


University of Rajasthan Jaipur

SYLLABUS

B.COM. PART-III

2015

Prepared by — Rishk

Checked by — 

Exam. 2015

Syllabus : B.Com. Part-III • 3

B.Com. (Pass) Course SCHEME OF EXAMINATION

The number of papers and the maximum marks for each paper together with the minimum marks required for a pass are shown against each subject separately. It will be necessary for a candidate to pass in the theory part as well as the practical part of a subject/paper, wherever prescribed, separately classification of successful candidates shall be as follows :

First Division	60%	} of the aggregate marks prescribed at (a) Part-I Examination, (b) Part-II Examination (c) Part-III Examination, taken together
Second Division	48%	

All the rest shall be declared to have passed the examination if they obtain the minimum pass marks in each subject, viz., 36%. No division shall be awarded at the Part-I and Part-II examination.

CONTENTS

1. Accountancy and Business Statistics	5
2. Business Administration	18
3. Economic Administration and Financial Management	25

Additional Optional Subjects

1. Textile Craft	34
2. Garment Production and Export Management	44

Add-on Subjects

1. Computer Applications	47
2. Tax Procedure and Practice	47
3. Principles and Practice of Insurance	53
4. Office Management and Secretarial Practice	55
5. Advertising Sales Promotion and Sales Management	57
6. Tourism and Travel Management	59
7. Foreign Trade Practices and Procedures	60
8. Tourism	63
9. Principles and Practice of Banking and Insurance	64
10. Foreign Trade Procedure	66

B.Com. Part III Examinations
Distribution of Marks

S. No.	Name of the Subject/Paper	Duration Hours	Max. Marks	Min. Pass Marks
1.	Accountancy & Business Statistics			
	Paper-I <i>Accounting and Management Accounting</i>	3	100	36
	Paper-II Optional (Any one of the following)			
	Paper-II 1. <i>Functional Accounting</i>	3	100	36
	Paper-II 2. Advanced Cost accounting	3	100	36
	Paper-II 3. Cost and Management Audit	3	100	36
	Paper-II 4. Business Statistics	3	100	36
	Paper-II 5. Computer Application in Accounting	3	100	36
	Paper-II 6. Taxation Law and Practice	3	100	36
	Paper-II 7. Advanced Financial Accounting	3	100	36
	Paper-II 8. Operation Research	3	100	36
	Paper-II 9. Business Mathematics	3	100	36
	Paper-II 10. Stock Market and Security Analysis	3	100	36
	Paper-II 11. Quantities Methods & their Application	3	100	36
2.	Business Administration			
	Paper-I Functional Management	3	100	36
	Optional (any one of the following)			
	Paper-II Business Entrepreneurship	3	100	36
	Paper-II Industrial laws	3	100	36
	Paper-II Steno-Typing (English)	3	100	36
	Paper-II Steno-Typing (Hindi)	3	100	36
	Paper-II Insurance Theory & Practice	3	100	36
	Paper-II Sales Promotion & Sales Management	3	100	36
3.	Economic Administration and Financial Management			
	Paper-I Rural Development and COOPERATION	3	100	36

S. No.	Name of the Subject/Paper	Duration Hours	Max. Marks	Min. Pass Marks
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Optional (Any one of following)

Paper-II 1. International Finance and

Foreign Exchange 3 100 36

Paper-II 2. Business Budgeting 3 100 36

Paper-II 3. Public Economic 3 100 36

Paper-II 4. Indian Financial System 3 100 36

Paper-II 5. Banking Law & Practice in India 3 100 36

Paper-II 6. Economy of Rajasthan 3 100 36

Additional Optional Subject

(1) Textile Craft

(2) Garment Production and Export
Management**Add-on Subjects :**

1. Computer Applications

2. Tax Procedure and Practice

3. Principles and Practice of Insurance

4. Office Management and Secretarial Practice

5. Advertising Sales Promotion and Sales Management

6. Tourism and Travel Management

7. Foreign Trade Practices and Procedures

8. Tourism

9. Principles and Practice of Banking and Insurance

10. Foreign Trade Procedure

1. ACCOUNTANCY AND BUSINESS STATISTICS

Scheme :

Min. Pass Marks 72 Max. Marks 200

Paper-I 3 hrs. duration

Max. Marks 100

Paper-II 3 hrs. duration

Max. Marks 100

Note: Each question paper will be divided into two parts as detailed below:

Part-I will comprise 2 questions of 20 marks each. Question No. 1 will consist of 10 short answer questions of 2 marks each. Each question will be answered in a maximum of 20 words. Question No. 2 will consist of 5 short answer questions of 4 marks each. Each question will be answered in a maximum of 50 words.

Part I of the question paper will be answered in a separate booklet containing the questions and appropriate blank spaces for answers below the questions in the booklet itself. Time allowed

for part-I would be 1 hour.

Part-II will comprise of 3 descriptive problem solving/essay type questions of 20 mark each taken from all the three sections. Each question will have an internal choice in the form of either/or. The candidates will be required to attempt all the 3 questions.

Part-II of the question paper will be answered in a separate usual answer book. Time allowed for part-II will be 2 hours.

Paper I : Auditing and Management Accounting

Duration : 3 hrs.

Max. Marks : 100

Section : A

Auditing : Meaning, Objects, Fraud and Errors, Book-keeping, Accounting and Auditing, Audit Programme, Internal Control, Internal Check, Vouching, Verification and Valuation of Assets and Liabilities.

Section : B

Audit of Companies : Appointment, Removal and Remuneration of Company Auditor, Rights, Duties and Liabilities of Company Auditor, Audit of Share Capital, Audit Report. Management Accounting : Meaning, Functions of Management Accountant, Capital Structure : Determinants and Theories, Leverages : Operating, Financial and Combined.

Section : C

Financial Analysis : Meaning, nature, importance and techniques of financial analysis : Comparative Statements, Common Size Statements, Trend Analysis and Ratio Analysis, Cash Flow Analysis, Capital Expenditure Decisions.

Note : The candidate shall be permitted to use battery operated pocket calculator that should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless

Books Recommended

1. Spicer & Paglar : Practical Auditing (Indian Ed.)
2. De Paula : Principles of Auditing
3. J. Lancaster : Principles and Practice of Auditing
4. R.G. Williams : Elements of Auditing
5. Mautz and Sharaf : Philosophy of Auditing
6. Jain, Khandelwal : Auditing
7. Anthony Robert : Management Accounting Principles
8. Batty J. : Management Accountancy
9. Manmoan & Goyal : Principles of Management Accountancy.
10. Hingorani N.L. & Ramanath A.R. : Management Accountancy.
11. Maheshwari S.N. : Management Accounting and Financial Control

Paper II (I) : Functional Accounting**Duration : 3 hrs.****Max. Marks : 100****Section : A**

1. Sectional and Self Balancing Ledgers.
2. Accounts from Incomplete Records
3. Royalty and Lease Accounts

Section : B

4. Insurance Claims : Loss of Stock and Loss of Profit.
5. Hire Purchase and Instalment Sale Transaction.
6. Valuation of Goodwill and Valuation of Shares

Section : C

7. Departmental Accounts
8. Branch Accounts (including foreign branch).
9. Investment Accounts.

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Books Recommended

1. R.L. Gupta : Advanced Accountancy
2. S.N. Maheshwari : Advanced Accountancy, Vol. I & II
3. Shukla & Grewal : Advanced Accounts.
4. Shukla S.M. : Advanced Accountancy
5. Monga, Sehgal, Ahuja : Advanced Accounts Vol. I & II

6

~~1. R.L. Gupta : Advanced Accountancy~~
~~2. S.N. Maheshwari : Advanced Accountancy~~

Paper-II (2) : ADVANCED COST ACCOUNTING

Min. Pass Marks 36. 3 hrs. duration Max. Marks 100

Section-A

1. Review of Cost Accounting as information system; Concept of costs, Types of costs; Installation of a Costing System.
2. Cost Control as distinct from cost determination; Control over Wastage, scrap, spoilage and defective.
3. By-product and Joint product costing including equivalent units.
4. Cost control Accounts and Integral Accounts.

Section-B

5. Marginal Costing : Stock valuation under marginal costing : Absorption costing curve, linear, break even analysis; Break even

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PROF. DR. P. C. AGARWAL
Director, U. R. Institute of Technology
Jaipur, Rajasthan

charts: Differential cost analysis.

6. Cost Analysis for management decision making like-Make or Buy; own or lease; repair or replace ; now or later; sale of scrap or retain; shut down or continue; expand or contract; dropping or adding a product; suitable product mix.
7. Pricing decision in special circumstances, like sale below cost, export pricing, dumping and inflation.

Section-C

8. Standard Costing : General Principles : setting of standard costs; variance analysis cost; profit and sales variances. presentation of variances.
9. Uniform Costing and Inter firm comparison.
10. Cost Reduction : Meaning; Techniques; Principles and Procedure: Treatment of research and development costs.

Note : The candidate shall be permitted to use battery operated pocket calculator that should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless.

Books Recommended :

1. महेश्वरी एवं मिश्र : लागत लेखांकन: सिद्धांत एवं व्यवहार
2. Prasad, N. K. : Principles and Practice of Cost Accounting.
3. Bhar. B.K. : Cost Accounting : Methods & Problems
4. Saxena and Vashistha : Advanced Cost Accounts
5. Ashish K. Bhattacharaya : Principles and Practice of Cost Accounting.
6. Horngren : Cost Accounting: A Managerial Approach
7. Jain, Narang : Advanced Cost-Accounting
8. Matz, Curry and Frank: Cost Accounting
9. Shilling and Zordon : Cost Accounting : Analysis and Control.
10. Nigam, B.M.L., Sharma : Advanced Cost Accounting
11. Backer and Jacobson : Cost Accounting
12. ओसवाल, बिदावत, मंगल : लागत विवरण एवं लागत नियंत्रण

Paper II (3) : COST AND MANAGEMENT AUDIT

Min. Pass Marks 36

3 hrs. duration

Max. Marks 100

Section-A

1. Cost Audit : Nature, objects and scope; cost audit leading to other services; cost audit and financial audit.

(8)

University of Rajasthan
Jaipur

2. Cost auditor : Qualifications, appointment and engagement; rights, duties and responsibilities—professional and legal—under Companies Act, 1956 and Cost and Works Accountants Act, 1959; relationship between statutory financial auditor, cost auditor and internal auditor.
3. Professional ethics and misconduct; special penal provision for cost auditors.

Section-B

4. Preparation of the cost audit programme; evaluation of internal control system including material inventory, capacity utilization management information system and internal audit.
5. Preparation and verification of cost records; cost Accounting Records Rules u/s 209 (I) (d) of the companies Act, 1956 (only general knowledge is required); Use of statistical sampling methods.
6. The cost audit reports : contents of reports as per Cost Audit Records Rules u/s 233 (b) of the Companies Act, 1956; Review of cost audit reports by Government.

Section-C

7. Management audit, Meaning, nature and scope, qualities of a management auditor, concept of efficiency audit, proprietary audit and operational audit.
8. Specific areas of management audit involving review of internal control, review of purchasing control, review of selling and distribution policies and programmes, review of manufacturing operations.
9. Corporate social audit : concept, dimenloy and technique.

