

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

कक्षा : एम.काम. भाग-दो			पाठ्यक्रम योजना : सत्र-२०१८-१९		विषय : वाणिज्य ग्रुप बी II & III
दिनांक	व्याख्यान	प्राध्यापक का नाम	प्रश्नपत्र	अध्याय	शीर्षक
16.07.18	1	Vagish Raj Pandey	II	Consumer Behaviour	Discussion over Syllabus
17.07.18	2	Vagish Raj Pandey	II	Consumer Behaviour	Introduction
18.07.18	3	Vagish Raj Pandey	II	Consumer Behaviour	Theory and its Application
19.07.18	1	Vagish Raj Pandey	III	Introduction	Discussion over Syllabus
20.07.18	2	Vagish Raj Pandey	III	International Marketing	International Marketing and its Environment
21.07.18		Vagish Raj Pandey	III	Class Teaching	
23.07.18	4	Vagish Raj Pandey	II	Consumer Behaviour	Theory and its application
24.07.18	5	Vagish Raj Pandey	II	Consumer Behaviour	Buying Process
25.07.18	6	Vagish Raj Pandey	II	Consumer Behaviour	Buying Process Int. & Ext. Determination
26.07.18	3	Vagish Raj Pandey	III	Int. Marketing & its Env.	Nature & Significance
27.07.18	4	Vagish Raj Pandey	III	Int. Marketing & its Env.	Nature & Significance
28.07.18		Vagish Raj Pandey	III	Class Teaching	
30.07.18	5	Vagish Raj Pandey	III	Int. Marketing & its Env.	Complexities in IM Env.
31.07.18	6	Vagish Raj Pandey	III	IM & its Env.	Transformatin from Domestic to transnational
					marketing
01.07.18	7	Vagish Raj Pandey	II	Consumer Behaviour	Opinion Leadership & Innovation
02.08.18	8	Vagish Raj Pandey	II	Consumer Behaviour	Opinion Leadership & Innovation
03.08.18	9	Vagish Raj Pandey	II	Stimulus Response	Models of Conumer Behaviour
04.08.18	7	Vagish Raj Pandey	II	Stimulus Response	Models of Conumer Behaviour
06.08.18		Vagish Raj Pandey	II	Class Teaching	
07.08.18	8	Vagish Raj Pandey	III	IM & its Env.	IM Orientation
08.08.18	10	Vagish Raj Pandey	II	Stimulus Response	Models of Conumer Behaviour
09.08.18	11	Vagish Raj Pandey	II	Stimulus Response	Models of Conumer Behaviour
10.08.18	12	Vagish Raj Pandey	II	Stimulus Response	Models of Conumer Behaviour
11.08.18	9	Vagish Raj Pandey	III	IM & its Env.	IM Entry Stratigies
12.08.18		Vagish Raj Pandey	III	Class Teaching	
13.08.18	10	Vagish Raj Pandey	III	IM & its Env.	IM Entry Stratigies
16.08.18	13	Vagish Raj Pandey	II	Stimulus Response	Models of Conumer Behaviour
17.08.18	14	Vagish Raj Pandey	II	Stimulus Response	Models of Conumer Behaviour
18.08.18	15	Vagish Raj Pandey	II	Stimulus Response	Models of Conumer Behaviour

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20.08.18	11	Vagish Raj Pandey	III	IM & its Env.	Impact on Marketing Desision
21.08.18		Vagish Raj Pandey	III	Class Teaching	
23.08.18	12	Vagish Raj Pandey	III	Foregin Market Selection	Global Market Segmantations
24.08.18	16	Vagish Raj Pandey	II	Stimulus Response	Industrial Buying Behaviour
25.08.18	17	Vagish Raj Pandey	II	Stimulus Response	Industrial Buying Behaviour
27.08.18	18	Vagish Raj Pandey	II	Stimulus Response	Industrial Buying Behaviour
28.08.18	13	Vagish Raj Pandey	II	Foregin Market Selection	Global Market Segmentation
29.09.18		Vagish Raj Pandey		Monthaly Evaluvation	
30.09.18	14	Vagish Raj Pandey	III	Foregin Market Selection	Selection of Foregin Market
01.09.18	19	Vagish Raj Pandey	II	Stimulus Response	Marketing Implication
04.09.18	20	Vagish Raj Pandey	II	Stimulus Response	Marketing Implication
05.09.18	21	Vagish Raj Pandey	II	Stimulus Response	Globalization
06.09.18	15	Vagish Raj Pandey	III	Foregin Market Selection	International Positioning
07.09.18		Vagish Raj Pandey	III	Class Teaching	
08.09.18	16	Vagish Raj Pandey	III	Foregin Market Selection	Issue of IM planning
10.19.18	22	Vagish Raj Pandey	II	Stimulus Response	Impact of Information Technology
11.09.18	23	Vagish Raj Pandey	II	Stimulus Response	Impact of Information Technology
12.09.18	24	Vagish Raj Pandey	II	Stimulus Response	Impact of Information Technology
13.09.18	17	Vagish Raj Pandey	III	Foregin Market Selection	International MIS
14.09.18		Vagish Raj Pandey	III	Class Teaching	
15.09.18	18	Vagish Raj Pandey	III	Foregin Market Selection	International MIS
17.09.18	25	Vagish Raj Pandey	II	Revision of CB	Revision of CB
18.09.18	26	Vagish Raj Pandey	II	Revision of CB	Revision of CB
19.09.18	27	Vagish Raj Pandey	II	Revision of CB	Revision of CB
20.09.18	19	Vagish Raj Pandey	III	Foregin Market Selection	International Marketing operation
22.09.18		Vagish Raj Pandey	III	Monthaly Evaluvation	
24.09.18	20	Vagish Raj Pandey	III	Product & Pricing Decision	Product Planing for Global Market
25.09.18	28	Vagish Raj Pandey	II	Revision of Models	Revision of Models
26.09.18	29	Vagish Raj Pandey	II	Revision of Models	Revision of Models
27.09.18	30	Vagish Raj Pandey	II	Revision of Models	Revision of Models

