

SEMESTER V / VI

USCOD520/USCOD620 - CONSUMER GUIDE AND EMPOWERMENT

| Year/ Semester | Course Code | Title of the course | Course type | Course category | No. of Hours | Credits | Marks |
|-------------------|-----------------------|--------------------------------------|----------------|----------------------------|--------------------|---------|-------|
| III/V/VI | USCOD520/ USCOD620 | Consumer Guide and Empowerment | Theory | Skill Based Elective | 2 | 2 | 40+60 |

Course Objectives

- 1.To understand the advantages and limitation of the consumer movement and the right of consumer
- 2.To understand the role of the consumer guidance society of India
- 3.It get information about demerits or defects of products from consumer and suggests remedial measures
- 4.Students learn food safety and standards authority of India
5. Students will be able to appreciate the emerging questions and policy issues in consumer law for future research

Course Learning Outcomes (CLO)

- 1.Gain knowledge on Consumer Movement
2. Apprehend Knowledge on Right to Information act
- 3.Acquire Theoretical Knowledge Consumer Protection act
- 4.Know About FSSAI 2006 Act
- 5.Have In-Depth Knowledge on Certification Marks

CO's consistency with PO'S

| CO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|----|-----|-----|-----|-----|-----|-----|
| 1 | H | M | H | H | H | H |
| 2 | H | M | H | H | H | H |
| 3 | H | H | M | H | M | M |
| 4 | M | H | H | M | H | M |
| 5 | H | M | H | H | H | M |

(Low – L, Medium – M, High – H)

CO's consistency with PSO'S

| CO | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
|----|------|------|------|------|------|------|
| 1 | H | M | H | H | H | H |
| 2 | H | M | H | H | H | H |
| 3 | H | H | M | H | M | M |
| 4 | M | H | H | M | H | M |
| 5 | H | M | H | H | H | M |

(Low – L, Medium – M, High – H)

Course Syllabus

Unit I: Consumer Awareness Movement (6 Hours)

- 1.1 Consumer Awareness Movement (K₁, K₂)
- 1.2 Gandhiji's quote - Brief History (K₁, K₂)
- 1.3 Main features and Provision for Consumer Rights (K₁, K₂)
- 1.4 Responsibilities towards each Right (K₁, K₂, K₃)
- 1.5 Critical Awareness (K₁, K₂, K₃)
- 1.6 Environmental concern and United Nations Guidelines (K₁, K₂)

Unit II: Right to Information (6 Hours)

- 2.1 Right to Information Act (K₁, K₂)
- 2.2 Public information Officer and Assistant (K₁, K₂)
- 2.3 Supply of Information to Associations (K₁, K₂, K₃)
- 2.4 Time period for supply of Information (K₁, K₂)
- 2.5 Appeals and Complaints (K₁, K₂, K₃)
- 2.6 Third party Information and Disclosure (K₁, K₂, K₃)

Unit III: Consumer Protection Act 1986 (6 Hours)

- 3.1 Consumer Protection Act 1986 (K₁, K₂, K₃)
- 3.2 Preliminary (Introduction, commencement and application) (K₁, K₂)
- 3.3 Consumer Protection Council (K₁, K₂, K₃)
- 3.4 Establishment, Composition, Jurisdiction, Complaint, Manner, Procedure on Receipt of Complaint finding, Appeal (K₁, K₂)
- 3.5 Finality of order -limitation Period (K₁, K₂)
- 3.6 Administrative control and Enforcement of Orders by the Redressal Agencies (K₁, K₂, K₃)

Unit IV: FSSAI ACT 2006 (Food Safety and Standards) (6 Hours)

- 4.1 FSSAI Act 2006 (K₁, K₂, K₃)
- 4.2 Food safety and standards Authority of India (K₁, K₂)
- 4.3 General provisions as to Articles of Food (K₁, K₂)
- 4.4 Compliance steps of FBO (K₁, K₂)
- 4.5 Liability of the Manufacturers, Packers, Wholesalers, Distributors and Sellers
Food Recall Procedures (K₁, K₂)
- 4.6 Offences and penalties, General Provisions relating to Penalty (K₁, K₂, K₃)

