FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

BACHELOR OF VOCATION (B.Voc.)
E-Commerce and Digital Marketing

(Semester I - VI)
Session: 2019-20

GURUNANAKDEVUNIVERSITY
AMRITSAR

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(ii) Subject to change in the syllabi at any time.
     Please visit the University website time to time.
### Semester-I

<table>
<thead>
<tr>
<th>Paper No.</th>
<th>Subjects</th>
<th>Max. Marks</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Th.</td>
<td>Pr.</td>
</tr>
<tr>
<td>Paper-I</td>
<td>Fundamentals of Management</td>
<td>75</td>
<td>-</td>
</tr>
<tr>
<td>Paper-II</td>
<td>Fundamental of E-Commerce</td>
<td>75</td>
<td>-</td>
</tr>
<tr>
<td>Paper-III</td>
<td>Information Processing Lab</td>
<td>-</td>
<td>75</td>
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<tr>
<td>Paper-IV</td>
<td>Web Designing using HTML and DHTML</td>
<td>-</td>
<td>75</td>
</tr>
<tr>
<td>Paper-V</td>
<td>Communication Skills in English-I</td>
<td>50</td>
<td>-</td>
</tr>
<tr>
<td>Paper-VI</td>
<td>Punjabi (Compulsory) OR ਪੰਜਾਬੀ ਭੰਸਾਣੀ OR Punjab History &amp; Culture (From Earliest Times to C 320)</td>
<td>50</td>
<td>-</td>
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<tr>
<td></td>
<td>*Drug Abuse: Problem, Management and Prevention (Compulsory)</td>
<td>50</td>
<td>-</td>
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### Semester-II

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<td>Th.</td>
<td>Pr.</td>
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<tr>
<td>Paper-I</td>
<td>Marketing Management</td>
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<tr>
<td>Paper-II</td>
<td>Internet Applications</td>
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<tr>
<td>Paper-III</td>
<td>Database Management System and Structured Query Language</td>
<td>50</td>
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<tr>
<td>Paper-IV</td>
<td>Web Designing using XML and CSS</td>
<td>-</td>
<td>75</td>
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<tr>
<td>Paper-V</td>
<td>Communication Skills in English-II</td>
<td>35</td>
<td>15</td>
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<tr>
<td>Paper-VI</td>
<td>Punjabi (Compulsory) OR ਪੰਜਾਬੀ ਭੰਸਾਣੀ OR Punjab History &amp; Culture (C 321 to 1000 A.D.)</td>
<td>50</td>
<td>-</td>
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<tr>
<td></td>
<td>*Drug Abuse: Problem, Management and Prevention (Compulsory)</td>
<td>50</td>
<td>-</td>
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* Note: The marks of Paper will not be added in the Grand Total.
### Semester-III

<table>
<thead>
<tr>
<th>Paper No.</th>
<th>Subjects</th>
<th>Theory</th>
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<tbody>
<tr>
<td>Paper-I</td>
<td>Fundamentals of Entrepreneurship</td>
<td>75</td>
<td>-</td>
<td>75</td>
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<tr>
<td>Paper-II</td>
<td>Fundamentals of Finance &amp; Accountancy</td>
<td>50</td>
<td>25</td>
<td>75</td>
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<tr>
<td>Paper-III</td>
<td>PHP Programming and MySQL</td>
<td>50</td>
<td>25</td>
<td>75</td>
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<tr>
<td>Paper-IV</td>
<td>Content Management System using Word Press</td>
<td>50</td>
<td>25</td>
<td>75</td>
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<tr>
<td>Paper-V</td>
<td>Web Designing using Photoshop</td>
<td>-</td>
<td>50</td>
<td>50</td>
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<tr>
<td>Paper-VI</td>
<td>Website Development</td>
<td>-</td>
<td>75</td>
<td>75</td>
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### Semester IV

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<thead>
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<th>Subjects</th>
<th>Theory</th>
<th>Practical</th>
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<tbody>
<tr>
<td>Paper-I</td>
<td>Retailing</td>
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<tr>
<td>Paper-II</td>
<td>Advertisement &amp; sales management</td>
<td>50</td>
<td>25</td>
<td>75</td>
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<tr>
<td>Paper-III</td>
<td>Linux Server Management</td>
<td>50</td>
<td>25</td>
<td>75</td>
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<tr>
<td>Paper-IV</td>
<td>Content Management System using open cart</td>
<td>-</td>
<td>75</td>
<td>75</td>
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<tr>
<td>Paper-V</td>
<td>Web Designing using Corel Draw</td>
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<td>50</td>
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<tr>
<td>Paper-VI</td>
<td>E-Commerce Website Development</td>
<td>-</td>
<td>75</td>
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<td>ESL-222</td>
<td>* Environmental Studies – II (Compulsory)</td>
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* **Note:** The marks of Environmental Studies Paper will not be added in the Grand Total.
### Semester-V

<table>
<thead>
<tr>
<th>Paper No.</th>
<th>Subjects</th>
<th>Max Marks</th>
<th>Total</th>
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<tbody>
<tr>
<td>Paper-I</td>
<td>Fundamentals of Entrepreneurship</td>
<td>75</td>
<td>75</td>
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<tr>
<td>Paper-II</td>
<td>Concepts of Social Media Marketing</td>
<td>50</td>
<td>75</td>
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<tr>
<td>Paper-III</td>
<td>E-commerce-Laws and Practices</td>
<td>75</td>
<td>75</td>
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<tr>
<td>Paper-IV</td>
<td>Programming in Java</td>
<td>50</td>
<td>75</td>
</tr>
<tr>
<td>Paper-V</td>
<td>Digital Marketing Development</td>
<td>-</td>
<td>100</td>
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<tr>
<td><strong>Total</strong></td>
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### Semester-VI

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<tbody>
<tr>
<td>Paper-I</td>
<td>Supply Chain Management</td>
<td>75</td>
<td>75</td>
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<tr>
<td>Paper-II</td>
<td>Customer Relationship Management</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>Paper-III</td>
<td>Android Application Development</td>
<td>50</td>
<td>75</td>
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<tr>
<td>Paper-IV</td>
<td>Search Engine Optimization</td>
<td>50</td>
<td>75</td>
</tr>
<tr>
<td>Paper-V</td>
<td>Project Training</td>
<td>100</td>
<td>100</td>
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<tr>
<td><strong>Total</strong></td>
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</tbody>
</table>
BACHELOR OF VOCATION (B.VOC.) (E-COMMERCE AND DIGITAL MARKETING) (SEMESTER-I)

PAPER – I: FUNDAMENTALS OF MANAGEMENT

Time: 3 Hours

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
Management: Introduction – Meaning, nature and characteristics of Management – Scope and functional areas of management – Management as a science, art or profession.

SECTION-B

SECTION-C
Human Resource Management: Acquisition of Human Resource – Human Resource Planning and Job Analysis: An Overview; Recruitment – Concept and Sources;

SECTION-D
Selection – Concept and Process; Placement, Induction, and Socialization.
Training and Development: Concept and Importance; Performance Appraisal System: Nature and Objectives.

Suggested Readings:


Note: Latest edition of suggested books may be considered.
PAPER – II: FUNDAMENTALS OF E-COMMERCE

Time: 3 Hours Max. Marks: 75

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
Introduction

SECTION-B
Internet and E-Business
Introduction to Internet and its application, Intranet and Extranets. World Wide Web, Internet Architectures, Internet Applications, Business Applications on Internet, E-Shopping, Electronic Data Interchange, Components of Electronic Data Interchange, Creating Web Pages using HTML.

SECTION-C
Technology for Online Business: Internet, IT Infrastructure, Middleware Contents, Text and Integrating E-Business Applications, Mechanism of Making Payment Through Internet, Online Payment Mechanism, Electronic Payment Systems, Payment Gateways, Visitors to Website, Tools for Promoting Website, Plastic Money, Debit Card, Credit Card.

