

GUIDELINES MEETING

COURSE	B.Com Honours Semester V
Subject	Principles of Marketing
Paper No	BCH 5.1

A meeting for the above mentioned paper was held at Kamala Nehru College, University of Delhi on 7th November 2019 at 11:30 AM. The meeting was attended by the teachers of colleges teaching this paper and the representative from the Department of Commerce, University of Delhi. The minutes of workshop (In which draft guidelines were designed by the college teachers) held on 28th September, 2019 at Kamala Nehru College were placed before the house with clear understanding that they can make any addition, deletion or modification in these guidelines. The respective member teacher discussed the unit-wise course curriculum in detail and resolved the following unanimously, to be called as final guidelines:

Detailed Minutes of the Workshop

1. The distribution of lectures and weightage of marks for each unit will be as follows:

Units	Particulars	Lectures (Hrs.)	Marks
1	Introduction to Marketing Marketing Environment	13	15
2	Consumer Behaviour Market selection	14	15
3	Product Decisions New Product Development	12	10
4	Pricing Decisions Distribution Decisions	15	15
5	Promotion Decisions Developments in Marketing	16	20
	TOTAL	70	75

1. Following points related to Question Paper for the end Semester exam framed with the consent of all the teachers present need to be adhered:
 - a. In total there will be 5 questions in paper with internal choice.
 - b. All questions to be subdivided into minimum two parts.
 - c. All units to be covered in the exam paper.
 - d. No single question of 15 marks or more.
 - e. No separate full question on individual promotion mix elements.
2. Unit-Wise specific guidelines are:
 - a. Unit-I: Core concepts of marketing include definitions such as need, want, demand, exchange, markets, value, etc. Marketing mix-7-P's.

- b. Unit-3: Levels of Product-five levels, Types of product includes Industrial and Consumer product, Packaging and labelling-ethical aspects means sustainable packaging
 - c. Unit-4 Wholesaling and retailing-only meaning and differences, Emerging Distribution Trends: Overview of Digital and sustainable
 - d. Unit-5 IMC-meaning and importance, Drivers of growth in rural marketing-factors, reasons and challenges, Promotion-mix elements to be covered.
 - e. Real life examples may be discussed throughout the course.
3. The workshop concluded with the finalisation of these guidelines and a formal vote of thanks to the guests and resource persons.

Following participants attended the Workshop:

S. No.	Name of Faculty	College
1.	Dr Anita Bajaj	PGDAV College (evening)
2.	Dr Vinita	IP College
3.	Dr Pooja Goel	Shaheed Bhagat Singh College
4.	Romita Popli	Gargi College
5.	Anita	DCAC College
6.	Jyoti Kasana	Rajdhani College
7.	Reema Dehal	Daulat Ram College
8.	Jigmet Wangdus	Shahid Sukdev College of Business Studies
9.	Rachna Mahalwala	Bhagini Nivedita College
10.	Dr. Poonam Bewtra	Janki Devi Memorial College
11.	Shruti Sethi	Kamala Nehru College
12.	Astha Dewan	SRCC
13.	Dr. Meera Mehta	SBS College
14.	Mr. Ginmungal Khongsai	Maitreyi College
15.	Dr. Sheela Dubey	Gargi College
16.	Dr Pankaj Kumar	KNC
17.	Ms. Anubhuti Yadav	DDUC
18.	Dr. Iqbal Sayeed	ZHD (Evening)
19.	Dr. Pushpender	KM College
20.	Mr. Rahul Chopal	KNC

Sheetal Kapoor

Dr. Sheetal Kapoor
Convenor
Kamala Nehru College
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Dr. H K Dangi

Dr. H K Dangi
Representative
Department of Commerce
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