



जननायक चन्द्रशेखर विश्वविद्यालय, बलिया Jananayak Chandrashekhar University, Ballia

वोकेशनल कोर्स हेतु पाठ्यक्रम (स्नातक द्वितीय सेमेस्टर)

बी0ए0 / बी0एस0सी0 / बी0काम0 द्वितीय सेमेस्टर में पाँचवें प्रश्नपत्र (व्यावसायिक पाठ्यक्रम) हेतु निम्नलिखित व्यावसायिक विषय विश्वविद्यालय के पत्र जे0एन0सी0यू0 / सा0प्र0 / 913 / 2022, दिनांक: 20.04.2022 द्वारा निर्धारित किये गये हैं:-

- (i) Advertising, Sales Promotion and Sales Management.
- (ii) Agribusiness Management.
- (iii) Airline, Tourism and Hospitality Management.
- (iv) Medical Lab and Molecular Diagnostics Technology.

ये विषय स्नातक प्रथम वर्ष (द्वितीय सेमेस्टर) के विद्यार्थियों हेतु पंचम विषय के रूप में नई शिक्षा नीति-2020 द्वारा निर्धारित पाठ्यक्रम के तहत विश्वविद्यालय द्वारा अंगीकृत किए गए हैं। इस विषय का प्राप्तांक विद्यार्थी के कुल प्राप्तांक में सम्मिलित नहीं किया जायेगा, किन्तु इसमें विद्यार्थी को उत्तीर्ण होना आवश्यक होगा।

उपर्युक्त विषयों के पाठ्यक्रमों हेतु सम्बन्धित विभागों द्वारा ड्राफ्ट उपलब्ध कराया गया है।

विस्तृत विचार-विमर्श के बाद उपर्युक्त पाठ्यक्रमों को स्वीकृत किया गया। इस विषय की परीक्षा बहुविकल्पीय (ओ0एम0आर0) पद्धति द्वारा कराई जाएगी।

डॉ0(इन्द्र प्रताप सिंह)
संकायाध्यक्ष, कृषि संकाय

डॉ0(दयालानन्द राय)
संकायाध्यक्ष विज्ञान संकाय

(एस0एल0पाल)
कुलसचिव

B.A./B.Sc./B.Com Second Semester Paper- V
(Vocational Course)
Advertisement, Sales Promotion and Sales Management

Objectives: After going through this course students will

1. Understand the concept of marketing communication
2. Familiarize with the process of management of sales.
3. Get a conceptual understanding about advertisement and sales promotion.
4. Understand the importance and impact of advertising on Indian economy.

Unit I : Marketing communication, Nature and importance of communication, Types of communication, Communication process, Elements of the communication process, Steps to develop effective marketing communication, Marketing mix, Promotion mix.

Unit II: Advertising: Definition, Functions and importance of advertising in modern marketing, Types of advertising process, Advertising media, Factors influencing the choice of media, Evaluation of advertising effectiveness.

Unit III: Advertising agencies: Their role, functions, Organization and importance, Sales promotion; Nature importance and their role in marketing, Forms of sales promotion, Major tools of sales promotion, Developing sales promotion program, Public relations.

Unit IV: Integration of sales promotion with advertising: Advertising and the Indian Economy: Role and impact of advertising on Indian Economy.

Assignment

1. Develop an advertisement program
2. Check the effectiveness of any recent advertising program that comes on television.
3. Do a minor research on functioning of any existing advertising agency.

Suggested Reading Books:

- Kotler, Keller, Koshy and Jha "Marketing Management" 13th Edition, Pearson Education.
- Kazmi & Batra, 'Advertising and Sales Promotion'.
- Khan, Matin: Sales and Distribution Management.
- Sontakki, C.N. Marketing Management. Kalyani Publication.
- Shukla, Ajit Kumar. Marketing Management. Vaibhav Laxmi Prakashan.
- Shukla, Ajit Kumar. Vipanan Prabhandh. Vaibhav Laxmi Prakashan.



B.A./B.Sc./B.Com 2nd Semester, Paper-V (Vocational Course)

(Medical Lab and Molecular Diagnostic Technologies)

Objectives:

After studying this course, the student will be able to

1. Understand the basics of blood and its components.
2. Learn the basics of clinical pathology and instrumentation.
3. Understand the significance of medical lab technologies in monitoring of health and diseases.

Unit I:

- i. Components of blood and their functions
- ii. Blood group and Rh factor
- iii. Hemostasis, Blood clotting, clotting time and their significance

Unit II

- i. Basics of blood transfusion
- ii. Anticoagulants used in hematology
- iii. Urine and its composition

Unit III

- i. Complete blood count (CBC) and total RBC count, Erythrocyte sedimentation rate (ESR)
- ii. Total leucocyte count (TLC) and Differential leucocyte count (DLC) and their significance
- iii. Examination (tests) of sputum, urine, and stool

Unit IV

- i. Culture based test (culture of sample, detection of pathogens, antibiotic sensitivity test)
- ii. Molecular diagnostic method (Widal test, ELISA, PCR and RT-PCR based diagnosis)
- iii. X-ray and its application

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DL

Assignment:

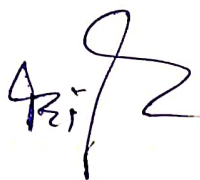
1. Describe various components of blood and their functions.
2. What are blood groups? Describe their various types and the basis of their classification.
3. What are anticiagulants?
4. Describe different types of WBCs.
5. What do you understand by Vidal test and Elisa test.

