

**SRI VENKATESWARA UNIVERSITY**  
**SKILL DEVELOPMENT COURSES**  
**COMMERCE STREAM**  
**FIRST YEAR - SECOND SEMESTER**  
**(UNDER CBCS W.E.F. 2020-21)**

**ADVERTISING**

**Total 30 hrs (2hrs/wk) 02 credits & Maximum 50 Marks**

**Learning Outcomes:**

*After Successful completion of this course, the students are able to;*

1. *Understand the field of Advertising*
2. *Comprehend opportunities and challenges in Advertising sector*
3. *Prepare a primary advertising model*
4. *Understand applying of related skills*
5. *Examine the scope for making advertising a future career*

**Syllabus**

**UNIT I: 06hrs**

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

**UNIT II: 10 hrs**

Role of advertising agencies and their responsibilities - scope of their work and functions - Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

**UNIT III: 10hrs**

Types of advertising – Basic characteristics of a typical advertisement –Reaching target groups - Local advertising – Feedback on impact of advertisement - Business promotion.

**Recommended Co-curricular Activities (04 hrs):**

1. Collection and segmentation of advertisements
2. Invited Lectures/skills training on local advertising basics and skills
3. Visit to local advertising agency
4. Model creation of advertisements in compliance with legal rules
5. Assignments, Group discussion, Quiz etc.

**Reference books and Websites:**

1. Bhatia. K.Tej - Advertising and Marketing in Rural India - Mc Millan India
2. Ghosal Subhash - Making of Advertising - Mc Millan India
3. JethWaneyJaishri& Jain Shruti - Advertising Management - Oxford university Press  
Publications of Indian Institute of Mass Communications
4. Websites on Advertising

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**ADVERTISING**

**MODEL QUESTION PAPER**

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

**SECTION A** (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks  
(At least 1 question should be given from each Unit)

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**SECTION B**

(Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks  
(At least 1 question should be given from each Unit)

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**AGRICULTURAL MARKETING**  
**Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks**

**Learning Outcomes:**

*By the successful completion of this course, the student will be able to;*

- 1. Know the kinds of agricultural products and their movement*
- 2. Understand the types, structure and functioning of agricultural marketing system*
- 3. Comprehend related skills and apply them in sample situations*
- 4. Extend this knowledge and skills to their production/consumption environment*

**SYLLABUS:**

**Unit- I:** 06hrs

Introduction of Agriculture and agricultural products (including agriculture, horticulture, sericulture, floriculture, aquaculture- genetic culture and dairy product) - Agricultural Marketing - Role of marketing - Concepts - Goods and services - Movement of product from farm to consumer –Middlemen – Moneylenders - Types of agricultural markets (basic classification).

**Unit- II:** 09hrs

Basic structure and facilities of an agricultural market – Primary, secondary and tertiary markets–Functioning of Market Yards–Market information – Rythu Bharosa Kendras (RBK) – Govt market policies and regulations- Contract farming -Govt Apps for marketing of agri products.

**Unit- III:** 10hrs

Planning production – assembling – grading - transportation– storage facilities.Price fixation. Dissemination of market information –and role of ICT.Marketing - Mix-Product element- Place element- Price element- Promotion element. Selection of target market. Government programs in support of Agricultural marketing in India.

**Suggested Co-curricular Activities: 05hrs**

1. Study visit to agricultural markets and Rythu Bharosa Kendras (RBK)
2. Invited lecture by field expert
3. Survey of various involved activities e.g.assembling, grading, storage, transportation and distribution
4. Identify the demand for food processing units
5. Application of Govt Apps as one Nation and one Market
6. Assignments, Group discussion, Quiz etc.

**Reference books**

1. S.S.Acharya&N.L.Agarwala, Agricultural Marketing in India - Oxford and IBH Publications
2. K.S.Habeeb - Ur - Rahman Rural Marketing in India - Himalaya publishing
3. S.S.Chinna Agricultural Marketing in India - KALYANI publishers
4. Publications of National Institute of Agricultural Marketing, Odisha
5. Wikiepediaand other websites on Agricultural Marketing.

