No. PS 2059 - 70 SS 11185 IV

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Controller of Examinations, Panjab University, Chardigath Duted [8/2] 16

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On the approval of Vice-Chancellor you are offered an assignment of Paper-Setter

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201 subject to the condition that

- (a) None of your relations* is appearing in this examination.
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- case the duration of the course is of one year and two preceding years in case the duration of the course is of one year and two preceding years in case the duration of the course is of one year and two preceding years in case the duration of the course is of two or those years. (This shall not apply to Internal Examiners).
- (e) You have not attained the age of 65.
- You have taught this subject in an affiliated institution.
- You possess Toyears' teaching experience in affiliated institutions. (The condition of 10 years' teaching experience has, however, been relaxed to 5 years in the case of University Professors.)
- (h) No candidate, residing with you or privately coached by you, is appearing in this examination
- You have not been disqualified for any negligence on your part for any work assigned to you be one provided the period of disqualification is already over.
- (i) You are teaching the paper for which you have been appointed as Internal Examiner application.

 Examiners only).

If you fulfil the above conditions and are willing to accept the appointment, kindly convey your consent to Departure (Secrecy), Panjab University, Chandigarh-160014, immediately on the printed form for the purpose profess per return mail. Also please set the question papers and prepare two copies of each question paper (i.e. one Press Copy and are office copy) thereof on the enclosed forms and send the same along with relevant Certificates (by registered post to be a sense of Examinations, Panjab University, Chandigarh-160014 (BY NAME) so as to reach him latest by IMMEDIATELY is the present envelopes, each duly closed and senied with adhesive type properly with your signature stamp/seni

In case, you do not fulfil any of the conditions mentioned above, kindly to inform this office about the office about the material supplied to you should also be returned immediately, so that alternative arrangement has any delay

The enclosed envelopes must, on no account, be used for any other purposes such as the submission of available other correspondence of confidential nature relating to the questions set or being set, must be despatched by registered point scaled double covers, marked "MOST CONFIDENTIAL" and the outer cover be addressed to the Controller of fiveness to be passed.

PRINCIPAL
SRI AUROBINDO COLLEGE OF
COMMERCE & MANAGEMENT
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PANJAB UNIVERSITY

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	William	ontroller of Examinations, njab University, Dated 19/10/	D
From	Co	ontroller of Examinations, njab University,	
		andigarh	
	Ph.	No 0177-2541667	
To		Kindly Set / Lo Se Question Papers	ets of
		(Dr. Mayorest Kaus	
		Ludhiana	
Dear S	ir/Mada	ат,	
of	On	the approval of Vice-Chancellor you are offered an assignment of Paper-Setter in the su	bject
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Option		for the B. Com. 3rd Jem	
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	(a)	None of your relations* is appearing in this examination.	
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	(4)	appointment as Paper-Setter/Examiners.	
	(d)	You are neither teaching nor have taught this particular course to the class, during one preceding year in	
		case the duration of the course is of one year and two preceding years in case the duration of the course i	s of
	(e)	two or more years. (This shall not apply to Internal Examiners).	
	(f)	You have not attained the age of 65.	
	(r) (g)	You have taught this subject in an affiliated institution.	
	(5)	You possess 10 years' teaching experience in affiliated institutions. (The condition of 10 years' teaching	hing
	(h)	experience has, however, been relaxed to 5 years in the case of University Professors.)	
	(1)	No candidate, residing with you or privately coached by you, is appearing in this examination.	
	(•)	You have not been disqualified for any negligence on your part for any work assigned to you by this University of the control	ersity
	0	or provided the period of disqualification is already over.	
		You are teaching the paper for which you have been appointed as Internal Examiner (applicable to Internal Examiners only).	
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PRINCIPAL SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT LUDHIANA

