

**THE SCHEME OF EXAMINATION AND COURSES OF READINGS FOR
VARIOUS VOCATIONAL COURSES WHICH ARE TO BE INTRODUCED IN
B.A FROM THE SESSION 2010-11**

B.A. (FIRST YEAR)

Vocational Course

Scheme of Examinations

B.A. Vocational Courses

B.A. (Computer Application) – A

B.A. (Tax procedure and Practices) – B

B.A. (Tourism and Travel Management) – C

B.A. (Advertising, Sales Promotion and Sales Management) – D

B.A. (Principles and Practice of Insurance) – E

B.A. (Foreign Trade, Practices and Procedures) – F

For each of the six semesters, a student opting for any of the above said courses will be required to take **five** papers in all. The syllabi for the first three papers in each semester shall be common to the syllabi of B.A. Pass course.

Semester- wise papers are given as follows:

B.A I (Vocational) First Semester:

Rest two papers will be taken in lieu of one paper of B.A. according to the course as mentioned below:

B.A I (Computer Application) – A

A 1.05 Computer Fundamentals-I	35	3 hours
Practical	15	
A 1.06 Operating Systems and Business Data Processing – I	35	
Practical	15	

B.A I (Tax procedure and Practices) –B

B 1.05 Indian Tax system and Income Tax – I	5	10	35	3 hours
B 1.06 Central and State Sales Tax Procedure and Practice – I	5	10	35	3 hours

B.A I (Tourism and Travel Management) –C

C 1.05 Fundamentals of Tourism Business	5	10	35	3 hours
C 1.06 Tourism Products	5	10	35	3 hours

B.A I (Advertising, Sales Promotion and Sales Management) –D

D 1.05 Marketing Communication	5	10	35	3 hours
D 1.06 Basic Marketing	5	10	35	3 hours

B.A I (Principles and Practice of Insurance) –E

E 1.05 Life Insurance – I	5	10	35	3 hours
E 1.06 General Insurance – I	5	10	35	3 hours

B.A I (Foreign Trade, Practices and Procedures) –F

F 1.05 Basics of Foreign Trade – I	5	10	35	3 hours
F 1.06 India's Foreign Trade – I	5	10	35	3 hours

B.A I (Vocational) Second Semester:

Rest two papers will be taken in lieu of one paper of B.A. according to the course as mentioned below:

B.A I (Computer Application) – A

A 2.05 Computer Fundamentals – II			35	3 hours
Practical			15	
A 2.06 Operating Systems and Business Data Processing – II			35	3 hours
Practical			15	

B.A I (Tax procedure and Practices) –B

B 2.05 Indian Tax system and Income Tax – II	5	10	35	3 hours
B 2.06 Central and State Sales Tax Procedure and Practice – II	5	10	35	3 hours

B.A I (Tourism and Travel Management) –C

C 2.05 Tourism Marketing	5	10	35	3 hours
C 2.06 Travel Agency and Tour Operation Business	5	10	35	3 hours

B.A I (Advertising, Sales Promotion and Sales Management) –D

D 2.05 Advertising	5	10	35	3 hours
D 2.06 Sales Promotion	5	10	35	3 hours

B.A I (Principles and Practice of Insurance) –E

E 2.05 Life Insurance – II	5	10	35	3 hours
E 2.06 General Insurance – II	5	10	35	3 hours

B.A I (Foreign Trade, Practices and Procedures) –F

F 2.05 Basics of Foreign Trade – II	5	10	35	3 hours
F 2.06 India's Foreign Trade – II	5	10	35	3 hours

B.A (SECOND YEAR)Vocational Course

Scheme of Examinations

B.A II (Vocational) Third Semester:

Rest two papers will be taken in lieu of one paper of B.A. according to the course as mentioned below:

B.A II (Computer Application) – A

A 3.05 Data Base Management System – I	35	3 hours
Practical	15	
A 3.06 Structural Programming and Computer Graphics – I	35	3 hours
Practical	15	

B.A II (Tax procedure and Practices) –B

B 3.05 Direct Tax (Procedure and Practice) – I	5	10	35	3 hours
B 3.06 Direct Tax (Employers Obligation) – I	5	10	35	3 hours

B.A II (Tourism and Travel Management) –C

C 3.05 Indian Culture and Society	5	10	35	3 hours
C 3.06 Sales and Product Management in Tourism	5	10	35	3 hours

B.A II (Advertising, Sales Promotion and Sales Management) –D

D 3.05 Understanding Consumer Behaviour	5	10	35	3 hours
D 3.06 Personal Selling and Salesmanship	5	10	35	3 hours

B.A II (Principles and Practice of Insurance) –E

E 3.05 Fire Insurance	5	10	35	3 hours
E 3.06 Insurance Finance and Legislations - I	5	10	35	3 hours

B.A II (Foreign Trade, Practices and Procedures) –F

F 3.05 Elements of Export Marketing - I	5	10	35	3 hours
F 3.06 Foreign Trade Financing and Procedures – I	5	10	35	3 hours

B.A II (Vocational) Fourth Semester:

Rest two papers will be taken in lieu of one paper of B.A. according to the course as mentioned below:

B.A II (Computer Application) – A

A 4.05 Data Base Management System – II			35	3 hours
Practical			15	
A 4.06 Structural Programming and Computer Graphics – II			35	3 hours
Practical			15	

B.A II (Tax procedure and Practices) –B

B 4.05 Direct Tax (Procedure and Practice) – II	5	10	35	3 hours
B.4.06 Wealth Tax	5	10	35	3 hours

B.A II (Tourism and Travel Management) –C

C 4.05 Tour Package Management	5	10	35	3 hours
C 4.06 Consumer Behaviour	5	10	35	3 hours

B.A II (Advertising, Sales Promotion and Sales Management) –D

D 4.05 Media Management	5	10	35	3 hours
D 4.06 Basics of Retailing	5	10	35	3 hours

B.A II (Principles and Practice of Insurance) –E

E 4.05 Marine Insurance	5	10	35	3 hours
E 4.06 Insurance Finance and Legislations – II	5	10	35	3 hours

B.A II (Foreign Trade, Practices and Procedures) –F

F 4.05 Elements of Export Marketing - II	5	10	35	3 hours
F 4.06 Foreign Trade Financing and Procedures – II	5	10	35	3 hours

**B.A (THIRD YEAR) Vocational Course
Scheme of Examinations**

B.A III (Vocational) Fifth Semester:

Rest two papers will be taken in lieu of one paper of B.A. according to the course as mentioned below:

B.A III (Computer Application) – A

A 5.05 Computer Aided Drafting & Advanced Topics in Computers – I Practical	35 15	3 hours
A 5.06 E-Commerce Practical	35 15	3 hours

B.A III (Tax procedure and Practices) –B

B 5.05 Indirect Tax: Procedure and Practice – I	5	10	35	3 hours
B 5.06 Indirect Tax: Central Excise Duty	5	10	35	3 hours

B.A III (Tourism and Travel Management) –C

C 5.05 Hotel and Resort Management	5	10	35	3 hours
C5.06 Tourism Management and Information System 5		10	35	3hours

B.A III (Advertising, Sales Promotion and Sales Management) –D

D 5.05 Sales Force Management – I	5	10	35	3 hours
D 5.06 Public Relation	5	10	35	3 hours

B.A III (Principles and Practice of Insurance) –E

E 5.05 Property and Liability Insurance - I	5	10	35	3 hours
E 5.06 Group Insurance and Retirement Benefits Schemes – I	5	10	35	3 hours

B.A III (Foreign Trade, Practices and Procedures) –F

F 5.05 Shipping and Insurance Practices and Procedures - I	5	10	35	3 hours
F 5.06 Foreign Trade Documentation and Procedures – I	5	10	35	3 hours

B.A III (Vocational) Sixth Semester:

Rest two papers will be taken in lieu of one paper of B.A. according to the course as mentioned below:

B.A III (Computer Application) – A

A 6.05 Computer Aided Drafting & Advanced Topics in Computers – II	35	3 hours
Practical	15	
A 6.06 Information Technology in Business	35	3 hours
Practical	15	