SECTION-D
Laws Relating to Online Transactions, Applications in E-commerce: E-commerce Applications in Manufacturing, Wholesale, Retail and Service Sector

Suggested Readings:

Note: Latest edition of suggested books may be considered.
PAPER-III: INFORMATION PROCESSING LAB  
(PRACTICAL)

Time: 3 Hours  
Max. Marks: 75

Note: Practical exam to be conducted by the external examiner.

SECTION-A

Introduction to Computers and its Applications:
- Computer as a system, basic concepts, functional units and their inter relation.
- Milestones in Hardware and Software.
- Batch oriented / on-line / real time applications.
- Application of computers.

Algorithm and Flowcharts Algorithm: Definition, Characteristics, Advantages and disadvantages, Examples

SECTION-B

Interacting with the Computer:
Input Devices: Keyboard, mouse, pens, touch screens, Bar Code reader, joystick, source data Automation, (MICR, OMR, OCR), screen assisted data entry: portable / handheld terminals for Data collection, vision input systems.
Output Devices: Monitor, Serial line page printers, plotters, voice response units.
Data Storage Devices and Media: Primary storage (Storage addresses and capacity, types of Memory), Secondary storage, Magnetic storage devices and Optical Storage Devices

SECTION-C

MS–Word: Overview, creating, saving, opening, importing, exporting and inserting files, formatting pages, paragraphs and sections, indents and outdents, creating lists and numbering.

Headings, styles, fonts and font size Editing, positioning and viewing texts, Finding and replacing text, inserting page breaks, page numbers, book marks, symbols and dates. Using tabs and tables, header, footer and printing.

SECTION-D

MS–Power Point: Presentation overview, entering information, Presentation creation, opening and saving presentation, inserting audio and video.


Text/References:
PAPER-IV: WEB DESIGNING USING HTML &DHTML
(PRACTICAL)

Time: 3 Hours  
Max. Marks: 75

Note: Practical exam to be conducted by the external examiner.

Practical based on HTML

SECTION-A

Introduction to HTML
1. Elements of Web page (Text, Image & Hyperlink Elements)
2. Html Tags

Using Tools
1. Structure of a page
2. Links & Navigation
3. Backgrounds
4. Animated Graphics

SECTION-B

Working with Tables
1. Page Design & Layout with Links
2. Advanced Layout with Tables
3. Working Style Sheets

SECTION-C

Forms & Frame
1. HTML Forms (<form> element, Form controls, creating labels for control, structuring forms, focus, sending form data to server)
2. Using Frame (<frame>, <frameset><noframes> element, creating links between frames, nested framesets)

SECTION-D

Practical based on DHTML
Introduction to DHTML
1. Understanding DOM
2. Working with Layers
3. Drop Down Menus, Text Effects and Animation.

Web Supportive Formats & validating Html Code

Text/References:
1. HTML: The complete reference by Thomas A. Powell
2. New perspectives on creating Web pages with HTML/DHTML by Patrick Carey, Mark Kemper
Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

The syllabus is divided in four sections as mentioned below:

SECTION–A
Reading Skills: Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings.

SECTION–B
Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/expressions.

Activities:
- Comprehension questions in multiple choice format
- Short comprehension questions based on content and development of ideas

SECTION–C
Writing Skills: Guidelines for effective writing; writing styles for application, personal letter, official/business letter.

Activities
- Formatting personal and business letters.
- Organising the details in a sequential order

SECTION–D
Resume, memo, notices etc.; outline and revision.

Activities:
- Converting a biographical note into a sequenced resume or vice-versa
- Ordering and sub-dividing the contents while making notes.
- Writing notices for circulation/boards

Recommended Books:
- *Oxford Guide to Effective Writing and Speaking* by John Seely.
- *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP
BACHELOR OF VOCATION (B.VOC.) (E-COMMERCE AND DIGITAL MARKETING) (SEMESTER-I)

Paper-VI: पैसाही (खस्ताही)

भागः : 3 पढ़े

पद-बुध भाग पद-प्रमाण

मैत्रम-एँ

आखण्य भ्राम (लिखित जवाब),
(भंप, मुखिष्ठ सीत अधे चित्रित, मिथ मंप)।
बाँध तत्प देह पूर्वपक्षसिद्ध, अभिप्रेमव।
(भूमा मांदश लेखावर्ण, नाच)

मैत्रम-बी

दिलिङ्गमङ्ग लायें (दिलिङ्गमङ्ग लेख-भावावर्ण)
मेघा: म.म.मचेट,
पौंडा विशेष पूर्वमङ्ग, लेखवर्ण | (लेखा 1 ते 5)
(निर्धार दा मनु, सिंह-मैत्री)

मैत्रम-मी

(ए) पेसु उफ़्ला

(अ) पेसु भज दे पूर्वज दे पुढ़व।

मैत्रम-बी

(ब) भूमा युद्ध दिनें: दिनेंमङ्ग भेजा, दिनेंमङ्ग मवर ने दिनेंमङ्ग, मद्द, दिनेंमङ्ग, मद्द-दुध-पूध-पूधमङ्ग।

(ब) नगम दिनेंमङ्ग नगम दे दिनेंमङ्गली दुध, नगम भरे दुध-जगम दे दुध, पौंडा दुध-जगमङ्ग दे पुढ़व-रुपाली।

अव-बेंस अधे नाशीतमार रूढी उपलितन

1. पूर्वज भेज दे चत वजन देखा। रत वजन दिनें दे पूर्वज देखा सटो।
2. नाशीतमार घर बूढ़ पूर्वज बनाई गई। रत वजन दिनें दे वजन दिनें दे।
3. थेंएं पूर्वज दे भारस अन्त दे।
4. नेग भेंट बठव दान भेंट दे उं पौंडा दी देंई अन्त दे देंई देंई चात दुध-पूधमङ्ग दिनें वजन मारु।
BACHELOR OF VOCATION (B.VOC.) (E-COMMERCE AND DIGITAL MARKETING) (SEMESTER-I)

Paper-VI: ਅਧਾਰਿਤ ਪ੍ਰੀਤਮਾਦਾਨ
(In lieu of Compulsory Punjabi)

ਪ੍ਰਾਪਤੀ: 3 ਪੇਟੀਕਾਂ
ਬੰਦਰ ਅਂਦਹ ਬੱਧ-ਭੂਮਿ

ਮੇਲਮੰਡ੍ਰਟੇ

ਪ੍ਰਦੀ ਅੱਖੜੀ, ਅੱਖ਼ੀ ਅੱਖ, ਪੈਂਤ ਫੁੱਟੀ ਦੇਖਣ ਦਰਦ ਅੱਖੀ ਪੈਂਤ ਫੁੱਟੀ ਦਰਦ ਦਰਦ ਦਰਦ ਅੱਖ਼ੀ ਅੱਖੀ ਅੱਖੀ ਅੱਖੀ (ਪ੍ਰਦੀ ਪ੍ਰਦੀ ਪ੍ਰਦੀ ਪ੍ਰਦੀ)
ਸ਼ਹਾਬਜ਼ (ਪੁੱਖੀ, ਪੁਖ਼ਾ ਅੱਖੀਅਤ) : ਪੁਖ਼ਾ ਪੁਖ਼ਾ ਪੁਖ਼ਾ

ਮੇਲਮੰਡ੍ਰਟੇ

ਪ੍ਰਦੀ ਸਵਰ-ਖਰਾਬਤਾਨ : ਪ੍ਰਦੀ ਸਵਰ-ਖਰਾਬਤਾਨ
(ਸਵਰਾਲ ਸਵਰਾਲ, ਸਵਰਕਾਰ ਸਵਰਕਾਰ, ਸਵਾਲ ਸਵਾਲ, ਮੀਟ ਸਵਾਲ, ਅਭਾਰ ਅਭਾਰ ਪ੍ਰਦੀ ਪ੍ਰਦੀ)

