



III YEAR V SEMESTER BSc MPCs SYLLABUS

SRI RAMAKRISHNA DEGREE COLLEGE (AUTONOMOUS)

NANDYAL

SRI RAMAKRISHNA DEGREE (A) COLLEGE::NANDYAL

B.Com.(A&F) (THREE YEARS) Degree Examinations,

(Semester System:: Under CBCS)

3rd YEAR FIFTH SEMESTER END EXAMINATIONS

Domain Subject: COMMERCE ::(2020-21 Regulations)

Paper –:19A: COST CONTROL TECHNIQUES - Syllabus

Hrs/Week: 5

Marks: Theory 100+Project

Work 50 LEARNING OUTCOMES

Up on completion of the course the student will be able to

1. Differentiate cost control, cost reduction concepts, and identify effective techniques.
2. Allocate overheads based on Activity Based Costing.
3. Evaluate techniques of cost audit and rules for cost record.
4. Appraise the application of marginal costing techniques to evaluate performances, fix selling price, make or buy decisions.

SYLLABUS:

Unit 1: Introduction-Nature and Scope

Introduction: Meaning of Cost Control – Cost Control Techniques – Requisites of effective Cost Control System – Cost Reduction – meaning – essentials for an effective cost Reduction Program

– Scope of cost reduction - Difference between Cost Control and Cost Reduction – Meaning of cost audit – Types of Cost Audit – Auditing techniques.

Unit 2: Activity Based Costing

Concept of ABC – Characteristics of ABC – Categories of ABC – Allocation of Overheads under ABC – Cost Reduction under ABC – advantages of implementing ABC – Application on overhead allocation based on ABC-

Unit 3: Cost Volume Profit Analysis (CVP Analysis)

Applications of Marginal Costing – profit planning – Evaluation of Performance-fixing selling price – Key Factor – Make or Buy decision – Accept or Reject - closing or suspending activities –

Unit 4: Standard Costing and Variance Analysis

Concept of Standard Cost and Standard Costing – Advantages and limitations – analysis of variances-importance of Variance Analysis - computation and application of variances relating to material and labour.

Unit 5: Application of Modern Techniques

Kaizen Costing – Introduction – objectives – scope – Principles – 5 S (Sort, Set in Order, Shine, Standardize, and Sustain) in Kaizen Costing– Advantages and Disadvantages of Kaizen Costing. Learning Curve Analysis-concept and Application.

REFERENCES:

1. Cost and Management Accounting by SP Jain and KL Narang.
2. Cost Accounting by M.C. Shukla, T. S. Grewal & Dr M. P. Gupta, S. Chand and Company Private Limited, New Delhi
3. Cost Accounting: Principles & Practice Book by M. N. Arora, Vikas Publishing House Private Limited.
4. Advanced Cost Accounting: JK Mitra, New Age International
5. Advanced Cost Accounting: SN Maheswari, S. Chand and Company Private Limited, New Delhi.

CO-CURRICULAR ACTIVITIES:

A. Mandatory

1. **For Teachers:** Teacher should train students (using actual field material) in classroom/field for not less than 15 hours on techniques relating to determine fixed Costs, variable costs based on the data of concerned firm, to identify and analyze of cost variances and to prepare budgeting reports of business/industry houses.
2. **Students:** Students should develop skills by adopting techniques on differences between cost controls and cost reduction, allocation of overheads based on Activity Based Costing. Should visit any business and learn the methods and techniques of ascertaining costs of various products using with same material, machine, and money under same management (For example, Dairy, Sweet, Leather products etc.) and identify the reasons for variances in estimated and actual cost and submit a report in the given format not less than 50 pages to the teacher
3. Max marks for Project work Report: 50.
4. Suggested Format for Project work (not less than 50 pages): Title page, student details, contents, objective, stepwise work done, findings, conclusions, and acknowledgements.
5. Unit tests (IA).

