

Syllabi and Courses of study for B.Com (Honors) – 2nd year
Effective from academic session-2013

S.No.	Subject Code	Subject Name	Theory		Continuous Assessment	
			Max	Min.	Max	Min.
1.	BCH-201	Communicative English	80	32	20	08
2.	BCH -202	Business Statistics	80	32	20	08
3.	BCH -203	Entrepreneurship	80	32	20	08
4.	BCH -204	Auditing	80	32	20	08
5.	BCH -205	Computer Application in Business	80	32	20	08

Optional specializations for 2nd year (B.Com Honors):

Specialization I: Accounting and Taxation

Specialization II: Sales and Marketing.

A student shall have to opt three papers either from Specialization I or from Specialization II

I. Accounting and Taxation

S.No.	Subject Code	Subject Name	Theory		Continuous Assessment	
			Max	Min.	Max	Min.
1.	BCH-206	Income Tax Law and Practice	80	32	20	08
2.	BCH -207	Value Added Tax	80	32	20	08
3.	BCH -208	Cost Accounting	80	32	20	08
4.	BCH -209	Public Finance	80	32	20	08
5.	BCH -210	Banking Theory and Practice	80	32	20	08

II. Sales and Marketing

S.No.	Subject Code	Subject Name	Theory		Continuous Assessment	
			Max	Min.	Max	Min.
1.	BCH-211	Marketing Management	80	32	20	08
2.	BCH -212	Consumer Behaviour	80	32	20	08
3.	BCH -213	Export and Import Management	80	32	20	08
4.	BCH -214	Basic Selling	80	32	20	08
5.	BCH -215	Agricultural Marketing	80	32	20	08

B. Com Honors 2nd Year

Title of the Course: Business Statistics

Course No: BCH -202

Course Objectives:

The objective of the course is to make the students familiar with some basic statistical techniques, and to understand the role and relevance of statistics and its various tools in the management.

Course Structure:

Unit 1:

Introduction to statistics, origin and growth of statistics; Application of inferential statistics in managerial decision-making; limitations of statistics; Primary and secondary classification of data, Frequency Distribution and their analysis, Data Presentation; Measures of central tendency: mean, median and mode and their implications; Measures of Dispersion: range, skewness, Kurtosis, standard deviation and mean deviation.

Unit 2:

Time Series Analysis: Concept and Secular trend; Seasonal variation; Cyclical variation and Irregular variation; various methods of Time Series analysis and their applications in business decision - making – Construction of Index Numbers and their uses.

Unit 3:

Co-relation & Regression: Meaning and uses; various methods of calculation of coefficients and their analysis and implication; two variable and multi variable cases.

Unit 4:

Concept of probability and its uses in business decision-making; Addition and multiplication theorem of probability; Bayesian analysis, and its application – Concept and application of Binomial, Poisson, Normal and Exponential distributions.

Books Recommended

1. Gupta, S P and Gupta M P. *Business Statistics*. Sultan Chand , New Delhi
2. Gupta C B- *An Introduction to Statistical Methods* (Vikas)
3. Richard I. Levin and David S.Rubin, 'Statistics for Management', Prentice Hall of India
4. Chandan.J.S., *Statistics for Business and Economics*, Vikas Publishing House Pvt. Ltd.
5. Hooda,R.P., *Statistics for Business and Economics*, Macmillan India Ltd.

B. Com Honors 2nd Year

Title of the Course: Entrepreneurship

Course No: BCH -203

Course Objectives:

To make students understand the skills of an Entrepreneur and the risks and benefits associated with entrepreneurship.