Option		5146 - 3206 /SS-III/SS-IV Dated 5/2/18
Panjab University, Chandigath Ph. No. 0172-2541667 To Dear Sir/Madam, On the approval of Vice-Changellor you are offered an assignment of Paper-Setter in the subject of Paper Ban 225		Controller of Co.
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On the approval of Vice-Changellor you are offered an assignment of Paper-Setter in the subject of BBA: 225 ' Grands and Set Vice Tax CG9T) Option for the BBA 44h Sem (a) None of your relations* is appearing in this examination. *Wife, husband, son, daughter, brother, sister, father, mother, wife's brother, wife's sister, husband's father, husband's sister/brother, nephew, niece, grand-son, grand-daughter, son-in-law, daughter-in-law. (b) You have not written or revised any book relating to the paper for use of candidates for the examination. (This does not apply to Honours, Post Graduate, Engineering, medical, Practical examinations as well as Internal Examiners). (c) Persons who are authors of a book/s which has/have not been approved by DUI/D.P.I., are not eligible for appointment as Paper-Setter/Examiners. (d) You are neither teaching nor have taught this particular course to the class, during one preceding year in the case the duration of the course is of one year and two preceding years in case the duration of the course is of two or more years. (This shall not apply to Internal Examiners). (e) You have not attained the age of 65. You have taught this subject in an affiliated institution. (g) You possess 10years' teaching experience in affiliated institutions. (The condition of 10 years' teaching experience has, however, been relaxed to 5 years in the case of University Professors.) (h) No candidate, residing with you or privately coached by you, is appearing in this examination. You have not been disqualified for any negligence on your part for any work assigned to you by this University or provided the period of disqualification is already over. You are teaching the paper for which you have been appointed as Internal Examiner (applicable to Internal Examiner sonly). If you fulfil the above conditions and are willing to accept the appointment, kindly convey your consent to Denuty.		()
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Assistant Registrar (Secrecy), Panjab University, Chandigarh-160014, immediately on the printed form for the purpose, preferably per return mail. Also please set the question papers and prepare two copies of each question paper (i.e. one Press Copy and other office copy) thereof on the enclosed forms and send the same alongwith relevant Certificates (by registered post) to the Controller of Examinations, Panjab University, Chandigarh-160014 (BY NAME) so as to reach him latest by IMMEDIATELY in the prescribed envelopes, each duly closed and sealed with adhesive tape properly with your signature stamp/seal.

In case, you do not fulfil any of the conditions mentioned above, kindly to inform this office about the same, by return of post. The material supplied to you should also be returned immediately, so that alternative arrangement may be made without any delay.

The enclosed envelopes must, on no account, be used for any other purposes such as the submission of award lists etc. All other correspondence of confidential nature relating to the questions set or being set, must be despatched by registered post, by name.

PRINCIPAL
SRI AUROBINDO COLLEGE OF
COMMERCE & MANAGEMENT
LUDHIANA

P.T.O.

No.PS/_3_	146-3206/ss-111/ss-1V	Dated_8/2/18
Par Cha Ph.	ontroller of Examinations, njab University, nandigarh . No. 0172-2541667	Kindly Set The Sets of
Ть <u>(/</u>	Dr. Menpreed kame	Question Papers
Dear Sir/Mad	dam.	
	the approval of Vice-Chancellor you are offered an assign	nment of Paper-Setter in the subject
Paper B	BBA 125: Psychology for Me	negers
Option	for the BBA	and Sem.
	held in May Apr 2018, as well as 20) subject to the condition that :
(a)	None of your relations is appearing in this examination. Wife, husband, son, daughter, brother, sister, father, mother, father, husband's sister/brother, nephew, niece, grand-son, grand-da	wife's brother, wife's sister, husband's
(р)	You have not written or revised any book relating to the paper for us does not apply to Honours, Post Graduate, Engineering, medical, P	ractical examinations as well as Interne
(6	Persons who are authors of a book/s which has/have not been approappointment as Paper-Setter/Examiners.	oved by DUI./D.P.I., are not eligible for
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at mine!	AL	P.T.O.
	PRINCIPAL SRI AUROBINDO COLLEGE OF	
	COMMERCE & MANAGEMENT	
	LUDHIANA	

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From	Cor	ntroller of Examinations, ujab University, undiversity,	r
	Cha	Indigarh No. 0172-2541667	
То	_(Dr. Manpreet tan Question Papers	ets of
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Dear Si	ir/Mada	***	
of	On 1	the approval of Vice-Chancellor you are offered an assignment of Paper-Setter in the su	ıbject
Paper Option	80	M- 306: Goods and Services Tax (801)	
	n he he	Id in Oct Nov 2010 as well as	
CAGIII. W		201 , subject to the condition that	
	(a)	*Wife, husband, son, daughter, beet	
	(b)	father, husband's sister/brother, nephew, niece, grand-son, grand-daughter, son-in-law, daughter-in-law. You have not written or revised any book relating to the paper for use of candidates for the examination. (The Examiners).	
	(c)	Persons who are authors of a book/s which has/have not been approved by DUI /D BL are not all the	nai for
	(d)	appointment as Paper-Setter/Examiners. You are neither teaching nor have taught this particular course to the class, during one preceding year in case the duration of the course is of one year and two preceding years in case the duration of the course	n the
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All other	The er correct doub	enclosed envelopes must, on no account, be used for any other purposes such as the submission of award lisespondence of confidential nature relating to the questions set or being set, must be despatched by registered ble covers, marked 'MOST CONFIDENTIAL' and the outer cover be addressed to the Controller of Examination	sts etc. I post, ations,
		P.T	r.O.

SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT LUDHIANA

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PANJAB UNIVERSITY /SS-III/SS-IV From Controller of Examinations, Panjab University, Chandigarh Ph. No. 0172-2541667 Kindly Set To **Question Papers** Dear Sir/Madam, On the approval of Vice-Chancellor you are offered an assignment of Paper-Setter in the subject Paper Option for the Exam. to be held in as well as 201, subject to the condition that: None of your relations* is appearing in this examination. (a) *Wife, husband, son, daughter, brother, sister, father, mother, wife's brother, wife's sister, husband's father, husband's sister/brother, nephew, niece, grand-son, grand-daughter, son-in-law, daughter-in-law. You have not written or revised any book relating to the paper for use of candidates for the examination. (This (b) does not apply to Honours, Post Graduate, Engineering, medical, Practical examinations as well as Internal Examiners). (c) Persons who are authors of a book/s which has/have not been approved by DUI./D.P.I., are not eligible for appointment as Paper-Setter/Examiners. (d) You are neither teaching nor have taught this particular course to the class, during one preceding year in the case the duration of the course is of one year and two preceding years in case the duration of the course is of two or more years. (This shall not apply to Internal Examiners). You have not attained the age of 65. (e) (f) You have taught this subject in an affiliated institution. (g) experience has, however, been relaxed to 5 years in the case of University Professors.)

You possess 10 years' teaching experience in affiliated institutions. (The condition of 10 years' teaching

(h) No candidate, residing with you or privately coached by you, is appearing in this examination.

- (i) You have not been disqualified for any negligence on your part for any work assigned to you by this University or provided the period of disqualification is already over.
- **(j)** You are teaching the paper for which you have been appointed as Internal Examiner (applicable to Internal Examiners only).

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SRI AUROBINDO COLLEGE OF **COMMERCE & MANAGEMENT** LUDHIANA

P.T.O.

It is requested that the question paper(s) be supplied in duplicate and written distinctly in your own hand-writing or typed personally. The instructions regarding writing of Press Copies and Office Copies of the question paper(s), which have been mentioned in the enclosed forms, should be followed meticulously.

You will be paid paper-setting fee @ Rs. per question paper. Five percent deduction will be made from your remuneration for the Teachers Holiday Home Fund.

IMPORTANT NOTE

- Both the Press Copy and the Office Copy be put in envelope 'A' and send to Controller of Examinations, P.U., Chandigarh by name.
- In case the envelope(s) (Inner envelopes marked 'A' as well as Outer-envelope marked (B) of the question (ii) paper(s) are not properly sealed by the paper-setter or if the same are not placed securely inside the outer craft paper cloth lined cover or received in open condition, the seme are likely to be rejected by the Controller of Examinations.
- IF THE CANDIDATES ARE TO BE SUPPLIED WITH ANY SPECIAL MATERIAL VIZ LOGARITHMIC/ (iii) MATHEMATICAL/STATISTICAL/ANY OTHER TABLES, CALCULATORS (SIMPLE WITH FOUR FUNDAMENTAL OPERATIONS OR SCIENTIFIC, GRAPH PAPERS, BROWN PAPER. ETC.) A CLEAR NOTE TO THAT EFFECT SHOULD BE MADE IN COLUMN 8 OF THE OFFICE COPY AND IT SHOULD ALSO BE MENTIONED IN THE QUESTION PAPER IN THE FORM OF A SEPARATE NOTE THAT THE CANDIDATES MAY ASK FOR IT FROM THE SUPERINTENDENT OF EXAMINATION CENTRE. THE PAPER SETTER SHOULD INVARIABLY ENSURE THAT THE MAP/S WHEREVER REQUIRED IN THE QUESTION PAPER ARE ATTACHED ACCORDINGLY. THE DIMENSION OF SUCH MAP/S SHOULD ALSO NOT INCREASE 18 CMS HORIZONTALLY.
- Where a question paper is required to be set jointly by two or more Examiners, it should be forwarded to the (iv) Controller of Examinations, by name, in the final form after the office copy has been signed by all the papersetters concerned. Every detail with regard to the setting of question paper should be settled by them through correspondence under registered-post covers. The procedure to be followed is further set forth in para I of General Instructions to paper-setters and Head-Examiners.
- The Examiners should inform the Deputy/Assistant Registrar (Secrecy) Panjab University, Chandigarh by (v) name, per registered post, whenever there is any change in their addresses (i.e. office as well as Residential address).

