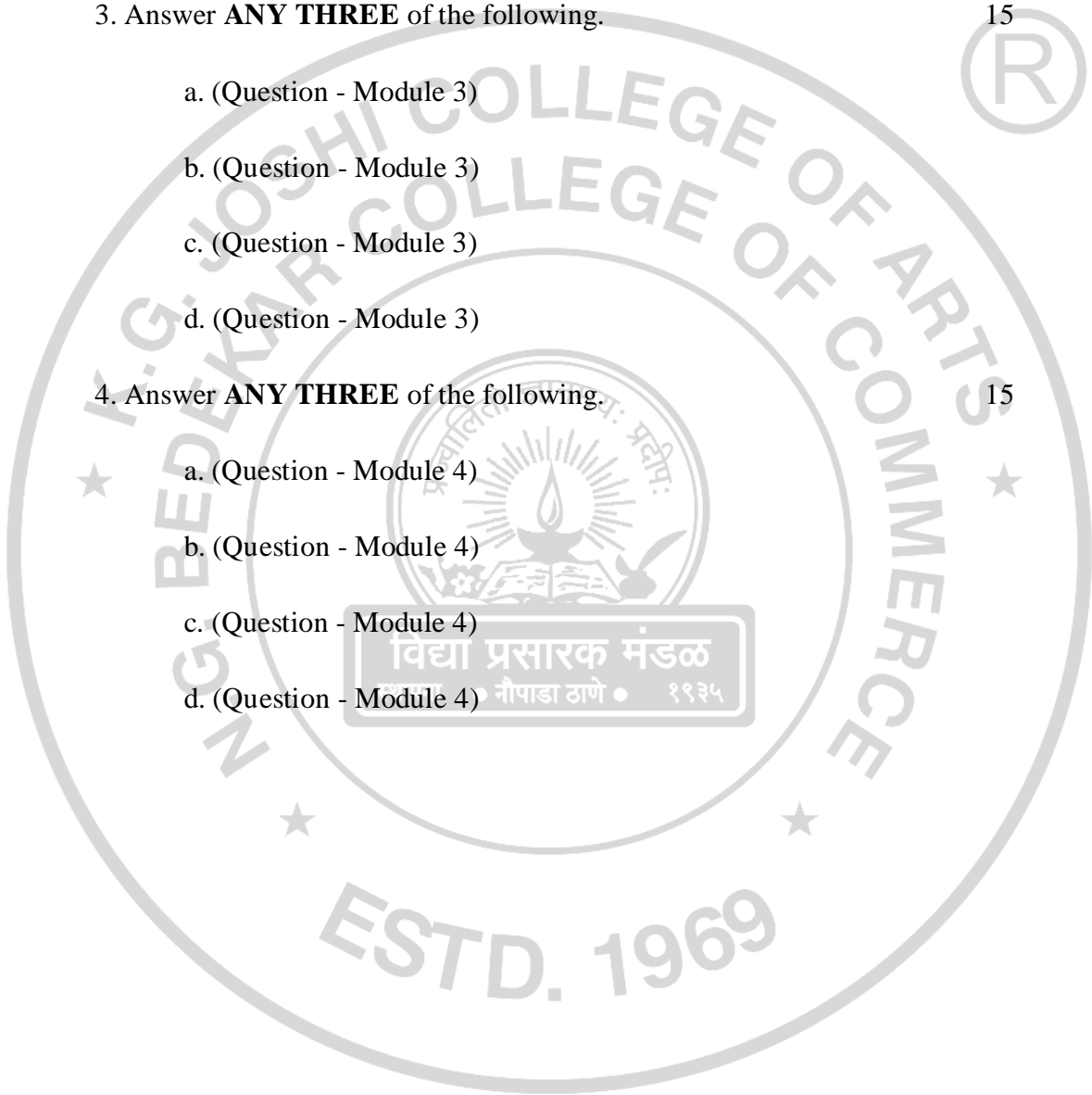
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a. (Question - Module 4)

b. (Question - Module 4)

c. (Question - Module 4)

d. (Question - Module 4)



Course Code: JBCUBVOC202

Course Nomenclature: General Paper: Foundation Course- II

Course Outcomes

- To update students about changing economic scenario
- To make students aware about environmental issues and its preservation
- To help students understand role of political parties in India
- To acquaint students with psychological aspects involving stress, conflict management, etc.

