PhD Course Work: Syllabus Revision in 2016-17.

| S. No | Course Code | Session 2015-16 | Session 2016-17 | Remark Syllabus Change/ new course |
|----------|----------------|---|--|--|
| 1 | RCW – I | Research | Research | Syllabus rivision |
| | | Objective, Types of research, process and steps in it. Research proposal and concept. Research Designmeaning, need, concept and different research designs. Literature survey and review, research design process an error in research. Research Modeling-Types of Models, Model building and stages, Data consideration and testing(Sampling, Collection and | Objective, Types of research, process and steps in it. Research proposal and concept. Research Designmeaning, need, concept and different research designs. Literature survey and review, research design process an error in research. Research Modeling-Types of Models, Model building and stages, Data consideration and testing (Sampling, Collection and Analysis), Heuristic and Simulation. Design of Experiments Objectives, strategies, Factorial experimental design, Designing | |
| | | Collection and Analysis), Heuristic and Simulation. Design of Experiments • Objectives, strategies, Factorial experimental design, Designing engineering | design, Designing engineering experiments, basic principles- replication, randomization, blocking, guidelines for design of experiment. Analysis of variance- ANOVA- Basic principle, One way and Two way technique. Analysis of Co- variance- ANOCOVA | |

| experiments, basic | technique. | |
|-----------------------|---|--|
| principles- | Report writing and | |
| replication, | Interpretation | |
| randomization, | Pre- writing | |
| blocking, guidelines | considerations. | |
| for design of | Meaning and technique | |
| experiment. | Different stens in | |
| Analysis of variance- | report writing, Formats | |
| ANOVA- Basic | of report writing, | |
| principle One way | Thesis writing, Formats | |
| and Two way | Research journals. | |
| technique | Spreadsheet Tool | |
| | • Introduction to | |
| Analysis of Co- | spreadsheet | |
| variance- ANOCOVA | application, features | |
| technique. | and function | |
| Report writing and | Using formulas and | |
| Interpretation | functions, Data storing | |
| Pro- writing | Features for statistical | |
| considerations | Generating charts/ | |
| Meaning and | graph and other | |
| Meaning and | features. | |
| | Tools used may be | |
| Interpretation. | Microsoft Excel, Open | |
| Different steps in | office or similar tool. | |
| report writing, | Presentation Tool | |
| Formats of report | Introduction to | |
| writing, Thesis | presentation tool, features and function | |
| writing, Formats of | | |
| publication in | Cleating presentation, | |
| Research journals. | presentation, showing | |
| | presentation. | |
| | Tools used may be | |
| | Microsoft power Point, | |
| | Upen office or similar | |
| | | |

| | | | Writing Tool • M.S.Word • PDF format • LaTeX Web Search • Introduction to Internet, Use of internet and WWW, Using search engine like Google, Yahoo etc. • Using advanced search techniques. | |
|---|--------------|--|---|------------|
| 2 | RCW – III | DigitalLogic:Logicfunctions,Minimization, Design and synthesis ofcombinationalandsequentialcircuits;Number representation andcomputerarithmetic(fixed andfloating point).fixedandComputerOrganizationandArchitecture:Machineinstructionsand addressing modes, ALU and data-path, CPU control design, Memoryinterface, I/O interface (Interrupt and | CS-I Introduction to Data Mining, Major Issues in Data Mining, Applications of Data Mining, Social impacts of data mining. Data Preprocessing, Data warehousing, Data Mining primitives, Association Rule Mining. Classification and Predication, Cluster Analysis, Mining complex Types of data. Web Scale AI and Big Data, Web Intelligence Big Data Indexing | New Course |
| | | DMA mode), Instruction pipelining, Cache and main memory, Secondary storage. Programming and Data Structures: Programming in C; Functions, Recursion, Parameter passing, Scope, Binding; Abstract data types, Arrays, Stacks, Queues, Linked Lists, Trees, Binary search trees, Binary heaps. Algorithms: Analysis, Asymptotic notation, Notions of space and time | Intelligence,BigData,Indexing,Ranking,PageRankSearching,Searching structured data.DatabasesandtheirEvolution,BigdataTechnology and Trends.Classification,Clustering,andMining,InformationExtractioninBigData.Forecasting,NeuralModels,DeepLearning,andResearchTopics.DataAnalysis:RegressionandFeature Selection.CS-IIIntroductiontodistributed | |

complexity, Worst and average case analysis; Design: Greedy approach, Dynamic programming, Divide-andconquer; Tree and graph traversals, Connected components, Spanning trees, Shortest paths; Hashing, Sorting, Searching. Asymptotic analysis (best, worst, average cases) of time and space, upper and lower bounds, Basic concepts of complexity classes – P, NP, NP-hard, NPcomplete.

