

# Guidelines for NEP Based Syllabus w.e.f. 2022-23

## For the Paper Titled

### "Principles of Marketing" of B. Com. (Prog)

#### Paper No. DSC – 3.3, Semester-III

#### JOINTLY ORGANISED

#### BY

Department of Commerce, Delhi School of Economics, University of Delhi

And

Keshav Mahavidyalaya, University of Delhi

Date: 9<sup>th</sup> September 2024

#### MINUTES

An online meeting was held on Saturday, September 9, 2024, at 2:00 PM via the Google Meet platform(<https://meet.google.com/zsj-pnhk-six>) to design the Guidelines for the NEP-Based Syllabus effective from the academic year 2022 -23 for the paper titled "Principles of Marketing," of B. Com (Prog) Paper No: DSC -3.3, Semester-III. This meeting was collaboratively organized by the Department of Commerce (Delhi School of Economics) and Keshav Mahavidyalaya, University of Delhi. A total of **Seventy two faculty** members from various colleges of the University of Delhi, who are involved in teaching this paper, registered in advance to participate in the meeting. Ultimately, **forty eight faculty members** attended the meeting on the scheduled date and through the provided link. The meeting was convened by Professor Pardeep Kumar, a faculty member in the Department of Commerce at Keshav Mahavidyalaya, and was represented/headed by Dr. Pooja Goel, Professor from the Department of Commerce, Delhi School of Economics, University of Delhi. The online meeting was attended by the following members:

Sl. No.	Title	Name of the Faculty	Affiliated College Name
1	Prof.	Dr. Pooja Goel (Head and Representative of Meeting)	Professor, Department of Commerce Delhi, School of Economics, University of Delhi
2	Prof.	Dr. Madhu Pruthi(Principal)	Keshav Mahavidyalaya, University of Delhi
3	Prof.	Dr. Pardeep Kumar (Convenor)	Professor, Department of Commerce, Keshav Mahavidyalaya, University of Delhi
4	Dr.	Manju Khosla	Gargi College, University of Delhi
5	Dr.	Sonika Nagpal	PGDAV College (Eve), University of Delhi
6	Ms.	Aastha Gulati	Shaheed Bhagat Singh Evening College, University of Delhi
7	Dr.	Reema Dehal	Daulat Ram College, University of Delhi
8	Dr.	Romita Popli	Gargi College, University of Delhi
9	Ms.	Monica Chhabra	Jesus and Mary College, University of Delhi
10	Dr.	Ankita	Vivekananda College, University of Delhi
11	Mr.	Ajit Singh	Sri Venkateswara College
12	Prof.	Shashi Nanda	PGDAV College (M), University of Delhi
13	Ms.	Sushma Maurya	Janki Devi Memorial College (JDM)

14	Dr.	Poonam	Bharati College, University of Delhi
15	Prof.	Anita Bajaj	PGDAV College (Eve) University of Delhi, University of Delhi
16	Ms.	Rashmi Siag	Sri Aurobindo College Evening, University of Delhi
17	Ms.	Shalu Chauhan	Sri Aurobindo college, University of Delhi
18	Prof.	Ruchi Gupta	Shaheed Bhagat Singh College, University of Delhi
19	Dr.	Swati Aggarwal	Zakir Husain Delhi College, University of Delhi
20	Dr.	Shashi kumara	Shaheed Bhagat Singh Evening college, University of Delhi
21	Prof.	Sangeeta Dodrajka	SGGSCC, University of Delhi
22	Dr.	Jasmine Kaur	Sri Guru Nanak Dev Khalsa College, University of Delhi
23	Ms.	Aastha Gulati	Shaheed Bhagat Singh Evening College, University of Delhi
24	Dr.	Aishvarya Bansal	SSNC, University of Delhi
25	Prof.	Bhawna Rajput	Aditi Mahavidyalaya, University of Delhi
26	Dr.	Deepika	Sri Venkateswara College, University of Delhi
27	Dr.	Sonika Nagpal	PGDAV College (Eve), University of Delhi
28	Dr.	Anjali Bennet	Daulat Ram College, University of Delhi
29	Ms.	Gurinder Kaur Kochhar	Sri Guru Nanak Dev Khalsa College, University of Delhi
30	Ms.	Hasgun Kaur	Sri Guru Nanak Dev Khalsa College, University of Delhi
31	Ms.	Isha Chugh	Gargi College, University of Delhi
32	Dr.	Jaspal kaur Sahni	Mata Sundri College for Women
33	Dr.	Priti Rai	SPMC, University of Delhi
34	Prof.	Rachna Mahalwal	Bhagini Nivedita College, University of Delhi
35	Prof.	Renu Sobti	Swami Shraddhanand College, University of Delhi
36	Ms.	Sakshi Sharma	Sri Guru Gobind Singh college of Commerce, University of Delhi
37	Dr.	Sangeeta Kakkar	Dayal Singh College
38	Dr	Seema Bajaj Kwatra	Bharati College
39	Dr	Sheetal Kapoor	Kamla Nehru College
40	Dr	Vijyata Kaushik	University of Delhi
41	Ms	Nidhi Aggarwal	Keshav Mahavidyalaya
42	Dr.	Om Prakash	Satyawati College (Evening)
43	Dr.	Ravneet Duggal	Sri Guru Govind Singh College of Commerce
44	Dr	Rita Nagpal	Dayal Singh College
45	Dr.	Dr. Reeta	Zakir Hussain College
46	Dr	Sangeeta Porwal	Dayal Singh College
47	Dr.	Vijay Vrat Arya	Shaheed Bhagat Singh College
48	Dr.	Bimaldeep Kaur	SGGSCC

