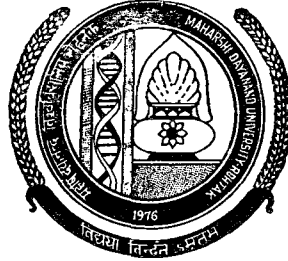


Maharshi Dayanand University Rohtak



Ordinances, Syllabus and Courses of Reading for B.Com. Part-I Examination

Session—2002-2003

Available from :

Deputy Registrar (Publication)

Maharshi Dayanand University

Rohtak-124 001 (Haryana)

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At the Counter : Rs. 50/-

By Regd. Parcel : Rs. 75/-

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**ORDINANCE : B.A./B.Sc./B.Com./B.Sc. (Home Science)
EXAMINATIONS**

1. The duration of the course of instruction for the B.A./B.Sc./B.Com./B.Sc. (Home Science) shall be three years and the examination for Part-I shall be held at the end of 1st year., Part-II examination at the end of 2nd year and Part-III examination at the end of third year. The examination in Part-I & II shall be held once a year ordinarily in the month of April or on such dates as may be fixed by the Vice-Chancellor. The examination in Part-III shall be held twice a year ordinarily in the month of April and September or on such dates as may be fixed by the Vice-Chancellor.

The Supplementary examination for part-I and part-II for compartment/reappear

Candidates shall be held ordinarily in the month of September or on such dates as may be fixed by the Vice-Chancellor.

2. The date of commencement of the examination as well as the last date for the receipt of examination forms and fee as fixed by the Vice-Chancellor, shall be notified by the Registrar/ Controller of Examinations to all the colleges admitted to the privileges of the University.
3. A candidate's admission form and fee may be accepted after the last date of payment of late fee as prescribed up to the period notified by the University.
4. No one shall be eligible to join the first year (Part-I) class of B.A./B.Sc./B.Com./B.Sc. (Home Science) unless :
 - i) he/she has passed one of the following examinations with 33% marks in aggregate for admission to B.A. Part-I, 35% for admission to B.Sc. (Home Science) Part-I, 40% for admission to B.Com. Part-I and 45% for admission to B.Sc. Part-I.
 - a) Senior Secondary Certificate Examination of Haryana Education Board, Bhiwani.

OR

- b) B.A./B.Sc. (Home Science) Part-I examination under old scheme of this University.

OR

- c) Diploma in Pharmacy Course. for (B.A./B.Sc.-I only).
d) Any other examination recognised by the Academic Council as equivalent to (a) or (b) or (c) above.

Note : 1. The candidate seeking admission to B. Sc. (Non-Medical Group) Part-I should have passed the above examination with English, Physics, Chemistry and Mathematics and those seeking admission to B. Sc. (Medical Group) Part-I should have passed the above examination with English, Physics, Chemistry and Biology.

2. The admission to B. Sc. (Home Science) Course shall be open to Women candidates only.

3. If a candidate of another Board did not pass in the subject of English at 10+2 level, he/she may be allowed provisionally to join the B.A./B.Sc./B.Com./B.Sc. (Home Science) Part-I class as the case may be under new scheme of this University subject to his/her qualifying in the subject of English of 10+2 examination at the Supplementary examination of the same year from the Board concerned. Such a candidate shall have to furnish to the Principal of the College the proof of his/her having cleared the subject of English upto 20th Dec. of the year of admission failing which his/her admission to B.A./B.Sc./B.Com./B.Sc. (Home Science) Part I examination shall stand automatically cancelled.

5. No one shall be eligible to join the second year (Part-II) class of B.A./B.Sc./B.Com./B.Sc. (Home Science) course unless he/she has passed :

- a) B.A./B.Sc./B.Com./B.Sc. (Home Science) Part-I examination as the case may be, under new scheme of this University.

OR

- b) **B.A./B.Sc./B.Com./B.Sc. (Home Science) Part-II examination as the case may be, under old scheme of this University.**

OR

- c) **An examination recognised as equivalent to (a) or (b) above.**

A student who wishes to seek admission/migration to Part-II Course after passing the Senior Secondary Certificate Examination under (10+2 system) or an examination recognised as equivalent thereto and also after having passed the 1st year examination of any statutory University, recognised by this University as equivalent to 1st year examination of this University under new scheme may be allowed to do so provided, that he/she has secured 33% or 40% or 45% or 35% marks, as the case may be in aggregate of the Senior Secondary Certificate Examination or of any equivalent examination and the minimum percentage of marks in the 1st year examination of the degree course equivalent to the percentage of marks as laid down in Clause-16.