ਮੇਲਮੰਡ੍ਰਟੇ

ਜੁਹਾਣੀ ਦੇ ਮੇਂਦ ਫਲਣ ਦੇ ਲਾਂ, ਘਰੂਨੀ ਵਿਚਿਕਾਨ ਦੇ ਲਾਂ, ਜੁਹਾਣੀ ਦੇ ਲਾਂ, ਜੁਹਾਣੀ ਦੇ ਲਾਂ, ਜੁਹਾਣੀ ਦੇ ਲਾਂ, ਜੁਹਾਣੀ ਦੇ ਲਾਂ

ਮੇਲਮੰਡ੍ਰਟੇ

ਉਹਾਣ ਦੇ ਪੈਂਤ ਫੁੱਟੀ ਦੇ ਲਾਂ, ਘਰੂਨੀ ਵਿਚਿਕਾਨ ਦੇ ਲਾਂ, ਜੁਹਾਣੀ ਦੇ ਲਾਂ, ਜੁਹਾਣੀ ਦੇ ਲਾਂ, ਜੁਹਾਣੀ ਦੇ ਲਾਂ, ਜੁਹਾਣੀ ਦੇ ਲਾਂ

ਆਂਚੀ-ਦੋੜ ਅਤੇ ਪੁਕਾਰਤਾ ਖ਼ਰਾਬਤਾਨ ਦੇ ਹਲਕਾਂ

1. ਪੁਕਾਰ ਪੈਂਤ ਦੇ ਗਰਵ ਰਾਗਾ ਲੈਂਦੀ ਹੋਈ। ਉਹ ਰਾਗਾ ਫਲਣ ਦੇ ਪੁਕਾਰ ਪੈਂਤ ਦੇ ਗਰਵ ਰਾਗਾ ਲੈਂਦੀ ਹੋਈ।
2. ਫਲਣਾਦਾਨ ਹੈ ਹਵਾ ਪੁਕਾਰ ਪੈਂਤ ਦੇ ਗਰਵ ਰਾਗਾ ਦੇ ਲਾਂ। ਉਹ ਰਾਗਾ ਫਲਣ ਦੇ ਪੁਕਾਰ ਪੈਂਤ ਦੇ ਗਰਵ ਰਾਗਾ ਦੇ ਲਾਂ।
3. ਪੈਂਤ ਫੁੱਟੀ ਦੇ ਖ਼ਾਸ ਅੰਦਹ ਾਂ ਦੇ ਗਰਵ ਰਾਗਾ ਦੇ ਲਾਂ।
4. ਪੈਂਤ ਫੁੱਟੀ ਦੇ ਗਰਵ ਰਾਗਾ ਦੇ ਲਾਂ। ਪੈਂਤ ਫੁੱਟੀ ਦੇ ਪੁਕਾਰ ਪੈਂਤ ਫੁੱਟੀ ਦੇ ਗਰਵ ਰਾਗਾ ਦੇ ਲਾਂ।
Paper–VI: Punjab History & Culture (From Earliest Times to C 320)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours Max. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
1. Physical features of the Punjab and its impact on history.
2. Sources of the ancient history of Punjab

SECTION B
3. Harappan Civilization: Town planning; social, economic and religious life of the Indus Valley People.

SECTION C
5. Social, Religious and Economic life during Rig Vedic Age.

SECTION D
7. Teachings and impact of Buddhism
8. Jainism in the Punjab

Suggested Readings
1. L. M Joshi (ed.), History and Culture of the Punjab, Art-I, Patiala, 1989 (3rd edition)
DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION

PROBLEM OF DRUG ABUSE

Time: 3 Hours  
Max. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION – A

Meaning of Drug Abuse:

SECTION – B

Consequences of Drug Abuse for:
- Family: Violence.
- Society: Crime.
- Nation: Law and Order problem.

SECTION – C

Management of Drug Abuse:
Medical Management: Medication for treatment and to reduce withdrawal effects.

SECTION – D

Psychiatric Management: Counselling, Behavioural and Cognitive therapy.
Social Management: Family, Group therapy and Environmental Intervention.

References:

1. Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur.


BACHELOR OF VOCATION (B.VOC.) (E-COMMERCE AND DIGITAL MARKETING) (SEMESTER-II)

PAPER – I: MARKETING MANAGEMENT

Time: 3 Hours
Max. Marks: 75
Theory: 50
Practical: 25

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
Meaning and Definition of Marketing- Features of Marketing- Importance of Marketing – Functions of Marketing - Core Concept of Marketing - Need, Want, Demand, Value and Satisfaction

SECTION-B
Production, Concept, Product concept, selling concept Marketing concept, holistic Marketing concept. Marketing Mix: Meaning, Seven Ps of marketing mix.

SECTION-C
Market Segmentation: Concept and importance of Market Segmentation, Bases of market segmentation, Concept of Market Targeting and Positioning.

SECTION-D
Marketing Research: Meaning and Importance, Process of Marketing Research. Scope/Areas of Marketing Research: Consumer Research, Market Research, Product Research, Sales Research, Advertising & Sales Promotional Research

Practicals (Based on the above Units):
1. Case – studies regarding marketing management
2. Survey regarding marketing in retail malls
3. Preparation of market research project report and viva voce
4. Oral / Seminar

Suggested Readings:


Note: Latest edition of suggested books may be considered.
PAPER II- INTERNET APPLICATIONS
THEORY

Time: 3 Hours
Max. Marks: 75

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
Introduction: About internet and its working, business use of internet, services offered by Internet, evaluation of internet, internet service provider (ISP), windows environment for dial up Networking (connecting to internet), audio on internet, internet addressing (DNS) and IP addresses.

SECTION-B
Internet Protocol: Introduction, file transfer protocol (FTP), Gopher, Telnet, other protocols like HTTP and TCP/IP.
WWW: Introduction, working of WWW, Web browsing (opening, viewing, saving and printing a web page and bookmark).

SECTION-C
Search Engine: About search engine, component of search engine, working of search engine, Difference between search engine and web directory.
Intranet and Extranet: Introduction, application of intranet, business value of intranet, working of intranet, role of extranet, working of extranet, difference between intranet and extranet.

SECTION-D
E–Mail Basic Introduction; Advantage and disadvantage, structure of an e–mail message, working of e–mail (sending and receiving messages), managing e–mail (creating new folder, deleting messages, forwarding messages, filtering messages) Implementation of outlook express.

Text/References:
PAPER III: DATABASE MANAGEMENT SYSTEM AND STRUCTURED QUERY LANGUAGE

Time: 3 Hours

Max. Marks: 75

Theory: 50
Practical: 25

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

Basic Concepts of Database Management (Database, Database System, why database, Data independence) an architecture for a database system (levels of the architecture, mappings, DBA, client/server architecture) Introduction to Relational db systems. Characteristics of database approach, data models, DBMS architecture and data independence.

SECTION-A

E-R Modeling: Entity types, Entity set, attribute and key, relationships, relation types, roles and structural constraints, weak entities, enhanced E-R and object modeling, Sub classes; Super classes, inheritance, specialization and generalization.

SECTION-B

Relational Data Model: Relational model concepts, relational constraints

SECTION-C

ER and ER to relational mapping: Data base design using EER to relational language.

SECTION-D


Text/References:

PAPER III: PRACTICAL LAB BASED DATABASE MANAGEMENT SYSTEM AND STRUCTURED QUERY LANGUAGE

(PRACTICAL)

Time: 3 hours

Max. Marks: 25

Retrieving data using the SQL select statement, Restricting and sorting data, Using single row function to customize output. Reporting aggregated data using the group function.