B. Suggested Co-Curricular Activities

1. Organize short term training on specific technical skills in collaboration with Computer Department or skill training institution (Government or Non-Government Organization). Like Zoho, Fresh book, MS Excel....
2. Seminars/Conference/ Workshops on Cost accountant profession, skills required for cost accountant Professional Development, integration of technical and analytical skills for effective job performance, Ethical behavior of management accountant.
3. Real time work experience with ICMA professional duration of work be decided based on feasibility and opportunity.
4. Arrange for Interaction with Area Specific Experts.

MODEL QUESTION PAPER

Course 19A: COST CONTROL TECHNIQUES

Time: 3 Hrs.

Max. Marks: 70

SECTION-A (20 Marks)

**Answer any FIVE questions. Each question carries 4 Marks.
Marks)**

(5x4=20

1. Content of Unit I
2. Content of Unit II
3. Content of Unit III
4. Content of Unit IV
5. Content of Unit V
6. Content of any Unit
7. Content of any Unit
8. Content of any Unit

SECTION-B (50 Marks)

**Answer all questions. Each question carries TEN Marks.
Marks)**

(5x10=50

9. a). Content of Unit I (Theory)
(or)
b). Content of Unit I (Problem)
10. a). Content of Unit II (Theory)
(or)
b). Content of Unit II (Problem)
11. a). Content of Unit III (Theory)

(or)

b). Content of Unit III (Problem)

12. a). Content of Unit IV (Theory)
(or)

b). Content of Unit IV (Problem)

13. a). Content of Unit V (Theory)
(or)

b). Content of Unit V (Problem)

SRI RAMAKRISHNA DEGREE (A) COLLEGE::NANDYAL

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(Semester System:: Under CBCS)

3rd YEAR FIFTH SEMESTER END EXAMINATIONS

Domain Subject: **COMMERCE** ::(2020-21 Regulations)

Paper --:16 C: DIGITAL MARKETING - Syllabus

Hrs/Week: 5

Marks: Theory 100+Project Work

50LEARNING OUTCOMES

Upon successful completion of the course students will be able to;

1. Analyze online Micro and Macro Environment
2. Design and create website
3. Discuss search engine marketing
4. Create blogs, videos, and share

SYLLABUS:

Unit 1: Introduction

Digital marketing: Meaning – importance – traditional marketing vs. digital marketing – online marketplace analysis- Online Microenvironment – Online Macro Environment - trends in digital marketing – competitive analysis.

Unit – II: Web site planning and creation

Web Site: meaning – objectives – components of website - website creation – incorporation of designand– adding content, installing and activating plugins.

Unit 3: Search Engine Optimization (SEO)

SEO: Meaning – History, growth and importance of SEO –On page Optimization- Importance off page optimization Search Engine - Role of Search Engine Operation - google Ad words – Search Engine Marketing: Campaign Creation – Ad Creation, Approval and Extensions.

Unit 4: Social Media Marketing:

Meaning of social media and Social Media Marketing – social Management tools-strategy and planning – social media network – Social Networking – video creation and sharing – use of different social media platforms - Content creation - Blogging – Guest Blogging.

Unit 5: Email marketing:

Meaning – Evolution of email – importance of email marketing – Development in e mail marketing - email marketing platforms – creating and Tracking e-mailers–create forms – create opt-inlists – mapping industry trends and eliminating spam messages.

REFERENCES

1. Digital Marketing for Dummies by Ryan Deiss & Russ Henneberry, publisher John Wileyfirst edition 2020.
2. Youtility by JayBaer, Published by Gilda MediaL C Portfolio 2013,
3. Epic Content Marketing by Joe Pulizzi, McGraw-Hill Education, 2013
4. New Rules of Marketing and PR byDavid Meerman Scott.Wiley, 2017
5. Social Media Marketing All-in-one Dummies by JanZimmerman, DeborahNg, John Wiley & Sons.
6. Digital Marketing 2020 by Danny Star, Independently Published, 2019

