



KARNATAK UNIVERSITY, DHARWAD
ACADEMIC (S&T) SECTION
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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NAAC Accredited
'A' Grade 2014

website: kud.ac.in

No.KU/Aca(S&T)/RPH-394A/2021-22/1155

Date: 29 OCT 2021

ಅಧಿಸೂಚನೆ

ವಿಷಯ: 2021-22ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ ಸ್ನಾತಕ ಕೋರ್ಸುಗಳಿಗೆ 1 ಮತ್ತು 2ನೇ ಸೆಮೆಸ್ಟರ್
NEP-2020 ಮಾದರಿಯ ಪಠ್ಯಕ್ರಮವನ್ನು ಅಳವಡಿಸಿರುವ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿಗಳು(ವಿಶ್ವವಿದ್ಯಾಲಯ 1) ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ ಇವರ ಆದೇಶ
ಸಂಖ್ಯೆ: ಇಡಿ 260 ಯುಎನ್ಇ 2019(ಭಾಗ-1), ದಿ:7.8.2021.
2. ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ದಿನಾಂಕ: 19.08.2021
3. ಈ ಕಚೇರಿ ಸುತ್ತೋಲೆ ಸಂ.No. KU/Aca(S&T)/RPH-394A/2021-22/18 ದಿ:21.08.2021.
4. ಸರ್ಕಾರಿ ಆದೇಶ ಸಂ ಇಡಿ 260 ಯುಎನ್ಇ 2019(ಭಾಗ-1),ಬೆಂಗಳೂರು ದಿ. 15.9.2021.
5. ಎಲ್ಲ ಅಭ್ಯಾಸಸೂಚಿ ಮಂಡಳಿ ಸಭೆಗಳ ನಡವಳಿಗಳು
6. ಎಲ್ಲ ನಿಖಾಯಗಳ ಸಭೆಗಳು ಜರುಗಿದ ದಿನಾಂಕ: 24.25-09-2021.
7. ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂಖ್ಯೆ: 01 ದಿನಾಂಕ: 28.9.2021.
8. ಈ ಕಚೇರಿ ಸುತ್ತೋಲೆ ಸಂ.No. KU/Aca(S&T)/RPH-394A/2021-22/954 ದಿ:30.09.2021.
9. ಎಲ್ಲ ನಿಖಾಯದ ಡೀನರು / ಸಂಪನ್ಮೂಲ ತಜ್ಞರ ಸಭೆ ದಿನಾಂಕ 21.10.2021.
10. ಎಲ್ಲ ಸ್ನಾತಕ ಅಭ್ಯಾಸಸೂಚಿ ಮಂಡಳಿ ಅಧ್ಯಕ್ಷರುಗಳ ಸಭೆ ದಿನಾಂಕ 22.10.2021.
11. ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂಖ್ಯೆ: 01 ದಿನಾಂಕ: 27.10.2021.
12. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ: 29-10-2021

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶದ ಮೇರೆಗೆ, 2021-22ನೇ
ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಎಲ್ಲ B.A./ BPA (Music)/BVA/ BTM/ BSW/ B.Sc./B.Sc. Pulp & Paper
Science/ B.Sc. (H.M)/ BCA/ B.A.S.L.P./ B.Com/ B.Com (CS)/ & BBA ಸ್ನಾತಕ ಕೋರ್ಸುಗಳ 1 ಮತ್ತು 2ನೇ
ಸೆಮೆಸ್ಟರ್ಗಳಿಗೆ NEP-2020 ರಂತೆ ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಅನುಮೋದಿತ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಈಗಾಗಲೇ
ಪ್ರಕಟಪಡಿಸಿದ್ದು, ಮುಂದೆ ದಿನಾಂಕ 04.10.2021 ವರೆಗೆ ಸರಕಾರವು ಕಾಲಕಾಲಕ್ಕೆ ನೀಡಿದ ನಿರ್ದೇಶನಗಳನ್ನು ಅಳವಡಿಸಿಕೊಂಡು
ದಿನಾಂಕ 27.10.2021 ರಂದು ಜರುಗಿದ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯಲ್ಲಿ ಅನುಮೋದನೆ ಪಡೆದು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ
www.kud.ac.in ದಲ್ಲಿ ಭಿತ್ತರಿಸಲಾಗಿದೆ. ಸದರ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲದಿಂದ ಡೌನ್‌ಲೋಡ್ ಮಾಡಿಕೊಳ್ಳಲು
ಸೂಚಿಸುತ್ತ ವಿದ್ಯಾರ್ಥಿಗಳ ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ ತಂದು ಅದರಂತೆ ಕಾರ್ಯಪ್ರವೃತ್ತರಾಗಲು ಕ.ವಿ.ವಿ
ಅಧೀನದ/ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ ಸೂಚಿಸಲಾಗಿದೆ.

