

RIG INSTITUTE OF HOTEL MANAGEMENT
SEMESTER – II (17 WEEKS)

Higher Diploma Component

WEEKLY TEACHING SCHEME (17 WEEKS)

No.	Subject code	Subject	Hours per week	
			Th.	Pr.
1	FP 2	Foundation Course in Food Production	02	08
2	FBS 2	Foundation Course in Food & Beverage Service	02	04
3	FO 2	Foundation Course in Front Office	02	02
4	ACCO 2	Foundation Course in Accommodation Operations	02	02
5	ENG 2	English	02	-
6	TS 2	Tourism Studies	02	-
7	MKT	Marketing	02	-
TOTAL:			16	16
GRAND TOTAL			32	

EXAMINATION SCHEME

No.	Subject code	Subject	Term Marks*	
			Th.	Pr.
1	FP 2	Foundation Course in Food Production	100	100
2	FBS 2	Foundation Course in Food & Beverage Service	100	100
3	FO 2	Foundation Course in Front Office	100	100
4	ACCO 2	Foundation Course in Accommodation Operations	100	100
5	ENG 2	English	100	-
6	TS 2	Tourism Studies	100	-
7	MKT 2	Marketing	100	-
TOTAL:			700	400
GRAND TOTAL			1100	

* Term marks will comprise 30% Incourse & 70% Term end exam marks.

FP TH 2 - FOUNDATION COURSE IN FOOD PRODUCTION (THEORY)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

S.No.	Topic	Hours	Weight age
01	SOUPS A. Basic recipes other than consommé with menu examples a. Broths b. Bouillon c. Puree d. Cream e. Veloute f. Chowder g. Bisque etc B. Garnishes and accompaniments C. International soups	02	10%
02	SAUCES & GRAVIES A. Difference between sauce and gravy B. Derivatives of mother sauces C. Contemporary & Proprietary	03	10%
03	MEAT COOKERY A. Introduction to meat cookery B. Cuts of beef/veal C. Cuts of lamb/mutton D. Cuts of pork E. Variety meats (offals) F. Poultry (With menu examples of each)	04	15%
04	FISH COOKERY A. Introduction to fish cookery B. Classification of fish with examples C. Cuts of fish with menu examples D. Selection of fish and shell fish E. Cooking of fish (effects of heat)	03	10%
05	RICE, CEREALS & PULSES A. Introduction B. Classification and identification C. Cooking of rice, cereals and pulses D. Varieties of rice and other cereals	01	5%
06	i) PASTRY A. Short crust B. Laminated C. Choux D. Hot water/Rough puff <ul style="list-style-type: none"> • Recipes and methods of preparation • Differences • Uses of each pastry • Care to be taken while preparing pastry • Role of each ingredient • Temperature of baking pastry 	02	5%
	ii) Flour	03	10%

	A. Structure of wheat B. Types of Wheat C. Types of Flour D. Processing of Wheat – Flour E. Uses of Flour in Food Production F. Cooking of Flour (Starch) iii) SIMPLE BREADS A. Principles of bread making B. Simple yeast breads C. Role of each ingredient in break making D. Baking temperature and its importance		
07	PASTRY CREAMS A. Basic pastry creams B. Uses in confectionery C. Preparation and care in production	02	5%
08	BASIC COMMODITIES: i) Milk A. Introduction B. Processing of Milk C. Pasteurisation – Homogenisation D. Types of Milk – Skimmed and Condensed E. Nutritive Value ii) Cream A. Introduction B. Processing of Cream C. Types of Cream iii) Cheese A. Introduction B. Processing of Cheese C. Types of Cheese D. Classification of Cheese E. Curing of Cheese F. Uses of Cheese iv) Butter A. Introduction B. Processing of Butter C. Types of Butter	02 01 02 01	15%
09	BASIC INDIAN COOKERY i) CONDIMENTS & SPICES A. Introduction to Indian food B. Spices used in Indian cookery C. Role of spices in Indian cookery D. Indian equivalent of spices (names) ii) MASALAS	02	5%

	<ul style="list-style-type: none"> A. Blending of spices B. Different masalas used in Indian cookery <ul style="list-style-type: none"> • Wet masalas • Dry masalas C. Composition of different masalas D. Varieties of masalas available in regional areas E. Special masala blends 		
10	KITCHEN ORGANIZATION AND LAYOUT <ul style="list-style-type: none"> A. General layout of the kitchen in various organisations B. Layout of receiving areas C. Layout of service and wash up 	02	10%
TOTAL		30	100%

