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SYLLABI OF COURSES FOR DIPLOMA PROGRAMME IN MODERN OFFICE PRACTICES LEVEL I-V, FOR b.

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5. CHANGING SCENARIO

Globalisation, Free trade zones, Govt of India Policies on export and Import, Agencies Assisting Export Trade, Introduction to trade blocks, EEC (European Union), LAFTA, CACM, SARC ASEAN, Export promotion Council, Commodity Boards, Development Councils, Advisory Boards, Export Inspection & ouncirs, FIEO, FICCI, I.T.P.O. (Indian Trade Promotion Organisation), Indian Institute of Foreign Trade (IIFT), Indian Institute of Packaging, STC & MMTC, Indian Council of Arostration, Export-houses.

6. EXPORT PROCEDURE & DOCUMENTATION

Registration Procedure, Post-shipment Procedure Export Documentation, Commercial invoice, Consular Invoice, Shipping Bill, Certificate of Origin, FORM G.R. I, FORM G.R. 3, FORM V.P./COD (each on delivery) Airway Bill, Foreign bill of exchange, Bill of lading, marine insurance documentation, Letter of credit (only meaning & parties)

r	Total 64 II
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	TE: 1. Individual question should not be allotted more than 8-10 marks. Attempt should be made to seek brief answers. Sufficient Internal choice is to be given in question paper.
2. A	Additional available hours are to be utilised in case studies analysis.
RE	FERENCE BOOKS
1	Davar, Rustom, 'modern Marketing Management'
2	Sontaki, C.N." Marketing Management"
3.	Marnosia C.B. "Marketing Management"
4.	Kotler P.O. Philin "Principles of marketing" (PHI)
c .	Group Andrew & others "Business Marketing" (Houghton)
6	Kotler Turner Marketing Management" (Prentic-Hall)
7.	Pohert R-Reeder Industrial Marketing (Prentice-rial)
8.	Dholakia N. & others, "Marketing Management" (Macminan)
9.	Luck Dovid I "Product Policy & Strategy" (PHI)
10.	Gordon Wills & Others, "Creating & Marketing New Prioduct Acrossbey
1.1	Kananian & Bennett " Consumer behaviour" (Fil)
12	Webster & Yoram Wind, "organisational Buyer Benaviour (FIII)
1 2	There have a number "Consumer Behavior (rengum)
14	Howard & Sheth "The theory of Buyer Benaviour (John Wiley)
15	Cundiff & Others, "Fundamentals of Modern Marketing (Fill)
16	Lagar & Kallay "Managerial Marketing" (Richard II wul)
17	Ramaswamy & Namkumari, "Marketing Management" (Macwiman)
10	Alderson W "Marketing Behaviour" (Richard Irwin)
19	Nicosia, Francis, "Consumer Decession Process" (Prentice-Hall)
20	Makes S C "Marketing Environment & Concepts" (TMH)

- Mehta, S.C. "Marketing Environment & Concer 21. Gandhi, J.C. "Marketing Management" (TMH) 22. Neelammegham, S. "Marketing Management & Indian Economy" (Vikas)