Unit I: Globalization: Impact on the Society

09

1. Understanding the concept of Liberalization, Privatization and Globalization
2. Positive Impact of Globalization
3. Negative Impact of Globalization

Unit II: Nature of Political Parties in India

1. Classification of political parties
2. Salient features of party system in India
3. Problems faced by political parties

Unit III: Ecology

09

1. Ecosystem
2. Food webs and Food chains
3. Causes of environmental degradation and Concept of Sustainable Development

Unit IV: Understanding Stress

09

1. Causes of Stress
2. Effects of Stress
3. Stress Management

Unit V: Understanding Psychological Conflicts

09

1. Types of conflicts
2. Conflict Resolution
3. Maslow's Theory of Self-Actualization

References

- Vaz, M., & Seta, M. (2020). Foundation Course I FYBCOM/BA/BSC, FYBAF/BMS/BFM/BBI Semester I (Fifth Edition). Manan Prakashan.
- Mascarenhas, & Mody. (2017). Foundation Course Semester II (Second Edition). Marvel Publications.
- Michael Vaz & Meeta Seta. (2019). Foundation Course Semester II (Fourth Edition). Manan Prakashan.
- P.G.Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). Foundation Course —Semester-I. Sheth Publications.
- P.G.Shinde, Mahesh Bhagwat, Namita Nimbalkar, & Meghna Chakne Shinde. (2019). Foundation Course—Semester- II. Sheth Publications.

Modality of Assessment

C. Internal Assessment : 40% - 40 Marks

Serial No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment/Project	15
3	Class Participation	05
	Total:	40

D. External Examination: 60%- 60 Marks

Semester End Theory Examination

Time: 2 hours

- NB.
1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to the right indicate marks.

