

# PROGRAMME GUIDE

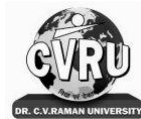
## DISTANCE EDUCATION PROGRAMMES

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### POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT (PGDMM)

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- **About University**
- **About Programme**
- **Scheme of Examination**
- **Detailed Syllabus & Reference Book**
- **Counseling and Study Structure**
- **Study Modules & Book Information**
- **Date Schedule & Instructions for Submitting Assignments**
- **Guideline For Preparation of Project Report**



**DR. C.V.RAMAN UNIVERSITY**  
**INSTITUTE OF OPEN AND DISTANCE EDUCATION (IODE)**

KARGI ROAD, KOTA, BILASPUR, CHATTISGARH

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## **ABOUT UNIVERSITY**

Dr. C.V. Raman University was established on 3 November, 2006, in the district of Bilaspur, Chhattisgarh by the “All India Society for Electronics and Computer Technology” (AISECT), the Sponsoring Body. The University was named after the first Nobel Laureate of the country in the field of science – Dr. C.V. Raman, an Indian physicist efforts influenced in the growth of science in our country. The University's principle goal is to evolve a new cadre of highly skilled technical professionals with deep academic insights and a strong sense of Indian ‘Values and ethics’, commemorating our forefathers who helped shape this nation.

The Sponsoring Body of the University-All India Society for Electronics and Computer Technology (AISECT) is an ISO 9001:2008 certified organization, established in 1985 and is today’s one of The India's most reputed and trusted Education Groups which houses private Universities, Engineering Colleges, Professional Institutions & Education Centres across the country. Till date, AISECT has transformed the lives of over 19 lakh students and has uplifted the lives of millions of people in the community. AISECT has been lauded for its exceptional work and has won awards from the World Bank, NASSCOM, TiE, Government of India, Government of Madhya Pradesh and several others on account of its commitment to high quality education over the last 28 years. AISECT is also a partner institution with Gol, GoMP and GoCG in their Common Service Centre Program and several other projects of state and national concern.

## **MAIN OBJECTIVES**

- Provide quality higher education and make provisions for research
- Create higher levels of intellectual abilities among our students
- Establish state-of-the-art facilities for education, training and examination, including online training
- Carry out teaching, research and offer comprehensive learning for a bright professional career
- Create centers of excellence for R&D to promote an environment of innovation and research
- Provide consultancy to public organizations and the Industry
- Award and maintain the standard of degrees, diplomas, certificates and other academic distinctions in accordance with the norms laid down by UGC, AICTE, BCI, MCI and other regulatory bodies.

## **RECOGNITIONS**

- The University is recognized under Section 2(f) of the UGC Act.
- Joint Committee Approval of DEB(UGC/AICTE/DEB)
- Other recognitions include AICTE, NCTE, BCI and DEB

- It is the first University in the state of Chhattisgarh to be awarded an ISO: 9001-2008 Certification.
- Membership of the Association of Indian Universities (AIU)
- NAAC B+

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## **THE FACULTIES OF STUDIES**

The University has wide range of faculties which offers the traditional as well as the new era job oriented courses. The main emphasis is on providing a wide choice of courses at different levels. The following faculties currently are in operation in the University:

- Faculty of Arts
- Faculty of Commerce
- Faculty of Management
- Faculty of Science
- Faculty of Engineering
- Faculty of Information Technology
- Faculty of Education
- Faculty of Law

## **ABOUT INSTITUTE OF OPEN AND DISTANCE EDUCATION (IODE), CVRU**

Education determines the quality of our life to a great measure, especially professional life. However, for many, in some circumstances, the path to education is ridden with many obstacles, including location, geographical inflexibility and lack of time. Fortunately, distance education is changing that scenario by providing an effective alternative platform to learn new skills and acquire a degree, such as distance education MBA, without having to attend traditional classes.

We, a UGC/DEB approved distance university (1 may 2009), offer various undergraduate and post-graduate degrees, along with a number of diplomas, which have benefitted many distance learners.

Our distance learning programmes are the shining light that many have been looking for; they unite conventional teaching approaches, including course materials in the form of books, and modern teaching methodologies, which include online access to the course. Our unique approach has made us the centre of distance education in Chhattisgarh, helping scores of professionals to obtain a degree and fly high in their careers.

With our distance learning programmes, we are bringing people into the fold of skilled workforce, which has changed the life of many.

What makes us a distinguished Chhattisgarh distance education university?

- Reaching various far-flung regions of the state through information technology
- Providing professional education, need- and knowledge-based
- Setting new national standards in distance education

## **IMPORTANT ACHIEVEMENTS**

- AN ISO 9001: 2008 Certified University
- World Education Award
- Largest Network for Learning Support System.
- Declaration of Term end result Time to Time.
- Best in Skill Development Award 2015
- Best University in Open Distance and online Award 2017

## **ACADEMIC PROGRAMMES OFFERED BY THE UNIVERSITY IN OPEN AND DISTANCE LEARNING MODE**

The University offers through the Institute of Open and Distance Education (IODE) both short term and long term programmes leading to Certificates, Diploma and Degrees, which are conventional as well as innovative. Most of these programmes have been developed after an initial survey of the demand for such Programmes in the job market. They are launched with a view to fulfil the learner's need for skill and employability.

- Certification,
- Improvement of skills,
- Acquisition of professional qualifications,
- Continuing education and professional development at work place,
- Self-enrichment,
- Diversification and updation of knowledge, and
- Empowerment.

## **PROMINENT FEATURES OF THE OPEN AND DISTANCE EDUCATION AT CVRU**

The open and distance education at the Dr. C. V. Raman University has certain unique features such as

- Individual study - flexible in terms of place, pace and duration of study.
- Use of latest information and communication technologies.
- Modular approach to programmes.
- Cost-effective programmes.
- Socially and academically relevant programmes based on students need
- Convergence of open and conventional education systems.
- Take higher-education to the unreached sections of the society through the use of information technology.
- Provide need and knowledge-based professional education.
- Set the national standards for Distance Education.

## **ABOUT PROGRAMME**

### **a) Programme's Mission & Objectives -**

#### **Mission Statement:**

Dr.C.V. Raman University's Institute of Open & Distance Education focuses on providing quality education through distance learning, matching with the parameter of regular programme and producing capable business leaders who are prepared with the necessary management & research skills to make high-quality business decisions in either an entrepreneurial or staff capacity.

We are aiming to teach the evolution in marketing principles in line with global and domestic practices, changing trends in society, impact of technology on the marketing function and the expectation of industry & students.

#### **Objectives:**

. To cater to the requirements of the individuals who wish to pursue their studies in the field of marketing and to inculcate relevant competencies for various stages of their marketing career and to enhance their skills needed to be effective and vibrant marketing professionals

### **b) Relevance of the program with University's Mission and Goals -**

Dr.C.V.Raman University aims to provide high standard of liberal education to its students, catering to their intellectual growth, personality development & nurtures them to be responsible adults committed to high ethical standards through various courses offered from different fields like commerce& management, science, arts, etc in regular mode as well as Open & Distance Learning mode.

Post Graduate diploma in Marketing Management offered in Open & Distance Learning mode is one such course of greater significant which not only helps those individuals who cannot attend classes regularly, provides an opportunity to upgrade the knowledge, qualification & can attain growth in terms of intellectuality, professionally & personally in the field of marketing.

### **c) Nature of prospective target group of learners -**

This program is specifically designed to cater the need of students who are not able to study through regular mode. Working Professional, Housewives, Students from rural area, Students who do not wish to prefer regular courses due to various reasons & Students who cannot afford costly regular courses are our target group learners.

