

SEMESTER II

ADVANCED ACCOUNTING

1. Course Description

Programme: BMS

Max. Hours: 75

Course Code U24/BMS/DSC/202

Hours per week: 5

Course Type: DSC

Max. Marks: 100

No. of credits: 5

2. Course Objectives

- To enable the students to understand and solve advanced accounting problems.
- To impart the skills of application of basic accounting knowledge in certain special business activities.

3. Course Outcomes

On completion of the course the student will be able to:

CO1: Explain various methods for preparing branch accounts. (UNDERSTAND)

CO2: Describe the allocation and interdepartmental transfer of expenses (ANALYZE)

CO3: Analyze how consignment is different from sales, joint venture and partnership and illustrate accounting treatment in the books of consignor, consignee and venturers (ANALYZE)

CO4: Explain the accounting treatment of hire purchase transactions (UNDERSTAND)

CO5: Describe and explain the basic concepts of GST (UNDERSTAND)

4. Course Content**MODULE I: BRANCH ACCOUNTS**

(15 Hrs)

Introduction to branch accounts – objectives, types of branches. Dependent branches - features

Books of accounts -methods of accounting of dependent branches

Debtor's system— invoicing goods at cost--- Invoice Price Method (problems)

Stock and debtor system – goods charged to branch at cost price and at selling price (problems)

MODULE II: DEPARTMENTAL ACCOUNTS

(15 Hrs)

Advantages – features - basis for allocation and apportionment of expenses - distinction between department and branch accounts.

Departmental accounts—Treatment of interdepartmental transfer at cost or selling price (problems)

Treatment of expenses that cannot be allocated - preparation of departmental P/L account (problems)

MODULE III: JOINT VENTURE AND CONSIGNMENT ACCOUNTS

(15 Hrs)

Meaning and features of consignment - difference between consignment and sales – basic concepts / terms—accounting treatment in the books of consignor and consignee (problems)

Meaning and features of J/V- benefits of J/V – difference between consignment and J/V - difference between J/V and partnership- accounting treatment in the books of venturer.

MODULE IV: ACCOUNTING FOR HIRE PURCHASE

(15 Hrs)

Hire purchase system - definition, important terms used in hire purchase transactions - accounting treatment (problems) - using Cash Price Method in buyer's books and vendor's books - accounting treatment when purchase is through financial institution and when vendor charges insurance premium (problems) – default and repossession, complete and partial (problems)

MODULE V: ACCOUNTING TREATMENT OF GST

(15 Hrs)

Features of GST – advantages and disadvantages of GST - input GST - output GST - input tax credit - exemption under GST

5. References

1. S.P. Jain & K.L. Narang: Advanced Accounting; Kalyani Publishers.
2. S.P. Jain & K.L. Narang: Advanced Accountancy principles of accounting (vol 1); Kalyani Publishers.
3. R.S.N. Pillai and Bagavathi; Advanced Accountancy; Konark Publishers Pvt Ltd
4. M.C. Shukla, T. S. Grewal & S C Gupta; Advanced Accounts

6. Syllabus Focus

a) Relevance to Local, Regional, National and Global Development Needs

| Local /Regional/National /Global Development Needs | Relevance |
|--|---|
| National Development Need | This course helps create aware and skilled citizens in the domain of accounting, enabling better adherence to accounting laws and principles. |
| Global Development Need | This course enables a student to understand and implement basic accounting principles in the realm of business, across different sectors. |

b) Components on Skill Development/Entrepreneurship Development/Employability

| SD/ED/EMP | Syllabus Content | Description of Activity |
|-----------|------------------|---|
| SD | Module I to V | Problem solving, to help build analytical skills. |

7. Pedagogy

| S. No | Student Centric Methods Adopted | Type / Description of Activity |
|-------|---------------------------------|--------------------------------|
| 1. | Assignment | Solving sums |
| 2. | Workshops | Participative Learning |