Unit V: Certification Agencies - Certification Mark (6 Hours)

- 5.1 Certification Agencies (K₁, K₂)
- 5.2 Certification Marks, BIS Hall Mark, AGMARK, ISI Mark, FPO Mark (K₁, K₂, K₃)
- 5.3 Vegetarian and Non Vegetarian Mark, Geographical Indication Mark (K₁, K₂, K₃)
- 5.4 Significance of Certification Mark (K₁, K₂)
- 5.5 Bureau of Indian Standards (K₁, K₂, K₃)
- 5.6 Objectives and Activities (K₁, K₂)

Text Books:

- 1.E-books available in the FSSAI website like
- 2.Dart, Pink, Yellow and Orange books
3. Newsletters (quarterly publications) of State Consumer Knowledge Helpline Resource Management Portal (SCHKRMP)
- 4.“Nugarvor Kavasam” a publication by the Department of Civil Supplies and Consumer

Web Resources:

1. www.consumer.tn.gov.in – publications
2. www.consumeradvice.in – publications

SEMESTER I / II**USCOA120/USCOA220 - CONSUMER AWARENESS**

| Year/ Semester I/II | Course Code USCOA120/ USCOA220 | Title of the course Consumer Awareness | Course type Theory | Course category Skill Based Elective | No. of Hours 2 | Credits 2 | Marks 40+60 |
|---------------------------|---|---|--------------------------|--|----------------------|--------------|----------------|
|---------------------------|---|---|--------------------------|--|----------------------|--------------|----------------|

Course Objectives

1. To create awareness among the students with regard to consumer movement.
2. To enable the students learn the rights of consumer.
3. To analyse the methods of handling grievances and its redressal measures.
4. To impart them the procedure for filing complaint.
5. To learn ways and means in safeguarding the rights of consumers.

Course Learning Outcomes(CLO)

1. Students gain an insight knowledge on consumer awareness movement and FSSAI 2006.
2. Students were familiarised with the rights of consumers.
3. Students gained thorough knowledge in handling grievances and its redressal measures.
4. Students were well versed in filing the complaints and appeals.
5. Students gained conceptual knowledge on the social responsibilities of the consumers.

COs consistency with POs

| CO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 |
|----|---------|---------|---------|---------|---------|---------|
| 1 | H | M | H | M | H | H |
| 2 | H | M | H | H | H | H |
| 3 | H | M | H | H | M | H |
| 4 | H | H | H | H | M | H |
| 5 | H | H | H | H | H | H |

Low – L, Medium – M, High - H

COs consistency with PSOs

| CO | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 |
|----|----------|----------|----------|----------|----------|----------|
| 1 | M | H | L | M | M | M |
| 2 | H | H | M | L | H | M |
| 3 | H | M | M | M | M | M |
| 4 | H | M | M | M | H | H |
| 5 | M | M | M | H | H | M |

Low – L, Medium – M, High - H

Course Syllabus

Unit I: Consumer protection Act

(6 Hours)

- 1.1 Gandhi's Quote - Brief History (K₁,K₂)
- 1.2 Consumer Protection Act, 1986 (K₁,K₂)
- 1.3 Rights of Consumer (K₁,K₂)
- 1.4 United Nations Guidelines (K₁,K₂)
- 1.5 Responsibility of consumers (K₁,K₂)
- 1.6 Standard Certification Marks (K₁,K₂)

Unit II: Right to Information Act

(6 Hours)

- 2.1 Meaning of Brand name, label, Package & Trade Mark (K₁,K₂)
- 2.2 Advertisements, print and Electronic Media (K₁,K₂)
- 2.3 Official records and citizen charter (K₁,K₂)
- 2.4 Meaning of right to Choose (K₁,K₂)
- 2.5 Platforms for consumer representation (K₁,K₂)
- 2.6 Consumer Protection Councils (K₁,K₂)

Unit III: Right to Redressal – I

(6 Hours)

