RESOURCE MANAGEMENT
M.Sc. - IVTH SEMESTER
CONSUMER ECONOMICS

OBJECTIVES

• To familiarize the students with the changing economic environment and the rising consumerism.
• To develop an understanding of the marketing system and marketing strategies keeping in view of consumers.
• To know the techniques of consumer decision making and the aids for wise decision making.

CONTENTS

UNIT - I
Consumer and Theories of Consumer Behavior -
• Definition, Characteristics and types of Consumers.
• Utility Solution - Meaning & definition of utility & types of utility.
• Law of diminishing marginal utility
• Law of Equi-marginal utility.
• Indifference curves.
• Noris Katona Theory.

UNIT - II
Market And Prices.
• Law of Demand and Law of Supply.
• Definition and types of Markets - Perfect Imperfect and Monopoly
• Definition and types of Prices.
■ Pricing under perfect and imperfect competition and monopoly.

UNIT—III
Consumers Buying Habits and Buying Motives.
■ Convenience goods, Shopping good and specially goods
■ Buying motives - Primary, Selective, Rational, Emotional,
■ Patroage.

Consumer Credits -
■ Definitions and types of Credit.
■ Factors affecting consumer credit decisions.
■ Sources of Consumer credit.
■ Needs & uses of family credit.
■ Credit rating agencies.

UNIT—IV
Channels of Distributions
■ Meaning, Definition and types of channels of distribution.
■ Functions of channels of distribution.
■ Factors considered in the selection of the channels.
■ Policy of distribution channels and Major decision area.
■ Distribution practices in India.

UNIT—V
Consumer Decision Making & Buyer Behaviour
■ Meaning and definition of consumer decision.
■ Types of consumer decision.
■ Process of Decision making.
■ Theories of Buyer behaviours.
■ Method of Buying—Process of buying wise purchase in market.
■ Factors determining and influencing, Consumer behaviour - perception:
  learning, memory, motivation, personality attitude.
REFERENCE:
3. Marketing Management - Bansal
8. Margery K. Schiller: A guidebook for Teaching consumer Credits Boston Allyn and Baeon

References to:

Financial Management.
OBJECTIVES -

- To understand the factors influencing space design organization for optimum comfort and functionalism.
- To provide adequate facility for work, relaxation rest, comfort, privacy, care, esthetics etc. through interior space designing.
- To study the fittings and fixtures used in residential interiors.
- To develop skills of drawing the working details.

UNIT I

Understanding of residential interior space design from design point of view.

1. Classification of area and space.
   a. Social and Recreational area
   b. Service or work area
   c. Rest or private area.

3. Factors to be considered while designing.
   - Orientation
   - Aspect
   - Prospect
   - Grouping of users area
   - Circulation between and within users area.
   - Light and ventilation.
   - Flexibility & Privacy
   - Roominess (Spaciousness)
UNIT - II

1. Basics of furniture Design.
   a. Current trends in interior design
   b. Furniture arrangement in different rooms.

2. Kitchen and storage as most important work area.
   a. Planning of the Kitchen.
   b. Type of Kitchen
   c. Work centers.
   d. Activities in work centers, utility.


UNIT-III

1. Consideration of ergonomic in interior design Importance of ergonomic in interior design work, worker and work place relationship.

2. Study of different body postures used in different activities and its relation to fatigue. Types of fatigue.

UNIT - IV

1. Study of Various types of fixtures and fittings used in interiors
2. Knowledge of electric symbols for residential wiring.
4. Psychological and emotional effect of colours.
5. Colour schemes.

UNIT-V

1. Application of appropriate materials for various uses.

2. Housing needs
PRACTICAL:

RESIDENTIAL SPACE DESIGN

1. Interior Design Scheme - Residential space related with furniture.
2. Working drawing construction of various furniture
3. Analysis rate of certain items Table, Chair
4. Lettering
5. Study of different colour schemes.
7. Visit and file work.