Note : The candidate shall be permitted to use battery operated pocket calculator that should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless.

Books Recommended :

- | | |
|------------------------|---------------------------------|
| 1. खण्डेलवाल एम. सी. : | प्रबंध अंकेक्षण |
| 2. Choudhary D. : | Management Audit and Cost Audit |
| 3. Ramanathan : | Cost and Management Audit |
| 4. Cona W.L. : | Management Audit |
| 5. Tikhe J. G. : | Cost Audit and Management Audit |
| 6. Rose T.G. : | Management Audit |
| 7. Kamat Gupta : | Contemporary Audit |

Paper-II (4) : BUSINESS STATISTICS

Min. Pass Marks 36 3 hrs. duration

Max. Marks 100

Section-A

1. Analysis of time series : Meaning, components of time series, methods of measuring trend, seasonal variations and irregular fluctuations.
2. Interpolation and Extrapolation : Meaning, Nilwon's method of Advancing difference, Binomial and Langrage's method.
3. Multiple correlation and regression.

Section-B

4. Associations of attributes.
5. Theory of probability : Elementary problems based on permutations and combinations. additive and multiplicative rules.
6. Probability distributions : Binomial, Poisson and Normal distribution.

Section-C

7. Sampling : Meaning, Sample of attributes and variables, Test of significance, large samples and small samples, t-test, F-test and chi-square test.
8. Analysis of variance : One way and two way classification, design of experiments.
9. Statistical quality control.

Note : The candidate shall be permitted to use battery operated pocket calculator that should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless.

Books Recommended :

1. माथुर, खण्डेलवाल, गुप्ता : व्यावसायिक सांख्यिकी
2. गगर : सांख्यिकी के सिद्धान्त
3. S.P. Gupta : Statistical Methods
4. Sancheti & Kapoor : Statistical Methods

Optional Paper-II (5) : COMPUTER APPLICATION IN

ACCOUNTING

- (i) Theory 50Marks (20-Objective +30-Descriptive) Min. Pass Marks 18
(ii) Practice 50 Marks (20-Objective +30-Descriptive) Min. Pass Marks 18
Total 100 Marks Min. Pass marks 36

(1) For 20 Marks :- Objective Question (Objective Part -I)

Question No 1 (i) To (x) Should not exceed 20 words Each Question
Carries 1 Marks

Question No-2 (i) To (v) Should not exceed 50 words Each Question
carries 2 Marks

(2) For 30 Marks :- Descriptive Part- II

Attempt three question in all, selecting one question from Each Section
Each question carries 10 Marks.

Section-A

1. Introduction of Computers and automated data processing, development of computers, types of computers, hardware and software.
2. Binary code system; binary arithmetic, words, bytes and bits, introduction to other number system (octal and hexadecimal), computer languages.
3. Introduction in flow charts, flow diagram importance, symbols and their application.

Section-B

4. Basic Concepts of programming languages : Programming domains, language evaluation criterion and language categories, evolution of the major programming languages (C, C++, JAVA)
5. Introduction to 'C' language character set, variables, constants, keywords, instruction, assignment statements, arithmetic expression, comment statements, simple input and output, Boolean expressions relational operators, logical

Section-C

6. Control structure, decision control structures, loop control structures, case control structures.
7. Arrays and strings, functions, pointers, structures and unions and user defined variables file handling, dynamic memory allocation.
8. Writing simple 'C' programs.

Note :

1. There will be 3 hours of Theory and 3 hours of computer lab. Work per week.
2. The candidate shall be permitted to bring a pocket calculator, That should have not more 12 digits. 6 functions and 2 memories and should be noiseless & cordless.

Books Recommended :

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|---|--|
| 1. Fundamentals of computers : | V. Rajaraman |
| 2. Programming in COBOL : | Schaum Series |
| 3. Principles of Auditing : | Tandon |
| 4. Selecting the Computer System : | Chorafas |
| 5. System Analysis & Data Processing : | Subramaniam and Menon |
| 6. Computer Data Processing : | Gordon B. Davis |
| 7. Computer and Common Sense : | Roger Hund and John Shelly |
| 8. Machine Organization - An Introduction to the Structure and Programming of Computing Systems : | Pflager P.C.
(New York Wiley, 1982) |



SECTION
WORK

P2

9. Fundamentals of Data Structures : Herowitz E. Sahnaj Co. Computer Science Press, 1978.
10. Computer Hardware and Organisation : Solam M.E.
11. Fundamental Concept of Programming System : Allaman J.D.
12. COBOL Programming : M.K. Roy and D. Ghosh
13. Computer Programming in COBOL : V. Rajaraman
14. D.O.S. and 6.2 Companion : Satish Jain

Optional Paper-II(6) : TAXATION LAW AND PRACTICE

Min. Pass Marks 36

3 hrs. duration

Max. Marks 100

Section-A

Wealth Tax Act and Rules

- (1) Definitions : charge of wealth tax and assets subject to such charge; exemptions; valuation of assets, computation of net wealth and wealth tax.
- (2) Procedure of assessment : liability to assessment in special cases; appeals; revision and reference, payment and recovery of wealth tax, refunds.

Section-B

Central Sales Tax and Rules :

- (3) Definitions : liability of tax on inter-state sales; rates of tax; determination of taxable turnover and sales tax; declaration forms.
- (4) Registration of dealers; declared goods and restrictions and conditions on sale of such goods; levy and collection of tax; penalties; appeals.

Section-C

Rajasthan Value Added Tax Act, 2003

Introduction - Definitions, Extent and Commencement, Incidence and Levy of Tax. Registration of Dealers. Payment of Tax, Filing of Returns and assessment.

Tax Liability, Recovery and Refund. Interest, Penalties, Composition and Prosecution.

Note : The candidate shall be permitted to use battery operated pocket calculator that should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless.

Books Recommended :

(12)

14 • University of Rajasthan

1. चावला एवं गुप्ता : धनकर एवं उपहार कर
2. Bhagwati Prasad : Wealth Tax and Gift Tax
3. Mehrotra & Goyal: Wealth Tax and Gift Tax
4. चावला, गुप्ता एवं नाहर : केन्द्रीय एवं राजस्थान बिक्री कर
5. पटेल व चौधरी : धन कर, उपहार कर एवं निगम कर
6. पटेल व चौधरी : विक्रय कर
7. V.K. Singhania : Direct Taxes

Paper-II (7) : ADVANCED FINANCIAL ACCOUNTING

Min. Pass Marks 36

3 hrs. duration

Max. Marks 100

Section-A

1. Alteration of share capital and internal reconstruction (excluding framing of schemes).
2. Amalgamation, absorption and external reconstruction of companies (excluding framing of schemes).
3. Liquidation of companies.

Section-B

4. Accounts of Holding companies. Preparation of consolidated financial statements (excluding inter-company holdings).
5. Accounts of banking companies and general insurance companies.
6. Double accounts system (including accounts of Electricity companies).

Section-C

7. Trends in published accounts.
8. Valuation of inventories; AS-2.
9. Accounting for agricultural farms and hotels.
10. Indian accounting standards 6 to 12.

Note : The candidate shall be permitted to use battery operated pocket calculator that should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless.

Books Recommended :

1. Publications of the Institute of Chartered Accounts of India.
 - (i) Trends in Published Accounts
 - (ii) Indian Accounting Standards 1 to 12.
2. Pickles : Accountancy
3. Spicer and Peglar : Book-Keeping and Accounts
4. Shukla M.C. & Grewal T.S. : Advanced Accounting
5. H. Chakravarty : Advanced Accountancy
6. R.L. Gupta : Advanced Accountancy, Vol. II

7. Jain & Narang : Advanced Accounts.
8. Monga, Sehgal, Ahuja : Advanced Accounts, Vol. II
9. जैन, खण्डेलवाल, पारीक : एडवांस्ड एकाउन्ट्स

Paper-II (8) : OPERATION RESEARCH

Min. Pass Marks 36 3 hrs. duration

Max Marks 100

Section-A

1. Introduction : Quantitative techniques and operation research, methodology and models of O.R.
2. Linear Programming concept, formulation, graphical solution, primal and dual samples method.
3. Transportation model, assignment models.

Section-B

4. Game theory.
5. Waiting line Theory
6. Simulation.

Section-C

7. Inventory control techniques.
8. Network analysis, PERT & CPM, including time-cost trade off.
9. Quantitative decision models : decision making under certainty, uncertainty and Risk expected value of perfect information, decision tree.

Note : The candidate shall be permitted to use battery operated pocket calculator that should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless.

Books Recommended :

1. माथुर, खण्डेलवाल, गुप्ता : परिमाणात्मक प्रविधियाँ
2. C.R. Kothari, Vikas : Quantitative Techniques
3. Bonieni, Bierman : Quantitative Methods
4. Kanti Swaroop : Statistical Analysis and Quantitative & Other Techniques
5. Gupta and Gupta : Operations Research
6. Gokharu-Saini : संक्रिया विज्ञान
7. C.R. Kothari : Operations Research
8. P.K. Gupta & D.S. Hira : Operations Research
9. Churchaman, R.L. : Introduction to Operations Research
10. माथुर, खण्डेलवाल, गुप्ता, गुप्ता : संक्रिया विज्ञान

Paper-II (9) : BUSINESS MATHEMATICS

Min. Pass Marks 36 3 Hrs. duration

Max. Marks 100

Section-A

1. Arithmetic, geometric and harmonic progressions; compound interest and annuities.
2. Permutations and combinations; binominal theorem for position integral index only.
3. Graphs and linear inequalities in two variables to determine the feasible region; solution of quadratic equations; relation between roots of a quadratic equation.

Section-B

4. Matrices and determinants of a matrix of order upto three only, use of metrics in solving simultaneous equations by matrix inversion as well as pivotal reduction method and by use of determinants.
5. Linear, quadratic, exponential and logarithmic functions, concept and determination of break-even point; curve fitting by the method of least square; fitting of linear, quadratic, exponential and logarithmic curves.

Section-C

6. Elements of trigonometry—(to enable a student to learn Integral Calculus with aid of Trigonometric Ratios). Trigonometric Ratios of angles associated with a given angle, addition formulate, multiple and sub-multiple angles; transformation of sums into products and vice-versa; definition of inverse circular function.
7. Elements of differentiation, simple application of differential coefficients, maxima and minima of univariate functions; rules of integration for indefinite and definite integrates, simple application of integration to calculus accounting and business problems.

Note : The candidate shall be permitted to use battery operated pocket calculator that should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless.

Books Recommended :

- | | | |
|------------------------|---|--------------------------------|
| 1. Sancheti and Kapoor | : | Business Mathematics |
| 2. Mehta and Madani | : | Basic Mathematics for Commerce |
| 3. S. Saha | : | Business Mathematics |
| 4. विजेश गुप्ता | : | व्यावसायिक गणित |

Paper-II (10) : STOCK MARKET AND SECURITY ANALYSIS
Min. Pass Marks 36 3 hrs. duration Max. Marks 100

Section-A

1. Introduction : Meaning, nature and importance of stock market; origin and development of stock market in India; organisation of stock market in India.
2. Function of stock market. Transactions of business aspect and forward, speculations and classes of speculations; margin; trading options; hedging, arbitrating; procedure of transfer of shares and bonds; blank transfer.
3. Stock market regulations; Membership; maintenance and audit of their books of account. Securities and Exchange Board of India; its function and control, protections of small investors.