8. Course Assessment Plan**a) Weightage of Marks in Continuous Internal Assessments and End Semester Examination**

| CO | Continuous Internal Assessments CIA - 40% | End Semester Examination-60% |
|-----|---|------------------------------|
| CO1 | CIA- 1 | Written Exam |
| CO2 | CIA- 1 | |
| CO3 | CIA-2 Skill test | |
| CO4 | CIA-2 Skill test | |
| CO5 | CIA-2 Assignment | |

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b) Model Question Paper - End Semester Exam

ADVANCED ACCOUNTING

Max. Marks: 60

Time: 2 Hrs

SECTION A

I. Answer the following

$$5 \times 10 = 50 \text{ M}$$

1. Sincere Brothers of Delhi opened a branch at Kanpur on Jan 1, 2021. From the following figures prepare the Kanpur Branch account in the books of Sincere Brothers for the year ending December 31, 2021 and 2022.

| | 2021 | 2022 |
|--|--------|--------|
| | Rs | Rs |
| Goods sent to Kanpur branch | 100000 | 120000 |
| Expenses paid by the head office: | | |
| Rent | 1200 | 1200 |
| Salaries | 6000 | 6000 |
| Advertisement | 600 | 800 |
| Cash sales at branch | 120000 | 165000 |
| Remittance received from the branch | --- | 160500 |
| Remittance made on December 30, still in transit | --- | 4000 |
| Expenses paid by the branch: | | |
| Carriage | 200 | 250 |
| Petty expenses | 300 | 400 |
| Stock on December 31 | 20000 | 30000 |
| Petty cash in hand | 200 | — |

OR

2. What are the objectives of maintaining branch accounts? What are the different types of branches? List the features of dependent branches.

3. Following purchases were made by Good Luck & Co. having three departments at a total cost of Rs 118000:

Department A: 1500 units

Department B: 2500 units

Department C: 3000 units

Stock on 1-4-2022:

Department A: 150 units

Department B: 200 units

Department C: 250 units

Sales during 2022-23 :

Department A: 1400 units @ Rs 18 each

Department B: 2400 units @ Rs 24 each

Department C: 2700 units @ Rs 30 each

The rate of gross profit is the same in each case

Other expenses were:

| | Rs |
|-------------------------|-------|
| Salaries | 18200 |
| Printing and stationary | 4550 |
| Rent | 2000 |
| Interest paid | 2730 |
| Depreciation | 3640 |

Allocate rent in the ratio of 2:2:1 and other expenses in the ratio of departmental gross profits
Prepare departmental trading and profit and loss account.

OR

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4. A firm has two departments— (i) cloth department and (ii) readymade clothes department. The readymade clothes are made by the firm itself out of the cloth supplied by the cloth department at its usual selling price. From the following figures prepare the departmental trading and profit and loss account for the year ended 31-3-2023:

| Particulars | Cloth Department | Readymade clothes department |
|--|---------------------|---------------------------------|
| | Rs | Rs |
| Opening stock | 300000 | 50000 |
| Purchases | 2000000 | 25000 |
| Sales | 2200000 | 500000 |
| Transfer to readymade clothes department | 300000 | — |
| Manufacturing expenses | — | 60000 |
| Selling expenses | 32000 | 8000 |
| Closing stock | 200000 | 60000 |

The stock in the readymade clothes department may be considered as consisting of 75% cloth and rest as other expenses. The cloth department earned a gross profit of 15% in 2021-2022. General Expenses of the business as a whole were Rs 110000.

5. A and B were partners in a joint venture sharing profits and losses in the proportion of 60% and 40% respectively. A supplies goods to the value of Rs10000 and incurs on freight Rs500. B also supplied goods to the value of Rs8000 and incurs on freight Rs400. B sells the entire stock of goods on behalf of the joint venture for Rs25000. B is also entitled to a commission of 5% on sales. B settles his account by remitting a bank draft.

Pass journal entries and ledger accounts in the books of A.