6. **A person who has passed one of the following examinations shall be eligible to join III year (i.e. Part-III) class of B.A./B.Sc./B.Com./B.Sc. (Home Science) course :**

- a) **B.A./B.Sc./B.Com./B.Sc. (Home Science) Part-II examination as the case may be, under new scheme of this University.**
- b) **B.A./B.Sc./B.Com./B.Sc. (Home Science) Part-II examination as the case may be, under scheme of other statutory Universities. Provided that the subjects offered for B.A./B.Sc./B.Com./B.Sc. (Home Science) Part-II were the same as are available at this University and the syllabi were not materially different.**

In case the subject/paper offered for the B.A./B.Sc./B.Com./B.Sc. (Home Science) Part-II were not the same as are available at this University, the candidate may be

given exemption in the Part-III for the subject(s)/paper(s) already studied /passed by the student and the subject(s)/paper(s) which the candidate has not studied/ passed in Part-I & II shall have to be Studied/Passed alongwith remaining subject(s)/paper(s) of Part-III.

7. The examination in Part-I, II & III shall be open to a student who :-

- a) has passed not less than one academic year previously the requisite examination as laid down in Clause-4, 5 & 6 above.

In case of a candidate who passed the requisite exam. under the rule relating to compartment the period of one academic year shall be counted from the examination in which he/she is first placed under compartment.

- 7. (a) A candidate who is placed under compartment in one subject only in 10+2 examination of the Board of School Education Haryana, Bhiwani or of any other Board/ University recognised by this University may be allowed provisionally to read for TDC-I exam. and to clear the compartment subject in the Supplementary exams. If he/she fails to produce/submit the proof of having passed the compartment subject upto 20th Dec. of year of admission to the Principal of the College his/her admission to TDC-I exam. shall stand automatically cancelled.

Provided that a candidate who joins Part-I of B.A./B.Sc./ B.Com/ B.Sc. (Home Science), as the case may be must have obtained atleast 33%, 35%, 40%, 45% marks in the aggregate (by adding minimum qualifying marks in the compartmental subject) in the Sr. Secondary Certificate Examination (+2 Examination) or an examination recognised equivalent thereto.

A candidate who is placed under compartment/re-appear in one subject only in the lower examination of this University may be allowed to read for the next higher class and to clear the compartment subject in two consecutive chances but if he fails to pass or fails to

appear for the compartment subject at the second chance his result for the higher examination shall, unless he has passed in that exam., be cancelled and he shall not be allowed to appear for the same till he has passed in the lower examination. If he has passed in the higher examination his result for the same shall be declared provisionally subject to his passing the lower exam. within permissible chances under clause-9.1 as an ex-student.

- b) has his/her name submitted to the Controller of Examinations by the Principal of the College he/she has most recently attended and produces the following certificates signed by the Principal of that college.
- i) of having remained on the rolls of a recognised college for the academic year preceding the exam;
 - ii) of having satisfactorily performed the work of his/her class;
 - iii) of having attended not less than :
 - 1. 75% of the full course of lectures delivered to his/her class in each of the subjects offered, (the course to be counted from the date of admission upto the last date when the classes break up for preparatory holidays, viz. 21 working days before the commencement of the examination); and
 - 2. 75% of the periods assigned to Practical Work in each of the Science subject or Psychology or in the case of Geography Map Work and Practical (the minimum number of periods of Practical Work and in the case of Geography Map Work and Practical required to be arranged by each college shall not be less than 40% in each subject).
 - iv) of having obtained not less than 20% marks in each subject or 25% marks in the aggregate of all the subjects in the half yearly house examination held in November/December with 100 marks for each subject.

