

महाराणा प्रताप पी.जी. कालेज, जंगल धूसड़, गोरखपुर

कक्षा : एम.काम. भाग-दो			पाठ्यक्रम योजना : सत्र-२०१६-२०		विषय : वाणिज्य ग्रुप बी II & III
दिनांक	व्याख्यान	प्राध्यापक का नाम	प्रश्नपत्र	अध्याय	शीर्षक
16.07.19	1	Vagish Raj Pandey	II	Consumer Behaviour	Discussion over Syllabus
17.07.19	2	Vagish Raj Pandey	II	Consumer Behaviour	Introduction
18.07.19	3	Vagish Raj Pandey	II	Consumer Behaviour	Theory and its Application
19.07.19	1	Vagish Raj Pandey	III	Introduction	Discussion over Syllabus
20.07.19	2	Vagish Raj Pandey	III	International Marketing	International Marketing and its Environment
22.07.19		Vagish Raj Pandey	III	Class Teaching	
23.07.19	4	Vagish Raj Pandey	II	Consumer Behaviour	Theory and its application
24.07.19	5	Vagish Raj Pandey	II	Consumer Behaviour	Buying Process
25.07.19	6	Vagish Raj Pandey	II	Consumer Behaviour	Buying Process Int. & Ext. Determination
26.07.19	3	Vagish Raj Pandey	III	Int. Marketing & its Env.	Nature & Significance
27.07.19	4	Vagish Raj Pandey	III	Int. Marketing & its Env.	Nature & Significance
29.07.19		Vagish Raj Pandey	III	Class Teaching	
30.07.19	5	Vagish Raj Pandey	III	Int. Marketing & its Env.	Complexities in IM Env.
31.07.19	6	Vagish Raj Pandey	III	IM & its Env.	Transformatin from Domestic to transnational marketing
01.08.19	7	Vagish Raj Pandey	II	Consumer Behaviour	Opinion Leadership & Innovation
02.08.19	8	Vagish Raj Pandey	II	Consumer Behaviour	Opinion Leadership & Innovation
03.08.19	9	Vagish Raj Pandey	II	Stimulus Response	Models of Conumer Behaviour
06.08.19	7	Vagish Raj Pandey	II	Stimulus Response	Models of Conumer Behaviour
07.08.19		Vagish Raj Pandey	II	Class Teaching	
08.08.19	8	Vagish Raj Pandey	III	IM & its Env.	IM Orientation
09.08.19	10	Vagish Raj Pandey	II	Stimulus Response	Models of Conumer Behaviour
10.08.19	11	Vagish Raj Pandey	II	Stimulus Response	Models of Conumer Behaviour
13.08.19	12	Vagish Raj Pandey	II	Stimulus Response	Models of Conumer Behaviour
14.08.19	9	Vagish Raj Pandey	III	IM & its Env.	IM Entry Stratigies
16.08.19		Vagish Raj Pandey	III	Class Teaching	
17.08.19	10	Vagish Raj Pandey	III	IM & its Env.	IM Entry Stratigies
19.08.19	13	Vagish Raj Pandey	II	Stimulus Response	Models of Conumer Behaviour
20.08.19	14	Vagish Raj Pandey	II	Stimulus Response	Models of Conumer Behaviour
21.08.19	15	Vagish Raj Pandey	II	Stimulus Response	Models of Conumer Behaviour