ಆಡಕ: ಮೇಲಿನಂತೆ
ಗೆ,

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲ ಅಧೀನ ಹಾಗೂ ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ
ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ. (ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ ಹಾಗೂ ಮಿಂಚಂಚೆ ಮೂಲಕ ಬಿತ್ತರಿಸಲಾಗುವುದು)

ಪ್ರತಿ:

1. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಮಂಡಳ (ಪಿ.ಜಿ.ಪಿ.ಎಚ್.ಡಿ) ವಿಭಾಗ, ಸಂಬಂಧಿಸಿದ
ಕೋರ್ಸುಗಳ ವಿಭಾಗಗಳು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ / ವಿದ್ಯಾರ್ಥಿ ಕಲ್ಯಾಣ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.

Haniff 29/10/21
ಕುಲಸಚಿವರು.



Practical Subject

KARNATAK UNIVERSITY, DHARWAD

03 - Year B.A. (Basic Degree) Program

SYLLABUS

Subject: Agricultural Marketing (Minor)

[Effective from 2021-22]

DISCIPLINE SPECIFIC CORE COURSE (DSCC) FOR SEM I & II,

OPEN ELECTIVE COURSE (OEC) FOR SEM I & II and

SKILL ENHANCEMENT COURSE (SEC) FOR SEM I

AS PER N E P - 2020

Karnatak University, Dharwad
Three Years Under Graduate Program in Agricultural Marketing (Minor)
for B.A. (Basic Degree)

Effective from 2021-22

Sem	Type of Course	Theory/ Practical	Instruction hour per week	Total hours of Syllabus / Sem	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
I	DSCC 1	Theory	04hrs	56	02 hrs	40	60	100	04
		Practical	04 hrs	52	03 hrs	25	25	50	02
	OEC-1	Theory	03 hrs	42	02 hrs	40	60	100	03
	*SEC-1	Practical	03 hrs	30	02 hrs	25	25	50	02
II	DSCC2	Theory	04 hrs	56	02 hrs	40	60	100	04
		Practical	04 hrs	52	03 hrs	25	25	50	02
	OEC-2	Theory	03 hrs	42	02 hrs	40	60	100	03
Details of the other Semesters will be given later									

* Student can opt digital fluency as SEC or the SEC of his/ her any one DSCC selected

Name of Course (Subject): Agricultural Marketing (Minor)

Programme Specific Outcome (PSO): On completion of the 03 years Degree in Agricultural Marketing (Minor) students will be able to:

- PSO 1** : understand and demonstrate the basic principles of economics including decision making in agriculture and macroeconomics concepts.
- PSO 2** : appreciate and demonstrate the problems in economic decision making and laws of economics relevant to farm management and marketing of agricultural commodities.;
- PSO 3** : apply the principles of economics to understand - risks in agricultural marketing, functioning of marketing institutions and agricultural financial analysis.
- PSO 4** : understand the principles of finance, banking and co-operation, functions of various institutions involved in farm financing and crop insurance products implemented in India
- PSO 5** : apply the basic tools of econometrics and role of econometrics on Information Technology, application of econometric tools and time series analysis in Information Technology sector.
- PSO 6** ; appreciate and demonstrate the understanding of market concepts, marketing of agricultural commodities, domestic and export trade, price dynamics and market regulation by the government
- PSO 7** :apply the research methods of economics to understand the problems of agricultural marketing in India

B.A. Semester – I

Subject: Agricultural Marketing (Minor) Discipline Specific Course (DSC)

The course Agricultural Marketing (Minor) in I semester has two papers (Theory Paper –I for 04 credits & Practical Paper -II for 2 credits) for 06 credits: Both the papers are compulsory. Details of the courses are as under.

