



Post Graduate Government College Sector-46, Chandigarh



Affiliated to Panjab University, Chandigarh

NAAC Accredited 'A' Grade (Cycle-II)

AISHE CODE: C- 29314

INTERNAL QUALITY ASSURANCE CELL (IQAC)

Dr Rajinder Singh Koura
IQAC Coordinator

Dr Abha Sudarshan
Principal



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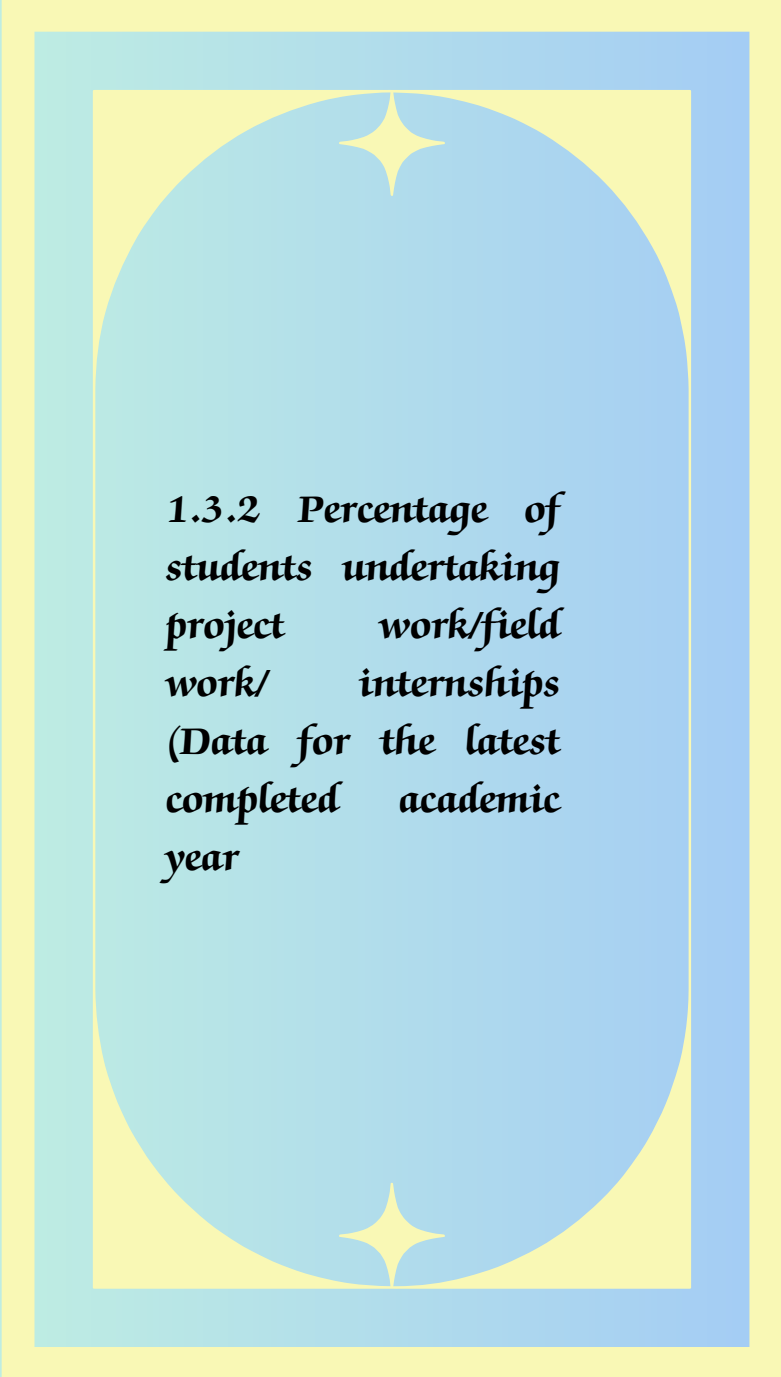


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1.3.2 Percentage of students undertaking project work/field work/ internships (Data for the latest completed academic year)

Post Graduate Government College, Sector 46, Chandigarh

1.3.2 Students undertaking project work/field work/ internships (Data for the latest completed academic year i.e. 2022-23)

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Students undertaking project work/field work/ internships Session 2022-23

Sr. No	Name	No of Students
1	MCom (After 2 nd Semester)	28
2	BCA (6 th Semester)	44
3	BBA (6 th Semester)	38
4	BA- Functional English Elective (6 th Semester)	06
5	BA- Geography Elective (6 th Semester)	55
6	BA- Advertising, Sales Promotion & Sales Management Elective (First and Second Year)	87 (42+45)
7	BA- Environment Conservation Elective (1 st Semester, 3 rd Semester, 4 th Semester and 6 th Semester)	99 (35+34+30)
	Total	357
	Repeat Students	12*
	Students undertaking Project work/Field work/Internships	345

*As per SOP, one student involved in multiple filed work or project work will be counted once

1. List of Students

Session 2022-23

M.Com

POST GRADUATE GOVERNMENT COLLEGE SECTOR-46, CHANDIGARH
POST GRADUATE DEPARTMENT OF COMMERCE

LIST OF THE STUDENTS OF MCOM II SEMESTER WHO HAVE UNDERGONE 45 DAYS SUMMER TRAINING AND SUBMITTED THE REPORT ACCORDINGLY.

S.No.	Roll No.	Name	Topic
1.	3501/22	AYUSH SANDHU	FINANCIAL ANALYSIS OF VERKA MILK PLANT
2.	3502/22	JASLEEN KAUR	A REPORT ON STUDY ON CUSTOMER SATISFACTION TOWARDS THE PRODUCTS AND SERVICES OF COOPERATIVE BANK
3.	3503/22	VRISHTI JAIN	GST-A PARADIGM SHIFT IN THE INDIAN TAXATION STRUCTURE
4.	3504/22	TARUN JATANA	CHALLENGES AND PROSPECTS OF GOODS AND SERVICES TAX IN INDIA AND ITS IMPACT ON GDP
5.	3505/22	DIVANSHI GARG	ITR E-FILING
6.	3507/22	LEHAR	HOME LOAN OF INDIAN BANK
7.	3508/22	ANJALI THAKUR	CONSUMER BUYING PATTERN TOWARDS VERKA PRODUCTS
8.	3510/22	EKTA CHOUDHARY	STUDY ON WORKING CAPITAL MANAGEMENT AND ANALYSIS IN VERKA MILK PLANT MOHALI
9.	3513/22	RITU	Job satisfaction among employees of cooperative banks
10.	3514/22	ARSHDEEP KAUR	FINANCIAL ANALYSIS OF THE ROPAR CENTRAL COOPERATIVE BANK LTD.
11.	3516/22	SAMRIDHI	RATIO ANALYSIS OF SML ISUZU LIMITED
12.	3517/22	GAUTAM CHAUDHARY	CUSTOMER SATISFACTION TOWARDS ONLINE BANKING Services : AN IMPERIAL INVESTIGATION ON HDFC BANK CUSTOMERS
13.	3518/22	PRABHJOT KAUR	TYPES OF LOANS
14.	3522/22	YASHIKA	A STUDY OF CONSUMER PERCEPTION ON BANKING IN RURAL AND URBAN AREAS
15.	3523/22	GURPREET KAUR	DIGITAL TRANSACTION AND PAYMENTS IN THE ROPAR CENTRAL COOPERATIVE BANK (SUGAR MILL BRANCH MORINDA)
16.	3526/22	MUSKAN	MARKETING STRATEGIES AND PATIENT SATISFACTION SURVEY OF LIFECARE MULTI-SPECIALTY HOSPITAL
17.	3527/22	PRIYANKA	IMPACT OF GST ON FAST MOVING CONSUMER GOODS (HINDUSTAN UNILEVER LIMITED)
18.	3528/22	PRIYA	ELECTRONIC PAYMENT SYSTEM OF UCO BANK
19.	3529/22	VARUN	CONSUMER BUYING PATTERN TOWARDS VERKA BEVERAGES
20.	3530/22	GARIMA RAWAT	FINANCIAL STATEMENT ANALYSIS OF DABUR INDIA PVT. LTD.
21.	3531/22	AARTI	FINANCIAL ANALYSIS OF INDIAN BANKS
22.	3533/22	RUCHIKA	DIGITISATION OF CASH BOOK
23.	3534/22	NAVJOT JASSAL	CHANGING PERCEPTION OF WOMEN BANK EMPLOYEES TOWARDS RISK IN INVESTMENTS
24.	3535/22	GAUTAM	SALES CREATION IN FINANCE DOMAIN AT IFM FINCOACH MOHALI
25.	3536/22	MANDEEP KAUR	ANALYSIS OF VARIOUS FINANCIAL ASPECTS RELATED TO SAS NAGAR CENTRAL COOPERATIVE BANKS (MILK PLANT BRANCH MOHALI)
26.	3537/22	SEWAK KAUR	CUSTOMER RELATIONSHIP MANAGEMENT OF THE COOPERATIVE BANK (A STUDY OF VERKA MILK PLANT)
27.	3538/22	DOLLY RATHI	CUSTOMER SATISFACTION TOWARDS PUMA PRODUCTS
28.	3539/22	HARPREET KAUR	HUMAN RESOURCE MANAGEMENT OF HYUNDAI MOTORS

Shanu
Head of Department
Department of Commerce

Principal
28/8/23

Post Graduate Govt. College
Sector 46, Chandigarh

Post Graduate Govt. College Sector-46, Chandigarh
Department of Computer Applications
BCA 3rd year Project report(2022-23)