Course Structure:

Unit 1:

Entrepreneurship: Definition of Entrepreneur, entrepreneur's role, task and personality; Types of entrepreneurs; Theories of entrepreneurship; Classification of entrepreneurship; *Creativity and Innovation*: Creative Problems Solving, Creative Thinking, Lateral Thinking, the entrepreneurial venture and the entrepreneurial organization

Unit 2:

Creativity and Entrepreneurial Plan : **Idea Generation**, Screening and Project Identification, Creative Performance, **Feasibility Analysis**: Economic, Marketing, Financial and Technical; **Project Planning**, Evaluation, Monitoring and Control, segmentation, Targeting and positioning of Product.

Unit 3:

Project Management: Project Life Cycle: Project Management; Project Identification; Formulation; Appraisal; Implementation and Evaluation; Role of SIDBI in Project Management.

Unit 4:

Operational Problem: Incubation and Take-off, Problems Encountered, Structural, Financial and Managerial Problems, Types of Uncertainty. *Institutional support for new ventures*: Supporting organizations; Incentives and facilities; Financial Institutions and Small-scale Industries, Govt. Policies for SSIs

Books Recommended:

1. Desai Vasant, "Organisation and Management Of SSI, Himalaya Publishing House, Bombay.
2. Couger, C- *Creativity and Innovation* (IPP, 1999)
3. Nina Jacob, - *Creativity in Organisations* (Wheeler, 1998)
4. Velasquez- *Business Ethics- Concepts and Cases* (Prentice-Hall, 5th edition) 2002.
5. Bridge S et al- *Understanding Enterprise: Entrepreneurship and Small Business* (Palgrave, 2003)
6. Srivastava S.B.; *A practical guide to industrial entrepreneurs*, Sultan Chand & Sons, New Delhi

B. Com Honors 2nd Year

Title of the Course: Auditing

Course No: BCH -204

Course Objectives:

This course aims at imparting knowledge about the principles and methods of auditing and their applications and significance in the contemporary business.

Course Structure:

Unit 1:

Meaning, definition and advantages of Auditing; difference between accountancy and auditing; types of audit; preparation before commencement of new audit.

Internal Check: Meaning and objects; internal control: meaning and definition, fundamental Principles, internal check as regards wages, cash sales, cash purchases, internal check in a departmental stores-internal audit – meaning-importance – advantage and disadvantages.

Unit II:

Verification and Valuation of Assets and Liabilities: Meaning and objectives – position of an auditor as regards to the valuation of assets – verification and valuation of different items – assets –fixed assets -goodwill – stock in trade – investments – liabilities – capital – debentures – bills payable sundry creditors – contingent liabilities

UNIT III:

Vouching: Meaning -definition –importance – routine checking and vouching – voucher-types of vouchers –vouching of receipts-cash sales- receipt from debtors – bills receivable-proceeds of the sale of investments and buildings- payments-vouching of cash purchases –payment of creditors, bills payable-purchase of fixed assets-vouching of deferred revenue expenditure-preliminary expenses –cost of issue of shares and debentures –underwriting commission

UNIT IV:

Audit of Limited Companies; Company Auditor – appointment, powers, duties and liabilities – divisible profits and dividend.

Special Audit of Banking Companies- Audit of Education Institutions – Audit of Insurance Companies.

Books Recommended

1. BN Tandon, Practical Auditing.
2. MS Ramaswamy, Principles and Practice of Auditing.
3. Dinakar Pagare, Practice of Auditing.
4. Kamal Gupta, Practical Auditing.

B. Com Honors 2nd Year

Title of the Course: Computer Application in Business

Course No: BCH -205

Course Objectives:

To enable the students to understand the application of computers in Business environment with an emphasis on Accounting.

Course Structure:

Unit I:

Introduction to Windows – Basics, Windows Accessories, Using File and Program Manager; Introduction to Ms-Word – Editing a Document – Move and Copy text – Formatting text and paragraph – Finding and Replacing text and spelling checking – Using tabs, Tables, and other features, Enhancing document – using mail merge and other features.

Unit II:

Introduction to Worksheet- Getting started with excel – Editing Cells and using commands and functions – Moving And Coping, Inserting and Deleting Rows and Columns – Getting help and formatting a worksheet – Printing the worksheet – Creating Charts – using formulae and functions in excel.