Course No.-1 (Theory)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
Course-01	DSCC	Theory	04	04	56 hrs	2hrs	40	60	100

Course No.1 (Theory): Title of the Course (Theory): **Principles of Economics - I**

Course Outcome (CO):

After completion of course (Theory), students will be able to:

- CO 1** : define and explain the basic concepts of Micro and Macro Economics
- CO 2** : analyse consumer equilibrium, obtain and interpret elasticities
- CO 3** : define costs of production, categorize and analyse markets,
- CO 4** : display an understanding of pricing of products and factors
- CO 5** : define concepts of revenue and profit and analyse the same

Syllabus- Course 1(Theory): Title- Principles of Economics - I	Total Hrs: 56
Unit-I : Basic Concepts in Economics	14 hrs
Nature , Scope and Importance of Economics; the methods of Economics, Thinking Like an Economist; Economic Policy. Types and Organization of Economic Activities; Circular Flow of Economic Activities; Evolution of the present economic systems	
Unit-II : Theory of Consumer Behavior	14 hrs
Theory of Consumer Behavior-Cardinal Utility Approach; Ordinal Utility Approach-Theory of Indifference Curve and It's Properties; Consumers' Equilibrium-Price Consumption Curve and Income Consumption Curve; Price Effect, Income Effect and Substitution Effect; Inferior Goods and Giffen Goods, Derivation of Demand Curve. Demand-Meaning, Determinants and Law of Demand; Elasticity of Demand – Types and Measurements; Supply-Meaning, Determinates and Law of Supply; Elasticity of Supply; Price Determination	
Unit-III: Production	14 hrs
Production Function- Short-run and Long-run; Law of Variable Proportions; Returns to scale; Characteristics of Isoquants and Iso-cost line; least cost combination of factors.	

Unit-IV : Cost and Revenue	14 hrs
Cost Function- Different Concepts of Costs, Short-run and Long run Cost Analysis; Economies and Diseconomies of Scale; Revenue: Concepts of Total, Average and Marginal Revenue ; Break-even-analysis. Introduction to Market Structure and Product Pricing.	

Books recommended.

1. Ahuja H.L: Principles of Micro Economics, 22nd Edition, S. Chand & Company Ltd New Delhi
2. N. Gregory Mankiw and Mark P Taylor(2017): Microeconomics, 4th edition
3. Joseph E. Stiglitz and Carl E. Walsh(2007) Economics, W.W. Norton & Company, Inc., NewYork, International Student Edition, 4th Edition.
4. Dwivedi D N (2016): Micro Economics Theory and Applications, 3rdEdition,.....
5. Jhingan, M. L (2017): Micro Economic Theory, Vrinda Publication, Pvt, Delhi.
6. Koutsoyiannis A. (2003): Modern Micro Economics, Macmillan London
7. Maddala, G.S. and Ellen Miller (2004): Micro Economic Theory and Applications, Tata McGraw Hill.
8. Salvatore, Dominick (2008): Micro Economic Theory, Oxford University Press
9. Seth M.L (1985): Micro Economics, Lakshmi Narain Agarwal Publisher
10. Varian Hal R (2010) : Micro Economic Analysis, W.W. Norton & Company

B.A. Semester – I

Subject: Agricultural Marketing (Minor)
Discipline Specific Course (DSC)

Course No.-1 (Practical)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
Course-01	DSCC	Practical	02	04	52 hrs	3hrs	25	25	50

Course No.1 (Practical): Title of the Course (Practical): **Principles of Economics - I**

Course Outcome (CO):

After completion of course (Practical), students will be able to:

- CO 1 : Work out empirically the laws of demand and supply**
- CO 2 : demonstrate the working of Engel's law**
- CO 3 : demonstrate the income and expenditure patterns of households**
- CO 4 :workout the equilibrium of price and quantity**
- CO 5 :conduct a market survey**

