



## Skill Enhancement Courses(SECs) for Semester -V,

From 2022-23(Syllabus-Curriculum)

### **Structure of SECs for Semester-V**

*(To choose one pair from the five alternate pairs of SECs)*

Uni Code	Course Number 6&7	Name of Course	Hours/ Week	Credits	Marks	
					IA-25 Fieldwork	Sem End
	6A	Rural Entrepreneurship	5	4	25	75
	7A	Farmer Producer Organizations	5	4	25	75

OR

	6B	Urban Entrepreneurship and MSMEs	5	4	25	75
	7B	Retail and Digital Marketing	5	4	25	75

OR

	6C	Insurance Services	5	4	25	75
	7C	Banking and Financial Services	5	4	25	75

OR

	6D	Inferential Statistics and Software Packages	5	4	25	75
	7D	Project Designing and Report Writing	5	4	25	75

**\*Note:** FIRST and SECOND PHASES (2 spells) of APPRENTICESHIP between 1st and 2nd year and between 2nd and 3rd year (two summer vacations)

**\*Note:** THIRD PHASE of APPRENTICESHIP Entire 6th Semester

**Note-1:** For Semester-V, for the domain subject, Economics, any one of the four pairs of SECs shall be chosen as courses 6 and 7, i.e., 6A & 7A or 6B & 7B or 6C & 7C or 6D & 7D. The pair shall not be broken (ABCD allotment is random, not on any priority basis).

**Note-2:** One of the main objectives of Skill Enhancement Courses (SEC) is to inculcate skills related to the domain subject among students. The syllabus of SEC will be partially skill oriented. Hence, teachers shall also impart practical training to students on the skill embedded in syllabus citing related real field situations



<b>B.A</b>	<b>Semester – V (Skill Enhancement Course- Elective)</b>	<b>Credits:4</b>
<b>Course:6A</b>	<b>Rural Entrepreneurship</b>	<b>Hrs/Wk:5</b>

### Learning Outcomes:

Students at the successful completion of the course shall be able to:

1. Explain the basic theories and essentials of entrepreneurship;
2. Identify and analyze the entrepreneurship opportunities available in local rural area;
3. Apply the theories of entrepreneurship to the conditions of local rural area and formulate appropriate business ideas;
4. Demonstrate practical skills that will enable them to start rural entrepreneurship.

**Syllabus:** (Hours: Teaching: 60, Training: 10, Others Including Unit Tests: 05)

#### **Unit-1: Entrepreneurship: Concept and Theories**

Concept and Importance of Entrepreneurship - Theories of Entrepreneurship: Innovations, X-Efficiency, Risk Bearing- Qualities and Functions of an Entrepreneur – Women Entrepreneurship – Ecopreneurship.

#### **Unit-2: Rural Entrepreneurship, Business Planning and Agribusiness**

Rural Entrepreneurial Ecosystem – Factors, Problems and Challenges of Rural Entrepreneurships - Process of Identification of new Entrepreneurship Opportunities in Rural Areas - Formulation of Business Planning for Rural Entrepreneurship - Agribusiness and Value Addition: Procuring, Processing, Storing, and Marketing.

#### **Unit-3: New Rural Entrepreneurship Opportunities**

New Entrepreneurship Opportunities in Farm sector: Organic Farm Products, Nutri-Cereals, Horticultural Products, Forest Produce, Medicinal Plant Products - New Entrepreneurship Opportunities in Rural Non-farm sector: Poultry, Aquaculture, Sericulture, Honeybee, Mushrooms Cultivation, Handicrafts.

#### **Unit-4: Financing and Marketing for Rural Entrepreneurship**

Financing the Rural Entrepreneurship: Procedures to obtain formal loans from banks and other institutions - Preparation of Detailed Project Report for Loan - New avenues of Finance: Crowd Funding and Venture Capital - Marketing of Rural Products: Market Survey, Demand Forecasting, Marketing Strategies, Branding, Planning and Promotion, Digital and Social Media Marketing.

#### **Unit-5: Institutional Support and Case Studies of Rural Entrepreneurship**

Institutional Support for Rural Entrepreneurship- Special Role of NABARD in promoting and supporting the Rural Entrepreneurship - Government Schemes for promotion of Rural Entrepreneurship – Rules and Procedures to start a Rural Entrepreneurship Firm – Discussion of two different types of Case Studies related to Rural Entrepreneurship with



localrelevance.

### References:

1. Gordona, E and N. Natarajan: *Entrepreneurship Development*, Himalaya PublishingHousePvtLtd, Mumbai,2017.
2. Sudhir Sharma, Singh Balraj, SinghalSandeep, *Entrepreneurship Development*, WisdomPublications, Delhi, 2005.
3. Drucker, P., *Innovation and Entrepreneurship: Practice and Principles*, Harper &Row, New York, 1985; revised edn., Butterworth-Heinemann, Oxford, 1999.
4. NationalCouncilofRuralInstitute(NCRI):CurriculumforRuralEntrepreneurship,2019.<http://www.mgncre.org/pdf/Rural%20Entrepreneurship%20Material.pdf>
5. NITI Aayog: *Report of Expert Committee on Innovation and Entrepreneurship*, New Delhi, 2015.[https://niti.gov.in/writereaddata/files/new\\_initiatives/report-of-the-expert-committee.pdf](https://niti.gov.in/writereaddata/files/new_initiatives/report-of-the-expert-committee.pdf)
6. VardhamanMahavir Open University, *Entrepreneurship Development & Small ScaleBusiness*, Kota.<http://assets.v mou.ac.in/BBA12.pdf>
7. MANAGE: *Agri-BusinessandEntrepreneurshipDevelopment*, CourseMaterialAEM-202,2013.<https://www.manage.gov.in/pgdaem/studymaterial/aem202.pdf>
8. NABARD: *ModelBankableFarmingonHi-TechAgriculture, GreenFarming*, 2015.[https://www.nabard.org/demo/auth/writereaddata/ModelBankProject/1612162301Precision\\_farming\\_for\\_vegetable\\_cultivation\\_in\\_Kerala\\_\(E\).pdf](https://www.nabard.org/demo/auth/writereaddata/ModelBankProject/1612162301Precision_farming_for_vegetable_cultivation_in_Kerala_(E).pdf)
9. JohanneHanko: *A Handbook for Training of Disabled on Rural EnterpriseDevelopment*, Food and Agricultural Organisation (FAO), 2003.<http://www.fao.org/3/ad453e/ad453e.pdf>
10. IGNOU: *Marketing for Managers*, New Delhi.<http://egyankosh.ac.in/handle/123456789/4271>
11. [www.nirdpr.org](http://www.nirdpr.org)
12. <https://www.nabard.org/>
13. <http://sfacindia.com/>
14. OtherRelevantweb resourcessuggestedbytheteacher and collegelibrarian

### Co-CurricularActivities:

**a) Mandatory**(Training ofstudentsin therelatedskillsby theteacherforatotal 10Hours)

1) **For Teacher:** Training of students by teacher in the classroom and in the field for a totalof not less than10 hours on skills and hands on experience like identification businessproduct, making business plan, preparing DPR for loan, application for bank loan, doingmarketing survey, marketing a product etc pertaining to any type of rural entrepreneurship oflocal relevance and make a field visit to any one such unit. The expertise of practicing ruralentrepreneurs can beutilized forthis purposes.

2) **ForStudent:**Studentsshallvisitandunderstandthefunctioningofruralentrepreneurshipof their interest in the local area. They shall write their individual observations in the



given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork/Projectwork Report

**3) Suggested Fieldwork/Projectwork Format (Report shall not exceed 10 pages):**

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork/Projectwork Report: 05

5) Unit Tests/Internal Examinations.

**b) Suggested Co-Curricular Activities**

1. Invited Lectures with academic experts, practicing entrepreneurs, concerned government officials
2. Hands on experience by field experts.
3. Assignments
4. Debates on related topics
5. Seminars, Group discussions, Quiz, etc.

**Note:** For the latest topics which have no formal material available, the teacher is expected to prepare own material by using multiple latest sources and practical knowledge.