### **d) Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence -**

On completion of the programme, the students will have developed:

- Demonstrate advanced management knowledge and how it links to the discipline of marketing.
- Understand the requirements of, and take full responsibility for, a senior marketing management position, and lead a marketing team in an organization.
- Conduct an assessment of an organization's internal conditions and capabilities, as well as the external environment, and link its resources with desirable marketing options.
- Demonstrate an advanced understanding of the national and international economic context and systems within which organisations operate and link these to marketing opportunities.
- Critically select and evaluate information and processes for the purpose of designing a strategic marketing plan.
- Develop and implement an advanced strategic marketing plan and communicate it to relevant role players.
- Produce and communicate information in a business environment with respect to conventions around intellectual property, copyright and plagiarism.
- Evaluate the success of strategic marketing process as an input for future decisions.
- Master life-long learning strategies in the field of marketing management.

**e) Expected Outcomes of Programmes:**

- To acquire general knowledge, principles and mechanisms of Marketing Management.
- To acquire techniques relevant to courses taught.
- To provide the practical exposure and knowledge acquiring skill.

**f) PROGRAMME DELIVERY MODE**

The methodology of instruction in the distance learning mode in the university is different from that of the conventional regular programs. The system adopted for this more learner oriented and the learner is an active participant in the pedagogical process. Most of the instructions are imparted through distance education methodology and face to face mode as per requirement. The programme delivery methodology used in the distance learning mode follows a multimedia approach for instructions, which comprises:

- **Self Instructional Written Material:** The printed study material (written in self instructional style) for both theory and practical components of the programs is supplied to the learners in batches for every course.
- **Audio-Visual Material Aids:** The learning package contains audio and video CDs which have been produced/adopted by the University for Better Clarification and enhancement for understanding of the course material given to the learners. A video programme is normally of 25-30 minutes duration. The video cassettes are screened at the learner support centre during specific sessions which are duly notified for the benefit of the learners.

- **Counseling Sessions:** Normally counseling sessions are held as per schedule drawn by the IODE DR. C. V. RAMAN UNIVERSITY. These are mostly held outside the regular working hours of the learner support centre.
- **Teleconferences:** Live teleconferencing sessions are conducted via Internet/ satellite through interactive Video Conferencing facility (available at some places) from the University studios, the schedule of which is made available at the learner support centre.
- **Industrial Training/Practical/Project work:** Some programmes have industrial training/practical/ project component also. Practical are held at designated institutions for which schedule is provided by the learner support centre. Attendance at practical is compulsory. For Project Work, comprehensive project guide, in the form of booklet, is provided to the student along with the study material.
- The printed study materials will be dispatched periodically to the enrolled students for each paper of study. These materials will be as guide for the students for effective learning. The assignment for internal assessment shall also be dispatched along with the study material. Online modules are also available for some courses. These are in progress and as and when available, these will be available on the website of the students for registered candidates.
- The counseling sessions will be of 30 days duration for a course in a year. The actual schedule and place of contact program shall be announced and communicated to students in – time.

#### **g) EVALUATION SYSTEM**

The system of evaluation in open and distance learning system has a multi-tier system of evaluation.

1. Self-assessment exercise within each unit of study.
2. Continuous evaluation mainly through assignments which are tutor-marked practical assignments and seminar/workshop/extended.
3. The term-end examinations.
4. Project work.

The evaluation of learners depends upon various instructional activities undertaken by them. A learner has to write assignment responses compulsorily before taking term-end examination from time to time to complete an academic programme. A learner has to submit TMA responses to the learner support centre established by IODE Dr. C. V. Raman University. A learner should keep duplicate copies of assignments responses of TMA that may be required to be produced at Student Evaluation Division on demand. Term-end examination will be conducted at various examination centre approved by institute of open and distance education Dr. C. V. Raman university spread all over the Chhattisgarh. The weightage for Term End Examination will be 70% and weightage for Internal Assessment will be 30 % for this programme.

#### **h) TERM-END EXAMINATION AND PAYMENT OF EXAMINATION FEE**

The University conducts Term-end Examination in semester system and held in the month of Nov/Dec and May/June every year. Students will be permitted to appear in term-end examination subject to the conditions that:

1. Registration for the courses, in which they appeared is valid,
2. Minimum Time to pursue these courses is elapsed.
3. Submission of required number of assignment in respective courses by the due date.

Students can also submit on-line examination form as per guidelines through website at [www.cvrु.ac.in](http://www.cvrु.ac.in). Examination fee is required to be paid online payment gateway as per the fee table. Please do all correspondence regarding the course admission and other detail at the following address:

The Director  
Institute of Open and Distance Education (IODE)  
Dr. C. V. Raman University  
Kargi Road, Kota, Bilaspur, Chhattisgarh  
Phone: 07753253851, 8827920016, 8827920019  
Email: [cvrussd@gmail.com](mailto:cvrussd@gmail.com)

#### **LEARNER SUPPORT DESK:**

Phone: 07753253872, 07753-253873, 8359050061

Email: [cvrussd@gmail.com](mailto:cvrussd@gmail.com)



**POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT (PGDMM)**

Duration - 12 Months

Eligibility – Graduate in any discipline

**Scheme of Examination**

Course Code	Name of the Course	Credit	Total Marks	Theory		Practical/Project Report		Assignments/Project Viva voce	
				Max	Min	Max	Min	Max	Min
<b>Semester-I (Compulsory)</b>									
1PGDMM1	Management Process and Organizational Behavior	5	100	70	28	-	-	30	12
1PGDMM2	Marketing Management	5	100	70	28	-	-	30	12
1PGDMM3	Consumer Behaviour	5	100	70	28	-	-	30	12
<b>Total aggregate required to pass</b>			<b>300</b>	<b>210</b>	<b>84</b>	-	-	<b>90</b>	<b>36</b>
<b>Semester-II (Choose any two courses) &amp; Project is compulsory</b>									
2PGDMM1	Service Marketing	5	100	70	28	-	-	30	12
2PGDMM2	Advertising & Sales Promotion	5	100	70	28	-	-	30	12
2PGDMM3	Retail & Rural Marketing	5	100	70	28	-	-	30	12
2PGDMM4	International Marketing	5	100	70	28	-	-	30	12
2PGDMM5	Project Work & Viva Voce	7	100	-	-	70	28	30	12
<b>Total aggregate required to pass</b>			<b>300</b>	<b>140</b>	<b>56</b>	<b>70</b>	<b>28</b>	<b>90</b>	<b>36</b>

**Evaluation Scheme**

1. 40% in each theory, practical & internal assessment and also total aggregate marks for passing is 40%

2 Total Project Marks is 100 in which 70 marks for project report and 30 marks will be for project viva.



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**SEMESTER- First Semester**

**PROGRAMME: Post Graduate Diploma In Marketing Management (PGDMM)**

**COURSE CODE: 1PGDMM1, CREDIT:5**

**Theo. Max. M: 70 Min. M: 28**

**COURSE : Management Process and Organizational Behavior Assig. Max.M: 30 Min. M: 12**

**UNIT I**

**Management Systems and Process**, Introduction, Definition, & Nature of Management, Management – A science and an Art, Management vs Administration, Functions of Management, Significance of Management. **Evolution of Management Thoughts**, Introduction, Approaches to Management, Classical Theory, Scientific Management Approach, Leading Management Thinkers. **Managerial Skills**, Introduction, Levels of Management, Managerial Skills, Job of a Manager, Managerial Roles. **Social Responsibility of Management**, Social Objectives and Obligations, Social Responsibilities of Management in India.