REFERENCE:

Encyclopaedia of Interior Design.
Rangwala, N Building Materials.
1. Socio economics environment
   - National income
   - Income distribution, per capita income
   - Inequalities of income
   - Inflation Vs. deflation.
   - Wages
     - Definition
     - Earning principles of wages determination.
     - Wage differential

UNIT - II

1. Financial planning and implementation.
   - Budgeting - objective, types, advantages of budget.
   - Purchase, storage, cost reduction.

2. Planning a budget for a Family for fixed income.
   - Restaurant / hostel / any selected organization
   - Boutique
   - Small industry

UNIT - III

Record keeping and accounting.
   - Fundamental principles of accounts.
   - Types of accounts.
   - Income & expenditure account
Balance sheet.

Financing of enterprises / consumer durables
- Housing
- Automobile
- Education
- Small scale industry

UNIT-IV

1. Tax planning
   - Types of taxes
   - Principles and procedures of income tax.
   - Preparation of statement of income, income and filling of income tax in case of returns.

2. Individuals (salary class)
   - Organization.
   - Knowledge of various exemptions and deduction.

UNIT-V

1. Saving and Investment
   - Importance of Savings
   - Ways of selecting investment.
   - Saving facilities and investment opportunity

2. Family credit
   - Role of credit in finance
   - Source of family credit.
   - Economic insecurity - unemployment - its nature and causes.

3. General introduction of income and property rights.
   - Legal aspects of wills and trust.
PRACTICAL:

Financial Management

1. Socio Economic Survey
2. To Prepare a Family Budget for different income groups.
3. To prepare Hostel budget.
4. Calculation of income tax.
5. Survey of saving and investment schemes
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.

OR
MSc. (Home Science)
Semester - IV
Optional IV Paper
Mass Communication

Max. Theory - 50 Practical - 50 Objectives
- To understand the importance of communication.
- To develop skill for communication ability.
- Importance of audio visual aids in communication.

Unit -I
1. Concept of communication
2. Elements and process of communication.
3. Functions of communication.
4. Non verbal communication-Sign, Gestures, body movement.
5. Verbal communication-Language and written communication.

Unit-II
1. Types of communication - Intra personal, Inter personal, Group communication and Mass communication.
2. Feed back in communication.
4. Elements of effective communication.
5. Barriers to communication.

Unit-III
1. Print Media-Origin, development characteristics of News paper.
2. News agencies-United news of India (UNI). Press Trust of India (PTI) Reuter, tass and etc.
3. magazine-Format. Type and organization.
5. Features article, Editorial.

Unit-IV
1. Radio-Origin, development and characteristics of Radio.
2. radio as a mass medium.
4. various types of Interview.
5. Folk Media.

Unit - V
1. Television-origin, development and characteristics of television.
2. T.V. News.
4. Film-Origin, Development of India film.
5. Socio cultural effects of film as mass medium. Censorship, using film for extension.

Practical
1. Operation of various projectors:
   a. OHP
   b. Slide
   c. Tape recorder
   d. V.C.R.
   e. C.D. Player
   f. Computer

2. Preparation of:
   a. Visual non projected materials
   b. Booklets
   c. Pamphlets
   d. Invitations
   e. Posters
   f. manuals.
   g. Cover pages and Posters
   h. Preparation of print advertisement

4. Visit mass media centers and slum area.
5. Seminar
6. Term Paper.

References:

1. Denis Macwell - Mass communication theory & Introduction.
2. C.S. Rayudu - Communication
3. K.M. Shrivastava - Radio and T.V. Journalism
4. M.V. Karnath - Professional Journalism
5. श्री. ओम प्रकाश सिंह — सांचे माध्यम का प्रयोग
6. श्री. श्रीकांत सिंह — जनसंचार
7. श्री. दे दलार चैंद्रक — प्रकरणित के निधि आदम
8. श्री. राजीव शर्मा — रेडियो एवं टीवी प्रकरणित
9. श्री. अमृत लिपिदी — अधुनिक प्रकरणित