1. Full length question (from Unit I) 15

OR

1. A. Short question (from Unit I) 8

B. Short question (from Unit I)

2. Full length question (from Unit II) 15

OR

2. A. Short question (from Unit II) 8

B. Short question (from Unit II) 7

3. Full length question (from Unit III) 15

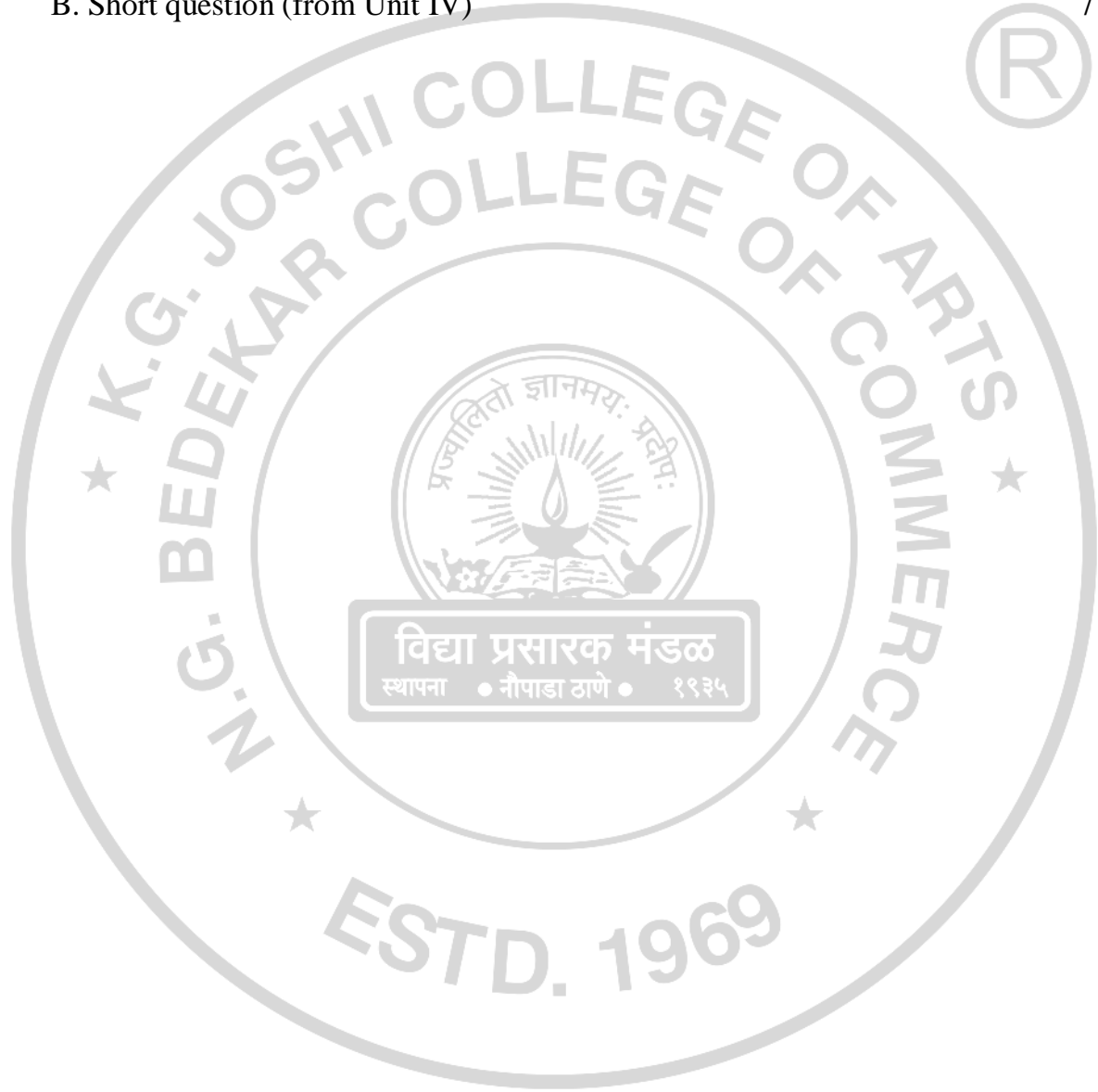
OR

3. A. Short question (from Unit III) 8

- B. Short question (from Unit III) 7
4. Full length question (from Unit IV) 15

OR

4. A. Short question (from Unit IV) 8
- B. Short question (from Unit IV) 7



Course Code: JBCUBVOC203

Course Nomenclature: General Paper: Communication Skills-II

COURSE OUTCOMES

1. To develop written communication skills required in the day-to-day Business World
2. To communicate effectively with stakeholders
3. To develop report writing and interpretation skills
4. To Build healthy personality and overall development

Unit 1: Basic written English Skills and Social & Official Correspondence: 10 Lectures

- Grammatical structures – Parts of speech, Tenses, Types of sentences,
- Basic informal letters, Enquiries, complaints and replies;
- Basic Resume Writing and Cover letters
- and email correspondence E-mail Etiquette, Overcoming Problems in E-mail Communication

Unit 2: Report Writing and interpretation of Technical data 10 Lectures

- Types of Reports and Different Formats
- Committee reports
- Newspaper and activity reports
- To read and interpret maps, charts, graphs
- Summary and Precise writing

Unit III: Personality development 1: 10 Lectures

Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Aids to correct Business writing, Practical Grammar (basic fundamentals), Sentence errors Punctuation, Vocabulary building.