**UNIT II**

**Understanding and Managing Individual Behaviour**, Introduction, Models of Organizational Behaviour, McGregor's XY Theory, Immaturity-Maturity Theory, Mayo's Social Man, Schein's Rational and Complex Man, Theory Z : A Hybrid Model. **Personality**: Personality, Trait Theories, The Development of Personality and Socialization.

**UNIT III**

**Perception – Perceptual Process and Managerial Implications of Perception**, The Role of Perception, Characteristics of the Person, Situational Processes, Managerial Implications of Perception. **Values and Attitudes**, Introduction, Types & Sources, Values and Corporate Culture, Attitudes, Measurement of Attitude, Job Satisfaction. **Learning**, Introduction, Nature & Theories of Learning, Strategies of Reinforcement, Use of Reinforcement Theory in Behaviour Modification (OB Mod). **Individual Decision Making and Problem Solving**: Importance, Types & Models of decision-making, Dynamics of Decision-making.

**UNIT IV**

**Understanding and Managing Group Processes**, Introduction, Formal & Informal Organization, Group Dynamics, Work Teams: Definition, Types, and Effectiveness, Quality Circle, Team building. **Interpersonal and Group Behaviour**, Interpersonal Skills, Transactional Analysis, Johari Window, Nature of Groups, Reasons for Group Formation. **Leadership – Its Approaches and Styles**, Introduction, Definitions, Leader Traits, Leader Behaviour, Leadership Styles, Vroom, Yetton, and Jago's Normative Decision Model of Leadership, Leader Decision-making Style, Emerging

Leadership Theories. **Motivation Concepts and its Theories**, Introduction, Theories of Motivation, Motivation in Practice.

## UNIT V

**Meaning and Determinants of Organizational Behaviour:** Definition, Historical Roots of Organizational Behaviour, The Emergence of Organizational Behaviour, **Organizing and Organizational Structure Line and Staff Conflicts**, Introduction, Organization Structure, Principles of Organization, Span of Management, Organization Charts, Authority Relationships: Line, Staff and Functional, Forms of Organization Structure. **Work Stress and Stress Management**, Introduction, Defining Stress, Factors that produce stress, Coping Strategies Stress-management Techniques, A Holistic Wellness Model. **Organizational Conflicts and its Dimensions**, Introduction, The Conflict Process, Sources of Conflict, Types, Symptoms & Causes of Conflict, Final Words on Negotiation.

## REFERENCE BOOK

- P K Agrawal, "Management Process & Organisation Behaviour" Vrinda Publication
- Organizational Behaviour – R.K. Chopra Sun India Publication
- Organizational Behaviour - K.Aswathappa
- Organizational Behaviour - JitS.Chandran
- Organizational Behaviour - McShane
- Essentials of Management – Koontz – TMGH -
- Principles & Practices of Management - Saxena
- Principles and Practices of Management - Shejwalkar and Ghanekar
- Management Concepts & Practices - Hannagan



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**SEMESTER- First Semester**

**PROGRAMME: Post Graduate Diploma In Marketing Management (PGDMM)**

**COURSE CODE: 1PGDMM2, CREDIT:5**

**COURSE : Marketing Management**

**Theo. Max. M: 70 Min. M: 28**

**Assig. Max.M: 30 Min. M: 12**

**UNIT I**

**Introduction to Marketing**, Introduction, Defining Marketing, Needs, Wants and Demand, Concept of Exchange, Customer Value and Satisfaction, Evolution of Marketing Concept, **Measuring Market Demand**, Introduction, Forecasting Methods, **Marketing Implementation and Control**, Introduction, Marketing Implementation, Organising Marketing Department, Role of Marketing in Structuring, Alternatives, Implementation of Marketing Programmes, Mechanisms to Control, Performance Evaluation Methods, **Marketing Environment Analysis**, Introduction, Scanning and Analysing Environment, **Information System and Marketing Research**, Introduction, Information About Factors that Affect Marketing, Marketing Information Systems (MIS), Marketing Research Process, Data Collection Approach, Qualitative Research, Quantitative Research, Sampling Plan.

**UNIT II**

**Market Segmentation, Targeting and Positioning**, Introduction, Market Segmentation, Requirements for Effective Segmentation, Bases for Segmentation, Types of Segmentation, **Consumer Behaviour - Personal and Organisational**, Introduction, Consumer Behaviour, Social Factors, Psychological Factors, Personal Factors, Demographic Factors, Situational Factors, Involvement Level, Consumer Decision-making Process, Organisational Consumer.

**UNIT III**

**Product Concepts**, Introduction, Concept of Product, Product Classification, Product Line and Product Mix, **Branding, Packaging and Labelling**, Introduction, Concepts of Branding, Brand Identity, Brand Equity, Brand Image, Types of Brand, Brand Name Selection, Branding Strategies, Factors Influencing Branding Strategies, Competitive Situation, Company Resources, Brand Building, Packaging, Labelling, **New Product Development and Adoption Process**, Introduction, Developing New Products, Organising for New Product Development, Commercialisation, New Product Adoption Process, Time Factor and Diffusion Process, **Product Life Cycle**, Introduction, Product Life Cycle-Shapes, Whether to be a Pioneer or Follower?, Introduction Stage, Growth Stage, Maturity Stage, Decline Stage, Implications and Limitations of Product Life Cycle Concept.

**UNIT IV**

**Developing Pricing Strategies and Pricing Methods**, Introduction, Pricing Concept, Pricing Objectives, Factors Affecting Pricing Decisions, Price Setting Procedure, **Managing Marketing**

**Channel and Physical Distribution**, Introduction, Marketing Channels, Factors Affecting Selection of Marketing Channel System, Intensity of Distribution, Channel Terms and Conditions, Vertical, Horizontal and Multichannel Marketing Systems, Channel Conflicts and Cooperation, Physical Distribution, Transportation, Sales Promotion, Sales Promotion Planning Guidelines.

#### **UNIT V**

**Managing Marketing Communication**, Introduction, Marketing Communications, Communications Objectives (Marketing Communication Models), Communications Media, Budget Allocation, Marketing Communications Mix, Selection of Promotional Mix, Integrated Marketing Communications, **Changing Trends in Marketing Mix**, Introduction, Relationship Marketing, Service aspects of consumer products, Loyalty and Customer Value Management, Sharing knowledge through BP's Virtual Team Network, Retailers and Systematic Relationships, Relationship Marketing in Organizational Markets: From Competition to Cooperation, **E-marketing**, Introduction, Fundamental Concept of Web Marketing, Role of Internet in a Marketing Setting, Developing an Internet Marketing Strategy, Current Challenges and Future Prospects for E-marketing.

#### **REFERENCE BOOK**

- Marketing Management-S A Sherlekar,Himalaya Publication.
- Marketing Management-Kotler,Keller,Koshy&Jha Pearson Prentice Hall.
- Marketing Management: Kotler, Philip, Prentice Hall
- Marketing Management: Subhash c. Jain, Cengage
- Marketing Management: Ramaswamy&Namakumari, McMillan
- Principles of Marketing: Kurtz &boone, Cengage
- Principles of Marketing:Kotler& Armstrong, Prentice Hall
- Marketing Management;Kotler&Koshy, Prentice Hall
- Marketing Management:Biplab S. Bose, Himalaya



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**SEMESTER- First Semester**

**PROGRAMME: Post Graduate Diploma In Marketing Management (PGDMM)**

**COURSE CODE: 1PGDMM3, CREDIT:5**

**COURSE : CONSUMER BEHAVIOUR**

**Theo. Max. M: 70 Min. M: 28**

**Assig. Max.M: 30 Min. M: 12**

**UNIT I**

**Introduction to Consumer Behaviour**, Definition, Consumer and Customer, Buyers and Users, Consumer Behaviour and Marketing Strategy, **Consumer Involvement and Decision-Making**: The Communication Situation, Types of Consumer Decisions, **Information Search Process**, Nature of Information Search, The Types of Information Consumers Seek.