B.A III (Tax procedure and Practices) –B

B 6.05 Indirect Tax: Procedure and Practice – II	5	10	35	3 hours
B 6.06 Indirect Tax: Provisions of Custom Duty	5	10	35	3 hours

B.A III (Tourism and Travel Management) –C

C 6.05 Tour Guiding and Escorting Skills	5	10	35	3 hours
C 6.06 Airfare and Ticketing	5	10	35	3 hours

B.A III (Advertising, Sales Promotion and Sales Management) –D

D 6.05 Basics of Market Information System and Market Research	5	10	35	3 hours
D 6.06 Sales Force Management – II	5	10	35	3 hours

B.A III (Principles and Practice of Insurance) –E

E 6.05 Property and Liability Insurance - II	5	10	35	3 hours
E 6.06 Group Insurance and Retirement Benefits Schemes – II	5	10	35	3 hours

B.A III (Foreign Trade, Practices and Procedures) –F

F 6.05 Shipping and Insurance Practices and Procedures - II	5	10	35	3 hours
F 6.06 Foreign Trade Documentation and Procedures – II	5	10	35	3 hours

*IA Stands for Internal Assessment

*PR Stands for Project Report

*TR Stands for Training Report

Note:The students opting for B.A. Vocational courses B,C,D,E and F (excepting option of Computer Application i.e. B.A. Vocational course A) will have to submit Project Report in 1, 2, 4 and 6 semester of 10 marks each and will have to submit Training Report in 3 and 5 semesters of 10 marks.

B.A I (Computer Applications) (First Semester)
Vocational Course
Paper A 1.05 Computer Fundamentals – I
(A) Theory

Max. Marks: 35
Practical: 15 Marks

Time: 3 hours

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit – 1

Introduction to Computers: Definition of Computer; Components of Computer, Characteristics of Computers; Limitation of Computer; Generation of Computers; Classification of Computers; Human being Vs. Computer; Difference between Computer and Calculator.

Application of Computers: Computers in Commerce, Marketing, Education, Weather Forecasting, Banking and Research etc.

Unit – 2

Input Devices: Mouse, Keyboard, Light Pen, Touch Screen, Track Ball, Joystick, MICR, OCR, OMR Scanners, Voice System and Web Camera.

Output Devices: Hard Copy Devices; Line printer, Character printer, Chain printer, Dot-Matrix printer, Daisy-Wheel printer, Laser printer, Ink-jet printer; Plotters and Soft Copy Devices – Monitor, Screen Image Projector, Voice Response Systems.

Unit – 3

Memory and Mass Storage Devices: Concept of Memory; Types of Memory; Primary Memory – RAM and ROM; Secondary Memory – Hard Disk and Floppy Disk; Optical Disks – CD – ROM and WORM disks; Magnetic Tape and Cache Memory; Difference between Primary and Secondary Memory.

Unit – 4

Concept of data; Information and data processing; Need and Uses of Information; Characteristics of Information ; Levels of Information; Types of Data Processing System ; Applications of Electronic Data Processing.

MS-Word: Fundamentals of MS-Word, Menus, Toolbars, Ruler, Scroll Bar, Creating, Editing, Saving, Working with Frames, Columns, Pictures, Tables and Macro.

(B) Practical

Max. Marks: 15
MS - Word: Practical Knowledge of MS –Word.

Suggested Readings: (1) Introduction to Information Systems, ALEXIS LEON
(2) Computer Fundamentals & Its Business Applications, Dr. S.

Chand.

B.A I (Computer Applications) (First Semester)
Vocational Course
Paper A 1.06 Operating Systems and Business Data Processing – I

(A) Theory

*Max. Marks: 35
hours*

Time: 3

Internal Assessment: 5 Marks

Practical: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit – 1

Operating system Overview: Definition & Concept of an Operating System; Functions of an Operating System; Types of an O.S; O.S. as an Extended Machine and resource Manager.
Process Management Functions: Process Model, Hierarchies and Implementation; Multitasking, Multiprogramming and Multi-Threading, Long-term and Short-term Scheduler.

Unit – 2

Memory Management Functions: Memory Management of Single User O.S., Memory Mgt. Techniques: Memory Partition, Memory Swapping, Memory Paging; Virtual Memory.
File Management Functions; File Access Methods; File Types; File Operations; File Naming. File Protection and security.

Unit – 3

Unix Operating System: Overview of Unix Operating System; Unix Architecture; Features of Unix Operating System; User Management in Unix; Unix Command; Unix File Types; Naming Files.

Unit – 4

Components of O.S. with reference to DOS: Single User O.S., Task-Loader, Memory Mgt., File Mgt., Directory Structure DOS, Moving renaming copying, deleting and un-deleting file under DOS.
Device Management Functions: Input / Output Device and Controllers; Interrupt Handlers; Disk Scheduling Techniques.

(B) Practical

Max. Marks: 15

- (1) DOS commands, MS – Word: Basic Commands.
- (2) MS – Excel: Functions, Preparing a Salary Statement, Result Sheet, MS – Excel: Basic Commands.

Suggested Readings: (1) Introduction to Information Systems, ALEXIS LEON
(2) Computer Fundamentals & Its Business Applications, Dr. S. Chand.

B.A-I (Tax Procedure and Practices) (First Semester)

Vocational Course

Paper B 1.05 Indian Tax System and Income Tax-I

Max. Marks : 35

Time : 3 hours

Internal Assessment : 5 Marks

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit I

Meaning of Tax-Centre and State Powers of taxation. Distribution of revenues between Centre and States. Direct and Indirect Taxes.

Unit II

Direct Taxes of the Central Government – Income Tax, Wealth Tax, Interest tax Act, 1974 with effect from 1-4-1993; Expenditure Tax Act, 1987.

Unit III

Indirect Taxes of Central Government – Central Excise, Customs Duty and Central Sales Tax.

Unit IV

Taxes of the State Government: Taxes on sales and purchase of goods; tax on land and building; octroi duty, tax on profession, trade and business; toll tax; tax on motor vehicle, tax on transportation, tax on advertisement, tax on Luxuries, tax on betting and gambling; tax on electricity; tax on animal; stamp duty; agriculture Income-tax and land revenue..

B.A-I (Tax Procedure and Practices) (First Semester)

Vocational Course

Paper B 1.06 CENTRAL AND STATE SALES TAX PROCEDURE & PRACTICE-I

Max. Marks : 35

Time : 3 hours

Internal Assessment : 5 Marks

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit I

Regulatory framework – An overview of Central Sales Tax, 1956; an overview of Central Sales Tax (Registration and Turnover) rules 1957.

Important Terms and Definitions: Dealer, Declared goods, Goods, place of business, sale, sale price, turnover, Inter-State Sale.

Principles for determining – When Central Sales Tax is leviable; the concept of sale or purchase of goods in the course of inter state trade or commerce.

Unit II

When does a sale or purchase of goods take place outside the State. When does the sale or purchase of goods is in the course of Import or export.

Registration of dealers and procedure thereof – filling and filing of application in form A for registration; relevant fee payable; security/surety for registration.

Grant of Certificate of Registration in form: 3.

Procedure for amendment, cancellation and obtaining duplicate certificate of registration.

Unit III

Rates of Tax: concessional rates when availed; kinds of forms for availing concessional rates and maintenance of record related thereto.

Sales to the registered dealers against form C

Purchase obligations; Procedure for obtaining Form C

From Sales Tax Authorities and issuing of Form C to dealers. Application under prescribed form with requisite fee for obtaining Form C. Maintenance of records for receipts and issue of Form C-Form 2.

Sellers Obligations; Obtaining Form C' Form collected and submission of C' Form at the time of assessment.

Unit IV

Branch and Consignment Transfer

Inter State Transfer of goods from one office to another Principal to agent to Principal and issue and receipt of Form-F.

Application for obtaining F form and the relevant fee; maintenance of records of such forms and matters incidentals thereto.

Determination of turnover; deductions from turn over.

Return of Sales Tax payable under the Central Sales Tax Act, 1956. Form No. 1-Filing of Challan in the prescribed form.