Unit IV: Personality development 2:

10 Lectures

Making a Presentation: Oral Presentation, Importance, Characteristics, Visual aids, Presentation Plan, Power point presentation - making a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership: quality of a leader, leadership quiz with case study, knowing your skills and abilities. Introduction to group discussion techniques with debate and extempore, increased professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

References:

- Heller, Robert (2008) Effective leadership. Essential Manager series. DK Publishing.
- Hindle, Tim (2008) Reducing Stress. Essential Manager series. Dk Publishing.
- Hurlock, E.B (2006) Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
- Lucas, Stephen (2011) Art of Public Speaking. 11th edition, McGraw-Hill Education.
- Stephen P. Robbins and Timothy A. Judge (2014) Organizational Behavior 16th Edition:Prentice Hall.

विद्या प्रसारक मंडळ

स्थापना • नौपाडा ठाणे • १९३५

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Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

- Q. 1. Answer **ANY TWO** of the following. (Objective Type question) 15
- Q. 2. Answer **ANY TWO** of the following. 15
- Q. 3. Answer **ANY TWO** of the following. 15
- Q. 4. Answer **ANY TWO** of the following. 15

Course Code: JBCUBVOC204

Course Nomenclature: Skill Paper: Basics of Sales Management – II

COURSE OUTCOMES

- This course will prepare learners to understand the concept of Field Sales Management and Sales Organization.
- To make learners understand various sales policies and learn the various aspects of sales force management

Unit 1: SALES PLANNING & FORECASTING I

15 Lectures

- Sales Plan – Steps in developing an effective Sales Plan.
- Planning Function of Sales Management – Sales Call Planning, Setting Quantitative Performance Standards.
- Sales Forecasting – Meaning, Objectives & Factors affecting Sales Forecasting.
- Sales Forecasting Techniques (Qualitative & Quantitative)

Unit 2 SALES PLANNING & FORECASTING II

15 Lectures

- Concept of Sales Territory, Reasons for establishing sales territories
- Salesman's Report & its types
- Concept of Quotas & Targets, Reasons for fixing targets.
- Methods of fixing Quotas & Targets

Unit 3: SALES BUDGET & CONTROL

15 Lectures

- Meaning of Sales Budget, Objectives of Sales Budget, Procedure to prepare Sales Budget.
- Sales Control – Concept and steps in Control Process Sales Analysis & Marketing Cost Analysis Sales Audit - Concept, Importance of Sales Audit
- Procedure of Conducting Sales Audit

Unit 4: RECENT ISSUES IN SALES MANAGEMENT

15 Lectures

- Ethical & Legal issues in Sales Management
- Use of Technology in Sales Management (Telemarketing, E-Marketing, M-Marketing, Digitalization) Relationship Selling Process & Consumer Education (Value Added Selling)

- Challenges in Sales Management

References

- Philip Kotler – Marketing Management, 11th ed. Pearson Publication.
- Porter, Michel E. Competitive Strategy, New York: The Free Press, 1980.
- Richard R Still, Edward W. Candiff, Sales Management.
- M.D.Pestonjee, Motivation & Job Satisfaction.
- Tom Reilly, Value Added Selling
- Helen Woodruffe, Services Marketing, Macmillan Publication.
- V.S.Ramaswamy, S.Namakumari, Marketing Management, Global Prospective – Indian Concept, Macmillan Publication



Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following. 15
 - a. (Theory Question - Module 1)
 - b. (Theory Question - Module 1)
 - c. (Theory Question - Module 1)
2. Answer **ANY TWO** of the following. 15
 - a. (Theory Question - Module 2)
 - b. (Theory Question - Module 2)
 - c. (Theory Question - Module 2)
3. Answer **ANY TWO** of the following. 15
 - a. (Theory Question - Module 3)

b. (Theory Question - Module 3)

c. (Theory Question - Module 3)

