

Lesson Plan

Name of The Associate Professor – Sh. Naresh Singh

Class – B.Com. Ist Year (2nd Sem.)

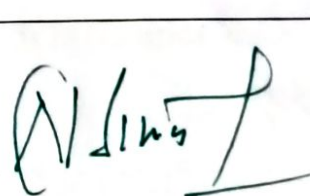
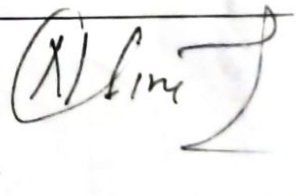
Major & Minor

Session – 2024-25

Subject – Principles of Marketing

Months	Topic
February	<ul style="list-style-type: none">Marketing: Concept, nature, scope and importance; Evolution of Marketing; Understanding marketing in new perspectives; Marketing environment: Concept, importance; Micro environmental factors: Suppliers, marketing intermediaries, customers, competitors, public; Macro environmental factors: Demographic, economic, natural, technological, politico-legal and socio-cultural.
March	<ul style="list-style-type: none">Consumer behaviour: Concept, nature and importance, consumer buying decision process, factors Influencing consumer buying behaviour; Market segmentation: Concept, importance and bases; Target market selection; Positioning: Concept, importance and bases.Product: Concept, importance and classification; Branding, Packaging and Labelling; Product life cycle; New product development; Pricing: Concept, significance, price determination, pricing methods, pricing policies and strategies.
April	<ul style="list-style-type: none">Promotion: Nature and importance; Advertising, personal selling, sales promotion and publicity/public relations; Factors affecting promotion mix decisions; Distribution: Concept, importance and types of distribution channels; Factors affecting choice of distribution channel; Retailing; Wholesaling. Overview of recent developments in marketing: Social marketing; Online marketing; Direct marketing; Green marketing; Relationship marketing.Revision And Unit Test


Principal
JCW (Bastara) Gharaunde

Lesson Plan

Name of The Associate Professor – Sh. Naresh Singh

Class – B.A. 1st Year (2nd Sem.)

Major & Minor *Hindi*

Session – 2024-25

Subject – Fundamentals of Banking and Insurance

Months	Topic
February	<ul style="list-style-type: none">• Banking: Concept, features, functions, importance and principles of banking in India; Classification of banks.
March	<ul style="list-style-type: none">• Banking instruments: Concept, types and crossing of cheques; Lending functions of a bank: Types of Advances: Secured & unsecured, loans- Short, medium and long Term Methods of granting advances; Utility services of a bank: Remittance through bank drafts; E Banking; Internet banking; Safe deposit lockers.
April	<ul style="list-style-type: none">• Insurance: Concept, need and principles of insurance; Insurance and economic development; Life Insurance: Concept, features, importance, and types: procedure of taking life insurance policies, nomination and assignment.• General insurance: concept, features, importance, and types; Procedure of taking general insurance: An overview of Fire insurance, Marine Insurance, Health Insurance Insurance, Health Insurance.• Revision And Unit Test

f *Shukla*
Principal
W (Bastara) Gharaundi

Shukla