FP PR 2 -FOUNDATION COURSE IN FOOD PRODUCTION (PRACTICAL)

PART A - COOKERY

HOURS ALLOTTED: 60

MAXIMUM MARKS: 50

S.No	Topic	Method	Hours
1	<ul style="list-style-type: none"> • Meat – Identification of various cuts, Carcass demonstration • Preparation of basic cuts-Lamb and Pork Chops , Tornado, Fillet, Steaks and Escalope • Fish-Identification & Classification • Cuts and Folds of fish 	Demonstrations & simple applications	04
2	<ul style="list-style-type: none"> • Identification, Selection and processing of Meat, Fish and poultry. • Slaughtering and dressing 	Demonstrations at the site in local Area/Slaughtering house/Market	04
3	<p>Preparation of menu</p> <p>Salads & soups- waldrof salad, Fruit salad, Russian salad, salade nicoise, Cream (Spinach, Vegetable, Tomato), Puree (Lentil, Peas Carrot) International soups</p> <p>Chicken, Mutton and Fish Preparations- Fish orly, a la anglaise, colbert, meuniere, poached, baked Entrée-Lamb stew, hot pot, shepherd's pie, grilled steaks & lamb/Pork chops, Roast chicken, grilled chicken, Leg of Lamb, Beef</p> <p>Simple potato preparations- Basic potato dishes</p> <p>Vegetable preparations- Basic vegetable dishes</p> <p>Indian cookery- Rice dishes, Breads, Main course, Basic Vegetables, Paneer Preparations</p>	Demonstration by instructor and applications by students	52
TOTAL			60

PART B - BAKERY & PATISSERIE
HOURS ALLOTTED: 60 MAXIMUM MARKS: 50

S.No	Topic	Method	Hours
1	PASTRY: Demonstration and Preparation of dishes using varieties of Pastry <ul style="list-style-type: none"> • Short Crust – Jam tarts, Turnovers • Laminated – Palmiers, Khara Biscuits, Danish Pastry, Cream Horns • Choux Paste – Eclairs, Profiteroles 	Demonstration by instructor and applications by students	20
2	COLD SWEET <ul style="list-style-type: none"> • Honeycomb mould • Butterscotch sponge • Coffee mousse • Lemon sponge • Trifle • Blancmange • Chocolate mousse • Lemon soufflé 	Demonstration by instructor and applications by students	20
3	HOT SWEET <ul style="list-style-type: none"> • Bread & butter pudding • Caramel custard • Albert pudding • Christmas pudding 	Demonstration by instructor and applications by students	12
4	INDIAN SWEETS Simple ones such as chicoti, gajjar halwa, kheer	Demonstration by instructor and applications by students	08
TOTAL			60

MARKING SCHEME FOR PRACTICAL EXAMINATION (SEM-II) FP PR 2

MAXIMUM MARKS	:	100
PASS MARKS	:	50
TOTAL TIME ALLOWED	:	06.00 HRS
TIME ALLOWED FOR INDENTING & PLAN OF WORK	:	30 MINUTES
SCULLERY & WINDING UP	:	30 MINUTES

All menu items to be made from the prescribed syllabus only

Part – A (Cookery)

1. One salad OR soup	10
2. One main course (Fish/Chicken/Mutton/Beef/Pork)	15
3. One potato preparation	05
4. One vegetable preparation	05
5. Journal	05
	40

Part – B (Bakery)

1. Bread or bread rolls	10
2. One dish made from short crust/laminated/Choux paste	10
3. One dessert hot or cold	15
4. Journal	05
	40

Part – C (General Assessment)

1. Uniform & Grooming	05
2. Indenting and plan of work	05
3. Scullery, equipment cleaning and Hygiene	05
4. Viva	05
	20

PARAMETERS OF ASSESMENT OF EACH DISH

A) Temperature	20%
B) Texture / Consistency	20%
C) Aroma / Flavour	20%
D) Taste	20%
E) Presentation	<u>20%</u>
	<u>100%</u>

NOTE:

1. Journal is not allowed during indenting or practical. It must be handed over to the examiner before commencement of examination.
2. Invigilation will be done by both internal and external persons.
3. Each student will cook 04 portions of each dish/item.
4. Extra ingredients may be made available in case of failure but of limited types and quantity (groceries and dairy products only). Only one extra attempt may be permitted.
5. Uniform and grooming must be checked by the examiners before commencement of examination.
6. Students are not allowed to take help from books, notes, journal or any other person.

