

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

कक्षा : एम.काम. भाग-दो			पाठ्यक्रम योजना : सत्र-२०१७-१८		विषय : वाणिज्य ग्रुप बी II & III
दिनांक	व्याख्यान	प्राध्यापक का नाम	प्रश्नपत्र	अध्याय	शीर्षक
17.07.17	1	Vagish Raj Pandey	II	Consumer Behaviour	Discussion over Syllabus
18.07.17	2	Vagish Raj Pandey	II	Consumer Behaviour	Introduction
19.07.17	3	Vagish Raj Pandey	II	Consumer Behaviour	Theory and its Application
20.07.17	1	Vagish Raj Pandey	III	Introduction	Discussion over Syllabus
21.07.17			III	Class Teaching	
22.07.17	2	Vagish Raj Pandey	III	International Marketing	International Marketing and its Environment
24.07.17	4	Vagish Raj Pandey	II	Consumer Behaviour	Theory and its application
25.07.17	5	Vagish Raj Pandey	II	Consumer Behaviour	Buying Process
26.07.17	6	Vagish Raj Pandey	II	Consumer Behaviour	Buying Process Int. & Ext. Determination
27.07.17	3	Vagish Raj Pandey	III	Int. Marketing & its En	Nature & Significance
29.07.17		Vagish Raj Pandey	III	Class Teaching	
31.07.17	4	Vagish Raj Pandey	III	Int. Marketing & its En	Nature & Significance
01.08.17	7	Vagish Raj Pandey	II	Consumer Behaviour	Opinion Leadership and Innovation
02.08.17	8	Vagish Raj Pandey	II	Consumer Behaviour	Opinion Leadership and Innovation
03.08.17	9	Vagish Raj Pandey	II	Stimulus Response	Models of Consumer Behaviour
04.08.17	5	Vagish Raj Pandey	III	Int. Marketing & its En	Complexities in IM Env.
05.08.17		Vagish Raj Pandey	III	Class Teaching	
08.08.17	6	Vagish Raj Pandey	III	IM & its Env.	Transformation from Domestic to transnational
					marketing
09.08.17	10	Vagish Raj Pandey	II	Stimulus Response	Models of Consumer Behaviour
10.08.17	11	Vagish Raj Pandey	II	Stimulus Response	Models of Consumer Behaviour
11.08.17	12	Vagish Raj Pandey	II	Stimulus Response	Models of Consumer Behaviour
12.08.17	7	Vagish Raj Pandey	III	IM & its Env.	IM Orientation
13.08.17				Class Teaching	
16.08.17	8	Vagish Raj Pandey	III	IM & its Env.	EPRG framework
17.08.17	13	Vagish Raj Pandey	II	Stimulus Response	Models of Consumer Behaviour
18.08.17	14	Vagish Raj Pandey	II	Stimulus Response	Models of Consumer Behaviour
19.08.17	15	Vagish Raj Pandey	II	Stimulus Response	Models of Consumer Behaviour
21.08.17	9	Vagish Raj Pandey	III	IM & its Env.	IM Entry Strategies
22.08.17				Class Teaching	

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23.08.17	10	Vagish Raj Pandey	III	IM & its Env.	IM Entry Strategies
24.08.17	16	Vagish Raj Pandey	II	Stimulus Response	Industrial Buying Behaviour
25.08.17	17	Vagish Raj Pandey	II	Stimulus Response	Industrial Buying Behaviour
26.08.17	18	Vagish Raj Pandey	II	Stimulus Response	Industrial Buying Behaviour
28.08.17	11	Vagish Raj Pandey	III	IM & its Env.	Impact on Marketing Desision
29.08.17		Vagish Raj Pandey		Monthaly Evaluvation	
31.08.17	12	Vagish Raj Pandey	III	Foregin Market Selection	Global Market Segmantations
01.09.17	19	Vagish Raj Pandey	II	Stimulus Response	Marketing Implication
02.09.17	20	Vagish Raj Pandey	II	Stimulus Response	Marketing Implication
05.09.17	21	Vagish Raj Pandey	II	Foregin Market Selection	Globalization
06.09.17	13	Vagish Raj Pandey	II	Stimulus Response	Global Market Segmentation
07.09.17		Vagish Raj Pandey	III	Class Teaching	
08.09.17	14	Vagish Raj Pandey	III	Foregin Market Selection	Selection of Foregin Market
09.09.17	22	Vagish Raj Pandey	II	Stimulus Response	Impact of Information Technology
11.09.17	23	Vagish Raj Pandey	II	Stimulus Response	Impact of Information Technology
12.19.17	24	Vagish Raj Pandey	II	Stimulus Response	Impact of Information Technology
13.09.17	15	Vagish Raj Pandey	III	Foregin Market Selection	International Positioning
14.09.17		Vagish Raj Pandey	III	Class Teaching	
15.09.17	16	Vagish Raj Pandey	III	Foregin Market Selection	Issue of IM planning
16.09.17	25	Vagish Raj Pandey	II	Revision of CB	Revision of CB
18.09.17	26	Vagish Raj Pandey	II	Revision of CB	Revision of CB
19.09.17	27	Vagish Raj Pandey	II	Marketing Research	Introduction
21.09.17	17	Vagish Raj Pandey	III	Foregin Market Selection	International MIS
22.09.17		Vagish Raj Pandey	III	Class Teaching	
23.09.17	18	Vagish Raj Pandey	III	Foregin Market Selection	International MIS
25.09.17	28	Vagish Raj Pandey	II	Marketing Research	Importance and scope
26.09.17	29	Vagish Raj Pandey	II	Marketing Research	Importance and scope
27.09.17	30	Vagish Raj Pandey	II	Marketing Research	Marketing Research in India
03.10.17	19	Vagish Raj Pandey	III	Foregin Market Selection	International Marketing operation
04.10.17		Vagish Raj Pandey	III	Monthaly Evaluvation	