Theory of Computation: Regular languages and finite automata, Context free languages and Pushdown automata, Recursively enumerable sets and Turing machines, Undecidability.

Compiler Design: Lexical analysis, Parsing, Syntax directed translation, Runtime environments, Intermediate and target code generation, Basics of code optimization.

Operating System: Processes, Threads, Inter-process communication, Concurrency, Synchronization, Deadlock, CPU scheduling, Memory management and virtual memory, File systems, I/O systems, Protection and security. Relational Databases: ER-model,

model (relational algebra, tuple calculus), Database design (integrity constraints, normal forms), Query technologies like Grid Computing, Cloud Computing etc.Architectural models for distributed and mobile computing systems. Basic Concepts in Distributed Computing such as clocks, Message ordering, Consistent global states, and consensus. Basic Algorithms in Distributed Environment. Synchronous and Asynchronous distributed computing. Memory Management in Distributed Environment.

Evolution of computing paradigms, Introduction to virtualization and virtual machine. CloudComputing: History, Cloud Service Models. Internet History, Technology, and

Security, Information System Security, Introduction to the Concepts of Security, Security Mechanism. Concepts of Grid Computing, Grid Architecture, Grid Security Demands and Solutions.

Cybersecurity and the Internet of Thing, IoT and the Industrial Sector, IoT and the Connected Home, IoT and Consumer Wearables.

<mark>CS-III</mark>

Artificial Intelligence: problem solving, planning, knowledge representation; pattern recognition; natural language understanding, computer vision, automatic programming, machine learning.

| | | languages (SOL) File structures | Neural Networks Fuzzy Logic Fuzzy | |
|---|--------------|--|--|------------|
| | | (sequential files indexing D and D) | Arithmatic Introduction of Neuro | |
| | | (sequential mes, muexing, B and B+ | | |
| | | trees), Transactions and concurrency | Fuzzy Systems, | |
| | | control. | | |
| | | Information Systems and Software | Probabilistic Algorithm: Genetic | |
| | | Engineering: information gathering, | Algorithm, Artificial Bee Colony | |
| | | requirement and feasibility analysis, | Algorithm, Ant Colony Algorithm etc. | |
| | | data flow diagrams, process | Applications and implementations of | |
| | | specifications, input/output design, | probabilistic algorithm. | |
| | | process life cycle, planning and | | |
| | | managing the project, design, coding, | | |
| | | testing, implementation, | | |
| | | maintenance. | | |
| | | Computer Networks: ISO/OSI stack, | | |
| | | LAN technologies (Ethernet, Token | | |
| | | ring), Flow and error control | | |
| | | techniques, Routing algorithms, | | |
| | | Congestion control, TCP/UDP and | | |
| | | sockets, IP(v4), Application layer | | |
| | | protocols (icmp, dns, smtp, pop, ftp, | | |
| | | http); Basic concepts of hubs, | | |
| | | switches, gateways, and routers. | | |
| | | Network security – basic concepts of | | |
| | | public key and private key | | |
| | | cryptography, digital signature, | | |
| | | firewalls. | | |
| | | Web technologies: HTML, XML, basic | | |
| | | concepts of client-server computing. | | |
| 3 | RCW – III | Applied Mechanics And Design | Metal Machining - Modelling and | New Course |
| | | Engineering Mechanics : Free body | control of Chip Formation, Machining | |
| | | diagrams and equilibrium trusses | reinforced composites, | |
| | | and frames: virtual work: kinematics | Characterization and surface integrity | |
| | | and dynamics of narticles and of rigid | in hard machining, Modern concepts of | |
| | | hodies in plane motion including | | |
| | | | | |

impulse and momentum (linear and angular) and energy formulations; impact.

Strength of Materials: Stress and strain, stress-strain relationship and elastic constants, Mohr's circle for plane stress and plane strain, thin cylinders; shear force and bending moment diagrams; bending and shear stresses; deflection of beams; torsion of circular shafts; Euler's theory of columns; strain energy methods; thermal stresses.

Theory of Machines: Displacement, velocity and acceleration analysis of plane mechanisms; dynamic analysis of slider-crank mechanism; gear trains; flywheels.

