M.Com. –IV Elective Subjects

M. Com. IV th Semester

Special attention to the Students. Students are required to select any one Specialization out of four suggested below.

Optional - Specialization

Optional Group - (A) Marketing

Optional Group - (B) Management

Optional Group - (C) Banking and Insurance

Optional Group - (D) Taxation and Accounting

Optional Group - (A) विपणन (Marketing)

प्रश्न पत्र	प्रश्नपत्र का नाम	पूर्णांक	पेपर कोड
Paper – A I	विपणन के सिद्धान्त	80+20	401
प्रश्नपत्र - A I	(Principle of Marketing)		
Paper – A II	विज्ञापन एवं विक्रय प्रबन्ध	80+20	402
प्रश्नपत्र — A II	(Advertising & Sales Management)		
Paper – A III	विपणन अनुसन्धान	80+20	403
प्रश्नपत्र — A III	(Marketing Research)		
Paper – A IV	अन्तर्राष्ट्रीय विपणन	80+20	404
प्रश्नपत्र - A IV	(International Marketing)		

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Optional Group – (B) সুৱন্ধ (Management)

प्रश्न पत्र	प्रश्नपत्र का नाम	पूर्णांक	पेपर कोड
Paper – B I	वित्तीय प्रबन्ध	80+20	411
प्रश्नपत्र — B I	(Financial Management)		
Paper – B II	कार्मिक प्रबन्ध	80+20	412
प्रश्नपत्र — B II	(Personnel Management)		
Paper – B III	उत्पादन प्रबन्ध	80+20	413
प्रश्नपत्र — B III	(Production Management)		
Paper – B IV	व्यूहरचना प्रबन्ध	80+20	414
प्रश्नपत्र — B IV	(Strategic Management)		

Optional Group - (C) बैंकिंग एवं बीमा (Banking and Insurance)

प्रश्न पत्र	प्रश्नपत्र का नाम	पूर्णांक	पेपर कोड
Paper – C I	बैकिंग व्यवहार	80+20	421
प्रश्नपत्र — C I	(Banking Practices)		
Paper – C II	भारत में बैंकिंग संस्थाए	80+20	422
प्रश्नपत्र — C II	(Banking Institution in India)		
Paper – C III	जीवन बीमा	80+20	423
प्रश्नपत्र — C III	(Life Insurance)		
Paper – C IV	सामान्य बीमा	80+20	425
प्रश्नपत्र — C IV	(General Insurance)		

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Optional Group - (D) करारोपण एवं लेखांकन (Taxation and Accounting)

प्रश्न पत्र	प्रश्नपत्र का नाम	पूर्णांक	पेपर कोड
Paper – D I प्रश्नपत्र – D I	भारत में प्रत्यक्ष कर (Direct Tax in India)	80+20	431
Paper – D II प्रश्नपत्र – D II	एकीकृत वस्तु एवं सेवा कर (Integrated Goods & Service Tax)	80+20	432
Paper — D III प्रश्नपत्र — D III	सेवा के क्षेत्र में लेखांकन (Accounting in Service Sector)	80+20	433
Paper – D IV प्रश्नपत्र – D IV	लेखांकन पद्धतियाँ (Accounting Methods)	80+20	434

महत्वपूर्ण नोट :