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22.08.19	11	Vagish Raj Pandey	III	IM & its Env.	Impact on Marketing Desision
24.08.19		Vagish Raj Pandey	III	Monthaly Evaluvation	
26.08.19	12	Vagish Raj Pandey	III	Foregin Market Selection	Global Market Segmantations
27.08.19	16	Vagish Raj Pandey	II	Stimulus Response	Industrial Buying Behaviour
28.08.19	17	Vagish Raj Pandey	II	Stimulus Response	Industrial Buying Behaviour
29.08.19	18	Vagish Raj Pandey	II	Stimulus Response	Industrial Buying Behaviour
30.08.19	13	Vagish Raj Pandey	II	Foregin Market Selection	Global Market Segmentation
02.09.19		Vagish Raj Pandey		Class Teaching	
03.09.19	14	Vagish Raj Pandey	III	Foregin Market Selection	Selection of Foregin Market
04.09.19	19	Vagish Raj Pandey	II	Stimulus Response	Marketing Implication
05.09.19	20	Vagish Raj Pandey	II	Stimulus Response	Marketing Implication
06.09.19	21	Vagish Raj Pandey	II	Stimulus Response	Globalization
07.09.19	15	Vagish Raj Pandey	III	Foregin Market Selection	International Positioning
09.09.19		Vagish Raj Pandey	III	Class Teaching	
11.09.19	16	Vagish Raj Pandey	III	Foregin Market Selection	Issue of IM planning
13.19.19	22	Vagish Raj Pandey	II	Stimulus Response	Impact of Information Technology
14.09.19	23	Vagish Raj Pandey	II	Stimulus Response	Impact of Information Technology
16.09.19	24	Vagish Raj Pandey	II	Stimulus Response	Impact of Information Technology
17.09.19	17	Vagish Raj Pandey	III	Foregin Market Selection	International MIS
19.09.19		Vagish Raj Pandey	III	Class Teaching	
20.09.19	18	Vagish Raj Pandey	III	Foregin Market Selection	International MIS
21.09.19	25	Vagish Raj Pandey	II	Revision of CB	Revision of CB
23.09.19	26	Vagish Raj Pandey	II	Revision of CB	Revision of CB
24.09.19	27	Vagish Raj Pandey	II	Revision of CB	Revision of CB
25.09.19	19	Vagish Raj Pandey	III	Foregin Market Selection	International Marketing operation
26.09.19		Vagish Raj Pandey	III	Monthaly Evaluvation	
27.09.19	20	Vagish Raj Pandey	III	Product & Pricing Decision	Product Planing for Global Market
30.09.19	28	Vagish Raj Pandey	II	Revision of Models	Revision of Models
01.10.19	29	Vagish Raj Pandey	II	Revision of Models	Revision of Models
03.10.19	30	Vagish Raj Pandey	II	Revision of Models	Revision of Models

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04.10.19	21	Vagish Raj Pandey	III	Product & Pricing Decision	Standerisation & Product adaptation
05.10.19		Vagish Raj Pandey	III	Class Teaching	
12.10.19	22	Vagish Raj Pandey	III	Product & Pricing Decision	New Product Devlopement
14.10.19	31	Vagish Raj Pandey	II	Marketing Research	Introduction
15.10.19	32	Vagish Raj Pandey	II	Marketing Research	Importance & Scope
16.10.19	33	Vagish Raj Pandey	II	Marketing Research	Importance & Scope
17.10.19	23	Vagish Raj Pandey	III	Product & Pricing Decision	Management of International Brand
18.10.19		Vagish Raj Pandey	III	Monthaly Evaluvation	
21.10.19	24	Vagish Raj Pandey	III	Product & Pricing Decision	Packaging & Labelling
22.10.19	34	Vagish Raj Pandey	II	Marketing Research	Marketing Research Process
23.10.19	35	Vagish Raj Pandey	II	Marketing Research	Marketing Research in India
30.10.19	36	Vagish Raj Pandey	II	Marketing Research	Marketing Research in India
31.10.19	25	Vagish Raj Pandey	III	Product & Pricing Decision	Provision of Sale related service
01.11.19		Vagish Raj Pandey	III	Class Teaching	
04.11.19	26	Vagish Raj Pandey	III	Product & Pricing Decision	Pricing
05.11.19	37	Vagish Raj Pandey	II	Marketing Research	MIS
06.11.19		Vagish Raj Pandey	II	Class Teaching	
07.11.19	38	Vagish Raj Pandey	II	Marketing Research	MIS
09.11.19	27	Vagish Raj Pandey	III	Product & Pricing Decision	Environmental infuence on Pricing decision
11.11.19	28	Vagish Raj Pandey	III	Product & Pricing Decision	International Pricing Policies & strategies
13.11.19	29	Vagish Raj Pandey	III	Product & Pricing Decision	International Pricing Policies & strategies
14.11.19	39	Vagish Raj Pandey	II	Marketing Research	MIS
15.11.19		Vagish Raj Pandey	II	Class Teaching	
16.11.19	40	Vagish Raj Pandey	II	Marketing Research	Marketing Research
18.11.19	30	Vagish Raj Pandey	III	Promotion & Logistic Desicion	International Advertising
19.11.19	31	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Personal Selling
20.11.19	32	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Sale Promotion & Public Relation
21.11.19	41	Vagish Raj Pandey	II	Marketing Research	M.R. Process
22.11.19		Vagish Raj Pandey	II	Class Teaching	
23.11.19	42	Vagish Raj Pandey	II	Marketing Research	Problem Identification