Displaying data from multiple tables –I, Displaying data from multiple tables-II, Using sub queries to solve problems,

Using set operators, Manipulating data, Using DDL statements to create and manage tables, Creating other schema objects, Managing objects with data dictionary, Controlling User access, Managing schema objects, Manipulating large data sets, Generating report by grouping related data, Retrieving data using sub queries.
BACHELOR OF VOCATION (B.VOC.) (E-COMMERCE AND DIGITAL MARKETING) (SEMESTER-II)

PAPER IV: WEB DESIGNING USING XML AND CSS (PRACTICAL)

Time: 3 Hours
Max. Marks: 75

Note: Practical exam to be conducted by the external examiner.

Practical based on XML

SECTION-A

Practical based on CSS

SECTION-B
Introduction to CSS and understanding CSS syntax, Adding Rules to a Style Sheet, managing style sheets (creating, Importing and embedding)
Controlling page layout, Understanding grouping and nesting
Styling text, Modifying background and foreground elements , Understanding tables, columns and lists ,Using global styles
Understanding CSS box model, Working with images, Creating navigation bars using CSS
Html Website using CSS.

References
1. CSS Cookbook by Christopher Schmitt
2. Beginning CSS Web Development: From Novice to Professional by Simon Collison
3. Professional CSS: Cascading Style Sheets for Web Design by Christopher Schmitt
Paper – V: COMMUNICATION SKILLS IN ENGLISH – II

Time: 3 Hours

Max. Marks: 50
Theory Marks: 35
Practical Marks: 15

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Course Contents:

**SECTION – A**

Listening Skills: Barriers to listening; effective listening skills; feedback skills.

Activities: Listening exercises – Listening to conversation, News and TV reports

**SECTION – B**

Attending telephone calls; note taking and note making.

Activities: Taking notes on a speech/lecture

**SECTION – C**

Speaking and Conversational Skills: Components of a meaningful and easy conversation; understanding the cue and making appropriate responses; forms of polite speech; asking and providing information on general topics.

Activities: 1) Making conversation and taking turns
2) Oral description or explanation of a common object, situation or concept

**SECTION – D**

The study of sounds of English,
Stress and Intonation,
Situation based Conversation in English,
Essentials of Spoken English.

Activities: Giving Interviews
PRACTICAL/ ORAL TESTING

Course Contents:

1. Oral Presentation with/ without audio visual aids.
2. Group Discussion.
3. Listening to any recorded or live material and asking oral questions for listening comprehension.

Questions:

1. Oral Presentation will be of 5 to 10 minutes duration (Topic can be given in advance or it can be student’s own choice). Use of audio visual aids is desirable.
2. Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to 20 minutes.

Note: Oral test will be conducted by external examiner with the help of internal examiner.
Paper-VI: प्रश्नावली (लघुभाषी)

प्रत्येक प्रश्न पूर्ण करें।

संख्या : 3 पटे

पश्चिम-वृह अंश पश्चिम-युगलवं

पूर्व-वृह अंश पूर्व-युगलवं

प्रश्नावली-की

दिवियम जांच (दिवियम लेख-मंगाल)

(3) मध्य-उल्लास अंश मध्य उल्लास : पत्रि, भुगतने मंगाल

(3) प्रस्तुतिवि अंश अनेक

अव-तृतीय अंश वतीयिन्य रचनिकों

1. पूर्ण मेंट देव मूर्त उद्भव उद्भव। उद्भव दिन देव मूर्त पूर्ण मेंट उद्भव।

2. दिवियम जांच देव मूर्त पूर्ण मेंट उद्भव। उद्भव दिन देव मूर्त पूर्ण मेंट उद्भव।

3. उद्भव पूर्ण मेंट देव मूर्त पूर्ण मेंट उद्भव।

4. उद्भव पूर्ण मेंट देव मूर्त पूर्ण मेंट उद्भव। उद्भव पूर्ण मेंट देव मूर्त पूर्ण मेंट उद्भव।
Paper - VI: ਪ੍ਰਸ਼ਟਿ ਪੁਸ਼ਟੀ
(In lieu of Compulsory Punjabi)

ਮਧ੍ਯ: 3 ਅਧੀਨਾਂ

ਲਖ ਅਂਕ: 50

ਮੈਵਾਰ-ਸੀ

ਮੈਵਾਰ-ਚੌਣ

ਮੈਵਾਰ-ਸੰਘ

ਐਲ-ਐਲ ਭਵਿਸ਼ਦ ਘਟੀ ਉੱਪਰ

1. ਪੂਰਾ ਪੇਠ ਦੇ ਚਾਵ ਜਾਣਾ ਉੱਠਣਾ। ਉਹ ਜਾਣਾ ਹੋਵੇ ਕਦੇ ਪੂਰਾ ਪੇਠ ਘਟਣਾ।
2. ਖਿਸਕਣਾ ਹੋਵੇ ਕਦੇ ਖਿਸਕਣਾ ਘਟਣਾ। ਉਹ ਜਾਣਾ ਹੋਵੇ ਕਦੇ ਖਿਸਕਣਾ ਘਟਣਾ।
3. ਸੁਖੀ ਪੂਰਾ ਦੇ ਸੁਖਾਂ ਘਟਣਾ।
4. ਪੇਠ ਮੈਟ ਜਾਤ ਰਾਸਾ ਸੇਵਾ ਕਰਨਾ ਉਹਨਾ ਪੂਰਾ ਦੇ ਬੋਟਰ ਵੇਗ ਵੇਗ ਰਾਸਾ ਘਟਣਾ।
PAPER–VI: PUNJAB HISTORY & CULTURE (C. 320 TO 1000 B.C)  
(SPECIAL PAPER IN LIEU OF PUNJABI COMPULSORY)

Time: 3 Hours  
Max. Marks :50

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
1. Alexander’s Invasion and its Impact
2. Punjab under Chandragupta Maurya and Ashoka.

Section B
3. The Kushans and their Contribution to the Punjab.
4. The Panjab under the Gupta Empire.

Section C
5. The Punjab under the Vardhana Emperors
6. Socio-cultural History of Punjab from 7th to 1000 A.D.

Section D
7. Development of languages and Education with Special reference to Taxila
8. Development of Art & Architecture

Suggested Readings
1. L. M Joshi (ed), History and Culture of the Punjab, Art-I, Punjabi University, Patiala, 1989 (3rd edition)
Time: 3 Hours  Max. Marks: 50

**Instructions for the Paper Setters:**
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

**SECTION – A**

**Prevention of Drug abuse:**
Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.

**SECTION – B**
School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

**SECTION – C**

**Controlling Drug Abuse:**
Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program

**SECTION – D**

**References:**

BACHELOR OF VOCATION (B.VOC.) (E-COMMERCE AND DIGITAL MARKETING) (SEMESTER-III)

PAPER – I: FUNDAMENTALS OF ENTREPRENEURSHIP

Time: 3 Hours  Max. Marks: 75

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

The student can use only Non-programmable & Non-storage type Calculator.

SECTION-A
Concept of Entrepreneurship: The Entrepreneur: Definition, nature, and characteristics of entrepreneurship. Emergence of entrepreneurial class including women entrepreneurs.

SECTION-B

SECTION-C
Entrepreneurial Development Programmes - Relevance and achievements, Role of government in organizing such programmes. Critical Evaluation.

SECTION-D
Modern technology for entrepreneurship: concept, significance, benefits & avenues; websites, e-portals, wallet, blogs, social networking sites

Suggested Readings
• Kumar, A. et al., Entrepreneurial Development, New Age International Publisher, New Delhi.