- सत्र 2014–15 से एम. कॉम. प्रथम, द्वितीय एवं तृतीय सेमेस्टर में सभी प्रश्न–पत्र अनिवार्य होंगें। उक्त परीक्षा में वैकल्पिक प्रश्न–पत्र चयन की व्यवस्था नहीं होगी।
- एम. कॉम. चतुर्थ सेमेस्टर में विशिष्टिकरण समूह (A), (B), (C) या (D) में से किसी भी एक वैकल्पिक समूह का चयन कर उस समूह के सभी चार प्रश्न-पत्र अनिवार्य रूप से लेने होंगें।
- 3. एम. कॉम. चतुर्थ सेमेस्टर में उपरोक्त विशिष्टीकरण समूह के अतिरिक्त 50 अंक की मौखिक परीक्षा तथा 50 अंक का परियोजना प्रतिवेदन (अधिकतम 50 पृष्ठों का) तैयार करना अनिवार्य होगा। यह प्रतिवेदन वाणिज्य या प्रबन्ध विषय से सम्बन्धित होगा।
- 4. सभी प्रश्न-पत्रों में लिखित परीक्षा 80 अंकों की तथा 20 अंकों की आन्तरिक मूल्यांकन परीक्षा होगी। आन्तरिक मूल्यांकन के अंक परीक्षार्थियों की उपस्थिति, सेमीनार, शोध एवं शैक्षणिक कार्य में भागिता, इकाईवार मूल्यांकन परीक्षा आदि के आधार पर प्रदान किये जायेंगे।
- 5- आन्तरिक परीक्षा एवं बाह्य परीक्षा में प्रश्नपत्रवार न्यूनतम उत्तीर्णांक 20% होगा। जो अध्यादेश क्रमांक 170 के प्रावधानों के अनुसार बंधनकारी होगा।



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एम.कॉम. चतुर्थ सेमेस्टर – (M.Com. Fourth Semester)

विशिष्टिकरण: (A) विपणन

Specialization: (A) Marketing

(1) विपणन के सिद्धान्त (प्रश्नपत्र - : A-प्रथम)

PRINCIPLE OF MARKETING (Paper -: A-First)

M.M.: 80

OBJECTIVE -

The Objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Unit – I	Introduction – Meaning, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning – an overview.
Unit – II	Market Analysis and Selection – Marketing environment – macro and micro components and their impact of marketing decisions; Market segmentation and positioning; Consumer behavior; Consumer versus organizational buyers; Consumer decision – making process.
Unit – III	Product Decisions – Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product lifecycle – strategic implications; New product development and consumer adoption process.
Unit – IV	Pricing Decisions – Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.
Unit – V	Distribution Channels and Physical Distribution Decisions – Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. Physical Distribution Management.

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(1) विज्ञापन एवं विक्रय प्रबन्ध - (प्रश्नपत्र : A - द्वितीय)

ADVERTISING & SALES MANAGEMENT (Paper : A – Second)

M.M.: 80

Unit – I	Introduction: Concept, Scope, Objectives and Functions of Advertising.
	Role of Advertising in marketing mix and the advertising process. Legal, ethical and social aspect of advertising.
Unit – II	Pre-launch Advertising Decision: Determination of target audience,
	Advertising Media and their choice. Advertising messages, Layout of
	advertisement and Advertising Appeal, Advertising Copy.
Unit – III	Promotional Management: Advertising Department, Role of Advertising
	Agencies and their Selection, Advertising Budget, Evaluation of Advertising
	Effectiveness.
Unit – IV	Personal Selling: Meaning and Importance of Personal Selling, -
	Difference between Personal Selling, Advertising and Sales Promotion.
	Methods and Procedure of Personal Selling.
Unit – V	Sales Management: Concept of Sales Management, Objectives and
	Functions of Sales Managements. Sales Organization, Management of Sales
	force and Sales force objectives, Sales force Recruitment :- Selection, Training, Compensation and Evaluation.

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(3) विपणन अनुसंधान (प्रश्नपत्र : A - तृतीय)

MARKETING RESEARCH (Paper : A - Third)

M.M.: 80

Unit – I	Marketing Research : An Introduction ; Marketing Decisions ; Marketing Research and Information System.
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Unit – II	Marketing Research Methodology, Research Design.
Unit – III	Organization of Marketing Research. Specialised areas of application of marketing research.
Unit – IV	Specialised Techniques of Marketing Research. Motivation Research.
Unit – V	Advertising Research : Planning and Procedure, New Product Research.

