

FOR COLLEGE ONLY

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

SS 4807A
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M-16
M-17

RESOURCE MANAGEMENT
M.Sc. - IVTH SEMESTER
PAPER - I
CONSUMER ECONOMICS

Marks : 100
85

OBJECTIVES

- To familiarize the students with the changing economic environmental and the rising consumerism.
- To develop an understanding of the marketing system and marketing strategies keeping in view of consumers.
- To know the technique 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.
- 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.

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Lupans 11/8/14
Ramesh 11/8/14
M.T.D. Bhasini
37

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PRACTICAL

Total marks 100

OBJECTIVES

- To develop underling regarding the vital aspects of communication and behaviors Audio and visual media and their use.
- The develop understanding regarding the new communication technologies and their use.
- To develop skills in developing using different with communication technology for various presentations.

CONTENTS:

1. Concept for communication, scope of communication, communication process, approaches of communication.
2. Different media their characteristics and use.
3. Use of video projector slide/filmstrip projector computers.
4. Introducing to new communication technology.
 - Satellite distribution broadcast networking
 - Developing close circuit television package on (ccTV) topics
 - Incorporating the use of video films in presentation i.e. the selected clippings.
 - Side : making use of slides with audio commentaries for presentation.
 - Development and use of transparencies.
 - Digital method of communication technologies.
 - Computer graphic design.
5. Preparation of graphics for research reports/seminars/other presentations.
6. Designing - leaflets/pamphlets/booldets/vover pages/posters.
7. Presentations using power point.

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UNIT-III

Consumers buying habits and buying motives.

- Convenience goods, shopping good and specially goods.
- Buying motives - primary, selective, rational emotional
- Patronage.

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 behaviour.
- Method of buying process of buying wise purchase in market.
- Factors determining and influencing, consumer behaviour - perception, learning, memory, motivation, personality attitude.

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8. Margery K Schiller : A guidebook for teaching consumer Credits Boston Allyn and Baeon
9. Garman and Thomas et al; The consumer's world Buyingkl, money Management and issues McGraw hill book com.
/Sectharman & Sethi M. (2201): Consumerisum Strategies and Tacties, CBS, Publishers.

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RESOURCE MANAGEMENT

M.Sc. - IVTH SEMESTER

PAPER - II

RESIDENTIAL SPACE DESIGN

Marks : 100

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, esthetes etc. through interior space designing.
- To study the fittings and fixtures used in residential interiors
- To develop skills of drawing the working details.

CONTENTS:

UNIT-I

Understanding of residential interior space design from point of view.

1. Classification of area and space.
 - Social and recreational area.
 - Service or work area
 - Rest of private area.
2. 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)
 - Cost and economy
 - Aesthetics and elegance.

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