Vibrations: Free and forced vibration of single degree of freedom systems; effect of damping; vibration isolation; resonance, critical speeds of shafts.

Design: Design for static and dynamic loading; failure theories; fatigue strength and the S-N diagram; *principles* of the design of machine elements such as bolted, riveted and welded joints, shafts, spur gears, rolling and sliding contact bearings, brakes and clutches.

Fluid Mechanics and Thermal Sciences

Fluid Mechanics: Fluid properties;

Metal Forming:

Yield criteria, Slip line field theory, Temperature Field in Material.- Plastic and viscoplastic behaviour of material, Surfaces of Discontinuity, Numerical Models of Plasticity.

Advanced Machining Processes:

Hybrid electro-chemical processes, Hybrid thermal processes, Solid, liquid and powder based material addition processes (Analytical Study)

Reverse Engineering :

| Reverse | engineering | Methodolo | ogies |
|-----------------------|----------------|-------------------------------|-------|
| and T | echniques, | Hardware | and |
| <mark>software</mark> | e, Rapid | prototyping | _ |
| Relation | ship with reve | erse engineeri | ng |

Group Technology: Role of group technology in CAD/CAM integration, Methods for developing part families, Classification and coding, Examples of coding systems, Facility design using group technology, Benefits of G.T.

Computer Aided Process Planning: Role of Process Planning, Approaches to process planning- Manual, Variant, Generative approach; Examples of Process planning systems - CAPP, DCLASS, CMPP; Criteria for selecting a CAPP system, Benefits of CAPP.

Computer Integrated Manufacturing Systems: Types of manufacturing systems, Machine tools and related equipment, Material handling systems, Computer control systems, CIMS Benefits.

Quality Engineering in Manufacturing: Introduction – quality and improvement-objectives-quality

| fluid statics, manometry, buoyancy; | assurance-quality systems-Economics – |
|--|---|
| control-volume analysis of mass, | function. Process variability- Charts for |
| momentum and energy; fluid | attributes, variables, moving average |
| acceleration; differential equations of | <mark>control charts</mark> |
| continuity and momentum; | |
| Bernoulli's equation; viscous flow of | |
| incompressible fluids; boundary | |
| layer; elementary turbulent flow; | |
| flow through pipes, head losses in | |
| pipes, bends etc. | |
| Heat-Transfer: Modes of heat | |
| transfer: one dimensional heat | |
| conduction. resistance concept. | |
| electrical analogy, unsteady heat | |
| conduction. fins: dimensionless | |
| parameters in free and forced | |
| convective heat transfer. various | |
| correlations for heat transfer in flow | |
| over flat plates and through pipes: | |
| thermal boundary layer: effect of | |
| turbulence: radiative heat transfer. | |
| black and grey surfaces, shape | |
| factors. network analysis: heat | |
| exchanger performance. LMTD and | |
| NTU methods. | |
| | |
| Thermodynamics: Zeroth, First and | |
| Second laws of thermodynamics; | |
| thermodynamic system and | |
| processes; Carnot cycle. irreversibility | |
| and availability; behaviour of ideal | |
| and real gases, properties of pure | |
| substances, calculation of work and | |
| heat in ideal processes; analysis of | |
| I thermodynamic cycles related to | |

energy conversion.

Applications: *Power Engineering*: Steam Tables, Rankine, Brayton cycles with regeneration and reheat. I.C. Engines: air-standard Otto, Diesel cycles. Refrigeration and airconditioning: Vapour refrigeration cycle, heat pumps, gas refrigeration, Reverse Brayton cycle; moist air: psychrometric chart, basic psychrometric processes. Turbomachinery: Pelton-wheel, Francis and Kaplan turbines impulse and reaction principles, velocity diagrams.

Manufacturing and Industrial Engineering

Engineering Materials: Structure and properties of engineering materials, heat treatment, stress-strain diagrams for engineering materials.

Metal Casting: Design of patterns, moulds and cores; solidification and cooling; riser and gating design, design considerations.

Forming: Plastic deformation and yield criteria; fundamentals of hot and cold working processes; load estimation for bulk (forging, rolling, extrusion, drawing) and sheet (shearing, deep drawing, bending) metal forming processes; principles of powder metallurgy. Joining: Physics of welding, brazing and soldering; adhesive bonding; design considerations in welding.