Section-B

4. Stock exchanges and new issue market; mechanism of floating new issues; listing of securities, underwriting of securities.
5. Types of securities. Fixed and variable, return securities. Equity shares. Debentures—convertible and non-convertible debentures, warrants, stock options, Government securities.
6. Concept of valuation; Present value. Internal Rate of Return. Holding period yield.
7. Analysis of risk and return on securities.

Section-C

8. Fundamental analysis; economic analysis; company analysis; financial and non-financial factors.
9. Technical analysis.
10. Introduction to market efficiency.

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Books Recommended :

1. Grahm and Dodd: Security Analysis
2. Prasanna Chandra : The Investment
3. Sinha, S.L.N. : Investment Management
4. Bhalla, V.K. : Investment Management
5. Preeti Singh : Investment Management
6. Birston R.J. : The Stock Exchange and Investment Analysis
7. Dr. Veena : Stock Market in India
8. Gupta, U.L. : Working of Stock Exchanges in India

Paper-II (11) : QUANTITATIVE METHODS AND THEIR APPLICATIONS

Min. Pass Marks 36

3 hrs. duration

Max. Marks 100

Section-A

1. Risk Analysis in capital Budgeting.
2. Ratio Analysis—Liquidity Ratios and Profitability Ratios.
3. Statistical Quality Control : Introduction control charts for process, variable attributes, defects, etc. uses and Application of S.O.C.

Section-B

4. Vital Statistics.
5. Interpolation and Extrapolation : Newton's method and Newton's method of divided differences.
6. Analysis of time Series including exponential smoothing.

Section-C

7. A.P., G.P. and H.P. : Simple and direct problems.
8. Probability : Elementary problems based on permutations and computations.
9. Elements of Set Theory : Definition of Set and Sub-sets, number of elements in a set, ways of specifying a set equality and sub-set, universal set and null set. Basic set operations, Venn Diagrams.

Books Recommended :

1. Statistics : Sancheti & Kapoor
2. Quantitative Techniques : C.R. Kothari
3. Business Statistics : Mathur, Gupta, Khandelwal
4. Quantitative Techniques : Sharma, Jain, Pareek
5. लागत विश्लेषण एवं लागत नियंत्रण : ओसवाल, बिदावत, मंगल

2. BUSINESS ADMINISTRATION

Paper-I : FUNCTIONAL MANAGEMENT

Scheme :

Min. Pass Marks 36 3 hrs. duration Max. Marks 100

Note: Each question paper will be divided into two parts as detailed below:

Part-I will comprise 2 questions of 20 marks each. Question No. 1 will consist of 10 short answer questions of 2 marks each. Each question will be answered in a maximum of 20 words. Question No. 2 will consist of 5 short answer questions of 4 marks each. Each question will be answered in a maximum of 50 words.

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booklet containing the questions and appropriate blank spaces for answers below the questions in the booklet itself. Time allowed for part-I would be 1 hour.

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Section-A

Human Resources : Meaning, Scope, Role and Functions of Human Resources Management, Organisation of Personnel Department, Human resource Planning, Recruitment, Selection, Placement and Induction, Training and Development, Job Analysis, Job Description, Job enlargement and Job Enrichment, Performance Appraisal and Merit Rating.

Section-B

Marketing : Meaning, Evolution of Modern Concept of Marketing, Scope and importance of marketing, Product Planning and Development, Marketing Research, Channels of Distribution, Pricing Policies and Strategies.

Finance : Finance function, scope and importance of financial management. Functions and Role of financial manager, financial planning and capital structure, sources of finance, working capital and its sources.

Section-C

Production : Meaning, nature, scope and importance of production management, production process, production planning and control, quality control, product design and product research.

Materials : Meaning, scope and functions of materials management, purchase planning, inventory planning and control, vendor development DGS&D purchase process and procedure.

Books Recommended :

1. Flipppo : Personnel Management
2. Yoder Dale : Personnel Management & Industrial Relations
3. अग्रवाल, पोरवाल : सेवीवर्गीय प्रबन्ध
4. शर्मा, शर्मा, सुराणा : मानव संसाधन प्रबंध (रमेश कुक डिपो)

5. जी.एस. सुधा : क्रियात्मक प्रबंध, रमेश बुक डिपो, जयपुर
6. Sherlekar, S.A. : Marketing Management
7. अग्रवाल, कोठारी : विपणन प्रबंध
8. भदादा, पोरवाल : विपणन प्रबंध के सिद्धान्त एवं व्यवहार
9. Pandey, I.M. : Financial Management
10. Kuchhal, K.C. : Financial Management
11. अग्रवाल, अग्रवाल : वित्तीय प्रबंध
12. Butta, E.S. : Modern Production Management
13. पोरवाल, सुधा : उत्पाद प्रबंध, रमेश बुक डिपो, जयपुर
14. Dutta, S.K. : Materials Management
15. Gopal Krishanan : Integrated Material Management
and Sonderiam
16. कुम्भट, उपाध्याय : सामग्री प्रबंध
17. पोरवाल, सुधा : सामग्री प्रबंध के सिद्धान्त एवं व्यवहार, रमेश बुक डिपो, जयपुर

Paper-II OPTIONAL PAPER (Any one to be offered)

Paper-II (1) : BUSINESS ENTREPRENEURSHIP

Min. Pass Marks 36 3 hrs. duration Max. Marks 100

Section-A

Meaning and nature of entrepreneurship.

Entrepreneurship and socioeconomic development.

Origin and development of entrepreneurship in India.

Problems of entrepreneurship.

Social responsibility of entrepreneurs.

Section-B

Government encouragement to entrepreneurship.

Organisation of Central and State Government to help entrepreneurs.

Regulation of Industry.

Infrastructure facilities.

Preparation of Project.

Section-C

Small entrepreneurs : Financial facilities, Industrial Co-operatives.

District Industrial centres.

Industrial (Development and Regulation) Act.

Entrepreneurship in Rajasthan. Incentives and concession available to industries in Rajasthan.

Books Recommended :

1. Dailey : Entrepreneurial Management, 1971

2. Tandon : Environment & Entrepreneur, 1965
3. Raymond Leeowens : The New Vaisya
and Ashis Mandi
4. Vinayshil Gautham : Enterprise & Society
5. James J Beena S.J. : Entrepreneurship in Madras State
6. जी.एस. सुधा : व्यावसायिक उद्यमिता, रमेश बुक डिपो, जयपुर

Paper-II (2) : INDUSTRIAL LAWS

Min. Pass Marks 36

3 hrs. duration

Max. Marks 100

Section-A

The Factories Act, 1948.

The Payment of Wages Act, 1936.

The Minimum Wages Act, 1948.

Section-B

The Indian Trade Union Act, 1923.

The Industrial Disputes Act, 1947.

The Payment of Bonus Act, 1965.

Section-C

Workmen's Compensation Act, 1923.

Employees State Insurance Act, 1948.

Provident Fund and miscellaneous Provision Act, 1952.

Books Recommended :

1. Inderjeet : Labour Laws
2. Sarkar : Labour Laws of India
3. O.P. Gupta : Industrial and Labour Laws
4. शर्मा, सक्सेना, पोखवाल : औद्योगिक सन्नियम
5. कुमावत : औद्योगिक सन्नियम
6. बी.एस. माथुर : श्रम सन्नियम

Paper-II (3) : STENO-TYPING (ENGLISH)

Part-(i) : Shorthand

Max. Marks : 50

Min. Pass Marks : 18

Section-A

Speed 80 words per minute

Passage 800 words

10 minutes

Interval

5 minutes

Letter 400 words

5 minutes

Transcription into long hand

Duration : 3 hours which would include 15 minutes of dictation

but shall not include 5 minutes of interval and another 5 minutes

allowed for movement to the Examination Hall.

Part-(ii) : Type Writing

Max. Marks 50 Duration : 1 Hr. Min. Pass Marks : 18

Speed 30 words per minute

Passage 25 Marks

Letter 13 Marks

Tabulation 12 Marks

Paper-II (4) : STENO-TYPING (HINDI)

Part-(i) : Shorthand

Max. Marks: 50 Min. Pass Marks : 18

Section-A

Speed 60 words per minute

Passage 600 words 10 minutes

Interval 5 minutes

Letter 300 words 5 minutes

Transcription into long hand

Duration : 3 hours which would include 15 minutes of dictation but shall not include 5 minutes of interval and another 5 minutes allowed for movement to the Examination Hall.

Part-(ii) : Type Writing

Max. Marks 50 Duration : 1 Hr. Min. Pass Marks : 18

Speed 25 words per minute

Passage : 25 Marks

Letter : 13 Marks

Tabulation : 12 Marks

Note : 1. A candidate must obtain atleast 25 percent marks in shorthand in order to enable him to pass in steno-typing as a whole.

2. The examination in steno-typing shall be conducted in the presence of a supervisor appointed by the University. The said supervisor be a person qualified to be an examiner in Steno-typing and shall be external to the college and the place concerned.

3. Six period of teaching per week shall be provided for each paper. One period being 45 minutes duration, with a view to developing a very good practice of Steno-typing out of six periods, three periods shall be allotted to theory and three periods to practice.

Books Recommended :

1. Issac Pitman : Pitman's Shorthand Instructor.
2. Shorthand Reding and Dictation.
3. Hindi Sanket Lipi : Rishi Pranali.

4. Sarva Bhasha Sanket Lipi: Tandon Pranali.
5. Onker Nath Verma : Upkar Vyavaharik Tankan Kala
(Upkar Prakashan, Bimanagar, Agra)

Optional Paper-II (5) INSURANCE THEORY & PRACTICE

Min. Pass Marks 36 3 hrs. duration Max. Marks 100

Section-A

1. Meaning of insurance. Social & Economic significance of insurance. Insurance & assurance Role of insurance in the development of commerce and industry. Basic principles. Insurable interest. Doctrine of Uberrimaie Fidel (utmost good faith). Indemnity. Subrogation, Reinsurance. Double insurance risk. Economic liberalization and Insurance.

Section-B

2. **Life Insurance** : Basic element of life insurance. Type of insurance plans. Important plans of life insurance. Issue of life insurance policy, calculation of premium, settlement of claims. maturity claims by death. Life insurance organisation. Organisation of Life Insurance Corporation. Committees of Corporation. Administrative set up of Central Office, Divisional Office and Branch Offices. Insurance Agents—Rights & Duties.

Section-C

3. **General Insurance** : Nationalisation of general insurance. A brief study of the role and activities of G.I.C. of India.
4. **Fire Insurance** : Meaning and Scope, type of fire insurance policies. condition of fire insurance policy, settlement of claims. **Marine insurance** : Definition, subject matter of insurance, procedure for issuing policy, types of marine insurance policies. conditions of policies. Marine losses. Doctrine of Causal Proxima. Salvage, Bottomry Respondentia.