Your cooperation in setting and providing the question paper(s) to the Controller of Examinations (by name) well in time, will be highly appreciated.

Yours faithfully,

Assistant Registrar (Secrecy)

Enclosures :-

- General Instructions to Paper-setters/Examiners.
- 2. Syllabus etc.
- Willingness/Acceptance Form 3.
- 4. Certificates 'A' & 'B'
- Inner and outer envelopes for question-paper(s).
- 6. Blank sheets for Office Copy.
- 7. Blank sheets for Press Copy.
- Last year's question-paper/Model Question Paper. 8. 9.

Note:- The last years question-paper which is being sent to you is only a specimen to indicate the general standard of the examination. It is not meant to indicate the courses of study or the syllabus etc. for which reference should be made to the presscribed syllabus which is being sent herewith.

PANJAB UNIVERSITY, CHANDIGARH (Banking, Insurance of abus and course of reading in the subject B. Voc. I Maximum Marks: Examination: December,2018 Time Allowed: 03 Hours RPORTART NOTE: The paper setter is requested to set the question papers strictly According to the syllabus given below: B. Voc (Booking, Insurance & Retailing) 5th Semester Paper Title: MARKETING MANAGEMENT Credits: 6 Paper Code: BIR-505

Job Role: Marketing Analys

Dijective: The paper aims at making students to understand basic concepts, philosophies, process and techniques of marketing.

Instructions:

1. The syllabus of this paper has been divided into FOUR units.

2. Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.

3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.

4. All questions carry equal marks.

Introduction to Marketing: Meaning, Nature and Scope of Marketing, Marketing Philosophies,

Marketing Process, Marketing Mix. Marketing Research: Meaning, Importance, Marketing Research Process.

Consumer Buying Behaviour: Factors influencing Buying Behaviour, Buying Decision Process.

Unit-II

Market Segmentation: Levels 27 Patterns of Market Segmentation, Major Segmentation Variables for Consumer Markets, Concepts of Market Targeting and Positioning. Product Planning and Market Strategies: Product Life Cycle, New Product Development Process, Product Classification, Concept of

Branding, Packaging and Labeling.

SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT

Contal Page - 2

LUDHIANA

BIR-505

UNIT - III

Pricing Decision: Pricing Policies and Strategies. Distribution Decisions: Cnannel Design Decisions, Major Channel Alternatives, Channels Management Decision, Causes and Managing Channel Conflict, Physical Distribution.

Unit IV

Promotion Decisions: Communication Process. Promotion Tools: Advertising, Sales Promotions, Public Relations, Personal Selling. Emerging Trends and Issues in Marketing: Concepts of Direct Marketing, On-line Marketing, Green Marketing, Retail Marketing and Customer Relationship Marketing.

Suggested Readings:

1. Czinkota, M.R. and Kotabe.M., Marketing Management, Vikas Publishing, New Delhi.

2. Kotler, P., Marketing Management: Analysis, Planning, Implementation & Control, Prentice Hall of India, New Delhi.

3. Perreault, W.D. and Jerome, E.M., Basic Marketing, Tata McGraw Hill, New Delh.

4. Ramaswamy, V.S. and Namakumari, S., Marketing Management: Planning, Control, MacMillan Press, New Delhi.

5. Zikmund, A., Marketing, Thomson Learning, Mumbai.

Office Superintendent (Secrecy) Panjab University Chandigarh-160014

		PANJAB UNIVERSITY
No PS/	1159	1-631 /ss-III/ss-IV Dated 17/4/1
From	Control	ler of Examinations, University,
То		1r. Jinesh Kumas. Kindly Set One Sets of Question Papers
		Colh
Dear Sir	/Madam,	
of		e approval of Vice-Chancellor you are offered an assignment of Paper-Setter in the subject
Paper_	BIK	for the B. Voc (Banking, Insurance &
Exam. t	o be held	in 201, as well as 201, subject to the condition that: 2
	(a)	None of your relations* is appearing in this examination. *Wife, husband, son, daughter, brother, sister, father, mother, wife's brother, wife's sister, husband's father, husband's sister/brother, nephew, niece, grand-son, grand-daughter, son-in-law, daughter-in-law.
	(b)	You have not written or revised any book relating to the paper for use of candidates for the examination. (This does not apply to Honours, Post Graduate, Engineering, medical, Practical examinations as well as Internal Examiners).
	(c)	Persons who are authors of a book/s which has/have not been approved by DUI./D.P.I., are not eligible for
	(d)	appointment as Paper-Setter/Examiners. You are neither teaching nor have taught this particular course to the class, during one preceding year in the case the duration of the course is of one year and two preceding years in case the duration of the course is of two or more years. (This shall not apply to Internal Examiners).
	(e)	You have not attained the age of 65.
	(f)	You have taught this subject in an affiliated institution.
	(g)	You possess 10 years' teaching experience in affiliated institutions. (The condition of 10 years' teaching experience has, however, been relaxed to 5 years in the case of University Professors.)
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	If you	fulfil the above conditions and are willing to accent the appointment, kindly convey your consent to Deputy/

