

DESH BHAGAT COLLEGE, BARDWAL(DHURI)

Affiliated to Punjabi University, Patiala
NAAC ACCREDITED 'B' GRADE



Teacher Diary/ Course File

Name of Teacher	: Karamveer Kaur
Designation	: Assistant Professor
Department	: Management
Joining Date	: 01/08/2019
Session From	: July, 2020 – May, 2021

Contents of Course File

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Department of Management
Time Table (Session 2020-21)
Teacher Wise Odd Semester 2020 (July-Dec, 2020)

Teacher/lecture load	9:00- 9:45	9:45-10:30	10:30-11:15	11:15-12:00	12:00-12:45	12:45-1:30	1:30-2:15	2:15-3:00
Ms. Samridhi Goyal (6 lecture)	Business Org. & management (1-6) B.B.A.- I	Business Research Methods (1-6) B.B.A- III	Business Law (1-6) B.B.A.-II		Business Accounts (1-6) B.B.A.-II	Investment Management (1-6) B.B.A.-III	Workshop (1-3) B.B.A.-II	Seminar (4-6) B.B.A.-I
Ms. Karamveer Kaur (6 lecture)	Rural Marketing (1-6) B.B.A- III	Principles of HRM (1-6) B.B.A.-II	Brand & Product Mgmt (1-6) B.B.A- III		Interpersonal Skill in Mgmt. (1-6) B.B.A- III	Sales Mgmt. Distribution (1-6) B.Voc-II	Workshop(1-3) Seminar(4-6) B.B.A-III	
Mr. Jagatveer Singh (3 lecture in Management Department)		Seminar (1-3) B.Voc-I				Principles of Marketing Mgmt. (1-6) B.B.A.- II	Introduction Marketing Mgmt. & Brand Mgmt. (1-6) B.Voc- I	

BBA-505: RURAL MARKETING

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

Note: The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Nature and Scope of Rural Marketing with Special Reference to India. Buying Behaviour in Rural Markets, Rural Marketing Information system, Exploring the Rural Markets. Rural Communication, Rural Large Format Retail Stores.

PART-II

Study of Rural Markets with Special Reference to Product Strategy, Pricing Strategy, Promotion Strategy and Distribution Strategy. Information Technology for Rural Markets, Rural Market Research.

Suggested Reading

1. Ballon, Ronald II, Business Logistics Management
2. Buxton, Graham, Effective Marketing Logistics
3. Coyle, John J. & Edward J. Bardi, The Management of Business Logistics
4. Mossman, Frank H. & Newton Morton, Logistics of Distribution System
5. Schor, Jerry, Alexander, Milton & France, Logistics in Marketing
6. Shankar, Ravi, Managing Distribution
7. Sherlock, Jim, Principles of International Physical Distribution.

Weekly Syllabus Plan
Department of Management
Desh Bhagat College, Bardwal (Dhuri)
Subject- Rural Marketing
Class- B.B.A. - 3rd Year
Duration- July to December, 2020 (Ms. Karamveer Kaur)

Date (Day/ Month/ Year)	Topics	Methods & Teaching Aids Used
01-05/09/2020	Nature & Scope of Rural marketing with special reference to India,	Online classes on Zoom App
07-12/09/2020	Buying Behaviour in Rural Markets	Online classes on Zoom App
14-19/09/2020	Rural Marketing Information system	Online classes on Zoom App
21-26/09/2020	Exploring the Rural Markets	Online classes on Zoom App
28-03/10/2020	Rural Communication	Online classes on Zoom App
05- 10/10/2020	Rural Large Format Retail Store	Online classes on Zoom App
12- 17/10/2020	Study of Rural Markets with Special Reference to Product Strategy	Online classes on Zoom App
19- 24/10/2020	Pricing Strategy+ Industrial Visit	Online classes on Zoom App
26- 31/10/2020	Promotion Strategy + Revision	Online classes on Zoom App
02-07/11/2020	Revision + Workshop	Online classes on Zoom App
09-14/11/2020	Distribution Strategy	Online classes on Zoom App
16- 21/11/2020	Information Technology for Rural Markets	Online classes on Zoom App Online classes on Zoom App
23-28/11/2020	Revision	Online classes on Zoom App
01-05/12/2020	Rural Market Research	Online classes on Zoom App
07- 12/12/2020	MSTs	