B.A I (Tourism and Travel Management) (First Semester)
Vocational Course

Paper C 1.05 Fundamentals of Tourism Business

Max. Marks: 35

Time: 3 hours

Internal Assessment: 5 Marks

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit – 1

Concept, definition, characteristics, typology of Tourism, components, W.T.O. classification of Tourist

Unit – 2

History of Tourism, through ages, system and linkages of tourism with other subjects like history, sociology, geography etc, tourism as an industry

Unit – 3

Tourism Organizations: Origin, Organization and Functions of WTO, IATA and WTTC as International Organizations, while TAAI, IATO, and ITDC as Domestic Organizations

Unit – 4

Explaining of the terms - Tours, Tourist, Visitor, Excursionist, Leisure, Resource, Attraction, Problem and Prospects of Tourism

B.A I (Tourism and Travel Management) (First Semester)
Vocational Course
Paper C 1.06 Tourism Products

Max. Marks: 35

Time: 3 hours

Internal Assessment: 5 Marks

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit – 1

Defining product, distinction with resources, features, types and elements, difference between tourism product and other consumer product

Unit – 2

Tourism product of India – Art and Architecture, Historical Monuments, Religious and Spiritual Centers (Hindu, Buddhist, Jain, Muslim, Christian and Sikh)

Unit – 3

Major fairs and festival of India, Dance and Music, Festivals for promotion of Tourism: Puskar festivals, Kullu Dushehra festivals, Kite festivals

Unit – 4

Major Tourist Destinations of India: Delhi, Jaipur, Agra, Goa, Shimla, Mumbai

B.A I (Advertising, Sales Promotion and Sales Management) (First Semester)

Vocational Course

Paper D 1.05 Marketing Communication

Max. Marks: 35

Time: 3 hours

Internal Assessment: 5 Marks

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit – 1

Nature and Importance of Communication, Communication Process, Elements of the Communication process, Application of Communication Process in Marketing

Unit – 2

Steps in developing effective marketing Communication, Methods of Marketing Communication

Unit – 3

Advertising, Personal Selling, Public Relations, Sales Promotion, their meaning and distinct characteristics

Unit – 4

Setting up of Targets- Policies, Strategies and Methods of achievements; Integrated Communication in Marketing.

Suggested Readings: (1) Marketing Management, Philip kotler, 7th Edition, Prentice Hall

(2) Fundamental of Marketing, Stanton and Futrell, 8th Edition, McGraw Hill

(3) Case in Advertising and Communication Management in India, Subroto Sen

Gupta, IIM Ahemedabad

B.A I (Advertising, Sales Promotion and Sales Management) (First Semester)
Vocational Course

Paper D 1.06 Basic Marketing

Max. Marks: 35

Internal Assessment: 5 Marks

Time: 3 hours

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit-1

Introduction: Concept, nature, scope and importance of marketing. Understanding concepts of Relationship Marketing, Integrated Marketing, Internal and Marketing Performance Marketing. Marketing the Customer Value: The Value Delivery, Value Chain, Core Competencies.

Unit-2

Market Analysis and Selection: Marketing environment-Macro and Micro Components and their impact on marketing decisions; Market segmentation and Targeting; Buyer behaviour; Consumer decision making process.

Unit-3

Analysing Business Markets: Organizational Buying, Participants in Business Buying Process, The Purchasing and Procurement Process, Stages in Business Buying Process, Managing Business-to-Business Customer Relationship.

Unit-4

Marketing Mix: Meaning, Components, Formulation of Marketing Mix. Factors Affecting Marketing Mix. Concept of Extended Marketing Mix – People, Process and Physical Evidence.

SUGGESTED READINGS:

Kotler, Keller, Koshy and Jha, Marketing Management-A South Asian Perspective, Pearson

B.A I (Principles and Practice of Insurance) (First Semester)

Vocational Course

Paper E 1.05 Life Insurance-I

Max. Marks: 35

Internal Assessment: 5 Marks

Time: 3 hours

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

UNIT-I

Introduction: Need of security against economic difficulties, Risk and uncertainty; Individual values system; Individual Life Insurance. Nature and uses of Life Insurance; Life Insurance as a collateral, as a measure of financing business continuation, as a protection to property, as a measure of investment.

UNIT-II

Life Insurance Contract: Distinguishing characteristics, Utmost Good faith, Insurable Interest, Caveat Emptor, Unilateral and aleatory nature of contract. Proposal and application form, warranties, medical examination, policy construction and delivery, policy provision, lapse revival, surrender value, paid-up policies, maturity, nomination and assignment.

UNIT-III

Provisions regarding Suicide and payment of insured amount; Loan to Policy-holders. Life Insurance Risk: Factors governing sum assured; Methods of calculating economic risk in life insurance proposal. Measurement of risk and mortality table.

UNIT-IV

Calculation of premium; Treatment of sub-standard risks. Life Insurance Fund; Valuation and investment of surplus: payment of bonus.

Suggested Reading :

1. Karam Pal, Bodla B.S. and Garg M.C., Insurance Management, Deep & Deep Publications, New Delhi.
2. Huebner S.S. and Kennerth Black Jr.:Life Insurance (Prentice Hall Inc. Englewood Chiffs, New Jersey).
3. Meher Robert, L. : Life Insurance; Theory and Practice (Business Publications, Texas).
4. Maclean: Life Insurance
5. Gupta O.S. : Life Insurance-(Frank Brothers, New Delhi).
6. Mishra, M.N.: Insurance Principles and Practice (Delhi, Vikas Publishing House).

Vocational Course

Paper E 1.06 General Insurance-I

Max. Marks: 35

Internal Assessment: 5 Marks

Time: 3 hours

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

UNIT-I

Introduction to risk and insurance ; Risk ; The treatment of risk; The structure and operation of the Insurance Business.

UNIT-II

Insurance contract ; main principles,nature,difference between General Insurance and Life Insurance; Insurance marketing.

UNIT-III

Insurance loss payment; Underwriting rating, reinsurance, and other functions.

UNIT-IV

General Insurance Corporation and other Insurance Institutions-working of GIC in India; Types of risks assumed and specific policies issued by ECGC.

Suggested Reference:

1. General Insurance by Biakelhaupt and Magee, Eighth Edition, Published by Richard D. Irwin, Inc., Homewood, Illinois, Irwin Dorsey Limited, George-town, Ontario, chapters: 1 to 7, 13,21,27 and 28.

Vocational Course

Paper F 1.05 Basics of Foreign Trade-I

Max. Marks: 35

Internal Assessment: 5 Marks

Time: 3 hours

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

UNIT-I

Why Trade takes place - Theories of International Trade. Absolute Cost Advantage Theory, Comparative Cost Advantage Theory, H.O. Theory.

UNIT-II

Balance of Trade ; Balance of Payments and Adjustment Mechanism.

UNIT-III

Objectives of Trade; Policies, Role of Foreign Trade in Economic Growth; Tariffs and Quantitative Restrictions.

UNIT-IV

Exchange rate determination mechanism, exchange rate adjustments; An overview of FEMA.

B.A I (Foreign Trade, Practices and Procedures) (First Semester)

Vocational Course

Paper F 1.06 Indias' Foreign Trade-I

Max. Marks: 35

Internal Assessment: 5 Marks

Time: 3 hours

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

UNIT-I

Analysis of India's Foreign Trade: Growth trends, Composition, Direction of exports and imports.

UNIT-II

India's Balance of Payments position including invisibles exports. Recent trends in India's Foreign Trade.

UNIT-III

Assessment of Prospective Markets and Products.

UNIT-IV

India's trade agreements including bilateral and multilateral trade agreements.

B.A I (Computer Applications) (Second Semester)
Vocational Course
Paper A 2 05 Computer Fundamentals – II
(A) Theory

Max. Marks: 35

Time: 3 hours

Practical: 15 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit – 1

Fundamental to Computers: Model of a digital Computer; Functioning of a digital Computer; Types of digital Computer; Advantages of a digital Computer; difference between Digital and Analog Computer

Computer Arithmetic and number systems, ASCII & EBCDEC character sets.