Major Project and Seminar

S.NO.	ROLL NO	NAME	PROJECT NAME
1	4701/20	ROSHNI VERMA	Virtual assistant (vision)
2	4702/20	RAJU KUMAR RAI	Online voting system
3	4703/20	ADITYA JOSHI	Developify, portfolio website
4	4704/20	PUNEET SAINI	Car Rental Management System
5	4709/20	AMAN	Food donation website
6	4710/20	RAHUL NEGI	E-commerce website
7	4711/20	BHASKAR	Shopping cart
8	4712/20	SHAIENDRA SINGH	Social media app
9	4714/20	PRADIP KUMAR MAITY	Online Restaurant Website
10	4715/20	ARCHANA	Soulmate(dating website)
11	4716/20	BINNIE JOHN	Rango music system
12	4717/20	SHOURYAN	E-commerce website in php
13	4718/20	MOHIT JOSHI	Crime file
14	4719/20	AKASH BHUSHAN	BURN GYM (gym management system)
15	4721/20	ANAND SWARUP	Crime file
16	4724/20	YAMINI	OnlinePizzaDelivery
17	4726/20	NAVDEEP SINGH	online shopping cart
18	4728/20	PIYUSH	Recipe App
19	4729/20	NAVREET SINGH	MY PGGC APP
20	4730/20	HARSH KAUSHIK	Weather App
21	4731/20	ROHAN VERMA	RANGO MUSIC APP
22	4732/20	LOVISH	Virtual Assistant (vision)
23	4733/20	ANKIT	Ecommerce website
24	4735/20	JASHANPREET SINGH SAINI	E - commerce website in php
25	4737/20	ANJANJOT KAUR	Devolpify
26	4738/20	ARYAN DHIMAN	Soulmate (dating website)
27	4739/20	AJAY	Online resturant system
28	4740/20	ABNEESH KUMAR	Social Media App
29	4741/20	HRIDYEN PRASHAR	MY PGGC APP
30	4742/20	ANKIT YADAV	Weather app
31	4743/20	MONU	Recipes
32	4744/20	MOHD KAIF	Pet food and accessories shop e-commerce
33	4745/20	NIKHIL SHARMA	OnlinePizzaDelivery
34	4746/20	SHIVANSH GROVER	BURN GYM (gym management system)
35	4747/20	ANKIT KUMAR MISHRA	Food donation
36	4749/20	NIKHIL SAINI	Pet Food and Accessories Shop E-commerce
37	4751/20	GAJENDRA SINGH YADAV	E-commerce Website
38	4752/20	ADARSH KUMAR JHA	ODMS
39	4753/20	KUNAL SINGH	E-Commerce Website
40	4754/20	JEEVESH ARORA	newsfeast.in
41	4755/20	SIMRAN SINGH	Online voting system
42	4756/20	ABHISHEK DANGWAL	ODMS
43	4757/20	VIKAS VERMA	Car rental management system
44	4759/20	MANTU THAKUR	News feast.in

Shobhi
17/05/23

V. S.
17/05/23.

Principal
Post Graduate Govt. College
Sector-46, Chandigarh

28/8/23

Head of Department

PG GOVT. COLLEGE SECTOR-46, CHANDIGARH


(Panjab University Chandigarh)

Project Report for VIVA 2023 (BBA 6th Sem)

Date: 20/04/2023

S. No.	College Roll No.	University Roll No.	Student's Name	Title of the Project	Supervisor's Name	Student's Sign
1.	5005/20	20047258	Isha	Comparative analysis of Nestle and HUL product range	Ms. Savreet	<u>Isha</u>
2.	5008/20	20047245	Amit	Comparative analysis of Royal Enfield v/s Hero Motocorp	Ms. Savreet	<u>Amit</u>
3.	5010/20	20047267	Komlika	The diversity and inclusion of Corporate and Institutional Level	Ms. Savreet	<u>Komlika</u>
4.	5013/20	20047246	Anish Goyal	Consumer perception towards digital projects	Ms. Savreet	<u>Anish</u>
5.	5014/20	20047269	Lakshita Gupta	Preference of Human Resource Policies and Firm Reputation in working employees and future aspirants	Ms. Savreet	<u>Lakshita</u>
6.	5021/20	20047290	Vishal Yadav	Customer satisfaction towards chocolates	Ms. Savreet	<u>Vishal</u>
7.	5023/20	20047260	Jahnvi Khara	Consumers Online Purchase Intention in Cosmetic Product	Ms. Savreet	<u>Jahnvi</u>
8.	5027/20	20047271	Mukul Joshi	Customer's preference for buying electronics from Online vs. Brick and Mortar stores	Ms. Savreet	<u>Mukul</u>
9.	5032/20	20047250	Ayush Kumar Singh	Study of Patanjali Ayurveda	Ms. Savreet	<u>Ayush</u>
10.	5035/20	20047283	Sahabjeet Singh	Comparative analysis between Maruti Suzuki vs Ford	Ms. Savreet	<u>Sahabjeet</u>
11.	5036/20	20047268	Lakshay Sharma	Consumer behaviour towards Online grocery shopping	Ms. Deepika	<u>Lakshay</u>


(Dr. Manika Chopra)


(Dr. Mukesh Chauran)
Head
Dept. of Business Admin


Principal
Post Graduate School, College
Sector-46, Chandigarh

Date: 20/04/2023

12.	5037/20	20047252	Gagandeep	Comparative study between Hyundai and Toyota	Ms. Deepika	Gagandeep
13.	5039/20	20047279	Rajnish Kumari	Consumer online purchase intention in relation to Mi mobiles	Ms. Deepika	Rajnish
14.	5041/20	20047247	Anshita Mahar	Student's attitude towards Financial Independence during college	Ms. Deepika	Anshita
15.	5049/20	20047270	Mridula	Impact of Influencer Marketing on Consumer Behaviour in Food industry	Ms. Deepika	Mridula
16.	5056/20	20047277	Piyush Kumar	Impact of Loyalty Programs on Consumer's Buying Behaviour with respect to Restaurants	Ms. Deepika	Piyush
17.	5060/20	20047264	Karanveer Singh	To study the shift and preference of people from Traditional Cinema to OTT platforms	Ms. Deepika	Karanveer
18.	5061/20	20047265	Kartik Kumar	Consumer's attitude towards Indian Car makers in comparison with Foreign Car makers	Ms. Deepika	Kartik
19.	5063/20	20047261	Jasveer Kaur	A study on impact of social media on Brand Preferences of Mobile Phones in India	Ms. Deepika	Jasveer Kaur
20.	5064/20	20047262	Jatin Garg	To study the emergence of cab services as popular means of transportation	Ms. Deepika	Jatin Garg
21.	5066/20	20047286	Sehaj Singh	Impact of Branding on Consumer Behaviour: A study in relation to Fashion industry	Ms. Maitri	Sehaj Singh
22.	5067/20	20047256	Harish Chandra Lohani	Customer's preference for buying Elite Phone vs. Non-elite Phone	Ms. Maitri	Harish Lohani
23.	5068/20	20047274	Nikhil Bhardwaj	A study on emergence of Vegan Food Market in India	Ms. Maitri	Nikhil B
24.	5072/20	20047284	Sakshamdeep Singh	Impact of UPI on Savings	Ms. Maitri	Saksham
25.	5074/20	20047242	Abhishek	Consumer Buying Behaviour towards Starbucks	Ms. Maitri	Abhishek

(Dr. Manika Chopra)

(Dr. Mukesh Chauran)
Head
Dept. of Business Admin

Principal
Post Graduate Govt. College
Sector 46, Chandigarh
Kamalpat

Date: 20/04/2023

26.	5077/20	20047241	Aashish Kumar	Comparative analysis between Jio and Vodafone Idea (VI)	Ms. Maitri	<i>Aashish</i>
27.	5078/20	20047285	Sarath S Varier	Comparative study of Motorcycle manufacturers: TVS and Kawasaki	Ms. Maitri	<i>Sarath</i>
28.	5085/20	20047276	Pavas Jain	Consumer behaviour towards online shopping	Ms. Maitri	<i>Pavas</i>
29.	5088/20	20047249	Ayush Jasrotia	Marketing strategies and Brand Loyalty of Haldiram	Ms. Maitri	<i>Ayush</i>
30.	5089/20	20047253	Gagandeep Singh Dua	Comparative study of D-Mart Retail vs. Reliance Smart Retail	Ms. Monica	<i>Gagandeep</i>
31.	5091/20	20047275	Parthiv Bragta	Comparative analysis of Nike and Adidas	Ms. Monica	<i>Parag</i>
32.	5094/20	20047288	Tarun Saini	Comparative analysis between Nike and Adidas	Ms. Monica	<i>Tarun</i>
33.	5095/20	20047292	Yuvraj	Consumer preference of Nike and shoes	Ms. Monica	<i>Yuvraj</i>
34.	5097/20	20047291	Yashvi Sodhi	Consumer Buying Behaviour and Purchase intention towards Organic Food in India	Ms. Monica	<i>Yashvi</i>
35.	5098/20	20047282	Riya	Hidden Forex	Ms. Monica	<i>Riya</i>
36.	5099/20	20047272	Naman Papneja	A comparative analysis between Airtel and Jio	Ms. Monica	<i>Naman</i>
37.	5100/20	20047281	Rishabh Kumar	Comparative study between UPI and RuPay Debit Card	Ms. Monica	<i>Rishabh</i>
38.	5101/21	20047287	Shivanshu Singh Sonkhala	Customer satisfaction on Apple Iphone	Ms. Monica	<i>Shivanshu</i>

External Examiner

Monika Chopra
20/04/23
(Dr. Monika Chopra)
DAV-10 Chandigarh

[Signature]
(Dr. Mukesh Chauhan)
Head
Dept. of Business Admin

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Principal
Post Graduate Govt. College
Sector 46, Chandigarh
Kamelpacet



POST GRADUATE GOVERNMENT COLLEGE


SECTOR -46, CHANDIGARH

BA- functional english

DEPARTMENT OF ENGLISH
ON-THE-JOB TRAINING
Session 2022-23

Sr.No.	Name	Roll No.	Class	Topic
1	Anshu	6495/20	BA-III	<u>Skill Development in Broadcasting</u>
2	Meenakshi Bhatt	6084/20	BA-III	<u>Skill Development in Broadcasting</u>
3	Nitish Kumar Yadav	6392/20	BA-III	<u>Skill Development in Broadcasting</u>
4	Simranjeet Kaur	6190/20	BA-III	<u>Skill Development in Broadcasting</u>
5	Kriti Chawla	6435/20	BA-III	<u>Skill Development in Broadcasting</u>
6	Jatin Sharma	6206/20	BA-III	<u>Skill Development in Broadcasting</u>


Head, Department of English


Principal
Post Graduate Govt. College
Sector 46, Chandigarh
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BA- Geography

POST GRADUATE GOVT. COLLEGE SECTOR-46, CHANDIGARH
DEPARTMENT OF GEOGRAPHY

B.A.-3rd Year

SESSION 2022-2023

Sr. No.	Roll No	Name	Topic
1	6008/20	MEERA KUMARI	Household Survey: A case study of Dariya. near Railway Station, Chandigarh
2	6025/20	PANKAJ KUMAR OJHA	Health Status : A case study of Hallomajra Chandigarh
3	6044/20	JUGVINDER SINGH	Condition of market: A case study of Nabha Sahib, Zirakpur, Punjab
4	6045/20	KOMALPREET KAUR JASWAL	Migration : A Case Study Of Migrants in Ramdarbar
5	6058/20	HEMANT KUMAR	A Life of an Orphanage: A case study of Gur Aasra Trust, Sector-55, Chandigarh
6	6080/20	BALJOT KAUR	Women Literacy: A case study of Daddu Majra Village, Chandigarh
7	6098/20	KHUSHI	A Life of an Orphanage: A case study of Mother Teresa Orphanage, Sector-23-A, Chandigarh
8	6099/20	KAPIL YADAV	Socio Economic Survey: A case study of Palsora Village, Punjab
9	6107/20	AMRIK SINGH	Market Survey: A case study of Anandpur Sahib, Punjab
10	6118/20	MANJESH	Condition of market: A case study of Khadak Mangoli Panchkula, Haryana
11	6145/20	AMISHA GUPTA	Condition of Market: A case study of Sector-31, Chandigarh
12	6186/20	AASHISH KUMAR	Condition of Market : A case study of Sector-15, Chandigarh
13	6205/20	ROBIN SADDY	Condition of Market: A case study of Sector-2,Panchkula, Haryana
14	6240/20	POONAM	Condition of Market: A case study of Sector-41-D, Badheri Chandigarh
15	6246/20	AKASH	Condition of Market: A case study of Mandernagar, Kharar, Punjab