**UNIT II**

**Evaluative Criteria and Decision Rules**, Choice based on Attitude versus Attributes, Affective Choice (Feeling-based Choice), Nature of Evaluative Criteria, Accuracy of Consumer Judgement of Evaluative Criteria, Conjunctive Decision Rule. **Consumer Motivation**, Needs, Goals, Classifying Motives, Needs and Goals are Dynamic, Frustration and Defence Mechanisms, Motive Arousal, Systems of Needs, Motivation Research. **Information Processing and Consumer Perception**, Sensation (Exposure to Stimuli), Attention, Perceptual Organisation (Interpretation), Interpretation of Stimuli, Images are Important to Consumers.

**UNIT III**

**Consumer Attitudes and Attitude Change**, Reinforcement, Cognitive Learning Theory, Memory, Involvement Theory, Dimensions of Involvement, Consumer Attitudes, Functions of Attitude, Attitude Models, Factors Inhibiting the Relationship between Beliefs, Feelings and Behaviour, Attitude Change Strategies, Multi-attribute Models and Attitude Change, Katz Functional Theory and Attitude Change, Elaboration Likelihood Model and Attitude Change, Post-purchase Attitude Change. **Influence of Personality and Self Concept on Buying Behaviour**, Actual Self, Ideal Self, Consumption and Extended Self, Psychoanalytic Theory, Social/Cultural (Neo-Freudian) Theory, Trait Theory, Emotion. **Psychographics and Life Style**, Psychographics Segmentation, Lifestyle .

**UNIT IV**

**Reference Group Influence**, When do Groups Exert Influence?, Types of Reference Groups, Nature of Reference Groups, Reference Group Influences on Consumers, Relative Importance of Informational, Comparative and Normative Influence, Applications of Reference Group Influences. **Diffusion of Innovation**, Introduction, Types of Innovations, Breadth of Innovation, The Diffusion Process, Time Factor and Diffusion Process, Role of Communication in the Diffusion Process,

Cultural Context and Diffusion of Innovation. **Opinion Leadership**, Word-of-mouth Communications, Opinion Leadership.

#### **UNIT V**

**Family Decision Making**, Family Life Cycle Stages, Nature of Household or Family Purchases, Nature of Family Decision Making, Husband-wife Influences, Parent-child Influences. **Industrial Buying Behaviour**, Market Structure and Pattern of Demand, Organisational Buyer Characteristics, Decision Approach and Purchase Patterns, Factors Influencing Organisational Buyer Behaviour, Organisational Buyer Decision Process, Problem Recognition, **Models of Consumer Behaviour**, Nicosia Model (Conflict Model), Howard-Sheth Model (Machine Model), Engel, Blackwell, Miniard Model (Formerly EKB Model/Open System).

#### **REFERENCE BOOK**

1. Consumer Behaviour-Suja Nair,Himalaya Publication
2. Consumer Behaviour-M R Solomon, Pearson Education
3. Schiffman & Kanuk, “Consumer Behavior”,Pearson Education
4. Laudon&Bitta: Consumer Behaviour Tata McGraw Hill
5. M.R. Solomon, “Consumer Behavior”, Pearson Education
6. Consumer Behavior in Indian Perspective – Suja R. Nair Himalaya Publishing House



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**SEMESTER- Second Semester**

**PROGRAMME: Post Graduate Diploma In Marketing Management (PGDMM)**

**COURSE CODE: 2PGDMM1, CREDIT:5**

**COURSE : SERVICE MARKETING**

**Theo. Max. M: 70 Min. M: 28**

**Assig. Max.M: 30 Min. M: 12**

**UNIT I**

**Introduction to Service Marketing**, Introduction, Definition, Service Economy, Globalisation Process, Nature and Scope of Services, Unique Characteristics of Services, Challenges and Issues in Service Marketing.

**UNIT II**

**Service Marketing Opportunities**, Introduction, Assessing Service Market Potential, Classification of Services, Expanded Marketing Mix, Service Marketing, Environment and Trends, Service Market Segmentation, Targeting and Positioning.

**UNIT III**

**Service Design and Development**, Introduction, Service Life Cycle, New Service Development, Service Blueprinting, GAP's Model of Service Quality, Measuring Service Quality, SERVQUAL, Service Quality Function Development.

**UNIT IV**

**Service Delivery and Promotion**, Introduction, Positioning of Services, Designing Service Delivery System: Service Channels, Pricing of Services, Service Marketing Triangle, Integrated Service Marketing Communication.

**UNIT V**

**Service Strategies**, Introduction, Marketing Strategies for Healthcare, Marketing Strategies for Hospitality Sector, Marketing Strategies for Tourism, Marketing Strategies for Financial Services, Marketing Strategies for Logistics Services, Marketing Strategies for Educational Services, Marketing Strategies for Entertainment and Public Utility Information Technique Services, Case Studies.

**REFERENCE BOOK**

- Service Marketing The Indian Context-R Shrinivasan,Phi Learning Pvt Ltd
- Service Marketing –Vasanti Venugopal,Himalaya Publication



- C. Lovelock, J. Chatterjee , “Service Marketing” ,Pearson Education
- Zeithmal, Valarie; A Services Marketing, Tata McGraw Hill
- K. Rama MohanaRao, “Service Marketing”, Pearson Education
- Payne A; The Essence of Service Marketing Prentice Hall
- GovindApte; Services Marketing, Oxford Press
- Glynn &Barner, Understanding Setrvice marketing, PHI



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**SEMESTER- Second Semester**

**PROGRAMME: Post Graduate Diploma In Marketing Management (PGDMM)**

**COURSE CODE: 2PGDMM2, CREDIT:5**

**COURSE : ADVERTISING & SALES PROMOTION**

**Theo. Max. M: 70 Min. M: 28**

**Assig. Max.M: 30 Min. M: 12**

**UNIT I**

Advertising, Concepts of Advertising, Types of advertisement, Forms and importance of advertising, Role of advertising in marketing process, Elements of IMC, Integrated Marketing Communication Planning Model, Legal, ethical and social aspect of advertising, Economic, Social and Ethical Implications of advertising, The advertisers defend their position against above criticism as follow, Legal aspects of advertisement, Advertisement regulation by the Government, ASCI, Standards of Conduct.

**UNIT II**

The communication process, The communication process, Wilbur Schramm's model, The Two-Step Flow of Communication Theory, Cognitive Dissonance, Clues for advertising strategist, DAGMAR Approach for Setting Advertising Objectives, Defining Advertising Goals, Advertising Objectives, Determination of Target Audience, Building Advertising Programme, Message, Developing a Message strategy, Types of Message Strategies, Emotions in Advertising, Emotion as a Tool, Method for Arousing Emotion, Assignment.

**UNIT III**

Headlines, Components of print advertising, Type of Headlines, Tips for Forming Headlines, Copy, Logo, Illustration, Appeal, Layout. Campaign Planning, Structure of Campaign Planning, Media Planning, Problems of Media Planning, Media Planning in India (Indigenous Scenario), Developing Media Plan, Top 10 Media Shops, Budgeting, Promotional Budget an Approach to Budgeting, Top Down Approach, Bottom up Approach.