List of the Experiments for 52 hrs / Semesters

Estimating/working out various laws pertaining to economics -

1. Law of demand and supply.
2. Engle's law of family expenditure. Elasticity of demand and supply
3. Law of diminishing marginal utility.
4. To work out the income and expenditure pattern of consumers,
5. Conduct Household surveys for consumers preferences
6. Conduct a market survey of commodity choices
7. Production functions
8. Price and output determination
9. Break-even analysis
10. Estimating cost function

Scheme of Practical Examination (distribution of marks): 25 marks for Semester end examination

1. ----- Marks
2. ----- Marks
3. ----- Marks
4. **Viva-----Marks**
5. **Journal-----Marks**

Total 25 marks

Note: Same Scheme may be used for IA(Formative Assessment) examination

Books recommended.

- 1) Ahuja H.L: Principles of Micro Economics, 22nd Edition, S. Chand & Company Ltd New Delhi
- 2) N. Gregory Mankiw and Mark P Taylor(2017): Microeconomics, 4th edition
- 3) Joseph E. Stiglitz and Carl E. Walsh(2007) Economics, W.W. Norton & Company, Inc., NewYork, International Student Edition, 4th Edition.
- 4) Dwivedi D N (2016): Micro Economics Theory and Applications, 3rdEdition,..
- 5) Jhingan, M. L (2017): Micro Economic Theory, Vrinda Publication, Pvt, Delhi.

B.A. Semester – I

Subject: Agricultural Marketing (Minor)
Open Elective Course (OEC-1)
(OEC for other students)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
OEC-1	OEC	Theory	03	03	42 hrs	2hrs	40	60	100

OEC-1: Title of the Course: **Agricultural Marketing**

Course Outcome (CO):

After completion of course, students will be able to:

CO 1 : to define and explain the basic concepts of agricultural marketing

CO 2 : define and explain channels of marketing and market efficiency

CO 3 : understand the pricing mechanism of agricultural products

CO 4 : understand the inter-relationships between prices of inputs and outputs

CO 5 : appreciate the factors involved in agricultural price policy

Syllabus- OEC: Title- Agricultural Marketing	Total Hrs: 42
Unit-I: Agricultural Marketing and Channel of Marketing	14 hrs
<p>Definition and concepts, scope and subject matter. Market and marketing: Meaning, definition, components of a market, importance of agricultural marketing, classification, types of markets.</p> <p>Channel of Marketing: Meaning, definition, channels of different products, market functionaries and their role.</p>	
Unit-II: Marketing Efficiency	14 hrs
<p>Meaning, definition, marketing costs, margin, price spread, factors affecting the cost of marketing, reasons for higher marketing costs of farm commodities, ways of reducing marketing cost.</p>	
Unit-III: Market Intelligence and Market Integration	14 hrs
<p>Meaning, definition, types of market integration, market function, AGMARK, price trends, market information. co-operative agricultural marketing and public agencies involved in agricultural marketing, viz. FCI, NAFED, STC, etc. Functions of price</p>	

mechanism, interrelationship between prices of inputs and output. Nature and supply of agricultural products, marketable and marketed surplus. Types and reasons for price movements and their effect on agriculture price stabilization and price support policies.	
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Books recommended.

1. Acharya, S. S. and N. L. Agrawal. "Agricultural Marketing in India". Oxford and IBH Publishing Company Pvt. Ltd., 66 Janpath, New Delhi -110001.
2. Gupta, A. P. "Marketing of Agricultural Produce in India". Vora and Company Publishers Pvt, Ltd., 3, Round Building, Kalbadevi, Mumbai – 400002
3. Mamoria, C. B. and R. L. Joshi. Principles and Practice of Marketing in India. Kitab Mahal, 15, Thorn hill Road,Allahabad.
4. H.R. Krishnagouda "Agricultural Marketing"
5. K.D.Basava "Modern Marketing"

Journals and Magazines

- 1) Indian Journal of Marketing
- 2) Indian Journal of Agricultural Marketing
- 3) Yojana
- 4) Krishipete
- 5) Kurukshetra

B.A. Semester - I

Subject: Agricultural Marketing (Minor) SKILL ENHANCEMENT COURSE (SEC)-I

Title of Paper: Data Analysis and Computer Applications in Agricultural Marketing

Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Mode of Examination	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
SEC-I	Theory + Practical	02	03hrs	30	Practical	2hr	25	25	50

Course Outcome (CO):

After completion of Skill Enhancement course, students will be able to:

- CO 1** : This course will enlighten the students about elementary computer skills required to represent economic data through computers
- CO 2** :The students would be able to demonstrate basic computer knowledge and word processor to prepare write-up for economic reports
- CO 3** :The students would be able to use spreadsheets in an elementary way to garner basic understanding of the available spreadsheet software.
- CO 4** :The students would demonstrate the use of presentation software so as to present the economic analysis and reports in an effective way

Syllabus- SEC-1: Title- Data Analysis and Computer Applications in Agricultural Marketing		Total Hrs: 30 (10 Hrs theory + 20 Hrs Practical)
Unit I	Unit I: Introduction to data analysis and word processing	5 (T)+10 (P)hrs
	<p>Data: Meaning and types : Quantitative and Qualitative data</p> <p>Data representation through computers : Text, Numbers and numerical operations and presentation.</p> <p>Text Representation: Word processing software: Word Processing Package, Opening and closing documents, Using a Document/Help Wizard, Text Creation and Manipulation</p> <p>Formatting the Text, Handling Multiple Documents, Table Manipulation, Printing, saving documents in different formats.</p> <p>List of Practicals</p> <p><i>Demonstration of Word processing software:</i></p> <ol style="list-style-type: none"> 1. Create a word processing file; name it; type or copy text regarding importance of computers in economics; Format the text using all the options; Save the file with your name and roll number; 2. Open the file; create a table based on your previous marks card; format text of table with all available options including using bullets. Save the 	

	<p>file.</p> <p>3. Create your resume (bio-data); Upload it to your email. Take a print-out.</p> <p>4. Write a letter addressing to your principal to request a study certificate. Upload it to your email</p> <p>5. Create an ‘Invitation’ regarding holding of inter-collegiate economics-fest in your college. Use the options available in ‘Page layout’ tab and ‘Insert’ tab to decorate your “Invitation”. Upload to your email.</p>	
Unit-II	<p>Unit II: Spreadsheet and Presentation of slides:</p>	5 (T)+10 (P)hrs
	<p>Spreadsheet and Basic Data Analyses Elements of Electronics Spread Sheet, Create Worksheet and Workbooks; Import data from a delimited text file; Search for data within a workbook;</p> <p>Application/usage of Electronic Spread Sheet, Manipulation of cells, Formulas and functions; Charts; Using filter option; Using spreadsheet to represent law of demand and law supply and finding equilibrium price. Representing the results with the use of charts.</p> <p>Basic Presentations Difference between presentation and document, Using Power Point, Creation of Presentation, Preparation of Slides, Selection of type of Slides. Importing text from word documents, Providing aesthetics Slide Designs, Slide Manipulation and Slide Show, Presentation of the Slides.</p> <p>List of Practicals <i>Demonstration of Word processing software:</i></p> <p>6. Create a workbook; Name the first 3 sheets differently; Create atleast 10 data points (observations) for atleast two columns. Format both columns with all available options of cell formatting. Save the workbook with your name and roll-number.</p> <p>7. Prepare a demand and supply schedule given in your economics book. Using the chart option show the equilibrium price and quantity (demanded and supplied).</p> <p>8. Create a presentation file. Create 5 slides; change layouts and slide designs; Make use of default slide designs and observe the changes across all slides. Manipulate slides using various possible animations. Save the file with your name and roll number.</p> <p>9. Open the saved file. Import any picture and text document into two different slides and align them.</p> <p>10. Create another presentation file and name it as “Report_<your name>”. Now import all the text files such as letter, bio-data and “Invitation” that you created under Unit –I practical sessions. Also import the demand and supply chart that you created earlier in Unit-II. Align them. Decorate (design and animate) them. And present them using slide show option.</p>	

Course Title: **SEC-1: Title- Data Analysis and Computer Applications in Economics**

