

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

कक्षा : एम.काम. भाग-एक			पाठ्यक्रम योजना : सत्र-२०१६-२०		विषय : VI & IV पेपर
दिनांक	व्याख्यान	प्राध्यापक का नाम	प्रश्नपत्र	अध्याय	शीर्षक
01.08.19	1	Dr. Subhash Gupta	VI	Marketing Management	Discussion over Syllabus
02.08.19	2	Dr. Subhash Gupta	VI	Marketing	Concept of Marketing
03.08.19	3	Dr. Subhash Gupta	VI	Marketing	Nature of marketing
06.08.19	1	Smt Noopur Sharma	IV	Introduction	Discussion over QT & RM
07.08.19		Smt Noopur Sharma		Class Teaching	
08.08.19	2	Smt Noopur Sharma	IV	Research Methodology	Identification of Research Problem
09.08.19	4	Dr. Subhash Gupta	VI	Marketing	Scope & Importance of Marketing
10.08.19	5	Dr. Subhash Gupta	VI	Marketing	Marketing Concept and its Evaluation
13.08.19	6	Dr. Subhash Gupta	VI	Marketing	Marketing Mix
14.08.19	3	Smt Noopur Sharma	IV	Research Methodology	Identification of Research Problem
16.08.19		Smt Noopur Sharma	IV	Class Teaching	
17.08.19	4	Smt Noopur Sharma	IV	Socio Economic Research	Meaning, Concept
19.08.19	7	Dr. Subhash Gupta	VI	Marketing Environment	Concept
20.08.19	8	Dr. Subhash Gupta	VI	Marketing Environment	Macro & Micro Components
21.08.19	9	Dr. Subhash Gupta	VI	Marketing Environment	Impact of Macro Factor
22.08.19	5	Smt Noopur Sharma	IV	Socio Economic Research	Research Type
24.08.19		Smt Noopur Sharma	IV	Class Teaching	
26.08.19	6	Smt Noopur Sharma	IV	Socio Economic Research	Research Type
27.08.19	10	Dr. Subhash Gupta	VI	Marketing Environment	Impact of Micro Factor
28.08.19	11	Dr. Subhash Gupta	VI	Marketing Segmentation	Concept of Objective
29.08.19	12	Dr. Subhash Gupta	VI	Marketing Segmentation	Marketing Strategy
30.08.19	7	Smt Noopur Sharma	IV	Research Process	Scientific Approach
02.09.19		Smt Noopur Sharma	IV	Class Teaching	
03.09.19	8	Smt Noopur Sharma	IV	Research Process	Steps of Research Work
04.09.19	13	Dr. Subhash Gupta	VI	Marketing Positioning	Concept
05.09.19	14	Dr. Subhash Gupta	VI	Buyer Behaviour	Concept
06.09.19	15	Dr. Subhash Gupta	VI	Buyer Behaviour	Factors affecting Consumer Behaviour
07.09.19	9	Smt Noopur Sharma	IV	Research Methodology	Research Method Vs Research Methodology
09.09.19		Smt Noopur Sharma	IV	Class Teaching	
11.09.19	10	Smt Noopur Sharma	IV	Research Design	Meaning & Concept