**UNIT IV**

Evaluation, Broadcast Media, Television, Network Advertising and Spot/local Advertising, News Paper, Sample Format, Magazines, Radio, Industry Size, Opinions and Atitudes, Measurement of advertising effectiveness, Advertising Research, Advertising Message Research, Copy Test Based on Psychological Response, Copy Test Based on Behavioral Response, Advertising Media Research, Media Selection Research: (Media Audience), Advertising Organisations, Participants, Selection Compensation and Appraisal of an Ad Agency, Compensation, Appraisal of an Ad Agency, Electronic Media Buying, E-advertising ( Internet and IMC ), Electronic Media Advertising, Buying Electronic Media, Type of Online Ads, Internet and IMC, Advertising and Consumer Behaviour.

## **UNIT V**

Sales Promotion: Concept, Significance, Sales Promotion, Strategies, types of sales promotion, Personal Selling. Historical perspectives, Role & Significance, Qualities of sales force, Personal selling process.

### **REFERENCE BOOK**

- Advertising Management & Sales Promotion- A K Mishra Himalaya Publication
- Advertising & Sales Promotion-S A Chunawala
- Benlch,: advertising & sales promotion, TMH
- David Ogilvy: Ogilvy on Advertising, Pan BOOK.
- Manendra Mohan: Advertising Management - Concept & Cases, Tata McGraw Hill.
- Percy, Strategic Advertising Mgmt., OUP
- Robin B Evans, Production & Creativity in Advertising, Wheeler.
- S H HKazmi& S K Batra: Advertising & Sales Promotion, Excel Book.
- Oguinn, Advertising & Brand promotion, Vikas



**Dr. C.V. RAMAN UNIVERSITY**  
**Institute of Open and Distance Education (IODE)**  
Kargi Road, Kota, Bilaspur (C.G.)

**SEMESTER- Second Semester**

**PROGRAMME: Post Graduate Diploma In Marketing Management (PGDMM)**

**COURSE CODE: 2PGDMM3, CREDIT:5**

**COURSE : RETAIL & RURAL MARKETING**

**Theo. Max. M: 70 Min. M: 28**

**Assig. Max.M: 30 Min. M: 12**

**UNIT I**

**Retailing:** Role, Relevance and Trends, Introduction, Concept of Retailing, Significance of Retailing, Characteristics of Retailing, Functions of Retailing, Trends in Retail Formats, **Retail Market Segmentation and Strategic Management**, Introduction, Retail Market Segmentation, Franchising, Relationship Marketing in the Organized vs. Unorganized Retail, Services Retail, Importance of Service in Retail, Building a Retail Brand, International Expansion - A Growth Strategy, Approaches to pricing the Retail Product, Retail Promotion Strategy, Advertising, Social Marketing in Retail.

**UNIT II**

**Retail Operations**, Introduction, Level of Location Decision and its Determining Factors, Product Management, Merchandise Management, Retail Distribution and Supply Chain Management, Budget, Types of Suppliers, Criteria for the Selection of Suppliers, **Accounting Methods and Process Accounting**, Introduction, Accounting Methods, Process Accounting, Accounting for Spoilage in Historical Process Costing, **Capital Planning and Risk Management**, Introduction, Capital Expense Planning, Challenges Presented By Current Practices for Capital Expenditure Budgeting, Risk.

**UNIT III**

**Mall Management: Concept and Design**, Introduction, Types of Various Retail Formats, Retail Store Classification, Concepts in Mall Design, Pre-development Process: Site Selection, Key Ingredients to Make a Commercial / Mall Development Work, Factors Influencing Mall Establishments,, Aspects in Security, Aspects in Human Resource, Aspects in Finance/Accounts, Aspects in Quality, Statistical Methods Used in Measuring Mall Performance.

**UNIT IV**

**Rural Marketing** – An Introduction, Nature and Characteristics of Rural Market, Challenges and Opportunities, Rural Products, Product Promotion in Rural Markets, Strategic Challenge – Understanding Customers Needs, Unique Selling Proposition, Market Scenario in India, **Rural Marketing Environment**, Introduction, Rural Population, Rural Marketing Model, Features of Indian Rural Markets, Profile of the rural consumer, Understanding Rural Markets, Factors

contributing to the growth of rural marketing, **Rural Marketing Model**, Introduction, Significance of Rural Markets, Opportunities, Problems related to rural marketing, Emerging Trends in Markets.

#### **UNIT V**

**Rural Marketing Research**, Introduction, Marketing Research Objectives, Market Survey, Sampling Techniques, Data Processing and Analysis, Advertising Research and DAGMAR, **Distribution Strategies for Rural Market**, Introduction, Distribution Patterns for Consumer and Industrial Goods, Customer Convenience Buying, **Promotion Strategies for Rural Market**, Introduction, Advertising, Advertising Mix Factors, Media Planning, Objectives of Advertising, Public Relations, **Role of Microfinance in Rural India**, Introduction, Legal and Regulatory Framework for the Microfinance Institutions in India, Success Factors of Microfinance in Rural India, Marketing of Microfinance Products.

#### **REFERENCE BOOK**

- Rural Marketing- Os Shrivastava Quality Publication
- Retail Management-Functional Principles & Practices,Gibson G.Vedamani,Jaico Publishing House
- Retail Management-Kisholoy Roy Vrinda Publication
- Barry Berman and Joel R Evans, ‘Retail Management A strategic approach’, Pearson Education
- Michael Levi M and Weitz BW - Retailing Management (Tata McGraw Hill, 5th Ed.)
- Dunne Patrick M., Lusch Robert F. and Griffith David A - Retailing (Cengage Learning, 4th Ed.)
- Cox Roger and Brittain Paul - Retailing: An Introduction (Pearson Education, 5th Ed.)
- Newman and Cullen - Retailing (Cengage Learning, 1st Ed.)
- Vedmani G. Gibson - Retail Management - Functional Principles & Practice (Jaico Publications, 1st Ed.)C.S.G.
- Krishnamacharyulu, “Cases in Rural Marketing”, Pearson Education.
- Sukhpal Singh, “Rural Marketing Management” Vikas Publishing House
- T.P. Gopaldaswamy, Rural Marketing, Vikas Publishing House
- A.K. Singh, S. Pandey, Rural Marketing, New Age International Publishers.



**Dr. C.V. RAMAN UNIVERSITY**  
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**SEMESTER- Second Semester**

**PROGRAMME: Post Graduate Diploma In Marketing Management (PGDMM)**

**COURSE CODE: 2PGDMM4, CREDIT:5**

**COURSE : INTERNATIONAL MARKETING**

**Theo. Max. M: 70 Min. M: 28**

**Assig. Max.M: 30 Min. M: 12**

**UNIT I**

**Introduction to International Marketing**, Meaning of International marketing, Nature of international marketing, Differences between Domestic and International Marketing, Importance of International Marketing, **International Marketing environment**, Economic, Political, Legal, Socio-cultural & Technological Environment, **International Marketing Segmentation and Positioning**, Bases of Market segmentation, Positioning, **International Market entry strategies**, Country Identification, Screening, Selection, Mode Of Entry, Trade-Off Between Different Modes Of Entry.

**UNIT II**

**International Product designing**, International Products and International Brands, Product adaptation vs Product Standardisation, Product Line Decisions, International Product Life Cycle, New Product Development, **Pricing for International Products**, Factors Affecting International Price Determination, Methods of Pricing, International Price Quotations, Dumping, Price Distortion, Counter-trade, **International distribution channel and logistic management**, International Distribution Channels, International Distribution Logistics, Modes of Transportation, Packaging, Containerisation, **International Promotion mix**, Media Selection, Personal Selling, Public Relations and Publicity, Sales Promotion, Advertising, Role, Advertising Media, Unified vs Diversified Advertising Strategy.