The following components were established to ensure consistency in the teaching - learning approach across various colleges:

1. A preliminary/tentative distribution of teaching hours across different sections of the syllabus.
2. A preliminary /tentative distribution of mark weightage for various sections of the syllabus.
3. A proposed format for the anticipated question paper for the University Examination.
4. Any additional considerations regarding the extent and depth of teaching, modalities of teaching, coverage of syllabus, etc., if applicable.

The following guidelines were established during the online meeting with the agreement of all Faculty Members and the Representative from the Department of Commerce at the Delhi School of Economics, University of Delhi

**(Teaching Related Guidelines As Per DU EC Resolution No. 38-1/(38-1-6) Dated 8<sup>th</sup> December 2022 and Issued on 10<sup>th</sup> March 2023.)**

1. Total Number of Lectures:45 (45 hours as per syllabus)
2. Credit Hours: 4 (Lecture 3, Tutorial 1, Practical/Practice 0)
3. Unit Wise Breakup of 45 Lectures are recommended as follows:

Unit I: Introduction to Marketing and Marketing Environment	9. Lectures
Unit II: Consumer Behaviour and Market Selection	9. Lectures
Unit III: Product Decisions and New Product Development	9 Lectures
Unit IV: Pricing Decisions and Distribution Decisions	9 Lectures
Unit V: Promotion Decisions and Developments in Marketing	9 Lectures

4. Elaboration/Clarity of topics to bring out Uniformity in teaching-learning process across colleges

<p><b>Unit-1: Introduction to Marketing and Marketing Environment</b>  <b>Introduction to Marketing:</b> Meaning and Nature, Scope and Importance; Marketing Philosophies; Concept and Six Marketing Philosophies including Holistic Marketing Concept  Marketing Mix for Goods and Services.  <b>Marketing Environment:</b> Concept of Marketing Environment, Need for studying marketing environment;  Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics;  Macro environmental factors - demographic, economic, natural, technological, politico-legal and socio- cultural.</p>	9 Lecture ( 9 Hrs)
<p><b>Unit-2: Consumer Behaviour and Market Selection</b>  <b>Consumer Behaviour:</b> Concept , Need for studying consumer behaviour; Stages in Consumer Buying-Decision Process;  Factors Influencing Consumer Buying Decisions.  <b>Market Selection:</b> Market Segmentation: Concept and Bases.  Market Targeting: Concept and bases  Product Positioning: - Concept and Bases.</p>	9 Lecture (9 Hrs)
<p><b>Unit-3: Product Decisions and New Product Development</b>  <b>Product Decisions:</b> Concept and Classification;  Levels of Product.  Product mix; Concept and Dimensions of Product Mix  Branding: Concept, Types, Significance, Qualities of Good Brand Name;  Packaging and Labeling:- Concept, Types and Functions;  Product Support Service;  New product Development Process: Concept and Stages of New Product Development Process  Product life cycle: - Concept, Product Life Cycles Stages and Marketing Strategies at Each Stage of the Product Life Cycle</p>	9 Lectures (9Hrs)
<p><b>Unit-4: Pricing Decisions and Distribution Decisions</b>  <b>Pricing Decisions:</b> Concept and Objectives,  Factors affecting price of a product;  Pricing Methods: Cost-oriented Pricing, Competition oriented Pricing, and Value oriented Pricing  Pricing Strategies: Concept, Market Skimming Pricing and Market Penetration Pricing  <b>Distribution Decisions:</b> Channels of Distribution: - Concept, Types and Functions.  Factors Affecting Choice of Distribution Channel;  Distribution Logistics Decisions: Order Processing , Warehousing, Inventory Management, and Transportation</p>	9 Lecture (9Hrs)
<p><b>Unit-5: Promotion Decisions and Developments in Marketing</b>  Promotion Decisions: Concept  Communication process; Concept and Marketing Communication Process</p>	9 Lecture (9Hrs)

Importance of Promotion.