Note: Latest edition of suggested books may be considered.
PAPER – II: FUNDAMENTALS OF FINANCE AND ACCOUNTANCY

Time: 3 Hours

Max. Marks: 75
Theory: 50
Practical: 25

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

(i) The student can use only Non–programmable & Non–storage type calculator.
(ii) Practical exam to be conducted by the external examiner.

SECTION-A


SECTION-B


SECTION-C


SECTION-D


TALLY LAB PRACTICAL

1. Create a new company, group, voucher and ledger and record minimum 10 transactions and display the relevant results.
2. Prepare trial balance, Profit and Loss A/c and Balance Sheet (with minimum of any five adjustments).
3. Prepare inventory statement using (Calculate inventory by using all methods)
   a) FIFO b) LIFO c) Simple Average Method d) Weighted Average Method

Suggested Readings:
- Grewal, T.S. : Double Entry Book Keeping
- Jain and Narang : Advanced Accountancy

Note: Latest edition of suggested books may be considered.
PAPER–III: PHP PROGRAMMING AND MYSQL

Time: 3 Hours  Max. Marks: 75
Theory: 50  Practical: 25

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

(i) The student can use only Non-programmable & Non-storage type calculator.
(ii) Practical exam to be conducted by the external examiner.

SECTION-A
Understanding the Preliminaries : Introduction to web & internet, Introduction to server, Understanding localhost server, Starting PHP, PHP syntax and variables, Operators and Expressions, Conditional Branching and Looping Statements, Learning Arrays in PHP
The Core Logics and Techniques : String and Math functions in PHP, Introduction HTML Form Elements and Fields, Accessing PHP, HTTP Data, Query Strings and Hyperlinks, Describing Pre-Defined Variables - Super Global Arrays, Understanding Functions, Important PHP Functions, What are the Scope of variables, 2.8 Usage of Include and require statements

SECTION-B
File Handling: The Plain Repository of Data Handling files and directories in PHP, Fetching information from files, Uploading and downloading files
PHP and MySQL - The Structured Repository PHP MySQL Connectivity, Integrating Web Forms and Database, Using PHP’s MySQL Extension, Using PHP’s PDO Extension

SECTION-C
Advanced Techniques in PHP Introduction to Object Oriented Programming, Classes and Objects, Abstraction, Encapsulation, Inheritance and Polymorphism, Constructors and Destructors, Overloading, Overriding of functions, Exception Handling, Regular Expressions, Session Handling, Using Cookies
Content Management Systems Knowing Content Management System, Introducing a CMS, Knowing how to configure the CMS, Working with the CMS, Sample Web Application Development using Wordpress

SECTION-D
Relational Database Basics Brief History of MySQL, Relational Databases and Popular Databases, SQL Statements, Data Manipulation Language (DML) :INSERT, UPDATE, DELETE, SELECT, Data Definition Language (DDL) :CREATE, ALTER, DROP, Sub-Queries, Joins and Unions with MySQL, Order By, Like, AND & OR, WHERE, BETWEEN, Joins & Unions, Aggregate Functions and Grouping, Constraints and Normalization

References:
1. Beginning PHP and MySQL: From Novice to Professional, By W. Jason Gilmore.
3. Web Database Applications with PHP and MySQL, Hugh E. Williams, David Lane, O’Reilly.
4. Learning PHP, MySQL & JavaScript: With JQuery, CSS & HTML5, By Robin Nixon

# Note: Practical Lab based on Php and MySQL
PAPER-IV: CONTENT MANAGEMENT SYSTEM USING WORDPRESS

Time: 3 Hours  
Max. Marks: 75  
Theory: 50  
Practical: 25

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

(i) The student can use only Non-programmable & Non-storage type calculator.
(ii) Practical exam to be conducted by the external examiner.

SECTION-A
Installing WordPress:
Creating a Database, Installing WordPress, Installing Themes, Downloading a Theme from the, WordPress Dashboard, Manually Installing a Theme, Adding Custom Header with Theme Name, Author, etc.

Setting Up Your WordPress.com Account:
Creating an Account on WordPress or at your own website=localhost, Logging Into Your Account, Writing Your First Post with little explanation, Customizing Your Account, Personal Settings, General Settings

SECTION-B
Changing Themes (How the Blog Looks)
Widgets, Editors, Writing Posts, Adding a Post, Using the Visual Editor, Adding Hyperlinks, Categories, Tags, & Reading/Writing Settings, Using Categories and Tags, Managing Categories and Tags, Controlling the Number of Posts That Are Displayed, Understanding Comments, Managing and Moderating Comments, Trackbacks and Pingbacks

SECTION-C
Making Pages
Adding and Deleting a Page, Pasting from Text Files, Changing the Page Order, Adding and Managing Media, Adding a Photo, Adding a Video, Adding Other Content (.pdf, .doc, etc.), Managing Uploaded Content, Media Settings, Working with Links, Adding Links, Managing Links

Appearance Customization
Changing the Header Image, Customizing the Sidebar with Widgets, Previewing Custom Fonts, Using the Dashboard, Managing Recent Comments, Tracking Statistics, Customizing the Dashboard’s Appearance, Installing some important plugins,

SECTION-D
SEO Ultimate
Fast Secure Contact Form, Efficient Related Posts, Wordpress Backup to dropbox, WP-DBBackup, WP-Polls, WP Survey and Quiz Tool, Subscribe to comments, Share button by lockerz Statpress Visitors, Google XML sitemaps, Social Login, First Visit Message

References:
2. WordPress 3 Complete, April Hodge Silver

# Note: Practical Lab based on WordPress
PAPER-V: WEB DESIGNING USING PHOTOSHOP

(PRACTICAL)

Time: 3 Hours
Max. Marks: 50

Note: Practical exam to be conducted by the external examiner.

SECTION-A
Introduction to Photoshop: About Digital Images, Creating New Images, Scanning New images, Size and Resolution, Managing Workspace,
Using Tools: Toolbox & Options, Screen Modes, Cut, Copy & Paste, Working with selections, Color modes

SECTION-B
Working with Layers: Layer Panel, Creating, Deleting & Hiding Layers, Layer Mask, Clip Mask, Group & Ungroup Layers, Blending Modes
Adjustments and Transforming Layers: Adjustment Layers, Color correction, Variations, Retouching Images, Clone Sources

SECTION-C
Painting and Drawing Tool: Brushes, Strokes, Work Path, Painting Tools
Working with Channels & Action: Working with Channels, Creating Actions, Save New Action Group

SECTION-D
Working with Filters: Applying Filters, Liquify, Vanishing Point, Filter Gallery
Working with Text and Extensions: Type Tools, Text with Path, Adjusting & converting Text
Detail of useful Extensions & use

Final assignments:
Web ads, Web Banners, Animated GIFs, Web Buttons and Design of two Web Templates.
PAPER-VI: WEBSITE DEVELOPMENT (PRACTICAL)

Time: 3 Hours  Max. Marks: 75

Note: Practical exam to be conducted by the external examiner.

# Creating a Dynamic Website
PAPER – I: RETAILING

Time: 3 Hours
Max. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

(i) The student can use only Non–programmable & Non–storage type calculator.

SECTION-A

Introduction to retailing: Definition and scope, evolution of retailing, types of retail, trends in retailing industry, benefits of retailing, retailing environment.

Information system in retailing: Acquiring and using information strategies, technology in retail, information sources, retail information system.

SECTION-B

Retail purchasing and pricing: Purchase management:- Merchandise purchasing, open to buy, open to buy planning, analyzing the merchandise performance. Pricing strategies:-every day pricing, competitive based pricing, price skimming, market-oriented pricing, marginal cost pricing. Retail price strategies: - mark-up pricing, vendor pricing, competitive pricing, psychological pricing.