Suggested Books:

1. Talib V. H. (2020) A Handbook.of Medical Laboratory Technogy, CBS Publishers, New Delhi
2. Godkar P.B. and Godkar D.P. (2018)Textbook of Medical Laboratory Technology, Bhalani Publishers, New Delhi
- 3.Sant M, (2020), Textbook of Medical Laboratory Technology, CBS Publishers, New Delhi

Websites:

1. <https://MLS/websites>
2. American Association for Clinical Chemistry (AACC), <https://aacc.org>
3. Clinical Laboratory Management Association (CLMA), <https://clma.org>



**B.A./B.Sc./B.Com Second Semester Paper- V
(Vocational Course)**

Agribusiness Management

Objectives

After going through this course, the students will be able to:

1. Learn the meaning and concepts of management and organizational behavior.
2. Understand the environment in which the agri-business is conducted.
3. Be familiar with the field of production and operations' management.
4. Develop an understanding regarding issues in rural markets like marketing environment.

Unit 1

(1a) Nature, Scope and Significance of Management.

(1b) Importance of agribusiness in the Indian economy

Unit 2

(2a) Role of agriculture in Indian economy.

(2b) Agricultural finance In India.

Unit 3

(3a) Agro-based Industries: importance, need and classification of agro – based industry.

(3b) Procedure to setup agro-based industry.

Unit 4

(4a) Concept and scope of rural marketing.

(4b) Potential of rural markets in India.



Assignments

1. Basic concepts of quality management.
2. Quality control process.
3. International Food market.
4. Problems and policy changes in Agriculture sector.

Suggested Readings:

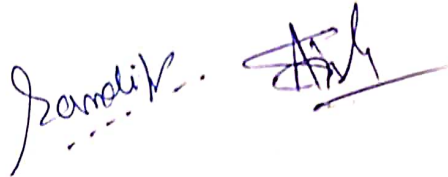
S. Subba Reddy et al. 2009. Agricultural Economics. Oxford & IBH Publishing Pvt. Ltd.

Mishra & Puri. 2005. Indian Economy. Himalay publishing House.

Adam & Ebert. 2006. Production and Operations Management: Concepts, Models and Behaviour. 5th Ed. Prentice Hall of India.

Krishnamacharyulu C & Ramakrishan L. 2002. Rural Marketing. Pearson Edu.

Fred Luthans 1998. Organizational Behavior. Tata Mc Graw Hill.



B.A./B.Sc./B.Com Second Semester Paper V
Vocational Course.

**Airline, Tourism & Hospitality
Management: Introduction & Perspectives**

This paper is designed to make the students understand Basic knowledge of Airline, Tourism Industry and Hospitality Management.

Objectives: After going through this course students will be able to:

- Know about basics of Airline & Aviation industry.
- Understand tourism and its elementary functions and Travel agency modus operandi.
- Know about the hospitality industry and its various characteristics.
- Understand the functions of various organizations related to tourism.

UNIT I

Introduction to airline industry: Growth and distribution of airlines and air traffic around the world, 3 letters city code and airport code, airline designated code, country and currency codes, minimum connecting time. Documentation: Passport, VISA, Currency Regulations, Custom Regulations, Health Regulations, Immigration Formalities at Airport.

UNIT II

Tourism and its theories: Meaning and Definitions, Characteristics of Tourism, Importance of Tourism, Concepts & Terms in tourism, Tourism Products: Definition, concept & characteristics. Meaning of Travel Agency - Types of Tour Operator - Inbound, Outbound, Domestic, Ground and Specialized. Popular Tourist destination of India.

UNIT III

Introduction to Hospitality industry and its distinctive characteristics. Types of Accommodation, Major departments of a hotel, Meal Types, Types of Rooms, Type of Hotel Guest, Hotel amenities, Booking process.

UNIT IV

Tourism Organizations: Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).

Assignment- 1- Ballia as a Tourist Destination - An Opportunity
2- Visit of a Hotel - A report.

Outcome:

1. Student will be able to work with travel agency
2. student will be able to understand booking process of airline, hotel and various travel services.

References

Roday, Sunetra, Biwal, Archana and Joshi, Vandana (2013). Tourism Operations and Management. New Delhi.

Sharma, K. (2014). Introduction to Tourism Management, McGraw-Hill Education. New Delhi.

Dixit Manoj, Tourism products. New Royal Book Co., Lucknow

Talwar Prakash, Hotel & Hospitality Management. Gyanbooks Publication

Singh, R. (2010). Aviation management: Global and National Perspective. New Delhi: Kanishka.