Machining and Machine Tool Operations: Mechanics of machining, single and multi-point cutting tools, tool geometry and materials, tool life and wear; economics of machining; principles of non-traditional machining processes; principles of work holding, principles of design of jigs and fixtures

Metrology and Inspection: Limits, fits and tolerances; linear and angular measurements; comparators; gauge design; interferometry; form and finish measurement; alignment and testing methods; tolerance analysis in manufacturing and assembly.

ComputerIntegratedManufacturing:BasicCAD/CAM and their integration tools.

Production Planning and Control: Forecasting models, aggregate production planning, scheduling, materials requirement planning.

Inventory Control: Deterministic and probabilistic models; safety stock inventory control systems.

Operations Research: Linear programming, simplex and duplex method, transportation, assignment, network flow models, simple queuing

| | | models, PERT and CPM. | | |
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| 4 | RCW – | Constitutional Law India | Essential Features of Indian | Syllabus rivision |
| | | Essential features of Indian Constitution | Constitution | |
| | | Premable | Distribution of Legislative and Executive Powers between Union and States | |
| | | Fundamental Rights and Duties | Fundamental Rights, Fundamental Duties and Directive Principles | |
| | | Fundamental principles of State policy | Principles of Natural Justice | |
| | | Judiciary | Action- Writ Jurisdiction | |
| | | Executive | Judicial Contribution in Bringing Social | |
| | | Union State Legislative Relations | Changes | |
| | | Emergency Provisions | Nature and Definition of Offence | |
| | | Amendment of Constitution | Common Intention and Common Object | |
| | | Writ Jurisdiction | Offences against Human body | |
| | | Legal Theory | Offences against Property | |
| | | Nature and Sources of Law | Offences against women | |
| | | Positivism, Natural Law Theory, Sociological Jurisprudence | Nature of International Law and its relationship with Municipal Law | |
| | | Rights and Duties | Human Rights: Nature and scopes. | |
| | | Concepts of Possession and | Evolution and growth | |
| | | Uwnership Law and Morality | Environmental Pollution- Meaning of | |
| | | Public International Law | Pollution, | |
| | | Nature of International | Remedies for Environmental | |
| | | Law and its relationship with | Constitutional | |
| | | Municipal Law | International Development for | |
| | | Sources of International Law | protection of Environmental Pollution | |
| | | Recognition of States and Governments | Law relating to Right to Information | |
| | | United Nations and its | Energing Trends in Cyber Crimes | |
| | | organs | Laws relating to Women Empowerment | |
| | | Human Rights: Nature and | | |

| scopes, Evolution | Law relating to Scientific Investigation | |
|---|--|--|
| and growth | in Criminal matters | |
| Administrative Law | | |
| Nature, Scope and Importance of Administrative Law | | |
| Principles of Natural Justice | | |
| Administrative Discretion and its control | | |
| Delegated Legislation | | |
| Lokpal and Lokayukta | | |
| Law of Torts | | |
| Foundation of Tortuous Liability | | |
| General Defences to an action of Torts | | |
| Vicarious Liability | | |
| Strict and AbsoluteLiability: Emerging trends in India | | |
| Law of Crimes – General Principles | | |
| Nature and Definition of Offence | | |
| Private defences | | |
| Common Intention and Common Object | | |
| Offences against Human body | | |
| Offences against Property | | |
| Offences against women | | |
| Law of Contracts-General Principles | | |
| Essentials of a valid contract | | |
| Offer, acceptance and consideration | | |
| Capacity to Contract- | | |

| | | Minor's contract | | |
|---|-------|--|--|-------------------|
| | | Elements vitiating contract-mistake, fraud, misrepresentation, public policy, coercion, undue influence, frustration of contract Remedies for breach of contract-Damages. | | |
| 5 | RCW – | Managerial Economics | MG-I | Syllabus rivision |
| | | Managerial EconomicsDemandAnalysis:Demandforecasting,LawofDemand.DeterminantsofDemand,MeasurementofDemand;ProductionFunction withOneVariableInputandwithTwovariableInputandwithVariableinput;CostConcepts,ShortRunandLongRunCostFunction.CostOutput Relationship.FormsofMarketPerfectCompetition:Monopoly,Monopoly,Monopoly,MonopolisticCompilation.PriceDetermination in Different MarketMacroEconomics–concept,needandsignificance;NationalIncomeconceptsanditsInflation and UnemploymentUnemploymentOrganisation BehaviourconceptofOrganisationalbehaviour,,organisationalbehaviour,, | Fundamentals of Financial ManagementMeaning, Scope, Function & Objective of Financial Management, Decision Making, Role of Financial Manager in a company. Financial statements and their analysis through Ratio analysis and cash flow analysis.Statistical MethodsMeaning, scope and limitations of statistics. Measurement of Central tendency- Mean, Mode and Median. Measures of Dispersion- Mean Deviation and Standard Deviation. Meaning Significance and limitations of Correlation and Regression. | |
| | | organisational design, types of organisational structure and | Financial System | |
| | | structural components, understanding and managing Individual behaviour – Personality, Perception, Attitudes, Learning Theories and reinforcement, Motivation theories Understanding and managing Group Behaviour – Process interpersonal | Meaning and functions of financial system, financial concepts, financial assets, financial intermediaries, financial markets, financial rates of return and financial instruments. | |
| | | and group dynamics, communication | r mancial Decision Making | |
| | | – verbal, non-verbal, Leadership – | Capital Structure- Meaning, significance & factors affecting | |