Books Recommended :

1. A.N. Agarwal : Insurance in India
2. B.S.S. Bhair and M.D. Limaye : Insurance Principles and Practice
3. W.A. Dinsdale & D.C. Mc Muride : Elements of Insurance
4. M.K. Ghosh & A.N. Agarwal : Insurance—Principles, Practice and Legislation.
5. L.I.C. Annual Reports

(23)

SECRETARY
University of Delhi
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- | | | |
|--|---|-------------------------------------|
| 6. J.H. Magree | : | General Insurance |
| 7. A.H. Mowbrays | : | Insurance Theory & |
| R.H. Blanchard | : | Practice in the U.S. |
| 8. R.S. Sharma | : | Insurance : Principles and Practice |
| 9. M.N. Mishra | : | Insurance-Principles and Practice |
| 10. महानारायण मिश्र | : | बीमा सिद्धांत एवं व्यवहार |
| 11. महानारायण मिश्र | : | बीमा प्रबंध एवं प्रशासन |
| 12. बी.एल. पोरवाल | : | बीमा |
| 13. आर.एल. नौलखा | : | बीमा के तत्व, रमेश बुक डिपो, जयपुर |
| 14. डॉ. एस.के. द्रविड़ तथा
डॉ. अजय जोशी | : | बीमा सिद्धांत एवं व्यवहार |
| 15. शर्मा, कोठारी | : | बीमा |

**Paper-II (6) : SALES PROMOTION AND SALES
MANAGEMENT**

Min. Pass Marks 36

3 hrs. duration

Max. Marks 100

Section-A

1. **Sales Promotion** : Nature of sales promotion, Distinction with advertising and Personal selling, Role and importance. Functions of Sales Promotion Department, Limitations in a shortage economy.
2. **Type of Sales Promotions** : Internal organisation, Dealer promotions, consumer promotions, Sales promotions, sales promotion of Industrial and Consumer Products.
3. Export-Sales Promotion.
4. Evaluation of Sales Promotion Programme.

Section-B

5. **Sales Management** : Role of Selling in a planned economy, selling as a career, Qualities of a salesman, Product Knowledge, Effective speaking, customer relations.
6. Sales Organisation, Branch setup, Recruitment and selection of salesmen, training, motivation, Remuneration.

Section-C

7. Planned selling approach, Pre-approach, meeting, Objections, Closing sale, sales call, sales forecasting, sales Quotas and territories.
8. Consumer Psychology, Buying Motives of consumers.
9. Control of sales operations, salesman's Reports, Meeting selling costs and sales cost control.

Books Recommended :

1. Asplay I.C. : Sales Promotion Handbook
2. Canfield. Etrand : Sales Administration Practices & Procedure
3. Tosdal. Harry R. : Introduction to Sales Management
4. Phelps. Dudley M. : Sales Managment Policies & Procedure
5. Cundiff. Still & Govani : Sales Manager
6. एन.एस. कोठारी एवं आर.सी. अग्रवाल: विपणन प्रबंधन
7. भदादा एवं पागवाल : विपणन प्रबंधन
8. डॉ. आर.एल. नौलखा : विक्रय संवर्धन एवं विक्रय प्रवध, ग्मेश बुक डिपो, जयपुर
9. प्रो. जी.एस. सुधा : विक्रय संवर्धन एवं विक्रय प्रवध, ग्मेश बुक डिपो, जयपुर
10. डॉ.वी.पी. भार्गव : विक्रय संवर्धन एवं विक्रय प्रवध
11. Dr. M.J. Mathew : Sales Promotion and Sales Managment
12. प्रो.जे.पी. सिघल : विक्रय संवर्धन एवं विक्रय प्रवध

3. ECONOMIC ADMINISTRATION FINANCIAL MANAGEMENT

Scheme :

Min. Pass Marks 72

Max. Marks 200

Paper-I

3 hrs. duration

100 Marks

Paper-II

3 hrs. duration

100 Marks

Note: Each question paper will be divided into two parts as detailed below.

Part-I will comprise 2 questions of 20 marks each. Question No

1 will consist of 10 short answer questions of 2 marks each. Each question will be answered in a maximum of 20 words. Question No. 2 will consist of 5 short answer questions of 4 marks each. Each question will be answered in a maximum of 50 words.

Part I of the question paper will be answered in a separate booklet containing the questions in appropriate blank spaces for answers below the questions given in the booklet itself. Time allowed for part-I would be 1 hour.

Part-II will comprise of 3 descriptive problem solving/essay type questions of 20 mark each taken from all the three sections. Each question will have an internal choice in the form of either/or. The candidates will be required to attempt all the 3 questions. *Part-II* of the question paper will be answered in a separate usual answer book. Time allowed for part-II will be 2 hours.

Paper-I : RURAL DEVELOPMENT AND
CO-OPERATION

Min. Pass Marks 36

3 hrs. duration

Max. Marks 100

Section-A

1. Concept and Significance of Rural Development.
2. Strategy of Rural Development : Current issues.
3. Rural Development Administration : Rural Development Agencies.
4. Village level, Block level and District level Administration for Rural Development. District Rural Development Agencies.
5. Constitutional Provisions regarding Panchayati Raj. 73rd Constitution Amendment. Salient Features of Rajasthan Panchayati Raj Act. 1994.

Section-B

1. Rural Infrastructure Development : Rural Roads, Rural Markets, Electrification, Water Supply, Education and health.
2. Modernisation and commercialization of Agriculture. Agricultural Price Policy. Role of Agricultural Costs and Price Commission in agricultural development.
3. Rural Development programmes : From Antodaya to IRDP. New Rural Development schemes : Swarnajayanti Gram Swarajgar Yojana (SGSY), Jawahar Gram Samridhi Yojana (JGSY), Sampurna Gramin Rojgar Yojana (SGRY), Pradhan Mantri Gram Sadak Yojana (PGSY). National Rural Employment Guarantee Scheme. Main features and achievement of these schemes.
4. Programmes related to Tribal Welfare, Drought Area Development, Desert Development, Nature and forest conservation, Woman and child development.

Section-C

1. Concept of Co-operation, Principles of Co-operation, An evaluation of co-operative principles and modifications therein from time to time. Co-operation v/s Capitalism and Socialism.
2. Origin of Co-operative movement, Brief history in India and Abroad, Co-operative movement in Rajasthan.
3. Co-operative Marketing, Consumers and Industrial Cooperatives.
4. State and Co-operation.
5. A study of Rajasthan State Co-operative Bank. (Apex Co-op. Bank) and RAJFED.

(27)

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Reference Books :

- 1 B.S. Mathur : Co-operation in India
- 2 R.D. Bedi : Theory History and Practice of Co-operation
- 3 F.R. Fay : Co-operation at Home and Abroad
- 4 बी.एस. माथुर : सहकारिता
- 5 बी.पी. गुप्ता : सहकारिता के सिद्धांत एवं व्यवहार
- 6 V.Sharda : The Theory of Co-operation.

Paper-II : Any one of the following to be offered :

Paper-II (1) : INTERNATIONAL FINANCE AND FOREIGN EXCHANGE

Min. Pass Marks 36

3 hrs. duration

Max. Marks 100

Section-A

- 1 Meaning and Importance of international finance. Methods of international payments, Balance of Trade V/s Balance of payments. Causes of disequilibrium and their remedial measures. Preliminary Introduction to International Trade. Theories. (Comparative Cost Theory and Modern Theory) Terms of Trade. Documentary Credit (L.Cs.), Euro and EGM, Euro-Currency Market Extent, Significance and Operations., Free Trade Zones and 100% EOU.

Section-B

- 2 Growth and problems of International Liquidity. Development Finance, IBRD & Its Affiliates, Asian Development Bank, Export-Import Bank of India (EXIM BANK), E.C.G.C., UNCTAD, W.T.O

Section-C

- 3 The concept and importance of foreign exchange. Theories of Exchange Rate Determination, Foreign Exchange Rates-Spot and forward rates. Fixed V/s Floating Exchange Rates
- 4 Arithmetic of Foreign Exchange. Computation of Spot and forward Exchange Rates.
- 5 Types of Bill buying and selling rates, chain rates, exchanges rates.
- 6 Foreign exchange Risk and Exposure.
- 7 Foreign assistance to Indian Problems & Future prospects in the Indian Economic Development.

Suggested Books :

- 1 S. K. Vargheese : Finance of Foreign Trade and Foreign Exchange.
- 2 B.K. Choudhary : Finance of Foreign Trade and Foreign

Exchange.

3. बरला एवं अग्रवाल : अंतर्राष्ट्रीय अर्थशास्त्र
4. M. C. Vaish : International Economics

Paper-II (2) : BUSINESS BUDGETING

Min. Pass Marks 36

3 hrs. duration

Max. Marks 100

Section-A

1. Business budgets and budgeting : Meaning, Nature, Objectives, advantages and limitations of budgets and budgeting, budget terminology, preparation of budgets, budget co-ordination, Essentials of an effective budgeting.
2. Types of Budgets : Fixed and flexible budget, Finance budgets, Master budget, sales budget, production budget, cost of production budget—Direct material budget, Direct labour budget and overhead budget, performance budgeting, zero base budgeting.
3. Business forecasting : Meaning, theories, importance and limitations of business forecasting. Techniques and tools of business forecasting. Essentials of business forecasting.

Section-B

1. Cash budgeting : Meaning, importance and forms of cash budget, preparation of cash budget, Methods of preparing cash budget.
2. Budgetary control : Meaning, characteristics, objects and benefits of budgetary control. Budgetary control v/s standard costing, sales variance, material variance, labour variance.
3. Project planning and feasibility study : Types of projects, Analysis of projects, profitability estimates of projects, feasibility analysis Economic, Financial and Technical feasibility.

Section-C

1. Product and production decisions : Meaning of product, product decision areas : Use of alternative production facilities, Determination of the profitable level of production, Utilisation of full production capacity. Starting a new product in place of old. Determination of product mix on the basis of key factor.
2. Cost of capital : Computation of cost of Debt, Fund, preference share, capital, equity share capital retained earning, and weighted average cost of capital.
3. Analysis of risk & uncertainty Introduction, Description of basic risk concept, Risk evaluation approaches.
4. Value analysis : Meaning of value analysis, objectives of value

Books Recommended :

- Paper-II (3) : PUBLIC ECONOMICS**

3 hrs. duration

Max. Marks 100

- 1 Nature and scope of Public Economics, Role in augmenting allocative efficiency, distributive justice and economic stability in the economy
- 2 Fiscal policies, Economic controls and financial policies of Developing countries with reference to India. Major kinds of Public expenditure in India.

3. Fiscal and Taxation measures for accumulation of capital and acceleration of growth, Foreign aid and International capital movement
4. Indian Planning Development--brief study of Indian plans with reference to objectives, financial resources, public enterprises, population, and National Income.