16	6300/20	ANIL KUMAR	Socio Economic Survey: A case study of Kharak Mangoli, Old Panchkula, Haryana
17	6304/20	MONIK KUMAR	Socio-Economic Survey of Village Gobindpura (Jangpura) Banur, SAS Nagar Mohali
18	6308/20	ABHISHEK	Health Status : A case study of Sector-24, Chandigarh
19	6344/20	GAGANDEEP SINGH	Condition of Market : A case study of Sector-15, Chandigarh
20	6346/20	ABHISHEK	Women Literacy: A case study of Daddu Majra Coloney, Sector- 38 (West) Chandigarh
21	6353/20	AMAN	Condition of Market : A Case of Study of sector 39, Chandigarh
22	6363/20	PREETI VERMA	Condition of market: A Case study of Sector-31, Chandigarh
23	6367/20	ANKIT KULDEEP	Condition of Market : A Case Study of Mandernagar, Kharar
24	6372/20	SIMRANJEET KAUR	Households Survey: A case study of Jagatpura, Punjab
25	6373/20	PRATIBHA	Condition of Market : A case study of Mubarikpur, Punjab
26	6378/20	ANISH KUMAR	Rental Problem: A case study of Sector-34, Chandigarh
27	6386/20	SAHIL KHAN	Condition of Market: A case study of Khanpur Kharar
28	6393/20	TAPAS KUMAR DUTTA	Condition of Market: A case study of Sector-24, Chandigarh
29	6399/20	KRISHINA	Condition of Market : A case study of Sector-15, Chandigarh
30	6400/20	VISHAL	Condition of Market : A Case Study of Sector-20, Chandigarh
31	6405/20	MANAK KUMAR	Household Survey: A case study of Pinjore, Haryana
32	6410/20	VINAY KUMAR	Condition of market: A case study of Sector- 46, Chandigarh
33	6424/20	PRANJAL MEDHI	Condition of Market: A case study of Sector-15, Chandigarh



34	6429/20	HARSHITA DEVI	Household Survey: A case study of Mubarikpur, Punjab
35	6436/20	GURJEET SINGH	Market Survey: A case study of Jujarnagar, Mohali, Punjab
36	6450/20	NAVJOT KAUR	Health Issue: A case study of Jagatpura, Punjab
37	6451/20	SHIV SHANKAR	Health Issue: A case study of Behlana, Chandigarh
38	6456/20	PANKAJ KUMAR	Sex Ratio of Sector 58 phase 3 SAS Nagar Mohali
39	6458/20	NAVNEET	Household Survey: A case study of Sector-25, Chandigarh
40	6459/20	MOHIT	Market Survey: A case study of Village Naya Gaon, Punjab
41	6474/20	POOJA DEVI	Household Survey: A case study of Sector 45 Burail, Chandigarh
42	6477/20	SHUBHAM SHARMA	Tourism: A case study of Sukhna Lake, Chandigarh
43	6482/20	VIVEK SHARMA	Condition of market A Case Study of sector 16 Panchkula, Haryana
44	6493/20	LAL MOHAMMAD	Livelihood Issues Worker in Sector-40, Chandigarh
45	6516/20	NEELAM	Household Survey: A case study of Baltana, Zirakpur
46	6517/20	AASHISH	Rental Problem : A Field Surey of Shivalik Green, Kharar
47	6527/20	VARUN SHARMA	Not Submitted
48	6537/20	SARITA	Condition of market: A case study of Sector- 45, Burail, Chandigarh
49	6554/20	MANSI	Conditon of Market : A Case Study of Sector-45,Burail, Chandigarh
50	6562/20	ANIL KUMAR	Condition of Market : A Case Study of Baltana
51	6578/20	AMRINDER SINGH	A Life of an Orphanage: A case study of Gur Aasra Trust, Sector-55, Chandigarh

52	6588/20	JATIN THAKUR	A Life of an Orphanage: A Case Study of Prabh Aasra Orphanage, Kharar
53	6595/20	AKSHAY	Population Survey: A case study of Sector-25, Chandigarh
54	6610/20	RAJAT GOYAL	Market Survey: A case study of Baltana, Punjab
55	6799/21	PARSHANT	Survey on social economic Road Side Worker of Chandigarh and Greater Mohali

J. Singh
 Head of Department
 Department of geography

Deepa
 28/8/23
 Principal
 Post Graduate Govt. College
 Sector 46, Chandigarh
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BA- Advertising & sales

Post graduate Government College, Sector 46, Chandigarh
Department of Advertising, Sales Promotion & Sales Management

BA 4th Semester (Session 2022-23)

Project Report and Viva-voce

Sr. no	Roll No	Name	Project Topics
1	6983/21	TRISHNA	Advertising effectiveness on Consumer Behaviour of Nivea
2	7029/21	AKSHAT JOSHI	Advertising effectiveness on Consumer Behaviour of Mountain Dew
3	7039/21	AMANJEET KAUR	Advertising effectiveness on Consumer Behaviour of Amazon
4	7064/21	ANU	Advertising effectiveness on Consumer Behaviour of Maaza
5	7079/21	MAYA MAMGHAI	Advertising effectiveness on Consumer Behaviour of Samsung
6	7096/21	BASANTI PATHAK	Advertising effectiveness on Consumer Behaviour of Ashirwad
7	7101/21	SHOBHA SINGH	Advertising effectiveness on Consumer Behaviour of Britannia
8	7117/21	DAMANPREET	Advertising effectiveness on Consumer Behaviour of Cadbury
9	7141/21	NAVJOT KAUR	Advertising effectiveness on Consumer Behaviour of L'Oreal
10	7150/21	GAURAV	Advertising effectiveness on Consumer Behaviour of Kurkure
11	7171/21	KHUSHI	Advertising effectiveness on Consumer Behaviour of LG
12	7194/21	AMAN SOOD	Advertising effectiveness on Consumer Behaviour of Realme
13	7200/21	POOJA	Advertising effectiveness on Consumer Behaviour of AMUL
14	7202/21	SIMARDEEP SINGH	Advertising effectiveness on Consumer Behaviour of Pepsi
15	7246/21	VISHAL	Advertising effectiveness on Consumer Behaviour of Slice
16	7266/21	HARPREET SINGH	Advertising effectiveness on Consumer Behaviour of Thums up
17	7283/21	TANNU	Advertising effectiveness on Consumer Behaviour of Alfa LED
18	7299/21	SIMRANJIT KAUR	Advertising effectiveness on Consumer Behaviour of Godrej
19	7313/21	SHANKIT JHA	Advertising effectiveness on Consumer Behaviour of Boat
20	7320/21	ANKIT DHANWAL	Advertising effectiveness on Consumer Behaviour of Sting
21	7344/21	MANISH KUMAR	Advertising effectiveness on Consumer Behaviour of Adidas
22	7345/21	NISHA KUMARI	Advertising effectiveness on Consumer Behaviour of Patanjali
23	7352/21	SHUBHARCHA	Advertising effectiveness on Consumer Behaviour of Lays
24	7410/21	ARJUN PATEL	Advertising effectiveness on Consumer Behaviour of Nescafe
25	7411/21	MEERA	Advertising effectiveness on Consumer Behaviour of Maggi
26	7416/21	ABHISHEK KUMAR	Advertising effectiveness on Consumer Behaviour of Coke
27	7423/21	MANISHA B K	Advertising effectiveness on Consumer Behaviour of Dabur

28	7424/21	ROHIT	Advertising effectiveness on Consumer Behaviour of Clinic Plus
29	7434/21	HASNAIN AHMED	Advertising effectiveness on Consumer Behaviour of Fogg
30	7441/21	DAVINDER SINGH	Advertising effectiveness on Consumer Behaviour of Nike
31	7447/21	RAJESH KUMAR	Advertising effectiveness on Consumer Behaviour of Swiggy
32	7455/21	KARTIK	Advertising effectiveness on Consumer Behaviour of Oreo
33	7459/21	DEEPEKA SHARMA	Advertising effectiveness on Consumer Behaviour of Zomato
34	7475/21	SHIYA	Advertising effectiveness on Consumer Behaviour of Colgate
35	7495/21	RAJAT BHATIA	Advertising effectiveness on Consumer Behaviour of Himalaya
36	7511/21	LOVEPREET SINGH	Advertising effectiveness on Consumer Behaviour of Limca
37	7516/21	ABHISHEK	Advertising effectiveness on Consumer Behaviour of Vivo
38	7518/21	MOHD ABDULLA	Advertising effectiveness on Consumer Behaviour of MDH spices
39	7537/21	SUDHIR	Advertising effectiveness on Consumer Behaviour of Airtel
40	7569/21	VIKAS	Advertising effectiveness on Consumer Behaviour of Dettol
41	7572/21	NITIKA SHARMA	Advertising effectiveness on Consumer Behaviour of Meesho
42	7586/21	SHUBHAM	Advertising effectiveness on Consumer Behaviour of Spotify
43	7608/21	POOJA	Advertising effectiveness on Consumer Behaviour of Dove
44	7611/21	HARMANJEET KAUR	Advertising effectiveness on Consumer Behaviour of Apple
45	7616/21	SHIVANI	Advertising effectiveness on Consumer Behaviour of Flipkart



Head of Department
Advertising, Sales promotion & Sales Management

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BA- Advertising and Sales

Post graduate Government College, Sector 46, Chandigarh
Department of Advertising, Sales Promotion & Sales Management

BA 2nd Semester (Session 2022-23)