| types, , ivianaging conflicts, Change | capital structure. Calculation of |
|---|---|
| Management and organisation | specific and weighted average |
| development | cost of capital. Capital |
| Human Resource Management | budgeting- decisions on the |
| Concents and perspectives in HRM: | basis of traditional and |
| HR Planning – objectives, process and | discounted cash flow methods. |
| techniques; Job Analysis- job | International Financial |
| description and specification; | Management |
| Recruitment and selection process; | International Accounting & |
| Induction, Training and Development | International taxation including |
| types and process; | DTAA Equation Including |
| Performance appraisal methods and | DIAA. Foreign Direct |
| evaluation: Job evaluation and wage | Investment- Advantages and |
| & calary administration Industrial | Disadvantages. Risk |
| Relations and Trade Unioins: | Management through Future |
| Inductrial Disputes – dispute | contracts, forward contracts |
| sottoloment bodies and process | and options. |
| greivance handling: Labour Welfare & | MG:II |
| Social Security measures | An overview of Human Resource |
| | Management: Importance and |
| | Functions, development of HRM, |
| | Personnel |
| | ManagementVs.HRM, changing role of HR |
| | M,roleandqualitiesofHRmanager,challe |
| Financial Management | ngestoHRM; Strategic HRM |
| Financial Management – nature, | |
| scope, objective and importance. | |
| Assumptions, importance and | HumanResourcePlanning Objectivs |
| limitations of Cost volume profit | andSignificance,Process,JobAnalysis,Re |
| analysis; Capital Budgeting decisions- | cruitment&Selection,Placementandind |
| Traditional methods and Discounted | uction,Traininganddevelopment,Needa |
| Cash Flow methods. | ssessment,Methodsoftraining; |
| Factors affecting Capital Structure | Evaluation of training program |
| and calculation Cost of Capital | |
| Determinants of Dividend Policy | |
| Determinants of Dividend Policy: I | Organizational Change & Development: |
| Long term and short term sources of | |
| Long term and short term sources of finance. Preparation of cash flow | Motivation, Leadership Styles, Job |
| Long term and short term sources of finance, Preparation of cash flow statements and its advantages | Motivation, Leadership Styles, Job Satisfaction, Organization Culture, |
| and calculation Cost of Capital; Determinants of Dividend Policy: | Organizational Change & Developm |

Effectiveness;Organizational Development, Stress & Burn out; Quality of Work Life, Work Life Balance, Employee Engagement

Consumer and Industrial markets, Market Segmentation – Targeting

of Ratio Analysis. Calculation of

various Ratios.