Unit – 2

Software concepts: Types of Software and their role, Relationship between Hardware and Software, Different system Software Types- Operating Systems, Translators, Systems, Translators, System Utilities – File Manger, Loader, Linker, Editor; Concept of Application Packages: Word- Processing, Spread-sheet Software, Database Software, Graphics Software and Entertainment software.

Unit – 3

Introduction to Windows: Evolution of Windows; Types of windows, Windows as an Operating System, Use of GUI in Window Explorer, Control Panel, Paintbrush Tools; Data Communication: Introduction of Data Communication; Modes of Data Transmission; Forms of Data Transmission, Data Transmission Speed, Communication Channels: Wire-cables, Fibre Optics, Microwave, Communication Satellites.

Unit – 4

Computer Networks: Need for Networking; Types of Computer Networks; Difference between LAN and WAN; Hardware of WAN;

Internet and its Application: History of Internet, Application of Internet, ISDN Internet in India, Internet Basic Services;

MS-Excel: Worksheet Overview: Rows, Columns, Cell, Menus, Creating Worksheet Opening and Saving Worksheets, Formatting, Printing, Table creating and printing graphs

B) Practical

Max. Marks: 15

MS-Excel: Practical Knowledge of MS – Excel

Suggested Readings: (1) Introduction to Essential Tools, Dr. Sushila Madan
(2) Database Mgt. Systems, Gerald V. Post, Tata McGraw Hill
(3) Introduction to Information Systems, Alexis Leon, Mathews

Leon

B.A I (Computer Applications) (Second Semester)
Vocational Course
Paper A 2.06 Operation System and Business Data Processing – II

(A) Theory

Max. Marks: 35

Time: 3 hours

Practical: 15 Marks

. Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit – 1

Data Processing System: Data, Information and Data Processing; Need of Information; Data Storage Hierarchy; File Mgt. System- File Types; File Organizations- Sequential Files and Direct files organization;
File Utilities: file sorting Utility, Searching, Merging, Copying, Printing and Maintenance Utility.

Unit – 2

Database Management System: Objectives of a Database System or Advantages of Database System; Components of a Database System; Disadvantages of Database System; Database Administrator (DBA); DBMS and its Functions; Main Components of DBMS-DDL, Query Language and Report Generator; Architecture of DBMS; Data Independence

Unit – 3

Database Models: Hierarchical Model Network Model and Relational Model;
Creating and Using a Database- Define its Structure, Designing Forms, Entering data; Viewing, Modifying, Deleting and Adding Records.

Unit – 4

Spreadsheet and its Business applications; features of Spread-Sheet; Creating a Workbook; Saving a Work-sheet, Creating a table and converting in graph, Built-in-functions; Business Application using MS-Access: Concept of Field, Records and files, Creation of Database, Reports; Sorting and Searching records, Designing queries and reports.

(B) Practical

Max. Marks: 15

MS-Access: Practical Knowledge of MS–Access Package

Suggested Readings: (1) Database Mgt. Systems, Gerald V. Post, Tata McGraw Hill
(2) Database Mgt. Systems, Aswani Kush

B.A-I (Tax Procedure and Practices) (Second Semester)

Vocational Course

PAPER B 2.05 INDIAN TAX SYSTEM AND INCOME TAX-II

Max. Marks : 35

Time

: 3 hours

Internal Assessment : 5 Marks

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit I

Introduction: Important terms and Definitions; Determination of Residential Status, Income which don't form part of Total Income.

Unit II

Computation of Total Income; Heads of Income- Salaries, Income from House Property; Depreciation.

Unit III

Profit & Gains from Business and Profession, Capital gains, Income from other sources.

Unit IV

Clubbing of Income and aggregation of income; Set off and carry forward of losses; Deductions from Gross Total Income under Chapter VIA.

B.A-I (Tax Procedure and Practices) (Second Semester)

Vocational Course

PAPER B 2.06 CENTRAL AND STATE SALES TAX PROCEDURE & PRACTICE-II

Max. Marks : 35

Time : 3 hours

Internal Assessment : 5 Marks

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit I

Salient features of State Sales Tax Act and rules made there under.
Important terms and definitions.

Unit II

Incidental and levy of tax-when, what and how the tax is paid,
Registration of dealers; Compulsory registration, procedure for registration;
application for obtaining registration under the prescribed form and the requisite
fee and security/surety for the purpose of registration and certificate of
registration amendment, canceling and obtaining duplicate registration certificate
and procedure thereof.

Unit III

Rates of Tax: Concessional rates when availed – Use of various kinds of forms for
availing concessional rate under the respective state, Sales tax procedure for
applying for such concessional form and maintenance of records and issue and
receipt of such declaration forms and maintenance of thereto.

Unit IV

Return and procedure for recovery and refund of tax. Deposit of sales tax and
filling and filing of challan in the prescribed form.
Filling of return in the prescribed form and procedure for claiming refund of tax.

B.A I (Tourism and Travel Management) (Second Semester)

Vocational Course

Paper C 2.05 Tourism Marketing

Max. Marks: 35

Time: 3 hours

Internal Assessment: 5 Marks

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit – 1

Concept of Marketing, need, wants, demands, products, markets, marketing management philosophies- manufacturing concept, product concept, selling concept, marketing concept, societal perspective

Unit – 2

Tourism Marketing: Characteristics, unique features of tourist demand and tourism product, Marketing Mix, Marketing through distribution channels

Unit – 3

Concept of Tourist Behavior, problems, factors influencing tourist behavior, buyer decision process and market segmentation; Advertisement, Sales Management and Public Relation

Unit – 4

Product Pricing: Meaning, Factors, Methods; Distribution Channel: Meaning, Role and Types; Product Mix and Product Life Cycle

B.A I (Tourism and Travel Management) (Second Semester)
Vocational Course

Paper C 2.06 Travel Agency and Tour Operation Business

Max. Marks: 35

Time: 3 hours

Internal Assessment: 5 Marks

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit – 1

Travel Agency: History, Definition, Types of travel agency, Organizational Structure and workings of travel agency, differentiation between travel agency and tour operation business

Unit – 2

Travel Agents: Definition, Types; Functions: Understanding the function of travel agency, travel information and counseling of the tourist, itinerary preparation, preparation of tour packages; Source of income: commission

Unit – 3

Tour Operators: Definition, Types of tour operator, Functions, Source of Income for Tour Operator, Practical exercise and basic requirements in setting up a travel agency and tour operation unit

Unit – 4

Tour Package Management: Concept and methods; Types of tours; Tour package pricing; Tour package strategy; Handling booking techniques and procedures; Itinerary planning and their costing and communicating with clients and principles

B.A I (Advertising, Sales Promotion and Sales Management (Second
Semester)
Vocational Course
Paper D 2.05 Advertising

Max. Marks: 35

Time: 3 hours

Internal Assessment: 5 Marks

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit – 1

Fundamentals of Advertising: Origin and Development, Definition, Importance, Role of Advertising, Nature, Objectives, Scope; Activities included and activities not included in advertising.

Unit – 2

Types of Advertising: Commercial and Non-commercial advertising, primary demand and selective demand advertising, classified and display advertising, comparative advertising, co-operative advertising.

Unit – 3

Social, Economic and Legal aspects: Social aspects – criticism of advertising, responsibility of advertiser, social responsibility and advertising; Economic aspects – Advertising and allocation of resources, advertising and prices.

Unit – 4

Advertising message, Preparing an effective advertising copy, Elements of print copy – Headlines, Illustration, Body copy, slogan, Logo, Seal of approval, Role of colon, Elements of broadcast copy, Copy for direct mail.

B.A I (Advertising, Sales Promotion and Sales Management)
(SecondSemester)
Vocational Course
Paper D 2.06 Sales Promotion

Max. Marks: 35

Time: 3 hours

Internal Assessment: 5 Marks

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

Unit – 1

Nature and importance of sales promotion, role of sales promotion in marketing, forms of sales promotion, consumer oriented sales promotion, trade oriented sales promotion and sales force oriented sales promotion.