CO-CURRICULAR ACTIVITIES

A. Mandatory (Project Work)

1. **For Teachers:** teacher shall guide students (using actual field material) in classroom/field for not less than 15 hours in the skills in digital marketing viz., SEO, SEM, Social media Marketing, content writing, e-mail marketing, web designing and development, Blogging, Google ad words.
2. **Students:** Students shall individually undertake an online study on any aspect such as Analysis of local online Micro and Macro Environment and make a trend analysis of digital marketing, Build a blog on any topic or subject of their interest, Develop website to market for (real/imaginary) product or service, Create video with product or service description to evoke customer attention. Each student has to submit his/her observations as a Project work Report not less than 50 pages in the given format to the teacher.
3. Max marks for Project work Report: 50.
4. Suggested Format for Fieldwork/Project work (not less than 50 pages): Title page, student details, contents, objective, stepwise work done, findings, conclusions and acknowledgements.
5. Unit tests (IE).

B. Suggested Co-Curricular Activities

- Organize short term training on Digital Marketing in collaboration with local or online skill providers.
- Seminars/Conference/ Workshops on significant and emerging areas in Digital Marketing
- Real time work experience with Digital marketing service providers.
- Arrange for Interaction with Area Specific Experts.

MODEL QUESTION PAPER

Course 16 C: DIGITAL MARKETING

Time: 3 Hrs.

Max. Marks: 70

SECTION-A (20 Marks)

Answer any FIVE questions. Each question carries 4 Marks.

(5x4=20 Marks)

1. Content of Unit I
2. Content of Unit II
3. Content of Unit III
4. Content of Unit IV
5. Content of Unit V
6. Content of any Unit
7. Content of any Unit
8. Content of any Unit

SECTION-B (50 Marks)

Answer all questions. Each question carries TEN Marks.

(5x10=50 Marks)

9. a). Content of Unit I
(or)
b). Content of Unit I
10. a). Content of Unit II
(or)
b). Content of Unit II
11. a). Content of Unit III
(or)
b). Content of Unit III
12. a). Content of Unit IV
(or)
b). Content of Unit IV
13. a). Content of Unit V
(or)
b). Content of Unit V

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3rd YEAR FIFTH SEMESTER END EXAMINATIONS

Domain Subject: COMMERCE ::(2020-21 Regulations)

**Paper –:21 B: GENERAL INSURANCE PROCEDURE AND PRACTICE
- Syllabus**

Hrs/Week: 5

Marks: Theory 100+Project Work 50

COURSE LEARNING OUTCOMES

After completing the course, the student shall be able to:

1. Understand the Features of General Insurance and Insurance Companies in India
2. Analyze various schemes and policies related to General Insurance sector
3. Choose suitable insurance policy under Health, Fire, Motor, and Marine Insurances
4. Acquire General Insurance Agency skills and administrative skills
5. Apply skill for settlement of claims under various circumstances

SYLLABUS:

Unit-I: Introduction

General Insurance Corporation Act - General Insurance Companies in India - Areas of General Insurance- Regulatory Framework of Insurance- IRDA - Objectives -Powers and Functions - Role of IRDA- Insurance Advisory Committee.

Unit-II: Motor Insurance

Motor Vehicles Act 1988 - Requirements for compulsory third party insurance – Policy Documentation & Premium- Certificate of insurance – Liability without fault – Compensation onstructure formula basis -Hit and Run Accidents.

Unit-III: Fire & Marine Insurance

Kinds of policies – Policy conditions –Documentation- Calculation of premium- Calculation of Loss-Payment of claims.

Unit-IV: Agriculture Insurance

Types of agricultural insurances - Crop insurance - Problems of crop insurance - Crop Insurance VsAgricultural relief - Considerations in Crop insurance - Livestock Insurance.

Unit-V: Health & Medical Insurance

Types of Policies-Calculation of Premium- Riders- Comprehensive Plans-Payment of Claims.