- 3.1 Types of Grievances (K₁,K₂)
- 3.2 Remedies available under the Consumer Protection (K₁,K₂)
- 3.3 Restrictive Trade Practice Act, 1986 (K₁,K₂)
- 3.4 Unfair Trade Practice (K₁,K₂)
- 3.5 Pre-packed goods and unfair trade practices (K₁,K₂)
- 3.6 Advertising Standards Council of India (K₁,K₂)

Unit IV: Right to Redressal – II

(6 Hours)

- 4.1 Definitions; goods, services, Consumer of Goods, consumer of Services, Complaint, complainant, consumer dispute, defect, deficiency, Appropriate laboratory, manufacturer (K₁,K₂)
- 4.2 Filing a complaint (K₁,K₂)
- 4.3 Procedure on receipt of complaint (K₁,K₂, K₃)
- 4.4 Appeals (K₁,K₂,K₃)
- 4.5 District Forum, State Commission and National Commission (K₁,K₂)
- 4.6 Composition, Appointment, Term of office (K₁,K₂)

Unit V: Consumer Responsibilities and Case laws and other tips

(6 Hours)

- 5.1 Responsibilities (K₁, K₂)
- 5.2 Critical Awareness – Social Responsibility (K₁, K₂)
- 5.3 Environmental Awareness (K₁, K₂)
- 5.4 Solidarity (K₁, K₂)
- 5.5 Responsibilities in association with all the Rights (K₁, K₂)
- 5.6 Leading Case Laws (K₁, K₂)

Reference Book:

1. E-books available in the FSSAI website like Dart, Pink, Yellow and Orange books
2. Newsletters (quarterly publications) of State Consumer Knowledge Helpline Knowledge Resource Management Portal (SCHKRMP)

3. "Nugarvor Kavasam" a publication by the Department of Civil Supplies and Consumer

Web Resources:

www.consumer.tn.gov.in

www.consumeradvice.in

SEMESTER IV

UCCOK20 - MARKETING

| Year/ Semester II/IV | Course Code UCCOK20 | Title of the course Marketing | Course type Theory | Course category Core | No. of Hours 5 | Credits 5 | Marks 40+60 |
|----------------------------|---------------------------|-------------------------------------|--------------------------|----------------------------|----------------------|--------------|----------------|
| | | | | | | | |

Course Outcomes:

1. To identify, understand and satisfy the needs of customers and markets.
2. To provide knowledge on various marketing functions.
3. To analyse consumer behaviour and decision making process.
4. This course enables the students to understand marketing mix elements.
5. To understand the dynamics of marketing and to know about latest trends in marketing.

Course Learning Outcomes(CLO):

The learners will able to:

1. Classify the various marketing activities and to summarize consumer behavior and decision making process.
2. Evaluate the strategies used by the marketers to sustain a product for longer period.
3. Familiarise the factors influencing pricing decisions.
4. Acquire knowledge on various promotional mix used by marketers to promote goods and services.
5. Understand the various methods of channels of distribution and familiarize with latest Technologies.

COs consistency with POs

| CO | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 |
|----|---------|---------|---------|---------|---------|---------|
| 1 | H | H | H | H | H | H |
| 2 | H | H | H | H | H | H |
| 3 | H | H | H | H | H | H |
| 4 | H | H | H | H | H | H |
| 5 | H | H | H | H | H | H |

(Low – L, Medium – M, High – H)

COs consistency with PSOs

| CO | PSO 1 | PSO 2 | PSO 3 | PSO 4 | PSO 5 | PSO 6 |
|----|----------|----------|----------|----------|----------|----------|
| 1 | H | M | L | L | M | M |
| 2 | H | H | M | H | H | M |
| 3 | H | M | M | M | M | M |
| 4 | H | M | M | M | H | H |
| 5 | M | M | M | H | H | M |

Low – L, Medium – M, High - H

Course Syllabus

Unit I: Introduction

(15 Hours)