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28.10.18	21	Vagish Raj Pandey	III	Product & Pricing Decision	Standerisation & Product adaptation
01.10.18		Vagish Raj Pandey	III	Class Teaching	
03.10.18	22	Vagish Raj Pandey	III	Product & Pricing Decision	New Product Devlopement
04.10.18	31	Vagish Raj Pandey	II	Marketing Research	Introduction
05.10.18	32	Vagish Raj Pandey	II	Marketing Research	Importance & Scope
06.10.18	33	Vagish Raj Pandey	II	Marketing Research	Importance & Scope
09.10.18	23	Vagish Raj Pandey	III	Product & Pricing Decision	Management of International Brand
10.10.18		Vagish Raj Pandey	III	Class Teaching	
11.10.18	24	Vagish Raj Pandey	III	Product & Pricing Decision	Packaging & Labelling
12.10.18	34	Vagish Raj Pandey	II	Marketing Research	Marketing Research Process
13.10.18	35	Vagish Raj Pandey	II	Marketing Research	Marketing Research in India
15.10.18	36	Vagish Raj Pandey	II	Marketing Research	Marketing Research in India
16.10.18	25	Vagish Raj Pandey	III	Product & Pricing Decision	Provision of Sale related service
17.10.18		Vagish Raj Pandey	III	Class Teaching	
22.10.18	26	Vagish Raj Pandey	III	Product & Pricing Decision	Pricing
24.10.18	37	Vagish Raj Pandey	II	Marketing Research	MIS
25.10.18		Vagish Raj Pandey	II	Monthaly Evaluvation	
26.10.18	38	Vagish Raj Pandey	II	Marketing Research	MIS
27.10.18	27	Vagish Raj Pandey	III	Product & Pricing Decision	Environmental infuence on Pricing decision
29.10.18	28	Vagish Raj Pandey	III	Product & Pricing Decision	International Pricing Policies & stratiegies
31.10.18	29	Vagish Raj Pandey	III	Product & Pricing Decision	International Pricing Policies & stratiegies
01.11.18	39	Vagish Raj Pandey	II	Marketing Research	MIS
02.11.18		Vagish Raj Pandey	II	Class Teaching	
03.11.18	40	Vagish Raj Pandey	II	Marketing Research	Marketing Research
12.11.18	30	Vagish Raj Pandey	III	Promotion & Logistic Desicion	International Advertising
13.11.18	31	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Personal Selling
14.11.18	32	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Sale Promotion & Public Relation
15.11.18	41	Vagish Raj Pandey	II	Marketing Research	M.R. Process
16.11.18		Vagish Raj Pandey	II	Class Teaching	
17.11.18	42	Vagish Raj Pandey	II	Marketing Research	Problem Identification

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19.11.18	33	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Function & type of Channel
20.11.18	34	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Channel selection Decision
21.11.18	35	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Selection of Foreign Distributer
22.11.18	43	Vagish Raj Pandey	II	Marketing Research	Developing Research Proposal
23.11.18		Vagish Raj Pandey	II	Class Teaching	
24.11.18	44	Vagish Raj Pandey	II	Marketing Research	Developing Research Proposal
26.11.18	36	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Selection of Foreign Agent / Broker
27.11.18	37	Vagish Raj Pandey	III	Promotion & Logistic Desicion	International Loguistic Decision
28.11.18	38	Vagish Raj Pandey	III	Promotion & Logistic Desicion	International Loguistic Decision
29.11.18	45	Vagish Raj Pandey	II	Marketing Research	Research Type
30.11.18		Vagish Raj Pandey	II	Monthaly Evaluvation	
01.12.18	46	Vagish Raj Pandey	II	Marketing Research	Determining Research Type
03.12.18	39	Vagish Raj Pandey	III	Emerging issue and Devlopment	Ethical & Social Issue
06.12.18	40	Vagish Raj Pandey	III	Emerging issue and Devlopment	Ethical & Social Issue
07.12.18	41	Vagish Raj Pandey	III	Emerging issue and Devlopment	Ethical & Social Issue
08.12.18	47	Vagish Raj Pandey	II	Marketing Research	Research Design
11.12.18		Vagish Raj Pandey	II	Class Teaching	
12.12.18	48	Vagish Raj Pandey	II	Marketing Research	Research Design
13.12.18	42	Vagish Raj Pandey	III	IM of Services	IM of Services
14.12.18	43	Vagish Raj Pandey	III	IM of Services	IM of Services
15.12.18	44	Vagish Raj Pandey	III	IM of Services	IM of Services
17.12.18	49	Vagish Raj Pandey	II	Marketing Research	Primary & Sec. Data
18.12.18		Vagish Raj Pandey	II	Class Teaching	
19.12.18	50	Vagish Raj Pandey	II	Marketing Research	Primary & Sec. Data
20.12.18	45	Vagish Raj Pandey	III	International Technology	International Technology
21.12.18	46	Vagish Raj Pandey	III	International Technology	International Technology
22.12.18	47	Vagish Raj Pandey	III	International Technology	International Technology
31.12.18	51	Vagish Raj Pandey	II	Data Resource & Collection	Data Source
01.01.19		Vagish Raj Pandey	II	Monthaly Evaluvation	
02.01.19	52	Vagish Raj Pandey	II	Data Resource & Collection	Data Collection Method

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