REFERENCES

1. M. N. Mishra, Insurance Principles and Practices, Chand & Co, New Delhi.
2. M.N.Mishra, Modern Concepts of Insurance, S.Chand& Co.
3. P.S. Palandi, Insurance in India, Response Books – Sagar Publications.
4. C. Gopalkrishna, Insurance – Principles and Practices, Sterling Publishers Private Ltd.
5. G. R. Desai, Life Insurance in India, MacMillan India.
6. <https://www.irdai.gov.in>
7. <https://www.policybazaar.com>

CO-CURRICULAR ACTIVITIES

A. Mandatory: (Project Work)

1. **For Teachers:** Guiding of students by teacher (using actual field material) in classroom and field for not less than 15 hours on techniques/skills in aspects of General Insurance area including calculation of premium and claim settlements.
 - Ascertain the regulatory framework and functions of IRDA and Insurance Advisory Committee with respect to important cases in General Insurance Field (Ref. unit 1)
 - Working with specified GIC Company and analyze the documentation procedure and Premium payment with respect to Motor & Other insurances (ref. unit 2)
 - Working with specified GIC Company and analyze the documentation procedure for Policy agreement and payment of Claims of General Insurance (ref. unit 3)
 - Working with Banks and Cooperative Societies with respect to Crop Insurance and Claims Settlement (Ref. unit 4)
 - Working with specified Medical Insurance Companies to ascertain various policies under medical insurance and settlement of claims (ref. Unit.5)
2. **For Students:** Students shall individually undertake Fieldwork/Project work and make observations on the procedures and processes of various insurance policies and claims in real time situations. Working with Insurance Agents and General Insurance companies is preferred. Each student shall submit a hand-written Fieldwork/Project work Report on his/her observations in the given format to teacher.
3. Max marks for Project work Report: 50
4. Suggested Format for Project work (not less than 50 pages): Title page, student details, Contents, objective, stepwise work done, findings, conclusions, and acknowledgements.
5. Unit tests (IE)

B. Suggested Co-Curricular Activities

- Training of students by a related field expert.
- Assignments including technical assignments like Working with General Insurance companies for observation of policies and claims under certain policies.
- Seminars, Conferences, discussions by inviting concerned institutions
- Field Visit
- Invited lectures and presentations on related topics

MODEL QUESTION PAPER

Course 21 B: GENERAL INSURANCE PROCEDURE AND PRACTICE

Time: 3 Hrs.

Max. Marks: 70

SECTION-A (20 Marks)

Answer any FIVE questions. Each question carries 4 Marks.

(5x4=20 Marks)

1. Content of Unit I
2. Content of Unit II
3. Content of Unit III
4. Content of Unit IV
5. Content of Unit V
6. Content of any Unit
7. Content of any Unit
8. Content of any Unit

SECTION-B (50 Marks)

Answer all questions. Each question carries TEN Marks. Marks)

(5x10=50

9. a).
Content
of
Unit I

(

- or)b).
Content
of
Unit I

10. a). Content of Unit II

(

- or) b).
Content
of Unit
II

11. a). Content of Unit III

(
or) b).
Content
of Unit
III

12. a). Content of Unit IV

(
or) b).
Content
of Unit
IV

13. a). Content of Unit V

(
or) b).
Content
of Unit
V

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3rd YEAR FIFTH SEMESTER END EXAMINATIONS

Domain Subject: COMMERCE ::(2020-21 Regulations)

Paper –:20 B: LIFE INSURANCE WITH PRACTICE - Syllabus

Hrs/Week: 5

Marks: Theory 100+Project Work 50

COURSE LEARNING OUTCOMES

After completing the course, the student shall be able to:

1. Understand the Features of Life Insurance, schemes and policies and insurance companies in India
2. Analyze various schemes and policies related to Life Insurance sector
3. Choose suitable insurance policy for given situation and respective persons
4. Acquire Insurance Agency skills and other administrative skills
5. Acquire skill of settlement of claims under various circumstances

SYLLABUS: Total 90 hrs. (Teaching 60, Project Work 15, Others 15 including IE etc.)

