I – M.COM	CONSUMER BEHAVIOUR	PCM702Q
SEMESTER - I	*(For the students admitted from the year 2016 onwards)*	HRS/WK - 6
CORE-II		CREDIT-4

Objective:

To give a broad based and intensive understanding into the consumers behavior which is a prerequisite for the success of the enterprises in the market place.

Course Outcomes

At the end of the Course the students should be able to exhibit:

CO1: Familiarize with consumer behaviour and Consumer Modeling.

CO2: Understand the Consumer Behaviour and determine their relevance to particular marketing to Consumer Perception.

CO3: Reflective thinking about Consumer Personality, Attitude and Motivation

CO4: Comprehension about the Influence of Reference Groups, Culture and Subculture.

CO5: Evaluate the relating to Consumer Satisfaction and Consumerism.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes.

SEMESTER – I	COURSE CODE: PCM702Q				COURSE TITLE: CONSUMER BEHAVIOUR					HOURS:6	CREDITS:4
COURSE OUTCOMES	**PROGRAMME OUTCOMES(PO)**					**PROGRAMME SPECIFIC OUTCOMES(PSO)**				**MEAN SCORE OF CO'S**	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	5	5	3	5	4	4	3	3	3	3	3.8
CO2	5	5	3	5	4	4	3	4	4	3	4.0
CO3	5	5	3	5	4	4	3	4	4	4	4.1
CO4	5	5	3	5	4	4	3	4	3	4	4.0
CO5	5	5	3	5	4	4	3	4	4	4	4.1
Mean Overall Score											4.0

Result: The Score of this Course is 4.0 (High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=5
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **HIGH** association with Programme Outcome and Programme Specific Outcome.

UNIT I: Introduction to Consumer Behaviour and Consumer Modeling   [20   Hrs]

Meaning, definition and relevance of consumer behavior study – growth of consumer research – trends in consumer behavior – models of consumer behavior: Howard Sheth model – Nicosia model – Webster and Wind model of organizational buying behavior.

UNIT II: Consumer Perception   [15 Hrs]

Meaning, definition of consumer perception – perceptual process: perceptual selection – perceptual organization – perceptual interpretation – consumer imagery and marketing implications – Sherif's social judgment theory – perceived risk

UNIT III: Consumer Personality, Attitude and Motivation   **[15   Hrs]**
Meaning and properties of personality, theories of personality: Trait theory – Freudian theory – Neo Freudian theory – Jung's personality types – self concept – Definition and characteristics of attitude – components of attitude – dynamic characteristics of motivation – motivational research

UNIT IV: The Influence of Reference Groups, Culture and Sub culture   **[20   Hrs]**
Reference Group characteristics influencing consumer behavior – types of reference groups – groups relevant to consumer behavior – benefits of reference group appeal – definition and meaning of culture – characteristics of culture – traditional and changing Indian values – sub culture – women and consumer protection rights.

UNIT V: Consumer Satisfaction and Consumerism: **[20   Hrs]**
Meaning and definition of customerisation – relationship between consumer expectations and satisfaction – factors affecting consumer satisfaction – tackling consumer dissatisfaction – handling of customer complaints- meaning of consumerism –reasons behind rise of consumerism – benefits of consumerism –features of Government measures regarding consumer protection.

TEXT BOOKS:
1. Suja R. Nair. 2nd edition, Consumer Behaviour in Indian Perspective (text and cases), Himalaya Publishing House, Mumbai.
2. Leon G. Schiffman, Leslie Lazar Kanuk, 9th edition, Consumer Behaviour, Pearson Education, Delhi

REFERENCE BOOKS:

1. Michael R. Solomon, Consumer Behaviour Buying, Having and Being, 8th edition, Asoke K. Ghosh, PHI Learning Pvt. Ltd. New Delhi, 2009.
2. S. Gokilavani, R. Nageswari, Women's consumer rights and their awareness (text and case study), Regal Publications, New Delhi, 2007.
3. S. Ramesh Kumar, Consumer Behaviour and Branding, Concepts, readings and cases, the Indian Context, Dorling Kindersley (India) Pvt. Ltd., Noida., 2009
4. M S Raju, Dominique Xardel, Consumer Behaviour, Concepts, applications and cases, Vikas Publishing house pvt. Ltd., Noida, 2000.