Internal Assessment
Subject- Rural Marketing
Class- B.B.A.- 3rd year

S. no.	Uni Roll No.	MST (20)	Assignment (10)	Attendance (05)	Class Behavior (05)	Total (40)
1	248951	18	9	5	4	36
2	248952	19	10	5	4	38
3	248953	20	10	5	4	39
4	248954	18	9	5	4	36
5	248955	20	10	5	4	39
6	248956	19	9	5	4	37
7	248957	19	9	5	4	37
8	248958	15	8	4	3	30
9	248959	16	8	4	4	32
10	248960	16	8	4	3	31
11	248961	16	8	4	4	32
12	248962	16	8	4	4	32
13	248963	19	10	5	4	38
14	248964	16	8	4	4	32
15	248965	16	8	4	4	32
16	248966	16	8	4	3	31
17	248967	17	9	4	4	34
18	248968	17	8	4	4	33
19	248969	18	9	4	4	35
20	248970	16	8	4	4	32
21	248971	17	8	4	4	33

divided into three sections as follows :

Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

COURSE INPUT :

Part-I

Human Resource Management (HRM): Meaning, Scope and Objectives of HRM, HRM Challenges. Human Resource Planning (HRP): Concept, Need and importance of HRP, Factors affecting HRP, Human Resource Planning Process, Barriers to HRP. Job Analysis (JA): Meaning, Factors affecting JA, Various techniques of JA. Recruitment: Meaning, Factors governing Recruitment, Recruitment sources and techniques, Problems associated with Recruitment. Selection: Meaning, Process, Selection Tests and Interview, Barriers to effective selection. Introduction and Orientation: Concepts, Process, Benefits and Problems associated with Induction and Orientation.

Part-II

Managing Careers: Promotion, Meaning, Significance, Promotion Policy, Other issues related to promotions; Demotion—

Meaning, Reasons, Implications for HRM; Transfers—Meaning, purpose, policy and other Issues associated with Transfers. Managing Separations: Meaning and Types of Separations, Costs and Benefits of Separations, Managing Separations effectively. Managing

Industrial Relations: Industrial Relations—meaning, importance of peaceful IR. Approaches to IR. IR strategic, Disputes I Nature, Causes and Settlement of Disputes; Grievances—Nature, Sources

Weekly Syllabus Plan
Department of Management
Desh Bhagat College, Bardwal (Dhuri)
Subject- Principles of Human Resource Management
Class- B.B.A. - 2nd Year

Duration- July to December, 2020 (Ms. Karamveer Kaur)

Date (Day/ Month/ Year)	Topics	Methods & Teaching Aids Used
01-05/09/2020	HRM: Meaning, Scope and objectives & Challenges	Online classes on Zoom App
07-12/09/2020	Human Resource Planning: Concept, Need, Importance Factors affecting HRP	Online classes on Zoom App
14-19/09/2020	HRP : Process, Barriers, Job Analysis: Meaning, Factors affecting JA	Online classes on Zoom App
21-26/09/2020	Various Techniques of JD, Recruitment: meaning, Factors, Sources and Techniques	Online classes on Zoom App
28-03/10/2020	Selection: Meaning , Process, tests, Barriers	Online classes on Zoom App
05- 10/10/2020	Induction and Orientation: Concepts, Process, benefits and Problems	Online classes on Zoom App
12- 17/10/2020	Managing Careers: promotion: Meaning, significance, Promotion policy	Online classes on Zoom App
19- 24/10/2020	Demotion: meaning, Reasons, Implication for HRM	Online classes on Zoom App
26- 31/10/2020	Transfers: Meaning, Purpose, Policy and other Issues	Online classes on Zoom App
02-07/11/2020	Managing Separation: Meaning, Types, Cost and Benefits	Online classes on Zoom App
09-14/11/2020	Managing Separation: Managing Separation Effectively	Online classes on Zoom App
16- 21/11/2020	Industrial Relations: Meaning, Importance of Peaceful IR	Online classes on Zoom App Online classes on Zoom App
23-28/11/2020	Approaches to IR, IR Strategic, Disputes: Nature, Causes and settlement of Disputes	Online classes on Zoom App
01-05/12/2020	Managing Workplace safety and health issues	Online classes on Zoom App
07- 12/12/2020	MSTs	