Marketing Management

| and positioning; Pro | oduct decisions, Compe | nsationManagement: | |
|--|--|---|--|
| Product Mix, Produ | uct life cycle, Jobeva | uation | - |
| Branding and Pacl | kaging, Pricing Technic | ques, Wages and salary | administrat |
| methods and strategie | es; ion.Inc | entivepayments, fringe | e benefits; |
| Branding and Pack methods and strategie Promotion decisions, a dvertising, personal Management, Verti system; Evaluation a marketing effort; M Marketing – onlin customer relationship Production and Management Role and scope management, Facility planning and contro process analysis, scheduling; Work Time and motion st quality control, TQM Role and scope research; Linear Sensitivity analysis; Model; Inventory c Theory, PERT/CPM | kaging, Pricing Technic es; ion.Inc. promotion mix - selling; Channel ical marketing and control of New issues in ne marketing, management Operations of production location, layout sis; production neasurement, tudy, Statistical of operations Programming; Transportation control, Queing A, Probability | aues, Wagesandsalary entivepayments, fringen nanceappraisal: Objectes, PerformanceManag sal, Stepsinappraisingp sof Appraisal, 360 Degre ced Score Card; Career opment ial Relations: Ca ial Unrest and res, Industrial dispute Unionism in Ind y, Health & Welfare I ing – Concept, Pro- ses; industrial demo res; industrial demo | administrat e benefits; tivesandte gementand performanc eeFeedbac Planningan auses of Remedial es in India, dia, Social Measure in collective pcess; Pre- pcracy and ectives and cion. |
| Theory, PERT/CPM | 1, Probability | | |
| distributions – Bind | omial, Poisson, | | |
| Normal and Exponen | itial, Correlation | | |
| and regression analysi | IS | | |
| Business Environme | nt & Strategic | | |
| Management | Interna | tional Human | Resource |
| Nature and Concep (Economic and Non-Economy, I : Concept & Instrumen : Concept, Governments; Pr Liberalization, Fund | t, Components Manag conomic), Types Multin Monetary Policy Cultura nts, Fiscal Policy Challer ent Budget and diversi rivatization and manag damentals and Resour | ational Corporation I HRM. Human ges of the Future, y management, ement; Ethical Issues ce Management | Relations Relations workforce talent in Human |
| Components of Globalization Components of Management, BCG Management, BCG Mana | f Strategic MG:I Model, Porter's strategies in fragmentation, Market | II ing – Basics, Pre ance of marketing i bal context; t Segmentation | esent day in national Process, |

| maturity and decline, Global entry | Identifying and Evaluation |
|--|---|
| strategies, Joint Ventures and | Segments, Market Targeting and |
| Strategies Alliances | Positioning for Competitive |
| Business Ethics & Corporate | Advantage. Consumer Behaviour – |
| Governance | Decision Making Perspectives, |
| Governance | Improving the judgement process, |
| Entrepreneurship – concept, types, | Models of consumer behaviour: |
| issues in innovation and creativity; | Marketing Information System – |
| Ethical issues in management, Ethical | Marketing Research System and |
| organization and its corporate code, | Marketing Decision Support System |
| Importance and need for business | Marketing Decision Support System. |
| ethics; concept and importance of | |
| corporate governance, Corporate | |
| Governance & Ethics, Corporate | Description of the description of the description |
| Social Responsibility – concept, scope | Research Methods in Marketing – |
| of Social Responsibility, Stakeholders | Quantitative and Qualitative Research |
| (Internal and External), | and Scaling Techniques Dreduct |
| | and Scaling rechniques, Product |
| | Research, Test Warketing, Advertising |
| | Research, Media Research, Motivation |
| | Research. |
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| | Strategic Marketing – Customer, |
| | Competitor and Environmental |
| | Analysis; SWOT Analysis, BCG |
| | Framework model, Porter's Model, GE |
| | Model, McKinsey Model, Market |
| | Leader, Challenger, Follower and |
| | Nicher Strategies; Market Entry/Exit |
| | Decision; Marketing Mix Strategies; |
| | Sustaining Competitive Advantage and |
| | Core Competence. |
| | New Product Development, Product |
| | Mix Strategies, Product |
| | Differentiation Strategies. Branding |
| | and Packaging Strategies and |
| | Decisions |
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| | Logistics and Supply Chain |
| | Logistics and Supply Chain |
| | Nanagement; Ketali Merchandising – |
| | Retailers Marketing Mix, Product |
| | Merchandising and Display, Vendor |

| Relations, Pricing and Mark Downs, e- |
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| retailing, Customer Relationship |
| Management – Customer Life Time |
| Value Customer Acquisition |
| Development and Retention, Brand and |
| Customer Equity. |
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| Nature of Marketing of Services, |
| <mark>Services Versus Physical Goods,</mark> |
| Different types of service Attributes – |
| Search, Experience and Credence, |
| Marketing Mix, ExtendedMarketingMix |
| for Services(Seven Ps of Services), |
| Classification of services, |
| Characteristics of services (4-I's of |
| Services). Service Consumer and Buying |
| Process, Managing Service Product, |
| Promotion, Place and Service |
| Inventory, Managing Service Product, |
| Promotion, Place and Service |
| Inventory, 'People' Element in |
| Marketing Mix and Relationship |
| Marketing. |
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