Unit III:

Introduction to Power Point Presentation, & Ms-outlook,
Introduction to Desktop publishing, Computer Viruses, security, and usage of e-mail, Designing Web Page

Unit IV:

Accounting Software – Using Tally Software: introduction and installation, Required Hardware, Preparation for installation of tally software, installation. Working in Tally: Opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, writing voucher, voucher entry, making different types of voucher, correcting sundry debtors an sundry creditors accounts, preparation of Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, & Balance Sheet.

Books Recommended:

1. Craig Stinson “Running Microsoft Windows-98” – Microsoft press.
2. Joshua C. Nossiter. “Using Excel – 5 for Windows”
3. Vishnu Priya Singh & Meenakshi Singh “ Computerised Financial Accounting”
4. Malhotra, Computer Applications in Business

B. Com Honors 2nd Year

Optional Specialization-I (Accounting and Taxation)

Title of the Course: Income Tax Law and Practice

Course No: BCH -206

Course Objective:

This paper is aimed at making the students to learn direct tax laws which in turn would help them in assessing tax liability of different entities.

Course Structure:

Unit I:

Income Tax Act 1961 -Basic Concepts: Assessment Year, Previous Year, Person, Assesse, Income under Income Tax Act 1961,Agricultural Income, Capital Expenditure & Revenue, Residential Status, Incidence of Tax, Income Exempted from Tax.

Unit II:

Heads Classification & Computation of Income Tax : Salaries, Income from House Property.

Unit III:

Heads Classification & Computation of Income Tax: Income from Business or Profession, Capital Gains & Income from Other Sources, Aggregation of Income, Set Off & Carry Forward of Losses.

Unit IV:

Deductions from Gross Total Income & Tax Liability; Rebates from Income Tax, Assessment of Individual Income Tax, Assessment of Company's Income Tax, TDS.

Books Recommended:

1. Lal, B. B.& Vashisht Nitin: Income Tax & Central Sales Tax- Law & Practice, Pearson Education.
2. Singhanian, Vinod K. & Singhanian Monica: Students Guide to Income tax, Taxman.
3. Mehrotra: Indian Taxation Laws, Sahitya Bahvan.
4. Ahuja, G. K.& Ravi Gupta: Systematic Approach to Income Tax
5. Singhanian, V.K.: Direct Tax Planning & Management, (Taxman Publication, Delhi).
6. K.C. Jain & V.K. Gaur: Taxation – Law & Practice (Kalyani Publications).

B. Com Honors 2nd Year

Title of the Course: Value Added Tax

Course No: BCH -207

Course Objective:

The course is designed to acquaint the students with the theory and practice of Cen VAT (a central tax) and VAT (a state tax)

Course Contents

Unit I:

Central Value Added Tax (Cen Tax) background of Cen VAT. Cascading effect the tax: Meaning & Calculation.

Cen VAT on Inputs. Inputs: Meaning with reference to Cen VAT credit rules, 2002. Input Credit: Meaning. Inputs eligible for input tax credit.

Unit II:

Cent VAT on Capital Goods, Meaning of Capital goods for Cen VAT purposes.

Conditions for availing credit on capital goods.

Distinction between Cen VAT on capital goods and inputs.

Unit III:

State Value Added Tax. Meaning, Features, merits and demerits.

Difference between VAT and Sales Tax

Types of VAT. Principles of levy (origin and destination)

Unit IV:

Methods of calculation of VAT liability.