Question Bank of Principles of HRM

1. Define Human Resource Management. What are the functions of Human Resource Management?
2. What do you mean by Human Resource Management? Explain its importance.
3. Distinguish between Traditional Human Resource Management and Strategic Human Resource Management.
4. What do you mean by Human Resource Planning?
5. What is Job analysis? What are the components of Job analysis?
6. What is meant by job design? What are the techniques of job design?
7. What is meant by recruitment? What are the sources of recruitment?
8. What is selection? Explain the steps involved in selection process.
9. What do you mean by human resource development? What are functions of human resource development?
10. Define training. Explain the process of identifying training and development needs.
11. Explain the methods of training and development.
12. What are the methods of evaluating effectiveness of training?

Internal Assessment
Subject- Principles of Human Resource Management
Class- B.B.A.- 2nd year

S. no.	Uni Roll No.	MST (20)	Assignment (10)	Attendance (05)	Class Behavior (05)	Total (40)
1	246581	16	8	4	4	32
2	246582	19	10	5	4	38
3	246583	20	10	5	4	39
4	246584	20	10	5	4	39
5	246585	18	9	4	4	35
6	246586	19	10	5	4	38
7	246587	20	10	5	4	39
8	246588	20	10	5	4	39
9	246589	19	9	5	4	37
10	246590	19	9	5	4	37
11	246591	18	9	5	4	36
12	246592	19	9	5	4	37
13	246593	19	9	5	4	37
14	246594	18	9	4	4	35
15	246595	19	10	5	4	38

BBA-506: BRAND AND PRODUCT MANAGEMENT

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

Note: The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

The Concept of Brand, Brand Names, Brand Values; Brand Planning Managing Brand Systems; Brand Roles; Anti-Brand Thinking; Brand Loyalty; Brand Image; Brand Extensions; Brand's Life Script; Brand Identity; and Brand Personality. Brand Positioning; Brand Culture and Brand Rituals; Brand Equity; Brand Building; Service Brands; Experiential Brands; Types of Brands; Product and Brand Failures; Marketing Organization; and Reality Environment of Brands.

PART-II

Product Management Concept, FMCG, Product Mix and Line Decisions; Branding Name, Creation, Principles, Brand Image, etc; Market Segmentation; Promotion and Differentiation; New Product Planning; Distribution Channels; Advertising Planning; Pricing: Concept and Strategies.

Weekly Syllabus Plan
Department of Management
Desh Bhagat College, Bardwal (Dhuri)
Subject- Brand & Product Management
Class- B.B.A.- 3rd Year
During July to December, 2020 (Ms. Karamveer Kaur)