Project Report and Viva-voce

Sr. no	Roll No	Name	Project Topics
1	1538	TUSHAR	Impact of Advertising on purchase of Pepsi
2	1610	TINA GHORTI	Impact of Advertising on purchase of Lays
3	1625	PRIYANKA KANDIR	Impact of Advertising on purchase of Vaseline
4	1631	SIMRAN KAUR	Impact of Advertising on purchase of Lakme
5	1636	KAREENA KUMARI	Impact of Advertising on purchase of Maggi
6	1637	PARAMVIR SINGH	Impact of Advertising on purchase of Maaza
7	1667	SACHIN KUMAR YADAV	Impact of Advertising on purchase of Apple
8	1751	RANJANA	Impact of Advertising on purchase of Bournvita
9	1764	ARUN	Impact of Advertising on purchase of Amazon
10	1777	KANCHAN KUMARI	Impact of Advertising on purchase of Glow & Lovely
11	1780	AAKASH KUMAR	Impact of Advertising on purchase of Instagram
12	1783	KAJAL KUMARI	Impact of Advertising on purchase of KFC
13	1787	KHUSHBOO	Impact of Advertising on purchase of LG
14	1798	RANJANA	Impact of Advertising on purchase of Tresemme
15	1811	CHANDNI	Impact of Advertising on purchase of Mcdonald
16	1812	SUNNY	Impact of Advertising on purchase of Thar
17	1832	SANEHA	Impact of Advertising on purchase of Dabur
18	1839	BHAVNA	Impact of Advertising on purchase of Maybelline
19	1858	GUNGUN TYAGI	Impact of Advertising on purchase of Dairy Milk
20	1875	ROHIT SHARMA	Impact of Advertising on purchase of Asian paints
21	1879	DIVANSHI	Impact of Advertising on purchase of Fanta
22	1889	AABHYA NEGI	Impact of Advertising on purchase of AMUL
23	1930	GAUTAM UMARWAL	Impact of Advertising on purchase of Kurkure
24	1936	ASHIRVAD KUMAR	Impact of Advertising on purchase of Pepsodent
25	1943	SAHIL	Impact of Advertising on purchase of Dettol
26	1953	ANKIT BARTWAL	Impact of Advertising on purchase of Surf Excel

27	1962	NIKITA DAS	Impact of Advertising on purchase of Thums up
28	2008	PRIYA SHARMA	Impact of Advertising on purchase of L'Oreal
29	2015	VINEET SINGH THAKUR	Impact of Advertising on purchase of Tata tea
30	2023	DEVINDER SINGH	Impact of Advertising on purchase of Netflix
31	2027	HITESH KUMAR	Impact of Advertising on purchase of Kia Car
32	2056	JATIN SACHDEVA	Impact of Advertising on purchase of Royal Enfield
33	2061	JYOTI	Impact of Advertising on purchase of Dove
34	2069	VAIBHAV RANA	Impact of Advertising on purchase of Patanjali
35	2070	HITESH GUPTA	Impact of Advertising on purchase of Samsung
36	2085	CHETAN	Impact of Advertising on purchase of Mountain Dew
37	2107	KHUSHI GUPTA	Impact of Advertising on purchase of BoroPlus
38	2118	CHAND	Impact of Advertising on purchase of Flipkart
39	2125	ANJALI	Impact of Advertising on purchase of Limca
40	2128	ALKA	Impact of Advertising on purchase of Good Day biscuit
41	2149	RAVI	Impact of Advertising on purchase of Sprite
42	2153	AASHITA GOSWAMI	Impact of Advertising on purchase of Coke



Head of Department
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SURVEY REPORT
BAI ENVIRONMENT CONSERVATION
2022-2023

First Semester

S.No.	Roll No	Name	Survey Report ENC SEMESTER-I
1	1528/22	SHRIANSHIKA SAINI	FMCG SURVEY REPORT
2	1543/22	JAHNVI GAUTAM	FMCG SURVEY REPORT
3	1560/22	AAKRTI	FMCG SURVEY REPORT
4	1610/22	TINA GHORTI	FMCG SURVEY REPORT
5	1640/22	PRIYANKA	FMCG SURVEY REPORT
6	1713/22	MAHIMA YADAV	FMCG SURVEY REPORT
7	1743/22	RANJEET SINGH	FMCG SURVEY REPORT
8	1780/22	AAKASH KUMAR	FMCG SURVEY REPORT
9	1783/22	KAJAL KUMARI	FMCG SURVEY REPORT
10	1801/22	JATIN BHARDWAJ	FMCG SURVEY REPORT
11	1815/22	NEHA THAKUR	FMCG SURVEY REPORT
12	1869/22	GAURAV PANDEY	FMCG SURVEY REPORT
13	1873/22	PAYAL	FMCG SURVEY REPORT
14	1882/22	SONU KUMAR	FMCG SURVEY REPORT
15	1889/22	Aabhya Negi	FMCG SURVEY REPORT
16	1896/22	HARMAN SINGH	FMCG SURVEY REPORT
17	1905/22	SAMEER AHMED	FMCG SURVEY REPORT
18	1923/22	SURAJ	FMCG SURVEY REPORT
19	1924/22	SAGAR	FMCG SURVEY REPORT
20	1936/22	ASHIRVAD KUMAR	FMCG SURVEY REPORT
21	1953/22	ANKIT BARTWAL	FMCG SURVEY REPORT
22	1957/22	JASHANPREET SINGH	FMCG SURVEY REPORT
23	1972/22	AMRITPAL SINGH	FMCG SURVEY REPORT
24	1974/22	NAVEEN SINGH	FMCG SURVEY REPORT
25	1981/22	THINLEY NAMGYAL	FMCG SURVEY REPORT
26	2005/22	SOFIAN	FMCG SURVEY REPORT
27	2007/22	SONI	FMCG SURVEY REPORT
28	2011/22	RUDR RANDEV	FMCG SURVEY REPORT
29	2020/22	PARAS BHANDARI	FMCG SURVEY REPORT
30	2021/22	ADITYA	FMCG SURVEY REPORT
31	2038/22	ROHIT	FMCG SURVEY REPORT
32	2053/22	HARSH VERMA	FMCG SURVEY REPORT
33	2094/22	NEERAJ SINGH	FMCG SURVEY REPORT
34	2098/22	PREM LATA	FMCG SURVEY REPORT
35	2123/22	REEMA KUMARI	FMCG SURVEY REPORT

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Dr. Amerpreet Kaur

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SURVEY REPORT BA II ENVIRONMENT CONSERVATION (2022-2023)

Third Semester

S.No.	Roll No	Name	Survey Report
1	7098/21	SATNAM SINGH	ENC SEMESTER-III SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
2	7137/21	GUL MAHEK	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
3	7138/21	MANISHA RAWAT	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
4	7150/21	GAURAV	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
5	7202/21	SIMARDEEP SINGH	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
6	7264/21	TARUN SINGH	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
7	7267/21	MUNISH	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
8	7272/21	DIMPLE	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
9	7292/21	DILPREET KAUR	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
10	7293/21	ASHUTOSH BIJLWAN	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
11	7314/21	BIMLESH KUMAR	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
12	7354/21	PRINCE	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
13	7389/21	ANKIT KUMAR	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
14	7399/21	AKASH	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
15	7407/21	PRINS	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
16	7410/21	ARJUN PATEL	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
17	7414/21	SHIVANI CHAWLA	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
18	7419/21	TAMANNA	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
19	7423/21	MANISHA B K	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
20	7426/21	AMAN SINGH	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
21	7433/21	LALIT KUMAR	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
22	7446/21	HARSH	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
23	7447/21	RAJESH KUMAR	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
24	7480/21	FATEHJIT SINGH	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH

Third Semester

pg 2

25	7494/21	ALTMASH	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
26	7496/21	ABHAY	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
27	7500/21	ANJALI KUMARI	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
28	7512/21	SACHIN	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
29	7548/21	SAHIL KUMAR	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
30	7555/21	MAHI BHASIN	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
31	7559/21	SEEMA	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
32	7589/21	KANCHAN	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
33	7595/21	MAYANK RAWAT	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH
34	7636/21	CHAKSHU SHARMA	SURVEY REPORTY ON AIR AND NOISE POLLUTION IN CHANDIGARH

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BA- Environment conservation

SURVEY REPORT BA II ENVIRONMENT CONSERVATION (2022-2023) *Fourth Semester*

S.No.	Roll No	Name	Survey Report
1	7098/21	SATNAM SINGH	ENC SEMESTER-IV SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
2	7137/21	GUL MAHEK	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
3	7138/21	MANISHA RAWAT	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
4	7150/21	GAURAV	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
5	7202/21	SIMARDEEP SINGH	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
6	7264/21	TARUN SINGH	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
7	7267/21	MUNISH	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
8	7272/21	DIMPLE	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
9	7292/21	DILPREET KAUR	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
10	7293/21	ASHUTOSH BIJLWAN	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
11	7314/21	BIMLESH KUMAR	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
12	7354/21	PRINCE	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
13	7389/21	ANKIT KUMAR	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
14	7399/21	AKASH	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
15	7407/21	PRINS	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
16	7410/21	ARJUN PATEL	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
17	7414/21	SHIVANI CHAWLA	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
18	7419/21	TAMANNA	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
19	7423/21	MANISHA B K	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
20	7426/21	AMAN SINGH	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
21	7433/21	LALIT KUMAR	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
22	7446/21	HARSH	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
23	7447/21	RAJESH KUMAR	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
24	7480/21	FATEHJIT SINGH	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI

25	7494/21	ALTMASH	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
26	7496/21	ABHAY	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
27	7500/21	ANJALI KUMARI	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
28	7512/21	SACHIN	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
29	7548/21	SAHIL KUMAR	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
30	7555/21	MAHI BHASIN	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
31	7559/21	SEEMA	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
32	7589/21	KANCHAN	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
33	7595/21	MAYANK RAWAT	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI
34	7636/21	CHAKSHU SHARMA	SURVEY REPORTY ON SOLID WASTE MANAGEMENT IN CHANDIGARH AND MOHALI

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BA- Environment conservation

SURVEY REPORT BA III ENVIRONMENT CONSERVATION (2022-2023) Sixth Semester

S.No.	Roll No	Name	Survey Report
1	6019/20	GARIMA	ENC SEMESTER-VI
2	6027/20	SAKSHI SINGLA	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
3	6050/20	ANSHU VERMA	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
4	6093/20	MAMTA	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
5	6102/20	HARSHITA KAUR	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
6	6108/20	GURNOOR KAUR	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
7	6115/20	AMAN RAMAVAT	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
8	6151/20	MONIKA	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
9	6175/20	KAREENA	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
10	6178/20	SANIA SHEKH	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
11	6207/20	JYOTI	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
12	6216/20	SIMMI	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
13	6293/20	ABHISHEK	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
14	6327/20	BALWINDER SINGH	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
15	6331/20	KOMAL	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
16	6351/20	VIPIN SINGH	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
17	6371/20	DHANJIT MALAKAR	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
18	6385/20	KARAN RAJ PRASHAR	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
19	6390/20	VARTIKA	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
20	6403/20	HARSHIT SHARMA	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
21	6453/20	TANVI SHARMA	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
22	6465/20	SONU	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
23	6477/20	SHUBHAM SHARMA	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
24	6485/20	RITU KUMARI	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY

Sixth Semester

25	6499/20	GAUTAM SAHOTA	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
26	6524/20	GAURAV	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
27	6544/20	SURAJ	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
28	6561/20	PRINCE KUMAR	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
29	6580/20	NEHA	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY
30	6625/20	BHOUMIK SYAL	SURVEY REPORTY ON DIFFERENT DISEASES BASED ON THEORY

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2. Link of Certificates

2. Link of Certificates

Sr. No	Name	Link of Relevant document
1	MCom	docscanner-aug-23-2023-13-49.pdf (wordpress.com)
2	BCA	NA (Not Applicable as per syllabus)
3	BBA	NA
4	BA- Functional English Elective	OJT 2022-23 - Google Docs
5	BA- Geography Elective	NA
6	BA- Advertising, Sales Promotion & Sales Management Elective	NA
7	BA- Environment Conservation Elective	NA

3. Syllabus



PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)

(Estd. under the Panjab University Act VII of 1947—enacted by the Govt. of India)

FACULTY OF BUSINESS MANAGEMENT & COMMERCE

SYLLABI

FOR

M.COM. [SEMESTER SYSTEM]

EXAMINATIONS, 2017-18

Same for 2022-23

(For Regular College/University/USOL Students)

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SCHEME OF EXAMINATION

SEMESTER-I

Paper 1	M.C.101	MANAGERIAL ECONOMICS	100 Marks
Paper 2	M.C.102	QUANTITATIVE METHODS FOR BUSINESS	100 Marks
Paper 3	M.C.103	MODERN ACCOUNTING THEORY & REPORTING PRACTICES	100 Marks
Paper 4	M.C.104	ORGANISATION THEORY AND BEHAVIOUR	100 Marks
Paper 5	M.C.105	MARKETING MANAGEMENT	100 Marks
Paper 6	M.C.106	MANAGEMENT INFORMATION SYSTEM	100 Marks
Paper 7	M.C.107	WORKSHOP ON IT APPLICATIONS IN COMMERCE <u>(For Regular Students Only)</u>	100 Marks
	M.C.107 A	IT APPLICATIONS IN COMMERCE <u>(For USOL Students Only)</u>	100 Marks
		Total	<u>700 Marks</u>

SEMESTER-II

Paper 1	M.C.201	BUSINESS ENVIRONMENT	100 Marks
Paper 2	M.C.202	RESEARCH METHODOLOGY IN COMMERCE	100 Marks
Paper 3	M.C.203	FINANCIAL MANAGEMENT AND POLICY	100 Marks
Paper 4	M.C.204	PRODUCTION AND MATERIALS MANAGEMENT	100 Marks
Paper 5	M.C.205	OPERATIONS RESEARCH	100 Marks
Paper 6	M.C.206	BUSINESS POLICY & STRATEGIC MANAGEMENT	100 Marks
Paper 7	M.C.207	SUMMER TRAINING REPORT AND VIVA VOCE <u>(For Regular College Students)</u>	100 Marks
	M.C.207 A	ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT <u>(For USOL Students Only)</u>	100 Marks
		OR	
	M.C.207 B	FINANCIAL SERVICES <u>(For USOL Students Only)</u>	100 Marks
		Total	<u>700 Marks</u>

(ii)



PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)
(Estd. under the Panjab University Act VII of 1947 — enacted by the Govt. of India)

FACULTY OF SCIENCE

SYLLABI

FOR

BACHELOR OF COMPUTER APPLICATIONS (B.C.A)

(SEMESTER SYSTEM)

PART-I, II, III

FOR

same for 2022-23

2021 – 2022 SESSIONS

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Bachelor of Computer Applications Semester – V

Paper Code	Title	L	T	P	Total	Int	Ext	Total	Exam. Duration	Credits
BCA-16-501	Computer Networks	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-502	Discrete Mathematical Structure	6	1	-	7	10	65	75	3 Hrs	3
BCA-16-503	Java Programming	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-504	Web Application Development using PHP	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-505	Lab based on BCA-16-503	-	-	6	6	-	50	50	4 Hrs	2
BCA-16-506	Lab based on BCA-16-504	-	-	6	6	-	50	50	4 Hrs	2
		24	1	12	37	40	360	400		16

Bachelor of Computer Applications Semester – VI

Paper Code	Title	L	T	P	Total	Int	Ext	Total	Exam. Duration	Credits
BCA-16-601	E-Commerce	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-602	Application Development using VB.Net	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-603	Computer Graphics and Multimedia Applications	6	-	-	6	10	65	75	3 Hrs	3
BCA-16-604	Lab based on BCA-16-603	-	-	6	6	-	50	50	4 Hrs	2
BCA-16-605	Major Project and Seminar	-	-	12	12	10	115	125		5
	Total	18	-	18	36	40	360	400		16

* This is a compulsory qualifying paper, which the students have to study in the B.A./B.Sc./B.Com./B.C.A.1st year. The students are required to qualify this paper either in the first year, second year and third year of the course. The examination will be conducted by the University.



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(Estd. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

**FACULTY OF BUSINESS MANAGEMENT
AND COMMERCE**

**OUTLINES OF TESTS SYLLABI AND COURSES OF READING
FOR
BACHELOR OF BUSINESS ADMINISTRATION
(Semester System)**

For the Session 2022-23

FOURTH SEMESTER					
BBA 221	ENGLISH & BUSINESS COMMUNICATION SKILLS	50		3	
BBA 222	FINANCIAL MANAGEMENT	100		5	1
BBA 223	RESEARCH METHODOLOGY	100		6	
BBA 224	HUMAN RESOURCE MANAGEMENT	100		6	
BBA 225	TAX LAWS - II	100		5	1
BBA 226	FUNDAMENTALS OF E-COMMERCE	100		6	
	TOTAL	550			
FIFTH SEMESTER					
BBA 301	PRINCIPLES OF INSURANCE AND RISK MANAGEMENT	100		6	
BBA 302	FINANCIAL MARKETS AND FINANCIAL SERVICES	100		6	
BBA 303	BUSINESS ENVIRONMENT	100		6	
BBA 304	ENTREPRENEURSHIP AND NEW VENTURE CREATION	100		6	
	FOR NEXT TWO PAPERS, STUDENT CAN OPT ONE AREA OUT OF THE THREE AREAS:				
	MARKETING MANAGEMENT				
BBA 305	CONSUMER BEHAVIOUR	100		6	
BBA 306	SLAES AND LOGISTICS MANAGEMENT	100		6	
	FINANCIAL MANAGEMENT				
BBA 307	FINANCIAL STATEMENT ANALYSIS	100		5	1
BBA 308	INVESTMENT MANAGEMENT	100		5	1
	HUMAN RESOURCE MANAGEMENT				
BBA 309	ORGANIZATIONAL DEVELOPMENT	100		6	
BBA 310	INDUSTRIAL RELATIONS AND LABOUR LEGISLATION	100		6	
	TOTAL	600			
SIXTH SEMESTER					
BBA 321	BUSINESS POLICY AND STRATEGY	100		6	
BBA 322	PRODUCTION AND OPERATIONS MANAGEMENT	100		6	
BBA 323	BUSINESS ETHICS AND CORPORATE GOVERNANCE	100		6	
BBA 324	PROJECT REPORT AND VIVA VOCE	50		3	
	STUDENT TO CONTINUE WITH THE SAME OPTION AS IN FIFTH SEMESTER				
	MARKETING MANAGEMENT				
BBA 325	ADVERTISING AND BRAND MANAGEMENT	100		6	
BBA 326	RETAIL MANAGEMENT	100		6	

FUNCTIONAL ENGLISH

B.A.Part III

Semester V 12 periods per week including theory and Practical

Semester VI 12 periods per week including theory and Practical

Paper	Subject	Marks
Print Journalism:		
Semester V	Print Journalism I	70 (Theory)
	Print Journalism II	20 (Viva)
Office Communication for Business:		
Semester VI	Office Communication for Business 1 Office Communication for Business II	45 (Practical) 25 Viva 20 Training
On the job training : at one of the places given below	Total Marks	180

Visit to: Radio Station, Tutorial Academy., Any Service Industry Centre, T.V.Station, Newspaper Office etc.



PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)
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SYLLABI

FOR

**B.A. & B.Sc. (GENERAL) THIRD YEAR (SEMESTER SYSTEM)
EXAMINATIONS, 2022-2023**

(SEMESTER : FIFTH AND SIXTH)

i.e

Fifth Semester : *November/December, 2022*
Sixth Semester : *April/May, 2023*

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(i)

GEOGRAPHY
SEMESTER-VI

Paper-XI: WORLD REGIONAL GEOGRAPHY- II

Max. Marks	:	70
Theory	:	60
Internal Assessment	:	10
Time	:	3 Hours

Objectives:

To provide an understanding of the concept of world regions with respect to Land, People, Polity and Economy; the physical and human resource base and their interface with economic development; development problems and prospects.

Course Content:

Study of the following regions of the world in terms of constituent countries: strategic location, salient physical, demographic and economic features, cultural patterns, resource base, economic development, problems, prospects and issues related to regional groupings (South Asian Association of Regional Cooperation, Association of South East Asian Nations, Organization of Petroleum Exporting Countries and Organization of African Unity).