FBS 2- FOUNDATION COURSE IN FOOD & BEVERAGE SERVICE (THEORY)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

S.No.	Topic	Hours	Weight age
01	<p>MEALS & MENU PLANNING:</p> <p>A. Origin of Menu</p> <p>B. Objectives of Menu Planning</p> <p>C. Types of Menu</p> <p>D. Courses of French Classical Menu</p> <ul style="list-style-type: none"> • Sequence • Examples from each course • Cover of each course • Accompaniments <p>E. French Names of dishes</p> <p>F. Types of Meals</p> <ul style="list-style-type: none"> • Early Morning Tea • Breakfast (English, American Continental, Indian) • Brunch • Lunch • Afternoon/High Tea • Dinner • Supper 	<p>01</p> <p>02</p> <p>01</p> <p>05</p> <p>03</p> <p>03</p>	
02	<p>I PREPARATION FOR SERVICE</p> <p>A. Organising Mise-en-scene</p> <p>B. Organising Mise en place</p> <p>II TYPES OF FOOD SERVICE</p> <p>A. Silver service</p> <p>B. Pre-plated service</p> <p>C. Cafeteria service</p> <p>D. Room service</p> <p>E. Buffet service</p> <p>F. Gueridon service</p> <p>G. Lounge service</p>	<p>02</p> <p>04</p>	
03	<p>SALE CONTROL SYSTEM</p> <p>A. KOT/Bill Control System (Manual)</p> <ul style="list-style-type: none"> • Triplicate Checking System • Duplicate Checking System • Single Order Sheet • Quick Service Menu & Customer Bill <p>B. Making bill</p> <p>C. Cash handling equipment</p> <p>D. Record keeping (Restaurant Cashier)</p>	06	

04	TOBACCO A. History B. Processing for cigarettes, pipe tobacco & cigars C. Cigarettes – Types and Brand names D. Pipe Tobacco – Types and Brand names E. Cigars – shapes, sizes, colours and Brand names F. Care and Storage of cigarettes & cigars	03	
TOTAL		30	100%

**FBS PR 2 FOUNDATION COURSE IN FOOD & BEVERAGE SERVICE
(PRACTICAL)**

HOURS ALLOTTED: 60 MAXIMUM MARKS: 100

S.No	Topic	Hours		
01	REVIEW OF SEMESTER -1	04		
02	TABLE LAY-UP & SERVICE Task-01: A La Carte Cover Task-02: Table d' Hote Cover Task-03: English Breakfast Cover Task-04: American Breakfast Cover Task-05: Continental Breakfast Cover Task-06: Indian Breakfast Cover Task-07: Afternoon Tea Cover Task-08: High Tea Cover TRAY/TROLLEY SET-UP & SERVICE Task-01: Room Service Tray Setup Task-02: Room Service Trolley Setup	16		
03	PREPARATION FOR SERVICE (RESTAURANT) A. Organizing Mise-en-scene B. Organizing Mise-en-Place C. Opening, Operating & Closing duties	04		
04	PROCEDURE FOR SERVICE OF A MEAL Task-01: Taking Guest Reservations Task-02: Receiving & Seating of Guests Task-03: Order taking & Recording Task-04: Order processing (passing orders to the kitchen) Task-05: Sequence of service Task-06: Presentation & Encashing the Bill Task-07: Presenting & collecting Guest comment cards Task-08: Seeing off the Guests	08		
05	Social Skills Task-01: Handling Guest Complaints Task-02: Telephone manners Task-03: Dining & Service etiquettes	04		
06	Special Food Service - (Cover, Accompaniments & Service) Task-01: Classical Hors d' oeuvre <table border="1" style="width: 100%; margin-top: 5px;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> • Oysters • Caviar • Smoked Salmon • Pate de Foie Gras </td> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> • Snails • Melon • Grapefruit • Asparagus </td> </tr> </table> Task-02: Cheese Task-03: Dessert (Fresh Fruit & Nuts)	<ul style="list-style-type: none"> • Oysters • Caviar • Smoked Salmon • Pate de Foie Gras 	<ul style="list-style-type: none"> • Snails • Melon • Grapefruit • Asparagus 	12
<ul style="list-style-type: none"> • Oysters • Caviar • Smoked Salmon • Pate de Foie Gras 	<ul style="list-style-type: none"> • Snails • Melon • Grapefruit • Asparagus 			