SECTION-C

Retail marketing and promotion: Nature and scope:-relationship marketing, market strategies, retail research Understanding the retail customer:- retail market, population analysis, demographic analysis, consumer behavior Retail promotion Mix: - Retail promotion programme, retail advertising media, promotional budget. Customer services: - customer services, services quality gaps, service recovery.

SECTION-D

Retailing in India: Evolution and trends in organised retailing, Indian organised retail market, FDI in Indian organised retail sector, retail scenario in India, future trends of retail in India.

Ethical and legal issues in Retailing: Dealing with ethical issues, social responsibility, environmental orientation, waste reduction at retail stores.

Suggested Readings:


Note: Latest edition of suggested books may be considered.
PAPER –II: ADVERTISING & SALES MANAGEMENT

Time: 3 Hours
Max. Marks: 75
Theory: 50
Practical: 25

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

(i) The student can use only Non–programmable & Non–storage type calculator.
(ii) Practical exam to be conducted by the external examiner.

SECTION-A
Introduction to Advertisement: Concept and Definition of Advertisement, Social, Economic and Legal Implications of Advertisements, Setting Advertisement Objectives, Advertisement Agencies, Selection and Remuneration, Advertisement Campaign.
Advertisement Media: Media Plan, Type and Choice Criteria, Reach and Frequency of Advertisements, Cost of Advertisements Related to Sales, Media Strategy and Scheduling.

SECTION-B

SECTION-C
Sales Management: Definition and meaning, Objectives, Sales Research, Sales Forecasting, sales Forecasting methods, Sales Planning and control: Goal setting, Performance measurement, diagnosis and corrective actions.

SECTION-D
Sales Organization: Need for sales Organizations, their structure, Sales Managers Functions and responsibilities, planning for major customers and sales Budget. Specific Characteristics of a successful salesman
Developing the sales Force: Recruitment, Selection, Training and Motivation of Sales force.

Suggested Readings:
- Professional Sales Management – Anderson, Hair and Bush
- Sales Management – Richard Rstill Edward W. Cundiff

Note: Latest edition of suggested books may be considered.
PAPER – III: LINUX SERVER MANAGEMENT

Time: 3 Hours  
Max Marks: 75
  Theory:-50  
  Practical: 25

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

(i) The student can use only Non–programmable & Non–storage type calculator.
(ii) Practical exam to be conducted by the external examiner.

Linux Web Server administration:
Introduction to Apache Web Server, Installation of Apache Web Server, Start/Stop and Testing

Linux File & Print Server administration:
Network Information Services (NIS), NIS Installation, NIS - Lab Exercise, NFS - Network File System, NFS Installation, NFS - Lab Exercise, Introduction to SAMBA, Installation of SAMBA, Start/Stop and Testing SAMBA, SAMBA Logging, Performance Tuning of SAMBA, Lab:Setting Samba as Windows PDC

Linux Mail Server administration:
DNS in a Nutshell, Basic DNS Setting (Manually), DNS Setting Using GUI Interface, Basic Sendmail Configuration

Linux Cache Server administration:
Introduction, Installation, Start/Stop Squid, Login, Advertisement Blocking using Adzap, Transparent Proxy, Authentication Proxy, Content Filtering using SquidGuard

Linux Firewall and Security administration:
Introduction to Firewall Security Administration, System & Network Security, Monitoring Your Network, Introduction To Firewall, Setting Up Linux For Firewall, Netfilter and Iptables (Kernel 2.4.x onwards), Configuring IP Accounting.

References:
1. Red Hat Linux Networking & System Admin 3rd Edition Author: Terry Collings, Kurt Wall Publisher: Wiley India Pvt. Ltd.
4. Linux System Administration Author: Tom Adelstein, Bill Lubanovic, Publisher: O'Reilly Media (2007)

# Note: Practical Lab based on Linux Server Administration
BACHELOR OF VOCATION (B.VOC.) (E-COMMERCE AND DIGITAL MARKETING) (SEMESTER-IV)

PAPER – IV: CONTENT MANAGEMENT SYSTEM USING OPEN CART
(PRACTICAL)

Time: 3 Hours
Max. Marks: 75

Note: Practical exam to be conducted by the external examiner.

- What is Opencart and why use it?
- Theme Installation
- Module Installation & Modification
- Set Permalinks
- Customize contact form.
- Use of payment integration and learn to customize
- Use and customization of Forum & Newsletter plugins.
- Working with the Database (Importing, Exporting, Backups etc.).
- Making a back-up of your site.
- Installing and customizing themes and Modules.
- Clear idea and working with templates.
- Adding SEO friendly, using tags and managing them.
- Opencart URL & Menu Structure.
- Make live new project on server.
- Add Products, Categories using Opencart

References:
1. Getting Started with OpenCart Module Development, Rupak Nepali
2. Instant E-commerce with OpenCart: Build a Shop How-to, Murat Yilmaz
3. OpenCart 1. 4 Template Design Cookbook, Tahsin Hasan
Note: Practical exam to be conducted by the external examiner.

SECTION-A
Getting Started with CorelDraw
Corel draw –An overview, menus and tools.
  • Explore the CorelDraw X4 Interface
  • Customize the Workspace
  • Differentiate Between Raster and Vector Graphics

SECTION-B
Creating Graphical Objects
Drawing –lines, shapes .inserting-pictures, objects, tables, templates,

SECTION-C
Adding special effects, Exporting drawings, outlining & filling objects, inserting symbols & Clip arts.

SECTION-D
Working in Corel draw presentation –adjusting the position, resizing, positioning, merging, color shades & shadows .working with advanced effects, special interactive effects.
Creating- business cards, pamphlets, banners, news papers, books. Shortcut keys in Corel draw.
PAPER-VI: E-COMMERCE WEBSITE DEVELOPMENT (PRACTICAL)

Time: 3 Hours     Max. Marks: 75

Note: Practical exam to be conducted by the external examiner.

Development of web portal handling E-Commerce operations
ESL 221 Environmental Studies (Compulsory Paper)

Time: 3 Hrs.  Max. Marks: 100

Teaching Methodologies
The Core Module Syllabus for Environmental Studies includes class room teaching and field work. The syllabus is divided into 8 Units [Unit-I to Unit-VII] covering 45 lectures + 5 hours for field work [Unit-VIII]. The first 7 Units will cover 45 lectures which are class room based to enhance knowledge skills and attitude to environment. Unit-VIII comprises of 5 hours field work to be submitted by each candidate to the Teacher in-charge for evaluation latest by 15 December, 2018.

Exam Pattern:
End Semester Examination- 75 marks
Project Report/Field Study- 25 marks [based on submitted report]
Total Marks- 100

The structure of the question paper being:

Part-A, Short answer pattern with inbuilt choice – 25 marks
Attempt any five questions out of seven distributed equally from Unit-I to Unit-VII.
Each question carries 5 marks. Answer to each question should not exceed 2 pages.

Part-B, Essay type with inbuilt choice – 50 marks
Attempt any five questions out of eight distributed equally from Unit-I to Unit-VII. Each question carries 10 marks. Answer to each question should not exceed 5 pages.

Project Report / Internal Assessment:

Part-C, Field work – 25 marks [Field work equal to 5 lecture hours]
The candidate will submit a handwritten field work report showing photographs, sketches, observations, perspective of any topic related to Environment or Ecosystem. The exhaustive list for project report/area of study are given just for reference:

1. Visit to a local area to document environmental assets: River / Forest/ Grassland / Hill / Mountain / Water body / Pond / Lake / Solid Waste Disposal / Water Treatment Plant / Wastewater Treatment Facility etc.
2. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
3. Study of common plants, insects, birds
4. Study of tree in your areas with their botanical names and soil types
5. Study of birds and their nesting habits
6. Study of local pond in terms of wastewater inflow and water quality
7. Study of industrial units in your area. Name of industry, type of industry, Size (Large, Medium or small scale)
8. Study of common disease in the village and basic data from community health centre
9. Adopt any five young plants and photograph its growth
10. Analyze the Total dissolved solids of ground water samples in your area.
11. Study of Particulate Matter (PM$_{2.5}$ or PM$_{10}$) data from Sameer website. Download from Play store.
12. Perspective on any field on Environmental Studies with secondary data taken from Central Pollution Control Board, State Pollution Control Board, State Science & Technology Council etc.