QUESTION PAPER PATTERN

Time: 3 Hours   **Marks: 75**

Part - A = 5x6 = 30 Marks – Five Questions with Internal Choice.
Part – B = 3x15 = 45 Marks – Three Out of Five – Open Choice.

Note: Questions should be asked from all the **UNIT**s with equal weightage.

II – M.COM	E-COMMERCE	PCM1017Q
SEMESTER – IV	*(For the students admitted from the year 2016 onwards)*	HRS/WK - 6
CORE-XIII		CREDIT-4

Objective:

To impart the students with knowledge of web technology and their role in doing business.

Course Outcomes:

After completing the course, the student will be able to:

CO1: Understand the knowledge of E-Commerce.

CO2: Gaining knowledge on E-Marketing.

CO3: Applying the E-Payment systems.

CO4: Acquire the Knowledge on Electronic Data Interchanges (EDI).

CO5: Learn the legal framework for E-Commerce.

Relationship Matrix Course Outcomes, Programme Outcomes and Programme Specific Outcomes.

SEMESTER IV	COURSE CODE: PCM1017Q					COURSE TITLE: E-COMMERCE					HOURS:6	CREDITS: 4
COURSE OUTCOMES	**PROGRAMME OUTCOMES(PO)**					**PROGRAMME SPECIFIC OUTCOMES(PSO)**					**MEAN SCORE OF CO'S**	
	PO 1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PS05		
CO1	5	4	4	4	3	5	4	3	4	5	4.1	
CO2	4	4	3	4	3	4	4	4	4	5	3.9	
CO3	4	5	4	5	4	5	5	5	4	5	4.6	
CO4	5	4	4	4	3	5	4	3	4	5	4.1	
CO5	4	4	3	4	3	4	4	3	4	5	3.8	
Mean Overall Score											4.1	

Result: The Score of this Course is 4.1 (Very High)

Association	1%-20%	21%-40%	41%-60%	61%-80%	81%-100%
Scale	1	2	3	4	5
Interval	0<=rating<=1	1.1<=rating<=2	2.1<=rating<=3	3.1<=rating<=4	4.1<=rating<=
Rating	Very Poor	Poor	Moderate	High	Very High

This Course is having **VERY HIGH** association with Programme Outcome and Programme Specific Outcome.

UNIT- I: E-Commerce (15 Hrs)

Introduction to E-Commerce - E-Trade - E-Business -E-Market – A paradigm shift – Technology Convergence – Advantages and Disadvantages of E-Commerce –
E-Business Models – Introduction to Mobile Commerce.

UNIT-II: E-Marketing (20 Hrs)

E- Marketing –Meaning - Channels- E-Marketing Mix – Web Salesmanship – online shopping avenues-
Advertising on Network – EDI Architecture and Properties Trading.

UNIT – III: E-Payment System **(15 Hrs)**
E-Payment System– Types– Business Issues and Economic implications – Components of an effective E-Payment System.

.

UNIT- IV: Electronic Data Interchange **(20 Hrs)**
EDI – Definition – Objectives- Standards –Applicability – Approving authority- Cross Index and related documents – Sources of documents.

UNIT- V: Legal Framework **(20 Hrs)**
Legal Framework for E-Commerce – Net Threats – Cyber Laws – Aims and Salient Features of Cyber Laws in India- Cyber Crimes – Intelligent Web Design.

TEXT BOOKS:
1. L.T.Joseph, E-Commerce, A managerial perspective, Printice Hall Publications, 2004.
2. Addison Wesley, Frontiers of E-Commerce, Pearson Publications, 2004**.**

REFERENCE BOOKS:
1. David Whitley, E-Commerce Strategy, Technology and Application, Tata McGraw Hill Publications, 2004.
2. Dennis P.Curtin, E-Commerce Principles and Introduction Technology, Tata McGraw Hill Publication, 2004
3. Greenstein, Feinman, E-Commerce, Tata McGraw Hill Publications, 2001

QUESTION PAPER PATTERN:
Time: 3 Hours Marks: 75

Part - A = 5 x 6 = 30 Marks – Five Questions with Internal Choice.
Part – B = 3 x 15 = 45 Marks – Three Out of Five – Open Choice.

Note: Questions should be asked from all the **UNIT**s with equal weightage.