UNIT-I

(i) East Asia (20 lectures)

UNIT-II

(ii) South East Asia (iii) South Asia. (30 lectures)

UNIT-III

(iv) Middle East and North Africa (20 lectures)

UNIT-IV

(v) Africa South of Sahara (20 lectures)

Note:

1. Questions will be put on region(s) as a whole and not on individual country. The questions should focus on regional perspective.
2. A map based compulsory question containing 15 short answer type questions shall be set covering the whole syllabus. The students shall attempt any 10 parts in about 30 words. Each part will carry 2 marks (Total 20 marks).
3. The whole syllabus will be divided into 4 units. Eight questions will be set out of the whole syllabus, 2 from each unit. The students will be required to attempt one question from each unit. Each question will carry 10 marks. (Total 40 marks) These will be in addition to the compulsory question.
4. Special credit will be given to suitable use of maps and diagrams. Use of unmarked stencils and colours will be allowed.
5. Six hours theory classes in a week are compulsory.
6. Internal assessment will be based on (i) class tests, (5marks) (ii) academic activities , seminar, Project , Assignment (3 marks) and (iii) attendance (2 marks).
7. For USOL, reappear/improvement candidate(s) who have not been assessed earlier for Internal Assessment, the question paper(s) in their case shall be of Maximum Marks allotted to the paper(s) concerned. **(The paper setter must put note 7 in the question paper.)**

Books Recommended**Essential Readings:**

1. Baerwald, T. J. and C. Fraser : *World Geography: A Global Perspective*. Prentis Hall, New Jersey, 1995.
2. Blij, Harm J. de Peter, O. Muller : *Geography : Regions and Concepts*, John Wiley, New York, 1993.
3. Cressy, G. B. : *Asia's Land and People*. McGraw Hill, London, 1963.
4. Dobby, E. H. G. : *South East Asia*. University of London Press, London, 1980.
5. English, Paul Ward & James, A. : *World Regional Geography: A Question of Place*, John Miller Wiley, New York, 1989.
6. Fisher, W. B. : *The Middle East*. Methuen, London, 1978.
7. Ginsburg, Norton. Ed. : *The Pattern of Asia*. Englewood Cliffs, New Jersey, 1958.
8. Hance, William, A. : *The Geography of Modern Africa*. Columbia University Press, London, 1965.
9. Jackson, Richard H. & Lloyd E. Hudman : *World Regional Geography: Issues for Today*, John Wiley, New York, 1991.
10. Kromm, D. E. : *World Regional Geography*, Saunders Publishing, New York, 1980.
11. Prichard, J.M. : *Africa*, Longman, London, 1981.
12. Salter, C. L., J.J. Hobbs et. al. : *Essentials of World Regional Geography*, Saunders College Publishing and Harcourt Brace College Publishers, Orlando, 1998.
13. Spencer, J. E. and L. T. William : *Asia, East by South: A Cultural Geography*. John Wiley & Sons, New York, 1971.
14. Spate, O. H. K. and A. T. A. Learmonth : *India and Pakistan: A General and Regional Geography*, Methuen, London, 1967.

Further Readings:

1. Don R. Hoy (Ed.) : *Essentials of Geography and Development*, Macmillan, New York, 1980.
2. Hussain, Majid : *World Regional Geography*, Rawat Publications, Jaipur, 2009.
3. Mankoo, Darshan Singh : *A Regional Geography of the World*, Kalyani Publishers, Ludhiana, 2009.
4. Singh, Malkit : *World Regional Geography*, Rasmeet Prakashan, Jalandhar, 2009.
5. Tikka, R. N., Bali, P.K. and Sekhon, M. S. : *World Regional Geography*, New Academic Publishers, 2007.

Pedagogy:

Teacher should involve maximum use of detailed maps of the countries and continents. Students should be encouraged to use atlas in classrooms. Video shows about culture, physiography and economy of these countries may be arranged if possible.

Paper - XII: FIELD SURVEY BASED REPORT**Max. Marks: 30**

Time : 3 hours

- To acquaint the students with the importance of field work as one of the methodologies in geography.
- To familiarise the students about pre-field work and post-field work i.e. data processing and analysis and writing of field work report.

Distribution of Marks

- i) Viva-Voce : 10 Marks ii) Field Report: 20 Marks

- Fieldwork (Theory):**
- (i) Role of fieldwork in Geography.
 - (ii) Scale of study and fieldwork methodology.
 - (iii) Methods of collecting primary data : Observation, Interview and Questionnaire and Measurement.
 - (iv) Methods of field study of: a farm, a village, and a town. (20 lectures)

Note: The teachers should familiarize the students in the class before collection of primary data for preparation of field work.

Fieldwork (Practical): A field report of minimum 20 pages will be prepared based on primary data on problems such as (a) local market survey, (b) service area of school/ or hospital; (c) traffic flow, and (d) socio-economic characteristics of student's village/ mohalla/ sector.

(25 lab. Sessions)

Note:

1. There will be no written paper for USOL and college students.
2. Practical exam at the respective colleges shall be conducted by one internal and one external examiner. The external examiner shall be appointed by the Principal of the respective colleges in consultation with the senior most teacher the Geography in the college.
3. Evaluation of Field Report will be done at the time of viva-voce examination. There will be no laboratory exercise at that time.
4. There will be no viva-voce examination for the candidates appearing through the USOL. They will be required to submit their Field Report with the University School of Learning (Department of Geography) at least 10 days before the commencement of their examination. Their Field Report will be evaluated by two examiners (including at least one from the USOL).
5. For the students of USOL there will be an internal assessment of 10 marks in lieu of the viva-voce examination in field report. The marks obtained by the candidate will be added to the marks awarded by the internal and external examiners evaluating the Field Report. .
6. All students are required to submit a practical record based on theoretical component listed as fieldwork (theory)
7. A fresh field report shall be prepared by failed /improvement candidates.
8. For Practical classes, the number of students in one group shall not exceed fifteen.
9. There will be 3 hours of teaching per week for this paper.
10. For USOL, reappear/improvement candidate(s) who have not been assessed earlier for Internal Assessment, the question paper(s) in their case shall be of Maximum Marks allotted to the paper(s) concerned.

The paper setter must put note 10 in the question paper.

Books Recommended**Essential Readings**

1. Jones, P.A. : *Fieldwork in Geography*, Longman, London, 1968.
2. Archer, J.E. : *Fieldwork in Geography*, E.T. Bastford Ltd., London, 1968.
& Dalton, T.H.
3. Singh, Gopal : *Mapwork and Practical Geography*, Surjeet Book Depot, Delhi, 1993.

Further Readings

1. Hudson, F.S. : *A Geography of Settlements*, MacDonal, London, 1970.
2. Singh, L.R. & : *Mapwork and Practical Geography*, Central Book
Singh, Raghunandan Depot, Allahabad, 1993, Reprint.

Pedagogy:

The students need to be trained to collect primary data, its processing and cartographic representation through taking up field exercises.



PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)
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FACULTY OF BUSINESS MANAGEMENT AND COMMERCE

SYLLABI for following Vocational Courses

(Semester System)

2020-21 Same for 2022-23

- 1. ADVERTISING SALES PROMOTION AND SALES MANAGEMENT**
- 2. FOREIGN TRADE PRACTICE AND PROCEDURE**
- 3. OFFICE MANAGEMENT AND SECRETARIAL PRACTICE**
- 4. PRINCIPLES AND PRACTICE OF INSURANCE**
- 5. TAX PROCEDURE & PRACTICE.**

Outlines of Tests, Syllabi and Courses of Reading for B.A./B.Sc. (General) First & Second Semester Examinations in the Vocational subject of **ADVERTISING SALES PROMOTION AND SALES MANAGEMENT.**

ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

B.A./B.Sc. (General)

Semester-1

Paper I- Marketing Communication **100**

Semester-2

Paper II- Advertising **100**

Note: Practical Training After 1st year (Second Semester) and Viva-Voce: **50**

Semester-3

PAPER -III: ADVERTISING MEDIA **100**

Semester-4

Paper-II: PERSONAL SELLING AND SALESMANSHIP **100**

Note: Practical Training After 2nd year (Fourth Semester) and Viva-Voce: **50**

Semester-5

PAPER-V : MANAGEMENT OF THE SALES FORCE **100**

Semester-6

PAPER – VI- SALES PROMOTIONS AND PUBLIC RELATIONS-II **100**

Examinations: Paper will be divided into three sections; Section A will consist of six short answer type questions and students would be asked to attempt any four, Section B and Section C will have four essay type questions from Unit-I and Unit-II each. Students will be asked to attempt atleast two from each section.

Duration: 3 Hours-Theory



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SYLLABI

FOR

B.A. & B.Sc. (GENERAL) FIRST YEAR
(SEMESTER SYSTEM)
EXAMINATIONS, 2022-2023

(SEMESTER : FIRST AND SECOND)

i.e

First Semester : *November/December, 2022*
Second Semester : *April/May, 2023*

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ENVIRONMENT CONSERVATION**SEMESTER – I****Paper : ENVIRONMENT AND FORESTRY**

Theory hours	Practical hours	Theory marks	Internal Assessment Marks	Practical marks	Practical-Internal Assessment Marks	Total marks
6	4	65	10	25	-	100

The number of hours for theory and practical per week shall be 6 hours and 4 hours, respectively.

Note: The practical will include survey and its project reports carrying 5 marks and 20 marks will be allotted to laboratory practical.

Instructions for paper setters:

There will be 9 questions in all, two each from Section I to IV. All questions will carry equal marks (13 marks each). Question No. I will be short answer type & will cover the whole syllabus. Candidates will attempt five questions in all, selecting one each from Section I to IV and the first compulsory question.

PAPER : ENVIRONMENT AND FORESTRY**UNIT-I**

Environment: Definition, Scope & importance of Environment. A brief introduction of Physical & biological environment.

Ecosystem: Concept of Ecosystem, Biotic & abiotic components, food chain, food web trophic levels, types of ecosystems, terrestrial and aquatic. Biogeochemical cycles - nitrogen, carbon, phosphorous and sulphur cycle.

UNIT-II

Natural Resources: Definition, type of natural resources (Renewable and nonrenewable natural resources) and the policies of their conservation. Energy resources; Fossil fuel, Alternative source of energy (Solar energy, wind power, geothermal energy, dung energy and wood energy).

UNIT-III

Forestry: Forestry, Concept, types of forests in India & the world. Deforestation, reforestation and afforestation. Major and minor forest products. Reasons of forest destruction and its impact on Environment. Community forestry, Farm forestry, Social forestry and Agroforestry.

UNIT-IV

Indoor Environment: Pollution of the in house environment pollutants in the offices, workplaces (School, Bus stand, College and Kitchens). Environmental problems linked to urban and rural lifestyle, Adulterants; Food adulterants (Wheat flour, milk, red chili powder, mustard oil, desi ghee, sweets, artificial sweetness, dyes, food allergens).

PRACTICAL

(Based on theory paper)

Laboratory work: Tests of food adulterants.

Study the forest products with help of charts and specimens.

Survey reports of indoor environmental pollutants and local forests.

A visit to forest to study different components of these ecosystems.

Books Recommended :

1. Purochit, S.S., Shammi, Q.J. & Agarwal, : Text Book of Environment Sciences, Saraswati Pub., Jodhpur, A.K. 2007.
2. Dhaliwal, G.S & Kukul, S.S. : Essentials of Environmental Sciences, Kalyani Pub., Ludhiana, 2008.
3. Chundawat, B.S. & Gautam, S.K : Text Book of Agroforestry, Raju Primalai, New Delhi. 2006.
4. Chandna, R.C. : Environmental Geography, Kalyani Pub., Ludhiana, 2006.
5. Sagreiya, K.P. : Forests and Forestry, National Book Trust, New Delhi, 2007.
6. Ralhon, P.K., Dhaliwal, G.S. & Avtar Singh : The Forests-Production and Management, Kalyani Pub., Ludhiana.
7. Arora, S. : Fundamentals of Environmental Biology, Kalyani Pub., Ludhiana, 2008.
8. Dwivedi, A.P. : Forestry in India, Surya Publications, Dehradun, 1993.