5. **The Finance Commission : Their recommendations and effects on fiscal policy of the Government. The external resources and problems.**
6. **Current economic problems of Indian economy. Deficit financing. Financial administration. Tax evasion, efficiency and economy in financial administration and recent trends of India economy.**

1. एल.एन. नौलखा	कराधान—एक सैद्धान्तिक विवेचन
2. R.N. Bhargava	Theory and Working of Union

finances in India

3. Tenth Finance Commission—First Report
4. Dalton : Public Finance
5. Findlay Shirras : Public Finance
6. पी.एन. शर्मा : लोक वित्त
7. एण्डले एवं सुन्दरम् : लोक वित्त
8. आर.एल. गोयल : लोक वित्त
9. Philip E. Taylor : The Economic of Public Finance
10. R.A. Murgrave : Theory of Public Finance

Paper-II (4) : INDIAN FINANCIAL SYSTEM

Min. Pass Marks 36

3 hrs. Duration

M.M. 100

Section-A

1. Role of Banks and other financial institutions in Economic growth.
2. Competition and co-ordination between various development and financial institutions.
3. Types of financial institutions—Indian Money market and capital market.

Section-B

4. A study of selected development and financial institutions of India—IDBI, IFCI, ICICI, SFC's and Industrial reconstruction bank of India.
5. Detailed study of Banks—Present structure, performance, liquidity management, management of capital funds of commercial Banks.
6. Performance budgeting, zero-based budgeting of Financial institutions.

Section-C

7. Diversification of banking business in India management information system in commercial banks.
8. Main problems of financial institutions in India and suggestions.
9. Recent trends in Indian Financial Market—Surge in new issue market, Stock market, term financial corporations and Indian commercial banking.

Books Recommended :

1. M.Y. Khan : Indian Financial System
2. Bhole : Financial Institutions & Markets
3. Kohn : Financial Institutions Markets
4. Chandra : Finance Sense

Paper-II (5) : BANKING LAW AND PRACTICE IN INDIA

Section-A

1. Bank and banking system in India—Recent trends in Indian

- banking, challenges before banks in India.
2. Bankers and customer : General and special relationship. Types of Bank accounts and their operations, type of customer's (Practical Problems)

Section-B

3. Negotiable instrument—concepts and elements, types of Negotiable instruments—cheques, bills of exchange, promissory notes, Inland instruments, Foreign instruments
4. Endorsement, crossing and presentment of negotiable instruments Payment of Negotiable instruments, paying and collecting banks (Rights, duties and protections and precautions practical problems) Dishonour of cheques, Noting and protest, clearing of Negotiable instruments.

Section-C

5. Bank Advance against securities, Investment of bank funds
6. Banking regulation act- 1949 (update), RBI Act 1934 (Update) Frauds and its prevention in Banks

Books Recommended :

- | | |
|---|------------------------------------|
| 1. Lloyd B. Thomas | Money, Banking & Financial Markets |
| 2. Roger Leroy Miller | Modern Money & Banking |
| 3. मातीराम एवं जे. एम्. शर्मा | बैंकिंग एवं व्यवहार |
| 4. एच. सी. शर्मा | बैंकिंग एवं व्यवहार |
| 5. S.R. Dave | Law and practice of Banking |
| 6. टी. टी. सेठी | मौलिक अर्थशास्त्र |
| 7. Banking Regulation Act 1949 (Update) | |
| 8. R.B.I. Act 1934 (Update) | |

Paper-II (6) : ECONOMY OF RAJASTHAN

Min. Pass Marks 36

Duration

M.M. 100

Section-A

1. Rajasthan's physiography, climate, vegetation and soil Physical divisions of Rajasthan, population : size and growth Rural and Urban Population Human Resource Development Indicators (i.e. Literacy, Health, Nutrition etc.) and Occupational structure.
2. Natural Resources : Mineral and Minerals, Forests, Land and Water, Animal Resources, Stone and Ceramic Product and its trends, Environmental pollution
3. Agriculture : Land utilization, cropping pattern, Food and commercial crops, Land reclamation, Salient features of Rajasthan tenancy

cy Act, 1956. Ceiling of land and distribution of land to the poor. Major Irrigation and Power Projects, Importance of Animal Husbandry, Dairy Development Programmes, Problems of Sheep and Goat husbandry.

Section-B

4. Industry : Growth and location of industries, Small Scale and Cottage Industries, Industrial Exports from Rajasthan, Handicrafts. Industrial Policy of Rajasthan, Fiscal and Financial incentives for Industries Development of Industrial Areas, Role of RFC, RIICO and RAJSICO in Industrial Development. Drought and Famine in Rajasthan : Short-term and long-term Drought management strategies.
5. Tourism Development : Its role in the economy of the State, Problems and Prospects, Strategy of Tourism Development in the State.

Section-C

6. Economic Planning and Development in Rajasthan, Objectives and achievements of the latest five year plan. Agricultural and industrial development during the plan period, constraints in economic development of Rajasthan and measurement to overcome them.
7. Problems of Poverty and Unemployment in Rajasthan, Magnitude of poverty and special programmes for its alleviation and employment generation. PDS and JRY. Special Area Programmes- DPAP, Desert Development Programme, Tribal Area and Aravalli Development Programmes. Present position of Rajasthan in India.
8. Economic : Size of population, per capita income, Agriculture, Industry, Infrastructure, water and roads.
9. Current budget of Government of Rajasthan.

Books Recommended

1. लक्ष्मीनारायण नाथूरायका राजस्थान की अर्थव्यवस्था
2. सूचना एवं जनसम्पर्क निदेशिकाय, राजस्थान सुजस संचय
3. आर्थिक एवं सांख्यिकी निदेशिकाय राजस्थान राजस्थान के आर्थिक स्टैटिस्टिक्स ऑफ राजस्थान
4. रुद्रदत्त, सुन्दरम् राष्ट्रीय अर्थव्यवस्था
5. गुप्ता, स्वामी ग्रामीण विकास एवं सहकारिता

TEXTILE-CRAFT

SCHEME: B.A PART-III

Exam 2015

		Duration	Max mark	Min mark
1. Theory:	Paper-I	3Hrs	30	
	Paper-II	3Hrs	30	22
2. Practical:	Paper-I	6Hrs	35	
	Paper-II	6Hrs	35	25
3. Submission:	Paper-I		35	
	Paper-II		35	25

Syllabus (Theory):

Paper-I : Weaving Theory:

1. Types of Spinning: Mechanical and Chemical
2. Types of Yarns: Simple and Fancy
3. Calculation of resultant count for folded yarn
4. Manmade and Synthetic fibres
5. Spinning of Silk and Wool
6. Concept of Mixing/Blending, Staple/Filament fibre
7. Derivatives of Twill weave: Broken, Herringbone and Diamond
8. Towel weaves: Huckaback and Honeycomb
9. Dobby and Jacquard shedding mechanism

Convener - ~~Dr. Anand~~
erijay Kumar

(34)

Members

(1) Dr. Anand (Rashmi Gupta)

(2) Dr. Anand (Dr. Jagann B. Khanna)

(3) Dr. Anand (Dr. Anand)

Paper-II : Dyeing Theory

1. Importance of Chromophores and Auxochrome in a dye
2. Importance of Fabric finishes
3. Dyeing methods for fibre, yarn and fabric
4. Theories of Dyeing
5. Padding mangle dyeing machine
6. Methods of direct printing: Screen and Stencil
7. Discharge and Resist styles of printing
8. Factors affecting colour fastness

Practical (Paper-I&II):

1. Samples of weaves using coloured threads
2. Concept of repeat
3. Calculation of EPI and PPI in given piece of fabric
4. Table cover preparation by screen printing
5. Screen preparation (simple tracing method)
6. Design development for curtain and bed sheet

(35)

Convener - ~~Dr. Gagan B. Khanna~~
Chiranjyoti Khanna

members -

(1) Dr. Gagan B. Khanna (Rashmi Gupta)

(2) Dr. Gagan B. Khanna

(3) Dr. Gagan B. Khanna (Mrs. Ritu Gupta)

Garment Production & Export Management

B.SC./B.A./B.COM. PART -III - Exam - 2015

PAPER-I

APPAREL PRODUCTION

B.A./B.COM. -M.M 30

HRS.-3

B.SC.-M.M. 50

SECTION -A INTRODUCTION TO FASHION

1. Fashion terminology, sources of fashion, factors influencing fashion.
2. fashion forecasting and fashion cycle.
3. Indian and International fashion designers (five each).
4. Sociological and psychological significance of clothing.

SECTION -B MANUFACTURING TECHNOLOGY

5. Product development, design development, developing a sample garment.
6. Apparel production -
 - i.) costing a garment
 - ii) purchasing pattern making.
 - iii) production scheduling.
 - iv) spreading and cutting procedure.

36

Convenor:

1. -gn < 11 (Rishi Gupta)

Members:

1. Gati (Dr. Jagm B. Khanna)

v)contracting.

vi)garment assembly.

7.Introduction to industrial machine-

i) cutting : round, straight and band.

ii)fusing : collars,facing.

iii)sewing :chain stitch, lock stitch ,button hole, blind stitching

8.Use of components and trims-

i)performance and properties of components and trims.

ii)labels and motifs.

iii)linings and interlinings

iv) lace, braids ,elastics

v)fastners ,loops.

vi)seam bindings and tapes

vii) shoulder pads , eyelets

SECTION -C

DYEING AND PRINTING

Application of design :

9. i. Printing methods-block,screen,stencil,roller.

ii. Styles of printing – direct , discharge and resist.

10. Dyeing –Introduction to natural and synthetic dyes
(acid,basic,sulphur,vat,reactive,and direct dyes.)

References :

1.Rouse Elizabeth,1999, understanding fashion ,Blackwell science.

37

Convenor :

1. *sign* (Ritu Gupta)

Members :

1. *Stall* (Dr. Jagan B. Khanna)

2. Carr Harold and John Pomeroy, 1996. Fashion design and product development. Blackwell science.

. B.SC./B.A./B.COM. PART -III

PAPER-II

INTERNATIONAL MARKETING

B.A./B.COM. -M.M 50

HRS.-3

B.SC.-M.M. 60

SECTION -A

1. International marketing : nature and scope of international marketing.
2. International marketing vs domestic marketing.
3. Importance of international marketing.
4. Problems and challenges of international marketing.
5. Selection of agents.

SECTION - B

6. Identification of markets for ready made garments.
7. Market entry conditions.
8. Channels of distribution.
9. Direct and Indirect export.
10. Trade fair and Exhibitions.

38

Convener:

1. *Dr. Rishi Gupta* (Rishi Gupta)

Members:

1. *Dr. Gagan B. Khanna* (Dr. Gagan B. Khanna)
2. *Rashmi Gupta* (Rashmi Gupta)

SECTION - C

11. Pricing, role of price and non price factors, factors influencing pricing, price quotation, information needed for export pricing.

12. Role of Trading and Export Houses.

13. Institutional segments and packaging for exports: packing material, boxing and pressing department, machinery and equipments used in packing department.

