



# CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]  
PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA- 176215 (HP)  
www.cuhimachal.ac.in

## B.Voc: Marketing Research

<b>Course code</b>	<b>BVFM25</b>	<b>Credits Equivalent : 04</b>
<b>Course Name</b>	<b>Marketing Research</b>	<b>Duration : 6 Months</b>
<b>Abbreviation</b>	<b>MR</b>	<b>Semester : 5th</b>

**Course Objectives:** The course is designed to:

- To provide students with hands on knowledge of conducting a research study and writing a research report.
- The contents include details regarding research problem formulation, choice of research design. Method of data collection and it's analysis through fundamental statistical techniques.

### **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is must failing which a student may not be permitted to appear in the examination.

### **Evaluation Criteria:**

1. Mid Term Examination	25%
2. End Semester Examination	50%
3. Continuous Internal Assessment	25%
• Class participation	10%
• Presentations	5%
• Group Discussion	5%
• Role Play	5%

### **Course Contents:**

<b>Unit</b>	<b>Course Content</b>	<b>Duration</b>
1	<b>Introduction</b> <ul style="list-style-type: none"><li>• Conceptual framework, Significance of Marketing Research(MR), The MR Industry, Mr and Marketing Information System.</li><li>• An Overview of The Marketing Research</li></ul>	6 hours
2	<ul style="list-style-type: none"><li>• Research Designs: Exploratory</li><li>• Research, Descriptive Research , Experimental Research, Uncontrollable Variable: History, Maturation, Testing Effect , Measurement of Variable and Interactive Effect.</li></ul>	6 hours

3	<ul style="list-style-type: none"> <li>• Types of Data-Primary Data and Secondary Data, Secondary Data Sources for MR in India</li> <li>• Sampling : Census and Sampling, The population Sample frame, Sampling Units and elements, Sampling Techniques, Sample Size Determination.</li> </ul>	6 hours
4	<ul style="list-style-type: none"> <li>• Attitude Measurement: Types of scales, Nominal Ordinal, Interval Ratio Scales Thurstone, Likert.</li> <li>• Depth Interview and Focus Group Interview, Disguised and Unstructured Method, Projective.</li> <li>• Techniques Processing Raw Data: Editing Coding and Tabulation.</li> <li>• Data Analysis: Statistical Estimation, Use of percentages and Measures of Central tendency, Overview of “z” &amp; “t” tests. Chisquare Analysis, Analysis of variance in marketing.</li> <li>• Report Writing: The contents and characteristics of a good report</li> </ul>	8 hours

**Prescribed Text Books:**

- |                               |                                  |
|-------------------------------|----------------------------------|
| 1. Boyd, Westfall and Stasch: | Marketing Research               |
| 2. Green. Tull Albaum:        | Research for Marketing Decisions |
| 3. Duck and Rubin.            | Marketing Research               |
| 4. Dr. Naresh K. Malhotra     | Marketing Research               |



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## **B.VOC: Financial Services**

<b>Course code:</b>	<b>BVFM-26</b>	<b>Credits Equivalent:04</b>
<b>Course Name</b>	<b>Financial Services</b>	<b>Duration:6 Months</b>
<b>Abbreviation</b>	<b>FS</b>	<b>Semester:5<sup>th</sup></b>

**Course objective:** The course is designed to :

- To Introduce the students to the field of Financial Services.
- To provide indepth knowledge about various Financial Services.

### **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is must failing which a student may not be permitted to appear in the examination.

### **Evaluation Criteria:**

1. Mid Term Examination	25%
2. End Semester Examination	50%
3. Continuous Internal Assessment	25%
• Class participation	10%
• Presentations	5%
• Group Discussion	5%
• Role Play	5%

### **Course Contents:**

<b>Unit</b>	<b>Course Content</b>	<b>Duration</b>
1	Financial Services in India— <ul style="list-style-type: none"><li>• An Overview: Meaning, Classification, Scope, Fund Based Activities, NonFund Based Activities, Modern Activities, Sources of Revenue, causes for financial innovation,</li><li>• New Financial Products and services, Innovative Financial Instruments, Challenges Facing the Financial, Sector Saving Mobilization Merchant Banking and Hire Purchase: Definition, Origin,</li></ul>	5 hours