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<b>B.A</b>	<b>Semester – V (Skill Enhancement Course- Elective)</b>	<b>Credits:4</b>
<b>Course:7A</b>	<b>Farmer Producer Organizations (FPOs)</b>	<b>Hrs/Wk:5</b>

### **Learning Outcomes:**

Students at the successful completion of the course shall be able to:

1. Explain the concept and organization of FPO and its economic activities.
2. Identify and analyze the opportunities related to FPO in local rural area.
3. Apply the concepts to the identified FPO related opportunities available in the local area and formulate business ideas.
4. Demonstrate practical skills that will enable them to start a FPO or earn wage employment in it

**Syllabus:** (Hours: Teaching: 60, Training: 10, Others Including Unit Tests: 05)

### **Unit 1: Concept of FPO and Importance**

Concept and importance of FPO – Types of FPOs - Organizational structure and Functions of FPO-Ecosystem required for FPO- Role of FPOs in present Indian Agricultural Development – Factors, Problems and Challenges of FPOs in India.

### **Unit 2: Establishing FPO and Collaborations**

Situation Analysis and Mobilizing Farmer Producers for FPO - Rules and Regulation related to FPOs - Procedures to start FPO – Infrastructure required for FPO- Collaboration with Other Organizations – Training and Capacity Building to Persons in FPO – Managing Financial Accounts of FPO.

### **Unit 3: Economic Activities and Business Planning of FPO**

Economic Activities undertaken by FPO: Input Purchase, Custom Hiring Machines - Output Business: Procuring, Processing, Storage, Logistics, Marketing, Exporting etc.- Product Identification and Value Chain Analysis for FPO - Business Planning for FPO - Viable Business Models of FPO: Multi-product and Value Added.

### **Unit 4: Financing and Marketing of FPO**

Financial Planning in FPO - Mobilization of Capital from Members, Promoters, Banks and other Funding Agencies- Marketing of FPO Products: Market Survey, Demand Forecasting, Marketing Strategies, Branding, Planning and Promotion, Digital and Social Media Marketing.

### **Unit 5: Institutional Support and Case Studies of FPOs**

Institutional Support and Resource Supporting Agencies for FPOs- Special Roles of NABARD and SFAC – Government Schemes for promotion of FPOs - Discussion of two important Case Studies related to FPOs with different product or process types of local relevance.

### **References:**

1. NABARD: *Farmer Producer Organizations*,



- FAQs.Mumbai,2015.<https://www.nabard.org/demo/auth/writereaddata/File/FARMER%20PRODUCER%20ORGANISATIONS.pdf>
2. NABARD: *Farmer Producer Organizations: Status, Issues and Suggested PolicyReforms*,Mumbai, 2019-  
20.<https://www.nabard.org/auth/writereaddata/CareerNotices/2708183505Paper%20on%20FPOs%20-%20Status%20&%20Issues.pdf>
  3. NABARD:*FPOe-LearningModule*.[https://www.nabard.org/FPO/story\\_html5.html](https://www.nabard.org/FPO/story_html5.html)
  4. SFAC:*FormationandPromotionof10,000FarmerProducerOrganisations:Operational Guidelines*,New Delhi,  
2020.<http://sfacindia.com/UploadFile/Statistics/Formation%20&%20Promotion%20of%2010,000%20FPOs%20Scheme%20Operational%20Guidelines%20in%20English.pdf>
  5. FAO:*CourseonAgribusinessManagementforProducers'Associations*,2009.<http://www.fao.org/3/i0499e/i0499e00.htm>
  6. RichaGovil, Annapurna Neti and Madhushree R. Rao: *Farmer ProducerOrganizations: Past, Present and Future*, AzimPremji University, Bengaluru, 2020 .<http://publications.azimpremjifoundation.org/2268/>
  7. IGNOU: *Marketing for Managers*, New Delhi.<http://egyankosh.ac.in/handle/123456789/4271>
  8. <https://www.nabard.org/>
  9. <http://sfacindia.com/FPOS.aspx>
  10. OtherRelevantweb resourcessuggestedbytheteacher and collegelibrarian

### Co-CurricularActivities:

**a) Mandatory**(*Trainingofstudents inthe related skillsbytheteacher foratotal 10Hours*)

1) **ForTeacher**:Training ofstudentsbyteacherinthe classroomandinthe fieldforatotalof not less than10 hours on skills and hands on experience like preparing business model,value chain analysis of any product, application for the support of NABARD, SFAC and anysimilarsupportingorganization,financialplanning, capacitybuildingformstaffand members etc. pertaining to FPO of local relevance and make a field visit to any one such unit.

TheexpertiseofpracticingFPO persons can beutilized forthis purposes.

2) **For Student**: Students shall visit and understand the functioning of FPO in their localarea. They shall write their individual observations in the given format, not exceeding 10pages,and submit totheteacher, asFieldwork/Project work Report

3) **SuggestedFieldwork/ProjectworkFormat**(*Reportshallnotexceed10pages*): Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process,Findings,Conclusion& References.

4) Max MarksforFieldwork/Projectwork Report:05

5)UnitTests/InternalExaminations.

### b) SuggestedCo-CurricularActivities

1. Invited Lectures with academic experts, practicing FPO persons, concernedgovernmentofficials
2. Hands on experiencebyfield experts.
3. Assignments
4. Debatesonrelatedtopics
5. Seminars,Groupdiscussions, Quiz,etc.

**Note:** For the latest topics which have no formal material available, the teacher is expected toprepareown material byusingmultiple latest sources andpractical knowledge.



<b>B.A</b>	<b>Semester – V (Skill Enhancement Course- Elective)</b>	<b>Credits:4</b>
<b>Course:6B</b>	<b>UrbanEntrepreneurship andMSMEs</b>	<b>Hrs/Wk:5</b>

### **LearningOutcomes:**

Studentsatthesuccessfulcompletion ofthe courseshallbeableto:

- 1.ExplainthebasictheoriesandessentialsofentrepreneurshipIdentifyandanalyzetheentrepreneurshipopportunitiesavailableinlocalurbanarea.
2. Applythetheoriesofentrepreneurshiptotheconditionsoflocalurbanareaandformulateappropriate business ideas.
3. Demonstratepracticalskillsthatwillenablethemtostarturbanentrepreneurship

**Syllabus:**(Hours:Teaching:60,Training:10,Others IncludingUnitTests:05)

#### **Unit1:Entrepreneurship:ConceptandTheories**

Concept and Importance of Entrepreneurship - Theories of Entrepreneurship: Innovations, X-Efficiency,RiskBearing-QualitiesandFunctionsofanEntrepreneur–WomenEntrepreneurship-Ecopreneurship.

#### **Unit2:UrbanEntrepreneurshipandBusinessPlanning**

UrbanEntrepreneurialEcosystem–Factors,ProblemsandChallengesofUrbanEntrepreneurships - Process of Identification of new Entrepreneurship Opportunities in UrbanAreas-Formulation ofBusiness PlanningforUrban Entrepreneurship.

#### **Unit3:MSMEsandNew UrbanEntrepreneurshipOpportunities**

Features of Micro SmallMedium Enterprises (MSMEs)– Cluster Development ApproachandLeveraging Technology for MSMEs– Problems and Challenges of MSMEs-NewEntrepreneurialOpportunitiesinUrbanArea:FoodandBeverages,Sanitary andHealthProducts, Solid Waste and Scrap Disposal, Tourism and Hospitality Services, ConsultancyServicesand Event Management,Logisticservices.

#### **Unit4:FinancingandMarketingofUrbanEntrepreneurship**

Financing the Urban Entrepreneurship and MSMEs: Procedures to obtain formal loans fromBanks and other Institutions, Preparing Detailed Project Report for Loan - New avenues ofFinance: Crowd Funding and Venture Capital –Marketing of Urban Entrepreneurship andMSMEs products:Market Survey, DemandForecasting, Marketing Strategies,Branding,Planning and Promotion, Digital and Social Media Marketing – Public Procurement Policy topurchaseMSME Products.

#### **Unit5:InstitutionalSupportandCaseStudiesof UrbanEntrepreneurship**

Institutional support for Urban Entrepreneurship and MSMEs - Government Schemes forpromotion of Urban Entrepreneurship and MSMEs: Startup, Standup, PMKVY, PLI etc. – Rules and Procedures to start a Urban Entrepreneurship Firm and MSME –Discussion of twodifferenttypesofCaseStudiesrelatedtoUrbanEntrepreneurship withlocalrelevance.