Some important provisions of J&K State VAT Act, 2005 (brief outline)

Suggested Readings

1. Dately, V.S., Indirect Taxes Law & Practice, Taxman Publication Pvt. Ltd. New Delhi.
2. Lekhi, R.K., Public Finance, Kalyani Publishers, New Delhi
3. Purohit, M.C, Value Added Tax: Experiences of India & other Countries, Gayatri, Publications, New Delhi,
4. Grover, V.K. Value Added Tax in Jammu and Kashmir, Commercial Law Publishers (India) Pvt. Ltd. New Delhi

B. Com Honors 2nd Year

Title of the Course: Cost Accounting

Course No: BCH -208

Course Objective:

The objective of the course is to provide knowledge of basic concepts to the students in cost accounting.

Course Structure:

Unit I:

Cost Accounting: Meaning, Definition, Objectives, Advantages and Limitations; Difference between Cost Accounting and Financial Accounting. Installation of a Costing System. Difficulties in Installing a Costing System. Methods and techniques of Cost Accounting ;Cost Units and Cost Centers; Elements and Classification of Cost. Cost Sheet and Components of Total Cost.

Unit-II:

Materials Control : Meaning, Need, Purchasing and Function of Purchase Department. Purchase Procedure. Stores Control: Maximum Level, Minimum Level, Safety Level, EOQ, Material Records, Stores Ledger, Perpetual Inventory System, Continuous Stock- taking.

Unit-III:

Labour Cost, System of Wage Payment, Time Wage System and Piece Rate System. Premium and Bonus Plans. Marginal Costing: Meaning, Characteristics, Merits and Limitations; Overheads: Introduction, Classification, Codification, Source of Collection, Departmentalization, Allocation and Apportionment. Job and Batch Costing,

Unit-IV:

Process Costing; Contract Costing; Reconciliation of Cost and Financial Accounts, Cost Audit and Cost Reduction.

Books Recommended:

1. Arora, M. N.: Cost Accounting Principles and Practices, Vikas Publishing House, New Delhi,2009.
2. Pillai: Cost Accounting, S. Chand, New Delhi,2005.
3. Jain: Cost Accounting, Prentice Hall, New Delhi, 2005.
4. Kishore Ravi: Cost & Management Accounting, Taxman Allied Services, New Delhi,2005.

B. Com Honors 2nd Year

Title of the Course: Public Finance

Course No: BCH -209

Course Objective:

The objective of the course is to make students understand the nature and scope of public finance.

Course Structure:

Unit I:

Public Finance: Meaning, Nature, Scope and Importance of Public Finance; Private Finance and Public Finance; Public Expenditure: Meaning and Principle of Public Expenditure; Classification of Public Expenditure; Trends in Public Expenditure; Causes of Growth of Public Expenditure; Effects of Public Expenditure.

Unit II:

Public Revenue: Source of Public Revenue; Objectives of Taxation; Concepts- Impact of Tax, incidence of Tax, Shifting of Tax and Taxable capacity; Indian Tax Structure- Classification of Taxes, Features & Defects of Indian Tax System.

Unit III:

Public Debt: Meaning and Types of Public Debt; Sources of internal and external Public Debt; Effects of Public Debt; Methods of Repayment
Budget: Meaning, Revenue and Capital Budget; Surplus, Deficit and Balance Budget; Preparation of Indian Central Budget; Concept of Deficit - Revenue, Fiscal, Primary Gender Budget

Unit IV:

Deficit Financing: Meaning, Objectives and Causes; Deficit finance since 1991; Effects of Deficit Financing; Centre-State Financial Relationship; Centre- State Conflict
Fiscal Policy: Meaning and Objectives of Fiscal Policy; Review of Fiscal Policy since 1991.

Books Recommended

1. Jha R., Modern Public Economics, Routledge, London,1998
2. Bhargavre, P.K, Some Aspects of Indian Public Finance, Uppal Publishing House New Delhi, 1984
3. Government of India (1985) Long Term Fiscal Policy, New Delhi
4. Government of India (1992) Reports of the tax Reforms committee- interim and Final, (chairman: Raja J. Chelliah)
5. Srivastava, D.K. (Ed) (2000) Fiscal Federalism in India, Har-Anand Publication, Ltd. New Delhi.
6. Datt,R(Ed)(2001), second Generation Economics Reforms in India, Deep and Deep Publications, New Delhi
7. Bhatia H.L.(1984) Public Finance, Vikas Publishing House Pvt.Ltd. New Delhi

B. Com Honors 2nd Year

Title of the Course: Banking Theory and Practice

Course No: BCH -210

Course Objective:

The purpose of this course is to expose students to the existing system and practice in banking industry of India.