Date (Day/ Month/ Year)	Topics	Methods & Teaching Aids Used
01-05/09/2020	The Concept Of Brand, Brand Names, Brand Values, Brand planning Managing Brand Systems	Online classes on Zoom App
07-12/09/2020	Brand Roles, Anti- Brand Thinking, Brand Loyalty	Online classes on Zoom App
14-19/09/2020	Brand Image, Brand Extension, Brand's Life Script	Online classes on Zoom App
21-26/09/2020	Brand Identity and Brand Personality, Brand Positioning	Online classes on Zoom App
28-03/10/2020	Brand Culture and Brand Rituals	Online classes on Zoom App
05- 10/10/2020	Brand Equity, Brand Building, Service Brands, Experiential Brands	Online classes on Zoom App
12- 17/10/2020	Types of Brands,Product and Brand Failure	Online classes on Zoom App
19- 24/10/2020	Marketing Organisation and Reality Environment of Brands+ Industrial Visit	Online classes on Zoom App
26- 31/10/2020	Product Management Concept+Workshop	Online classes on Zoom App
02-07/11/2020	FMCG, Product Mix and Line Decisions	Online classes on Zoom App
09-14/11/2020	Branding Name, Creation, Principles, Brand Image etc.	Online classes on Zoom App
16- 21/11/2020	Market Segmentation, Promotion and Differentiation	Online classes on Zoom App Online classes on Zoom App
23-28/11/2020	New Product Planning , Distribution Channels, Advertising Planning	Online classes on Zoom App
01-05/12/2020	Pricing: Concept and Strategies	Online classes on Zoom App
07- 12/12/2020	MSTs	

Internal Assessment
Subject- Brand & Product Management
Class- B.B.A.- 3rd year

S. no.	Uni Roll No.	MST (20)	Assignment (10)	Attendance (05)	Class Behavior (05)	Total (40)
1	248951	18	9	5	4	36
2	248952	20	10	5	4	39
3	248953	20	10	5	4	39
4	248954	18	9	5	4	36
5	248955	20	10	5	4	39
6	248956	18	9	5	4	36
7	248957	18	9	5	4	36
8	248958	16	8	4	4	32
9	248959	16	8	4	4	32
10	248960	15	8	4	3	30
11	248961	16	8	4	3	31
12	248962	15	8	4	3	30
13	248963	19	10	5	4	38
14	248964	16	8	4	3	31
15	248965	16	8	4	3	31
16	248966	16	8	4	4	32
17	248967	17	8	4	4	33
18	248968	18	9	4	4	35
19	248969	18	9	4	4	35
20	248970	17	8	4	4	33
21	248971	16	8	4	4	32

Strategies.

HUMAN RESOURCE MANAGEMENT

BBA-507: INTERPERSONAL SKILLS IN MANAGEMENT

Time Allowed: 3Hrs

Max. Marks : 100

Theory : 60

Internal Assessment : 40

Note: The question paper covering the entire course shall be divided into three sections as follows:

SECTION-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

SECTION-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

SECTION-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks : total weightage of the section shall be 20 marks.

Course Input :

PART-I

Foundation of Individual Behaviour. Values and Attitudes. Foundations of Group Behaviour 5 Stage Model of Group Development, Socio-Metry, Group Structure, Group Decision Making and Managerial Implications.

PART-II

Team Working-Types of Team, Creating High Performance Teams, Inter-Group Behaviour, Inter Active Conflict and Negotiating Skills. Transaction Analysis: T-Group Analysis, Assertiveness Training.

Weekly Syllabus Plan
Department of Management
Desh Bhagat College, Bardwal (Dhuri)
Subject- Interpersonal Skills in Management
Class- B.B.A.- 3rd Year
During July to December, 2020 (Ms. Karamveer Kaur)

Date (Day/ Month/ Year)	Topics	Methods & Teaching Aids Used
01-05/09/2020	Foundation of Individual Behaviour	Online classes on Zoom App
07-12/09/2020	Values and Attitudes	Online classes on Zoom App
14-19/09/2020	Foundation of Group Behaviour	Online classes on Zoom App
21-26/09/2020	5 Stage Model of Group Development	Online classes on Zoom App
28-03/10/2020	Socio- Metery ,Group Structure	Online classes on Zoom App
05- 10/10/2020	Group Decision Making and Managerial Implications+ job Fair	Online classes on Zoom App
12- 17/10/2020	Team Work: Types of Team+ Industrial Visit	Online classes on Zoom App
19- 24/10/2020	Revision	
26- 31/10/2020	Creating High Performance Teams +Workshop	Online classes on Zoom App
02-07/11/2020	Inter- Group Behaviour	Online classes on Zoom App
09-14/11/2020	Inter active Conflict and NegotiatingSkills	Online classes on Zoom App
16- 21/11/2020	Transaction Analysis	Online classes on Zoom App
23-28/11/2020	T- Group Analysis	Online classes on Zoom App
01-05/12/2020	Assertiveness Training	Online classes on Zoom App
07- 12/12/2020	MSTs	

