

**M. Com. Course (2019 Pattern) Semester: I**  
**Group – E (Business Practices & Environment)**  
**Subject - Organized Trades and Markets**  
**Course Code: 111-I**

**Objectives of the course:**

- 1) To understand the concepts of organized trade and markets, community markets, regulated markets and business.
- 2) To understand service sector and its role.
- 3) To know about FDI
- 4) To understand cooperative marketing.

**Depth of Programme: - Fundamental Knowledge**

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills to be developed</b>
<b>1</b>	<b>Organized Trade &amp; Markets :</b>	Introduction , Meaning and importance - Features of Organized Commodity Markets and Regulated Markets Business-concept - Objectives - Nature and scope of Business in the modern context – Study of various policies with illustrations – Product Buying, Selling Price and Credit Policies.	<ul style="list-style-type: none"> <li>• To understand the nature and scope of modern business</li> <li>• To understand the relevance and working of different types of organised markets, reasons for regulating them and challenges associated with the same.</li> <li>• To understand various types of business policies in modern context</li> </ul>
<b>2</b>	<b>Service Sector:</b>	Meaning, Characteristics, Types of services, Role, Importance and development of Service Sector in India - Business Practices with reference to E-Commerce.	<ul style="list-style-type: none"> <li>• To understand the nature, role and importance, progress and contribution of service sector in India</li> <li>• To understand the concept of E-Commerce and its need in today's business world</li> </ul>
<b>3</b>	<b>State in Trade</b>	FDI – Meaning, importance & objectives, Role of FDI in retail trade with illustrations. Arguments for and against FDI. Concept of State Trading -	<ul style="list-style-type: none"> <li>• To gain the fundamental knowledge about FDI and its role in retail trade</li> <li>• To evaluate the performance of FDI in</li> </ul>

		Arguments for and against State Trading - Role of State, Trading Corporation (STC) - State and privatization of trading Activities. Mall administration & organization – Super Markets.	development of business sector in India <ul style="list-style-type: none"> <li>• To understand the role of State and Trading Corporations in modern trading activities</li> </ul>
<b>4</b>	<b>Co-operative Marketing</b>	Objectives:, Need - Features – Structure - Functions – Advantages and Role of co-operative marketing with illustrations in rural areas - Direct Marketing for farmers, Self Help Group ,Rural Development Policy, Central Mall, D Mart, Reliance Mart, Innovative Marketing practices	<ul style="list-style-type: none"> <li>• To understand the fundamental knowledge regarding nature and role of cooperative marketing in rural areas</li> <li>• To study the need of direct marketing, Self Help Group in context of rural areas</li> <li>• To gain fundamental knowledge about Innovative marketing practice and Mall Culture</li> </ul>

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