	Service of Tobacco <ul style="list-style-type: none"> • Cigarettes & Cigars 	
07	Restaurant French: To be taught by a professional French language teacher. <ul style="list-style-type: none"> • Restaurant Vocabulary (English & French) • French Classical Menu Planning • French for Receiving, Greeting & Seating Guests • French related to taking order & description of dishes 	12
TOTAL		60

MARKING SCHEME FOR PRACTICAL EXAMINATION (SEM-II) FBS 2

MAXIMUM MARKS	100	PASS MARKS	50
DURATION	03.00HRS		

All Technical Skills to be tested as listed in the syllabus

			MARKS
1.	Uniform / Grooming	:	10
2.	Misc-en-place	:	20
3.	Service efficiency	:	20
4.	Silver Service skills	:	20
5.	Menu Knowledge	:	20
6.	Journal	:	10
	TOTAL	:	100

NOTE:

1. The examination should test skills and knowledge of the students by assigning sets of tasks as listed in the practical syllabus under each category.
2. Each should be responsible for laying of 4 covers. The student must also ensure that sideboard contains everything necessary for service.
3. During table service each guest should pose one question to the candidate on the item being served. The invigilators can brief guests prior to service.

FO TH 2- FOUNDATION COURSE IN FRONT OFFICE OPERATIONS (THEORY)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

S.No.	Topic	Hours	Weight age
01	TARIFF STRUCTURE A. Basis of charging B. Plans, competition, customer's profile, standards of service & amenities C. Hubbart formula D. Different types of tariffs <ul style="list-style-type: none"> • Rack Rate • Discounted Rates for Corporates, Airlines, Groups & Travel Agents 	04	10%
02	FRONT OFFICE AND GUEST HANDLING <ul style="list-style-type: none"> • Introduction to guest cycle • Pre arrival • Arrival • During guest stay • Departure • After departure 	04	10%
03	RESERVATIONS A. Importance of reservation B. Modes of reservation C. Channels and sources (FITs, Travel Agents, Airlines, GITs) D. Types of reservations (Tentative, confirmed, guaranteed etc.) E. Systems (non automatic, semi automatic fully automatic) F. Cancellation G. Amendments H. Overbooking	07	25%
04	ROOM SELLING TECHNIQUES A. Up selling B. Discounts	02	05%
05	ARRIVALS A. Preparing for guest arrivals at Reservation and Front Office B. Receiving of guests C. Pre-registration D. Registration (non automatic, semi automatic and automatic) E. Relevant records for FITs, Groups, Air crews & VIPs	05	20%
06	DURING THE STAY ACTIVITIES A. Information services B. Message and Mail Handling C. Key Handling D. Room selling technique	06	20%

	E. Hospitality desk F. Complaints handling G. Guest handling H. Guest history		
07	FRONT OFFICE CO-ORDINATION With other departments of hotel	02	10%
TOTAL		30	100

FO PR 2 FOUNDATION COURSE IN FRONT OFFICE OPERATIONS – I(PRACTICALS)

HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

Hands on practice of computer applications on PMS.

S.No.	Suggested tasks on Fidelio
1	Hot function keys
2	Create and update guest profiles
3	Make FIT reservation
4	Send confirmation letters
5	Printing registration cards
6	Make an Add-on reservation
7	Amend a reservation
8	Cancel a reservation-with deposit and without deposit
9	Log onto cashier code
10	Process a reservation deposit
11	Pre-register a guest
12	Put message and locator for a guest
13	Put trace for guest
14	Check in a reserved guest
15	Check in day use
16	Check –in a walk-in guest
17	Maintain guest history
18	Issue a new key
19	Verify a key
20	Cancel a key
21	Issue a duplicate key
22	Extend a key
23	Programme keys continuously
24	Re-programme keys
25	Programme one key for two rooms