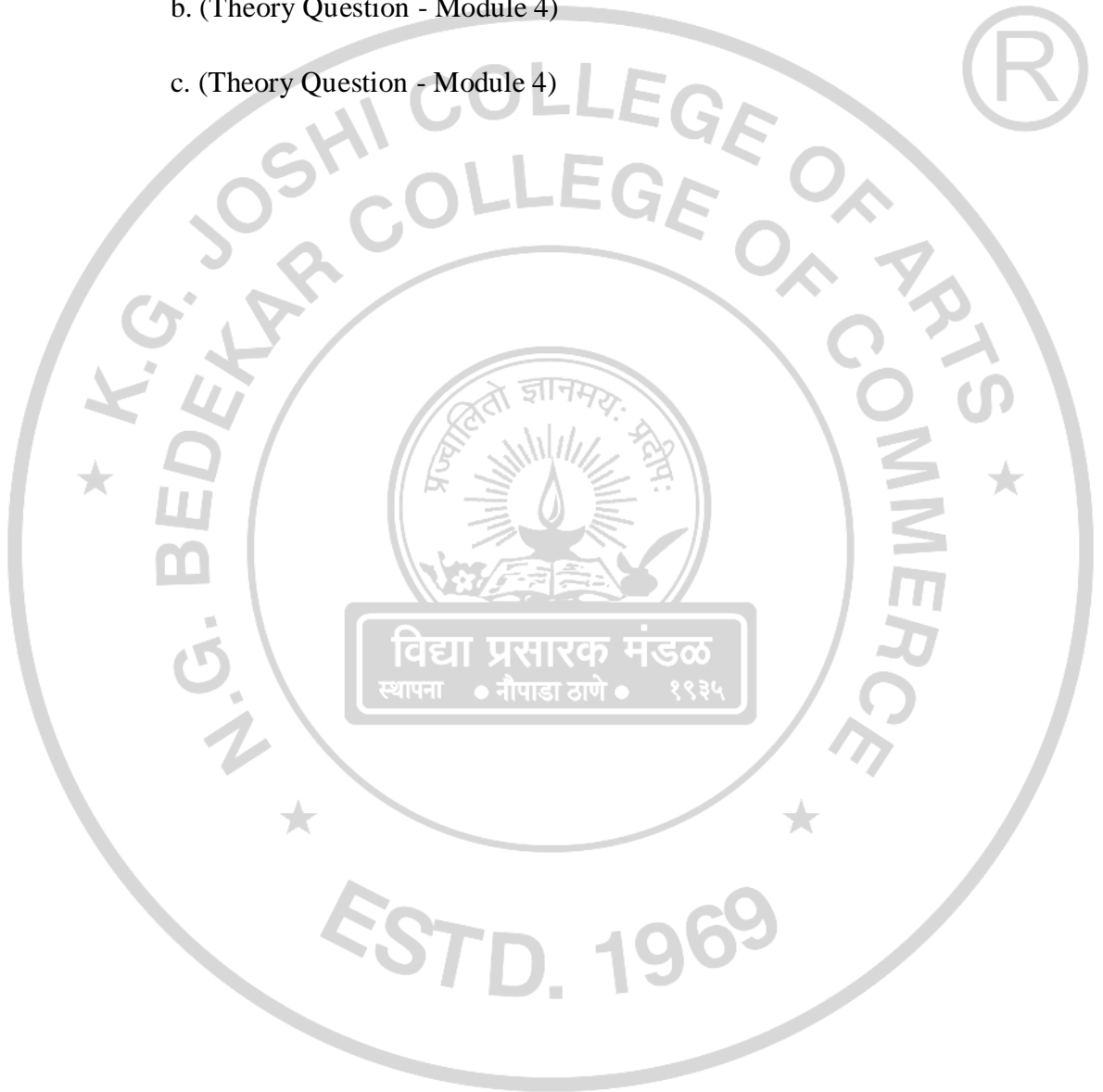
4. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 4)

b. (Theory Question - Module 4)

c. (Theory Question - Module 4)



Course Code: JBCUBVOC205

Course Nomenclature: Skill Paper: Consumer Behaviour

COURSE OUTCOMES

Unit 1: Introduction to Consumer Behaviour:

15 Lectures

- Meaning, Features and Importance of Consumer Behaviour
- Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour
- Profiling the consumer and understanding their needs
- Consumer Involvement
- Application of Consumer Behaviour knowledge in Marketing
- Consumer Decision Making Process and Determinants of Buyer Behaviour, factors affecting each stage, and Need recognition.