**UNIT III**

**India's foreign trade**, Trends in Foreign trade, India's Merchandise Export & Imports, Foreign Trade Policy, Exim Policy of India, Objectives of the Exim Policy, Governing Body of Exim Policy, **Export Procedure and Documentation**, Export and Import Procedure, Naming the Business, Selecting the Company, Making Effective Business Correspondence, Processing an Export Order, Entering into Export Contract, Documents for Declaration of Goods under Foreign Exchange Management, The Statutory Control, Declaration Forms, Documents for Transportation of Goods, Documents for Customs Clearance of Goods, Other Documents, Export Assistance Documents.

**UNIT IV**

**Regionalism vs multilateralism**, Dynamism In The Interface Of Multilateral Trading System And Regional Trade Agreements, Evolving Multilateral Trading System, Recent Rise of Regionalism, Inter-relationship between Multilateralism and Regionalism, Deepening "Tripolarization" of the World Economy, Basic Principles of the Multilateral Trading System, Trade Blocs, Important

Grouping In The World, SAARC, North American Free Trade Agreement (NAFTA), Asia-Pacific Economic Cooperation, Organisation for Economic Co-operation and Development, European Union, Association of Southeast Asian Nations, Legal Dimensions In International Marketing Role of WTO, Agreement on Rules of Origin, Understanding on Rules and Procedures Governing the Settlement of Disputes, The WTO Provisions Related to RTAs.

## **UNIT V**

**International Marketing Research**, Need for Overseas Market Research, Sources of Market Research, Screen Potential Markets, Assess Targeted Markets, Draw Conclusions, Market Research Process, The Scope of International Marketing Research, The International Marketing Research Process, Defining the Research Problem and Research Objectives, Developing the Research Plan, Deciding on Information Sources, Secondary Data, Primary Data, Role of International Trade Agencies, Planning and Conduct of Market Survey, Setting Objectives, Adopting Methodology, Survey Conducting, Survey Techniques, Survey Reporting, Marketing Information System, Internal Records System, Marketing Intelligence System.

## **REFERENCE BOOK**

- Internatioan Marketing-Dr. R K Kothari,Dr. P.C Jain ,Dr. Ramesh Mittal Rbd Professional Publication
- Cherunilam, F., International Trade & Export Management, Himalaya,
- Onkvisit, S. & Shaw, J., International Marketing: Analysis & Strategy, Prentice Hall India.
- Czinkota,M., Ronkainen, I., Sutton Brady, C. and Beal, T. International Marketing, Thomon Learning.
- Cateora& Graham, International Marketing, McGraw Hill,
- Keegan, Global Marketing Management, Pearson Education Asia,
- Daniels, J. International Business, Pearson Education.
- Cherunilam, International Marketing, Himalaya Publishing,



**Dr. C.V. RAMAN UNIVERSITY**  
**INSTITUTE OF OPEN AND DISTANCE EDUCATION (IODE)**  
Kargi Road, Kota, Bilaspur (C.G.)  
**Detailed Syllabus & Reference Book**  
SEMESTER- SECOND SEMESTER

**PROGRAMME: (PGDFM)**

**Theo. Max. M: 70 Min. M: 28**

**Course Code: 2PGDMM5 , CREDIT:-5**

**Assig. Max.M: 30 Min. M: 12**

**COURSE : PROJECT WORK AND VIVA VOCE**

**ALL THE CANDIDATES OF PGDMM ARE REQUIRED TO SUBMIT A PROJECT-REPORT BASED ON THE WORK DONE BY HIM/HER DURING THE PROJECT PERIOD. A DETAILED VIVA SHALL BE CONDUCTED BY AN EXTERNAL EXAMINER BASED ON THE PROJECT REPORT. GUIDELINE FOR PREPARATION OF PROJECT REPORT HAS BEEN GIVEN FOLLOWING. STUDENTS ARE ALSO ADVISED TO SEE THE DETAILED PROJECT RELATED GUIDELINES ON THE WEBSITE OF CVRU [WWW.CVRU.AC.IN](http://WWW.CVRU.AC.IN).**





**COUNSELING AND STUDY STRUCTURE**

Sl. No.	Course Code	Title of the Course	Credit	Total Hours of Study	Counseling and Study Structure (hours)				Project
					Face to Face Counseling	Self study	Practical	Assignments	
<b>Semester I (Compulsory)</b>									
1	1PGDMM 1	Management Process and Organization Behavior	5	150	20	85	-	45	
2	1PGDMM 2	Marketing Management	5	150	20	85	-	45	
3	1PGDMM 3	Consumer Behavior	5	150	20	85	-	45	
<b>Semester II (Choose any two courses) &amp; Project is Compulsory</b>									
4	2PGDMM 1	Services Marketing	5	150	20	85	-	45	
5	2PGDMM 2	advertising & Sales Promotion	5	150	20	85	-	45	
6	2PGDMM 3	Retail & Rural Marketing	5	150	20	85	-	45	
7	2PGDMM4	International Marketing	5	150	20	85	-	45	
8	2PGDMM5	Project & Viva	7	210	-	-	-	-	<b>210</b>

**STUDY MODULES AND BOOKS INFORMATION**

<b>Course Code</b>	<b>Name of the Course</b>	<b>Books / Modules to be used</b>
<b>Semester-I</b>		
1PGDMM 1	Management Process and Organization Behavior	CVRU Module
1PGDMM 2	Marketing Management	CVRU Module
1PGDMM 3	Consumer Behavior	CVRU Module
<b>Semester-II</b>		
2PGDMM 1	Services Marketing	CVRU Module
2PGDMM 2	advertising & Sales Promotion	CVRU Module
2PGDMM 3	Retail & Rural Marketing	CVRU Module
2PGDMM 4	International Marketing	CVRU Module

**DATE SCHEDULE & INSTRUCTIONS FOR SUBMITTING ASSIGNMENTS**

<b>DUE DATE OF SUBMISSION OF ALL ASSIGNMENTS AT THE STUDY CENTRE</b>		
<b>Semester</b>	<b>Assignment No.</b>	<b>Due Date</b>
First Semester	1PGDMM 1 1PGDMM 2 1PGDMM 3	<ul style="list-style-type: none"> <li>• April 30 (for January Session)</li> <li>• October 31 (for July session)</li> </ul>
Second Semester	2PGDMM 1 2PGDMM 2 2PGDMM 3 2PGDMM 4	<ul style="list-style-type: none"> <li>• April 30 (for July Session)</li> <li>• October 31 (for January session)</li> </ul>

## INSTRUCTIONS TO STUDENTS FOR FORMATTING THE ASSIGNMENTS

### सत्रीय कार्य हेतु छात्रों के लिये निर्देश

1. This booklet contains the assignments for the entire (All Semester) programme. Each course has one assignment. All assignments should be completed and submitted at IODE CVRU/ study centre before the due date.

इस पुस्तिका में पूरे पाठ्यक्रम के लिये (सभी सेमेस्टर) के सत्रीय कार्य दिये गये हैं। प्रत्येक पाठ्यक्रम के लिये एक सत्रीय कार्य दिया गया है जिसे पूर्ण करने के पश्चात निर्धारित तिथि तक डॉ. सी. वी. आर.यु. के दूरस्थ शिक्षा संस्थान / अध्ययन केन्द्र को भेजना आवश्यक है।

2. Please note that you will not be allowed to appear for the Term End Examinations for the course, until the assignments are submitted before the due date.

कृपया ध्यान रहे जब तक सत्रीय कार्य निर्धारित तिथि तक जमा नहीं होंगे, आप सत्रांत परीक्षा में नहीं बैठ सकेंगे।

3. The assignments constitute the continuous component of the evaluation process and have 30% weightage in the final grading. You need to score minimum marks as per Examinations Scheme of Particular Programme in assignment in each course in order to clear the continuous evaluation component.