## References:

1. Gordona, E and N. Natarajan: *Entrepreneurship Development*, HimalayaPublishingHousePvtLtd, Mumbai, 2017.
2. Sharma Sudhir, Singh Balraj, SinghalSandeep, *Entrepreneurship Development*, WisdomPublications, Delhi, 2005.
3. Drucker, P., *Innovation and Entrepreneurship: Practice and Principles*, Harper&Row, New York, 1985; revised edn, Butterworth-Heinemann, Oxford, 1999.
4. NITI Aayog: *Report of Expert Committee on Innovation and Entrepreneurship*, New Delhi, 2015. [https://niti.gov.in/writereaddata/files/new\\_initiatives/report-of-the-expert-committee.pdf](https://niti.gov.in/writereaddata/files/new_initiatives/report-of-the-expert-committee.pdf)
5. VardhamanMahavir Open University, *Entrepreneurship Development & SmallScaleBusiness*, Kota. <http://assets.vmou.ac.in/BBA12.pdf>
6. Reserve Bank of India: *Report of Expert Committee on Marginal, Small, Medium Enterprises*, Mumbai, 2019. <https://www.rbi.org.in/Scripts/PublicationReportDetails.aspx?UrlPage=&ID=924>
7. IGNOU: Marketing for Managers, New Delhi. <http://egyankosh.ac.in/handle/123456789/4271>
8. <https://nimsme.org>
9. Other Relevant web resources suggested by the teacher and college librarian

## Co-Curricular Activities:

**a) Mandatory** (Training of students in the related skills by the teacher for a total 10 Hours)

1) **For Teacher:** Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like identification business product, making business plan, preparing DPR for loan, application for bank loan, marketing survey, marketing a product etc pertaining to any type of urban entrepreneurship of local relevance and make a field visit to any one such unit. The expertise of practicing rural entrepreneurs can be utilized for this purpose.

2) **For Student:** Students shall visit and understand the functioning of urban entrepreneurship of their interest in the local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork/Projectwork Report

3) **Suggested Fieldwork/Projectwork Format** (Report shall not exceed 10 pages):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork/Projectwork Report: 05

5) Unit Tests/Internal Examinations.

## b) Suggested Co-Curricular Activities

1. Invited Lectures with academic experts, practicing entrepreneurs, concerned government officials
2. Hands on experience by field experts.



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3. Assignments
4. Debates on related topics
5. Seminars, Group discussions, Quiz, etc.

**Note:** For the latest topics which have no formal material available, the teacher is expected to prepare own material by using multiple latest sources and practical knowledge.



<b>B.A</b>	<b>Semester – V (Skill Enhancement Course- Elective)</b>	<b>Credits:4</b>
<b>Course:7B</b>	<b>Retail and Digital Marketing</b>	<b>Hrs/Wk:5</b>

### **Learning Outcomes:**

Students at the successful completion of the course shall be able to:

1. Explain the concepts and principles about the retail and digital marketing;
2. Identify and analyse the opportunities related to retail and digital marketing available in the local area;
3. Apply the concept to formulate the new strategies related to retail and digital marketing;
4. Demonstrate the practical skills required to get employment in retail and digital marketing or to start own digital marketing.

**Syllabus:** (Hours: Teaching: 60, Training: 10, Others Including Unit Tests: 05)

### **Unit 1: Concept of Marketing**

Concept of Marketing – Type of Markets – Marketing Mix – Marketing Strategies – Marketing

Segmentation – Marketing Organization - Marketing Research - Pricing Policies and Practices - Major Players in Retail and Digital Market in India.

### **Unit 2: Understanding Product and Consumer**

Marketing Product Types – Product Decision and Strategies - Product Life Cycle - Consumer Behavior Model – Factors of Consumer Behavior - Understanding Indian Consumer - Strategies of persuading the Consumer – Sale Promotion: Advertisement, Branding and Packaging.

### **Unit 3: Retail Marketing**

Concept of Retail Marketing – Types of Retailing – Big and Small Retail Markets - Retail Marketing Mix – Essentials of Successful Retail Marketing - Retail Marketing Strategies – Multichannel Retailing – Store Management – Shopping Market Dynamics.

### **Unit 4: Digital Marketing**

Digital Marketing: Concept and Types – Telemarketing – Online or e-tailing – Essentials of Digital Marketing – Difference between Physical Retail and Digital Marketing – Digital Marketing Channels - Customer Behavior in Digital Marketing – Major players in Digital Marketing and their Marketing Strategies - Tools and Apps of Digital Marketing.

### **Unit 5: Marketing Models and Case Studies**

Marketing Models of Retail and Digital Market Companies/Shops: Global, National and Local levels - Discussion of two different types of Case Studies related to Retail and Digital Marketing.

### **References:**



1. VenkateshGanapathy: *Modern Day Retail Marketing Management*, BookboonCompany, 2017.<https://mmimert.edu.in/images/books/modern-day-retail-marketing-management.pdf>
2. PrashantChaudary:*RetailMarketingintheModernAge*,SagePublication,2019
3. JermyKagan and SiddarthShekar Singh: *Digital Marketing & Tactics*, WielyPublishers,2020.
4. Philip Kotler:*Marketing Management*, 11<sup>th</sup>Edition, Prentice-Hall of India Pvt.Ltd.,New Delhi. , 2002
5. S.Neelamegham:*Marketing in India*, 3<sup>rd</sup>edition, Vikas Publications, New Delhi,2000.
6. IGNOU: *Marketing for Managers*, New Delhi.<http://egyankosh.ac.in/handle/123456789/4271>
7. Digitalmarketer: The Ultimate Guide to Digital Marketing.<https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>
8. NITI Aayog: *Connected Commerce: Creating a Roadmap for Digitally InclusiveBharat*, 2021.<https://niti.gov.in/writereaddata/files/Connected-Commerce-Full-Report.pdf>
9. IASRI Course in *Agribusiness Management and Trade Concepts inMarketing*<http://ecoursesonline.iasri.res.in/mod/page/view.php?id=710>
10. World Bank: *Digital Economy in South East Asia: Strengthening theFoundations for Future Growth*, 2019.<https://documents1.worldbank.org/curated/en/328941558708267736/pdf/The-Digital-Economy-in-Southeast-Asia-Strengthening-the-Foundations-for-Future-Growth.pdf>
11. Relevantwebresourcessuggested bytheteacher andcollegelibrarian

#### **Co-CurricularActivities:**

**a) Mandatory**(*Trainingofstudentsin therelatedskillsby theteacherforatotal 10Hours*)

- 1) **For Teacher:** Training of students by teacher in the classroom and in the field for a totalofnotlessthan10 hourson skills andhandson experiencelikemarkingresearch,productlife cycleanalysis,preparingmarketingmodel,behaviorwithcustomer,storemanagement,useofimportantdigitalmarketing websitesandappsetc.pertaining toretailanddigitalmarketing organization and make a field visit to any one such unit in local area. The expertiseofpracticingmarketingpersons can beutilized forthis purposes.
- 2) **For Student:** Students shall visit and understand the functioning of retail and digitalmarketing organization in their local area. They shall write their individual observations inthe given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork/ProjectworkReport
- 3) **SuggestedFieldwork/ProjectworkFormat**(*Reportshallnotexceed10pages*): Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process,Findings,Conclusion& References.
- 4) Max MarksforFieldwork/Projectwork Report:05
- 5) UnitTests/InternalExaminations.





**b) Suggested Co-Curricular Activities**

1. Invited Lectures with academic experts and practicing marketing persons
2. Hands on experience by field experts.
3. Assignments
4. Debates on related topics
5. Seminars, Group discussions, Quiz, etc.

**Note:** For the latest topics which have no formal material available, the teacher is expected to prepare own material by using multiple latest sources and practical knowledge.





<b>B.A</b>	<b>Semester – V (Skill Enhancement Course- Elective)</b>	<b>Credits:4</b>
<b>Course:6C</b>	<b>Insurance Services</b>	<b>Hrs/Wk:5</b>

### **Learning Outcomes:**

Students at the successful completion of the course shall be able to

1. Explain the concept and principles of insurance service and functioning of insurance service agencies;
2. Identify and analyse the opportunities related insurance services in local rural area;
3. Apply the concepts and principles of insurance to build a career in Insurance services;
4. Demonstrate practical skills to enable them to start insurance service agency or earn wage employment in it.

**Syllabus:** (Hours: Teaching: 60, Training: 10, Others Including Unit Tests: 05)

#### **Unit 1: Insurance Concept and Principles**

Risk Management: Risk and Uncertainty, Risk Classification – Concept, Importance and Types of Insurance – Principles of Insurance – Insurance Regulations in India - Role of IRDA and Insurance Ombudsman – Scope for Insurance Business in India.

#### **Unit 2: Life Insurance and Products**

Life Insurance: Nature and Features - Major Life Insurance Companies in India - Important Life Insurance Products/policies and their Features: Conventional, Unit Linked, Annuities, Group Policies – Medical Examiner.