Unit-I
The multidisciplinary nature of environmental studies
Definition, scope and importance, Need for public awareness  
(2 lectures)

Unit-II
Natural Resources: Renewable and non-renewable resources:
Natural resources and associated problems.
(a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
(b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
(c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
(d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
(e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
(f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
   • Role of an individual in conservation of natural resources.
   • Equitable use of resources for sustainable lifestyles.

(8 Lectures)

Unit-III

Ecosystems
- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

(6 Lectures)

Unit-IV

Biodiversity and its conservation
- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

(8 Lectures)

Unit-V

Environmental Pollution
Definition
- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

(8 Lectures)

Unit-VI

Social Issues and the Environment
- From unsustainable to sustainable development
- Urban problems and related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
• Wasteland reclamation
• Consumerism and waste products
• Environmental Protection Act, 1986
• Air (Prevention and Control of Pollution) Act, 1981
• Water (Prevention and control of Pollution) Act, 1974
• Wildlife Protection Act
• Forest Conservation Act
• Issues involved in enforcement of environmental legislation
• Public awareness

(7 Lectures)

Unit-VII
Human Population and the Environment
• Population growth, variation among nations
• Population explosion – Family Welfare Programmes
• Environment and human health
• Human Rights
• Value Education
• HIV / AIDS
• Women and Child Welfare
• Role of Information Technology in Environment and Human Health
• Case Studies

(6 Lectures)

Unit-VIII
Field Work
• Visit to a local area to document environmental assets
  river/forest/grassland/hill/mountain
• Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
• Study of common plants, insects, birds
• Study of simple ecosystems-pond, river, hill slopes, etc

(Field work equal to 5 lecture hours)

References:

2. Down to Earth, Centre for Science and Environment, New Delhi.
9. State of India’s Environment 2018 by Centre for Sciences and Environment, New Delhi
PART A


PART B

Entrepreneurial Development Programmes: Relevance and achievements, Role of government in organizing such programmes. Critical Evaluation.

Modern technology for entrepreneurship: concept, significance, benefits & avenues; websites, e-portals, wallet, blogs, social networking sites

Suggested Readings

- Kumar, A. et al., Entrepreneurial Development, New Age International Publisher, New Delhi.

Note: Latest edition of suggested books may be considered.
PAPER-II: CONCEPTS OF SOCIAL MEDIA MARKETING

Time: 3 hrs.  
Max. Marks:-75  
Th: 50  
Pr: 25

Note:
1. In theory eight questions are to be set in all. The candidates are required to attempt five of them. All questions are to be of equal marks. The maximum marks of the paper are 50.
2. The student can use only Non–programmable & Non–storage type Calculator.
3. Practical exam to be conducted by the external examiner.

Introduction to Digital Marketing

Google Webmaster Tool
Introduction to Webmaster Tools, Start with the fundamentals, Get your site working on Webmaster Tools, Refine personal and site settings, Manage, monitor and maintain your site, Use the reports and features, Remove Content from Google, Search Traffic & Search Appearance, Google Index & Crawl, HTML Improvements, Sitemaps, Crawl Rate, Crawl Errors and Crawl Stats, Blocked URL’s and Fetch as Google, Add and verify your new site to Webmaster Tools

Google Analytics
Introduction to Google Analytics, How Google analytics works? Understanding Google Analytics Account Structure, Starting with Google analytics, How to set up analytics account, How to add analytics code in website, Understanding goals and conversions, How to setup goals?
Understanding different types of goals, Understanding bounce & bounce rate, Difference between exit rate & bounce rate, How to reduce bounce rate?
Understanding filters & segments? How to set up filters & segments? How to view customized reports?
Monitoring traffic sources, Monitoring traffic behaviour

SMO (Social Media Optimization) – Facebook, Twitter, YouTube
Introduction to Social Media, Types of Social Media, How Social Media is affecting Google Search, How to choose right social media, Integrating social media into your website and blogs, Facebook Marketing, Introduction to Facebook, Difference between Profiles, Places, Groups and Pages, Social media and communications strategy, Facebook Connect (Like, Share, Comment), Facebook pages (Creating, Managing, Retention), Pages (Dos & Don’ts), Facebook Apps, Measuring and Monitoring, Sponsored Stories, Latest trends, Advantages and Challenges
Twitter Marketing
Introduction to Micro blogging and Twitter, Twitter Demographics, Use for reputation, promotion, sales, conversing, Who to follow, Tweeting, Searching tweets and users, Measuring Influence, Tools, Tracking Code, Twitter Account Promotion, How to Shorten and Measure your URLs.

Google + Marketing

Email Marketing
Introduction to Email Marketing, How Email Marketing Works, Sending Email.
PAPER – III: E-COMMERCE-LAW AND PRACTICES

Time: 3 Hours\hspace{1cm} Max. Marks: 75

Note:
1. The paper setter is required to set eight questions in all and the candidates will be required to attempt any five questions out of these eight questions. All questions will carry equal marks.
2. The student can use only Non–programmable & Non–storage type Calculator.

PART A

The Indian Contract Act, 1872

The Sale of Goods Act, 1930
Contract of sale, meaning and difference between sale and agreement to sell., Conditions and warranties, Performance of contract of sale , Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

PART B

Cyber Laws (Information Technology) Act 2000
a) Definition b) Digital signature c) Electronic governance d) Attribution, acknowledgement and dispatch of electronic records e) Regulation of certifying authorities f) Digital signatures certificates g) Duties of subscribers h) Penalties and adjudication i) Appellate Tribunal j) Offences

Consumer Protection Act: Definitions, objectives, redressal machineries

Suggested Readings


Note: Latest edition of suggested books may be considered.
PAPER-IV: PROGRAMMING IN JAVA

Time: 3 Hours

Max. Marks: 75
50 (TH)
25 (Pr.)

Note:
1. In theory eight questions are to be set in all. The candidates are required to attempt five of them. All questions are to be of equal marks. The maximum marks of the paper is 50.
2. The student can use only Non-programmable & Non-storage type Calculator.
Note: Practical exam to be conducted by the external examiner.

UNIT-I

UNIT-II
Classes & Methods, constructors, Inheritance & Polymorphism. Packages & Interfaces, Multithreading in Java.

UNIT-III
Exception Handling, String handling in Java & Input/output in Java, Java Servelets.

References:
Note: Practical exam to be conducted by the external examiner.
Planning and Implementing a Digital marketing campaign
PAPER-I: SUPPLY CHAIN MANAGEMENT

Time: 3 Hours
Max. Marks: 75

Note:
1. The paper setter is required to set eight questions in all and the candidates will be required to attempt any five questions out of these eight questions. All questions will carry equal marks.
2. The student can use only Non-programmable & Non-storage type Calculator.

PART A

SCM- Definition- Objectives- Evolution- need- Issues involved in developing SCM Framework- Types. SCM activities- Constituents- Organisation.

Forecasting- Importance, Different kinds of Forecasting Techniques in Estimating Demands, Methods used to Determine accuracy of forecast, Sourcing and vendor selection, Routing and route Sequencing.

PART B

Inventory Management, EOQ, Minimum Level and Safety Stock, Reordering level, Maximum level, Rational of Discounts of Bulk Purchase, Uncertainty and Inventory management, Lead Time Uncertainty and Product availability. Innovations in Supply chain management.