OR

6. Differentiate between consignment and sales

7. On 1-1-2021, XLtd acquired a tractor of the cash price of Rs 176000. The purchase of the tractor was financed by Delhi Finance Corporation to whom X Ltd paid Rs56000 on 1-1-2021 and installments (exclusive of interest) of Rs 40000 are to be paid at the end of each year. The rate of interest was 15 % per annum.

X Ltd writes off depreciation at 20% p.a. on diminishing balance method. Tractor met with an accident on 1-4-2023 and X Ltd received from the insurance company Rs84000 as claim. The debt of Delhi Finance Corporation was discharged on that date.

Prepare the tractor account and Delhi Finance Corporation account in the books of X Ltd.

OR

8. Following are the particulars relating to hire purchase:

Purchaser: Ram & co

Date of purchase: 1-1-2020

Cash price : Rs 12894

Seller: Shyam & Co

Asset purchased: machine

Paid Rs2000 on signing of the agreement and the balance in three equal annual instalments of Rs 4000 due on 31st December each year.

Rate of interest : 5% p.a.

Depreciation: 20% on WDV each year.

Pass journal entries and prepare necessary ledger accounts in the books of Ram & Co and show machinery in the Balance Sheet as on 31-12-2021 . Calculations are to be made to the nearest rupee.

9. What are the features of GST? Explain the Reverse Charge Mechanism

OR

10. What are the advantages and disadvantages of GST?

SECTION B

II. Answer any 5

 $5 \times 2 = 10$ marks

11. Mention the different types of branches
12. Mention the objectives of maintaining departmental accounts.
13. State the features of departmental accounts
14. Explain the meaning of consignment
15. What is down payment?
16. How would you explain hire purchase stock?
17. What is input tax credit?

c) Question Paper Blueprint

| Modules | Hours Allotted in the Syllabus | COs Addressed | Section A (No. of Questions) | Total Marks | Section B (No. of Questions) | Total Marks |
|---------|--------------------------------|---------------|------------------------------|-------------|------------------------------|-------------|
| 1 | 15 | CO-1 | 2 | 10 | 2 | 2 |
| 2 | 15 | CO-2 | 2 | 10 | 2 | 2 |
| 3 | 15 | CO-3 | 2 | 10 | 2 | 2 |
| 4 | 15 | CO-4 | 2 | 10 | 2 | 2 |
| 5 | 15 | CO-5 | 2 | 10 | 2 | 2 |

9. CO-PO Mapping

| CO | PO | Cognitive Level | Classroom sessions(hrs) |
|----|---------|-----------------|-------------------------|
| 1 | 1, 2, 7 | Understand | 15 |
| 2 | 1, 3, 6 | Analyze | 15 |
| 3 | 1, 3, 6 | Analyze | 15 |
| 4 | 1, 6 | Understand | 15 |
| 5 | 1, 3, 6 | Understand | 15 |

SEMESTER II

BUSINESS ENVIRONMENT

1. Course Description

Programme: BMS
 Course Code: U24/BMS/DSC/203
 Course Type: DSC
 No. of credits: 5

Max. Hours: 75
 Hours per week: 5
 Max. Marks: 100

2. Course Objective

- To equip the student with an understanding of the various regulatory aspects of business.
- To give the students an understanding of various aspects that influence the functioning of businesses.

3. Course Outcomes

On completion of the course the student will be able to:

CO 1: Interpret, compare and contrast the various components relevant to business operations. (UNDERSTAND)

CO 2: Comprehend, explain and outline the industrial environment within India through an understanding of the Public and Private Sector. (UNDERSTAND)

CO 3: Compare and contrast, examine and explain the various economic policies in India. (UNDERSTAND)

CO 4: Assess the relevance and impact of Liberalization, Privatization and Globalization. (ANALYZE)

CO 5: Explain and discuss the various regulatory authorities for business in the country (UNDERSTAND)

4. Course Content**MODULE I: INTRODUCTION TO BUSINESS ENVIRONMENT (15 Hrs)**

Introduction – Nature of Business, Scope of Business, Characteristics of contemporary, Objectives of Business. Components of Business Environment – Micro Environment – Supplier, Customers, Competitors – Intermediaries – Public – Macro Environment – Economic, Political, Social and Legal. Concepts of Enacted Environment, Domain and Domain consensus and Task environment. Environment Analysis- Objectives of Uses of Study, Process of Environmental Analysis, Linkages among stages, Limitation of Environmental Analysis.