MARKING SCHEME FOR PRACTICAL EXAMINATION (SEM-II) FO PR 2

MAXIMUM MARKS	100	PASS MARKS	50
DURATION	03.00 HRS		

		MARKS	
1.	Uniform & Grooming	:	10
2.	Courtesy & Manners	:	10
3.	Speech & Communication	:	10
4.	Technical Knowledge	:	20
5.	Four Tasks on PMS (4x10=40)	:	40
6.	Journal	:	10
	TOTAL	:	100

NOTE:

1. Speech, Communication, Courtesy and Manners should be observed throughout.
2. PMS tasks as per syllabus.

ACCO TH 2 - FOUNDATION COURSE IN ACCOMMODATION OPERATIONS (THEORY)
HOURS ALLOTTED: 30 MAXIMUM MARKS: 100

S.No.	Topic	Hours	Weight age
01	ROOM LAYOUT AND GUEST SUPPLIES A. Standard rooms, VIP ROOMS B. Guest's special requests	04	15%
02	AREA CLEANING A. Guest rooms B. Front-of-the-house Areas C. Back-of-the house Areas D. Work routine and associated problems e.g. high traffic areas, Façade cleaning etc.	06	20%
03	ROUTINE SYSTEMS AND RECORDS OF HOUSE KEEPING DEPARTMENT A. Reporting Staff placement B. Room Occupancy Report C. Guest Room Inspection D. Entering Checklists, Floor Register, Work Orders, Log Sheet. E. Lost and Found Register and Enquiry File F. Maid's Report and Housekeeper's Report G. Handover Records H. Guest's Special Requests Register I. Record of Special Cleaning J. Call Register K. VIP Lists	10	35%
04	TYPES OF BEDS AND MATTRESSES	02	5%
05	PEST CONTROL A. Areas of infestation B. Preventive measures and Control measure	03 03	20%
06	KEYS A. Types of keys B. Computerised key cards C. Key control	02	5%
TOTAL		30	100%

ACCO PR 2 FOUNDATION COURSE IN ACCOMMODATION OPERATIONS

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(PRACTICAL)

HOURS ALLOTTED: 30

MAXIMUM MARKS: 100

S.No.	Topic	Hours
01	Review of semester 1	2
02	<p>Servicing guest room(checkout/ occupied and vacant)</p> <p><u>ROOM</u></p> <p>Task 1- open curtain and adjust lighting</p> <p>Task 2-clean ash and remove trays if any</p> <p>Task 3- strip and make bed</p> <p>Task 4- dust and clean drawers and replenish supplies</p> <p>Task 5-dust and clean furniture, clockwise or anticlockwise</p> <p>Task 6- clean mirror</p> <p>Task 7- replenish all supplies</p> <p>Task 8-clean and replenish minibar</p> <p>Task 9-vaccum clean carpet</p> <p>Task 10- check for stains and spot cleaning</p> <p><u>BATHROOM</u></p> <p>Task 1-disposed soiled linen</p> <p>Task 2-clean ashtray</p> <p>Task 3-clean WC</p> <p>Task 4-clean bath and bath area</p> <p>Task 5-wipe and clean shower curtain</p> <p>Task 6- clean mirror</p> <p>Task 7-clean tooth glass</p> <p>Task 8-clean vanitory unit</p> <p>Task 9- replenish bath supplies</p> <p>Task 10- mop the floor</p>	6
03	<p>Bed making supplies (day bed/ night bed)</p> <p>Step 1-spread the first sheet(from one side)</p> <p>Step 2-make miter corner (on both corner of your side)</p> <p>Step 3- spread second sheet (upside down)</p> <p>Step 4-spread blanket</p> <p>Step 5- Spread crinkle sheet</p> <p>Step 6- make two folds on head side with all three (second sheet, blanket and crinkle sheet)</p> <p>Step 7- tuck the folds on your side</p> <p>Step 8- make miter corner with all three on your side</p> <p>Step 9- change side and finish the bed in the same way</p> <p>Step 10- spread the bed spread and place pillow</p>	8
04	<p>Records</p> <ul style="list-style-type: none"> • Room occupancy report • Checklist • Floor register • Work/ maintenance order] • Lost and found • Maid's report • Housekeeper's report • Log book 	4