Internal Assessment
Subject- Interpersonal Skill Management
Class- B.B.A.- 3rd year

S. no.	Uni Roll No.	MST (20)	Assignment (10)	Attendance (05)	Class Behavior (05)	Total (40)
1	6541	15	7	4	3	29
2	6542	16	8	4	4	32
3	6544	15	7	4	3	29
4	6545	15	7	4	3	29
5	6546	18	9	5	4	36
6	6547	16	8	4	4	32
7	6548	19	9	5	4	37
8	6549	16	8	4	4	32
9	6550	15	8	4	3	30
10	6551	18	9	5	4	36
11	6553	14	7	4	3	28
12	6555	18	9	5	4	36
13	6556	14	7	4	3	28
14	6559	14	7	4	3	28
15	6560	14	7	4	3	28

SECTION - A

Nature and scope of sales management. Recruitment and selection of sales personnel. Training and development of sales personnel. Performance appraisal and motivation sales personnel. Supervision and organization of sales personnel. Sales organization:

SECTION – B

Carving territories, routing and scheduling. Sales quotas, target achievement. Sales forecasting, sales dealer's sales personnel relationship. Selling theories and process. Sales ethics. Distribution, **Distribution channels.**

References:

1. Gupta, S L, 'Sales and Distribution Management, Excel Books
2. Panda, T.K. and Sahadev, S. 'Sales and Distribution Management, Oxford University .
3. Havaladar, KK. and Cavale, VM. 'Sales and Distribution Management', TataMcGraw Hill,

Weekly Syllabus Plan
Department of Management
Desh Bhagat College, Bardwal (Dhuri)
Subject- Sales Management & Distribution
Class- B.Voc(RM & IT)- 2nd Year
During July to December, 2020 (Ms. Karamveer Kaur)

Date (Day/ Month/ Year)	Topics	Methods & Teaching Aids Used
01-05/09/2020	Nature & Scope of Sales Management	Online classes on Zoom App
07-12/09/2020	Recruitment	Online classes on Zoom App
14-19/09/2020	Selection of Sales Personnel	Online classes on Zoom App
21-26/09/2020	Training & Development of Sales Personnel	Online classes on Zoom App
28-03/10/2020	Performance Appraisal & Motivation of sales Personnel	Online classes on Zoom App
05- 10/10/2020	Supervision and Organisation of Sales Personnel+ job Fair	Online classes on Zoom App
12- 17/10/2020	Sales Organisation+ Industrial Visit	Online classes on Zoom App
19- 24/10/2020	Carving Territories+ Workshop	Online classes on Zoom App
26- 31/10/2020	Routing and Scheduling, Sales Quotas	Online classes on Zoom App
02-07/11/2020	Target Achievement, Sales Forecasting	Online classes on Zoom App
09-14/11/2020	Sales Dealer's Sales personnel Relationship	Online classes on Zoom App
16- 21/11/2020	Sales Ethics	Online classes on Zoom App Online classes on Zoom App
23-28/11/2020	Selling Theories and Process	Online classes on Zoom App
01-05/12/2020	Distribution, Distribution Chennels	Online classes on Zoom App
07- 12/12/2020	MSTs	

Internal Assessment

Subject- Sales management & Distribution

Class- B.Voc(RM & IT)- 2nd year

S. no.	Uni Roll No.	MST (15)	Attendance (05)	Class Behavior/ Assignment (05)	Total (25)
1	1681	11	4	3	18
2	1682	11	4	4	19
3	1683	10	3	4	17
4	1684	11	4	4	19
5	1685	11	4	3	18
6	1686	10	3	4	17
7	1687	13	4	5	22
8	1688	14	5	4	23