Course Structure:

Unit I

Banking systems – Branch banking versus Unit Banking and other banking systems – Deposit Banking versus Commercial banking – Industrial banking versus Development Banking – Commercial bank functions – Creation of credit by Commercial banks – Stature and functions of a Central Bank – Methods of Credit control – Quantitative and qualitative methods.

Unit II

Definition of banker and customer – Relationship between banker and customer – Obligation to honour cheques – Banker's lien – Opening of Accounts – Special types of customers – Precautions to be taken – Types of Deposits – Bank Pass Book.

Unit III

Cheques – Essentials of a valid cheques – Crossing, Marking and Endorsement of cheques – Holder & Holder in due course – Payment of cheques – Statutory protection to paying banker – Refusal of payment cheques – Collection of cheques – Statutory protection to the collecting banker.

Unit IV

Loans and advances by commercial banks – Cash credit, Over Draft and Loans secured and unsecured – Modes of creating charges – Lien, pledge, Hypothecation and Advance against documents of title to goods, stock exchange securities, mutual funds, Life Insurance policies, real estate, fixed deposit receipts, Book debts and supply bills – precautions to be taken – purchase and discounting of bills.

Books and Reports Recommended:

1. Sundharam and Varshney, Banking theory Law & Practice, Sultan Chand & Sons., New Delhi.
2. Banking Regulation Act, 1949.
3. Report of the Narasihmam committee on Banking Sector Reforms 1998.
4. Reserve Bank of India, Report on Currency and Finance 2003-

B. Com Honors 2nd Year

Optional specialization-II (Sales and Marketing)

Title of the Course: Marketing Management

Course No: BCH -211

Course Objective:

The purpose of this course is to develop and understanding of the underlying concepts, techniques, strategies and issues involved in the marketing of products and services.

Course Structure:

Unit I:

Role and Place of Marketing in Management; Meaning, Definition and basic Concepts of Marketing; The Marketing Environment and Environment Scanning; Scope, Tasks, Process, Planning and Philosophies of Marketing Management; Market Measurement and Forecasting.

Unit II:

Meaning of Consumer Behaviour; Factors affecting Consumer Behaviour; Buying Decision Process; Market Segmentation – Bases and Process, Market Segmentation and Product Differentiation; Target Marketing and Positioning and competitive Marketing Strategies; Adoption and Diffusion Process.

Unit III:

Marketing Mix decision: Meaning and Classification of Products; Product Decisions, New Product Development Strategies; Product Mix and Line Decisions, Branding, Packaging and Labelling Decisions; Product Life Cycle Strategies; *Pricing Decisions*: Objectives and Determination, Factors in Price Setting; General Pricing Approach; Methods of Setting Price and Pricing Strategies.

Unit IV:

Determination of Promotion Mix – Advertising, Sales Promotion, Personal selling; and Public Relations: Direct Marketing & Relationship Marketing; Placement; *Channels of Distribution*: Levels and types of Channels; Channel Design Functions and management of Channel Members ; Channel Selection, Motivation, co-operation and conflict management; Vertical marketing Implementation and systems; Management of Physical Distribution; Current trends in wholesaling and retailing; Marketing Communication.

