

M.A. M.Sc. (Home.Sc.) Exam May/June-2017
Res. mgmt
Second/Fourth Semester
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FOR COLLEGE ONLY

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Semester Wise Syllabus for Postgraduates
Recommended by Home Science Board of Studies
Jiwaji University, Gwalior

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RESOURCE MANAGEMENT
M.Sc. - IInd Semester
Paper I
HOUSING FOR FAMILY LIVING

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

P. Singh
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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

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RESOURCE MANAGEMENT
M.Sc. - IIND SEMESTER
Paper-II
CONSUMER IN THE MARKET

Marks : 100 ⁸⁵

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 then 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.
 - Back ground 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.
 - Changing business environment - Telemarkets, global, e-business and e-commerce.

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

4. Market Practices that exploit consumers.
- 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

Total marks :50

CONSUMER IN THE MARKET

REFERENCES :

- Bedekar, S.J. (1991) Marketing - Concepts and strategies, Oxford University Press, Mumbai.
- Chadha, R. (1995) : The Emerging Consumer, New Age International Publishers Limited and Wiley Eastern Limited, New Delhi.
- Sherlekar, S.A. SJS, Victor and K.N. Prasad (1994) : Principles of Marketing, Himalaya Publishers, Mumbai.
- S. George Getz (1991), The Consumer and the law, Wiley Eastern Limited.
- Varkey, V.Q. Handbook of Marketing, Everest Publishing House.
- Seth J.M. and seethuraman, P. (1994) Consumerism : A growing concept Phoenic Publishers, New Delhi.

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RESOURCE MANAGEMENT

M.Sc. - IIND SEMESTER

PAPER - III

CONSUMER EDUCATION

Marks : 100 85

OBJECTIVES

- 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

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.

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M.D. Anand

