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 allocating the problems.
  - Understand and apply the principles of design in housing.

Contents

UNIT - I

- 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
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- Quality of housing available
  Factors affecting housing
  - Social, cultural, demographic, climatic etc.

UNIT - III

- Approaches to 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
- Type of services
- Water supply, drainage
- Housing research
- Agencies for research and development
- Methods and techniques
OBJECTIVES

- To familiarize the students with the changing economic environment and the rising consumerism.
- To enhance the understanding 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.
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- Guidelines for wise purchasing practices.

UNIT-IV

   - Types of exploitation - Adulteration, packaging, label, weights & measures, advertising and sale gimmicks.
   - Causes of exploitation.
   - Consumer problems and their solutions.

UNIT-V

5. Consumer protection : Need and Rationale.
   - History of consumer movement in India- Origin, growth, causes for slow growth.
   - Role of consumer organisations - National, regional and international.
   - Role of government agencies, legislation
   - Empowerment of consumers
   - Ways of promoting consumerism.

Practical Survey

CONSUMER IN THE MARKET

Total marks :50

REFERENCES :

RESOURCE MANAGEMENT
M.Sc. - IIND SEMESTER
PAPER - III
CONSUMER EDUCATION

OBJECTIVES
- To sensitize the student with the need for consumer education.
- To develop and understand the market environment and business strategies.
- To strengthen the consumer knowledge and to equip them to face challenges in the market situation.

CONTENTS:

UNIT-I
1. Consumer Education:
   - Brief History.
   - Definition, Concept, need and importance.
   - Objectives.
   - Consumer Movement - Meaning and philosophy of consumer movement. Objective of consumer movement, a brief review of consumer movement in developed countries in developing countries.

UNIT-II
2. Action line for consumer education:-
   - Action plan - knowing the existing situation, formulating a plan of action, implementation of the plan, evaluation and follow-up.
   - Methods of imparting consumer education - lectures, demonstration, role plays & games, product testing and evaluation.
   - Approach to or contents of consumer education - (i) Economic management of resources, making wise purchase decision, 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.
   - Resource - Media - Written, audio and visual, market place, government agencies, consumer organizations.
3. Teaching consumerism :-
   - Consumer aids - meaning, categories (types).
   - Consumer rights and responsibilities.
   - Problems faced by consumers.

4. Consumer protection :-
   - Need, Measures/Methods.
   - Role of Consumer organizations in protection and improvement of consumers.
   - Types and purpose of consumer organisation.

UNIT-IV

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

UNIT-V

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

7. 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 filling the appeal, time limit for deciding a complaint appeal.

8. Future of consumer education :-
   - Need of research.
   - Types of consumer research - exploratory and conclusive.
   - Methods of research or gathering consumer information - observation, surveys, experiments.
OBJECTIVES

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

Note: Special instructions should be send to paper setter to set one theoretical question and its option should numerical question.

UNIT-I

- Classification and tabulation of data.
- Graphic presentation, 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.
- Non parametric Methods Chi-square test, Application of student T test for small samples. Differences in proportion for means and difference in means - Critical ratio.

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.
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UNIT-V

- Experimental designs - nature, types - single group-two group, control & experimental group.
- Randomized block design.
- Latin square design.
- Factorial design.

Practical
Statistics and complication application 50

Total Marks: 50

PRACTICAL

STATISTICS & COMPUTER APPLICATION
1. Tabulation
2. Graphic Presentation, Frequency curve, Histogram, Frequency, Polygons, Ogive.
3. Calculation of Mean, Median, Mode
5. Correlation

Note: Student should be given hand on experience to use appropriate software packages for selected statistical analyses.

Reference:
- Edwards : Experimental Design in Psychological research.
- SPSS/PC for the IBM PC/Xt. SPSS Inc.
- Goyal Mathematics statistics.
- Levin Statistics for Management.
- Yule An Introductory to the theory of statistics.
- Freund Mathematical statistics.
- Nag Mathematical statistics.