OBJECTIVES:

- To enable the students to
  - Recognize the role of housing for national development
  - Be aware of the housing problems in India and the measures for alleviating the problems.
  - Understand and apply the principles of design in housing.

CONTENTS

UNIT 1

- History of housing
- Changes in housing needs and standards.
- Housing in India as affected by trends in population
  - Establishments of households.
  - Levels of income per households.
  - Occupation
  - Family mobility
  - Technological development.
UNIT - II

- Present housing condition in India.
- Rural and urban
  Cost of housing
- Availability of building material
- Quality of housing available
- Quantity of House available.
  4. Factors affecting housing
- Social, cultural, demographic, climatic etc.
- Approaches to housing
- Housing an element in the socio-economic development.
- Private and public housing
- Various housing schemes: central and local government programs, industrial housing.
- Housing standards and housing legislation.
- Building codes and byelaws.
- Rent control act, Technical aspects of house design with reference to principles of planning.

UNIT - IV

- Residential architectural design and housing construction.
- Modern architecture materials for construction - Advantages and disadvantages with respect to suitability to design, availability, durability maintenance, safety convenience and economy.
- Factors influencing cost, sources of financial assistance.

UNIT - V

- Essential Services
- Types of services
- Water supply, drainage
- Housing research
- Agencies for research and development.
- Methods and techniques.

PRACTICAL

OBJECTIVES:
1. Analysis of floor plans and evaluation.
2. Drawing House plans for various income groups
3. Study of different housing designs
4. Study of housing conditions, building materials and technology.
5. Visits.

REFERENCE:
RESOURCE MANAGEMENT
M.Sc. - IIInd Semester
COURSE VI - Paper II
CONSUMER IN THE MARKET

OBJECTIVES
To familiarize the students with the changing economic environment and the rising consumerism.
To enhance the understanding of the marketing system and the marketing strategies.
To have an overview of the consumer behavior and the consumer movement.
To help them to become wise consumers for judicial use of resources in the present market systems and environment.

CONTENTS

UNIT - I

1. Consumer and the Indian economic environment.
   - Definition and characteristics of consumers.
   - Definition, role, types and how does an economy function, problem of economy.
   - Background of Indian economic environment.
   - Role of consumers in the economy of a nation.

UNIT - II

2. Contemporary Economic Environment.
   - Introduction of Market: Meanings, definition, characteristics types.
UNIT – III

3. Consumer behaviour
   - Understanding consumers and their wants.
   - Determinants of consumer behaviour - Opinion, leadership, group influence, social class and culture, consumer dissatisfaction.
     - Market strategies influencing consumer behaviour
     - Guidelines for wise purchasing practices.

UNIT – IV

   - History of consumer movement in India - Origin, growth, causes for slow growth.
   - Types of Exploitation - Adulteration, packaging, label, weights & measures advertising and sale gimmicks.
   - Causes of exploitation.
   - Consumer problems and their solutions.

Practical Survey

CONSUMER IN THE MARKET

REFERENCES –

RESOURCE MANAGEMENT

M.Sc. - IIIND SEMESTER

COURSE VII  paper III

CONSUMER EDUCATION

Marks : 50 - 100

OBJECTIVE:

- To sensitise the student with the need for consumer education.
- To develop and understanding of market environment and business strategies.
- To strengthen the consumer knowledge and to equip them to face challenge in the market situation.

Contents

UNIT – I

Consumer Education -

(a) Brief History
(b) Definition, Concept, need and importance,
(c) Objectives.
(d) Consumer Movement - Meaning and philosophy of consumer movement; objectives of consumer movement, a brief review of consumer movement in developed countries in developing countries.

UNIT-II

Action Line for Consumer Education -

(a) Action Plan - knowing the existing situation, formulating a plan of action, implementation of the plan, evaluation and follow-up.
(b) Methods of imparting consumer education-lectures, demonstrations, role-
plays & games, product testing and evaluation.

(c) Approach to or contents of consumer education - (i) economic - Management of resources, making wise purchase decisions, development of sound purchasing habits and skills (ii) health & safety - evaluation of products on the ground of health and safety of consumers, (iii) Environmental - conservation of resources and Protection of environment (iv) Legal.

(d) Resource - Media - Written, audio and visual, market place, government agencies, consumer organizations

UNIT - III

3. Teaching consumerism :-
   (a) Consumer aids - meaning, categories (types)
   (b) Consumer rights and responsibilities
   (c) Problems faced by consumers.