List of Practicals for 20 hours

1. Create a word processing file; name it; type or copy text regarding importance of computers in economics; Format the text using all the options; Save the file with your name and roll number;
2. Open the file; create a table based on your previous marks card; format text of table with all available options including using bullets. Save the file.
3. Create your resume (bio-data); Upload it to your email. Take a print-out.
4. Write a letter addressing to your principal to request a study certificate. Upload it to your email
5. Create an 'Invitation' regarding holding of inter-collegiate economics-fest in your college. Use the options available in 'Page layout' tab and 'Insert' tab to decorate your "Invitation". Upload to your email.
6. Create a workbook; Name the first 3 sheets differently; Create atleast 10 data points (observations) for atleast two columns. Format both columns with all available options of cell formatting. Save the workbook with your name and roll-number.
7. Prepare a demand and supply schedule given in your economics book. Using the chart option show the equilibrium price and quantity (demanded and supplied).
8. Create a presentation file. Create 5 slides; change layouts and slide designs; Make use of default slide designs and observe the changes across all slides. Manipulate slides using various possible animations. Save the file with your name and roll number.
9. Open the saved file. Import any picture and text document into two different slides and align them.
10. Create another presentation file and name it as "Report_<your name>". Now import all the text files such as letter, bio-data and "Invitation" that you created under Unit –I practical sessions. Also import the demand and supply chart that you created earlier in Unit-II. Align them. Decorate (design and animate) them. And present them using slide show option.

Books recommended.

- 1 C.S. French "Data Processing and Information Technology", BPB Publications 1998
2. P.K Sinha, Computer Fundamentals, BPB Publications, 1992
3. Guy Hart-Davis "The ABCs of Microsoft Office 97 Professional edition", BPB Publications, 1998
4. Karl Schwartz, "Microsoft Windows 98 Training Guide", 1998

Scheme of Practical Examination (distribution of marks): 25 marks for Semester end examination

1. Create a word processing file; open the file; create a table; Create your resume (bio-data); Write a letter; Create an 'Invitation' letter. 10-Marks

2. Create a workbook; Create at least 10 data points (observations); Format both columns with all available options of cell formatting. Save the workbook; Prepare a demand and supply schedule; Create a presentation file; Create 5 slides; change layouts and slide designs; 10-marks

3. Journal: 5 Marks

Total 25 marks

Scheme of Formative assessment for SEC (IA) for total 25 marks

Type of Assessment	Weightage	Duration	Commencement
Written test-1	10 marks	1 hr	8 th Week
Written test-2	10 marks	1 hr	12 th Week
Seminar	5 marks	10 minutes	--

Details of Formative assessment (IA) for DSCC/OEC/SEC: 40% weightage for total marks

Type of Assessment	Weightage	Duration	Commencement
Written test-1	10%	1 hr	8 th Week
Written test-2	10%	1 hr	12 th Week
Seminar	10%	10 minutes	--
Case study / Assignment / Field work / Project work/ Activity	10%	-----	--
Total	40% of the maximum marks allotted for the paper		

**Faculty of Social Science
04 - Year UG Honors programme:2021-22**

**GENERAL PATTERN OF THEORY QUESTION PAPER FOR DSCC/ OEC
(60 marks for semester end Examination with 2 hrs duration)**

Part-A

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10marks

Part-B

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

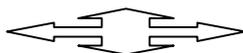
Part-C

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks

(Minimum 1 question from each unit and 10 marks question may have sub questions for 7+3 or 6+4 or 5+5 if necessary)

Total: 60 Marks

Note: Proportionate weight age shall be given to each unit based on number of hours prescribed.



B.A. Semester – II

Subject: Agricultural Marketing (Minor)

Discipline Specific Course (DSC)

The course Agricultural Marketing (Minor) in I semester has two papers (Theory Paper –I for 04 credits & Practical paper-II for 2 credits) for 06 credits: Both the papers are compulsory. Details of the courses are as under.

