

PANJAB UNIVERSITY

No. PS 2059-70 SS-III/SS-IV

Dated 18/1/16

From  
Controller of Examinations,  
Panjab University,  
Chandigarh

MOST CONFIDENTIAL

To  
Dr. Rajni Kanchal  
Ludhiana

Kindly Set One Sets of  
Question Papers

Dear Sir/Madam,

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

Paper II

Option \_\_\_\_\_ for the Certificate course (Ad. 09)

Exam. to be held in April 2016, as well as \_\_\_\_\_ 2017, 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 condition does not apply to Honours, Post Graduate, Engineering, medical, Practical examinations.
- (c) Persons who are authors of a book/s which has/have not been approved by DU/DPI as a condition of their 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 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.)
- (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).

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 pre-paid 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 registered 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 list 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 by name.

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

PANJAB UNIVERSITY

No.PS/ 499-13-784 /SS-III/SS-IV

Dated 12/10/12

From  
Controller of Examinations,  
Panjab University,  
Chandigarh  
Ph. No. 0172-2541667

*Most Urgent*

To  
Dr. Manpreet Kaur  
Ludhiana

Kindly Set Two Sets of  
Question Papers

Dear Sir/Madam,

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

of BCM - 306: Goods and Service Tax (GST)

Paper BCM - 306: Goods and Service Tax (GST)

Option — for the B.Com. 3<sup>rd</sup> Sem.

Exam. to be held in Nov/Dec 2012 as well as — 201 —, subject to the condition that :

- 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 Examiners).
- Persons who are authors of a book/s which has/have not been approved by DUL/D.P.I., are not eligible for 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).
- You have not attained the age of 65.
- You have taught this subject in an affiliated institution.
- 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.)
- 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 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.

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*A*  
PRINCIPAL  
SRI AURÔBINDO COLLEGE OF  
COMMERCE & MANAGEMENT  
LUDHIANA

P.T.O.

PANJAB UNIVERSITY

No.PS/ 3146-3206 /SS-III/SS-IV

Dated 5/2/18

From  
Controller of Examinations,  
Panjab University,  
Chandigarh  
Ph. No. 0172-2541667

To  
Dr. Manpreet Kaur  
Ldh.

Kindly Set Two Sets of  
Question Papers

Dear Sir/Madam,

On the approval of Vice-Chancellor you are offered an assignment of Paper-Setter in the subject  
of BBA  
Paper BBA:225: Goods and Service Tax (GST)  
Option \_\_\_\_\_ for the BBA 4th Sem  
Exam. to be held in May/Apr 2018, as well as \_\_\_\_\_ 201 , subject to the condition that :

- 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 Examiners).
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- 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.
- You have taught this subject in an affiliated institution.
- 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.)
- 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 Examiners only).

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PRINCIPAL  
SRI AUROBINDO COLLEGE OF  
COMMERCE & MANAGEMENT  
LUDHIANA

P.T.O.

PANJAB UNIVERSITY

No.PS/ 3146-3206/SS-III/SS-IV

Dated 8/2/18

From

Controller of Examinations,  
Panjab University,  
Chandigarh  
Ph. No. 0172-2541667

To

Dr. Manpreet Kaur  
Ldh

Kindly Set Two Sets of  
Question Papers

Dear Sir/Madam,

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

Paper BBA 125: Psychology for Managers

Option — for the BBA 2nd Sem.

Exam. to be held in May/Apr 2018, as well as — 201 , 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 D.U./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 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.)
- (h) No candidate, residing with you or privately coached by you, is appearing in this examination.
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COMMERCE & MANAGEMENT  
LUDHIANA

P.T.O.

PANJAB UNIVERSITY

No.PS/ 18162-314 /SS-III/SS-IV

Dated 2/10/18

From  
Controller of Examinations,  
Panjab University,  
Chandigarh  
Ph. No. 0172-2541667

Most Urgent

To  
Dr. Manpreet Kaur  
ldh

Kindly Set Two Sets of  
Question Papers

Dear Sir/Madam,

On the approval of Vice-Chancellor you are offered an assignment of Paper-Setter in the subject  
of B.Com.  
Paper BCM - 306: Goods and Services Tax (GST)  
Option \_\_\_\_\_ for the B.Com. 3rd Semester  
Exam. to be held in Oct/Nov 2018, as well as \_\_\_\_\_ 201 , 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 DUJ/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.
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COMMERCE & MANAGEMENT  
LUDHIANA

P.T.O.