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25.11.19	33	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Function & type of Channel
26.11.19	34	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Channel selection Decision
27.11.19	35	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Selection of Foreign Distributer
28.11.19	43	Vagish Raj Pandey	II	Marketing Research	Developing Research Proposal
29.11.19		Vagish Raj Pandey	II	Monthaly Evaluvation	
30.11.19	44	Vagish Raj Pandey	II	Marketing Research	Developing Research Proposal
02.12.19	36	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Selection of Foreign Agent / Broker
03.12.19	37	Vagish Raj Pandey	III	Promotion & Logistic Desicion	International Loguistic Decision
07.12.19	38	Vagish Raj Pandey	III	Promotion & Logistic Desicion	International Loguistic Decision
09.12.19	45	Vagish Raj Pandey	II	Marketing Research	Research Type
11.12.19		Vagish Raj Pandey	II	Class Teaching	
12.12.19	46	Vagish Raj Pandey	II	Marketing Research	Determining Research Type
13.12.19	39	Vagish Raj Pandey	III	Emerging issue and Development	Ethical & Social Issue
14.12.19	40	Vagish Raj Pandey	III	Emerging issue and Development	Ethical & Social Issue
16.12.19	41	Vagish Raj Pandey	III	Emerging issue and Development	Ethical & Social Issue
17.12.19	47	Vagish Raj Pandey	II	Marketing Research	Research Design
18.12.19		Vagish Raj Pandey	II	Class Teaching	
19.12.19	48	Vagish Raj Pandey	II	Marketing Research	Research Design
20.12.19	42	Vagish Raj Pandey	III	IM of Services	IM of Services
21.12.19	43	Vagish Raj Pandey	III	IM of Services	IM of Services
23.12.19	44	Vagish Raj Pandey	III	IM of Services	IM of Services
24.12.19	49	Vagish Raj Pandey	II	Marketing Research	Primary & Sec. Data
26.12.19		Vagish Raj Pandey	II	Monthaly Evaluvation	
27.12.19	50	Vagish Raj Pandey	II	Marketing Research	Primary & Sec. Data
28.12.19	45	Vagish Raj Pandey	III	International Technology	International Technology
30.12.19	46	Vagish Raj Pandey	III	International Technology	International Technology
31.12.19	47	Vagish Raj Pandey	III	International Technology	International Technology
01.01.20	51	Vagish Raj Pandey	II	Data Resource & Collection	Data Source
02.01.20		Vagish Raj Pandey	II	Class Teaching	
03.01.20	52	Vagish Raj Pandey	II	Data Resource & Collection	Data Collection Method

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04.01.20	48	Vagish Raj Pandey	III	Emerging issue and Development	Impact of Glogalization
06.01.20	49	Vagish Raj Pandey	III	Emerging issue and Development	Impact of Glogalization
07.01.20	50	Vagish Raj Pandey	III	Emerging issue and Development	Impact of Glogalization
08.01.20	53	Vagish Raj Pandey	II	Data Resource & Collection	Data Collection Method
09.01.20		Vagish Raj Pandey	II	Class Teaching	
10.01.20	54	Vagish Raj Pandey	III	Sampling Plan	Univerce, Sample Frame, Sample Unit, Univerciate Bivariate Multivariate
11.01.20	51	Vagish Raj Pandey	III	Emerging issue and Development	WTO
13.01.20	52	Vagish Raj Pandey	III	Emerging issue and Development	WTO
16.01.20	53	Vagish Raj Pandey	III	Emerging issue and Development	WTO
17.01.20	55	Vagish Raj Pandey	III	Sampling Plan	Sampling Technique
18.01.20		Vagish Raj Pandey	II	Class Teaching	
20.01.20	56	Vagish Raj Pandey	III	Sampling Plan	Sampling Technique
22.01.20	54	Vagish Raj Pandey	III	Revision	Revision
23.01.20	55	Vagish Raj Pandey	III	Revision	Revision
24.01.20	56	Vagish Raj Pandey	III	Revision	Revision
25.01.20	57	Vagish Raj Pandey	III	Sampling Plan	Sample Size Determination
27.01.20	58	Vagish Raj Pandey	III	Sampling Plan	Report Preparation & Presentation
28.01.20		Vagish Raj Pandey	II	Monthly Evaluation	
29.01.20	57	Vagish Raj Pandey	III	Revision	Revision
30.01.20	57	Vagish Raj Pandey	III	Revision	Revision
31.01.20	57	Vagish Raj Pandey	III	Revision	Revision