Unit-I: Introduction of Life insurance contract

Life Insurance- Features- Advantages - Group Insurance – Group Gratuity Schemes - Group Superannuation Schemes, Social Security Schemes- Life Insurance companies in India.

Unit-II: Plans of Life Insurance

Types of Plans: Basic - Popular Plans – Term Plans-Whole Life-Endowment-Money Back-Savings- Retirement-Convertible - Joint Life Policies - Children's Plans - Educational Annuity Plans - Variable Insurance Plans – Riders

Unit-III: Principles of Life Insurance

Utmost Good Faith- Insurable Interest- Medical Examination - Age proof, Special reports - Premium payment - Lapse and revival – Premium, Surrender Value, Non-Forfeiture Option - Assignment of Nomination- Loans – Surrenders – Foreclosure.

Unit-IV: Policy Claims

Maturity claims, Survival Benefits, Death Claims, Claim concession - Procedures - Problems in claim settlement - Consumer Protection Act relating to life insurance and insurance claims.

Unit-V: Regulatory Framework and Middlemen

Role of IRDAI & other Agencies - Regulatory Framework - Mediators in Life Insurance –
Agency services – Development Officers and other Officials.

REFERENCES

1. G. S. Pande, Insurance – Principles and Practices of Insurance, Himalaya Publishing.
2. C. Gopalkrishna, Insurance – Principles and Practices, Sterling Publishers Private Ltd.
3. G. R. Desai, Life Insurance in India, MacMillan India.
4. M. N. Mishra, Insurance Principles and Practices, Chand & Co, New Delhi.
5. M.N.Mishra, Modern Concepts of Insurance, S.Chand& Co.
6. P.S. Palandi, Insurance in India, Response Books – Sagar Publications.
7. Taxman, Insurance Law Manual.
8. <https://www.irdai.gov.in>
9. <https://www.policybazaar.com>

CO-CURRICULAR ACTIVITIES

A. Mandatory (Project Work)

1. **For Teachers:** Guiding of students by teacher (using actual field material) in classroom/field for not less than 15 hours on techniques/skills of life insurance sector from opening of insurance policies to settlement of claims.
 - Working with websites to ascertain various LIC Companies and their schemes in Life Insurance sector (Ref. unit 1)
 - Working with websites to ascertain various policies in Life Insurance sector (Ref. unit 2)
 - Working with websites like policy bazaar.com for Calculation of Premium for Specified policies and ascertain various options under policy (ref. unit 3)
 - Preparation of statements for claims under various policies working with specified Life Insurance Company for settlement of Claims under different circumstances (Ref. Unit 4)
 - Prepare the students to choose the Life Insurance field and show the opportunities in public and private insurance companies. (ref. Unit.5)
2. **For Students:** Students shall take up individual Project work and make observations on the procedures followed in the life insurance activities including identifying customers, filling applications, calculation of premium and settlement of insurance claims. Working with Insurance Agents and Life Insurance companies maybe done if possible. Each student shall submit a hand-written Fieldwork/Project work Report on his/her observations in the given format to teacher.
3. Max marks for Project work Report:50
4. Suggested Format for Fieldwork/Project work (not less than 50 pages): Title page, student details, contents, objective, stepwise work done, findings, conclusions and acknowledgements.
5. Unit tests (IE).

B. Suggested Co-Curricular Activities

- Training of students by a related field expert.
- Assignments including technical assignments like Working with any insurance Company for observation of various policies, premiums, claims, loans and other activities.
- Seminars, Conferences, discussions by inviting concerned institutions
- Field Visit
- Invited lectures and presentations on related topics

MODEL QUESTION PAPER

Course 20 B: LIFE INSURANCE WITH PRACTICE

Time: 3 Hrs.

Max. Marks: 70

SECTION-A (20 Marks)

Answer any FIVE questions. Each question carries 4 Marks.