PANJAB UNIVERSITY

No.PS/ 23039-75 /SS-III/SS-IV

Dated 31/10/18

From

Controller of Examinations,  
Panjab University,  
Chandigarh  
Ph. No. 0172-2541667

Most Urgent

To

Dr Sanjay Gupta  
ldh

Kindly Set One Sets of  
Question Papers

Dear Sir/Madam,

On the approval of Vice-Chancellor you are offered an assignment of Paper-Setter in the subject of B.Voc

Paper BIR-505: Marketing Management

Option — for the B.Voc (BIR) 5th Sem

Exam. to be held in Oct/Nov 2018 as well as — 201 , subject to the condition that :

- 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 Examiners).
- 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.
- 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.
- You have taught this subject in an affiliated institution.
- 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.)
- 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.
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PRINCIPAL  
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. 650/- per question paper. Five percent deduction will be made from your remuneration for the Teachers Holiday Home Fund.

**IMPORTANT NOTE**

- (i) Both the Press Copy and the Office Copy be put in envelope 'A' and send to Controller of Examinations, P.U., Chandigarh by name.
- (ii) In case the envelope(s) (Inner envelopes marked 'A' as well as Outer-envelope marked (B) of the question 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 same are likely to be rejected by the Controller of Examinations.
- (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.
- (iv) Where a question paper is required to be set jointly by two or more Examiners, it should be forwarded to the Controller of Examinations, by name, in the final form after the office copy has been signed by all the paper-setters 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 1 of General Instructions to paper-setters and Head-Examiners.
- (v) The Examiners should inform the Deputy/Assistant Registrar (Secrecy) Panjab University, Chandigarh by 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 :-

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 prescribed syllabus which is being sent herewith.

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

Paper BIR-505: Marketing Management

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

Examination: December, 2018

Maximum Marks: 80

Time Allowed: 03 Hours

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

B.Voc (Banking, Insurance & Retailing) 5<sup>th</sup> Semester

Paper Title: MARKETING MANAGEMENT

Paper Code: BIR-505

Credits: 6

Job Role: Marketing Analyst

Objective: 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.

**UNIT - I**

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 and 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.

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SRI AUROBINDO COLLEGE OF  
COMMERCE & MANAGEMENT  
LUDHIANA

Contd. Page - 2



BIR-505

**UNIT - III**

Pricing Decision: Pricing Policies and Strategies. Distribution Decisions: Channel 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.

*Avil*  
Office Superintendent (Secrecy)  
Panjab University  
Chandigarh-160014

*A*

PANJAB UNIVERSITY

No.PS/ 11591-631 /SS-III/SS-IV

Dated 15/4/15

From

Controller of Examinations,  
Panjab University,  
Chandigarh  
Ph. No. 0172-2541667

Most Urgent

To

Mr. Jinesh Kumar

Kindly Set One Sets of  
Question Papers

Colr

Dear Sir/Madam,

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

Paper BIR-203: Retail Stores & Operation Mgt.

Option \_\_\_\_\_ for the B.Voc. (Banking, Insurance & Retail)

Exam. to be held in \_\_\_\_\_ 201 , as well as \_\_\_\_\_ 201 , subject to the condition that :

2nd

- 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.
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PRINCIPAL  
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. 650/- per question paper. Five percent deduction will be made from your remuneration for the Teachers Holiday Home Fund.

#### IMPORTANT NOTE

- (i) Both the Press Copy and the Office Copy be put in envelope 'A' and send to Controller of Examinations, P.U., Chandigarh by name.
- (ii) In case the envelope(s) (Inner envelopes marked 'A' as well as Outer-envelope marked (B) of the question 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 same are likely to be rejected by the Controller of Examinations.
- (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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- (v) The Examiners should inform the Deputy/Assistant Registrar (Secrecy) Panjab University, Chandigarh by 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 :-

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 prescribed syllabus which is being sent herewith.

is and course of reading in the subject B.Voc (Banking, Insurance & Retailing)  
or BIR-203: Retail Stores & Operation Management  
or B.Voc. (Banking, Insurance & Retailing) 2nd Sem.