If you fulfil the above conditions and are willing to accept the appointment, kindly convey your consent to Deputy/ Assistant Registrar (Secrecy), Panjab University, Chandigarh-160014, immediately on the printed form for the purpose, preferably per return mail. Also please set the question papers and prepare two copies of each question paper (i.e. one Press Copy and other office copy) thereof on the enclosed forms and send the same alongwith relevant Certificates (by registered post) to the Controller of Examinations, Panjab University, Chandigarh-160014 (BY NAME) so as to reach him latest by IMMEDIATELY in the prescribed envelopes, each duly closed and sealed with adhesive tape properly with your signature stamp/seal.

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PRINCIPAL SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT P.T.O.

LUDHIANA

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You will be paid paper-setting fee @ Rs. ______per question paper. Five percent deduction will be made from your remuneration for the Teachers Holiday Home Fund.

IMPORTANT NOTE

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Yours faithfully,

Assistant Registrar (Secrecy)

Enclosures :-

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- 2. Syllabus etc.
- 3. Willingness/Acceptance Form
- 4. Certificates 'A' & 'B'
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- 7. Blank sheets for Press Copy.
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9.

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PANJAB UNIVERSITY, CHANDIGARH is and course of reading in the subject B Voc

Examination: May,2019

Maximum Marks:

Time Allowed: 03 Hours

MPORTANT NOTE: The paper setter is requested to set the question papers strictly According to the syllabus given below:

B.Voc (Banking, Insurance & Retailing) 2nd Semester

Paper Title: RETAIL STORES AND OPERATION MANAGEMENT

Paper Code: BIR-203

Credits: 6

Job Role: Store Operator/Keeper

Objective: The objective of this course is to introduce students to the basic scope, benefits and types of retailers; and understand the steps involved in designing an appropriate retail organization structure.

Unit-I

Setting up Retail organization, Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design. Unit II:

Store Layout and Space planning, Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.

Unit-III

Store Management, Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers, Store Record and Accounting System, Coding System, Material Handling in Stores,

Unit IV:

Mall Management, Factors influencing Mall establishments. Logistic and Information system, Improved product availability, Improved assortments, Strategies, Quick Response System.

Recommended books

- 1. Swapana Pradhan- Retailing Management
- 2. Dravid Gilbert- Retail Marketing
- 3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan-Retailing
- 4. A. J. Lamba- The Art of Retailing
- 5. Barry Berman, Joel R Evans- Retail Management; A Strategic Approach, Pearson Education, New Delhi

SRI AUROBINDO GOLLEGE OF COMMERCE & MANAGEMENT LUDHIANA

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A pe enclosed forms and send the same along with relevant Certificates (by registered post) to the Controller of Examinations, Panjab University, Chandigarh-160014 (BY NAME) so as to reach him latest by IMMEDIATELY in the prescribed envelopes, each duly closed and sealed with adhesive tape properly with your signature stamp/seal.

In case, you do not fulfil any of the conditions mentioned above, kindly to inform this office about the same, by return of post. The material supplied to you should also be returned immediately, so that alternative arrangement may be made without

The enclosed envelopes must, on no account, be used for any other purposes such as the submission of award lists etc. All other correspondence of confidential nature relating to the questions set or being set, must be despatched by registered post, in sealed double covers, marked 'MOST CONFIDENTIAL' and the outer cover be addressed to the Controller of Examinations, PRINCIPAL

SRI AUROBINDO COLLEGE OF **COMMERCE & MANAGEMENT** LUDHIANA

It is requested that the question paper(s) be supplied in duplicate and written distinctly in your own hand-writing or typed personally. The instructions regarding writing of Press Copies and Office Copies of the question paper(s), which have been mentioned in the enclosed forms, should be followed meticulously.