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SYLLABI

FOR

B.A. & B.Sc. (GENERAL) SECOND YEAR
(SEMESTER SYSTEM)
EXAMINATIONS, 2022-2023

(SEMESTER : THIRD AND FOURTH)

i.e

Third Semester : *November/December, 2022*
Fourth Semester : *April/May, 2023*

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ENVIRONMENT CONSERVATION**B.A. /B.Sc.(GENERAL) SECOND YEAR EXAMINATION, 2022-2023****SEMESTER-III****Paper : Air Pollution and Climate Change**

Theory Hours	Practical Hours	Theory Marks	Internal Assessment Marks	Practical Marks	Practical Internal Assessment Marks	Total Marks
6	4	65	10	20	5	100

The number of hours for theory and practical per week shall be 6 hours and 4 hours respectively.

Note: The practical will include survey and its project reports carrying 5 marks, and 20 marks will be allotted to laboratory practicals.

Instructions for paper setters :-

There will be 9 questions in all, two each from section I to IV. All questions will carry equal marks (13 marks each). Question No. I will be short answer type & will cover the whole syllabus. Candidates will attempt five questions in all, selecting one each from section I to IV and the first compulsory question.

Paper : AIR POLLUTION AND CLIMATE CHANGE

Unit-I

Atmosphere: Composition of atmosphere, Air Pollution: Sources, Classification (Natural and anthropogenic sources; primary and secondary pollutants), Smoke, Smog, Particulate Matter and Acid rain. Effects of air pollution on human health, plants, animals and material. Air (Prevention and Control of Pollution) Act, 1981.

Unit-II

Green House Effect: Definition, Green house gases, Sources of green house effect, Global Warming. Stratospheric ozone layer depletion. Role of agriculture to green house effect (paddy and livestock, biomass burning) in GHE.

Unit-III

Noise pollution: Definition, Sources, Noise standards, Silence Zones, Consequences of noise pollution.

Radioactive Pollution: Definition, Sources, effect on human health.

Mineral Resources: Types and Importance of minerals; Mineral extraction and environmental problems (limestone mining in Moussourie hills, coal mining in Jharkhand).

Unit-IV

Control: Measures and techniques to control air pollution in vehicles and industries, Green building concept, CDM (Clean Development Mechanism), Carbon sequestration. Control of noise pollution.

PRACTICAL

To monitor the level of Dust fall, SPM in surrounding atmosphere.

To monitor the level of NO_x and SO₂ in surrounding atmosphere.

To prepare a survey report on different sources causing air pollution in local area.

To prepare a survey report on noise pollution in your locality.

To visit, collect data and prepare report regarding air and water pollution from sugar mill, thermal plant, cement factory in the adjoining area like Nawanshahr, Ropar, and Hoshiarpur.

ENVIRONMENT CONSERVATION**B.A. /B.Sc.(GENERAL) SECOND YEAR EXAMINATION, 2022-2023****SEMESTER-IV****Paper : SOLID WASTE AND DISASTER MANAGEMENT**

Theory Hours	Practical Hours	Theory Marks	Internal Assessment Marks	Practical Marks	Practical Internal Assessment Marks	Total Marks
6	4	65	10	20	5	100

The number of hours for theory and practical per week shall be 6 hours and 4 hours respectively.

Note: The practical will include survey and its project reports carrying 5 marks, and 20 marks will be allotted to laboratory practicals.

Instructions for paper setters :-

There will be 9 questions in all, two each from section I to IV. All questions will carry equal marks (13 marks each). Question No. I will be short answer type & will cover the whole syllabus. Candidates will attempt five questions in all, selecting one each from section I to IV and the first compulsory question.

Unit-I

Solid waste: Sources, nature and characteristics; categories of solid waste, Biodegradable and non-biodegradable waste; Plastic nuisance. Solid waste disposal: Sanitary landfills, Composting, optimum conditions for composting, Pyrolysis, Incineration and Refuse Derived Fuels. Fly Ash utilization, MSW Handling Rules, 2000.

Unit-II

Natural disasters: Floods, earthquakes, Tsunami, land slides, drought, forest fire and Tropical cyclones.

Disaster management: pre-disaster phase, actual disaster phase, post- disaster phase.

Unit-III

Bioenergy and waste water treatment: Biogas plant: Construction and working of biogas plants, its advantages and disadvantages. Vermi-culture and Vermi-composting, Biofertilisers, Biofuels.

Waste water treatment (STP and ETP), A brief account of primary, secondary and tertiary treatment.

Unit-IV

Organic farming: Definition, Need of Organic Farming, Methods: Soil management, weed management, control of pests. Its advantages. Organic Food, its benefits.

Waste lands: Definition, Categories of waste lands, Desertification, ways of reclamation.

PRACTICAL

A visit to Composting/Vermicomposting Unit.

To prepare a survey report of municipal waste of your city (Generation to disposal).

Classify the waste of your municipality waste (Source based and Waste based)

To visit any landfill site and prepare a tour report.

To prepare a list of herbicides / pesticides / insecticides commonly used in this area

To make a list of various botanical pesticides available in the market

Assignments/project as assigned by the teacher

Books Recommended

1. Critchfield, Howard J., General Climatology, Second Edition, Prentice-Hall, Inc., 1982.
2. Houghton, J., Global Warming, The Complete Briefing, 3rd Edition, Cambridge Univ. Press, 2006.
3. Hill, M. K., Understanding Environmental Pollution, Cambridge Univ. Press, 2008.
4. Malsin, M., Global Warming, A Very Short Introduction, Oxford Univ. Press, 2009
5. Tchobanogloas, G., Integrated Solid Waste Management: Engineering, Principle and Management. McGraw Hill, USA. 1993.
6. Singh, H.M., Solid Waste Management. Alfa Publications, Delhi. 2010.
7. Bhatnagar R.K. & Palta R.K., Earthworm Vermin Culture & Vermi Composting, Kalyani, Pub. 2007.
8. Ranganathan L.S, Vermi biotechnology: From Soil Health to Human Health, Updesh Purodit Pub. Jodhpur, 2006.
9. Aggarwal, A. K., Water Pollution, APH Publications, New Delhi, 2008.
10. American Public Health Association, Standard Methods for Examination of Water and Wastewater, APHA, New York, 2003.
11. Sengupta, B., John, S. & Abraham, T. Forth Estate, A Handbook on Air, Water and Land Pollution. IDMA Foundation for Sustainable Development and BR Publications Corporation, Delhi. 2006.
12. Aggarwal, A. K., Noise Pollution. APH Publications, New Delhi, 2008.
13. Veeresh, G. K., Organic Farming. Foundation Books, Delhi, 2006.
14. Gehlot, D., Organic Farming: Components and Management, Agrobios, Jodhpur, 2010.
15. Singh, K. K. & Aleyer, L., Disaster Management: Manmade Disasters. APH Publications. 2010.
16. Dhunna, M., Disaster Management, Vayu Education of India, Delhi, 2009.
16. Sharma & Sharma, Natural Disasters, APH Publications, 2009.
17. Dara, S.S., A Textbook of Environmental Chemistry. 2nd Edition. S. Chand & Company Ltd., Ram Nagar, New Delhi, 2010.



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SYLLABI

FOR

**B.A. & B.Sc. (GENERAL) THIRD YEAR (SEMESTER SYSTEM)
EXAMINATIONS, 2022-2023**

(SEMESTER : FIFTH AND SIXTH)

i.e

Fifth Semester : *November/December, 2022*
Sixth Semester : *April/May, 2023*

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ENVIRONMENT CONSERVATION (ELECTIVE)**SEMESTER -VI****Paper: Public Awareness and Environment Issues**

Theory hours	Practical Hours	Theory marks	Internal Assessment Marks	Practical marks	Practical Internal Assessment Marks	Total Marks
6	4	65	10	20	05	100

The number of hours for theory and Practical per week shall be 6 hours and 4 hours, respectively.

Note: The practical will include survey and its project reports carrying 5 marks (Internal Assessment) and 20 marks will be allotted to Laboratory practicals.

Instructions for paper setters:

There will be 9 questions in all, two each from section I to IV. All questions will carry equal marks (13 marks each). Question No. I will be short answer type & will cover the whole syllabus. Candidates will attempt five questions in all, selecting one each from section I to IV and the first compulsory questions.

Paper : Public Awareness and Environment Issues**Section-I**

Current Environment Issues: Climate Change, Global Warming, Population Explosion, Rain water harvesting, reclamation of mining areas, impact of green revolution on environment with special reference to Punjab, Tehri Dam, Narmada Project, Bhopa Gas Tragedy, River Cleaning Project of Sant B.S. Sechewal (Punjab).

Section-II

Environmental Protection: Role of Non - Governmental Organizations (NGOs) in environmental protection (Chipko movement, For a Living Ganga by WWF, Transformation DTC fleet to CNG driven transport, Earth Hour, Green Peace (Nitrate Pollution in Punjab), KVM, Jaito). Role of individual in environment protection. Role of environmental education.

Section-III

Environmental Agencies: Role of International & National Agencies: UNEP, UNDP, WWF, MOEF, CPCB, in environment conservation and management.

A brief account on Ramsar convention, CITES (Convention on International Trade in Endangered Species), UNFCCC, Montreal Protocol, Kyoto Protocol, Copenhagen Summit.

Section-IV

RS and GIS: Definition, Application in Environment.

Biostat: Mean mode, median, standard deviation, co-relation, Regression.

Practical

Public/Mass awareness programmes in different villages and their reports.

Survey report on different diseases based theory.

Visit to a dam to study its construction and working.

To visit any NGO working for environment.

To study various indoor pollutants in houses like LPG, AC, Paints, Polish, Cosmetics, Detergents, Shampoo, Hair dyes.

To study the different tools of stat in data interpretation.

Assignments/project as assigned by the teacher.

Books Recommended:

- Jaswal & Jaswal : Environmental Law, APH Publications, New Delhi, 2006.
- Khitoliya, R. K. : Environment Protection and Law, APH Publications, 2009.
- Trivedi, R.K. : Handbook of Environmental Laws, Acts, Guidelines, Compliance and Standards, Vol. I & II, B.S. Publications, Hyderabad. 2004.
- Srivastava, A.K. : Environmental Ethics, APH Publications, 2004.
- Lillesand, T.M. and Kiefer, R.W. : Remote Sensing and Image Interpretation, John Wiley, Cambridge, 1987.
- Fazal, S. : Remote Sensing Basics, Kalyani Pub. 2008.
- Patel, A.N. & Singh, S. : Remote Sensing: Principles and Applications, Scientific Books, Jodhpur, 2009.
- Jensen, J. : Remote Sensing of the Environment, Pearson Education, Prentice Hall, 2007.
- CSE, Delhi : A Water Harvesting Manual, 2010.
- Arora, P.N. : Biostatistics, Himalayan Pub. House, 2008.
- Spencere, J. : Biodiversity: Beginners Guide, One World Publication, Oxford, 2009.
- Chaudhari, A. B. : Biodiversity Endangered, Scientific Books, 2009.
- Singh, Oraon & Prasad. : Medicinal Plants, APH Publications, 2009


 Principal
 Post Graduate Govt. College
 Sector 46, Chandigarh



4. Objectives and Rationale

M.Com

Summer Training Report

Summer Training for the MCom II Semester students required in the partial fulfillment of the Degree of Masters of Commerce of Panjab University, Chandigarh.