#### **Unit 3: General and Health Insurance and Products**

General Insurance: Nature, Features and Types- Major General Insurance Companies in India - Important General Insurance Products/Policies and their Features - Surveyor – Health Insurance: Nature and Features - Health Insurance Companies in India - Major Health Insurance Products/policies and their Features: Individual, Family, Group.

#### **Unit 4: Practicing as an Insurant Agent**

Insurance Contract and Terms of Insurance Policy - Registration of Insurance Agency with the Company — Procedure to issue a Policy: Application and Acceptance – Policy Lapse and Revival – Premium Payment, Assignment, Nomination and Surrender of Policy – Policy Claim-Important Websites and Apps of Insurance in India.

#### **Unit 5: Understanding the Customer and Case Studies**

Insurance Customer and Categories – Understanding Customer Mindset and Satisfaction - Addressing the Grievances of the Customer – Ethical Behavior in Insurance – Moral Hazard – Discussion of two different Case Studies related to Life or General or Health Insurance Services.



### References:

1. Insurance Institute of India: *Principles of Insurance (IC-01)*, Mumbai, 2011.
2. Insurance Institute of India: *Practice of Life Insurance (IC-02)*, Mumbai, 2011.
3. Insurance Institute of India: *Practice of General Insurance (IC-11)*, Mumbai, 2011
4. IGNOU: *Life Insurance*  
<https://egyankosh.ac.in/bitstream/123456789/6472/1/Unit-20.pdf>
5. IGNOU: *Non-Life Insurance*  
<https://egyankosh.ac.in/bitstream/123456789/6470/1/Unit-21.pdf>
6. P. Periyaswamy: *Principles and Practice of Insurance*, Himalaya Publishers, New Delhi (2<sup>nd</sup> Edition), 2019.
7. G. Dionne and S. E. Harrington (Eds.): *Foundations of Insurance Economics*, Kluwer Academic Publishers, Boston, 1997.
8. K. Jr. Black, and H. D. Skipper Jr.: *Life and Health Insurance*, Prentice Hall, Upper Saddle River, New Jersey, 2000.
9. <https://www.irdai.gov.in>
10. <https://www.insuranceinstituteofindia.com>
11. <https://licindia.in/>
12. Other Relevant web resources suggested by the teacher and college librarian

### Co-Curricular Activities:

**a) Mandatory** (*Training of students in the related skills by the teacher for a total 10 Hours*)

1) **For Teacher:** Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like explaining the details of an insurance policy to a customer – life, health and general policy, filling up application for a policy, calculation of premium and claim, make use of important websites and apps etc. pertaining to insurance and make a field visit to any insurance organization in local area. The expertise of practicing insurance agent or trainer can be utilized for this purpose.

2) **For Student:** Students shall visit and understand the functioning of insurance agency of their interest in the local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork/Projectwork Report

3) **Suggested Fieldwork/Projectwork Format** (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork/Projectwork Report: 05

5) Unit Tests/Internal Examinations.

### b) Suggested Co-Curricular Activities

1. Invited Lectures with academic experts, practicing insurance agents. Trainers, concerned officials.
2. Hands on experience by field experts.
3. Assignments
4. Debates on related topics
5. Seminars, Group discussions, Quiz, etc.

**Note:** For the latest topics which have no formal material available, the teacher is expected to prepare own material by using multiple latest sources and practical knowledge.

###



<b>B.A</b>	<b>Semester – V (Skill Enhancement Course- Elective)</b>	<b>Credits:4</b>
<b>Course:7C</b>	<b>Banking and Financial Services</b>	<b>Hrs/Wk:5</b>

### **Learning Outcomes:**

Students at the successful completion of the course shall be able to:

1. Explain the concept and essentials banking and financial services.
2. Identify and analyse the employment opportunities related to banks and other financial institutions.
3. Apply the concepts to banking and financial opportunities and formulate ideas related to them.
4. Demonstrate practical skills to enable them to get employment in Banks and other financial institutions as business correspondents or Common Service Centers or market ing agents.

**Syllabus:** (Hours: Teaching: 60, Training: 10, Others Including Unit Tests: 05)

### **Unit 1: Principles of Banking and Indian Banking System**

Meaning of Banking – Principles of Banking – Functions of Banking – Structure of Indian Banking System – Regulations of Banking in India – Role of RBI in Banking – Anti-money Laundering- Basics of Financial literacy- Problems and Challenges of Banking in India.

### **Unit 2: Deposits, Loans and Digital Banking**

Bank Deposit Account Types – Account Opening and Closing – Banking Customer types – KYC Norms – Negotiable Instruments: Cheque, Bill of Exchange, Promissory Note, Endorsement – Principles of Lending – Different categories of Loans – Mortgaging – Priority Sector Lending – E-Banking facilities: Debit Card, Credit Card, Net Banking, Mobile Banking, Tele-banking, Micro ATMs, Digital Currency – Core Banking Solutions.

### **Unit 3: Banking Correspondents and Common Service Centers**

Banking Correspondent Model – Activities of Banking Correspondent: Deposit Mobilization. Identification of Borrowers, Collection and Recovery Loan, Other Banking Services – Common Services Centre (CSC) – Provision of Services by CSC – Requirement for Registering CSC and Telecentre – Case Study of Banking Correspondents with any Bank or CSC in Local Area.

### **Unit 4: Financial Services of NBFIs**

Non-Banking Financial Institutions (NBFIs): Types and Major Players of NBFIs in India – Important Financial Services offered by NBFIs and their Features – Concept of EMI – Micro Finance: Concept and Operation – Chit Funds: Concept and Operations – Payment Banks – Regulation of NBFIs in India – Problems and Challenges of NBFIs in India.

### **Unit 5: Work with Finance Service Company (FSC)**

Types of loans by Finance Service Company (FSC) – Customer of FSC: Types and Needs – Marketing of FSC's Loans – Procedures and Requirements in FSC's Loan Sanction – Collection and Recovery of FSC Loans – Case Study of a FSC's services in Local Area.



## References:

1. Indian Institute of Banking and Finance: *Principles and Practices of Banking*, Macmillan India Limited, 2021. <https://drive.google.com/file/d/1VU7aN4s5ikPQI7nX6mTBW-sVLQCNhfVK/view>
2. Indian Institute of Banking and Finance: *Retail Banking*, Macmillan India Limited, 2015.
3. D.R. Patade Babasaheb Sangale and T.N. Salve: *Banking and Finance: Fundamental of Banking*, Success Publications, Pune, January 2013. <https://app1.unipune.ac.in/external/course-material/Fundamental-of-Banking-English.pdf>
4. N. Mukund Sharma: *Banking and Financial Services*, Himalaya Publishers, 2015.
5. Akhan Ali Jafor: *Non-Banking Financial Companies in India: Functioning and Practice*, New Century Publications, New Delhi, 2010.
6. RBI: "Non-Banking Financial Institutions" in *Report on Trend and Progress of Banking in India 2019-20*.
7. RBI: Discussion Paper on *Engaging Business Correspondents*. [https://www.rbi.org.in/scripts/bs\\_viewcontent.aspx?Id=2234](https://www.rbi.org.in/scripts/bs_viewcontent.aspx?Id=2234)
8. Govt. of India: Ministry of Electronic and Information Technology: *Digital Seva-Operational Manual for Common Service Centres*. <https://csc.gov.in/assets/cscmanual/digitalsevaoperationalmanual.pdf>
9. <http://www.cscentrepneur.in/> for Telecentre Entrepreneurship Course
10. <https://www.rbi.org.in/>
11. <http://www.iibf.org.in/>
12. Other Relevant web resources suggested by the teacher and college librarian

## Co-Curricular Activities:

**a) Mandatory** (Training of students in the related skills by the teacher for a total 10 Hours)

1) **For Teacher:** Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like opening and closing bank account, explaining negotiable instruments, loan application process at banks, operation of digital banking, operating common service center, loan application and sanction in FSC, make use of important websites and apps etc. pertaining to banks and FSCs and make a field visit to any bank and FSC in local area. The expertise of practicing insurance agent or trainer can be utilized for this purpose.

2) **For Student:** Students shall visit and understand the functioning of bank and FSC of their interest in the local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork/Project work Report

3) **Suggested Fieldwork/Project work Format** (Report shall not exceed 10 pages):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork/Project work Report: 05

5) Unit Tests/Internal Examinations.



**b) Suggested Co-Curricular Activities**

1. Invited Lectures with academic experts, practicing bankers, trainers and concerned officials.
2. Hands on experience by field experts.
3. Assignments
4. Debates on related topics
5. Seminars, Group discussions, Quiz, etc.

**Note:** For the latest topics which have no formal material available, the teacher is expected to prepare own material by using multiple latest sources and practical knowledge.