Books for reference:
- Supply Chain Management, Kulkarni Sarika& Sharma Ashok
- Supply Chain Management concept and cases, Rahul V

Note: Latest edition of suggested books may be considered.
PAPER-II: CUSTOMER RELATIONSHIP MANAGEMENT

Time: 3 Hours  Max. Marks: 75

Note:
1. The paper setter is required to set eight questions in all and the candidates will be required to attempt any five questions out of these eight questions. All questions will carry equal marks.
2. The student can use only Non-programmable & Non-storage type Calculator.

PART A


CRM: overview and evolution of the concept, CRM and relationship marketing, CRM strategy, importance of customer divisibility in CRM, customer mental process, customer satisfaction Index.

PART B

Building customer value: satisfaction and loyalty, total customer satisfaction, cultivating customer relationship, rural customer relations, sales force automation, contact management, concept, enterprise marketing management, core beliefs, CRM in India.

Value chain: concept, integration business management, benchmarks and metrics, culture change, alignment with customer Eco system, vendor selection. Establishing customer relationship on the internet, technology issues in CRM implementation.

Suggested Readings:


Note: Latest edition of suggested books may be considered.
PAPER-III: ANDROID APPLICATION DEVELOPMENT

Time: 3 Hours
Max. Marks: 75

50 (Th)
25 (Pr)

Note:
1. In theory eight questions are to be set in all. The candidates are required to attempt five of them. All questions are to be of equal marks. The maximum marks of the paper are 50.
2. The student can use only Non-programmable & Non-storage type Calculator.
3. Practical exam to be conducted by the external examiner.

Part A

Introduction to Android
A little Background about mobile technologies
Overview of Android - An Open Platform for Mobile development Open Handset Alliance
What does Android run On – Android Internals? Why to use Android for mobile development?

Developing for Android: My First Android Application
How to setup Android Development Environment. Android development Framework - Android-SDK
Eclipse Emulators – What is an Emulator / Android AVD?
Creating & setting up custom Android emulator
Android Project Framework
My First Android Application

Android Activities and UI Design
Understanding Intent, Activity, Activity Lifecycle and Manifest Creating Application and new Activities
Expressions and Flow control, Android Manifest Simple UI -Layouts and Layout Properties, Fundamental Android UI Design
Introducing Layouts, Creating new Layouts, Drawable Resources Resolution and density independence (px,dip,dp,sip,sp)
XML Introduction to GUI objects viz. Push Button, Text / Labels, Edit Text, Toggle Button, Weight Sum Padding, Layout Weight

Advanced UI Programming
Event driven Programming in Android (Text Edit, Button clicked etc.)
Creating a splash screen Event driven Programming in Android
Android Activity Lifecycle
Creating threads for gaming requirement
Understanding the Exception handler
Toast, Menu, Dialog, List and Adapters
What is Menu?
Custom vs. System Menus
Creating and Using Handset menu Button (Hardware)
What is Android Themes What is Dialog? How to create an Alter Dialog?
What is Toast in Android?
List & Adapters
Manifest.xml File Update

Part B

Multimedia Programming using Android
Multimedia audio formats - Creating and Playing
Multimedia audio formats - Kill / Releasing (Memory Management) How to associate audio in any application
How to associate video playback with an event

Database - SQLite
Introducing SQLite
SQLite Open Helper and creating a database Opening and closing a database
Working with cursors Inserts, updates, and deletes

Notifications
Notification Manager
Pending Intent Notifications (Show and Cancel)

How to develop your own custom made Web Browser
How to use Webview object in XML Permission for using the Internet

Android Development using other Tools
Other ways to Develop Android Applications
Graphics / Game development using Adobe CS5.5 Flash How to render .apk file from Adobe Flash

Testing and Debugging Android Application
Role and Use of Dalvik
Debug Monitor Server (DDMS) How to debug android application
Use of Step Filters, Breakpoints, Suspend and Resume
How to use LogCat (Verbose, Debug, Info, Warn, Error, Assert) Use of Perspectives

Installation of .apk
How to install .apk into your Android Mobile.

References:
1. Android Programming: The Big Nerd Ranch Guide (Big Nerd Ranch Guides), 2013 by Bill Phillips and Brian Hardy
2. Professional Android 4 Application Development, 2012 by RetoMeier
PAPER-IV: SEARCH ENGINE OPTIMIZATION

Time: 3hrs.  Max. Marks: 75
Theory: 50  Practical: 25

1. The paper setter is required to set eight questions in all and the candidates will be
required to attempt any five questions out of these eight questions. All questions will
carry equal marks.

2. The student can use only Non-programmable & Non-storage type calculator.

Note: Practical exam to be conducted by the external examiner.

Part-A

Understanding SEO: Search engine basics, creating an SEO Plan
Search strategies: Building your site for SEO, keywords and your website, Pay-per-click
and SEO, Maximizing Pay-per-click strategies, increasing keyword success, understanding
and using campaign targeting, managing keyword and pay-per-click campaigns, keyword
tools and services, tagging your website, understanding the role of links and linking.

Optimizing Search Strategies: Adding your site to directories, pay-for-inclusion services,
robots, spiders and crawlers, adding social media optimization, plugging in to SEO, automated optimization

Part-B

Maintaining SEO
What is SEO, What are Search Engines, Introduction to SERP, How Search Engine work?, What are Keywords & Different types of keywords, Keywords Research & Analysis, Keywords Research Tool
(Google Keyword Planner), Search Operator, Punctuation & Symbols, On page optimization, Keywords Optimization, Contents Optimization, Understand Your audience for content planning, Website Navigation, Title, Meta Description Tags, Alt Tag, Meta Robot Tags, Robot.txt, Using Google Webmaster Tool & Website Verification, Sitemap Creation and Submission in Webmaster Tool, Off-Site Optimization, Directory, Book marketing, Article & Press Release submissions, Blog & Forum Postings

SEM (Search Engine Marketing)
Key Concepts of SEM, SEO vs. SEM, AdWords and AdSense, What is pay-per-click, Google AdWords Account Structure, Benefits and Features of AdWords, Keywords Research & Planning, Match Types: Board, Phrase, Exact & Negative Match, Cost-Per-Click, Impression, Click through Rate, quality score, Ad Rank, Ad Extensions: Location, Site Links, call etc., Creating a Campaign, Setting Bids and Budgets, Campaign Management, Google Search and Display Network, Language & Location Targeting, Mobile Targeting, Keyword Targeting, Placement Targeting, Text Ads, Image Ads, Video Ads, Mobile Ads, Writing Ad Copy, Shopping Campaign Setup, Google Merchant Centre, Reporting and Analysis, Google Ad Words Tools, Display Planner, Ad Preview and Diagnosis, My Client Centre

References:
1. Search Engine Optimization Bible, Jerri L. Ledford, Wiley Publishing
BACHELOR OF VOCATION (B.VOC.) (E-COMMERCE AND DIGITAL MARKETING) (SEMESTER-VI)

PAPER–V: PROJECT

Max. Marks: 100

Note: Practical exam to be conducted by the External Examiner.

General Instructions:

1. A software module based on the work done in the entire course is to be developed.
2. The soft copy of the module shall be submitted to the College/Institute till April 30 of the respective semester.
3. The software module shall be developed in groups, consisting of at most two students in a group.
4. The respective college shall depute guide(s)/supervisor(s) under whose supervision the software module shall be developed. The guide/supervisor shall clarify that the work done is original & authenticated. The certificate found to be incorrect at any stage shall attract the proceedings against all the stakeholders, as per the University rules.
5. The evaluation of the module shall be done as per the common ordinance of UG/PG w.e.f. 2012–2013 under semester system.