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**AGRICULTURAL MARKETING**

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**BUSINESS COMMUNICATION**

Total 30 hrs (02hrs/wk), 02 Credits, Max 50 marks

**Learning Outcomes:**

*After successful completion of this course, students will be able to;*

- 1. Understand the types of business communication and correspondence*
- 2. Comprehend the processes like receiving, filing and replying*
- 3. Acquire knowledge in preparing good business communications*
- 4. Acquaint with organizational communication requirements and presentations.*

**SYLLABUS:**

**UNIT I : 06hrs**

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

**UNIT II: 10hrs**

Types of Business Communications –Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organisational Hierarchy - Various levels of communication in an organization – Top-down, Bottom-up and Horizontal-Business reports, presentations– Online communications.

**UNIT III: 10hrs**

Receiving business communications -Filing and processing -Sending replies. Routine cycle of communications – Writing Communications - Characteristics of a good business communication -Preparation of business meeting agenda – agenda notes - minutes –circulation of minutes – Presentations of communication using various methods.

**Recommended Co-curricular Activities (04hrs):**

1. Collection of various model business letters
2. Invited lecture/field level training by a local expert
3. Reading of various business reports and minutes and its analysis
4. Presentations of reports, charts etc.
5. Assignments, Group discussion, field visit etc.

**Reference books:**

1. Chaturvedi. P.D.Chaturvedi.M - Business Communication concepts, Cases and applications - Pearsons Education
2. Kaul Asha - Effective Business Communication - PHI Learning pvt Ltd
3. [www.swayam.gov.in](http://www.swayam.gov.in)
4. Websites on business communication

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**LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

**Learning Outcomes:**

*At the successful completion of the course, the student will able to;*

- 1. Summarize relationship between marketing and Logistic Management*
- 2. Understand the concepts of Supply Chain Management in connection with products.*
- 3. Understanding various types of seller and suppliers*
- 4. Evaluate best logistic method among all means of transport operations*
- 5. Analysis of different distribution strategies - online and physical distribution*
- 6. Compare the Logistics in National and International Scenario.*
- 7. Design and develop new methods and models of Logistics in SCM*

**SYLLABUS:**

**Unit-1: Introduction to Logistics and Supply Chain Management (SCM):**

Functions of Logistics - Structure of logistics - Logistics Costs - Modes of Logistics - Logistics in 21st Century -- Role of Supply Chain Management - Design and Development of Supply Chain Network - Different types of Supply Chain Networks

**Unit-II: Logistics:**

Customer Selection - Process -Customer Service and Customer Retention – Relationship Management - Integrating Logistics and Customer Relationship Management

**Unit-III: Supply Chain Management:**

Managing and Estimating Supply Chain Demand – Forecasting Techniques – Supplier Networks –Skills to Manage SCM - Recent Trends in SCM

**Suggested Co-curricular Activities:**

1. Invited lecture from Domain/Industry Experts
2. Field Visit (Manufacturing units, Suppliers)
3. Assignments, Seminars, Group Discussion, Quiz and Role Play
4. Poster presentations on SCM
5. Case Study Development



**References:**

1. Shailesh Kasande, Materials and logistics Management, NiraliPrakashan
2. Jhamb LC, Materials and logistics Management, Everest Publishing House.
3. Martin Christopher, Logistics & Supply Chain Management, Prentice Hall.
4. Alan Rushton, Phil Croucher & Peter Baker (CILT), Logistics and Distribution Management, Kogan Page Ltd.
5. G. Raghuram , Logics and Supply Chain Management, Macmillan.
6. Dr. Gopal Krishnan – Material Management Rearview, Pearson New Delhi.
7. B.S. Sahay, Macmillan, Supply Chain Management, Pearson Education.
8. Bowersox, Closs & Cooper, Supply Chain Logistics Management, McGraw-Hill.
9. Websites on Logistics and supply chain management.

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