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(4) अनतर्राष्ट्रीय विपणन (प्रश्नपत्र : A — चतुर्थ)

INTERNATIONAL MARKETING (Paper : A - Fourth)

M.M.: 80

Unit – I	International Marketing; Meaning; Scope, benefits and difficulties of International Marketing: International marketing and Domestic Marketing, reasons for entering International marketing. International marketing environment; Identifying and selecting foreign market.
Unit – II	Foreign market entry mode: Product designing, standardisation Vs. Adaptation; Branding, Packaging and Labelling.
Unit – III	Quality issues and after sales service; International pricing; International price quotation; payment terms and methods of payment.
Unit – IV	Promotion of products and services abroad: International channels of distribution; Selection and appointment of foreign sales agents. Logistic decision.
Unit – V	Export policy and practices in India, Trends in India's foreign trade, steps in starting export business; Export finance, documentation and procedure.

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विशिष्टिकरण : (B) प्रबन्ध

Specialization: (B) Management

(1) वित्तीय प्रबन्ध (प्रश्नपत्र - : B प्रथम)

FINANCIAL MANAGEMENT (Paper: B - First)

M.M.: 80

OBJECTIVE

The objective of this course is to help students of understand the conceptual framework of financial management, and is applications under various environmental constraints.

COURSE INPUTS

Unit – I	Financial Management: Meaning, nature and scope of finance;
	Finance functions - investment, financing and dividend decisions.
	Capital Budgeting: Nature of investment dicisions; Investment
	evaluation criteria - net present value, internal rate of return,
	profitability index, payback period, accounting rate of return; NPV
	and IRR comparison; Capital rationing; Risk analysis in capital
	budgeting.
Unit – II	Cost of Capital: Meaning and significance of cost of capital;
	Calculation of cost of debt, preference capital, equity capital and
	retained earnings; Combined cost of capital (weighted); Cost of
	equity and CAPM.
Unit – III	Operating and Financial Leverage: Measurement of leverages;
	Effects of operating and financial leverage on profit; Analysing
	alternate financial plans; Combined financial and operating
	leverage.
	Capital structure Theories: Traditional and M.M. hypotheses -
	without taxes and with taxes; Determining capital structure in
	practice.
Unit – IV	Divident Policies: Issues in dividend decisions, Walter's model,
	Gordon's model, M-M hypothesis, dividend and uncertainty,
	relevance of dividend; Dividend policy in practice; Forms of
	dividends; Stability in dividend policy; Corporate dividend
	behaviour.
Unit - V	Management of Working Capital: Meaning, significance and
	types of working capital; Calculating operating cycle period and
	estimation of working capital requirements; Financing of working
	capital and norms of bank finance; Sources of working capital;
	Factoring services; Various committee reports on bank finance;
	Dimensions of working capital management.
	Management of cash, and inventory.

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(2) सेविवर्गीय प्रबन्ध (प्रश्नपत्र : B – द्वितीय)

PERSONNEL MANAGEMENT (Paper : B - Second)

M.M.: 80

Unit – I	Concept, Definition, Importance & Objectives of Personnel
	Management, Historical Development of Personnel
	Management, Nature, scope planning, Philosophy and Principles of
	personnel Management and its relation with behaviourial sciences.
Unit – II	Personnel policies, programmes & procedures.
	Personnel Department; Personnel Functions, Position of personnel
	Department & Organization of Personnel Management.
Unit – III	Man power planning Recruitment and Selection, Training &
7	Development of Employees & Executives.
	Promotion, Demotion, Transfers, Absentecism & Turnover.
Unit – IV	Performance Appraisal and Merit Ruting, Discipline.
	Jobevaluation Wage & Salary Administration, plans of
	Remuneration & Financial Rewards/Incentive payments.
Unit – V	Employees Fringe Benefits & Services - Safety, Health & Security
	programme and welfare.
	Motivation and Moral.