14. Quality control.

15. Labeling and Consumer protection.

(39)

Convenor:

1. Dr. Ritu Gupta (Ritu Gupta)

Members:

1. Dr. Gagan B. Khanna

2. Rashmi Gupta (Rashmi Gupta)

B.SC./B.A./B.COM. PART -III**PRACTICAL-I****Fashion illustration****B.A./B.COM. -M.M 60****HRS.-4****B.SC.-M.M. 25**

1. Prepare an adult's bodice and sleeve block.
2. Sketching and designing of men /women garments (5 each)
- 3 To prepare with specific details of necklines on sari blouses.
4. To identify patterns and its application for women designer dress on fashion figures:

Types of patterns include –

- i)structural
- ii)geometrical
- iii)stripes and plaids
- iv)floral

5. Design and Prepare an adult dress for fashion shows.

(40)

Convenors:

1. *gauri* (Rishi Gupta)

Members:

1. *gauri* (Dr. Preeti B. Khanna)

2. *gauri* (Rashmi Gupta)

B.SC./B.A./B.COM. PART -III

PRACTICAL-II

DYEING AND PRINTING

B.A./B.COM. -M.M 60

HRS.-4

B.SC.-M.M. 25

1. Prepare an article of each :

i) dyeing -tie and dye, batik

ii) printing -block , screen , stensil

2. Field trips to Export houses and mass production centres.

3. Exhibition.

References:

1. bhargav ritu, 2005, fashion illustration and rendering jain publications pvt. Ltdl
new delhi

2. Ireland, fashion designing drawing and presentation

3. prayag: technology of textile printing.

4. shenai: technology of dyeing.

41

Convenor:

1. ~~Shruti~~ (Rishi Gupta)

Members:

1. Jati (Dr Gagan B. Khanna)

2. ...

Add-on Subjects

1. COMPUTER APPLICATIONS

Paper I : Computer Aided Drafting	50	65
Paper II : Advanced Topics in Computer	50	65
Paper III : Report, Report on the Job training and entrepreneurship, Development	50	70

The duration of these papers will be 3 hours each.

Paper I : COMPUTER AIDED DRAFTING

Introduction to AUTOCAD/ROBOCAD or a similar package
Advanced features of these package. Drawing the plan of building
using AUTOCAD etc. Analysis features of AUTOCAD.

Paper II : ADVANCED TOPICS IN COMPUTER

Computer animation. Artificial intelligence. Desiccated computers. ATMs. Data encryption. Data communication and networking
(course to be modified every year to take care of the latest
development) Visits to computer industry

Practical :

Design of layout of a building. Design of interior of its rooms
Printing and plotting the prepared drawings.
It will also include Project Report. Report on the job training and
Entrepreneurship development.

22
SECTION OFFICER (Acad.)
University of Rajasthan
JAIPUR-302 004

2. TAX PROCEDURE AND PRACTICE
MODEL FOR PREPARATION OF OUTLINE OF COURSES

1. Subject title TAX PROCEDURE AND PRACTICE (16 weeks)
2. Subject objectives : General objectives
 - (a) To familiarize the students with the Indian Tax System
 - (b) To acquaint the students with the procedure and practices of direct and indirect taxes.
3. Job Potential
 - (i) Self Employment : Prepare returns and relevant documents for small traders, small industries and people engaged in small and medium business, necessary under direct and indirect tax law.
 - (ii) Wage Employment : Junior level positions in the various

M
SECTION OFFICER (Acad-I)
University of Rajasthan
JAIPUR-302 004

493

P3

organisations such as :

- (a) Practising chartered Accountant firms.
- (b) Business Houses.
- (c) Industrial undertakings and establishments.
- (d) Sales Tax and Income tax departments.
- (e) Custom and Excise departments.
- (f) Accounts departments of various central, state, local and Government societies etc.

- 4. (i) This cannot go with Science subjects.
- (ii) It can go with commerce (B.Com. Pass).
- (iii) It can go with B.A., provided a student has done 10+2 with Accounting and Business studies of Commerce.

- 5. (i) Contents:

- (a) Syllabus (Theory & Practical - enclosed).
- (b) Business Lab should be equipped with the following :
 - (i) All Bare Acts related to direct and indirect taxes and various tax forms/returns documents.
 - (ii) Reference Books.
 - 1. Palkiwala : Income Tax
 - 2. Chaturvedi & Pathisana : Income Tax
 - (iii) Text Books :
 - 1. Singhania : Direct Taxes
 - 2. H.C. Mehrotra : Income Tax Law & Practice.
 - (iv) Journals :
 - 1. The Institute of Chartered Accountants
 - 2. Central Excise Law System
 - 3. Taxman.

Note : In addition to the above books the new text books should be prepared on the lines of the prescribed syllabi. Equipment computer facilities must be made available in the business Lab.

- (v) On the Job Training (After 1 year) :

Proper training should be given to students, to prepare various returns/ forms/ documents etc. related to Income Tax and Sales Tax/ Excise duty to enable the students be acquired necessary skills so that they can prepare these documents independently. Students can be taught for the

111

SECRET
University of Rajasthan
JAIPUR-302 004

Pz

purpose of training with local industrial houses, Excise and Custom departments; Income and Sales tax departments, and practising firms of the Chartered Accountants.

(vi) On the job Training (After 2nd years) :

Students should be prepared for practical training with the organisations as suggested in (ii). Students can prepare the necessary documents/ returns/ forms, etc. related to direct and indirect taxes.

6. Unit cost for 30 students :

(a) Building as per norms of the UGC.

(b) Rupees one lakh for books, journals and equipments.

7. Modalities of Examination and Evaluation :

(a) Weightage between theory and practicals should be 70% and 30% respectively.

(b) Continuous evaluation : Assignments, surprise test quiz.

Paper-I : INDIRECT TAX—PROCEDURE & PRACTICE

Max. Marks : 100

3 hrs. duration

Min. Marks : 36

Section-A

1. Nature of meaning of Central Excise—Excise and Central Excise: Distinction between Central Excise duties and Customs. Sales Tax. Octroi duty.

Basis of Excise Duty : Specific duty, ad valorem duty, levy of slabs, compounded duty.

Leviability : on what duty is leviable and who is liable to discharge the duty liability.

Kinds of excise duty : Basic additional duty of excise, special duty.

2. Organisation of Central Excise in India Administrative operational authorities.

3. Regulatory Framework—An overview of Central Excise and Salt Act, 1944; An overview of Central Excise Tariff Act, 1985. Central Excise Rules, 1944.

Important terms and definitions. Assessee, Assessable value, excisable goods, manufacture, manufacturer.

Section-B

4. General procedure under Control Excise :

A. Registration for Central Excise—Purpose and procedure there-

45

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of, exemption from registration, filling and declaration for claiming exemption, forms of application for registration and filling and filing of the same.

B. Classification lists—filling and submission of classification lists and its approval. Form—I : Classification lists of excisable goods provided.

C. Price lists—When prior approval of price lists required, when submission of price lists not required; submission of price lists under Part-I and Part-VII. Valuation of excisable goods—Items included and excluded in the value.

D. Maintenance of production records—R.G.I. Register of daily production : Stock Register for issue of raw materials under form No. RG 23A (Pt.I) : Account of raw material in Form No.4.

5. Clearances : Types of clearances :

Clearances of excisable goods under physical control; self removal procedure; compounding scheme; clearance of non-excisable goods; removal of goods for home consumption; removal of goods for exports.

(i) Removal of goods for home consumption.

(a) Clearance under physical control—making an application under Form No. ARI to Circle Inspection before removal of goods.

Preparation of TR6 and depositing the duty, removal of excisable goods under GP I.

(b) Removal of goods under compounded levy scheme—Application for exercise of this option.

(c) Self removal procedure applicability and its salient features—Record based control and production based control. Depositing of excise duty under challan TR 6.

Preparation of GP I and Maintenance of other records of removal like P.L.A., TG 23A Part-II Register.

(d) Clearance of non-excisable goods.

(ii) Removal of goods for export :

Export of excisable goods. excise concession in case of exporter. Types of exporter.

Export of excisable goods under claim for rebate, export under bond and procedures thereof. Form No. A4 and A4A.

(46)

SECTION CHIEF, EXCISE
University of Rajasthan

13

Section-C

CENVAT

What is CENVAT, Salient features of CENVAT.

CENVAT declaration for claiming CENVAT.

Small Scale Industry:

- (i) Eligibility of SSI which are exempted from licensing control.
- (ii) SSI availing concession rate of duty. General exemption in small scale Exemption Scheme under Notification No. 175/86.

Books of Accounts, Records and their preservation :

- (a) Records—RGI, EB-4 for daily production and clearance.
- (b) Account of principal raw material.
- (c) CENVAT and proforma Credit Record.
- (d) Personal ledger account.
- (e) Goods received for reprocessing.
- (f) Excise Control code No.

Return :

Periodical/Quarterly Return of material used.

For obtaining excisable goods for special industrial purposes without payment of whole or part of the duty and state the nature and quantity of such goods used for finalized products. monthly returns.

Paper-II : INDIRECT TAX II-PROCEDURE & PRACTICE

Max. Marks : 100

3 hrs. duration

Min. Marks : 36

Section-A

- 1. Role of customs in international trade.
- 2. Organisation of customs in India—administrative and operational authorities.
- 3. Regulatory framework—An overview of customs Act, 1962; An overview of customs Tariff Act, 1975.

Important terms and definitions :

Assessable value; baggage; bill of entry; bill of exports suitable goods; duty exporter; foreign going vessel; aircraft goods; import; import manifest; importer; prohibited goods; shipping bill; stores; bill of loading; export manifest; DOS; FAS; CIF; GATT; Letter of Credit.

Section-B

- 4. Kinds of duties—basic, auxiliary, additional or counter moving:

(47)

SECTION OFFICER (Acad.)
University of Rajasthan
JAIPUR-302 004

Basis of levy—adalorem, specific dutie's.

5. Prohibition of exportation and importation of goods and provisions regarding notified and specified goods.
6. Import of goods : Free import and restricted import: types of restricted import—~~prohibited goods~~, canalised goods: import against licensing. Types of import: import of cargo, import of personal baggage, import of stores.
Import of cargo: (a) import by land, sea or air route. (b) by post.
Clearance procedure—for home consumption, for warehousing
exbond clearancy.

Section-C

7. Steps and documents to be prepared and filed, viz. bill of entry—
 - Form No. 22 bill of entry for home consumption
 - Form No. 23 bill of entry for warehouse.
 - Form No. 24 shipping bill for expound clearance for home consumption and other accompanying document
 - Clearance procedure for import by post.
 - Clearance of baggage : import of baggage - meaning and kinds of baggage, rules and procedure of import thereof - general passenger, tourist passenger and transfer of residence passenger. (Form No. 37 : for baggage declaration).
8. Export of goods : Free export and restricted exports: types of restricted exports, prohibited exports: canalised exports, exports against licensing: type of exports-export of cargo, export of baggage: types of exporters : manufacturer exporter and merchant exporter.

Export of cargo : (a) by land, sea and air route
(b) by post.

Clearance procedure : Procedure and filling and filing of relevant documents

Form No. 94 :	Shipping bill for export of suitable goods.
Form No. 95 :	Shipping bill for export of duty free goods.
Form No. 96 :	Shipping bill for export of duty free goods exbond.
Form No. 98 :	Bill of Export of dutiable goods
Form No. 99 :	Bill of Export of duty free goods
Form No. 100 :	Bill of Export for export of duty free goods exbond.