Need of Summer Training:

1. To learn and get some practical work experience in the specific field like marketing, finance, personnel.
2. To improve communication skills.
3. to build confidence
4. Teaches and trains about work-life balance
5. Allows to gain competitive edge
6. To gain valuable knowledge and skills that can get the students better opportunities ahead in their professional career.
7. To get a chance to learn and experience something new.
8. To know About the Career Path
9. Enhances knowledge and creativity
10. To help gain skill required for future endeavours
11. To help understand the workings of an organization
12. Awareness and Knowledge of the Challenges at the Workplace.
13. Enhance professional skills in a real-time environment.
14. Real-time work and workshop projects help to learn more analytically.
15. Certificate obtained from reputed organization give weightage to resume or curriculum vitae.
16. Summer training not only provide knowledge within the industry of their choice. But also provide exposure that how to interact with professionals in a workplace setting, and develop essential soft skills like time management, organization, adaptability,

problem solving and teamwork.

17. Provides credit for a college degree.

18. In addition, it helps in improving abilities such as working together in a group, communicating effectively, and finding solutions to problems.

Outcomes of Summer Training:

1. Practical knowledge.

2. Sharpen knowledge in the respective field

3. Promotes teamwork

4. Brushed up skills with personality development

5. Exposure to real life world.

6. It provides additional skills and education, networking opportunities, mentorship

7. Master professional soft skills such as communication, punctuality and time management.

8. Help the college students to have an opportunity to learn and get some practical work Experience

9. Build Professional Network

10. Enhances self confidence

11. Learns to apply theoretical knowledge in practical terms

12. In addition, it will provide:

a) the ability to think.

b) A thought strategy.

c) Verbal information.

Sham
(*Dr. Suresh Kumar*)
HOD-Commerce

Sham

Principal
Post Graduate Govt. College
Sector 46, Chandigarh



BCA

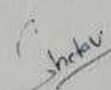
Title: Major Project and Seminar

Objectives and Rationale of Project:

BCA is a three-year undergraduate degree program that prepares students to work as software developers, systems designers, computer programmers, and other professionals in the tech world. A syllabus gives students all-encompassing expertise spanning the techniques and key domains of computer science in theoretical and practical ways to achieve this goal. It focuses on skills of planning the development of innovative projects and business ideas in order to improve professional competencies.

Such a course framework also encompasses the BCA final year project which is aimed to integrate practical and theoretical knowledge to solve real-world challenges. This final year project is quite important in a student's life. There will be several bends in the path during the duration of the project.

Selecting the right project under the able guidance of knowledgeable mentors not only helped the students in developing problem solving skills, improving experimental skills but also adds tremendous value for getting global recognition. This also aids in the enrollment of students for higher study at reputable institutions. Thus, the aim of this course is to consolidate, expand and exercise theoretical and practical skills for successful implementation of projects from start to finish by developing business plans of innovative projects.







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BBA 324: PROJECT REPORT AND VIVA VOCE


(For BBA 6th Semester Students)


As per Panjab University, Chandigarh BBA course curriculum, all the BBA 6th Semester students need to submit a Project Report based on research. Every student is allotted a teacher supervisor under whom the student does the research and submits his/her project which is evaluated through VIVA Voce of 50 marks by the external examiner appointed by the Panjab University, Chandigarh

Objective: The basic objective of the project report is to provide practical knowledge and experience of research process. Projects shall be submitted in Hard copy as well as Soft Copy. Viva Voce shall be conducted by an external examiner so that the students take the project work seriously and receive an unbiased review of the quality of their research so that they make the research work better in future.

Rationale: BBA is a six semesters (three years) undergraduate course covers under professional studies. Many students opt for MBA or similar professional courses, explore entrepreneurship opportunities or may choose in to move abroad to pursue higher education in similar discipline. All the above career paths require understanding and practical applicability of research to excel in their chosen field. Apart from this research enables critical thinking for better decision making among students helping them make rational decisions. Hence project report evaluated by viva-voce of 50 marks has been introduced in the BBA curriculum.

Methodology: For conducting research, a structured and scientific approach should be followed by students. The research report shall include an introduction chapter, research project should have chapters related to review of literature (in brief), research methodology, data analysis and interpretation and summary and conclusion. Students can collect the required data through primary source or secondary source.


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Dr. Mukesh Chaurhan
Head
Dept. of Business Admin
PGCC-46, Chandigarh

On the Job Training

BA

Functional English

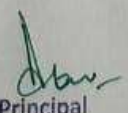
Objective:

The course is intended to break new grounds in teaching of purposeful Functional English thereby offering more scope in comparison to the existing Optional English courses at the undergraduate level.

Rationale:

It aims at training enterprising youngsters in communication at various levels by providing proficiency in Speech Skills, Oral Skills, Writing Skills and Study skills in Business/work situations. It also aims to make learners aware of the special features of format and style of formal communication through various modes, to equip learners with techniques of written communication in business situations and to expand vocabulary and develop reading comprehension of material related to business.

RymDheer
HOD - English Department


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FIELD WORK IN GEOGRAPHY

For BA 6th Semester Students

Aim and Objective:

Fieldwork is an approach through which geographical knowledge and skills can be acquired practically in the field. The field is the major source of primary geographical information (data). Therefore fieldwork involves observation, interpreting what is observed and recording the relationship on the human and physical environment.

Fieldwork - in Geography is conceived as field of study, concerned with the physical and human landscape in both urban and rural settings and whose teaching must be based on three-fold study approach namely:

- Observation
- Recording and interpretation
- Making if generalisations based on this approach

Fieldwork involves a number of activities, it involves both technical and Organisational decisions. The pre-field work preparation in the organisation of fieldwork is very important the success and failure will largely depend on how well pre-field preparations were made.

Technical Decisions

- Identify the topic to work on
- Set objectives of the study
- Identify area where to carry out fieldwork
- A pilot study of the fieldwork area
- Determine methods to use in carrying out fieldwork
- The equipment to use
- Permission to carry out fieldwork

Organisational Decisions

- Route plan

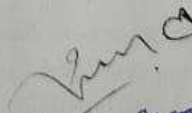
- Estimation of time
- What activities to carry out, where and how
- How much time to spend on each activity
- Mark particular areas of interest
- Instructions to give to students
- Essential equipment
- Data to carry out fieldwork.


Rationale:

Fieldwork is designed to provide the student with an opportunity for a practical, "real world" experience for the purpose of developing direct leadership, programming, and administrative skills sufficient for entry into a professional career.

At the completion of Fieldwork, students will have:

1. Gained exposure to and responsibility for varied practical situations under qualified supervision.
2. Gained knowledge and competence in working with individuals and groups in a structured program setting.
3. Developed an in depth understanding of kinesiology and health interests and needs, and the variations of services delivered by multiple kinesiology and health service agencies and organizations.
4. Demonstrated through actions a level of competence in leadership, programming, and administrative abilities, as well as a commitment to human values and ethics.
5. Demonstrated analytical and research abilities by means of written reports on the organizational structure and administrative functions of the Fieldwork agency.


HOD- Geography Deptt.


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Advertising, Sales promotion and Sales Management

Project Report and Viva-Voce

For BA First Year and Second Year students


Every student of subject- Advertising, Sales promotion and Sales Management needs to submit Project Report at the end of First year and second year. Topic of Project report can be on advertising, sales, personal selling or marketing which is allotted by department faculty to the students. Students may select any company brand of their choice. Department provides questionnaire to the students. Students collect primary data related to their company on specific topic and analysed & summarised the same in the form of project report. At the end of semester, project report is evaluated by the internal and external examiner. External Examiner is designated by the Controller of Examination, Panjab University. The Examiner evaluate the project report and conduct viva-voce examination for 25 marks. The award lists duly signed are to be sent the Controller of Examinations.

Objectives:


- To impart practical knowledge about advertising, marketing and sales concepts.
- To develop creative skills among the students.
- To acquaint students with approaches and methods to develop, execute and evaluate advertising campaigns of different companies.
- To measure effectiveness of advertisement and know its implications on society.
- To make students understand about the various companies and brands.
- To provide the basic ideas and concepts of research areas.
- To clarify the research aims and functions.
- To understand constitutional values and provisions for research in advertising, marketing & selling.
- To develop analytical and critical thinking based on the themes and issues of advertising, marketing & selling.
- To make students to understand importance of consumer research and the use of consumer research for decision-making within the advertising and sales strategy development process.
- To help students analyse consumer insights and develop advertising strategies to address communication problems.

Rationale:

The students will learn advertising, marketing and sales briefs based on various theoretical models of consumer insights and strategy planning approaches and help them collaborate with researchers, clients and creative professionals in the development of advertising and marketing strategies in future. Students will develop their ability to reflect upon the strengths and weaknesses of advertising and marketing strategies and recommend possible improvements and can work collaboratively to plan and produce advertising and marketing projects in future.


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HOD - Advertising & Sales
Deptt

Department of Environment Studies

Subject: Environment Conservation

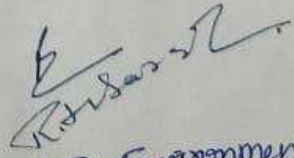
Survey Report

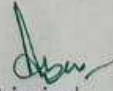
Objectives:

1. To characterise the state of Environment in the given area by analysing air, water, soil noise and biodiversity
2. To compare and apply the current data with secondary data by overlaying the data to understand the trend of changing environmental factors
3. To analyse and understand the changes in the environmental factors and life support systems
4. To study the possible and available solutions along with devising novel solutions to the impending environmental issues at the local level
5. To critically examine the current usage of environmental resources and devise sustainable usage and management of resources

Rationale:

Study of Environment Conservation calls for extensive field surveys and studies to put the theoretical knowledge in practice. Field work provides the grassroot level understanding of various environmental issues and problems. The analysis of various factors in the real environment helps in comprehensive understanding of the ecological life support systems and threat posed to them by anthropogenic activities. The surveys help in close interaction with the general public and examine their understanding of the issues, devising a strong social aspect of environment protection and conservation. The surveys fulfil the dual purpose of generating awareness as well as gauging the understanding of the public on environmental issues.


HOD- Environment Deptt.


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