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(3) उत्पादन प्रबन्ध (प्रश्नपत्र : ${f B}$ — तृतीय)

PRODUCTION MANAGEMNT (Paper: B - Third)

M.M.: 80

Unit – I	Fundamentals of production management, Nature, Scope, Functions; Problems, Production and Productivity organizing for production. Types of manufacturing systems.
Unit – II	Production planning, Objectives, Factors affecting Production Planning. Planning future activities, forecasting. Qualitative & Quantative forecasting Methods, longrange forecasts, project planning method (P.E.R.T. and C.P.M.) Process planning System. Techniques of process planning: Assembly charts, process charts make or buy analysis.
Unit – III	Process design, Factors affecting design Relation with types of manufacturing plant location and layout: Factors affecting location. Types of plans layout, evaluation of alternative layout.
Unit – IV	Work measurement and work standards Uses of work measurement date, procedure for work measurement. Direct work measurement. Time study, activity sampling, Indirect work measurement: Syntetic timing, Predetermined motion time system, analytical estimating. Methods analysis: Areas of application, Approaches to methods design, Tools for methods analysis, work simplification programme.
Unit – V	Production Control – Control functions: Routing Londing, Scheduling, Despatching, Follow up. Quality control & inspection: place of quality control in modern enterpriss, organisation of qualit control. Statistical quality control, inspection location for inspection, inspection procedure and records, Inspection devices.

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(4) व्यूह रचना प्रबन्ध (प्रश्नपत्र : B - चतुर्थ)

STRATEGIC MANAGEMENT (Paper : B – Fourth)

M.M.: 80

Unit – I	Concept of Strategy: Defining strategy, levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Strategic business unit (SBU); Functional level strategies. Environmental Analysis and Diagnosis: Concept of environment and its components; Environment scanning and appraisal; Organisational appraisal; Strategic advantage analysis and diagnosis, SWOT analysis.
Unit – II	Strategy Formulation and Choice of Alternatives: Strategies - modernisation, diversification, integration, Merger, take-over and joint strategies; Turnaround, divestment and liquidation strategies; Process of strategic choice-industry, competitor and SWOT analysis; Factors affecting strategic choice; Generic competitve strategies- cost leadership, differentiation focus, value chain analysis, bench marking, service blue printing.
Unit – III	Functional Strategies: Marketing, production / operations and R & D plans and policies. Functional Strategies: Personnel and financial plans and policies.
Unit – IV	Strategy Implementation: Inter-relationship between formulation and implementation; Issues in strategy implementation; Resource allocation. Strategy and Structure: Structural considerations, structures for strategies; Organisational design and change.
Unit – V	Strategy Evaluation: Overview of strategic evaluation; Strategic control; Techniques of strategic evaluation and control. Global Issues in Strategic Management.

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विशिष्टिकरण : (C) बैंकिंग एवं बीमा

Specialization: (C) Banking and Insurance

(1) बैंकिंग व्यवहार - (प्रश्नपत्र : C - प्रथम)

BANKING PRACTICES (Paper: C - First)

M.M.: 80

OBJECTIVE -

This course enables the students to know the working of the Indian banking system and fundamentals of insurance.

Unit – I	Bank: Concept, Functions and Services, Prohibited Business, Nature of Banking, Qualities of Banker, Bank and Customer Relationship, Concept of Customer, general Relationship, Bankers, Rights and obligations, Termination of Relationship, E-Banking, Mobile Banking & Green Banking system.
Unit – II	Accounts of Customers: Various Customers' Accounts, Opening an account, Nomination facility, Special Types of Customers Minors, Pardanashin Women, Lunatics, Intoxicated Persons, Joint Hindu Family, Limited Companies and Non Trading Concern.
Unit – III	Employment of Bank Funds, Importance of Liquidity, Cash Reserve, Money at call and short notice, Investments, Statutory provisions regarding liquid Assets, Principles of lending, Types of loan, Interest Tax Act.
Unit – IV	Purchase/Discounting of Bills, Legal Position, Bill Market scheme, Lodgment of bills, Vaghul Working Group Report, Letters of Credit, Concept and types, Crossing and endorsements of cheque.
Unit – V	Securities for Advances: General Principles, Advances against Goods, Stock Exchange Securities, Real Estate, Life Policies, Fixed Deposits, Gold, Silver, Bond and Debenture. Lien and Mortgage, Types of mortgage, Hypothication, pledge.