MODULE II: INDIA'S INDUSTRIAL ENVIRONMENT (15 Hrs)

Public Sector in India-Division of Economy into Public and Private Sectors-Role of Public Sector in the Indian Economy- Problems of Public Sector Enterprises

Private Sector, Joint Sector and Cooperative Sector- Role of the Private Sector- Problems of the Private Sector-Joint Sector- Industrial Cooperatives - Small Scale and Cottage Industries

MODULE III: AN OVERVIEW OF INDIAN ECONOMIC POLICIES (15 Hrs)

Industry Policy - Industrial Policy Resolution of 1948, Industrial Policy Resolution of 1956, New Industrial Policy1991. Merits and demerits of 1991 policy. New Economic Policy

Monetary Policy- Nature of Monetary Policy, Extent of Money, Expansion and Contraction, General Credit Controls. Money Market- Functions, Indian Money Market, Operations in the Money Market- Call/ Notice Money, Commercial Bills, Treasury Bills, Certificate of Deposits, Commercial Paper.

Fiscal Policy- Fiscal Responsibility and Budget Management Act 2003, Outcome Budget

MODULE IV: GLOBALISATION AND THE INDIAN ECONOMY (15 Hrs)

Meaning and Rationale for Globalisation- Nature of Globalisation,Why do Companies go global, Ripple effects of Globalisation, Players in Global Business, Benefits and problems from MNCs, Challenges of International Business. Export-Import Policy: The Pre-reform Period and Post -reform period.

FERA and FEMA- Objectives of FERA, Provisions of FERA, From FERA to FEMA, FEMA Act 1999.

MODULE V: INDIAN AND FOREIGN REGULATORY AUTHORITIES (15 Hrs)

WTO- Basic principles of WTO, Objectives and Functions of WTO, Differences between WTO and GATT, Structure of WTO, From GATT to WTO, Common misunderstandings about the WTO, Implications for India.

Structure and functions of IMF and World Bank. Trading Blocks-Impact of Trading Blocks, Levels of Integration.

5. References

1. Ashwathappa. Business Environment. Himalaya Publishing House.
2. S.K.Misra, V.K. Puri. Economic Environment of Business. Himalaya Publishing House.
3. Economic Survey of India
4. Latest Union Budget
5. David.P.Baron. Business and its Environment. Prentice Hall.
6. Francis Cherunilam. Business Environment -Text Cases. Himalaya Publishing House.

6. Syllabus Focus**a) Relevance to Local, Regional, National and Global Development Needs**

| Local /Regional/National /Global Development Needs | Relevance |
|--|---|
| National Development Needs | The Course aims to educate and empower students with knowledge of policy measures that strengthen the economy. |
| Global Development Needs | A focus on globalisation and its relevance to national development helps the student to develop a global mindset with regard to policy-making and business functions. |

b) Components on Skill Development/Entrepreneurship Development/Employability

| SD/ED/EMP | Syllabus Content | Description of Activity |
|-----------|--------------------------------------|---|
| ED | Module II Module III Module IV | Module II: Analysing the role of the private sector and MSMEs in national development through case studies Module III: Presentation of the finer nuances of the Union Budget Module IV: Presentations and Case Studies on global businesses and their role in national economic development |