4. Consumer Protection :-
   (a) Need, Measures / Methods.
   (b) Role of Consumer organizations in protection and improvement of consumers.
   (c) Types and purpose of consumer organisation.

UNIT - IV

5. Setting up a consumer organization -
   (a) Organizational set up - Objectives, membership, Emblem/Logo, Basic requirement, registration.
   (b) Activities of organization.
   (c) Some Do's and Don'ts for activists of consumer organization.
   (d) Suggestions for making the organization viable and effective.
   (e) Co-ordination with other organization.

UNIT - V

(a) Consumer Laws -
   Legislations enacted for consumer protection in India, objectives and provisions in the Acts.

(b) Redressal -
   Consumer Protection Act and the complaints by the consumers who
can file a complaint, where and how to file a complaint, relief available to consumers, procedure for filing the appeal, time limit for deciding a complaint appeal.

b. Future of consumer Education :-
   (a) Need for research
   (b) Types of Consumer research - exploratory and conclusive.

Methods of research or gathering consumer information - observation, surveys, experiments.
RESOURCE MANAGEMENT
M.Sc. - IIInd Semester
COURSE VIII
STATISTICS & COMPUTER APPLICATION

OBJECTIVES
- To understand the role of statistics and computer applications in research.
- To apply statistical techniques to research data for analysing and interpreting data meaningfully.

Note: Students should be given hands-on experiences to use appropriate software packages for selected statistical analyses.

CONTENTS

UNIT - I
- Classification and tabulation of data.
- Graphic presentation, Frequency distribution, Histogram, frequency polygons, Ogive
- Average of position in individual, discrete and continuous series.

UNIT - II
- Normal distribution - Characteristics, deviation from normality
- Measures of variability - range, quartile deviation, Mean Deviation, Standard Deviation or SD.

UNIT - III
- Testing of hypothesis, Type I and Type II errors.

UNIT - IV
- Correlation - meaning, types.
- Coefficient of correlation by Scatter diagram, rank correlation, product movement method.
- Analysis of variance - nature use & basic Concept one and two-way.

UNIT - V

- Randomized block design
- Latin square design
- Factorial design

PRACTICAL

STATISTICS & COMPUTER APPLICATION

PRACTICAL

FORMULATION OF RESEARCH PROJECT BY USING COMPUTER.

Chapter 1 - Selection of the Problem.
(a) Introduction
(b) Need and Importance of the Problem
(c) Objectives
(d) Concept of Variables.

Chapter 2 - Review of Previous Research
A. Hypothesis

Chapter 3 - Methodology
(a) Sample
(b) Tools and Techniques

Chapter 4 - Analysis and Discussion of Research
(a) Discussion of Result
(b) Verification of Hypothesis.

Chapter 5 - Conclusion
- Suggestions
- References
- Appendix.


**Department of Higher Education Govt. of M.P.**
**Semester Wise Syllabus for Undergraduates**
As Recommended by Central Board of Studies and Approved by HE the Governor of M.P.

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**Tabulation of Data**

<table>
<thead>
<tr>
<th>(i) Simple table</th>
<th>a. Manually</th>
<th>b. By using M.S. Excel</th>
</tr>
</thead>
<tbody>
<tr>
<td>(ii) Complex Table</td>
<td>a. Manually</td>
<td>b. By using M.S. Excel</td>
</tr>
</tbody>
</table>

**Preparation of Graph : By Using M.S. Excel**

**Statistical Analysis :**

- Calculation of Mode : a. Manually | b. By Using M.S. Excel
- Calculation of SD : a. Manually | b. By Using M.S. Excel
- Calculation of Chi square : a. Manually | b. By Using M.S. Excel

**Reference:**

- Edwards : Experimental Design in Psychological research
- SPSS/PC for the IBM PC/XL. SPSS Inc.
- Goyal Mathematics statistics.
- Levin Statistics for Management.
- Yule An Introductory to the theory of statistics.
- Moud Introduction to the theory of statistics,
- Freund Mathematical statistics.
- Nag Mathematical statistics.
- Patni Statistical Methods.
- Choundan Statistics for Business and Economics
- Singh Principal of Statistics.
- Thamilgor research methodology,
- Kothari research methodology,
- Agrawal Basic Statistics.
- Sankhya ke mule sidhant (Hind) Or. H.K. Kapil.
- Sankhakiya vidhiya vavyhar park vigyano mai by Dr. S.P Gupta.
- Fundamental of research Kerilger
- Anusandhan Vidhiya By Parasnath.