Unit – 2

Many tools of sales promotion: Samples, Point of purchase displays and demonstrations, Exhibitions and Fashion shows, sales contests and games of chance and skills, lotteries, gift offers, premium and free goods, prince packs, rebates, patronage, rewards.

Unit – 3

Sales Promotion Tools: Conventions, Conferences and Trade shows specialties and novelties, e-promotional techniques – Mobile Marketing, Web Marketing

Unit – 4

Developing Sales Promotion Programs, pre-testing, implementing, evaluating the results and making necessary modifications

Suggested Readings: (1) Marketing Management, Philip kotler, 7th Edition, Prentice Hall

(2)Fundamental of Marketing, Stanton and Futrell, 7th Edition, McGraw Hill

(3) Salesmanship and Publicity, JSk Patel, Sultan Chand & Sons

B.A I (Principles and Practice of Insurance) (Second Semester)
Vocational Course

Paper E 2.05 Life Insurance-II

Max. Marks: 35

Internal Assessment: 5 Marks

Time: 3 hours

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

UNIT-I

Life Insurance Policies: Types and their applicability to different situations. Important Life Insurance Policies issued by the Life Insurance Corporation of India. Life Insurance annuities, Important Legal provisions and judicial pronouncements in India.

UNIT-II

Life Insurance annuities, Important Legal provisions and judicial pronouncements in India.

UNIT-III

Life Insurance Salesmanship: Rules of agency; essential qualities of an ideal insurance salesman

UNIT-IV

Rules to canvass business from prospective customers; After-sale service to policy-holders; LIC-historic background, functions and critical evaluation.

Suggested References:

1. Huebner S.S. and Kennerth Black Jr.:Life Insurance (Prentice Hall Inc. Englewood Chiffs, New Jersey).
2. Meher Robert, L.: Life Insurance; Theory and Practice (Business Publications, Texas).
3. Gupta O.S.: Life Insurance-(Frank Brothers, New Delhi).
4. Mishra, M.N.: Insurance Principles and Practice (Delhi, Vikas Publishing House

B.A I (Principles and Practice of Insurance) (Second Semester)

Vocational Course **Paper E 2.06 General Insurance-II**

Max. Marks: 35

Internal Assessment: 5 Marks

Time: 3 hours

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

UNIT-I

Health Insurance, Salient feature, Individual health insurance, Group health insurance, Relevance of health insurance in India ,Benefits, Main Policies.

UNIT-II

Motor insurance,Salient feature; main provisions of motor act; Aviation Insurance-risk coverd under comprehensive aircraft policy.

UNIT-III

Rural Insurance; Crop Insurance – history ,main institutions, government role, difficulties, main policies; Cattle Insurance; Poultry Insurance.

UNIT-IV

Miscellaneous Insurance: Burglory Insurance; Public Liabity Insurance; Money Insurance; Household Insurance; Engineering Insurance.

Suggested Readings :

1. General Insurance by Biakelhaupt and Magee, Eighth Edition, Published by Richard D. Irwin, Inc., Homewood, Illinois, Irwin Dorsey Limited, George-town, Ontario, chapters: 1 to 7, 13,21,27 and 28.

B.A I (Foreign Trade, Practices and Procedures) (Second Semester)

Vocational Course

Paper F 2.05 Basics of Foreign Trade-II

Max. Marks: 35

Internal Assessment: 5 Marks

Time: 3 hours

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

UNIT-I

WTO ;UNCTAD ; ASIAN DEVELOPMENT BANK (ADB)

UNIT-II

IMF ; WORLD BANK.

UNIT-III

European Union; NAFTA.

UNIT-IV

SAFTA; ASEAN and OPEC

B.A I (Foreign Trade, Practices and Procedures) (Second Semester)

Vocational Course

Paper F 2.06 India's Foreign Trade-II

Max. Marks: 35

Internal Assessment: 5 Marks

Time: 3 hours

Project Report: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry seven small questions of two marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 14 marks each.

UNIT-I

Salient features of India's Export and Import policies during pre and post liberalization era.

UNIT-II

Institutional set up for export promotion; 50 per cent EOU's and Special Economic Zones.

UNIT-III

Export assistance measures; State Trading in India: STCs, MMTC.

UNIT-IV

Sources of Foreign Trade Statistics; Analysis of Foreign Trade Statistics.

SCHEME AND SYLLABUSES FOR VARIOUS JOB ORIENTED COURSES AT BA LEVEL

**B.A. (MARKETING)
Job Oriented Courses
Scheme of Examinations**

A student opting for B.A. (Marketing) will be required to study four papers in all. The papers of Hindi and English shall be compulsory and the syllabuses for the same will be the same as prescribed for other students of B.A. In addition the student is required to study the paper of Marketing in each of the six semesters. The Student will have the choice to opt either Commerce Papers or Economics papers as fourth paper in each semester. The syllabuses for economic paper shall be the same as prescribed for other students of B.A

B.A. (MARKETING) I SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
	PAPER-I	HINDI/ENGLISH*	10	90
	PAPER-II	ENGLISH/HINDI*	10	90
MKT-1.1	PAPER-III	MARKETING-I (PRINCIPLES OF MARKETING-I)	10	90
MKT-1.2	PAPER-IV	COMMERCE (ELEMENTS OF COMMERCE)-I BUSINESS STUDIES-I	10	90
		OR		
		ECONOMICS*	10	90

B.A. (MARKETING) II SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
	PAPER-I	HINDI/ENGLISH*	10	90
	PAPER-II	ENGLISH/HINDI*	10	90
MKT-2.1	PAPER-III	MARKETING-II (PRINCIPLES OF MARKETING-II)	10	90
MKT-2.2	PAPER-IV	COMMERCE (ELEMENTS OF COMMERCE)-II BUSINESS STUDIES-II	10	90
		OR		
		ECONOMICS*	10	90

B.A. (MARKETING) III SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
	PAPER-I	HINDI/ENGLISH*	10	90
	PAPER-II	ENGLISH/HINDI*	10	90
MKT-3.1	PAPER-III	MARKETING (SALESMANSHIP AND AGRICULTURAL MARKETING)-I (MARKETING COMMUNICATION)	10	90
MKT-3.2	PAPER-IV	COMMERCE (BASICS OF ACCOUNTING)-I FINANCIAL ACCOUNTING-I	10	90
		OR		
		ECONOMICS*	10	90

B.A. (MARKETING) IV SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
	PAPER-I	HINDI/ENGLISH*	10	90
	PAPER-II	ENGLISH/HINDI*	10	90
MKT-4.1	PAPER-III	MARKETING (SALESMANSHIP AND AGRICULTURAL MARKETING)-II (PERSONAL SELLING AND SALESMANSHIP)	10	90
MKT-4.2	PAPER-IV	COMMERCE (BASICS OF ACCOUNTING)-II FINANCIAL ACCOUNTING-II	10	90
		OR		
		ECONOMICS*	10	90

B.A. (MARKETING) V SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
	PAPER-I	HINDI/ENGLISH*	10	90
	PAPER-II	ENGLISH/HINDI*	10	90
MKT-5.1	PAPER-III	MARKETING -I (ADVERTISING)	10	90
MKT-5.2	PAPER-IV	COMMERCE (PRINCIPLES OF MANAGEMENT)-I BUSINESS MANAGEMENT-I	10	90
		OR		
		ECONOMICS*	10	90

B.A. (MARKETING) VI SEMESTER

PAPER CODE	PAPERS	NOMNCLATURE OF THE PAPERS	IA	TE
	PAPER-I	HINDI/ENGLISH*	10	90
	PAPER-II	ENGLISH/HINDI*	10	90
MKT-6.1	PAPER-III	MARKETING -II (SALES PROMOTION)	10	90
MKT-6.2	PAPER-IV	COMMERCE (PRINCIPLES OF MANAGEMENT)-II BUSINESS MANAGEMENT-II	10	90
		OR		
		ECONOMICS*	10	90

*THE SYLLABUSES AND NOMNCLATURE OF THESE PAPERS WILL BE THE SAME AS PRESCRIBED FOR OTHER B.A. STUDENTS

Detailed Syllabus

B. A. I

(First Semester)

PAPER CODE : MKT-1.1

Marketing-1

Principles of Marketing-1

Max. Marks: 90

Internal Assessment: 10 Marks

Time: 3 hours

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit-I

Introduction: Concept, nature, scope, importance and functions of marketing.