(5x4=20 Marks)

1. Content of Unit I
2. Content of Unit II
3. Content of Unit III
4. Content of Unit IV
5. Content of Unit V
6. Content of any Unit
7. Content of any Unit
8. Content of any Unit

SECTION-B (50 Marks)

Answer all questions. Each question carries TEN Marks.

(5x10=50 Marks)

9. a). Content of Unit I
(or)
b). Content of Unit I

10. a). Content of Unit II
(or)
b). Content of Unit II

11. a). Content of Unit III
(or)
b). Content of Unit III

12. a). Content of Unit IV
(or)
b). Content of Unit IV

13. a). Content of Unit V
(or)
b). Content of Unit V

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3rd YEAR FIFTH SEMESTER END EXAMINATIONS

Domain Subject: **COMMERCE** ::(2020-21 Regulations)

Paper –18A: MANAGEMENT ACCOUNTING AND PRACTICE:- Syllabus

Hrs./Week: 5

Marks: Theory 100+Project Work 50

LEARNING OUTCOMES

Upon successful completion of the course the student will be able to

1. Understand the nature and scope of management accounting and differentiate management accounting, financial accounting, and cost accounting.
2. Compute ratios and draw inferences
3. Analyze the performance of the organization by preparing funds flow statement and cash flow statements
4. Prepare cash budget, fixed budget, and flexible budget.

SYLLABUS:

UNIT I: Introduction

Nature & Scope of Management Accounting – Management Accounting Principles – Significance of Management Accounting - Difference between management accounting, financial accounting and Cost accounting – Limitations of Management Accounting – Installation of Management Accounting – Toolsof Management Accounting.

UNIT 2: Ratio Analysis

Meaning - Advantages and Limitation of Ratio Analysis – Types of Ratios –Profitability Ratios- Gross Profit Ratio (GPR) – Net Profit Ratio (NPR) – Operating Ratio –Solvency Ratios- CurrentRatio – Liquidity Ratio – Debt-Equity Ratio-Turnover Ratios-Fixed Assets Turnover Ratio – Working Capital Turnover Ratio – Debtors Turnover Ratio – Creditors Turnover Ratio - Stock Turn Over Ratio - Return on Investment (ROI)-Calculation and interpretation.

UNIT 3: Fund Flow and Cash Flow Analysis as per AS3

Meaning and Concept of Working Capital (Fund) – Fund Flow Statement –Meaning and Uses of Funds Flow Statement – Preparation of Funds Flow Statement. Cash Flow Statement – Meaning and Uses of Cash Flow Statement – Preparation of Cash Flow Statement – Difference between Cash Flow Statementand Funds flow Statement.

UNIT 4: Budgeting and Budgetary Control

Meaning of Budget – Forecast and Budget - Elements of Budget – Features – objectives and budget procedure – Classification of Budgets - Meaning of Control – Meaning of Budgetary

control – objectives of Budgetary control system – Advantages and Limitations of Budgetary control system. Prepare cash budget, fixed budget, and flexible budget.

UNIT 5: Management Reporting:

Reports - Meaning — Modes of Reporting – Requisites of a good report — Kinds of Reports – General formats of Reports - Need for Management Reporting- financial reporting Vs. Management Reporting -Strategies for Writing Effective Reporting.

REFERENCES:

1. Management Accounting and financial control S.N. Maheswari, Sultan Chand and Sons.
2. Principles of Management Accounting by Manmohan & Goyal, Publisher: PHI Learning
3. Cost and Management Accounting by SP Jain and KL Narang
4. Introduction to Management Accounting – Horn green and Sundlem Publisher: PHI Learning
5. Cost and Management Accounting by M.N. Arora, Vikas Publishing House PVT ltd.,
6. Management Accounting: Text, Problems & Cases by Khan & Jain, Tata McGraw Hill (TMH)
7. Web Sources: Web sources suggested by the concerned teacher and college librarian including reading material.