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06.10.17	20	Vagish Raj Pandey	III	Product & Pricing Decision	Product Planing for Global Market
07.10.17	31	Vagish Raj Pandey	II	Marketing Research	Marketing Research in India
09.10.17	32	Vagish Raj Pandey	II	Market Selection	Marketing Information System
10.10.17	33	Vagish Raj Pandey	II	Marketing Research	Marketing Information System
11.10.17	21	Vagish Raj Pandey	III	Product & Pricing Decision	Standerisation & Product adaptation
12.10.17		Vagish Raj Pandey	III	Class Teaching	
13.10.17	22	Vagish Raj Pandey	III	Product & Pricing Decision	New Product Devlopement
14.10.17	34	Vagish Raj Pandey	II	Marketing Research	Marketing Information System
16.10.17	35	Vagish Raj Pandey	II	Marketing Research	Marketing Research
23.10.17	36	Vagish Raj Pandey	II	Marketing Research	Marketing Research Process
24.10.17	23	Vagish Raj Pandey	III	Product & Pricing Decision	Management of International Brand
25.10.17		Vagish Raj Pandey	III	Class Teaching	
26.10.17	24	Vagish Raj Pandey	III	Product & Pricing Decision	Packaging & Labelling
27.10.17	37	Vagish Raj Pandey	III	Marketing research	Marketing Research Process
28.10.17		Vagish Raj Pandey	II	Monthaly Evaluvation	
30.10.17	38	Vagish Raj Pandey	II	Marketing research	Problem Identification
31.10.17	25	Vagish Raj Pandey	III	Product & Pricing Decision	Provision of Sale related service
01.11.17	26	Vagish Raj Pandey	III	Product & Pricing Decision	Pricing
02.11.17	27	Vagish Raj Pandey	III	Product & Pricing Decision	Environmental infuence on Pricing decision
03.11.17	29	Vagish Raj Pandey	II	Marketing Research	Devloping Research Proposal
06.11.17		Vagish Raj Pandey	III	Class Teaching	
07.11.17	40	Vagish Raj Pandey	II	Marketing Research	Devloping Research Proposal
08.11.17	28	Vagish Raj Pandey	III	Product & Pricing Decision	International Pricing Policies & stratiegies
10.11.17	29	Vagish Raj Pandey	III	Product & Pricing Decision	International Pricing Policies & stratiegies
11.11.17	30	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Complexities and issues
13.11.17	41	Vagish Raj Pandey	II	Marketing Research	Determining Research type
14.11.17		Vagish Raj Pandey	II	Class Teaching	
15.11.17	42	Vagish Raj Pandey	II	Marketing Research	Determining Research type
16.11.17	31	Vagish Raj Pandey	III	Promotion & Logistic Desicion	International Advertising
17.11.17	32	Vagish Raj Pandey	III	Promotion & Logistic Desicion	International Advertising

