

F.Y.B.Com.
Commerce – I

SEMESTER – II

Module - I

CONCEPT OF SERVICES :

- 5.1 Introduction** : Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian context.
- 5.2 Marketing Mix for Services** : - Consumer expectations, Services Mix,
- Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people.
- 5.3 Service Strategies:** Market research and Service development cycle, Managing demand and capacity, opportunities and challenges in service sector.

Module – II **RETAILING :**

[12 Lectures]

- 6.1 Introduction** : Concept of organized and unorganized retailing , Trends in retailing, growth of organized retailing in India, Survival strategies for unorganized Retailers.
- 6.2 Retail Format** : Store format, Non – Store format,

Store Planning, design and layout.

- 6.3 Retail Scenario** : Retail Scenario in India and Global context – Prospects and Challenges in India.
Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing.

Module – III RECENT TRENDS IN SERVICE SECTOR :

- 7.1 ITES Sector** : Concept and scope of BPO, KPO, LPO and ERP.
- 7.2 Banking and Insurance Sector** : ATM, Debit & Credit Cards, Internet Banking – Opening of Insurance sector for private players, FDI and its impact on Banking and Insurance Sector in India.
- 7.3 Logistics** : Networking – Importance – Challenges.

Module – IV E-COMMERCE :

- 8.1 Introduction** : Meaning, Features, Functions and Scope of E-Commerce-Importance and Limitations of E-Commerce.
- 8.2 Types of E-Commerce** : Basic ideas and Major activities of B2C, B2B, C2C.
- 8.3 Present status of E-Commerce in India** : Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates; on-line Marketing Research.