Books Recommended:

1. Gandhi J.C. “Marketing: A Managerial Introduction” Tata McGraw Hill, New Delhi
2. Kotler Philip, ‘Marketing Management’, 11th Ed., Pearson Education (Singapore) Pvt. Ltd., New Delhi, 2003.
3. Kotler, Philip and Armstrong, Graw. “Principles of Marketing”, Pearson Education, New Delhi 2004.
4. Stanton, William, J. ‘Fundamentals of Marketing’, McGraw Hill, New Delhi
5. Saxena Rajana, “Marketing Management”, Tata McGraw Hill, New Delhi 2004.

B. Com Honors 2nd Year

Title of the Course: Consumer Behaviour

Course No: BCH -212

Course Objectives:

The objective of this course is to impart the knowledge to students regarding consumer's behaviour and its implications for marketers.

Course Structure:

Unit I:

Consumer Behaviour: Meaning, Nature, Scope and Historical Development; Consumer Behaviour as a Discipline: Contribution of Other Disciplines in the Formation of Consumer Behaviour Theories and Models; Consumer Research: Meaning, Process; Factors Influencing Consumer Behavior- An Overview.

Unit II:

Psychological Factors Affecting Consumer Behaviour: A Study of Concepts of Motivation; Personality; Perception and their Marketing Implications; Learning, Self- Concept and Attitude Formation and Change and their Marketing Implications.

Unit III:

Cultural Influences on Consumer Behavior: Cultural Influences; a Study of Culture, Subculture and Social Class; Social and Economic Influences on Consumer Behavior; Social Influences: A Detailed Study of Reference Groups and Family Influences; Consumer Influence & The Diffusion of Innovation: Meaning of Innovation and Factors Affecting its Diffusion. Adopter Categories; Concept of Opinion Leadership.

Unit IV:

Consumer decision-making: Levels, Process and Marketing Implications. Various Decision Making Models: Nicosia Model, Howard-Sheth Model, Blackwell Model. Consumerism: Meaning & Implications for India, Cross Cultural Consumer Behavioral Perspective & Implications.

Books Recommended:

Schiffman L.G. & Kanuk, L.L.: Consumer Behaviour, PHI, New Delhi.

Benett Peter D. & Kassarian, Harold H.: Consumer Behaviour, PHI, New Delhi.

Engel, James, Kollat, DT & Miniard, PW: Consumer Behaviour, Silligrade Dryden Press,

David L. Loudon: Consumer Behaviour, Tata McGraw Hill, New Delhi.

Del L. Hawkins :Consumer Behaviour, Tata McGraw Hill, New

B. Com Honors 2nd Year

Title of the Course: Export and Import Management

Course No: BCH -213

Course Objective:

The objective of this course is to acquaint the students with the conceptual and practical aspects related to export and import, such as documentation, procedures, promotional schemes, organizations and present status.

Course Structure:

Unit I:

Evolution and Concept of Export and Import. Procedure of Export and Import in India- various stages and formalities. Regulation of export and Import in India. Export and Import Management- Meaning, Features, Scope and Functions.

Unit II:

Export and Import documentation- Meaning, types of documents used in Exim (Export and Import), Performa and use of key documents, like-Commercial Invoice, GR form, Letter of Credit, Bill of Exchange, Shipping Bill, Bill of Lading etc.

Unit III:

Export and Import order, contract, pricing, Payment terms and methods of payment. Parties involved in exim and their functions. Quality Control and Preshipment Inspection.

Export Finance- Pre-shipment and Post Shipment Finance. Role of EXIM Bank, EPZs, EOUs, SEZs and EPCs, ECGC in Export Financing. Import financing.

Unit IV:

Export incentives, Risks in Export business, Export Promotion- Meaning and Significance, Institutional Infrastructure for Export Promotion in India, Legal Environment for Export Business, India's Exim Trade and Current Trends, Problems Faced by Indian Importers and Exporters and their solutions.