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18.11.17	33	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Personal Selling
20.11.17	43	Vagish Raj Pandey	II	Marketing Research	Determining Research Type
21.11.17		Vagish Raj Pandey	II	Class Teaching	
22.11.17	44	Vagish Raj Pandey	II	Marketing Research	Determining Research Type
23.11.17	34	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Sales promotion & public relations
24.11.17	35	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Function & type of Channel
25.11.17	36	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Channel selection Decision
27.11.17	45	Vagish Raj Pandey	II	Marketing Research	Determining Research Type
28.11.17		Vagish Raj Pandey	II	Monthaly Evaluvation	
29.11.17	46	Vagish Raj Pandey	II	Marketing Research	Research & Design
30.11.17	37	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Selection of Foreign Distributer
01.12.17	38	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Selection of Foreign Distributer
02.12.17	39	Vagish Raj Pandey	III	Promotion & Logistic Desicion	Agents and managing Decision
03.12.17	47	Vagish Raj Pandey	II	Data Resourse & Collection	Primery & Secondary Data
6.12.17		Vagish Raj Pandey	II	Class Teaching	
7.12.17	48	Vagish Raj Pandey	II	Data Resourse & Collection	Primery & Secondary Data
08.12.17	40	Vagish Raj Pandey	III	Promotion & Logistic Desicion	International Loguistic Decision
09.12.17	41	Vagish Raj Pandey	III	Promotion & Logistic Desicion	International Loguistic Decision
11.12.17	42	Vagish Raj Pandey	III	Promotion & Logistic Desicion	International Loguistic Decision
12.12.17	49	Vagish Raj Pandey	II	Data Resourse & Collection	Data Source
13.12.17		Vagish Raj Pandey	II	Class Teaching	
14.12.17	50	Vagish Raj Pandey	II	Data Resourse & Collection	Data collection Method
15.12.17	43	Vagish Raj Pandey	III	Emergency issue and Development	Ethical & Social Issue
16.12.17	44	Vagish Raj Pandey	III	Emergency issue and Development	Ethical & Social Issue
18.12.17	45	Vagish Raj Pandey	III	Emergency issue and Development	International marketing of services
19.12.17	51	Vagish Raj Pandey	II	Data Resourse & Collection	Data collection Method
20.12.17		Vagish Raj Pandey	II	Class Teaching	
21.12.17	52	Vagish Raj Pandey	II	Sampling Plan	Universe, Sample frame, S,unit
22.12.17	46	Vagish Raj Pandey	III	Emergency issue and Development	International marketing of services
23.12.17	47	Vagish Raj Pandey	III	Emergency issue and Development	International Technology

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26.12.17	48	Vagish Raj Pandey	III	Emergency issue and Development	Technology and IM
27.12.17	53	Vagish Raj Pandey	II	Sampling Plan	Sampling Technique
28.12.17		Vagish Raj Pandey	II	Monthaly Evaluvation	
29.12.17	54	Vagish Raj Pandey	II	Sampling Plan	Sampling Technique
30.12.17	49	Vagish Raj Pandey	III	Emergency issue and Development	Technology and IM
01.01.18	50	Vagish Raj Pandey	III	Emergency issue and Development	Impact of Glogalization
02.01.18	51	Vagish Raj Pandey	III	Emergency issue and Development	Impact of Glogalization
03.01.18	55	Vagish Raj Pandey	III	Sampling Plan	Sample Size Determination
04.01.18		Vagish Raj Pandey	II	Class Teaching	
05.01.18	56	Vagish Raj Pandey	III	Sampling Plan	Sample Size Determination
06.01.18	52	Vagish Raj Pandey	III	Emergency issue and Development	Impact of Globalization
08.01.18	53	Vagish Raj Pandey	III	Emergency issue and Development	WTO
09.01.18	54	Vagish Raj Pandey	III	Emergency issue and Development	WTO
10.01.18	57	Vagish Raj Pandey	II	Data Analysis	Univeariate, Bivariate, Multivariate
11.01.18		Vagish Raj Pandey	II	Class Teaching	
12.01.18	58	Vagish Raj Pandey	II	Data Analysis	Univeariate, Bivariate, Multivariate
16.01.18	55	Vagish Raj Pandey	III	Emergency issue and Development	WTO
17.01.18	56	Vagish Raj Pandey	III	Emergency issue and Development	WTO
18.01.18	57	Vagish Raj Pandey	III	Revision	Revision
19.01.18	59	Vagish Raj Pandey	II	Data Analysis	Report prepration & presentation
20.01.18		Vagish Raj Pandey	II	Class Teaching	
22.01.18	60	Vagish Raj Pandey	II	Data Analysis	Report prepration & presentation
23.01.18	58	Vagish Raj Pandey	III	Revision	Revision
24.01.18	59	Vagish Raj Pandey	III	Revision	Revision
25.01.18	60	Vagish Raj Pandey	III	Revision	Revision
27.01.18	61	Vagish Raj Pandey	III	Revision	Revision
29.01.18		Vagish Raj Pandey	II	Monthaly Evaluvation	
30.01.18	62	Vagish Raj Pandey	III	Revision	Revision
31.01.18	61	Vagish Raj Pandey	III	Revision	Revision