Unit-II

Market

segmentation and Targeting; Buyer behavior; Consumer decision making process.

Unit-III

Marketing Mix: Meaning, Components, Formulation of Marketing Mix.

Factors Affecting Marketing Mix. Concept of Extended Marketing Mix – People, Process and Physical Evidence.

Unit-IV

Product : concept, importance and classification. Product Life Cycle.

SUGGESTED READINGS:

Kotler, Keller, Koshy and Jha, Marketing Management-A South Asian Perspective, Pearson

B. A. I
(Second Semester)
PAPER CODE : MKT-2.1
Marketing-II
Principles of Marketing-II
Max. Marks: 90
Internal Assessment: 10 Marks
Time: 3 hours

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit 1

Product Planning and development, Development of New Product.

Unit 11

Branding and Trademark: - Difference between brand and trademark; advantages and criticism of branding; types of branding; Brand Polices and Strategies.

Pricing: - Meaning; Importance, Factors affecting pricing, pricing objectives, Types of price policy and pricing strategies.

Unit-111

Advertising: - Concept; Importance and criticism of advertising; Media of advertising; Evaluating advertising effectiveness.

Sales Promotion: - Importance, Methods, Functions and Publicity.

Unit -IV

Distribution channels –concept, functions and types. Physical Distribution – Meaning, objective and Importance.

SUGGESTED READINGS:

Kotler, Keller, Koshy and Jha, Marketing Management-A South Asian Perspective, Pearson

B. A. I

(First Semester)

PAPER CODE : MKT-1.2

Commerce (Elements of commerce)-1

Business studies-1

Max. Marks: 90

Internal Assessment: 10 Marks

Time: 3 hours

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit-I

Nature and Purpose of Business

Concept and Characteristics of Business, Objectives of Business, Classification of Business Activities, Industry: Meaning and Types, Commerce, Business Risk

Forms of Business Organizations –sole proprietorship, partnership firm, joint stock companies, cooperative societies, joint Hindu family business.

Unit-II

Private, Public and Global Enterprises

Role of Private Sector Vs. Public Sector Since Independence

Forms / Types of Public Sector Enterprises

Multinational Companies / Global Enterprises

Joint Venture

Business Services

Meaning

Characteristics / Features / Nature of Services

Classification or Types of Services

Unit-III

Emerging Modes of Business

Introduction

Meaning and Scope of E-Business

E-business v/s E-Commerce

Opportunities or Benefits of E-Business

Resources Requires for Successful

Security Problems Related to E-business

On-Line Transactions

Limitations of E-Business

E-Business v/s Traditional Business

Outsourcing of Services

Social Responsibilities of Business & Business Ethics

Introduction

Concept of social Responsibility

The Case for Social Responsibility

The case Against Social Responsibility

Social Responsibility Towards Different Interest Groups

Business and Environment Protection

Business Ethics

Unit-IV

Business Risk- nature and causes of business risk, insurable and non insurable risks. Type of Insurance-Fire and Marine

Physical Distribution-Transportation, storage and warehouse

SUGGESTED READINGS:

Principles and practice of commerce, C.L.Chaturvedi, L.N.Aggarwal, Mahavir Book Depot.

Element of modern commerce, Yadukul Bhushan, Om Prakash Aggarwal, Sultan chand & sons

NCERT books

B. A. I (Second Semester)
PAPER CODE : MKT-2.2

Commerce (Elements of Commerce)-II
Paper-business studies-II
Max. Marks: 90
Internal Assessment: 10 Marks
Time: 3 hours

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit-I

Formation of a Company

Joint Stock Company

Promotion, Important documents Used in the Formation of a Company

Unit-II

Sources of Business Finance

Meaning

Nature and Significance of Business Finance

Types of Business Finance

Sources of Finance

Methods of Raising Finance

International Sources of Finance

Factors Kept in Mind before Selecting a Suitable Source of Business Finance

Small Business

Introduction

Characteristics / Features of Small Scale Industry

Role of Small Business in India / Scope for Setting up Small Scale Business

Role of Small Business in India

Problems of Small Business in India

Government Assistance and Special Schemes

Unit-III

Internal Trade

Meaning

Main Features of Internal Trade

Types of Internal Trade

International Business

Meaning

Nature of External Trade / International Business

Importance of External Trade

Basic Information about ways of Entering into International Business

Modes of Entry into International Business

India's Place in World Business

Export Procedure

Import Procedure

Export-Import Documents

Important Terms used in External Trade

Export Promotion Measures

International Trade Institutions and Agreements

Unit-IV

Financial Institutions:

Objectives and functions of IEC, ICICI, AND IDBI, COMMERCIAL BANKS

SUGGESTED READINGS:

Principles and practice of commerce, C.L.Chaturvedi, L.N.Aggarwal, Mahavir Book Depot.

Element of modern commerce, Yadukul Bhushan, Om Prakash Aggarwal, Sultan chand & sons

NCERT books

B.A II

IIIrd Semester

PAPER CODE : MKT-3.1

Marketing (Salesmanship and agricultural marketing)-1

Marketing Communication

Max. Marks: 90

Time: 3 hours

Internal Assessment: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit – I

Nature and Importance of Communication, Communication Process, Elements of the Communication process, Application of Communication Process in Marketing

Unit – II

Steps in developing effective marketing Communication, Methods of Marketing Communication

Unit – III

Advertising, Personal Selling, Public Relations, Sales Promotion, their meaning and distinct characteristics

Unit – IV

Setting up of Targets- Policies, Strategies and Methods of achievements; Integrated Communication in Marketing.

Suggested Readings: (1) Marketing Management, Philip kotler, 7th Edition, Prentice Hall

(2) Fundamental of Marketing, Stanton and Futrell, 8th Edition, McGraw Hill

(3) Case in Advertising and Communication Management in India, Subroto Sen

Gupta, IIM Ahemedabad

B.A-II (Fourth Semester)

PAPER CODE : MKT-4.1

Marketing (Salesmanship and agricultural marketing)-II

Personal selling and salesmanship

Time: 3 Hours

Max Marks-90

Internal Marks- 10

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit-I

Nature and Importance of personal selling. Door to door selling situations where personal selling is more effective than advertising Vs. cost of Personal selling.

ANDA Model of selling. Types of Selling Situations. Types of Sales Persons.

Unit-II

Buying motives. Types of markets consumer and Industrial markets, Their characteristics and implications for the selling function. Process of effective selling: Prospecting, preapproach,

approach, presentation and demonstration, handling and objections. Closing and sale post-sale activities.

Unit-III

Qualities of the successful sales person with particular reference to sunsumer services.

Selling as a career ,advantages and difficulties, Measures for making selling an attractive career.

Unit-IV

Distribution network relationship. Reports and documents: Sale manual, Order Book, Cash memo, Tour Diary and periodical reports.

Suggested Readings: (1) Marketing Management, Philip kotler, 7th Edition, Prentice Hall

(2) Fundamental of Marketing, Stanton and Futrell, 8th Edition, McGraw Hill

(3) Case in Advertising and Communication Management in India, Subroto Sen

Gupta, IIM Ahemedabad

B. A.- II (Third Semester)
PAPER CODE : MKT-3.2

Commerce (Basics of Accounting)-1

Financial accounting-1

Max. Marks: 90

Internal Assessment: 10 Marks

Time: 3 hours

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit I

Accounting-Meaning, Objectives, Accounting as Source of Information, Internal and External Users of Accounting Information and their Needs.

Qualitative Characteristics of Accounting Information-Reliability, Relevance, Understandability and Comparability .

Unit II

Accounting Principles-Meaning and Nature

Accounting Concepts-Entity, Money Measurement, Going Concern, Accounting Period, Cost Concept, Dual Aspect. Revenue Recognition (Realization), Matching, Accrual, Full Disclosure, Consistency, Conservatism, Materiality .