CO-CURRICULAR ACTIVITIES:

A. Mandatory:

1. **Teachers:** Teacher shall provide students with financial data relating to business organizations and train them (using actual field material) to present such data in a more meaningful manner to facilitate managerial decision making, preparation of various budgets, forecast, analyze, interpret, and present such information in different reporting forms.
2. **Student:** Students shall visit any local company and collect their financial data or from web sources. Differentiate management accounting, financial accounting, and cost accounting. Extract the Financial data of any company and Compute Ratios and draw inferences, prepare Cash budgets, Fixed and flexible budgets and submit a brief report after analyzing such data.
3. Max marks for Project work Report: 50.
4. Suggested Format for Project work (not less than 50 pages): Title page, student details, contents, objective, stepwise work done, findings, conclusions, and acknowledgements.
5. Unit tests (IE).

B. Suggested Co-Curricular Activities

1. Organize short term training on specific technical skills in collaboration with Computer Department or skill training institution (Government or Non-Government Organization).
2. Seminars/Conference/ Workshops on management accountant profession, skills required for Management accountant Professional Development, integration of technical and analytical skills for effective job performance, Ethical behavior of management accountant.
3. On job work with ICMA professional duration of work be decided based on feasibility and opportunity.
4. Interaction with Area Specific Experts.

MODEL QUESTION PAPER

Course 18A: MANAGEMENT ACCOUNTING AND PRACTICE

Time: 3 Hrs.

Max. Marks: 70

SECTION-A (20 Marks)

Answer any FIVE questions. Each question carries 4 Marks. (5x4=20 Marks)

1. Content of Unit I
2. Content of Unit II
3. Content of Unit III
4. Content of Unit IV
5. Content of Unit V
6. Content of any Unit
7. Content of any Unit
8. Content of any Unit

SECTION-B (50 Marks)

Answer all questions. Each question carries TEN Marks. (5x10=50 Marks)

9. a). Content of Unit I (Theory)
(or)
b). Content of Unit I (Problem)
10. a). Content of Unit II (Theory)
(or)
b). Content of Unit II (Problem)
11. a). Content of Unit III (Theory)

(or)

b). Content of Unit III (Problem)

12. a). Content of Unit IV (Theory)
(or)

b). Content of Unit IV (Problem)

13. a). Content of Unit V (Theory)
(or)

b). Content of Unit V (Problem)

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Domain Subject: **COMMERCE** ::(2020-21 Regulations)

Paper –:17 C: SERVICE MARKETING - Syllabus

Hrs/Week: 5

Marks: Theory 100+Project Work 50

LEARNING OUT COMES

Upon successful completion of the course the student will be able to;

1. Discuss the reasons for growth of service sector.
2. Examine the marketing strategies of Banking Services, insurance and education services.
3. Review conflict handling and customer Responses in services marketing
4. Describe segmentation strategies in service marketing.
5. Suggest measures to improve services quality and their service delivery.

SYLLABUS:

Unit 1: Introduction: Nature and Scope of services

Nature and Scope of services characteristics of services, classification of services –reasons for the growth of services sector - Need for service marketing - 7P'S of services of Marketing- Service Vs Goods Marketing – Different Service Sectors -Marketing of Banking Services - Marketing in Insurance Sector – and Education Services.

Unit-2: Consumer Behavior in Services Marketing

Customer Expectations on Services- Factors influencing customer expectation of services. - Service Costs experienced by Consumer, the Role of customer in Service Delivery, Conflict Handling in Services, Customer Responses in Services, Concept of Customer Delight.

Unit-3: Customer Relationship marketing and Services Market Segmentation

Customer Relationship marketing: Meaning -Importance of customer & customer's role in service delivery, Benefits of customer relationship, retention strategies. Services Market Segmentation: - Market segmentation -Basis & Need for segmentation of services, bases of segmentation services, segmentation strategies in service marketing.

UNIT 4: Customer Defined Service Standards.