Unit 2: Individual- Determinants of Consumer Behaviour

15 Lectures

- Consumer Needs & Motivation (Theories - Maslow, Mc Cleland).
- Personality – Concept, Personality Traits and it's Marketing significance, Product personality and brand personification.
- Self Concept – Concept
- Consumer Perception
- Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude
- Formation & Change.
- Attitude - Concept of attitude

Unit 3: Environmental Determinants of Consumer Behaviour 15 Lectures

- Family Influences on Buyer Behaviour, Factors affecting the need of the family, family life cycle stage and size.
- Social Class and Influences.
- Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences In group versus out-group influences, role of opinion leaders in diffusion of innovation and in purchase process.

Unit 4 Consumer decision making models and New Trends 15 Lectures

- Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Nicosia Models of Consumer Decision Making
- Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles.

References

- B.R.Londhe (2006) Retail and Distribution Management, Nirali Prakashan, Mumbai.
- R.K Srivastava (2011) Cases in Retail management, WILEY; First Edition.
- Wayne D.Hoyer & J.MacInnis (2012) Consumer Behaviour, Cengage Learning; 6th edition.

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following. 15

- a. (Theory Question - Module 1)
- b. (Theory Question - Module 1)
- c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following. 15

- a. (Theory Question - Module 2)
- b. (Theory Question - Module 2)
- c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following. 15

- a. (Theory Question - Module 3)

b. (Theory Question - Module 3)

c. (Theory Question - Module 3)

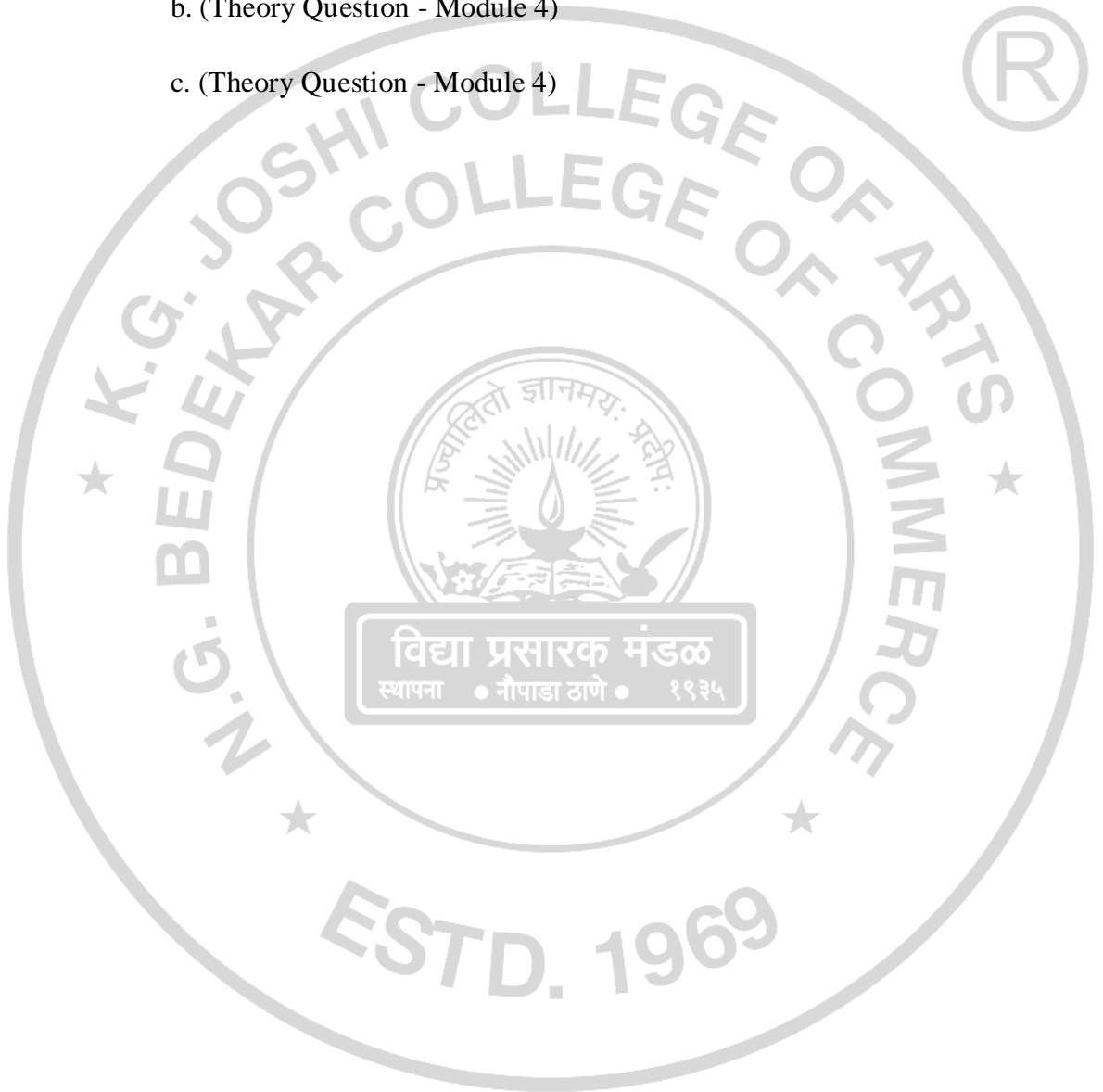
4. Answer **ANY TWO** of the following.