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(2) भारत में बैंकिंग संस्थाएँ – (प्रश्नपत्र : C – द्वितीय)

BANKING INSTITUTION IN INDIA (Paper : C - Second)

M.M.: 80

Unit – I	Indian Banking System : Indigenous Bankers, Money Landers, Nationalization of commercial Bank and their Effects, Classification of
	Banking Institutions, Commercial Banks, Regional Rural Banks, Cooperative Banks.
Unit – II	Development Banking in India: IFCI, ICICI, SIDBI, Credit Guarantee Institutions; Export Credit Guarantee Corporation of India, Deposit Insurance and Credit Guarantee Corporation of India.
Unit – III	R.B.I.: Organization, function, Central Banking functions, Promotional functions, Control of credit by RBI, NBFC and RBI, Commercial Banks and RBI, Power of RBI.
Unit – IV	Banking Regulation Act 1949: Important features, Forms of Business of a Bank, Regulation for Capital, Control over Management, Restrictions on loans and advances winding up of a Banking Company, Amalgamation of Banks.
Unit – V	Emerging trends in Banking Sector: Narasimham Committee Report, Committee on Banking Sector Reforms, Bridge Loan and Privatization of Banks and its impact.

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(3) जीवन बीमा — (प्रश्नपत्र : C — तृतीय)

LIFE INSURANCE (Paper : C - Third)

M.M.: 80

Unit – I	Life insurance: introduction, History of life insurance, Utility, Object,
	Characteristics and importance of life insurance, procedure of getting life
	insurance, non - medical insurance, Insurance of sub - standard lives,
	insurance of female lives and Minors.
Unit – II	Life insurance policy: Conditions and kinds of Life insurance policies,
	some important plans of life insurance.
Unit – III	Premium and Annuity: Elements of premium; methods of premium
	computation, Natural premium plan, level premium plan, Gross and net
	premium, Loading mortality table – meaning, characteristics and importance
	in life insurance; Kinds of mortality table. Annuity: meaning, objects,
	advantages and kinds of annuity, annuity Vs Life insurance.
Unit – IV	Life Insurance agent and his working, settlements of Life insurance clamis.
	Guidelines and procedures, Organisation and management of life insurance
	corporation of India, working and progress.
Unit - V	Privatization of Life insurance in India, Insurance Regulatory &
	Development Authority Act, 1999, - powers and functions of authority.

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(4) सामान्य बीमा – (प्रश्नपत्र : C – चतुर्थ)

GENERAL INSURANCE (Paper : C – Fourth)

M.M.: 80

Unit – I	Introduction: Origin and Development of Insurance: Advantages,
	Importance and Functions of Insurance, Fundamental principles of
	Insurance - insurable interest, almost good faith, other principles -
	indemnity, subrogation, contribution, mitigating of loss warranties,
	Proximate cause etc.
Unit – II	Classification and Re-insurance: General Principles, various methods of
	re-insurance, under insurance, Over-insurance, double insurance
	Classification and organisation of Insurance.
Unit – III	Marine Insurance: Introduction, Evolution & Development of marine
	insurance. Necessary elements of marine insurance contract Peril & Scope
	of marine insurance. Procedure of Taking out Marine Insurance Policy,
	kinds of Marine insurance Policies, Computation of Marine Insurance
	Premiums and Returns, Marine Losses - Total loss, Actual and
	Constructive, Partial Loss – particular average loss and general average loss,
	Settlements of Claims and Recoveries, Salvage and Particular Charges.
Unit – IV	Fire insurance: Physical and moral haxards, functions of fire insurance,
	history of fire insurance; principles of fire insurance, meaning of fire,
	characteristics of fire insurance, contract rights of insurer under a fire
	insurance contract, procedure of fire insurance policy, fire policy conditions,
	settlement of claims.
Unit – V	Miscellaneous Insurance: Personal accident Insurance, Motor, empolyer's
	liability fidelity guarantee, burglary, live stock, crop. And workmen's
	compensation insurance, Cattle Export Risks ; Engineering ; Aircraft
	insurance.

