

## Restructured Syllabus (2024 Pattern as per NEP-2020)

Faculty: COMMERCE & MANAGEMENT (Commerce)

Class: S.Y. B.Com. Sem-III

Title of the Course: Marketing Practices in Ancient India

| Sem | Course Code  | Type of Course    | Credits | Lectures per Week<br>in Clock Hour |
|-----|--------------|-------------------|---------|------------------------------------|
| III | MPAI234IKS-T | IKS Major Related | 2       | 2                                  |

### Course Objectives:

1. To understand various marketing practices in Ancient India.
2. To learn Prehistoric and Early Trade in marketing practices.
3. To understand about ancient Market or Trade Centres in India and its structure.
4. To learn about various Market/Trade Centres in ancient India.
5. To explore unique aspects of ancient Indian Trade Centres or Market Centres.

| Unit | Title and Contents                                                                                                                                                                                                                                                                                                                                                                                                    | No. of<br>Lectures |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1    | <b>Marketing Practices in Ancient India:</b><br>1.1. Concept and Evolution of Marketing in Ancient India<br>1.2. Needs, Wants and Demands in Ancient India<br>1.3. Prehistoric and Early Trade: Trade Networks, Market Systems<br>1.4. Vedic Period and the Dawn of Trade<br>1.5. Agricultural Practices and Production<br>1.6. Rise of Urban Centres and Specialized Trades<br>1.7. Rural Marketing in Ancient India | 15                 |
| 2    | <b>Market / Trade Centres in Ancient India:</b><br>2.1. Structure of Market /Trade Centre<br>2.2. Types of Market /Trade Centre<br>2.3. Unique aspects of Ancient Indian Trade Centres or Market Centres<br>2.4. Trade Routes and Networks<br>2.5. Trade and Cultural Exchange<br>2.6. Emergence of New Economic Systems- Evolution of Currency<br>2.7. Types of Goods Traded<br>2.8. Role of Merchants and Traders   | 15                 |

### Course Outcomes: After Completion of the course, student will be able to:

1. Understand innovative marketing practices in Ancient India.
2. Learn Prehistoric and Early Trade in marketing practices.
3. Understand about structure of ancient Market or Trade Centres in India.
4. Learn about various Market/ Trade Centres in ancient India.
5. Explore unique aspects of ancient Indian Trade Centres or Market Centres.

|                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Internship for Students if any:</b> Not applicable                                                                                                                                                                                                                                                                                       |
| <b>List of Recommended Books and Study Materials</b>                                                                                                                                                                                                                                                                                        |
| 1. Marketing Management, Philip Kotler, Pearson Publication<br>2. Edward A. Alpers. (2014). Cultural Exchange and the Indian Ocean World. The Indian Ocean in World History. Oxford University Press, pp. 70-98.<br>3. D.N. Jha. (1982). Trade and Commerce in Ancient India: A Re-Examination. Social Scientist, vol. 10, no. 6, pp. 3-22. |

4. Shailendra Nath Sen. (2010). Trade and Commerce in Ancient India: From the Earliest Times to c. AD 300. Cambridge University Press, p. 94.
5. Singh, J. P. (2010). Mandis in India: A study of agricultural marketing. Academic Foundation.
6. Goswami, U. (2008). Merchants, markets and exchange in the pre-modern world. Primus Books.
7. Kallie Szczepanski. (August 26, 2020). Roman Trade with India by Thought Co., Available at: <https://www.thoughtco.com/roman-trade-with-india-120292>.
8. Sen, Tansen. (2003). Trade and Trade Routes in Ancient India. Oxford University Press.
9. Kosambi, D. D. (1965). An Introduction to the Study of Indian History. Popular Prakashan.
10. Kulke, H., & Rothermund, D. (2004). A history of India. Routledge.
11. Chakravarti, R. (1999). Trade in Early India. New Delhi: Oxford University Press.

### **Scheme of Examination**

**Passing Marks: 40% of the Total Marks**

**Internal Assessment (20 Marks): Refer Point No. 3(a)**

**External Assessment (30 Marks)**

### **Question Paper Pattern for External Examination**

***Instructions:***

- 1) *Question No. 1 is Compulsory.*
- 2) *Attempt any Two Questions from Question No. 2 to 4.*

|                                                 |            |
|-------------------------------------------------|------------|
| Q. 1: Fill in the Blanks                        | = 06 Marks |
| Q. 2: Theory Question on Unit-1                 | = 12 Marks |
| Q. 3: Theory Question on Unit-2                 | = 12 Marks |
| Q. 4: Short Notes on all Units (Any 2 out of 3) | = 12 Marks |

**Total 50 Marks: Separate Passing for Internal Assessment (CIE) and External Exam (SEE)**