Course No.-2 (Theory)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
Course-02	DSCC	Theory	04	04	56 hrs	2hrs	40	60	100

Course No.2 (Theory): Title of the Course (Theory): **Agricultural Marketing**

Course Outcome (CO):

After completion of course (Theory), students will be able to:

CO 1 :to define and explain the basic concepts of agricultural marketing

CO 2 : define and explain channels of marketing and market efficiency

CO 3 : understand the pricing mechanism of agricultural products

CO 4 :understand the inter-relationships between prices of inputs and outputs

CO 5 :appreciate the factors involved in agricultural price policy

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Syllabus- Course 2(Theory): Title- Agricultural Marketing	Total Hrs: 42
Unit-I: Agricultural Marketing and Channel of Marketing	14 hrs
Definition and concepts, scope and subject matter. Market and marketing: Meaning, definition, components of a market, importance of agricultural marketing, classification, types of markets. Channel of Marketing: Meaning, definition, channels of different products, market functionaries and their role.	
Unit-II: Marketing Efficiency	14 hrs
Meaning, definition, marketing costs, margin, price spread, factors affecting the cost of marketing, reasons for higher marketing costs of farm commodities, ways of	

reducing marketing cost.	
Unit-III: Market Intelligence and Market Integration	14 hrs
Meaning, definition, types of market integration, market function, AGMARK, price trends, market information. co-operative agricultural marketing and public agencies involved in agricultural marketing, viz. FCI, NAFED, STC, etc. Functions of price mechanism, interrelationship between prices of inputs and output. Nature and supply of agricultural products, marketable and marketed surplus. Types and reasons for price movements and their effect on agriculture price stabilization and price support policies.	
Unit-IV: Warehousing	14 hrs
State and Central Warehousing Corporations, objectives, functions, advantages, speculation, future trading and hedging. Problems of state and Central warehousing.	

Books recommended.

1. Acharya, S. S. and N. L. Agrawal. "Agricultural Marketing in India". Oxford and IBH Publishing Company Pvt. Ltd., 66 Janpath, New Delhi -110001.
2. Gupta, A. P. "Marketing of Agricultural Produce in India". Vora and Company Publishers Pvt, Ltd., 3, Round Building, Kalbadevi, Mumbai – 400002
3. Mamoria, C. B. and R. L. Joshi. Principles and Practice of Marketing in India. Kitab Mahal, 15, Thorn hill Road,Allahabad.
4. H.R. Krishnagouda" Agricultural Marketing"
5. K.D.Basava "Modern Marketing"

Journals and Magazines

1. Indian Journal of Marketing
2. Indian Journal of Agricultural Marketing
3. Yojana
4. Krishipete
5. Kurukshetra

B.A. Semester – II

Subject: Agricultural Marketing (Minor) Discipline Specific Course (DSC)

Course No.-2 (Practical)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
Course-02	DSCC	Practical	02	04	52 hrs	3hrs	25	25	50

Course No.2 (Practical): Title of the Course (Practical): **Agricultural Marketing**

Course Outcome (CO):

After completion of course (Practical), students will be able to:

- CO 1** : estimate the market cost, price spread, market margins
- CO 2** : empirically understand standardization, grading, storage, warehousing
- CO 3** : empirically understand the marketing of food grains, fruits, vegetable, milk and eggs
- CO 4** : demonstrate the working of regulated market and co-operative marketing
- CO 5** : appreciate practically the price fluctuations and relationship between arrivals and prices of commodities

List of the Experiments for 52 hrs / Semesters

1. estimate the market cost
2. estimate the price spread
3. estimate the market margins
4. visit regulated markets and understand the standardization and grading
5. visit taluka agricultural produce co-operative marketing society
6. Visit to Karnataka Milk Federation
7. Identification of marketing channels for agricultural commodities
8. visit regulated markets and understand the storage and warehousing
9. marketing of food grains, fruits, vegetable, milk and eggs
10. estimate the price fluctuations of agricultural produce

Scheme of Practical Examination (distribution of marks): 25 marks for Semester end examination

1. ----- Marks
2. ----- Marks
3. ----- Marks
4. **Viva**-----Marks
5. **Journal**-----Marks

Total 25 marks

Note: Same Scheme may be used for IA(Formative Assessment) examination

Books recommended.