- 1.1 Market, Meaning, Types, Marketing, Meaning, Definition (K₁, K₂)
- 1.2 Functions of Marketing, Role and Importance (K₁, K₂, K₃, K₄)
- 1.3 Marketing Mix, Classification of Goods (K₂, K₃, K₄)
- 1.4 Market Segmentation (K₂, K₃, K₄)
- 1.5 Consumer Behaviour, Meaning and Importance (K₁, K₂, K₃, K₄)
- 1.6 Services Marketing, Difference between Product and Service, 7Ps of Service Marketing (K₂, K₃, K₄)

Unit II: Product Mix

(15 Hours)

- 2.1 Product, Meaning, Importance and Features (K₁, K₂, K₃)
- 2.2 New Product Planning and Development, Types (K₂, K₃, K₄)
- 2.3 Product Mix, Product Life Cycle (K₂, K₃, K₄)
- 2.4 Branding, Brand Loyalty and Equity (K₁, K₂, K₃, K₄)
- 2.5 Copyrights, Trademarks and Patents (K₁, K₂, K₃, K₄)
- 2.6 Packing. (K₃, K₄)

Unit III: Price Mix

(15 Hours)

- 3.1 Pricing, Meaning, Definitions, Objectives (K₁, K₂, K₄)
- 3.2 Types of Pricing (K₂, K₃, K₄)
- 3.3 Methods of Pricing (K₂, K₃, K₄)
- 3.4 Pricing Strategies (K₂, K₃, K₄)
- 3.5 Factors affecting pricing (K₁, K₂, K₃, K₄)
- 3.6 Pricing in Product Life Cycle. (K₁, K₂, K₃, K₄)

Unit IV: Promotion Mix

(15 Hours)

- 4.1 Promotion, Meaning, Need (K₁, K₂)
- 4.2 Promotion Mix, Meaning (K₁, K₂, K₃, K₄)
- 4.3 Types of promotional mixes (K₁, K₂, K₃, K₄)
- 4.4 Promotional mixes, strategies, Forms (K₁, K₂, K₃, K₄)
- 4.5 Advantages, Limitations (K₁, K₂)
- 4.6 Promotions in Product Life Cycle. (K₁, K₂, K₃, K₄)

Unit V: Channels of distribution and Electronic Marketing

(15 Hours)

- 5.1 Channels of Distribution I, Meaning, Definition, Types (K₁, K₂)
- 5.2 Market consideration, Logistic Management. (K₂, K₃, K₄)
- 5.3 Channels of Distribution II, Middlemen in Distribution, Agent Middlemen and Merchant Middlemen (K₁, K₂, K₃)
- 5.4 Wholesalers and Retailers, Recent Trends in Marketing (K₁, K₂, K₃, K₄)
- 5.5 Tele-Marketing, Relationship Marketing, Word of Mouth Marketing, Test Marketing (K₁, K₂, K₃, K₄)
- 5.6 E-Marketing, Meaning, Types, Participants in E-Marketing, Crisis Marketing Techniques during the Pandemic period (K₁, K₃, K₄)

Text Books:

1. Pillai R.S.N. and Bagavathi V. – Modern Marketing – S. Chand and Co. Ltd., New

Delhi,2015

2. Natatrajan L. – Marketing – Margham Publications, Chennai.(latest Edition)

Reference Books:

- 1 .Philip Kotler and Gary Armstrong –Principles of Marketing – Pearson Education India, New Delhi,2015
2. Gupta C.B. and Rajan Nair N. – Marketing Management Text and Cases – Sultan Chand and Sons, New Delhi,2018
3. Kavitha Sharma and Dr. Swathi Agarwal, Principles of Marketing, Taxmann Publication, New Delhi,2018
4. Govindarajan M. Marketing Management, Concepts, Cases, Challenges and Trends, Prentice Hall India Learning Private Ltd., New Delhi, Reprint2012
5. Jayachandran S. – Marketing Management – SAI Book House, Hyderabad, Edition2018

Web Resources:

1. Content Marketing Institute
2. Marketing Profs
3. American Marketing Association
4. eMarketer
5. Direct Marketing News
6. <https://www.sitepoint.com>
7. <http://www.ethinos.com>