###



<b>B.A</b>	<b>Semester – V (Skill Enhancement Course- Elective)</b>	<b>Credits:4</b>
<b>Course:6D</b>	<b>Inferential Statistics and Software Packages</b>	<b>Hrs/Wk:5</b>

### Learning Outcomes:

Students at the successful completion of the course shall be able to:

1. Demonstrate the knowledge related to the important concepts and techniques of inferential statistics
2. Calculate correlation, regression coefficients and interpret the results.
3. Use Excel sheets and SPSS package to analyse the data and derive the results.

**Syllabus:** (Hours: Teaching: 60, Training: 10, Others Including Unit Tests: 05)

#### Unit 1: Concept and Theories of Probability

Concept of Probability - Definitions of Probability: Classical or Mathematical and Empirical or Statistical – Axiomatic Approach to Probability – Theorems of Probability: Addition and Multiplication (without proofs).

#### Unit 2: Theoretical Probability Distributions

Binomial Distribution: Constants (without proof) and Properties – Poisson Distribution: Constants (without proof) and Properties – Normal Distribution: Constants (without proof) and Properties – Standard Normal Distribution and Standard Normal Curve – Economic and Practical Applications of Binomial, Poisson and Normal Distributions.

#### Unit 3: Test of Significance - Large and Small Sample Tests

Steps involved in Testing of Hypotheses – Large Sample or Z-Test – Testing the difference between Means and Proportions – Small Sample Tests – Difference between Large and Small Sample Tests – Applications of Student's t-test,  $\chi^2$  test, F-test – One way and Two way ANOVA.

#### Unit 4: Linear and Non-linear Multiple Regression Models

Four Variable Linear Multiple Regression Model – Notation – Assumptions – Estimation of Partial Regression Coefficients – Interpretation of Regression coefficients – Testing the coefficients: t-test, p-value – Coefficient of Determination:  $R^2$  and adjusted  $R^2$  – Estimation of Non-linear Multiple Regression: Cobb-Douglas Production Function and Interpretation of Elasticity Coefficients.

#### Unit 5: Excel and Software Packages for Data Analysis

Worksheet – Entering data in Worksheets – Creating Graphs and Charts - Mathematical and Statistical Functions - Data Analysis Pack in Excel -

Descriptive Statistics, Testing of Hypotheses, ANOVA, Correlation and Regression, Random Number Generation - Data Handling Using SPSS - Opening Excel files in SPSS - Analysis Tools - Descriptive Statistics

- Selection of Variables in Multiple Linear Regression -

Estimation of Regression Coefficients using SPSS and their interpretation.



### References:

1. S.C.Gupta:**Fundamentals of Statistics**, Himalaya Publishing House, Bombay, 1982.
2. S.P.Gupta: **Statistical Methods**, S.Chand & Company, New Delhi, 2000.
3. K.V.S. Sharma: **Statistics Made Simple: Do it yourself on PC**, (Second edn.) Prentice Hall of India, New Delhi, 2010.
4. తెలుగు అకాడమీ ప్రచురణ "రరరిమాణాత్మక రద్తులు"
5. B.N.Gupta: **Statistics Theory and Practice**, Sahitya Bhavan, Agra, 1992.
6. Goon A.M., M. K. Gupta and B. Dasgupta: **Fundamentals of Statistics**, Vol.1, The World Press, Ltd, Calcutta, 1975.
7. Nagar, A.L. and R. K. Das: **Basic Statistics**, Oxford University Press, New Delhi, 1996.
8. **D N Elhance**, Veena Elhance & B M Aggarwal **Foundation of Statistics**, Kitab Mahal, New Delhi, 2018.
9. Relevant web resources suggested by the teacher and college librarian

### Co-Curricular Activities:

#### a) **Mandatory** (Training of students in the related skills by the teacher for a total 10 Hours)

1) **For Teacher:** Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like calculation and interpretation normal curve, Z-values, t-test,  $\chi^2$  test, F-test, ANOVA, regression results, t, p and  $R^2$  values using Excel and/or SPSS. The expertise of practicing persons can be utilized for this purpose.

2) **For Student:** Students shall take up a real time data of any economic organisation or firm and calculate the important statistical tests for the data and write the results with interpretations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork/Projectwork Report

#### 3) **Suggested Fieldwork/Projectwork Format** (Report shall not exceed 10 pages):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork/Projectwork Report: 05

5) Unit Tests/Internal Examinations.

#### b) **Suggested Co-Curricular Activities**

1. Invited Lectures with academic experts, practicing persons.
2. Hands on experience by field experts.
3. Assignments
4. Debates on related topics
5. Seminars, Group discussions, Quiz, etc.





<b>B.A</b>	<b>Semester – V (Skill Enhancement Course- Elective)</b>	<b>Credits:4</b>
<b>Course:7D</b>	<b>Project Designing and Report Writing</b>	<b>Hrs/Wk:5</b>

### **Learning Outcomes:**

The Student at the successful completion of the course shall be able to:

1. Demonstrate the knowledge relating to research, its role in enhancement of knowledge in social sciences in general and economics in particular;
2. Formulate a good research design to undertake mini research projects with a view to studying the socio-economic problems of the society;
3. Undertake a field survey by himself/herself to collect relevant data and information relating to his/her project work;
4. Develop capacity to write a simple project report with all relevant components on the research project undertaken by him/her.

**I. Syllabus:** (Hours: Teaching: 60, Training: 10, Others Including Unit Tests: 05)

#### **Unit 1: Foundations of Research**

Meaning and Importance of Research - Scientific Research – Social Science Research – Methods of ensuring Objectivity in Social Science Research – Limitations of Research in Social Science – Ethics in Research.

#### **Unit 2: Classification of Research**

Pure and Applied Research – Exploratory and Descriptive Research – Diagnostic Research – Action Research – Analytical Research – Evaluation Research – Experimental Research Design – Concepts of Independent and Dependent Variables – Case Study method.

#### **Unit 3: Planning of Research Project**

Selection of a Research Problem – Criteria for Selecting a Research Problem – Review of Theoretical and Related Research Studies - Choice of Secondary and Primary Data for the Study - Choice of Census and Sample Data – Preparation of a Research Proposal – Components of a good Research Proposal.

#### **Unit 4: Implementation of a Project Design**

Fieldwork/Project work and Collection of Data – Choice of Schedules and Questionnaire – Pilot Study – Role of Observation and Participation – Documentary Evidences - Projective Techniques: Functions and Types - Editing Data – Graphical and Statistical Analysis of Data using Appropriate Statistical Techniques.

#### **Unit 5: Report Writing**

Types of Research Report – Target Audience – Nature of Language to be used in Research Report - Outlines of a good Research Report – Prefatory Items – Body of the Report – Terminal Items: Differences between References and Bibliography – Appendices - Ethical values in Research Report - Plagiarism Test - Components of a good Research Paper.





### References:

1. C.T.Kurien: *A GuidetoResearchinEconomics*, SangamPublishersforMadrasInstituteof DevelopmentStudies, Chennai, 1973.
2. O.R.KrishnaswamiandM.Ranganatham: *MethodologyofResearchinSocialSciences*, HimalayaPublishingHouse, Mumbai, 2018.
3. C.R.Kothari: *ResearchMethodology:MethodsandTechniques*, NewAgeInternational(Pvt.)Ltd.Publishers, NewDelhi, 2004.
4. K. V. S. Sharma : *Statistics Made Simple: Do it yourself on PC*, (Second edn.)PrenticeHall ofIndia, New Delhi, 2010.
5. John W. Creswell and J. David Creswell : *Research Design: Qualitative,Quantitative,andMixedMethodsApproaches*, SagePublications,NewDelhi,2018.
6. Shanti Bhushan Mishra and ShashiAlok, *Handbook of Research Methodology*, Educreation, Bilaspur, 2017.
7. Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams: *The Craft ofResearch*, UniversityofChicago Press, Chicago, 2016.
8. Dr. Ranjit Kumar: *Research Methodology: A Step-by-Step Guide forBeginners*, SagePublications, New Delhi, 2014.
9. Geoffrey Marczyk, David DeMatteo, and David Festinger: *Essentials ofResearchDesignand Methodology*, JohnWileyand Sons, NewJersey, 2005.
10. Sharan B. Merriam: *Qualitative Research: A Guide to Design andImplementation* JosseyBoss, San Francisco, 2009.
11. Mark Balnaves& Peter Caputi: *Introduction to Quantitative ResearchMethods:AnInvestigativeApproach*, SagePublications, NewDelhi, 2001.
12. Relevantwebresourcessuggested bytheteacher andcollegelibrarian.