	<ul style="list-style-type: none"> • Guest special request register • Record of special cleaning • Call register • VIP list • Floor linen book/ register 	
05	Guest room inspection	2
06	Minibar management <ul style="list-style-type: none"> • Issue • stock taking • checking expiry date 	2
07	Handling room linen/ guest supplies <ul style="list-style-type: none"> • maintaining register/ record • replenishing floor pantry • stock taking 	4
08	Guest handling <ul style="list-style-type: none"> • Guest request • Guest complaints 	2

MARKING SCHEME FOR PRACTICAL EXAMINATION (SEM-II) ACCO PR 2

MAXIMUM MARKS	100	PASS MARKS	50
DURATION	03.00HRS		

			MARKS
1.	Uniform & Grooming	:	10
2.	Bed Making	:	20
3.	Two different Tasks (2x10=20)	:	20
4.	Plan of Work	:	10
5.	Guest Handling (Situation)	:	10
6.	Viva	:	20
7.	Journal	:	10
	TOTAL	:	100

NOTE:

1. Time limit of the examination should be strictly adhered to.
2. Tasks should be limited to the syllabus

ENG 2 - ENGLISH
HOURS ALLOTTED: 34 MAXIMUM MARKS: 100

S.No.	Topic	Hours	Weight Age
1.	<p>Spoken English & Written English</p> <ul style="list-style-type: none"> • Discussion on important topics • Body Language • Sub-ordinating Conjunctions • Verbal Communication 	14	30%
2.	<p>Spoken English & Written English</p> <ul style="list-style-type: none"> • Group Discussions • Body language • Note making Report Writing 	12	30%
3.	<p>Grammar - Parts of Speech</p> <ul style="list-style-type: none"> • Nouns • Verbs • Adverbs • Adjectives • Preposition • Articles 	08	40%
.	TOTAL	30	100%

**TS 2-Tourism
Studies**

HOURS ALLOTTED: 60

**MAXIMUM
MARKS: 100**

S.No	Topic	Hours	Weightage
1	Geography & Tourism <ul style="list-style-type: none"> • India's Biodiversity: Landscape, Environment & Ecology • Seasonality & Destinations 	10	20
2	Tourism Marketing & Communications <ul style="list-style-type: none"> • Tourism Market Relevance, Product Design, Market Research • Promotional Events, Advertising, Publicity & Selling • Role of Media • Personality Development & Communicating Skills 	20	30
3	Planning & Policy <ul style="list-style-type: none"> • Tourism Policy & Planning • Infrastructural Development • Local Bodies, Official & Tourism 	15	25
4	<ul style="list-style-type: none"> • Tourism Impact • Economic Impact • Social, Environmental & Political Impact • Threats & Obstacles to Tourism 	15	25
	TOTAL	60	100

MKT 2- MARKETING

HOURS

ALLOTTED: 30 MAXIMUM MARKS: 50

S.No.		Hours	Weight Age
01	<p>UNIT I Marketing Concepts and Tasks, Defining and delivering customer value and satisfaction - Value chain - Delivery network, Marketing environment, Adapting marketing to new liberalised economy - Digitalisation, Customisation, Changing marketing practices, e-business - setting up websites; Marketing Information System, Strategic marketing planning and organization.</p>	7	20%
02	<p>UNIT II Buyer Behaviour, Market Segmentation and Targeting, Positioning and differentiation strategies, Product life cycle strategies, New product development, Product Mix and Product line decisions, Branding and Packaging, Price setting - objectives, factors and methods, Price adapting policies, Initiating and responding to price changes.</p>	6	20%

03	Marketing channel system - Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Channel dynamics - VMS, HMS, MMS; Market logistics decisions.	7	20%
04	<ul style="list-style-type: none"> • Integrated marketing communication process and Mix; Advertising, Sales promotion and Public relation decisions. • Direct marketing - Growth, Benefits and Channels; Telemarketing; Salesforce objectives, structure, size and compensation. 	4	20%
5.	<ul style="list-style-type: none"> • Identifying and analysing competitors, • Designing competitive strategies for leaders, challengers, followers and nichers : • Customer Relationship marketing - Customer database, Data warehousing and mining. Attracting and retaining customers, • Customerism in India, Controlling of marketing efforts. • Global Target market selection, standardization Vs adoption, • Product, Pricing, Distribution and Promotional Policy. 	4	20%

TOTAL		30	100%