सत्रीय कार्य सतत् मूल्यांकन का महत्वपूर्ण अंग है एवं अन्तिम ग्रेडिंग में 30 प्रतिशत अंक निर्धारित हैं। सतत् मूल्यांकन में उत्तीर्ण करन हेतु प्रत्येक सत्रीय कार्य में संबंधित कार्यक्रम के परीक्षा योजना के अनुसार न्यूनतम अंक प्राप्त करना अनिवार्य है।

4. The assignment should be hand written on a A-4 size paper with proper cover which contains all the required information as given on the next page. You can use the photocopy of the cover for each assignment.

सत्रीय कार्य ए-4 साइज पेपर पर हस्तलिखित होना चाहिए तथा उस पर अगले पृष्ठ पर दिये गये कवर के अनुसार सभी जानकारी लिखी होनी चाहिए। (आप चाहें तो कवर की फोटोप्रति प्रत्येक सत्रीय कार्य पर लगाकर प्रयुक्त कर सकते हैं)

5. Leave at least 4cm margin on the left, top and bottom of your answer sheets for the evaluator's comments.

प्रत्येक पृष्ठ पर बायें, ऊपर एवं नीचे कम से कम 4 सें.मी. जगह छोड़ें जो मूल्यांकनकर्ता अपनी टिप्पणी के लिये प्रयोग करेगा।

6. Your answers should be brief, precise and in your own words. Please do not copy the answers from the study material.

सत्रीय कार्य क प्रश्नों के उत्तर संक्षेप, स्पष्ट एवं स्वयं के शब्दों में होना चाहिए। उत्तर स्टडी मटेरियल की कॉपी नहीं होना चाहिये।

7. Please do not copy the assignment from other student.

कृपया सत्रीय कार्य दूसरे छात्र से कॉपी न करें।

8. While solving the questions, clearly indicate the question number along with the part being solved. Recheck your work before submitting it.

प्रश्नों के उत्तर लिखते समय, प्रश्न संख्या अथवा उसके भाग का स्पष्ट उल्लेख करें। सत्रीय कार्य जमा करते समय एक बार पुनः जांच कर लें।

9. You may retain a copy of your assignment response to avoid any unforeseen situation.

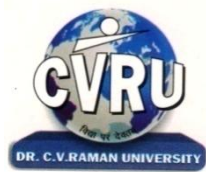
सत्रीय कार्य की एक प्रतिलिपि अपने पास रखें ताकि किसी अनहोनी घटना से बचा जा सके।

10. You can resolve the difficulties you may face while studying the course material by sending an e-mail to Programme coordinator IODE CVRU/ study centre coordinator. However, the coordinator will not provide solutions to the assignment questions, since they constitute an evaluation component.

पाठ्यक्रम सामग्री के अध्ययन के समय यदि कोई कठिनाई होती है तो उसके निराकरण हेतु कार्यक्रम समन्वयक दूरस्थ शिक्षा संस्थान डॉ. सी. वी. रामन् विश्वविद्यालय / अध्ययन केन्द्र के समन्वयक से ई-मेल द्वारा संपर्क किया जा सकता है। परंतु समन्वयक सत्रीय कार्य के प्रश्नों के उत्तर नहीं देंगे क्योंकि ये मूल्यांकन पद्धति के अंग हैं।

**Note:** Assignments of the course are available for download at the CVRU Website <http://www.cvrु.ac.in>. You can download the assignments as per your course, follow the instructions given and submit it before due dates at the IODE CVRU/study centre.

# GUIDELINE FOR PREPARATION OF PROJECT REPORT



INSTITUTE OF OPEN AND DISTANCE EDUCATION  
DR. C.V. RAMAN UNIVERSITY  
KARGI ROAD, KOTA, DISTT. - BILASPUR  
CHHATTISGARH

## **PROJECT REPORT FORMAT**

### **IODE PROGRAMME (PGDMM)**

The Project Report consists of three main parts (i) The Preliminaries (ii) The Text (iii) Annexure. It is to be arranged in the following sequence.

#### **THE PRELIMINARIES:**

- ❖ Title Page (Outer Cover) as per the format given in Annexure III, (should be printed in White Colour on a Navy Blue background).
- ❖ Title Page (Inner Cover) as per the format given in Annexure IV
- ❖ Declaration by the candidate (Annexure – V)
- ❖ Certificate of Supervisor/s (Annexure – VI)
- ❖ Acknowledgements (Annexure – VII)
- ❖ Table of Contents (Annexure – VIII)
- ❖ Abstract/Preface
- ❖ List of Tables (If applicable)
- ❖ List of Figures (If applicable)
- ❖ List of abbreviations (Optional)
- ❖ Chapter –I to ....continue according to the table of contents.

#### **THE TEXT OF THE PROJECT REPORT**

The text the Project Report is usually divided in to chapter's with subheadings, within the chapters to indicate the orderly progression of topics and their relation to each other

**Chapter-I Introduction:** - The Project Report should normally begin with a general introduction presenting an overview of the purpose and significance of the study. The introduction should show why the topic selected is worth investigating. This will normally be done with reference to existing research, identifying areas that have not been explored, need to be explored. The final section of the introduction should provide a brief overview of each of the main chapters that the reader will encounter.

**Chapter-II Review of Related Literature:** - The purpose of the literature review is to summarize, evaluate and compare the main developments and current database in the field which are specifically relevant to the subject of research embodied in the Project Report .

**Chapter-III Research Methodology:** - The supervisor and the student may decide how this part of the Project Report should be structured. Although this section varies depending up on method and analysis technique chosen, the chapter describes and justifies the methods chosen for the study and why this method was the most appropriate.

**Chapter-IV Observations & Analysis:-** Observations , Analysis and Interpretation should be done as per data collected from sample.

Chapter-V Results Conclusions and Suggestions: The results are actual statement of observations, including statistics, tables and graphs. Do not present the same data as graph as well as table. Use one of the appropriate style of presentation. The purpose of this chapter is not just to reiterate the findings but discuss the observation in relation to the theoretical body of knowledge on the topic.

Bibliography Citation in Text: Citation in the text usually consists of the name of the author(s) and the year of the publication. The page no is added when utilizing a direct quotation. It should be arranged Alphabetically .

Example (i):Thomas.V (2007) identified....

Example (ii): Gould and Brown (1991, p. 14) used the

Example (iii) : Rhoades et. al (2008) define the .....

References: All publications listed in the Project Report should be presented in a list of references, following the sample.

Citation from Project Report :

- Kundur., D. (1999),Multiresolution Digital Watermarking: Algorithms and Implications for Multimedia Signals. Ph.D Project Report , University of Toronto.

Citation from Journal:

- Clifford, G. D. and Tarassenko.,s L. (2001),One-pass Training of Optimal Architecture Auto-associativeNeural Network for Detecting Ectopic Beats. Electron Letters. 37(18): 1126–1127.
- Rhoades, B.E. (1997), A Comparison of various definitions of Contractive mappings, Trans.Amer.Math.Soc.,Vol. 5, no.3, 257-290.

Citation from BOOK:

- Thompson, D. ed., (1995),The Concise Oxford Dictionary of Current English. Oxford, UK: Oxford University Press, 9th ed. ISBN No.: 0987654.
- Lindsay, D. (1999),A Guide to Scientific Writing, Melbourne, Chapter 2, Australia: Addison Wesley Longman Australia, 2nd ed. ISBN No.: 12345678.