### Co-CurricularActivities:

#### a) **Mandatory**(Trainingofstudentsintherelated skillsbytheteacherfora total10Hours)

- 1) **For Teacher:** Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like evaluation of program, selection of research problem, doing literature survey, preparation of research proposal, data editing, graphs and statistics, writing research report and paper etc. and make field visit to study a simple research issue. The expertise of practicing researcher can be utilized for this purpose.
- 2) **For Student:** Students shall take up small research issue of their interest and visit a field area related to that problem. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork/Projectwork Report
- 3) **Suggested Fieldwork/Projectwork Format**(Report shall not exceed 10 pages):  
Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.
- 4) Max Marks for Fieldwork/Projectwork Report: 05
- 5) Unit Tests/Internal Examinations.

#### b) **Suggested Co-Curricular Activities**

1. Invited Lectures with academic experts and researchers.
2. Hands on experience by field experts.
3. Assignments.



ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM  
B.A Economics Syllabus (w.e.f:2020-21A.B)

4. Debates on related topics.
5. Seminars, Group discussions, Quiz, etc.

**ADIKAVI NANNAYA UNIVERSITY: RAJAMAHENDRAVARAM**  
**REVISED UG SYLLABUS UNDER CBCS DURING 2020-2021**  
**Domain Subject :BA/B,SC ECONOMICS, SECs for Semester V**  
**Model Question Paper (6A) : RURAL ENTREPRENEURSHIP**

Time: 3 Hrs

Max. Marks : 75

**SECTION – A**

**Note :Answer any FIVE of the following**

**5x5= 25**

1. Women Entrepreneurship – Eco preneurship
2. Factors of Entrepreneurship.  
మహిళా ఉద్యమిత్ర - వ్యవస్థాపకత.
3. Opportunities of new entrepreneurs in rural areas.  
గ్రామీణ ప్రాంతాలలో నూతన ఉద్యమిత్ర అవకాశాలు
4. Aquaculture  
జల/వ్యవసాయ వ్యవసాయం
5. Demand Forecasting of rural product marketing.  
గ్రామీణ ఉత్పత్తుల యాగ్రేణంగా గల డిమాండ్ అంచనాలు
6. Digital and Social media marketing in rural areas.  
గ్రామీణ ప్రాంతాలలో డిజిటల్ మీడియా మార్కెటింగ్
7. Preparation of detailed project report for loan.  
ఋణాలపై సమగ్ర ప్రాజెక్టుల నివేదిక
8. Rules and Procedures to start a Rural Entrepreneurship.  
గ్రామీణ ఉద్యమిత్రం నడుపుట నియమాలు, నిబంధనలు

**SECTION – B**

**Note : Write Answers for the following FIVE questions**

**5x10= 50**

9. A) Explain the concept, scope and importance of Entrepreneurship ?  
ఉద్యమిత్ర భావన, పరిధి మరియు ప్రాముఖ్యతను వివరించండి ?  
(OR)  
B) Explain the qualities and functions of best Entrepreneur?  
మంచి ఉద్యమిత్రుడు నడుపుట అవసరమైన లక్షణాలు మరియు విధులు వివరించండి ?
10. A) Explain the problems and challenges of rural Entrepreneurships?  
గ్రామీణ ఉద్యమిత్రులకు ఎదురవుతున్న సమస్యలు, సవాళ్ళను తెల్పండి ?  
(OR)  
B) Explain the merits and demerits in rural agribusiness ?  
గ్రామీణ వ్యవసాయ వ్యాపారం యొక్క సులభతలు, అనుబంధాలు వివరించండి ?
11. A) What are organic farm products? Explain about forest and medicinal products ?  
సేంద్రుల వ్యవసాయ ఉత్పత్తులు అంటే ఏమిటి? అడవి మరియు వైద్య ఉత్పత్తులు వివరించండి ?  
(OR)  
B) What is rural non-farm sector? Explain about Sericulture and Mushrooms cultivation?  
గ్రామీణ అడవి వ్యవసాయం అంటే ఏమిటి? పట్టు పురుగుల మరియు పట్టు గోడెల వివరించండి ?

*A. L. N.*

*Dr. P. S. R. N.*

*Dr. P. S. R. N.*



12. A) What is meant by rural credit, and explain new avenues of rural credit.

గ్రామీణ పరపతి రుణం అంటే, గ్రామీణ పరపతి మూలాధారాలు ఎవరినాడి?

(OR)

B) Explain the stages of rural marketing for farm products ?

వ్యవసాయ ఉత్పత్తుల గ్రామీణ మార్కెటింగ్ దశలు ఎవరినాడి?

13. A) Explain the role of NABARD in promoting rural entrepreneurship ?

గ్రామీణ ఉద్యమిత్వం ను ప్రోత్సహించడం ఈ నబార్డ్ పాత్రను ఎవరినాడి?

(OR)

B) Explain various Government Schemes in promoting rural Entrepreneurship ?

గ్రామీణ ఉద్యమిత్వం ను ప్రోత్సహించే అనేక ప్రభుత్వ పథకాలు ఎవరినాడి?

6/11/22

ADIKAVI NANNAYA UNIVERSITY: RAJAMAHENDRAVARAM

REVISED UG SYLLABUS UNDER CBCS DURING 2020-2021

Domain Subject :BA/B.SC ECONOMICS, SECs for Semester V

Model Question Paper (7A) : FARMER PRODUCER ORGANIZATIONS

Time: 3 Hrs

Max. Marks : 75

SECTION – A

Note : Answer any FIVE of the following

5x5= 25

1. Concept of FPO.
2. Functions of FPOs  
ప్రవహాలు, ఉత్పత్తి దశల సౌక్యం ఇతర.
3. Types of FPOs  
ఎఫ్.పి.ఓ. రకాలు.
4. Role of Farmer Producer for FPO  
FPO లో ప్రవహాలు ఉత్పత్తి దశల పాత్ర.
5. Multi product and Value Added system.  
బహుళ ఉత్పత్తులు మరియు విలువ ప్రధాన వ్యవస్థ.
6. Marketing Survey of FPOs  
FPO పై మార్కెటింగ్ సర్వే.
7. Marketing Strategies of FPOs.  
FPO కు మార్కెటింగ్ వ్యూహాలు.
8. Analyze the important case study related to FPO.  
FPO లకు సంబంధించిన ముఖ్యమైన కేసును విశ్లేషించండి.

SECTION – B

Note : Write Answers for the following FIVE questions

5x10= 50

9. A) Explain the role of FPOs in present Indian agricultural scenario ?  
భారత ప్రస్తుత వ్యవసాయ రంగంలో FPO ల పాత్రను వివరించండి.  
(OR)
- B) Explain the problems and challenges of FPOs in India ?  
భారత దేశంలో FPO లకు ఉన్న సమస్యలు మరియు సవాళ్లు వివరించండి.
10. A) Explain rules, regulations and procedures to start the FPOs in India?  
భారత దేశంలో FPO లను ప్రారంభించడానికి ఉన్న నియమాలు, నిబంధనలు మరియు విధులు వివరించండి.  
(OR)
- B) Explain the management of financial accounts of FPOs ?  
FPO లకు సంబంధించిన ఆర్థిక లెక్కల నిర్వహణ వివరించండి.
11. A) Explain about Economic Activities undertaken by FPOs.  
FPO లు నిర్వహించే ఆర్థిక కార్యక్రమాలను వివరించండి.  
(OR)
- B) Explain the stages in Output Business of FPOs ?  
FPO ల వ్యాపార ఉత్పత్తుల దశలను వివరించండి.

1. N. N. N.

18/7/22

18/7/22

18/7/22



12. A) Explain how to mobilize the capital resources in promoting of FPOs ?

FPO's ని ప్రోత్సహించడం లో ముఖ్యమైన వనరుల సమీక్షను గురించి వివరించండి.  
(OR)

B) Explain the stages of marketing of FPO products ?

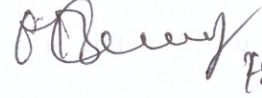
FPO మార్కెటింగ్ దశల్లో ఎన్ని దశలు ఉంటాయి వివరించండి.

13 A) Explain the special roles of NABARD and SFAC in promoting of FPOs ?

FPO'sని ప్రోత్సహించే పరిధిలో NABARD మరియు SFAC ల పాత్రను వివరించండి.  
(OR)

B) Explain the various Government Schemes for promotion of FPOs in India ?