You will be paid paper-setting fee @ Rs._ 6577 per question paper. Five percent deduction will be made from your remuneration for the Teachers Holiday Home Fund.

IMPORTANT NOTE

- Both the Press Copy and the Office Copy be put in envelope 'A' and send to Controller of Examinations, P.U., (i) Chandigarh by name.
- In case the envelope(s) (Inner envelopes marked 'A' as well as Outer-envelope marked (B) of the question (ii)paper(s) are not properly sealed by the paper-setter or if the same are not placed securely inside the outer craft paper cloth lined cover or received in open condition, the seme are likely to be rejected by the Controller of Examinations.
- IF THE CANDIDATES ARE TO BE SUPPLIED WITH ANY SPECIAL MATERIAL VIZ LOGARITHMIC/ (iii) MATHEMATICAL/STATISTICAL/ANY OTHER TABLES, CALCULATORS (SIMPLE WITH FOUR FUNDAMENTAL OPERATIONS OR SCIENTIFIC, GRAPH PAPERS, BROWN PAPER, ETC.) ACLEAR NOTE TO THAT EFFECT SHOULD BE MADE IN COLUMN 8 OF THE OFFICE COPY AND IT SHOULD ALSO BE MENTIONED IN THE QUESTION PAPER IN THE FORM OF A SEPARATE NOTE THAT THE CANDIDATES MAY ASK FOR IT FROM THE SUPERINTENDENT OF EXAMINATION CENTRE. THE PAPER SETTER SHOULD INVARIABLY ENSURE THAT THE MAP/S WHEREVER REQUIRED IN THE QUESTION PAPER ARE ATTACHED ACCORDINGLY. THE DIMENSION OF SUCH MAP/S SHOULD ALSO NOT INCREASE 18 CMS HORIZONTALLY.
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- The Examiners should inform the Deputy/Assistant Registrar (Secrecy) Panjab University, Chandigarh by (v) name, per registered post, whenever there is any change in their addresses (i.e. office as well as Residential address).

Your cooperation in setting and providing the question paper(s) to the Controller of Examinations (by name) well in time. will be highly appreciated.

ours faithfully

- General instructions to Paper-setters/Examiners.
- Syllabus etc.
- Willingness/Acceptance Form;
- 4 Certificates 'A' & 'B'
- 5. Inner and ower envelopes for question-paper(s).
- Blank sheets for Office Copy.
- Biank shorts for Press Copy.
- Lan yen 's cuestion-pager/Made' Question Paper.

Note: The last years question paper which is being sent to you is only a specimen to indicate the general standard of the exectingulum, it is not arount to indicate the courses of study or the syllabus etc. for which reference should be made to the presscribed syllabus which is being sent herewith.

PANJAB UNIVERSITY, CHANDIGARH

Syllabus and course of reading in the subject	B. Voc.
Paper GEN-401: Environmental	Studies
For B. Voc (Generic Component	s (Common to All)
Examination May 2019	Maximum Marks 80 Time Allowed 3 Hours

IMPORTANT NOTE: The paper setter is requested to set the question papers strictly According to the syllabus given below.

* GEN 401 - ENVIRONMENTAL STUDIES

Objective: The objective of the paper is to understand the basic concepts of the natural environment, to identify the different sources of pollution and their related effects, and to have awareness about the conservation strategies and laws followed in India.

Instructions:

- The syllabus of this paper has been divided into FOUR units.
- Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.
- · The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.
- All questions carry equal marks.

UNIT I

Basics of environment: Introduction, concept of biosphere—lithosphere, hydrosphere, atmosphere. Ecology, types of ecosystems, natural resources-types, importance, conservation.

UNIT II

Renewable and non-renewable resources. Concept of sustainable development, Biodiversity; definition, hotspots, national parks, biosphere reserves, wildlife sanctuaries.

UNIT III

Pollution: Air, water, soil, noise and marine, Natural and anthropogenic sources of pollution. Effects of different types of pollutions Primary and secondary pollutants. Radioactive and thermal pollution. Acid rain.

UNIT IV

Global environment issues: Ozone depletion, global warming and climatic change. Environmental conservation strategies and projects in India, Ganga action plan, Yamuna action plan, Project tiger etc. Environmental laws in India.

