

MARKETING MANAGEMENT AND RETAIL BUSINESS

| Course | Max Marks | Duration of Exam |
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| PART I | | |
| 1.1 English | 100 | 3 |
| 1.2 Hindi/Punjabi*/Pol.Sc. in lieu of MIL | 100 | 3 |
| 1.3 Marketing Management - Concept And Practices (Vocational) | 100 | 3 |
| 1.4 Principles of Microeconomics (Interdisciplinary Course-Commerce) | 100 | 3 |
| PART II | | |
| 2.1 English | 100 | 3 |
| 2.2a Computer Fundamentals, Software Packages and Computerized Accounting (Foundation Course) | 50 | 2 |
| 2.2b Business Communication (Foundation Course) | 50 | 2 |
| 2.3 Advertising and Sales Promotion (Vocational) | 100 | 3 |
| 2.4 Trade Procedures Practice, Logistics And Legal Dimensions (Interdisciplinary Course-Commerce) | 100 | 3 |
| PART III | | |
| 3.1 Hindi/Punjabi*/Pol. Sc. in lieu of MIL | 100 | 3 |
| 3.2 Organizing Retail Trading (Vocational) | 100 | 3 |
| 3.3 Retail Trading Operations (Vocational)t | 100 | 3 |
| 3.4 Economic Development and Policy in India | 100 | 3 |

(Interdisciplinary Course-Economics)

* Depending on a minimum number of students opting for it.

NOTES:

1. A student who has not studied Hindi upto 8th Class level may opt for Political Science in lieu of M.I.L. Students have the option of studying Punjabi in lieu of Hindi as a MIL.

2. A Student who has not passed Hindi as a subject in 10th or +2 Examination will be required to appear in the compulsory Hindi test of the University during the three years or shall have to produce the elementary Hindi Examination certificate of the school level at the time of admission.

* Depending on a minimum number of students opting for it.