	<ul style="list-style-type: none"> <li>• Merchant Banking in India, Merchant Banks and Commercial Banks, services of Merchant Banks, Qualities required of Merchant Bankers in Market Making Process, Progress of Merchant Banking in India,</li> <li>• Problems, Scope of Merchant Banking in India Features Legal Position, Hire Purchase and Credit Sale, Hire Purchase and Installment Sale, Hire Purchased and Leasing, Origin and Development, Banks and Hire Purchase Business, Bank Credit for Hire Purchase</li> </ul>	
2	<ul style="list-style-type: none"> <li>• Leasing, Venture Capital and Mutual Fund: Definition, Steps in Leasing Transactions, Types of Lease,</li> <li>• Financial Lease, Operating Lease, Leverage Lease, Sales and Lease Bank, Cross Border Lease, Installment Buying, Advantages and Disadvantages of Lease History and Development,</li> <li>• Legal Aspects, Accounting Treatment of Lease, Structure of Leasing industry, Problems, Prospects Concept,</li> <li>• Meaning, Features, Scope of Venture Capital Importance, Origin Initiative in India, Venture Capital Guidelines, Method of Venture Financing, Indian Scenario Suggestion for the Growth of Venture Capital.</li> <li>• Introduction, Meaning, Fund Unit Vs Share, Origin of the Fund, Types/Classification of Funds, Importance of Mutual Funds, Risk, Organization of the Fund,</li> <li>• Operation of the Fund, Facilities available to investors, Net Asset Value, Investor Rights, mutual funds in India -- Reasons for Slow Growth, Future of Mutual Funds</li> </ul>	15 hours
3	<ul style="list-style-type: none"> <li>• Discounting Factoring and Forfeiting and Securitization of Debt: Introduction, Discounting, Factoring, Meaning,</li> <li>• Modus Operandi, Terms and Conditions, Functions and Types of Factoring. Factoring vs Discounting Cost of Factoring, benefits Factoring in India.</li> </ul>	12 hours

	<ul style="list-style-type: none"> <li>• What is Securitization: Definition, securitization vs. factoring, Modus operandi, role of merchant bankers, role of other parties, structure for securitization, securitisable assets, benefits of securitization,</li> <li>• conditions for successful securitization, securitization abroad, securitization in India, reasons for unpopularity of securitization, future prospects of securitization.</li> </ul>	
4	<p><b>Banking</b></p> <ul style="list-style-type: none"> <li>• Overview of the BFSI domain in india</li> <li>• Role &amp; importance of banks in an economy</li> <li>• Structure of Indian banking industry</li> <li>• Reserve Bank of India and its role</li> <li>• Types of banks in India</li> <li>• Banker-Customer relationship</li> <li>• Overview of basic banking product &amp; services</li> <li>• Financial inclusion &amp; exclusion</li> </ul> <p><b>Microfinance- Introduction &amp; Overview</b></p> <ul style="list-style-type: none"> <li>• Need for &amp; importance of microfinance/ what is microfinance</li> <li>• Evolution of microfinance in India/ Mainstream microfinance institute</li> <li>• Different models of microfinance/SHGs- what they are and why are important</li> <li>• MFIs legal forms/ Typical organisation structure of MF</li> <li>• Typical Products &amp; Services/ Customers served</li> </ul>	5 hours

**Prescribed Text Books:**

1. Sasidharan, Mathews. K (2012). Financial Services and System. Tata McGraw Hill, New Delhi.

**Supplementary Reading**

2. Pathak Bharti. V (2011). The Indian Financial System.3rd Edition. Pearson India. New Delhi.
3. Khan M Y (2010). Indian Financial System. Tata McGraw Hill, New Delhi.
4. Gordon, Natarajan (2010). Financial Markets and Services. Himalaya Publishing House, New Delhi.

5. Kohn Meir (1999). Financial Institutions and Markets. Tata McGraw Hill, New Delhi.
6. Gomez, Clifford (2010). Financial Markets, institutions and Financial Services. Eastern Economy Edition. PHI Learning, New Delhi.
7. Mithani D.M. (2012). Money, Banking, International Trade and Public Finance. 16th Edition. Himalaya Publishing House, New Delhi.
8. Sundharam , Dutt. (2011). Indian Econonly. 62nd Edition. S. Chand. New Delhi.
9. Burton, Brown. (2009). The Financial System and The Economy, Principles of Money and Banking. Eastern Economy Edition (5th). PHI Learning, New Delhi.



