

**Diploma in Consumer Psychology and Advertising (DCPA)
(Syllabus) 2018-19**

Diploma in CCPA (Syllabus) 2018-19

Semester – I			
Paper	Code	Title of paper	Credits
Core	DCPA 101	Principles Of Consumer Psychology	3
Core	DCPA 102	Principles Of Advertising	3
Soft skill	DCPA 103	Social Communication and Personality Development	2
	DCPA 104	Project	3
	DCPA 105	Comprehensive viva-voce	4
	Total		15

Semester – II			
Paper	Code	Title of paper	Credits
Core	DCPA 201	Marketing and salesmanship	3
Core	DCPA 202	Consumerism and social aspects of consumer behaviour	3
	DCPA 203	Project	2
	DCPA 204	Comprehensive viva-voce	4
	Total		12

Scheme of Examination :-

This Course carries both internal and external assessment which carries 40% internal and 60% External marks. Internal assessment has 3 test scheme out of which student score calculation is done for best of two whereas External Examination carries 60% marks, this include different structure including short question, Long Question and Application based, Case studies etc.

S. Dixit

Kaly