7. Pedagogy

| S. No | Student Centric Methods Adopted | Type / Description of Activity |
|-------|---------------------------------|--------------------------------|
| 1. | Group Presentation | Participative Learning |
| 2. | Workshops /Guest Lectures | Participative Learning |
| 3. | Group Discussion | Participative Learning |
| 4 | Case Studies | Problem Solving |

8. Course Assessment Plan

a) Weightage of Marks in Continuous Internal Assessments and End Semester Examination

| CO | Continuous Internal Assessments - CIA (40%) | End Semester Examination - (60%) |
|------------|---|----------------------------------|
| CO 1 | CIA-1 | End Semester examination |
| CO 2 | CIA-1 | |
| CO 3, CO 4 | CIA-2 Presentation | |
| CO 5 | CIA-2 Objective Type Test, Case study | |

b) Question Paper Pattern

BUSINESS ENVIRONMENT

Max. Marks: 60

Time: 2 Hrs

SECTION A

I. Answer the following

 $5 \times 10 = 50 M$

1. Explain what is enacted environment, domain and Task environment.

OR



2. Discuss the process of environmental analysis

3. What is the role that the public sector plays in the Indian Economy?

OR

4. Elaborate on the problems faced by the Public and Private Sector

5. Explain the FRBM ACT 2003

OR

6. Define money market and briefly explain the various instruments which are traded in the money Market.

7. Explain the Pre-EXIM policy

OR

8. Analyse the benefits and challenges that MNCs bring into the economy.

9. Discuss the objectives and functions of the WTO

OR

10. Explain the structure and functions of IMF and the World Bank

SECTION B

II. Answer any 5

5 x 2 = 10 marks

11. Scope of Business

12. Cottage Industries

13. Merits of 1991 Policy

14. Fiscal Policy

15. Globalisation

16. FEMA ACT

17. International Monetary Fund

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DEPARTMENT OF ENVIRONMENTAL STUDIES
2023-24
SEMESTER II

1. Course Description

Program: BA, BCOM & BMS

Max. Hours: 30

Course Code: U24/EVS/AECC/201

Hours per week: 2

Course Type: AECC

Max. Marks: 50

No. of credits: 2

1. Course Objectives:

- To Understand the principles of ecology and environmental issues
- To acquire the skills needed and develop a sense of responsibility to actively participate in its protection and improvement

1. Course Outcomes:

On completion of the course the student will be able to:

CO 1: Gain knowledge and develop in-depth understanding of the basics of ecological principles, conservation of biodiversity, renewable energy resources and water conservation

CO 2: Enhanced analytical capability to undertake and participate in finding solutions for various environmental issues and concerns of national and global importance to achieve environmental protection and sustainable development

1. COURSE CONTENT

UNIT - I: Ecosystem, Biodiversity & Natural Resources (15 hrs.)

1. Definition, Scope & Importance of Environmental Studies
2. Structure of Ecosystem – Abiotic & Biotic Components, Ecological Pyramids
3. Definition of Biodiversity, Genetic, Species & Ecosystem Diversity, IUCN Red list, Hotspots of Biodiversity, Threats and Conservation of Biodiversity (*Insitu&Exsitu*)
4. Renewable Energy Resources – Solar, Wind and Biomass

5. Water Conservation, Water Footprint, Rain Water Harvesting
6. Environmental Ethics: Issues and Possibilities

UNIT – II: Environmental Pollution, Global Issues & Legislation (15 hrs.)

1. Causes, Effects and Control Measures of Air and Water Pollution
2. Solid and Plastic Waste Management, Zero Waste Management
3. Global Warming & Ozone Layer Depletion, Carbon Footprint
4. Environmental Laws and Acts-Wildlife Protection Act, Forest Act, Air Act, Water Act
5. People's Participation in Environmental Protection- Silent Valley, Bishnois of Rajasthan
6. Disaster Management-Flood, Earthquake and Cyclones
7. Environmental Management
8. Role of Information Technology in Environmental Protection and Health

Field visit:

1. Visit to Solar Plant in your Locality/City
2. A Glimpse of Biodiversity in Hyderabad/ Visit to National Parks and a Walk-Through Campus
3. Visit to a Nearby Lake
4. Participation in campus environmental management activities

1. REFERENCES:

Books:

- Text book of Environmental Studies for undergraduate courses (second edition) by Erach Bharucha
- Environmental Studies by Dr. J.P. Sharma
- Perspectives in Environmental Studies – Anubha Kaushik & C.P. Kaushik
- A text book of Environmental Studies by Dr. D. K. Asthana and Dr. Meera Asthana
- Environmental Science by Dr. Syeda Azeem Unnisa

Magazines:

- **Terra Green (a monthly digital magazine on environmental issues)**
- Down to Earth, Centre for Science &
- Environment Survey of the Environment published by The Hindu

E-Resources:

- <https://www.cseindia.org/>
- <https://www.ugc.gov.in/oldpdf/modelcurriculum/env.pdf>

6. Syllabus Focus

SEMESTER II

MARKETING MANAGEMENT

1. Course Description

Programme: BMS

Max. Hours: 75

Course Code: U24/BMS/DSC/201

Hours per week: 5

Course Type: DSC

Max. Marks: 100

No. of credits: 5

2. Course Objectives

- To develop a comprehensive understanding of marketing fundamentals.
- To equip students with marketing mix strategies.
- To enable the students to critically evaluate the marketing activity from a societal perspective

3. Course Outcomes

On completion of the course the student will be able to:

CO1: Describe the interconnectedness of core marketing concepts to form the foundational components of marketing strategies (UNDERSTAND)

CO 2: Contrast the segmentation, targeting and positioning strategies of organisations (UNDERSTAND)

CO 3: Apply different types of pricing strategies to practical business situations (APPLY)

CO 4: Illustrate the use of various types' distribution channels and promotional tools (APPLY)

CO 5: Examine competitive strategies used by organisations within the same industry (ANALYSE)

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4. Course Content**MODULE I: INTRODUCTION TO MARKETING (15 Hrs)**

Meaning and definition of Marketing, Core marketing concepts, Marketing process, Consumer and business markets - Buyer decision making process

MODULE II: CUSTOMER VALUE DRIVEN MARKETING STRATEGY (15 Hrs)

Marketing macro and micro environment - Concept of marketing strategy, market segmentation, market targeting, differentiation and positioning

MODULE III: PRODUCT AND PRICING DECISIONS (15 Hrs)

Product levels, product classification, product line and product mix decisions – New product development process and product life cycle strategies – Types of pricing – Pricing strategies – New product pricing, product mix pricing and price adjustment strategies

MODULE IV: DISTRIBUTION AND PROMOTION (15 Hrs)

Marketing channels -Importance, channel functions and flows, channel levels and channel design decisions. Promotion – Promotion mix, promotional tools – advertising, sales promotion, personal selling, public relations, online and social media marketing

MODULE V: CREATING COMPETITIVE ADVANTAGE AND SUSTAINABLE MARKETING (15 Hrs)

Competitor analysis - competitive strategies -competitive positions, Sustainable marketing principles – Marketing ethics

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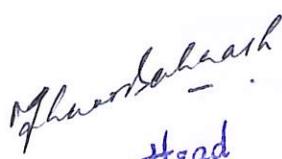
5. References

1. Philip Kotler, Prafulla.Y.Agnihotri, Ehsan-ul-Haque & Gary Armstrong .Principles of Marketing. Pearson Education
2. Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha. Marketing Management-A South Asian Perspective. Pearson –Prentice Hall
3. Rajan Saxena Marketing Management. Tata-McGraw Hill Education
4. Dr.Sreeramulu, “Basics of Marketing”, Himalaya Publishing House
5. V.S.Ramaswamy&S.Namakumari. Marketing Management.Macmillan Publishers India Limited.