1. Acharya, S. S. and N. L. Agrawal. "Agricultural Marketing in India". Oxford and IBH Publishing Company Pvt. Ltd., 66 Janpath, New Delhi -110001.
2. Gupta, A. P. "Marketing of Agricultural Produce in India". Vora and Company Publishers Pvt, Ltd., 3, Round Building, Kalbadevi, Mumbai – 400002
3. Mamoria, C. B. and R. L. Joshi. Principles and Practice of Marketing in India. Kitab Mahal, 15, Thorn hill Road,Allahabad.
4. H.R. Krishnagouda" Agricultural Marketing"
5. K.D.Basava "Modern Marketing"

Journals and Magazines

6. Indian Journal of Marketing
7. Indian Journal of Agricultural Marketing
8. Yojana
9. Krishipete
10. Kurukshetra

B.A. Semester – II

Subject: Agricultural Marketing (Minor) Open Elective Course (OEC-2) (OEC for other students)

Course No.	Type of Course	Theory / Practical	Credits	Instruction hour per week	Total No. of Lectures/Hours / Semester	Duration of Exam	Formative Assessment Marks	Summative Assessment Marks	Total Marks
OEC-2	OEC	Theory	03	03	42 hrs	2hrs	40	60	100

OEC-2: Title of the Course: **Agricultural Economics**

Course Outcome (CO):

After completion of course, students will be able to:

- CO 1 Identify the facets of agricultural economics
- CO 2 Learn basic concepts and terms of agricultural economics
- CO 3 Explain the development of agricultural market in a developing economy
- CO 4 Analyze the production and productivity of agricultural sector
- CO 5 Understand the role of agricultural sector in the national income
- CO 6 Appreciate the reforms undertaken to overcome the agricultural problems

Syllabus- OEC 2: Title- Agricultural Economics	Total Hrs: 42
Unit-I : Introduction to Agriculture Economics	14 hrs
Agricultural Economics: Introduction – Meaning, Nature of Agricultural Economics, Definition and Scope of Agricultural Economics; Farming Systems; Agricultural Production; Commercialization of Agriculture and Modernization of Agriculture.	
Unit-II : Agriculture and Economic Development	14 hrs
Agriculture in a Developing Economy - Share of Agriculture in National Income - Changing Phase of Agriculture - Interdependence and Complementarities between Agriculture and Industry - Need for Balanced Development.	
Unit-III: Agriculture in India	14 hrs
Agriculture Production and Productivity, Cropping Pattern, Factors Affecting Cropping Pattern, Causes for Low Agriculture Production and Measures to Improve; Land Reforms- Meaning and Objectives and Measures; Co-operative farming systems- meaning and importance; Green revolution- Meaning, causes, achievements and weaknesses of Green Revolution; Irrigation-Source, Progress and Importance.	

Books recommended.

1. Acharya, S. S. and N. L. Agrawal. "Agricultural Marketing in India". Oxford and IBH Publishing Company Pvt. Ltd., 66 Janpath, New Delhi -110001.

2. Gupta, A. P. "Marketing of Agricultural Produce in India". Vora and Company Publishers Pvt, Ltd., 3, Round Building, Kalbadevi, Mumbai – 400002
3. Mamoria, C. B. and R. L. Joshi. Principles and Practice of Marketing in India. Kitab Mahal, 15, Thorn hill Road, Allahabad.
4. H.R. Krishnagouda "Agricultural Marketing"
5. K.D. Basava "Modern Marketing"

Details of Formative assessment (IA) for DSCC theory/OEC: 40% weight age for total marks

Type of Assessment	Weight age	Duration	Commencement
Written test-1	10%	1 hr	8 th Week
Written test-2	10%	1 hr	12 th Week
Seminar	10%	10 minutes	--
Case study / Assignment / Field work / Project work/ Activity	10%	-----	--
Total	40% of the maximum marks allotted for the paper		

**Faculty of Social Science
03 - Year UG (Basic Degree) (with practicals) programme:2021-22**

**GENERAL PATTERN OF THEORY QUESTION PAPER FOR DSCC/ OEC
(60 marks for semester end Examination with 2 hrs duration)**

Part-A

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10marks

Part-B

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

Part-C

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks

(Minimum 1 question from each unit and 10 marks question may have sub questions for 7+3 or 6+4 or 5+5 if necessary)

Total: 60 Marks

Note: Proportionate weight age shall be given to each unit based on number of hours prescribed.