Unit III

Accounting Standards-Concept.

Process of Accounting-From Recording of Business Transactions to Preparation of Trial Balance.

Bases of Accounting-Cash Basis, Accrual Basis.

Unit IV

Voucher and Transactions-Origin of Transactions-Source Documents and Vouchers, Preparation of Accounting Vouchers; Accounting Equation Approach-Meaning and Analysis, Accounting Equation: Rules of Debit and Credit.

Recording of Transactions-Books of Original Entry-Journal, Special Purpose Books: (i) Cash Book-Simple, Cash Book with Bank Column and Petty Cash Book (ii) Purchases Book, Sales Book, Purchase Returns Book, Sales Returns Book; Ledger-Meaning, Utility, Format; Posting from Journal and Subsidiary Books; Balancing of Accounts. Bank Reconciliation Statement-Meaning, Need and Preparation, Corrected Cash Book Balance.

Suggested Readings:

- 1.Gupta R.L. and Radha Swami M., Financial Accounting, Sultan Chand and Sons., New Delhi.
- 2.Monga J.R., Ahuja Girish and Sehgal Ashok: Financial Accounting, Mayur Paper Back, Noida.
- 3.Shukla M.C., Grewal T.S. and Gupta S.C.; Advanced Accounts, S. Chand and Company, New Delhi.

B.A.-II
(Fourth Semester)
PAPER CODE : MKT-4.2

Commerce- (Basics of Accounting) –II
Financial Accounting –II
Internal Assesment-10 Marks
Max Marks-90 Marks
Time: 3Hrs. Theory Paper

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit-I

Journalizing, Posting
and Preparation of trial balance.

Unit-II

Capital and revenue items; Reserves and Provisions, Rectification of errors,

Unit-III

Final
Accounts with adjustments.

Unit-IV

Depreciation: Meaning, Causes and Methods, Accounting for non-profit organizations.

Suggested Readings:

- 1.Gupta R.L. and Radha Swami M., Financial Accounting, Sultan Chand and Sons., New Delhi.
- 2.Monga J.R., Ahuja Girish and Sehgal Ashok: Financial Accounting, Mayur Paper Back, Noida.
- 3.Shukla M.C., Grewal T.S. and Gupta S.C.; Advanced Accounts, S. Chand and Company, New Delhi.

B.A-III

(Fifth Semester)

PAPER CODE : MKT-5.1

Marketing -I

Paper: Advertising

Max. Marks:90

Time: 3 hours

Internal Assessment: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit – I

Fundamentals of Advertising: Origin and Development, Definition, Importance, Role of Advertising, Nature, Objectives, Scope; Activities included and activities not included in advertising.

Unit – II

Types of Advertising: Commercial and Non-commercial advertising, primary demand and selective demand advertising, classified and display advertising, comparative advertising, co-operative advertising.

Unit – III

Social, Economic and Legal aspects: Social aspects – criticism of advertising, responsibility of advertiser, social responsibility and advertising; Economic aspects – Advertising and allocation of resources, advertising and prices.

Unit – IV

Nature and importance of sales promotion, role of sales promotion in marketing, forms of sales promotion, consumer oriented sales promotion, trade oriented sales promotion and sales force oriented sales promotion.

Suggested Readings: 1)Advertising management, Batra,Mayer Aaker, Tata McGraw-Hill

(2) Marketing Management, Philip kotler, 7th Edition, PrenticeHall

(3) Case in Advertising and Communication Management in India, Subroto Sen
Gupta, IIM Ahemedabad

B. A.-III
(Sixth Semester)
PAPER CODE : MKT-6.1

Marketing-II

Paper: Sales Promotion

Max. Marks: 90

Time: 3 hours

Internal Assessment: 10 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit – I

Advertising message, preparing an effective advertising copy, Elements of print copy – Headlines, Illustration, Body copy, slogan, Logo, Seal of approval, Role of colon, Elements of broadcast copy, Copy for direct mail.

Unit – II

Many tools of sales promotion: Samples, Point of purchase displays and demonstrations, Exhibitions and Fashion shows, sales contests and games of chance and skills, lotteries, gift offers, premium and free goods, , rebates, rewards.

Unit – III

Sales Promotion Tools: Conventions, Conferences and Trade shows , e-promotional techniques – Mobile Marketing, Web Marketing

Unit – IV

Developing Sales Promotion Programs, pre-testing, implementing, evaluating the results and making necessary modifications

Suggested Readings: (1) Marketing Management, Philip kotler, 7th Edition, Prentice Hall

(2)Fundamental of Marketing, Stanton and Futrell, 7th Edition, McGraw Hill

(3) Salesmanship and Publicity, JSk Patel, Sultan Chand & Sons

B. A.-III
(Fifth Semester)
PAPER CODE : MKT-5.2

Commerce-(Principles of management)-I
Business management-I
Internal Assesment-10 Marks
Time: 3Hrs.
Max Marks-90 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit-I

Business: concept, nature and spectrum of business activities, business system, business objectives.

Unit-II

Management: Introduction, concept, nature, process and significance; Development of Management Thought; Classical and Neo-Classical systems,

Unit-III

Planning: concept, types and process, Decision Making: concept and process, Management by Objectives,

Unit-IV

Organizing: concept, nature, process and significance; Authority and Responsibility relationship; Centralization and Decentralization;

Suggested Readings:

1. Druker. Peter F. Management Challenges for the 21st century; Butter worth Heinemann Oxford.
2. Wehrich and Koontz, O. Donnel: Essential of Management Tata Mc Graw Hill, New Delhi.
3. Parsad L. M., Principles and Practice of Management.: Sultan Chand and Sons.

B.A.-III

(Sixth Semester)

PAPER CODE : MKT-6.2

Commerce-(Principles of management)-II

Paper: Business Management -II

Internal Assessment-10 Marks

Time: 3Hrs.

Max Marks-90 Marks

Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry six small questions of three marks each. The rest of the eight questions will be set from all the four units. The examiner will set two questions from each unit out of which the candidate shall attempt one question from each unit. All questions shall carry 18 marks each.

Unit-I

Staffing: concept, nature and scope, Matching job and people; Recruitment; Selection and Training of employees.

Unit-II

Motivation and Leadership: Motivation-concept, Theories-Maslow, Herzberg, McGregor and Quchi; Financial and Non-Financial Incentives.

Leadership: concept and Leadership Theories.

Unit-III

Communication and Control: Communication Concept, Nature, Types and Process, Barriers and Remedies.

Control: Concept, Process and Techniques

Unit-IV

Management of Change: Concept, Nature and Process of Planned Change; Resistance to Change;

Suggested Readings:

1. Druker. Peter F. Management challenges for the 21st century; Butter worth Heinemann Oxford.

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2. Wehrich and Koontz, O. Donnel: Essential of Management. Tata McGraw Hill, New Delhi.