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विशिष्टिकरण: (D) करारोपण एवं लेखांकन

Specialization: (D) Taxation and Accounting

(1) भारत में प्रत्यक्ष कर (प्रश्नपत्र : **D** - प्रथम)

DIRECT TAX IN INDIA (Paper : D - First)

M.M.: 80

Unit – I	Basic Concepts and Definitions, Residential Status and Tax incidence. Exempted Income, Deemed Income, Clubbing of Income, Deductions under Section – 80.
Unit – II	Computation of Tax Liabilities of Individual. Taxation on Agriculture Income.
Unit – III	Return of Income and Assessment, Various Types of Return, types of Assessment.
Unit – IV	Advance payment of Tax, Tax Deducted at Source, Penalties and Prosecution, Refund of Excess Payment.
Unit – V	Income Tax Authorities, Appeal and Revisions, Settlement of cases.

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विशिष्टिकरण: (D) करारोपण एवं लेखांकन

Specialization: (D) Taxation and Accounting

(2) एकीकृत वस्तु एवं सेवा कर (प्रश्नपत्र : D - द्वितीय)

INTEGRATED GOODS AND SERVICE TAX (Paper : D – Second)

M.M.: 80

Unit – I	Observation & Introduction of GST Act-2017, Nature, Important Definations,
	Levy And Collection of Tax, Taxation And Exemption of Tax, Registration
	Procedure, Meaning & Probability of Supply.
	Assessment of Tax in GST, List of Taxfree & Taxable Goods, E Billing.
Unit – II	Electronic Commerce (E-Commerce), Job Work, Inputs Tax Credits, Concept of Input Service Distributors in GST, Procedure of Returns & Checking of Inputs Tax Credit.
Unit – III	Valuation & Checking of Accounting, Payable & Refunds, Demand & Recovery, Appeals & Amendment in GST, Advance Judicial Decisions, Composition Scheme, E Way Billing.
Unit – IV	Organistion & Administrative Structure, Settelment Commission, Appointment of Officer, Inspection, Searching, Confiscations (Seizure) & Arrest, Offences & Penalties, Prosecution & Compunding.
Unit – V	Observation of GST Act, Place of Services & Supply, Fronted Business Procedure on GST Portal, Miscelaneous Provisions.

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(3) सेवा के क्षेत्र में लेखांकन (प्रश्नपत्र : D - तृतीय)

Accounting in Service Sector (Paper : D - Third)

M.M.: 80

Unit – I	Accounts of Hotel Companies – Introductions, Sources of Income, Heads of Expenditures, Cash Book, Visitor's ledger, final accounts.
	Accounting for Transport Undertaking – Introduction – Railways, Trams and Buses, Roadways, Shipping. Preparation of Daily Log book and final accounts (Problems on roadways only)
Unit – II	Accounts for Hospitals – Introduction, preparation of final accounts, capital and revenue expenditure, OPD and IPD register. Accounts of Professional people.
Unit – III	Accounting for educational institutions – General cash book, Collection Ledger, Donors Register, Stock book Register, Salary and wages Register, Types of Govt. Grants and its accounting, Annual statement of accounts.
Unit – IV	Accounts of Co-operative Societies – Accounts of Agricultural Farms.
Unit – V	Government Accounting: Basic principles of government Accounting, Commercial Accounting Vs Government Accounting, Consolidated funds contingency fund and public Accounts.

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(4) लेखांकन पद्धतियाँ (प्रश्नपत्र : D — चतुर्थ)

Accounting Methods (Paper: D – Fourth)

M.M.: 80

Preparation of Accounts from incomplete records and single entry system.
Branch Accounts – Independent and foreign branch. Departmental accounts.
Lease Accounts, Social Accounting.
Accounting for Price level changes. Human Resource Accounting.
Insolvency Accounts. (individual and firm).

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