15

a. (Theory Question - Module 4)

b. (Theory Question - Module 4)

c. (Theory Question - Module 4)



Course Code: JBCUBVOC206

Course Nomenclature: Skill Paper: Retail Management-2

COURSE OUTCOMES

UNIT 1: Store Display & Visual Merchandising

15 Lectures

- Organize the display of products at the store- Plan visual merchandise
- Elements of Display and Potential Places for Product Display
- Updating Stock Records for Merchandise Display

Unit 2: Organisation & Team Dynamics

15 Lectures

- Organisational overview- Role and skills of a team leader
- Work effectively in your organisation
- Help maintain healthy and Safety
- Reporting Safety Concerns

Unit 3: Retail Sales Management –I

15 Lectures

- Maintain the availability of goods for sale to customers
- Processing the sale of products

Unit4: Retail Sales Management –II

15 Lectures

- Establish and satisfy customer needs
- Communicate effectively with stake- holders

References:

Study Material by Sector Skill Council

Modality of Assessment

A. Internal Assessment: 40% - 40 Marks

Sr. No.	Evaluation Type	Marks
1	Written Test	20
2	Assignment / Project	15
3	Class Participation	05
	Total	40

B. External Assessment: 60% - 60 Marks

Semester End Theory Examination

Time: 2 Hours

- NB.
1. All questions are compulsory.
 2. Each question carries equal marks.
 3. Figures to the right indicate marks.

1. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 1)
- b. (Theory Question - Module 1)
- c. (Theory Question - Module 1)

2. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 2)
- b. (Theory Question - Module 2)
- c. (Theory Question - Module 2)