48

SECTION 32
UNIVERSITY OF RAJASTHAN
P3

- Duty Drawback : Meaning/Scheme, procedure and documentation thereof.
- Form No. 93 : Shipping bill for export of goods under claim for duty drawback.
- Form No. 97 : Bill of export for export of goods under claim for duty drawback.

(49)

SECTION OFFICER (Ad-D)
University of Rajasthan
JAIPUR-302 004

3. PRINCIPLES AND PRACTICE OF INSURANCE

Note : Candidates are required to attempt at least one question from each unit and five questions in all.

Scheme :

Max. Marks : 200

Min. Pass Marks : 72

Paper-I 3 hrs. duration

Marks 100

Paper-II 3 hrs. duration

Marks 100

Paper I : PROPERTY AND LIABILITY INSURANCE

Max. Marks : 100

3 hrs. duration

Min. Pass Marks : 36

Section-A

1. **Introduction :** Risk and Insurance : Insurable and non-insurable risks : Nature of property and liability insurance. crop and cattle insurance, Types of liability insurance, Reinsurance.

Section-B

2. **Basic Concepts of Liability Insurance :**

(a) Basic concept : Specific and all risk insurance : Valuation of risk : Indemnity contracts and specific value contracts; Average and contribution: Excess and short insurance careers.

(b) Liability Insurance : Procedure for obtaining liability insurance. Legal position of insurance agent, Construction and issue of policy: Reports of liability insurance; Policy conditions.

Section-C

3. **Types of Liability—Insurance Policy :** Mandatory Public Liability Insurance.
4. Dwelling property Losses : business interruption and related losses. Theft insurance contracts Budgetary covers. Auto Insurance Medical Benefit Insurance: Dishonesty, disappearance and destruction insurance, employees liability: Aviation insurance: personal and residential insurance. Boiler machinery insurance: Commercial enterprises and industrial property insurance.

50

SECTION OFF
University of Jaipur
JAIPUR-262002

Section-D

5. **Insurance Problems of Institutions** : Insurance problems of educational and religious institutions - hospitals, clubs and association; professional package contracts: Errors and omissions insurance; Professional liability insurance; Accountants liability insurance; Limits in amount of insurance, Marketing and underwriting of liability insurance; Finance of liability insurance.

Section-E

6. **Adjustment of Losses and Claims Compensation** : Adjustment of losses and their adjustment; Procedure of adjustment; Functions of adjuster's : Responsibilities of adjuster's Survey of losses; Procedure for preparing claims statements, Documents in use in claim settlement. Requirement of the insured in the event of loss. Appointment and loss valuation; statutory control over liability insurance in India. Liability policies by General Insurance Corporation of India.

Books Recommended :

1. Rodda : Property and liability Insurance (Prentice Hall, New Jersey)
2. John Carydon I. : Introduction to liability claims Adjusting Cinenati (The National Underwriting Co.)
3. Long and Gregg : Property and Liability Insurance (Hand book, Homewood, Richard D. Irwin)

Note : Candidates are required to attempt at least one question from each unit and five questions in all

Paper-II : GROUP INSURANCE & RETIREMENT BENEFIT SCHEMES

Max. Marks : 100 3 hrs. duration Min. Pass Marks : 36

Section-A

Introduction.

Section-B

Superannuation Scheme I.
Superannuation Scheme II.
Superannuation Scheme III.

Section-C

Gratuity Scheme

Section-D

Group Life Insurance scheme I.

Group Life Insurance scheme II.

Provident Fund and Employee's family pension and Deposit-linked Insurance Schemes.

Section-E

Taxation Treatment of Provisions of Retirement Benefit-I.

Taxation Treatment of Provisions of Retirement Benefit-II.

Group Schemes and Data Processing.

Note : Candidates are required to attempt at least one question from each unit and five questions in all.

4. OFFICE MANAGEMENT & SECRETARIAL PRACTICE

Paper-I : OFFICE PRACTICE

Part (A) Theory

Maximum Marks : 75

Duration : 2½ Hrs.

Unit-1. Office Stationery :

Types of papers and envelopes, control of consumption of papers. ink, typewriting ribbons, carbon papers, pins, clips, erasers etc. issue thereof, stock and stock record.

Unit-2. Duplication Methods :

Photocopying.

Unit-3. Meeting :

Notice, Agenda, Physical facilities, quorum, providing Secretarial assistance.

Unit-4. Using information :

Working knowledge of making use of information from different sources :

Telephone Directory, Post Office Guide, Railway Time Table, Teleprinter, Telex, Facsimile telegraphy.

Unit-5. Making travel arrangement :

Preparing tour programme, railway and air reservation, booking hotel accommodation, filling of form for tour advance, preparing T.A. Bills.

Part-(B) Practice-Max. Marks : 25

Practicals

1. Practice on Operating Following machines :

- | | |
|-----------------|---------|
| i. Duplicator | 6 hrs. |
| ii. Photocopier | 6 hrs. |
| Word Processor | 20 hrs. |

(53)

SECTION OFFICER
OFFICE OF THE
CHIEF OF POLICE

P3

Scanner . 6 hrs.

2. Working in the Office :

- Maintenance of Register
- Preparation of Notice, Agenda, Resolutions

3. Telephone handling.

Paper-II : Computer Application Theory and Practice

Part-(A) Theory

Maximum Marks : 75

Duration : 2½ Hrs.

Note : Candidates are requested to attempt five questions out of nine questions.

Computer concepts : Computer system structure, Input-Process-Output (I-P-O), Principle input output processing and storage devices classification of computers. Working of the computers. Software (s/w) concepts.

Disk Operating System (DOS) : History, Philosophy and purpose, File system, simple commands, more involved commands, advanced options, hardware (h/w) and software (s/w) support.

MS Window Operating System : History, Philosophy and purpose. File system-changed conventions, simple options, more involved options, advanced options, h/w and s/w support.

Office Automation : Modern office setup, changed management hierarchy, expectations and demands from an automated office tools used, using MS word as the word processor, using Tally/Ex as the Accounting S/W.

Advance Office Automation : Advance option in MS word. Advance accounting options in Tally/Ex. Tracking inventory Tables and Charts. Using MS Power points for per print simple business presentations, using the printer.

Electronic communications : History (Telephone and Telegraph, etc.) the Facsimile, computer networks, E-mails-sending and receiving and Internet Business, browsing the Internet.

Precautions, Emerging Trends and New Technologies : Computer virus, dealing, with computer virus, paperless office on line Transaction processing (OLI) E-Commerce.

Part-(B) Practical

Max. Marks : 25

Note : Students are required to attain sufficient practical knowledge of the above course contents.

This practical will be supervised by the external examiner appointed by the University.

54

SECTION OFFICER
University of Rajasthan
JAIPUR-302004
P3

5. ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

Objectives :

This course is intended to impart knowledge and develop skill among the participants in the field of marketing communication, so as to equip them to manage junior and lower-middle level positions in the fast growing and challenging business areas of advertising, sales promotion, selling and sales management and public relations. The course shall consist of six papers, two each of the three years of under-graduate programme in Indian Universities and other Institutions. The six papers are :

1. Marketing communication-I.
2. Advertising I
3. Advertising II
4. Personal selling and salesmanship
5. Management of the sales-force
6. Sales promotion of public relations

All the papers will be handled so as to have practical, orientation, with Indian cases and examples.

Scheme :

Min. Pass Marks : 72

Max. Marks : 200

Paper-I 3 hrs. duration

100 Marks

Paper-II 3 hrs. duration

100 Marks

Paper-I : MANAGEMENT OF THE SALES FORCE

Max. Marks : 100

3 hrs. duration

Min. Pass Marks : 36

- Importance of the sales force and its management
- Functions of Sales Manager
- Recruitment and selection
- Training and Direction
- Motivation and Compensation
- Appraisal of Performance
- Sales force—size, organisation of the sales department : Geographic, Product-wise, Market based.
- Sales planning and Central : Market analysis and sales forecasting. Methods of forecasting sales.

- Sales Budget : Importance, process of sales budget, uses of sales budget.
- Sales territory : Considerations in allocation of sales territory.
- Sales quota : Objectives, principles of selling, sales quota, administration of sales quota. Uses of sales quota.
- Sales and cost analysis : Uses and methods.

Books Recommended :

1. Stanton and Biskirk : Management of the Sales force (Richard D. Irwin).
2. Philip Kotler : Marketing Management, 7th Ed. (Prentice Hall of India, Chap. 24)

Paper-II : SALES PROMOTION AND PUBLIC RELATIONS

- Nature and importance of sales promotion. Its role in marketing.
- Forms of sales promotion : Consumer oriented sales promotion, trade oriented sales promotion and sales force-oriented sales promotion.
- Major tools of sales promotion : Samples, Point of purchase. Displays and demonstrations, Exhibitions and Gashion shows, sales contests and games of change and skill, lotteries, gifts, premium and free goods. Prince packs, rebates, patronage, rewards.
- Conventions, conference and Gashims, specialities, novelties.
- Developing and sales promotion programmes, pre-testing implementing evaluating the results and making necessary modifications.
- Public relations : Meaning, features, growing importance, role in marketing, similarities of publicity and public relations.
- Major tools of public relations; news; speeches, special events, hand-bills and leaflets, audio-visual, public services activities, miscellaneous tools.
- Ethical and local aspects of sales promotion and public relations.

Books Recommended :

1. Philip Kotler : Marketing Management 7th Ed. (Prentice Hall of India), (Chap. 23).
2. Stanton & Futreli : Fundamentals of Marketing. (McGraw Hill), (Chap-20).
3. JSK Patel : Salemanship and publicity (Salem chand & Sons, New Delhi).

(56)

University of Rajasthan
JAIPUR-302 004
P3

6. TOURISM AND TRAVEL MANAGEMENT

Min. Pass Marks-72

Max. Marks-200

Paper-I 3 hrs. duration

70 Marks

Paper-II 3 hrs. duration

70 Marks

PAPER-I : TOURISM MARKETING

Max. Marks 70

3 hrs. duration

Min. Pass Marks 36

Internal Assessment Marks 30 (20 Project report, 10 viva voce)

TOURISM DEVELOPMENT

Max. Marks : 100

3 hrs. duration

Min. Pass Marks : 36

Section-A

Relevant concepts and preaches for effective tourism development

- National Development Council Report on Tourism Development
- National Action Plan, 1992
- New policies on Tourism and its improvisation.
- Destination development
- Substantiable development

Section-B

Man power development needs.

Section-C

Management strategies

Section-D

Tourism policy analysis

Section-E

Tourism legislation - a necessity.

Books Recommended :

1. National Development Council Report
2. National Action Plan, 1992
3. Reports of World Tourism Organisation
4. Report - Workshop on Tourism Legislation - August 10-11, 1987.
5. Report - Workshop on Tourism Legislation - February, 23-23, 1988, IITM. New Delhi.