Books Recommended:

- 'Ecology Principles and Applications' by Chapman and Reiss, Cambridge University Press, Cambridge, U.K., 2004
- 'Basic Environmental Biotechnology' by G.E. Omenn, Plenum Press, N.Y., 1987.
- 'Environmental Challenges and Solutions' by Robert Jr. Cabin.
- 'Global Environmental Change and Land Use' by H.J.T.M Harmaan, Jan Verhagen, C.A. Rovers, Springer, 2003.
- 'A Textbook of Environment Science' by Thakur Vidya, Scientific Publishers, 2012.
- 'Living in the Environment: Principles, Connections, and Solutions' by Jr., G. Tyler

SRI AUROBINDO COLL COMMERCE & MANAG

LUDHIANA

No.PS/_	217	29-738/ss-III/ss-IV Dated 18/10/19
From		ler of Examinations, University,
	Chandia	
		0172-2541667
То	<u></u>	Dr. Jinesh Kumal Question Papers
		Cdh
D Ci	/\	Great Bright
Dear Sir/	Madam	
	On th	e approval of Vice-Chancellor you are offered an assignment of Paper-Setter in the subject
of	0.0	
Paper	Bi	R-503: Kelail Envisonment in Indie
Option_		for the B. Voc (BIR) 5th Sem
Exam. to	be held	in Oct Na 201 g, as well as201 , subject to the condition that :
	(a)	None of your relations* is appearing in this examination. *Wife, husband, son, daughter, brother, sister, father, mother, wife's brother, wife's sister, husband's father, husband's sister/brother, nephew, niece, grand-son, grand-daughter, son-in-law, daughter-in-law.
	(b)	You have not written or revised any book relating to the paper for use of candidates for the examination. (This does not apply to Honours, Post Graduate, Engineering, medical, Practical examinations as well as Internal Examiners).
	(c)	Persons who are authors of a book/s which has/have not been approved by DUI./D.P.I., are not eligible for appointment as Paper-Setter/Examiners.
	(d)	You are neither teaching nor have taught this particular course to the class, during one preceding year in the case the duration of the course is of one year and two preceding years in case the duration of the course is of two or more years. (This shall not apply to Internal Examiners).
	(e)	You have not attained the age of 65.
	(f)	You have taught this subject in an affiliated institution.
	(g)	You possess 10years' teaching experience in affiliated institutions. (The condition of 10 years' teaching experience has, however, been relaxed to 5 years in the case of University Professors.)
	(h)	No candidate, residing with you or privately coached by you, is appearing in this examination.
	(i)	You have not been disqualified for any negligence on your part for any work assigned to you by this University or provided the period of disqualification is already over.
	(i)	You are teaching the paper for which you have been appointed as Internal Examiner (applicable to Internal Examiners only).

If you fulfil the above conditions and are willing to accept the appointment, kindly convey your consent to Deputy/ Assistant Registrar (Secrecy), Panjab University, Chandigarh-160014, immediately on the printed form for the purpose, preferably per return mail. Also please set the question papers and prepare two copies of each question paper (i.e. one Press Copy and other office copy) thereof on the enclosed forms and send the same along with relevant Certificates (by registered post) to the Controller of Examinations, Panjab University, Chandigarh-160014 (BY NAME) so as to reach him latest by IMMEDIATELY in the prescribed envelopes, each duly closed and sealed with adhesive tape properly with your signature stamp/seal.

In case, you do not fulfil any of the conditions mentioned above, kindly to inform this office about the same, by return of post. The material supplied to you should also be returned immediately, so that alternative arrangement may be made without any delay.

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SRI AUROBINDO COLLEGE OF COMMERCE & MANAGEMENT LUDHIANA

P.T.O.

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You will be paid paper-setting fee @ Rs. 6 5 per question paper. Five percent deduction will be made from your remuneration for the Teachers Holiday Home Fund.

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- (iii) IF THE CANDIDATES ARE TO BE SUPPLIED WITH ANY SPECIAL MATERIAL VIZ LOGARITHMIC/MATHEMATICAL/STATISTICAL/ANY OTHER TABLES, CALCULATORS (SIMPLE WITH FOUR FUNDAMENTAL OPERATIONS OR SCIENTIFIC, GRAPH PAPERS, BROWN PAPER. ETC.) A CLEAR NOTE TO THAT EFFECT SHOULD BE MADE IN COLUMN 8 OF THE OFFICE COPY AND IT SHOULD ALSO BE MENTIONED IN THE QUESTION PAPER IN THE FORM OF A SEPARATE NOTE THAT THE CANDIDATES MAY ASK FOR IT FROM THE SUPERINTENDENT OF EXAMINATION CENTRE. THE PAPER SETTER SHOULD INVARIABLY ENSURE THAT THE MAP/S WHEREVER REQUIRED IN THE QUESTION PAPER ARE ATTACHED ACCORDINGLY. THE DIMENSION OF SUCH MAP/S SHOULD ALSO NOT INCREASE 18 CMS HORIZONTALLY.
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Your cooperation in setting and providing the question paper(s) to the Controller of Examinations (by name) well in time. will be highly appreciated.