Customer Defined Service Standards - Hard and Soft, Concept of Service Leadership and Service Vision -Meeting Customer Defined Service Standards -Service Flexibility Versus Standards - Strategies to Match Capacity and Demand - managing Demand and Supply of Service –applications of Waiting Lineand Queuing Theories to Understand Pattern Demand.

Unit 5: Service Development and Quality Improvement

Service Development – need, importance and Types of New Services - stages in development of new services, service Quality Dimensions - Service Quality Measurement and Service Mapping, Improving Service Quality and Service Delivery, Service Failure and Recovery.

REFERENCES

1. John E.G. Bateson, K.Douglas Hoffman: Services Marketing, Cengage Learning, 4e,2015 publication
2. Vinnie Jauhari, Kirti Dutta: Services Marketing: Operations and Management,Oxford University Press, 2014.
3. Valarie A. Zeithaml and Mary Jo-Bitner: Services Marketing – Integrating Customer Focus Across The Firm, Tata McGraw Hill Publishing Company Ltd., 6e, 2013.
4. Nimit Chowdhary, Monika Chowdhary, Textbook of Marketing Of Services: The Indian Experience, Macmillan, 2013.
5. K. Rama Mohana Rao, Services Marketing, Pearson, 2e, 2011.
6. Dr. K. Karunakaran, Service Marketing (Text and Cases in Indian Context),Himalaya Publications.
7. Web sources suggested by the concerned teacher and college librarian including reading material.

CO-CURRICULAR ACTIVITIES

A. Mandatory (Project Work)

1. **For Teachers:** Teacher shall guide students (using actual field material)in classroom/field for 15 hours in the skills in service marketing such as planning and designing marketing strategies for any real/imaginary service of their interest, procedure to identify customer behavior and their satisfaction for any service and issues thereof.
2. **Students:** Students shall individually take up a study on marketing strategies adopted (w.r.t.) any one specific service product) adopted by any of the service providers like Banking, Insurance, Telecom companies, (BSNL, Reliance Jio, Airtel, etc.) any other sector like electric household appliances, hospitals, hotels etc. Assess Customer expectations and Customer satisfaction feedback on services provided by Network providers. Of Mobile Companies/Banking/Insurance/hospitals Zamoto, Swiggy, etc. Each student has to submit his/her observations as a handwritten Fieldwork/Project work Report not exceeding 10 pages in the given format to the teacher.
3. Max marks for Project work Report: 50.
4. Suggested Format for Fieldwork/Project work (not less than 50 pages): Title page, student details, contents, objective, stepwise work done, findings, conclusions and acknowledgements.
5. Unit tests (IE).

B. Suggested Co-Curricular Activities

- Organize short term training on specific technical skills in collaboration with Computer Department or skill training institution (Government or Non-Government Organization). Like Zoho, Fresh book, MS Excel....
- Seminars/Conference/ Workshops on emerging trends in service marketing
- Real time work experience with service marketing providers
- Arrange for Interaction with Area Specific Experts.

MODEL QUESTION PAPER

Course 17 C: SERVICE MARKETING

Time: 3 Hrs.

Max. Marks: 70

SECTION-A (20 Marks)

Answer any FIVE questions. Each question carries 4 Marks.

(5x4=20 Marks)

1. Content of Unit I
2. Content of Unit II
3. Content of Unit III
4. Content of Unit IV
5. Content of Unit V
6. Content of any Unit
7. Content of any Unit
8. Content of any Unit

SECTION-B (50 Marks)

Answer all questions. Each question carries TEN Marks.
Marks)

(5x10=50

9. a).
Content
t of
Unit I
(
or)b).
Content
t of
Unit I
10. a). Content of Unit II
(
or) b).
Content
of Unit
II

11. a). Content of Unit III

(

or) b).

Content

of Unit

III

12. a). Content of Unit IV

(

or) b).

Content

of Unit

IV

13. a). Content of Unit V

(

or) b).

Content

of Unit

V