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13.08.19	16	Dr. Subhash Gupta	VI	Buyer Behaviour	Theories of Consumer Behaviour
14.08.19	17	Dr. Subhash Gupta	VI	Marketing Segmentation	Marketing Strategy and Positioning
16.08.19	18	Dr. Subhash Gupta	VI	Buyer Behaviour	Concept
17.08.19	11	Smt Noopur Sharma	IV	Research Design	Contents
19.08.19		Smt Noopur Sharma	IV	Class Teaching	
20.08.19	12	Smt Noopur Sharma	IV	Research Design	Types of Research Design
21.08.19	19	Dr. Subhash Gupta	VI	Buyer Behaviour	Factors Affecting Consumer Behaviour
23.09.19	20	Dr. Subhash Gupta	VI	Buyer Behaviour	Theories of Consumer Behaviour
24.09.19	21	Dr. Subhash Gupta	VI	Buyer Behaviour	Consumer Behaviour Models
25.09.19	13	Smt Noopur Sharma	IV	Information Need	Concept & Method
26.09.19		Smt Noopur Sharma	IV	Monthly Evaluation	
27.09.19	14	Smt Noopur Sharma	IV	Types of Data	Primery Data Secondary Data
30.09.19	22	Dr. Subhash Gupta	VI	Buyer Behaviour	Consumer Behaviour Models
01.10.19	23	Dr. Subhash Gupta	VI	Marketing Research	Concept, Nature and Scope
03.10.19	24	Dr. Subhash Gupta	VI	Marketing Research	Utility and Procedure
04.10.19	15	Smt Noopur Sharma	IV	Methods of Collection of Data	Different Method
05.10.19		Smt Noopur Sharma	IV	Class Teaching	
12.10.19	16	Smt Noopur Sharma	IV	Methods of Collection of Data	Questionnaire
14.10.19	25	Dr. Subhash Gupta	VI	Product	Concept of Product
15.10.19	26	Dr. Subhash Gupta	VI	Product	Product Mix
16.10.19	27	Dr. Subhash Gupta	VI	Product	Product Line Policies
17.10.19	17	Smt Noopur Sharma	IV	Methods of Collection of Data	Schedule Designing
18.10.19		Smt Noopur Sharma	IV	Monthly Evaluation	
21.10.19	18	Smt Noopur Sharma	IV	Methods of Collection of Data	Personal Interview
22.10.19	28	Dr. Subhash Gupta	VI	Product Identification	Brand, Brand Policies
23.10.19	29	Dr. Subhash Gupta	VI	Product Identification	Difference Between Brand and Trademark
30.10.19	30	Dr. Subhash Gupta	VI	Packaging	Concept
31.10.19	19	Smt Noopur Sharma	IV	Editing	Classification and Tabulatin
01.11.19		Smt Noopur Sharma	IV	Class Teaching	
04.11.19	20	Smt Noopur Sharma	IV	Interpretation	Analysis of Data

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05.11.19	31	Dr. Subhash Gupta	VI	Packaging	Classification
06.11.19		Smt Noopur Sharma	VI	Class Teaching	
07.11.19	32	Dr. Subhash Gupta	VI	Lebelling	Concept & Classification
09.11.19	21	Smt Noopur Sharma	IV	Presentation of Research	Research Report
11.11.19	22	Smt Noopur Sharma	IV	Presentation of Research	Contents of Research Report
13.11.19	23	Smt Noopur Sharma	IV	Theory of Sampling	Meaning & Concept
14.11.19	33	Dr. Subhash Gupta	VI	Product Life Cycle	Concept & Stages
15.11.19		Smt Noopur Sharma	VI	Class Teaching	
16.11.19	34	Dr. Subhash Gupta	VI	Product Life Cycle	Stratigic Implication
18.11.19	24	Smt Noopur Sharma	IV	Theory of Sampling	Types of Sampling
19.11.19	25	Smt Noopur Sharma	IV	Theory of Sampling	Types of Sampling
20.11.19	26	Smt Noopur Sharma	IV	Standard Error	Concept
21.11.19	35	Dr. Subhash Gupta	VI	Product Life Cycle	New Product Devlopment
22.11.19		Smt Noopur Sharma	VI	Class Teaching	
23.11.19	36	Dr. Subhash Gupta	VI	Pricing Decision	Concept
25.11.19	27	Smt Noopur Sharma	IV	Other Error	Type I & II Error
26.11.19	28	Smt Noopur Sharma	IV	Sampling	One Tailed and Two Tailed Error
27.11.19	29	Smt Noopur Sharma	IV	Sampling	Level of Significance
28.11.19	37	Dr. Subhash Gupta	VI	Pricing Decision	Factors of Afecting Price Determination
29.11.19		Dr. Subhash Gupta	VI	Monthly Evaluation	
30.11.19	38	Dr. Subhash Gupta	VI	Pricing Decision	Price Strategies
02.12.19	30	Smt Noopur Sharma	IV	Sampling	Research Hypothesis
03.12.19	31	Smt Noopur Sharma	IV	Sampling	Formulation of Hypothesis
07.12.19	32	Smt Noopur Sharma	IV	Sampling	Null & Alternate Hypothesis
09.12.19	39	Dr. Subhash Gupta	VI	Pricing Decision	Pricing Policies, Discount & Rebates
11.12.19		Dr. Subhash Gupta	VI	Class Teaching	
12.12.19	40	Dr. Subhash Gupta	VI	Promotion Decisions	Nature Importance and Functions
13.12.19	33	Smt Noopur Sharma	IV	Significance Test	Test of Sampling of Attributes
14.12.19	34	Smt Noopur Sharma	IV	Significance Test	Test of Sampling of Attributes
16.12.19	35	Smt Noopur Sharma	IV	Sampling of Variables	Large Sample