Examination: May, 2019

Maximum Marks: 80

Time Allowed: 03 Hours

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

B.Voc (Banking, Insurance & Retailing) 2<sup>nd</sup> 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. David 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

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

*Sub*  
Office Superintendent (Secretary)  
Panjab University  
Chandigarh-160014

PANJAB UNIVERSITY

No.PS/ 11591-631 /SS-III/SS-IV

Dated 15/4/19

From

Controller of Examinations,  
Panjab University,  
Chandigarh  
Ph. No. 0172-2541667

*Most Urgent*

To

Dr. Pinesh Kumar

Kindly Set One Sets of  
Question Papers

Colk

Dear Sir/Madam,

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

Paper GEN-401: Environmental Studies

Option \_\_\_\_\_ for the B.Voc (Banking, Insurance & Retailing)  
Exam. to be held in April 2019, as well as \_\_\_\_\_ 2019, subject to the condition that: 4th 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.
- (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.)
- (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).

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.

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, in sealed double covers, marked 'MOST CONFIDENTIAL' and the outer cover be addressed to the Controller of Examinations, by name.

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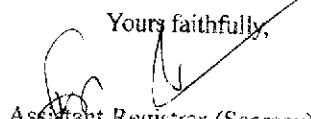
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You will be paid paper-setting fee @ Rs. 657/- per question paper. Five percent deduction will be made from your remuneration for the Teachers Holiday Home Fund.

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Yours faithfully,  
  
Assistant Registrar (Secrecy)

Enclosures :-

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**PANJAB UNIVERSITY, CHANDIGARH**

Syllabus and course of reading in the subject B. Voc.

Paper GEN-401: Environmental Studies

For B.Voc (Generic Components (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

**PRINCIPAL**  
**SRI AUROBINDO COLL**  
**COMMERCE & MANAG**  
**LUDHIANA**

Principal (Secret)

Secretary

Assistant Secretary

21/5

PANJAB UNIVERSITY

No.PS/ 21729-738/SS-III/SS-IV

Dated 18/10/19

From

Controller of Examinations,  
Panjab University,  
Chandigarh  
Ph. No. 0172-2541667

To

Dr. Jinesh Kumar

Kindly Set One Sets of  
Question Papers

Dear Sir/Madam,

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

Paper BIR-503: Retail Environment in India

Option \_\_\_\_\_ for the B.Voc (BIR) 5th Sem

Exam. to be held in Oct/Nov 2019, as well as \_\_\_\_\_ 2019, subject to the condition that :

- 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 Examiners).
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- You have not attained the age of 65.
- You have taught this subject in an affiliated institution.
- 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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LUDHIANA

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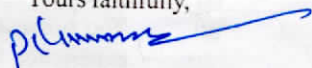
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Assistant Registrar (Secrecy)

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

BIR-503: Retail Environment in India

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

Examination: December, 2019

Maximum Marks: 80

Time Allowed: 03 Hours

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

B.Voc (Banking, Insurance & Retailing) 5<sup>th</sup> Semester

Paper Title: RETAIL ENVIRONMENT IN INDIA

Paper Code: GEN-503

Credits: 6

Job Role: Retailing Executive

Objective: To apprise the prevailing retail environment in India

**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.

**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 . Informal 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 trends 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: Retailing Environment in Developing Countries. Pearson Publ

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COMMERCE & MANAGEMENT  
LUDHIANA

Principal  
Sri Aurobindo College of  
Commerce & Management  
Ludhiana

GE  
ME

PANJAB UNIVERSITY

No.PS/ 21729-738 /SS-III/SS-IV

Dated 18/10/19

From  
Controller of Examinations,  
Panjab University,  
Chandigarh  
Ph. No. 0172-2541667

Kindly Set One Sets of  
Question Papers

To  
Dr. Manpreet Kaur  
Idh

Dear Sir/Madam,

On the approval of Vice-Chancellor you are offered an assignment of Paper-Setter in the subject of \_\_\_\_\_

Paper BIR - 504: Global Business Environment & Ethics

Option \_\_\_\_\_ for the B Voc (BIR) 5th Sem

Exam. to be held in Oct/Nov 2019, as well as \_\_\_\_\_ 2019, subject to the condition that :

- 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 Examiners).
- Persons who are authors of a book/s which has/have not been approved by D.U./D.P.I., are not eligible for appointment as Paper-Setter/Examiners.
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