Yours faithfully,

Assistant Registrar (Secrecy)

Enclosures :-

- 1. General Instructions to Paper-setters/Examiners.
- 2. Syllabus etc.
- 3. Willingness/Acceptance Form
- 4. Certificates 'A' & 'B'
- 5. Inner and outer envelopes for question-paper(s).
- 6. Blank sheets for Office Copy.
- 7. Blank sheets for Press Copy.
- 8. Last year's question-paper/Model Question Paper.

9.

Note:— The last years question-paper which is being sent to you is only a specimen to indicate the general standard of the examination. It is not meant to indicate the courses of study or the syllabus etc. for which reference should be made to the presscribed syllabus which is being sent herewith.

PANJAB UNIVERSITY, CHANDIGARH

and course of reading in the subject B. Voc. (Banking, Insurance & Retailing)

BTR-503; Retail Environment in India

B. Voc. (Banking, Insurance & Retailing) 5th Sem.

Amination: December, 2019

Maximum Marks: 80

Time Allowed: 03 Hours

2081 ANT NOTE: The paper setter is requested to set the question papers strictly According to the syllabus given below:

B. Voc (Banking, Insurance & Retailing) 5th Semester

Paper Titie: RETAIL ENVIRONMENT IN INDIA

Paper Code: GEN-503

Credits: 6

SRI AUROBINDO COLLEGE OF

COMMERCE & MANAGEMENT

LUDHIANA

Job Role: Retailing Executive

Objective: To aprise the prevailing retail environment in India

Instructions:

1. The syllabus of this paper has been divided into FOUR units.

 Examiner will set a total of NINE questions comprising Two questions from each unit, including Question No. 1 (compulsory) of short answer type covering the whole syllabus.

3. The students are required to attempt one question from each unit and the entire Compulsory Question No. 1.

4. All questions carry equal marks.

Unit I

Global retail market-challenges, Emergence of New Markets, empowered customers, rise of e-age .Retailing Environments in Developing Countries. Theory and Practice of Retail Studies in Developing Countries .

Unit-II

Retail Change and Economic Development. Retail Structure and Change in India The Development of Planned Shopping Centres in India . In Time and Sector Retailing in the India

Unit III

The Indian Retail Environment: A Look at Socio-Cultural Impediments Sector development of Indian retail. Drivers of retail change.

Unit-IV

Barriers to development of the modern retail formats in India. FDI in Indian organized retailing. Future treatment of retail in India.

Practical: Discussion of Case studies in retail industry.

Recommended books

1. Dairs & Ward: Managing Retail Consumption, John Wiley & Sons,

2. C. Bajaj: Retail Management, Oxford Publication.

S. Pradhan; Retailing Management, Tata McGraw Hill. Allan M. Findlay, John A. Dawson, Ronan Paddison:

GE ME

No.PS/21729-738/ss-III/ss-IV From Controller of Examinations, Panjab University, Chandigarh Ph. No. 0172-2541667 preed kame **Question Papers** To Dear Sir/Madam, On the approval of Vice-Chancellor you are offered an assignment of Paper-Setter in the subject of Paper Option 201, subject to the condition that : 201 , as well as Exam. to be held in_ None of your relations is appearing in this examination. *Wife, husband, son, daughter, brother, sister, father, mother, wife's brother, wife's sister, husband's father, husband's sister/brother, nephew, niece, grand-son, grand-daughter, son-in-law, daughter-in-law. You have not written or revised any book relating to the paper for use of candidates for the examination. (This does not apply to Honours, Post Graduate, Engineering, medical, Practical examinations as well as Internal (b) Persons who are authors of a book/s which has/have not been approved by DUI./D.P.I., are not eligible for (c) appointment as Paper-Setter/Examiners. You are neither teaching nor have taught this particular course to the class, during one preceding year in the case the duration of the course is of one year and two preceding years in case the duration of the course is of (d) two or more years. (This shall not apply to Internal Examiners).

You have not attained the age of 65. (e)

You have taught this subject in an affiliated institution. (f)

You possess 10 years' teaching experience in affiliated institutions. (The condition of 10 years' teaching (g) experience has, however, been relaxed to 5 years in the case of University Professors.)

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