

Semester wise syllabus for Post Graduates
As recommended by board of studies
Govt. K.R.G. P.G. Autonomous College Gwalior M.P.
M.Sc. (Home Science)

8

RESOURCE MANAGEMENT
Semester II SEMESTER - IV & II Code 2891

PAPER - I

CONSUMER ECONOMICS

~~20-18-19~~ 2021-22

Marks : 100

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



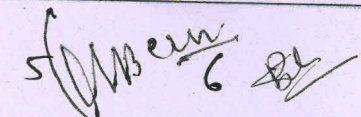

Consumer and Theories of consumer behavior

- 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.

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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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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**RESOURCE MANAGEMENT
SEMESTER - IV
PAPER - II
RESIDENTIAL SPACE DESIGN
2017-18 2021-22**

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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UNIT-II

1. Basics of furniture design:

- Current trends in interior design
- Furniture arrangement in different rooms.

2. Kitchen and storage as most important work area

- Planning of the kitchen
- Type of kitchen
- Work centers
- Activities in work centers, utility

3. Storage - Need, steps in planning storage.

UNIT-III


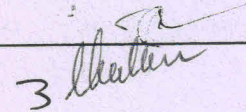
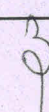
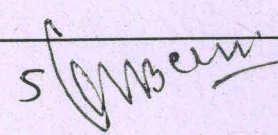
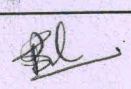
1. Consideration of economic in interior design importance of economic in interior design work, worker and work place relationship.
2. Study of different body postures used in different activities and is relation to fatigue types of fatigue.

UNIT-IV

1. Study of various types of fixtures and fittings used in interiors.
2. Knowledge of electric symbols for residential wiring.
3. Need of light for interior living.
4. Psychological and emotional effect of colours.
5. Colour schemes.

UNIT-V

1. Application of appropriate materials for various uses.
(a) Use of timber (b) Paints and Varnish (c) Glass
2. Housing needs.
3. Principles of design

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M.Sc. (Home Science)
RESOURCE MANAGEMENT
SEMESTER - IV
PAPER - III
FINANCIAL MANAGEMENT
2017-18 2021 - 22

Marks : 100

UNIT-I



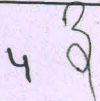
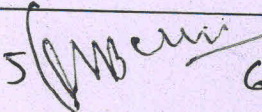

1. **Socio economics environment**
 - National income
 - Income distribution, per capita income
 - Inequalities of income
 - Inflation Vs. deflation
 - Wages
 - Definition
 - Earning principles of wages determination
 - Wage differential.

UNIT-II

1. **Financial planning and implementation**
 - Budgeting - objectives, types, advantages of budget.
 - Purchase, storage, cost reduction.
2. **Planning a budget for a family for fixed income.**
 - Restaurant/hostel/any selected organization
 - Boutique
 - Small industry

UNIT-III

- Record keeping and accounting**
1. Fundamental principles of accounts.
 2. Types of accounts
 3. Income & expenditure account
 4. Balance sheet
- Financing of enterprises / consumer durables**
1. Housing
 2. Automobile
 3. Education
 4. Small scale industry

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UNIT-IV

1. Tax planning

- Types of taxes
- Principles and procedures of income tax.
- Preparation of statement of income, income and filling of income tax in case of return.

2. Individual (Salary class)

- Organization
- Knowledge of various exemptions and deduction.

UNIT-V

1. Saving and investment

- Importance of savings
- Ways of selecting investment
- Saving facilities and investment opportunity

2. Family credit

- Role of credit in finance
- Source of family credit
- Economic insecurity - unemployment - its nature and causes.

3. General introduction of income and property rights

- Legal aspects of wills and trust

PRACTICAL

FINANCIAL MANAGEMENT

Total marks 50

1. Socio economic survey
2. To prepare a family budget for different income groups.
3. To prepare hostel budget
4. Calculation of income tax.
5. Survey of saving and investment schemes.

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M.Sc. (Home Science)
 H.D./F.N./ R.M.
SEMESTER - IV
OPTIONAL PAPER - IV
MASS COMMUNICATION
 2017-18 2021-22

Max. Theory - 50 Practical - 50 Objectives

- To understand the importance of communication.
- To develop skill for communication ability.
- Importance of audio visual aids in communication.

Unit - I

- Concept of communication
- Elements and process of communication
- Functions of communication
- Non verbal communication-sign, gestures, body movement

Unit - II

- Types of communication - intra personal, inter personal, group communication and mass communication.
- Feed back in communication
- Characteristics and method of feed back.
- Elements of effective communication
- Barriers to communication

Unit - III

- print media origin, development characteristics of news paper.
- News agencies united news of India (UNI). Press Trust of India (PTI) Reuter, pass and etc.
- Magazine format type and organization.
- Concept of news, values, sources of news. Structure of news report.
- Features article. editorial

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Unit - IV

- Radio-origin, development and characteristics of Radio.
- Radio as a-mass medium.
- Radio news, radio features.
- Various types of interview.
- Folk media.

Unit - V

- Television-origin, development and characteristics of television.
- T.V. News
- Contribution of T.V. in Social development
- Film-origin, Development of India film.
- Socio cultural effects of film as mass medium. Censorship, using film for extension.

PRACTICAL

1. Operation of various projectors

- a) OHP
- b) Slide
- c) Tape recorder
- d) CD player
- e) Computer

2. Preparation of

- a) Visual non projected materials.
- b) Booklets
- c) Pamphlets
- d) Invitations
- e) Posters

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