6. Syllabus Focus

a) Relevance to Local, Regional, National and Global Development Needs

| Local /Regional/National /Global Development Needs | Relevance |
|--|--|
| Local and Regional development needs | The local macro and micro environmental factors affecting marketing decisions can be studied and analysed. Also, the influence of regional cultural nuances can be studied |
| Global development needs | Helps in understanding marketing strategies that are needed to address the global consumer diversity. Global distribution challenges also can be studied |
| National and Global development needs | Gives an opportunity to research and analyse the role of marketing ethics in global marketing practices |


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b) Components on Skill Development/Entrepreneurship Development/Employability

| SD/ED/EMP | Syllabus Content | Description of Activity |
|-----------|-------------------------|---|
| SD | Marketing Strategy | Solving case studies to analyse real-world market segmentation and targeting strategies. This requires critical thinking and analytical skills. |
| EMP & ED | New product development | Giving an Idea generation and product development project |
| EMP & ED | Promotion Strategies | Task to develop a promotional plan for a new business idea including offline and online promotion strategies |

7. Pedagogy

| S. No | Student Centric Methods Adopted | Type / Description of Activity |
|-------|---------------------------------|--------------------------------|
| 1. | Group Presentation | Participative Learning |
| 2. | Workshops /Guest Lectures | Participative Learning |
| 3. | Group Projects | Participative Learning |
| 4 | Case Studies | Problem Solving |

8. Course Assessment Plan

a) Weightage of Marks in Continuous Internal Assessments and End Semester Examination

| CO | Continuous Internal Assessments CIA -50% | End Semester Examination-50% |
|---------------------|---|------------------------------|
| CO1, CO2 | CIA-1-Written test | Written Exam |
| CO3, CO4 | CIA-1 - Written Test | |
| CO3, CO4, CO5 | CIA-2 –Group presentations, projects and case studies | |



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b) Model Question Paper - End Semester Exam

MARKETING MANAGEMENT

Max. Marks: 60

Time: 2 Hrs

SECTION A

I. Answer the following

 $5 \times 10 = 50 \text{ M}$

1. Explain with an example how businesses utilize marketing concepts to create customer value

OR

2. Describe the stages of the buyer decision-making process in consumer markets.
 3. Explain the concept of marketing strategy and its role in guiding an organization's overall marketing efforts.

OR

4. How would you classify the type of factors influencing the macro marketing environment, and how do they differ from those in the micro marketing environment?

5. How would you use the principles of the new product development process to introduce a novel cosmetic product in a competitive market?

OR

6. How would you solve the pricing challenge for a new product launch using new product pricing strategies?

7. Apply the channel design decisions while launching an edible oil company.

OR

8. A new smartphone company is entering the market. What are the promotional strategies you would recommend?

9. What motive could be there behind organizations integrating sustainable marketing principles into their overall business strategies?


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OR

10. How can you justify the effectiveness of competitor strategies?

SECTION B

II. Answer any 5

5 x 2 = 10 marks

11. Contrast consumer and business markets with on example.
12. Identify any one influence that a micro environment component can have on an educational institution.
13. Apply the product level concept to a smartphone.
14. Which of the promotional tool would you recommend for sports shoe marketing?
15. Make a distinction between market nicher and market leader.
16. Outline briefly the phases in the marketing process.
17. Summarize briefly the uniqueness of business markets.

c) Question Paper Blueprint

| Modules | Hours Allotted in the Syllabus | COs Addressed | Section A (No. of Questions) | Total Marks | Section B (No. of Questions) | Total Marks |
|---------|--------------------------------|---------------|------------------------------|-------------|------------------------------|-------------|
| 1 | 15 | CO1 | 2 | 10 | 1 | 2 |
| 2 | 15 | CO2 | 2 | 10 | 1 | 2 |
| 3 | 15 | CO3 | 2 | 10 | 1 | 2 |
| 4 | 15 | CO4 | 2 | 10 | 1 | 2 |
| 5 | 15 | CO5 | 2 | 10 | 1 | 2 |