భారత ప్రభుత్వం FPO's ప్రోత్సహించడానికి ప్రవేశపెట్టిన ప్రత్యేక ప్రభుత్వ పథకాల గురించి వివరించండి.  
వివరాలు...

  
7/8/22

**ADIKAVI NANNAYA UNIVERSITY: RAJAMAHENDRAVARAM**  
**REVISED UG SYLLABUS UNDER CBCS DURING 2020-2021**  
**Domain Subject :BA/B.SC ECONOMICS, SECs for Semester V**  
**Model Question Paper (6B) :URBEN ENTREPRENEURSHIP AND MSMEs**  
Time: 3 Hrs Max. Marks : 75

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**SECTION – A**

**Note : Answer any FIVE of the following** **5x5= 25**

1. Women Entrepreneurship – Eco preneurship.
2. Urban Entrepreneurial Ecosystem.
3. Sanitary and Health products of urban Entrepreneurship.
4. Urban Logistic Services.
5. Digital and Social Media Marketing.
6. Concept of MSMEs.
7. Concept of Detailed Project Report (DPR).
8. Concepts of Startup and Standup.

**SECTION – B**

**Note : Write Answers for the following FIVE questions** **5x10= 50**

9. A) Explain the concept, scope and importance of Entrepreneurship ?

(OR)

B) Explain the qualities and functions of best Enterepreneur?

10. A) Explain the problems and challenges of Urban Entrepreneurship ?

(OR)

B) Explain the formulation of Business Planning for Urban Entrepreneurship

11. A) Explain the features of Micro Small Medium Enterprises ( MSMEs) ?

(OR)

B) Explain the problems and remedial measures ofMSMEs in Urban Areas ?

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12. A) Explain the main Credit facilities for Urban and MSMEs ?

(OR)

B) Explain the stages of rural marketing for farm products ?

13A) Explain various Government policies in promotion of Urban Entrepreneurship and MSMEs ?

(OR)

B) Explain the rules and regulations start urban Entrepreneurship Firm and MSMEs ?

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*[Signature]* 18/7/22



Adi Kavi Nannayya University, Rajamahendravaram

IV Year B A (HONS)- Semester V -ECONOMICS

Course 7B: Retail and Digital Marketing

(Skill Enhancement Course (Elective))

Max Marks: 75

Time: 3hrs

Section A

Write short answers for any five of the following questions. Each answer carries 5 marks.

(5 x 5 = 25 marks)

1. Marketing Segmentation

మార్కెటింగ్ విభజన

2. Marketing Organisation

మార్కెటింగ్ వ్యవస్థ

3. Advertisement

ప్రకటన

4. Store Management

దుకాణ నిర్వహణ

5. Essentials of a Successful Retail Marketing

విజయవంతమైన మార్కెటింగ్ విజయవంతమైన మార్కెటింగ్ అవసరాలను.

6. Essentials of Digital Marketing

డిజిటల్ మార్కెటింగ్ అవసరాలను.

7. Tele Marketing

టెలి మార్కెటింగ్

8. Digital Market Companies

డిజిటల్ మార్కెట్ కంపెనీలు

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## Section B

Write answers for the following five questions. Each answer carries 10 marks.(5 x 10 = 50 marks)

9. (A) Explain the concept of marketing, explain the types and importance of marketing

మార్కెటింగ్ భావనను వివరించి, మార్కెటింగ్ క్రియాత్మక రకాల మరియు ప్రాముఖ్యతను వివరింపుము.

(OR)

(B). What are the various marketing strategies

వివిధ మార్కెటింగ్ వ్యూహాలను తెలుపుము.

10. (A). What is the importance of understanding the consumer product relationship

వినియోగదారుడు - ఉత్పత్తి సంబంధాల అవగాహన క్రియాత్మక ప్రాముఖ్యతను తెలుపుము.

(OR)

(B). What are the factors of a consumer behaviour?

వినియోగదారుని స్వీకృతము క్రియాత్మక కారకాలను తెలుపుము.

11. (A). Explain the concept of retail marketing and the types of retail marketing.

రైల్వే మార్కెటింగ్ భావనను వివరించి, రైల్వే మార్కెటింగ్ రకాలను వివరింపుము.

(OR)

(B). Give an account on the strategies of retail marketing.

రైల్వే మార్కెటింగ్ వ్యూహాలను గురించి నివృత్తిచేయుము.

12. (A). What is digital marketing. Explain the concept and types of digital marketing.

డిజిటల్ మార్కెటింగ్ అనేగానేము. డిజిటల్ మార్కెటింగ్ భావన మరియు దాని రకాలను వివరింపుము.

(OR)

(B). Explain the difference between physical retail and digital marketing.

భౌతిక రైల్వే మార్కెటింగ్ మరియు డిజిటల్ మార్కెటింగ్ మధ్య తేడా.

13. (A). What are the marketing models retail and digital marketing companies.

రైల్వే మార్కెటింగ్ కంపెనీ మరియు డిజిటల్ మార్కెటింగ్ కంపెనీల మార్కెటింగ్ నమూనాలను తెలుపుము.

(OR)

(B). Discuss two different types of case studies related to retail marketing and digital marketing.

రైల్వే మార్కెటింగ్ మరియు డిజిటల్ మార్కెటింగ్ కు సంబంధించి రెండు రకాల పరిశీలనలను చేయుము.

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Adi Kavi Nannayya University, Rajamahendravaram

IV Year B A (HONS)- Semester V -ECONOMICS

Course 6C: Insurance Services

(Skill Enhancement Course(Elective))

Max Marks: 75

Time :3hrs

Section A

Write short answers for any five of the following questions. Each answer carries 5 marks.

(5x5=25marks)

1.Types of Insurance

భీమా రకాలు

2. IRDA

ఐ.ఆర్.డి.ఎ.

3. Major Life Insurance Companies In India

భారతదేశంలోని ప్రముఖ జీవిత భీమా కంపెనీలు.

4. Annuities

వార్షికాలు

5. Major General Insurance Companies In India

భారతదేశంలోని ప్రముఖ సాధారణ భీమా కంపెనీలు

6. Policy Claim

భీమావిధాన వాదన

7. Premium Payment

ప్రీమియం చెల్లింపులు.

8. Moral Hazard

నైతిక విపత్తు.

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## Section B

Write answers for the following five questions. Each answer carries 10 marks. (5 x 10 = 50 marks)

9.(A).what is Risk Management. Explain the concept of risk in risk management.

(సప్ట) ప్రమాద నిర్వహణ అనగానేమి. ప్రమాద(సప్ట) నిర్వహణలో నష్ట భావనను వివరింపుము.

(OR)

(B).Define Insurance and explain the importance and principles of insurance.

భీమాను నిర్వచించి, భీమా యొక్క ప్రాముఖ్యత & సూక్తాలను వివరింపుము.

10.(A).What is life Insurance .describe the nature and features of life insurance

జీవిత భీమా అనగానేమి. జీవిత భీమా యొక్క స్వభావము & లక్షణాలను వర్ణించండి.

(OR)

(B).Describe the importance of life insurance policy and bring out their features.

జీవిత భీమా విధానం యొక్క ప్రాముఖ్యతను వర్ణించి దాని లక్షణాలను తెలుపుము.

11.(A).Explain the nature ,features and types of general insurance.

సాధారణ భీమా స్వభావము, లక్షణాలు మరియు రకాలను వివరింపుము.

(OR)

(B).Explain the features of major health insurances in India.

భారతదేశంలోని ప్రముఖ ఆరోగ్య భీమాల లక్షణాలను వివరింపుము.

12.(A).What is an insurance contract. What are the terms of insurance policy.

భీమా ఒప్పందమనగానేమి. భీమా విధానంలోని నియమాలను తెలుపుము.

(OR)

(B).Explain the procedure to issue a policy.

భీమా విధానాన్ని అందజేసే ప్రక్రియను వివరింపుము.

13.(A).How do you address the grievances of the customer.

భావితుని సమస్యలను వివధంగా నువ్వు

(OR)

(B).Discuss two case studies related to life or general or health insurance services.

జీవిత, సాధారణ మరియు ఆరోగ్య భీమా సేవలకు సంబంధించి 2 పరిశీలనలను చేర్చింపుము.

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Adi kavi nannayya university, rajamahendravaram

IV Year B A (HONS)- Semester V -ECONOMICS

Course 7C: Banking and financial services

(Skill Enhancement Course(Elective))

Max Marks: 75

Time :3hrs

Section A

Write short answers for any five of the following questions. Each answer carries 5 marks.  
(5x5=25marks)

1.Basics Of Financial Literacy

ఎత్తు అభ్యసించడం లాంటి ప్రాథమిక అంశాలు.