3. Parsad L. M., Principles and Practice of Management.: Sultan Chand and Sons

SCHEME OF EXAMINATION FOR ADD ON COURSES IN COMMERCE

NAME OF THE COURSE: CERTIFICATE COURSE IN ACCOUNTING ON
COMPUTERS (CCAC)

TO BE TAUGHT AT THE LEVEL OF B.COM I YEAR

SCHEME OF EXAMINATIONS

PAPER CODE	PAPER	NOMNCLATURE OF THE PAPER	T	P
CCAC 1.1	PAPER-I	FINANCIAL ACCOUNTING IN BUSINESS	50	---
CCAC 1.2	PAPER-II	COMPUTER FOUNDATIONS	50	---
CCAC 1.3	PAPER-III	ELECTRONIC ACCOUNTING	---	100
CCAC 1.4	PAPER-IV	COMPUTER APPLICATIONS	---	100

NAME OF THE COURSE: DIPLOMA COURSE IN ACCOUNTING ON
COMPUTERS (DCAC)

TO BE TAUGHT AT THE LEVEL OF B.COM II YEAR

SCHEME OF EXAMINATIONS

PAPER CODE	PAPER	NOMNCLATURE OF THE PAPER	T	P
DCAC 2.1	PAPER-I	CORPORATE AND INDUSTRIAL LAW FOUNDATIONS	100	---
DCAC 2.2	PAPER-II	COMPUTER APPLICATIONS IN ACCOUNTING	100	---
DCAC 2.3	PAPER-III	STATUTORY LAWS COMPLIANCE	---	100
DCAC 2.4	PAPER-IV	BUSINESS PROJECT	VIVA VOCE=100	

NAME OF THE COURSE: ADVANCE DIPLOMA IN ACCOUNTING ON
COMPUTERS (ADAC)

TO BE TAUGHT AT THE LEVEL OF B.COM III YEAR

SCHEME OF EXAMINATIONS

PAPER CODE	PAPER	NOMNCLATURE OF THE PAPER	T	P
ADAC 3.1	PAPER-I	TAXATION, MANAGEMENT AND COST ACCOUNTING INTERFACE	100	---
ADAC 3.2	PAPER-II	STATUTORY COMPLIANCE OF TAX LAWS	---	100
ADAC 3.3	PAPER-III	MANAGEMENT AND COST ACCOUNTING ON COMPUTERS	---	100
ADAC 3.4	PAPER-IV	BUSINESS PROJECT	VIVA VOCE=100	

DETAILED SYLLABUSES

DIPLOMA COURSE IN ACCOUNTING ON COMPUTER (DCAC)

DCAC 2.1

CORPORATE AND INDUSTRIAL LAW FOUNDATIONS

Max Marks 100

Time: 3 hours

Objective: To provide exposure to the students regarding statutory procedures related to business environment.

Course Inputs

1. Detail knowledge of Corporate Law, Registrar of Companies (ROC) matters; Ministry of Company Affairs Requirements
2. Banking fundamentals which include banking procedures, instrumentation, interest calculation, usage of plastic money, internet banking, Phone banking, Debit Card & Credit Card ; Project Financing- Understand financial projections and project preparation
3. Basics of legal documentation required for any type of Contract or Deed
4. Introduction of Employees State Insurance Corporation (ESIC) law, Rules for Contributors
5. Introduction of Employees Provident Fund (EPF) Provisions ; Gratuity Act and Bonus Act

Note: Examiner will give nine questions out of which a candidate has to attempt five questions. First question will be compulsory and will contain six parts of three marks each and out of remaining eight questions, any four questions can be attempted. All questions will be of equal marks (18 marks each)

DCAC 2.2

COMPUTER APPLICATION IN ACCOUNTING

Practical Examination: 100 Marks

Time: Three Hours

Objective: To make students expert in all applications of computers in general and accounting in particular.

Course Inputs

1. MS-Word & MS-Excel- Complete knowledge of working on MS Word and Excel Worksheet , creating Macros, opening Non-Excel files in Excel, Import of Excel data sheet and attaching spreadsheets in MS Word, Using Help Topics available on computer,
2. Data Bases- Data Base Basics, working with Forms, Reports and Macros
3. Financial Analysis Tools - Cash Flow/Fund Flow analysis, Ratio Analysis, Frequently used Checks/ Validation of Inputs
4. Financial Reports- Financial Statement Analysis and Presentation the data through reports (i.e. horizontal analysis, vertical analysis and comparative periods)
5. Introduction to www, Search engines, Web Browsers, Netscape Navigator, e-commerce (web commerce), E-marketplace, Advertising and online marketing, Purchase online, electronic payment systems, types of Electronic Payments, useful job hunting sites
6. Security features in MS Word and MS Excel- Protection of Documents, Password for Documents and Worksheets, Checking for viruses in Macros

DCAC 2.3

STATUTORY LAWS COMPLIANCE

Practical Examination :100 Marks

Time : Three Hours

Objective: To make students competent by providing knowledge on the Applied Statutory aspects in the Business Operations.

Course Inputs

1. Corporate Law- e- preparation of necessary Registers & Forms with special emphasis on the preparation of Returns, Documents and other matters related with ROC (Registrar of Company) as well as working on MCA 21 (Ministry of Company Affairs website)
2. Practical knowledge of working capital financing , Loan Project preparation
3. Legal documentation- Drafting of Deeds, agreements etc
4. Use of Payroll software for salary computation and HR management
5. Employees State Insurance Corporation (ESIC)- Online Uploading of ESIC Contributory Details of Workers (www.esic.in)Preparation and maintenance of Form -6 (Employee register regulation 32) Register, generation of TICs for the employees and generation of Challans

DCAC 2.4

BUSINESS PROJECT

Examiner will give two practical questions (out of real business project) from within the syllabus of above three papers of 30 marks each 60 Marks
Project file based on field work or practical training : 20 marks
Viva Voce : 20 marks

ADVANCED DIPLOMA IN ACCOUNTING ON COMPUTERS (ADAC)

ADAC 3.1

TAXATION AND MANAGEMENT & COST ACCOUNTING PREFACE

Max Marks 100

Time: 3 Hours

Overall objective: To introduce the basic norms and procedures of Taxation and Management & Cost Accounting useful in practical functioning of business operations

Course Inputs

1. Income Heads under Income Tax Act, Classification of Assesses, Deductions and Exemptions, Computation of Taxable Income and Tax, Advance Tax
2. Basic concepts of Service Tax, Taxable Services under Service Tax Act
3. Comprehend VAT- basic concept, Registration, Rules and Procedures, Penalties & Prosecution
4. Management Information System- Accounting technique and reports
5. Cost Accounting System- elements of cost, classification , cost sheet, cost centers, cost accounting methods and techniques
6. Introduction of Inventory Records, Cycle of Material Movement and Supporting Documents at each stage, Methods of Inventory Valuation

Note: Examiner will give nine questions out of which a candidate has to attempt five questions. First question will be compulsory and will contain six parts of three marks each and out of remaining eight questions, any four questions can be attempted. All questions will be of equal marks (18 marks each)

ADAC 3.2

APPLIED STATUTORY COMPLIANCE OF TAX LAWS

Practical Examination : 100 Marks

Time : Three Hours

Objective: To acquaint students with the use of computers in the norms and statutory procedures related with Taxation in Business Environment

Course Inputs

1. Working knowledge of Income Tax Act- Computation of Income Tax and Advance Tax; TDS/ TCS, PAN and TAN Application; ITR Forms (Income Tax Return Forms), Income Tax Challan ;TDS Certificates and Returns; e filing of IT Return
2. Practical Knowledge of Service Tax- e filling and filing of Service Tax Returns, Forms and Remittance Challans
3. Value Added Tax (VAT)- Registration Form; VAT Remittance; VAT Return; Annexures
4. Import & Export Documentation, Letter of Credit, Bill of Lading
5. Report Generation- Financial Reports; Balance Sheet; Profit and Loss Account; Statement of Accounts; Outstanding; Inventory Reports; Statement of Inventory; Statutory Reports; VAT Reports; TDS Reports; Service Tax Reports

ADAC 3.3

MANAGEMENT AND COST ACCOUNTING ON COMPUTERS

Practical Examination :100 Marks

Time : Three Hours

Objective- To provide exposure to the use of computer software in the area of Management and Cost Accounting

Course Inputs

1. Use of various software packages (preferably Tally) to obtain different management accounting outputs for the following:
 - Fund Flow Statement
 - Ratio Analysis
 - Budget and Budget variances
2. With the help of software, obtain different outputs for the following:
 - Analysis of cost-cost centre wise
 - Analysis of cost- cost elements wise
 - Allocation of overheads
 - Apportionment of overheads
 - Preparation of cost sheet
 - Variable and fixed costs- BEP, P/V analysis
 - Standard cost and variance analysis
 - Differential cost
3. Inventory & Stores Electronic Accounts- Stock Classification and Stock Level, Bill and Challan of Material , Inventory Valuation
4. Inventory Control and Stock Audit

ADAC 3.4

BUSINESS PROJECT

Examiner will give two practical questions (out of real business project) from within the syllabus of above three papers of 30 marks each 60 Marks
Project file based on field work or practical training : 20 marks
Viva Voce : 20 marks