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## **B.VOC: E-COMMERCE**

<b>Course code</b>	<b>BVMC27</b>	<b>Credits Equivalent : 04</b>
<b>Course Name</b>	<b>E-COMMERCE</b>	<b>Duration : 6 Months</b>
<b>Abbreviation</b>	<b>EC</b>	<b>Semester : 5th</b>

**Course objective:** The course is designed to:

- To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

### **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is must failing which a student may not be permitted to appear in the examination.

### **Evaluation Criteria:**

1. Mid Term Examination	25%
2. End Semester Examination	50%
3. Continuous Internal Assessment	25%
• Class participation	10%
• Presentations	5%
• Group Discussion	5%
• Role Play	5%

### **Course Contents:**

<b>Unit</b>	<b>Course Content</b>	<b>Duration</b>
1	<b>Introduction:</b> <ul style="list-style-type: none"><li>• Meaning, nature. concepts, advantages, disadvantages and reasons for transacting online types of E-Commerce, e-commerce business models (introduction .</li><li>• key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce .</li><li>• Technology used in E-commerce: The</li></ul>	7 Hours

	<p>dynamics of world wide web and internet (meaning evolution and features)          Designing, building and launching c-commerce website (A systematic .</p> <ul style="list-style-type: none"> <li>• approach involving decisions regarding selection of hardware, software, outsourcing vs in-house development of u website)</li> </ul>	
2	<p><b>Security and Encryption:</b></p> <ul style="list-style-type: none"> <li>• Need and concepts, the e-commerce security environment security), (dimension, definition and</li> <li>• scope of e-security ) security threats in the E-commerce environment (security intrusions and breaches attacking methods like hacking,</li> <li>• sniffing, cyber-vandalism etc.), technology solutions(Encryption, security channels of communication, protecting networks and protecting servers and clients)</li> </ul>	7 Hours
3	<p><b>Website designing</b></p> <ul style="list-style-type: none"> <li>• Introduction to HTML; tags and attributes: Text Formatting. Fonts, Hypertext Links, Tables, Images, Lists, Forms, Frames, Cascading Style Sheets</li> </ul>	7 Hours
4	<p><b>E-payment System:</b></p> <ul style="list-style-type: none"> <li>• Models and methods of e payments (Debit Card, Credit Card, Smart Cards, e-money),</li> <li>• digitalSignatures (procedure, working and legal position), payment gateways, online banking (meaning concepts, importance, electronic fund transfer, automated clearing house, automated ledger Posting), risks involved in e-payments.</li> </ul>	7 Hours
5	<p><b>On-line Business Transactions:</b></p> <ul style="list-style-type: none"> <li>• Meaning. purpose, advantages and disadvantages of transacting online. E-commerce applications in various industries like (banking, insurance, payment of utility bills,</li> <li>• online marketing, e-tailing (popularity, benefits, problems and features). online</li> </ul>	7 Hours



	services (financial travel and career), auctions, online portal, online learning, publishing and entertainment) Online shopping (amazon, snapdeal, alibaba, flipkart, etc.)	
6	<b>Security and Legal Aspects of E-Commerce</b> <ul style="list-style-type: none"> <li>• Threats in E-Commerce, Security of Clients and Service-Provider: Cyber Laws Relevant provisions of Information Technology Act 2000,</li> <li>• offences, secure electronic records and digital signatures penalties and adjudication.</li> </ul>	7 Hours

### Suggested Readings

1. Agarwala, Kamlesh N., Lal, Amit., and Agarwala, Deeksha. Business on the Net: An Introduction to the Whats and Hows of E-Commerce. Macmillan India Ltd.
2. Bajaj, Deobyani Nag. E-Commerce. Tata McGraw Hill Company, New Delhi.
3. Turban, E., et. al. Electronic commerce: A Managerial Perspective. Pearson Education Asia.
4. Diwan, Prag., and Sharma, Sunil. Electronic Commerce A Manager's Guide to E-Business. Vanity books international Delhi.
5. Dietel, Harvey M. Dietel, Paul J., and Kate Steinbuhler. E-business and E-commerce for managers, pearson education.
6. Greenstein M. and T.M Feinman Electronic commerce security Risk management and control Tata McGraw hill.
7. Kosiur, David, Understanding Electronic Commerce. Prentice Hall of India Private Ltd.
8. Whiteley, David. E-commerce. McGraw Hill, New York.