2.Bill Of Exchange

వినిమయ బిల్లు

3.Digital Currency

డిజిటల్ కరెన్సీ

4.KYC Norms

KYC నియమాలు

5.Common Service Centre

సంయుక్త సేవా కేంద్రం.

6.Concept Of EMI

సమానంగా పరిగడించు నెలసరి వాయిదా (EMI) భావన.

7.Micro Finance

సూక్ష్మ వత్తము

8. Marketing of FSC Loan

ఎత్తు సేవా కుమి ఋణాల మార్కెటింగ్

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## Section B

Write answers for the following five questions. Each answer carries 10 marks. (5 x 10 == 50 marks)

9.(A). Define Banking and explain the functions of Banking.

బ్యాంకింగ్ ను నిర్వచించి, బ్యాంకింగ్ విధులను వివరింపుము.

(OR)

(B). Explain the role of RBI in Indian Banking System.

భారతీయ బ్యాంకింగ్ వ్యవస్థలో భారత రిజర్వ్ బ్యాంక్ పాత్రను వివరింపుము.

10.(A). What are the types of bank deposit account.

బ్యాంక్ డిపజిట్ ఖాతా రకాలను తెలుపుము.

(OR)

(B). Give an account on the E-Banking facilities.

E-బ్యాంకింగ్ సౌకర్యాలను నివృత్తి చెల్లము.

11.(A). Explain the activities of a banking correspondent.

బ్యాంకింగ్ కరెస్పాండెంట్ కార్యకలాపాలను వివరింపుము.

(OR)

(B). What are the requirements for registering CSC & Tele centre.

సంయుక్త సేవా కేంద్రం మరియు టెలి కేంద్రం నమోదుకు కావలసిన అవసరాలును, తెలుపుము.

12.(A). What are Non Banking Financial Institutions (NBFIs). Explain the types & major players of NBFIs in India.

బ్యాంకింగ్ పరమేతి సంస్థలను గురించి ఖైర్, భారతదేశంలో బ్యాంకింగ్ పరమేతి సంస్థల రకాలు మరియు ప్రముఖ పాత్రలను వివరింపుము.

(OR)

(B). Discuss the problems and challenges of NBFIs in India.

భారతదేశంలోని బ్యాంకింగ్ పరమేతి సంస్థల సమస్యలు మరియు సవాళ్ళను చర్చించుము.

13.(A). Describe the types of loans by Financial Service Companies.

విత్త సేవా సంస్థల అందించే వివిధ రకాల ఋణాలను వివరింపుము.

(OR)

(B). Explain the procedure and requirements in FSC's loan sanction.

విత్త సేవా సంస్థల ఋణాలను మంజూరు చేయటంలోని అవసరాలు మరియు ప్రక్రియను వివరింపుము.

శి.ఎ.ఎం

18/7/22



Model Question Paper

6D: Inferential Statistics and Software Packages

Max Marks: 75

Time: 3 Hours


Section A (Total 5 X 5 Marks = 25 Marks)

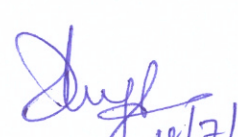
Write short answers for any **Five** of the following. Each answer carries **5 marks**

1. Classical Definition of Probability సాంప్రదించు నిర్వచనం
2. Properties of Binomial distribution బైనామియల్ పంపిణీ లక్షణాలు
3. Properties of Poisson distribution పాయిజన్ పంపిణీ లక్షణాలు
4. Procedure of testing of hypothesis పరీక్షించు ప్రక్రియ
5. Difference between small and large sample tests చిన్న మరియు పెద్ద నమూనా పరీక్షల మధ్య తేడాలు
6. Coefficient of Determination నిర్ణయ నిష్పత్తి గురించి
7. Assumptions of Linear regression Model రేఖీయ ప్రతిగమనా అనుమానాలు
8. Analysis of Variance (ANOVA) యోజ్యత యోజ్యత

Section B (Total 5 X 10 Marks = 50 Marks)

- 9 a) Addition theorem of Probability సంకలన సంభావ్యత పతాంశము  
Or  
b) Multiplication theorem of Probability సంభావ్యత యోగ గుణకార పతాంశము
- 10 a) Constants and Properties of Normal Distribution సామాన్య విభజన లక్షణాలు స్థిర సంఖ్యలు మరియు లక్షణాలు  
Or  
b) Standard Normal distribution and Standard Normal Curve ప్రామాణిక సామాన్య విభజన మరియు ప్రామాణిక సామాన్య వక్రము
- 11 a) Z test – Testing the difference between Means (Problem to be given to solve) Z-టెస్ట్ రెండే ఒకే అంశం మధ్య తేడాలు  
Or  
b) t test - Test difference of two means (Problem to be given to solve) t-టెస్ట్ రెండే ఒకే అంశం మధ్య తేడాలు  
తేడాలు
- 12 a) Cobb-Douglas Production function and interpretation of elasticity of Coefficients కౌబ్-డౌగ్లస్ ఉత్పత్తి ఫంక్షన్ - గుణక విస్తరణ అర్థం  
Or  
b) Steps involved in creation of graphs and charts పటాలు మరియు గ్రాఫ్ ల తయారీ అంశాలు
- 13 a) Steps involved in random numbers generation యాదృచ్ఛిక సంఖ్య సృష్టణ అంశాలు  
Or  
b) Estimation of regression coefficients using SPSS and their interpretation రేఖీయ ప్రతిగమనా గుణకాల అంచనా మరియు SPSS ను ఉపయోగించుట

  
18/7/22  
Dr. B. Venkatesh

  
18/7/22  
Dr. J. S. S. S. S.

  
P. L. N.

**Model Question Paper**  
**7D: Project Designing and Report Writing**

**Max Marks: 75**

**Time: 3 Hours**


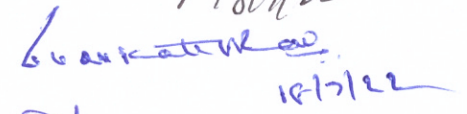
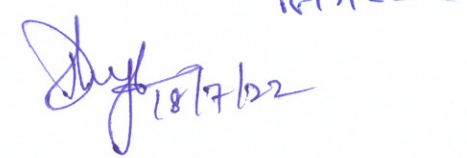

**Section A (Total 5 X 5 Marks= 25 Marks)**

Write short answers for any **Five** of the following. Each answer carries **5 marks**

1. Meaning and Importance of Research పరిశోధన అంటే ఏమిట? దాని అవసరత ఏమిట? ప్రాముఖ్యత
2. Limitations of Research in Social Sciences సామాజిక శాస్త్ర పరిశోధనలకు పరిమితులు
3. Descriptive Research వివరణాత్మక పరిశోధన
4. Analytical research ఆశ్లేషణాత్మక పరిశోధన
5. Secondary and Primary Data ద్వితీయ మరియు ప్రథమ దత్తాంశాలు
6. Schedule and Questionnaire సెడ్యూల్ మరియు ప్రశ్నావళి పత్రాలు
7. Types of research report పరిశోధనా నివేదిక రకాలు
8. Outlines of a good research report యంత పరిశోధనా నివేదిక యొక్క రూపురేఖలు

**Section B (Total 5 X 10 Marks= 50 Marks)**

- 9 a) Methods of ensuring objectivity in social science research సాంఘిక శాస్త్ర పరిశోధన భూమి  
Or  
b) Ethics in research పరిశోధనలకు ధైర్యం పట్టేటట్లు
- 10 a) Experimental research design ప్రయోగాత్మక పరిశోధనా రూపరేఖ  
Or  
b) Pure and applied research సంపూర్ణ మరియు ఉపయోగపూర్వక పరిశోధన
- 11 a) Criteria for selecting a research problem పరిశోధనా సమస్యను ఎంపిక ప్రమాణాలు  
Or  
b) Components of good research proposal యంత పరిశోధనా పరిపూర్ణతలకు సపోర్టింగ్ భాగాలు
- 12 a) Importance of Pilot Study ప్రయోగ పరిశోధన యొక్క ప్రాముఖ్యత  
Or  
b) Statistical techniques for graphical and statistical analysis గ్రాఫికల్ మరియు గణాంక విశ్లేషణకు పరిశోధనా విశ్లేషణ పద్ధతులు
- 13 a) Difference between references and bibliography గ్రంథ పట్టిక మరియు సూచనల మధ్య తేడాలు  
Or  
b) Components of a good research report యంత పరిశోధనా నివేదికలకు పోలిక భాగాలు

  
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