

Guidelines for Teaching
B.Com (Hons)
Paper –CH 3.4: Semester - III
Principles of Marketing

The following are the guidelines finalized by the Department of Commerce at the meeting of the teachers from different colleges of the University of Delhi held on 18th May, 2012 in the Department of Commerce.

General guidelines are as:

- The question paper will be for 75 marks; 25 marks are for internal assessment.
- The question paper will consist of 5 questions, each with internal choice.
- Each question will be for 15 marks with minimum of two parts.
- There will be one question from each unit with at least two parts to each question to correspond with the two sub-units under each unit.
- Short answer questions may be enumerative (e.g. list three major advantages of ...), or 'Briefly giving reasons, state whether following are true or false.....', or any other format, to be left to the discretion of the paper setter.
- Small case study of seven to ten marks with an option of theory question to be included in the question paper. Examiner may ask small cases as part or sub-part of *any* question. There is no exclusive reservation of a question for the case study in the question paper.

Some specific unit wise guidelines are as:

- Unit –I: Discussions about Marketing mix topic to be extended upto 7 P's.
- Unit-II: Branding to be covered for its types and concepts excluding branding strategies. For Packaging and Labeling topic, concepts, importance and functions to be discussed.
- Unit - III: Communication, planning and control- Give an overview highlighting the IMC perspective. Promotion mix tools to be discussed for their distinctive characteristics and concepts.
- Unit IV: Only meaning and functions to be covered under wholesaling and retailing topic. More emphasis to be given for logistics under physical distribution. A conceptual understanding of retailing, and types of retail. Discussions on management of retailing operation will be focused more on location, lay-out and merchandising. More emphasis is to be given on changing retailing scenario in India.
- Unit- V: Only a conceptual understanding on CRM focusing more on relationship marketing.