Promotion Mix Tools: Concept and Distinctive Characteristics of advertising, personal selling, sales promotion, public relations, and direct marketing.

**Developments in Marketing:** Sustainable Marketing, Rural marketing, Social-marketing Digital marketing - an overview ( Meaning and Importance)

5. All the topics and sub-topics should be covered from the books mentioned in the References.

6. It was collectively agreed during the meeting that case studies are included in the Continuous Assessment System (CAS), which carries a weight of 40 marks. The CAS focuses on the practical aspects of the evaluation process, while the End Term Theory Exam is primarily theoretical.

**Examination Related Guidelines As Per DU EC Resolution No. 60-1/(60-1-13) Dated 3<sup>rd</sup> February 2023 Issued on 10<sup>th</sup> February, 2023.**

1. Examination Pattern (Grand Total Marks 160)

- |  |          |
|--|----------|
| a. End Term Theory Exam of 3 Hours         | 90 Marks |
| b. Continuous Assessment of Tutorials (CA) | 40 Marks |
| c. Internal Assessment (IA)                | 30 Marks |

2. Total number of questions will be five. All questions will carry equal weightage i.e. 18 marks for each.

3. The First Four questions, numbered one to four, will each carry a weight of 18 marks and will follow an internal choice format. These questions must comprehensively address the entire syllabus and should not contain more than two parts each. Question Number 5 will be based on short notes of 18 marks in the format of attempting any three (i.e., 6 marks each) out of five covering all units.

For Example: Likely pattern of first four questions

- |             |     |         |
|-------------|-----|---------|
| Q1/Q2/Q3/Q4 | (a) | 9 Marks |
|             | (b) | 9 Marks |
|             | Or  |         |
|             | (c) | 9 Marks |
|             | (d) | 9 Marks |

4. Question Number 5 will be based on short notes of 18 marks in the format of attempting any three (i.e., 6 marks each) out of five covering all units.

Write Short Notes on any three of the following: (3X6=18 Marks)(a)

- (b)
- (c)
- (d)
- (e)(e)

5. Continuous Assessment Guidelines: Total Marks Allotted for Continuous Assessment are 40.

a) 5 Marks for Tutorial Attendance as Per University Rules.

b) 35 Marks for Activities Covering:

- I. Literature Review
- II. Book Review
- III. Movie Review
- IV. Project Activity (Group)
- V. Research Cum Presentation
- VI. Creative Writing/Paper Writing
- VII. Group Discussion
- VIII. Problem Solving Exercises
- IX. Any Creative Production (May Be Done in A Group)
- X. Innovative Project
- XI. Any Other Scholastic Work Related to the Application of Conceptual Understanding of the Subject like Case Study

6. Internal Assessment Guidelines: Total Marks for Continuous Assessment are 30.

(a) 6 Marks for Attendance as Per University Rules.

(b) 12 Marks for Class Tests Only.

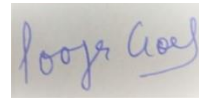
(c) 12 Marks for Assignment/Project/Activities/Class Participation/Presentations based on any topic covered under the syllabus of Principles of Marketing

All faculty members engaged actively in the discussions and expressed their gratitude for the timely initiative taken by Prof. Ajay Kumar Singh, Head of the Department of Commerce. They also extended their sincere thanks to Professor Kiran Chug and Prof. Amit Kumar Singh, Coordinator and Professor in the Department of Commerce Department, University of Delhi, for facilitating this meeting. Special appreciation was given to Professor Dr. Pooja Goal, the representative and head of the meeting, for her contributions throughout the deliberations.

The meeting concluded with a vote of thanks to the Principal of Keshav Mahavidyalaya, Professor Madhu Pruthi, as well as the Convener of the Meeting, Professor Pardeep Kumar, the Representative/Head of the Meeting Professor Pooja Goal from the Department of Commerce Delhi school of Economics, University of Delhi, and the Coordinator, Department of Commerce, Professor Amit Kumar Singh. The meeting concluded with an expression of gratitude towards Professor Dr. Kiran Chug, who has made every conceivable effort to facilitate this achievement.

*pardeep kumar*

Prof. Pardeep Kumar  
**(Convener of the Meeting)**  
Professor, Commerce Department  
Keshav Mahavidyalaya  
  
University of Delhi



Professor Dr. Pooja Goal  
**(Head and Representative)**  
Professor  
Department of Commerce,  
DSE