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17.12.19	41	Dr. Subhash Gupta	VI	Promotion Decisions	Promotion Mix
18.12.19		Dr. Subhash Gupta	VI	Class Teaching	
19.12.19	42	Dr. Subhash Gupta	VI	Channel's of Distribution	Concept & Functions
20.12.19	36	Smt Noopur Sharma	IV	Sampling Variables	Small Sample
21.12.19	37	Smt Noopur Sharma	IV	Analysis of Variance	Concept
23.12.19	38	Smt Noopur Sharma	IV	Analysis of Variance	Explanation
24.12.19	43	Dr. Subhash Gupta	VI	Channel's of Distribution	Types of Distribution Channel
26.12.19		Dr. Subhash Gupta	VI	Monthly Evaluation	
27.12.19	44	Dr. Subhash Gupta	VI	Channel's of Distribution	Distribution's Channels Intermediaries
28.12.19	39	Smt Noopur Sharma	IV	Probability	Basic Concept
30.12.19	40	Smt Noopur Sharma	IV	Probability	Types of Events
31.12.19	41	Smt Noopur Sharma	IV	Probability	Types of Events
01.01.20	45	Dr. Subhash Gupta	VI	Whole Selling	Concept & Utility
02.01.20		Dr. Subhash Gupta	VI	Class Teaching	
03.01.20	46	Dr. Subhash Gupta	VI	Sales Promotion	Difference Between Advertising & Sales Promotion
04.01.20	42	Smt Noopur Sharma	IV	Probability	Rules of Addition
06.01.20	43	Smt Noopur Sharma	IV	Probability	Rules of Multiplication
07.01.20	44	Smt Noopur Sharma	IV	Probability	Bayes Theorem
08.01.20	47	Dr. Subhash Gupta	VI	Sales Promotion	Tools of Sales Promotion
09.01.20		Dr. Subhash Gupta	VI	Class Teaching	
10.01.20	48	Dr. Subhash Gupta	VI	Personal Selling	Concept, Strategy
11.01.20	45	Smt Noopur Sharma	IV	Probability	Theoretical Frequency Distribution
13.01.20	46	Smt Noopur Sharma	IV	Probability	Binomial Distribution
16.01.20	47	Smt Noopur Sharma	IV	Probability	Poisson Distribution
17.01.20	49	Dr. Subhash Gupta	VI	Publicity and Public Relations	Concept
18.01.20		Dr. Subhash Gupta	VI	Class Teaching	
20.01.20	50	Dr. Subhash Gupta	VI	Media Election	Concept
22.01.20	48	Smt Noopur Sharma	IV	Association of Attributes	Basic Concept
23.01.20	49	Smt Noopur Sharma	IV	Association of Attributes	Rules
24.01.20	50	Smt Noopur Sharma	IV	Association of Attributes	Coefficient of Association

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