Citation from Website:

Anonymous, unZign, “Tool for Evaluating a Variety of Watermarks”,  
<http://altern.org/watermark/>, (Browsing date: 23rd September 1997)  
 Publication of the University of Geneva (on digital watermarking): <[http://cuiwww.unige.ch/~vision/Publications/watermarking\\_publications.html](http://cuiwww.unige.ch/~vision/Publications/watermarking_publications.html)> (Browsing Date: 4thJanuary 2006)

Citation from patent:

Gustafsson J. K. (1976), “Analog-digital converter for a resistance bridge”, Patent U. S. 3960010, June 1,.

References must be given alphabetically in References section and in text as .....

Clifford. G. D. and Tarassenko. L. (2001) suggested that.....



Appendices:

- Questionnaire /Formula /Diagnosis/Any other Supporting Documents

**GUIDELINES FOR WRITING :-**

<b>1. Font size For English</b>		<b>Font size For Hindi</b>
Title Page	18-24	18-24
Headings / subheadings	12-16	16-20
Text	12	14
Footnotes	8-10	10-12

Footnotes be given on the same page where reference is quoted

**2. Type style**

Times New Roman for English

Kruti dev 10 for Hindi

**3. Margins.**

At least 1¼ -1½ inches (3.17-3.81cm) on the left-hand side, ¾ - 1 inch (2 -2.54cm) at the top and bottom of the page, and about ½ - 0.75 inches (1.27 - 1.90cm) at the outer edge. The best position for the page number is at top-center or top right ½ inch (1.27 cm) below the edge. Pages containing figures and illustration should be suitable paginated.

4. The *Project Report* shall be computer typed (**English-** British, Font Style -Times Roman, Size-12 point, **Hindi-** Font Style -Krutidev-10,Size-14) and printed on A4 size paper.
5. The *Project Report* shall be typed on one side only with double space with appropriate margin.
6. Use only standard abbreviations. Avoid abbreviations in the title. The full term for which an abbreviation stands should precede its first use in the text except in case of measurement units. The measurement units if any shall be followed consistently.
7. Maintain uniformity in writing the *Project Report* .
8. All copies of the *Project Report* are to be bound in colored hard cover (according to color code) of the *Project Report* .
9. The final submission of the *Project Report* shall be in 03 hard bound copies and 01 soft copy (MS Word) in a CD along with all the corrections and suggestions as recommended before.

**ANNEXURE-III (Outer cover)**

**THE TITLE OF THE PROJECT REPORT IN THE OUTER  
COVER  
SHALL LOOK EXACTLY LIKE THIS TITLE**

*(Font: Times New Roman, Size:16, Bold, Line Spacing: 1 ½, Centered)*

{Here put a gap of 4 lines}

**Project Report submitted to**

*(Font: Times New Roman, Size: 12, Bold, centered)*

{Here put a gap of one line}



<University's logo>

**INSTITUTE OF OPEN AND DISTANCE EDUCATION**

**Dr. C.V. Raman University**

**Kota, Bilaspur (C.G.)**

*(Font: Times New Roman, Size: 14, Bold, centered)*

{Here put a gap of one line}

**For the award of the degree of**

*(Font: Times New Roman, Size: 12, Bold, centered)*

{Here put a gap of one line}

**PROGRAMME NAME**

*(Font: Times New Roman, Size: 14, Bold, centered)*

{Here put a gap of two lines}

**by**

*(Font: Times New Roman, Size: 12, Bold, centered)*

{Here put a gap of two lines}

**<NAME OF THE STUDENT>**

*(Font: Times New Roman, Size: 14, Bold, centered)*

**Registration No.: <>**

*(Font: Times New Roman, Size: 12, Bold, centered)*

**<Year>**

*(Font: Times New Roman, Size: 12, Bold, centered)*

**© <Year><Name of the student>.All rights reserved.**

*(Font: Times New Roman, Size: 10, Bold, Centered)*

**ANNEXURE-IV(Inner cover)**

**THE TITLE OF THE PROJECT REPORT IN THE INNER COVER  
SHALL**

**LOOK EXACTLY LIKE THIS TITLE**

*(Font: Times New Roman, Size:16, Bold, Line Spacing: 1 ½, Centered )*

{Here put a gap of 4 lines}

**Project Report submitted to**

*(Font: Times New Roman, Size: 12, Bold, centered)*

{Here put a gap of one line}

**INSTITUTE OF OPEN AND DISTANCE EDUCATION**

**Dr. C.V. Raman University**

**Kota, Bilaspur (C.G.)**

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**For the award of the degree**

**of**

*(Font: Times New Roman, Size: 12, Bold, centered)*

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**PROGRAMME NAME**

*(Font: Times New Roman, Size: 14, Bold, centered)*

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**by**

*(Font: Times New Roman, Size: 12, Bold, centered)*

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**<NAME OF THE STUDENT>**

*(Font: Times New Roman, Size: 14, Bold, centered)*

**Under the Guidance of**

*(Font: Times New Roman, Size: 12, Bold, centered)*

**<NAME OF THE SUPERVISOR/S>**

*(Font: Times New Roman, Size: 14, Bold, centered)*

**<Year>**

*(Font: Times New Roman, Size: 12, Bold, centered)*

©<Year><Name of the student>.All rights reserved.

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**ANNEXURE-V**

**DECLARATION**

I the undersigned solemnly declare that the Project Report entitled “**title of the work**” is based on my own work carried out during the course of my study under the supervision of < name of supervisor >.

I assert that the statements made and conclusions drawn are an outcome of my research work. I further certify that

- i. The work contained in the Project Report is original and has been done by me under the general supervision of my supervisor (s).
- ii. The work has not been submitted to any other Institute for any other Degree/Diploma/Certificate in this University or any other University of India or abroad.
- iii. I have followed the guideline provided by the University in writing the Project Report.
- iv. I have conformed to the norms and guidelines given in the concerned Ordinance of the University.
- v. Whenever I have used materials (data, theoretical analysis, and text) from other sources, I have given due credit to them by citing them in the text of the Project Report and giving their details in the references.
- vi. Whenever I have quoted written materials from other sources, I have put them under quotation marks and given due credit to the sources by citing them and giving required details in the references.

(Name & Signature of the Student)

Registration No.

**ANNEXURE-VI**

**CERTIFICATE**

This is to certify that the work incorporated in the Project Report entitled “ title of the Project Report ” is a record of own work carried out by <**Name of Student** > under my supervision for the award of degree of **Programme Name** of Institute of Open and Distance Education Dr. C.V. Raman University, Bilaspur (C.G.)-India.

To the best of my knowledge and belief the Project Report :

- i. Embodies the work of the candidate himself/herself,
- ii. Has duly been completed.
- iii. Is up to the desired standard both in respect of contents and language for being referred to the examiners.

Supervisor-

(Name and signature of the Supervisor  
With designation and Name of Organization)

(Signature of Academic Coordinator)

(Seal of IODE)

**ANNEXURE-VII**

**ACKNOWLEDGEMENT**

Acknowledgements should be brief and should not exceed one page. Acknowledgements should be duly signed by the candidate. Gratitude may be expressed to only those who really contributed to the work directly or indirectly. Name of student should appear at the bottom of the page.

**SAMPLE ACKNOWLEDGEMENT**

It is a matter of immense pleasure to express the overwhelming sense of gratitude, devotion, incontestable regards to my esteemed & learned guides <.....> who have striven to perfect my project report.

.....  
.....  
.....

Finally, I express my indebtedness to all who have directly or indirectly contributed to the successful completion of my project work.

**< Name of Student >**

**ANNEXURE-VIII**

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## Note

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