Recommended Books:

1. Nelson: Import/Export, TMH,2008.
2. T.A.S. Balagopal, Export Management, Himalaya Publishing House
3. D. C. Kapoor, Export Management, Vikas Publishing House Pvt. Ltd.
4. Acharya Jain, Export Import – procedures & Documentation, Himalaya Publishing House

B. Com Honors 2nd Year

Title of the Course: Basic Selling

Course No: BCH -214

Course Objective:

The objective of this course is to acquaint the students with the basic framework of selling in addition to role and responsibilities of sales force.

Course Structure:

Unit I

Personal Selling Introduction, Definitions, Role and Significance, objectives, Functions of personal selling, Features of good Salesmanship, Scope, utility and limitations of salesmanship, Theories of Selling, Limitations. Personal Selling and Advertising, Types of Personal Selling

Unit II

Steps in Personal Selling —Methods of Approaching a Customer, Handling Customer Objections, Negotiations —Bargaining and Negotiation Approaches, Bargaining Strategies and Tactics during Negotiation

Unit III

Formulation of personal selling strategy – Personal selling objectives –personal selling strategy Personnel selling objectives and — Determining size of sales force - Determining kind of sales personal
Sales Organization – Purpose of sales organization – setting up a sales organization – types of sales organization structure, Functions of sales organization, control of sales organization

Unit IV

Sales Manager: Importance, Qualities & Qualification-Functions-Types-Administrative operating, Administrative cum operating Duties and Responsibilities.
Sales Routine: Meaning, Handling Incoming Mail, Handling customers and Travellers order
Sales Meeting & Sales Contests: Sales Meeting Planning & Staging sales meeting; Types of sales meeting; sales contest Aims – Contest formats – Contest prizes – Duration, Evaluation of sales meetings &contests.

Books Recommended:

1. Rustom Davar, Salesmanship and publicity Progressive Corporation Pvt. Ltd. Bombay
2. J.C.Sinha, Principles of Marketing and Salesmanship, R.Chand and Co. Delhi.
3. K.S.K.Patel, Salesmanship and publicity published by Sultan Chand and Sons, New Delhi.
4. B.K.Acharya, Govekar Marketing and Salesmanship, Himalaya Publishing House

B. Com Honors 2nd Year

Title of the Course: Agricultural Marketing

Course No: BCH -215

Course Objective:

The basic aim of the course is to make students understand how agricultural market operates in India.

Course Structure:

Unit I:

Marketing Environment for agricultural Products: Rural Markets; Socio-cultural-political Environment influencing agricultural Marketing; Marketing of consumer durables and non-durable goods and services in the rural markets with special reference to product planning, media planning, planning and distribution channels and organizing personal selling in rural markets in India

Unit II

Marketing of Agricultural Inputs : Meaning of Agricultural Inputs, Agriculture inputs with special reference to fertilizers, seeds, pesticides and other inputs. Organizations and functions of agricultural Marketing in India.

Unit III

Product Planning grading and Packaging for Domestic and Export Markets : Product decisions- Concept of product, brand, packaging; Grade determination techniques; AGMARK, BIS Grades and standards prevailing in other countries. Quality Standards of Agricultural Commodities : Domestic and Export Markets; IS 14000; ISO 9000; Quality Assurance in the Domestic / Export Markets for Agricultural Products.

Promotion of agricultural Products: Concept of promotional mix. Advertising, sales promotion, personal selling, publicity and public relation; Applying appropriate promotional mix for agricultural products; Problems of promoting agricultural products. Possible solutions

Unit IV

Pricing of Agricultural commodities Pricing decisions: Factors influencing pricing decisions Perceived value pricing. Role of Institutions in determination of prices of agricultural commodities, processing facilities for different Agricultural products, Role of warehousing, Determination of agricultural prices and marketing margins, Role of agricultural price commission. Concept of Value and Value Addition; Various pricing strategies.

Books Recommended:

1. Arora R.C, - Integrated Rural Development.
2. Mishra S.N. – Politics and Society in Rural India
3. Rudra Ashok – Indian Agricultural Economics- Myths and Realities