Paper-II : INFORMATION COMMUNICATION AND AUTOMATION

Introduction :

The course cover techniques of communication, presentation and

(51)

SECTION OFFICER
(University of P...)
DATE...

collection information DATA. It also includes basic knowledge of computers in Travel fields. The attitude and behaviour the pattern w.r.t. customer services and their expectation profile of visitors from various destinations is part of the study.

- Consumer expectation and services and legislation.
- National Tourism Civil Aviation & Policy
- Information Technology
- Market Research
- Data Collection
- Consortiums of Airlines, Hotel and Wholesalers.
- Practical Traing Project Report

7. FOREIGN TRADE PRACTICES AND PROCEDURES

Subject title : FOREIGN TRADE PRACTICES AND PROCEDURES

Subject Objectives :

1. To familiarise the students with the basic principles of foreign trade and the environment in which foreign trade takes place.
2. To familiarise the students with the position of India's foreign trade, import and export policies and various export promotion measures adopted by the Government.
3. To familiarise the students with the nature and scope of International marketing as also the four Ps of international marketing.
4. To familiarise the students with the various methods and procedures of foreign trade financing, foreign exchange rates, costing and pricing for exports and the various institutions involved in export finance.
5. To make the students aware of the shipping and insurance practices and procedure which constitute the essential services for the operation of foreign trade.
6. To familiarise the students with the basic documents involved in foreign trade, processing of an export order, customs clearance of export and import cargo and negotiation of documents.

Job potential :

1. Self employment—can start an export business either singly or in partnership with fellow students can take.
2. Can take up employment in exporting firms, banks, insurance companies or with freight forwarders.

(59)

3. (i) Permissible combination of subjects :
 B.A. - Any subject preferably with Economics, Psychology, Social Work, Foreign languages.
 (ii) Pre-requisites of admission :
 10 + 2 preferably with Economics or Commerce.

Paper I : SHIPPING AND INSURANCE PRACTICES AND PROCEDURES

Objectives :

To make the students aware of the shipping, and insurance practices and procedures which constitute the essential services for the operation of foreign trade.

SECTION-A

Periods

- | | |
|--|---|
| - Role of shipping, liners and tramps, bills of lading and Charter Party | 4 |
| - Determination of freight | 2 |
| - Containerization and other developments | 2 |

SECTION-B

- | | |
|--|---|
| - Air transport and procedures involved in the determination of freight and booking of cargo space | 3 |
| - Multi modal transport and the procedures involved | 2 |
| - Packing and marking for exports | 2 |
| - Forwarding and clearing agents and their operations | 3 |

SECTION-C

- | | |
|---|---|
| - Cargo insurance, its importance, basic principles, types of cover, types of losses and determination of premium | 8 |
| - Obtaining a cover and filing a claim | 4 |

Paper II : FOREIGN TRADE DOCUMENTATION AND PROCEDURES

Objectives :

To familiarise the student with the basic documents involved in foreign trade, processing of an export order, customs clearance of export and import cargo and negotiation of documents.

SECTION-A

Periods

- | | |
|--|---|
| - Need, rationale and types of documents | 4 |
| - Obtaining export and import licences | 3 |
| - Processing an export order | 4 |

(60)

SECTION
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SECTION-B

- | | |
|--|---|
| - Preshipment inspection and quality control | 2 |
| - Foreign exchange and GR formalities | 3 |
| - Excise and customs clearance of export cargo | 4 |
| - Shipment of goods and port procedures | 3 |

SECTION-C

- | | |
|--|---|
| - Customs clearance of import cargo | 3 |
| - Post-shipment formalities and procedures | 3 |
| - Claiming duty drawbacks and other benefits | 3 |
| - Need, rationale and types of documents | 4 |
| - Obtaining export and import licences | 3 |
| - Processing an export order | 4 |

Books Recommended :

1. Handbook of Import and Export Procedures
2. Export What, here and How by Paras Ram

ON THE JOB TRAINING

3 to 4 weeks each at the end of I year and at the end of II year

Total : 6 to 8 weeks

A report has to be submitted after the training to be evaluated out of 100 marks.

Journal : Indian Export Bulletin

Publications of Indian Trade Promotion Organisation

Equipment :

Overhead Projector, photo-copying machine, VCR with Television set.

Examination at year end : 7 Marks for each paper

30% marks for internal evaluation

10 marks for tests (occasional)

10 marks of home assignment

10 marks for class participation

Linkage :

Down - plus 2 students may take it up independently. Those having studied export procedure will find this course and a follow up of their earlier studies.

Up - Those having passed B.A. or B.Com. with this course, may take up course like Postgraduate Diploma of the IIFT or MBA courses.

■■■

(61)

SECTION
University of Rajasthan
JAIPUR INDIA

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9. PRINCIPLES AND PRACTICE OF BANKING AND INSURANCE

PAPER I : COMMERCIAL BANK MANAGEMENT

Theory Paper : Max. Marks 70

Project Report : Max. Marks 30

3 hrs. duration for Theory Paper

- Principles of Banking : Definition of bank; Creation of money; Present structure of commercial banking system in India; Brief history; Functions; Working during 1947-1990 and thereafter.
- Management Principles in Banks : Managerial functions in banks; Hierarchy, individual and group behaviour; Management of personnel-Functions of manager, inspector, local advisory committee; Recruitment; Selection; Training; Promotion; Control of staff.
- Management of Deposits and Advances : Deposit mobilization; Classification and nature of deposit accounts; Advances; Lending practice; Types of advances; Principles of sound bank lending; Preparation of reports; Credit plans; Planning customers; Limits of credit; Security.
- Investment Management : Nature of bank investment; Liquidity and profitability; Preparation of cheques; Bills; Endorsement; Government securities; Documents of title to goods railway receipt; Bill of lading; Book debts; Securities-Government and commercial.
- Management of Finance : Bank accounts; Records; Reports; Statement of advances; Evaluation of loan applications; Profit and Loss Account; Balance sheet and statutory reports regarding cash revenue.

Suggested Readings

1. Tannan ML : Banking - Law and Practice in India, Indian Law House, New Delhi.
2. Radhaswami M. and Basudevan A : Textbook of Banking; S. Chand & Co. New Delhi.
3. Panikar K.K. : Banking - Theory & System : S. Chand & Co. New Delhi.

(62)

SECTION - I
UNIVERSITY OF RAJASTHAN
JAIPUR-302 004

P3

4. Vinayakan N : Banking by 2000 A. D; Kanishka Publishers, Delhi.
5. Jessup P. F. : Innovations in Bank Management.
6. Reed E. W. : Commercial Bank Management.
7. Desai Vasant : Principles of Bank Management.
8. Khubchandani B. S. : Practice and Law of Banking; Macmillan, New Delhi.

OR

PAPER I : LEGISLATIVE INSURANCE FRAMEWORK

Theory Paper : Max. Marks 70

Project Report : Max. Marks 30

3 hrs. duration for Theory Paper

- Insurance Act, 1938
- LIC Act 1956
- Insurance Regulatory & Development Agency Act, 1999
- Consumer Protection Act, 1985.
- Ombudsman Scheme
- Income Tax Act, Married Women's Property Act, Contract Act as relevant to the conduct of insurance business.
- Code of conduct in advertisement and publicity area.

References :

1. Mishra, M.N. Insurance Principles & Practice, S. Chand & Co. New Delhi.
2. Insurance Regulatory Development Act, 1999.
3. LIC Act, 1956.
4. Consumer Protection Act, 1985.
5. Indian Contract Act, 1872.

PAPER-II : PROJECT REPORT

Every student shall have an appropriate topic selected for doing Project Report at the beginning of the session and shall submit the same in triplicate at least 3 weeks before the commencement of theory examinations. For this purpose each student shall undergo for field work/practical training in concerned organisations for 150 hrs. Viva-Voce shall be held within one month of the last date of written examination. (Project Report 70 marks and Viva Voce 30 marks).

(63)

P3

8. TOURISM

PAPER I : TOURISM MANAGEMENT

Theory Paper : Max. Marks 70

Project Report : Max. Marks 30

3 hrs. duration for Theory Paper

- Concept of Entrepreneurship and Management. Corporate Form in Tourism Industry.
- Management Functions : Human Resources Management in Tourism, Financial Management & Financial Operation, Tourism Marketing and Information & Technology in Tourism.
- Behavioural Issues in Tourism : Guest Host Relationship, Hospitality, Group and Inter group Behaviour, Supervisory Behaviour.
- Managerial Practices in Tourism I : Tour operator, Travel Agencies and Public Relations.
- Managerial Practices in Tourism 2 : Catering & food services, Tourist transport, Airlines, Airport & Railway Stations.
- Events Management in Tourism : Reservation & Booking, Strike & Political unrest, missing of language, theft etc.

References :

1. Kotler, Philip : Marketing Management.
2. Dougler Foster : Travel & Tourism Management.
3. Negi, M.S. : Tourism and Heterlicring.
4. Meclean, Hunger : Marketing Management (Tourism in your business)

PAPER-II : PROJECT REPORT

Every student shall have an appropriate topic selected for doing Project Report at the beginning of the session and shall submit the same in triplicate at least 3 weeks before the commencement of theory examinations. For this purpose each student shall undergo for field work/practical training in concerned organisations for 150 hrs. Viva-Voce shall be held within one month of the last date of written examination. (Project Report 70 marks and Viva Voce 30 marks).

(164)

University of Rajasthan
JAIPUR-302 004

10. FOREIGN TRADE PROCEDURE

PAPER I : EXPORT-IMPORT PROCEDURES AND DOCUMENTATION

Theory Paper : Max. Marks 70

Project Report : Max. Marks 30

3 hrs. duration for Theory Paper

- Documentary Framework for Exports and Imports : Registrations of an export firm and licensing regulations; Processing of an export order; Export documents need and types; Overview of various export documents.
- International Business Contracts : Types and formation.
- Payment Terms : Instruments and methods of financing, including documentary credits and collection; Uniform Customs and Practices (UCP) 500.
- Export Finance : Facilities, incentives and Procedures for pre and post shipment finance.
- Business Risk Coverage : Cargo, credit and foreign exchange risk coverage; Cargo insurance; Role and schemes of ECGC and commercial banks.
- Foreign Exchange Regulations and Formalities.
- Quality Control and Pre-shipment inspection : Concept, scheme and procedures.

Suggested Readings

1. Paras Ram, Export : What, Where and How; Anupam Publishers, Delhi.
2. Uniform Customs & Practice for Documentary Credits, International Chamber of Commerce, Paris.
3. Handbook of Import-Export Procedures; Ministry of Commerce, Government of India, New Delhi.
4. Mahajan M.L., Exports : Do it yourself, Snowwhite Publications, Mumbai.
5. Export Documentation and Procedures; Nabhi Publications, New Delhi.

PAPER II : PROJECT REPORT AND VIVA-VOCE

Every student shall have an appropriate topic selected for doing Project Report at the beginning of the session and shall submit the same in triplicate at least 3 weeks before the commencement of theory examinations. For this purpose each student shall undergo for field work/practical training in concerned organisations for 150 hrs. Viva-Voce shall be held within one month of the last date of written examination (Project Report 70 marks and Viva Voce 30 marks).

(65)

SECTION V... and Acad. In-
University of Rajasthan
JAIPUR 302 006

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