3. Answer **ANY TWO** of the following.

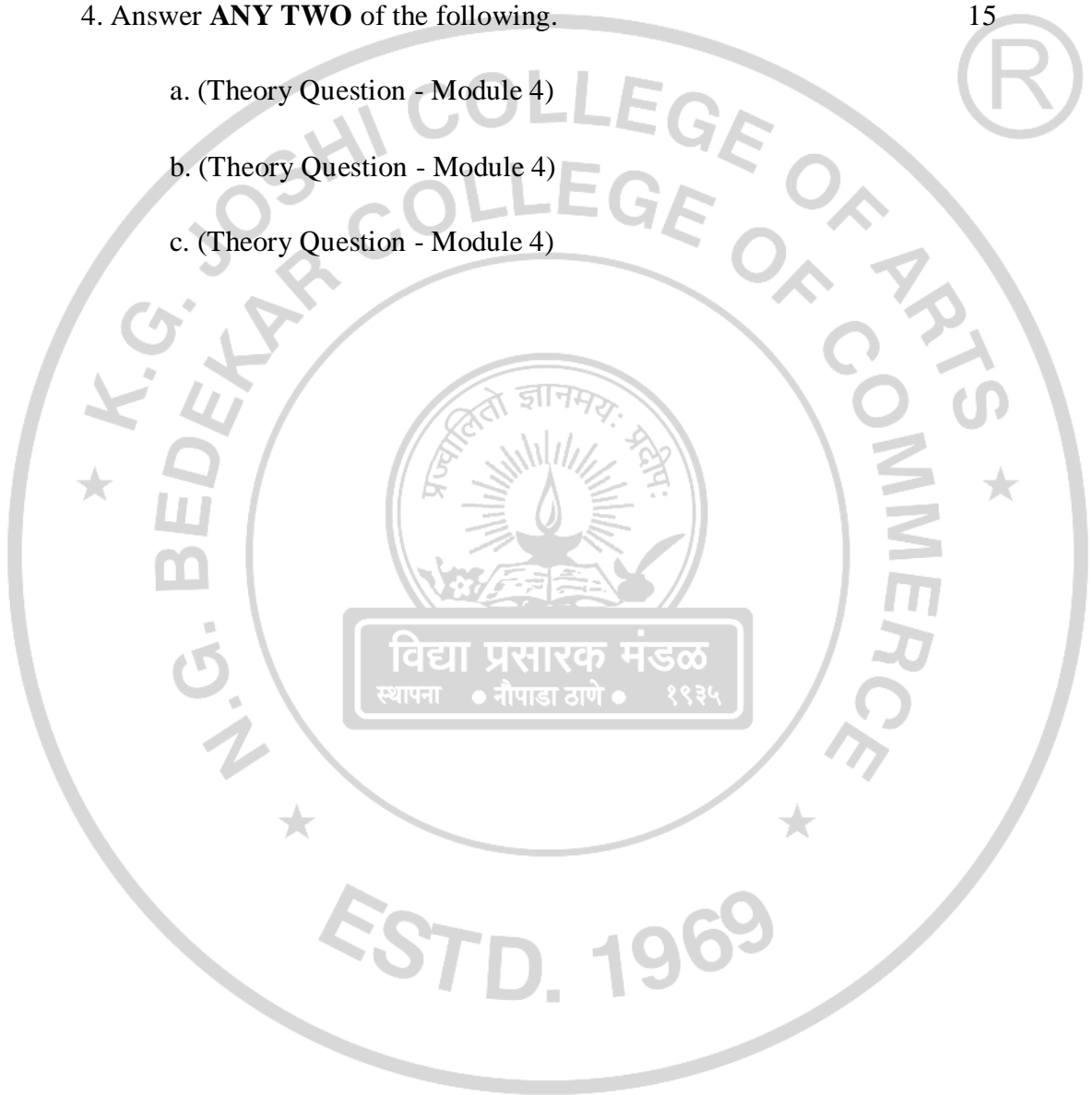
15

- a. (Theory Question - Module 3)
- b. (Theory Question - Module 3)
- c. (Theory Question - Module 3)

4. Answer **ANY TWO** of the following.

15

- a. (Theory Question - Module 4)
- b. (Theory Question - Module 4)
- c. (Theory Question - Module 4)



Course Code: JBCUBVOC207

Course Nomenclature: Internship /Summer Training –I

The students shall proceed for their Internship training of One month duration towards the end of semester II. It will have 6 credits. The students are required to prepare a Training Report will have 6 credits.