8. a) A student who is unable to appear in the annual examination due to shortage in attendance and has complied with the requirement in Clause-7(b) (iv) above may be exempted from this requirement while taking the examination in the following year as an ex-student in terms of Clause- 9.1.
- b) A student who has completed the required percentage of lectures but has failed to comply with the requirements in Clause-7(b) (iv) may be allowed on the recommendation of Principal of the College concerned to appear as an ex-student in the following year.
- 9.1 A student who has completed the prescribed course of instruction in recognised college for I, II, III examination, but does not appear in it or, having appeared fails, may be allowed on the recommendations of the Principal of the college concerned three consecutive chances to appear in the examination as an ex-student without attending a fresh course of instruction.
10. A candidate who re-appears in B.A. Part-I examination as an ex-student (in full subjects) may change one of his subjects.
11. The amount of examination fee to be paid by a candidate for each part shall be as prescribed from time to time
A candidate taking up a subject which includes a practical examination shall pay an additional fee of Rs. 10/- per subject.
12. i) The medium of instruction shall be Hindi/English.
- ii) The question papers will be set in :
- Hindi in case of Sanskrit.
 - the language concerned in case of other language.
 - in both Hindi and English in case of other subjects.
- iii) The candidates shall write their answer in :
- the language concerned in case of English and Modern Indian and Oriental Language except Sanskrit in which case the answer may be written in Hindi; and

b) Hindi, English, Punjabi or Urdu in case of other subjects.

13.1 The examination shall be held according to the Syllabus prescribed by the Academic Council. A candidate who fails in an examination, or having been eligible fails to appear in an examination shall unless approved otherwise by the Academic Council take the examination as an ex-student according to the Syllabus prescribed by University for regular students appearing for that examination, provided that the Syllabus for the candidates for the compartment/re-appear examination to be held in September/April as the case may be shall be the same as was in force for the regular student in the last Annual Examination.

13.2 A candidate for B.A. Examination shall take up English and Hindi/Punjabi/Sanskrit/Urdu as compulsory subjects and two elective subjects in each of three parts. Two elective subjects may be selected from the subjects prescribed for the examination as per syllabus, subject to the following :

- a) A candidate shall offer Military Science if he is a regular student.
- b) A candidate shall offer Statistics if he/she offers it alongwith Mathematics/Computer Applications.
- c) Every candidate shall offer Hindi either as a compulsory subject or as an elective subject.
- d) Language offered as compulsory subject cannot be offered as an elective subject.
- e) A candidate shall offer Computer Application with Math., Statistics for B.A. only.

13.3 A candidate for B.Sc. examination shall offer one paper of English in the 1st year and one paper of Hindi/Punjabi/Sanskrit/Urdu in the 2nd year. In addition he/she shall be required to offer the subjects of B.Sc. as the case may be, according to the scheme of examination and syllabus approved by the Academic Council.

13.4 A candidate for B.Com. Examination shall offer the papers according to the scheme of examination and the syllabus approved by the Academic Council.

13.5 A candidate for B.Sc. (Home Science) examination shall offer one paper of English in the 2nd year and the subject of B.Sc. (Home Science) in the 1st year, 2nd year and 3rd year, according to the scheme of examination and the syllabus approved by the Academic Council.

Note : A candidate coming from a Non-Hindi speaking area shall if, he/she did not offer Hindi/Punjabi/Sanskrit/Urdu in the examination qualifying for admission, offer in lieu of compulsory Hindi/Punjabi/Sanskrit/Urdu, the subject of Additional English which shall carry the same marks as for Hindi/Punjabi/Sanskrit/Urdu.

14. College students offering a U.G.C. Scheme of restructured/vocational courses, shall be required to take up the combination of traditional and compulsory subjects in each of the TDC Part-I, II & III as mentioned against each course in the Scheme of Examination.

15. The minimum number of marks required to pass the examination shall be 35% in each subject in case of B.A./ B.Sc./B.Sc.(Home Science) examination. 35% marks in each paper in case of B.Com. examination. Provided that in a subject in which there is a practical examination, this percentage shall be required separately in written and practical parts (including map work in case of Geography) of the examination. (A candidate of the University who fails in theory or practical or both parts of subject may be allowed to re-appear/compartament in the theory or practical or both parts, as the case may be of that subject).

16. The successful candidates shall be classified in three divisions as under:-

i) those who obtain 60% or more of the aggregate number of marks in all the subjects including the compulsory subjects in Part-I, II & III Examination taken together shall be placed in the First Division.

- ii) those who obtain less than 60% but not less than 50% marks in all the subjects including the Compulsory subjects in Part-I, II and III examinations taken together, shall be placed in the Second Division.
- iii) those who obtain below 50% marks in all the subjects including the Compulsory subjects in Part-I, II and III examination taken together, shall be placed in the Third Division.

A student who has passed B.A./B.Sc./B.Com./B.Sc. (Home Science) Part-I and or Part-II examination under new scheme from other University, the marks obtained in B.A./B.Sc./B.Com./B.Sc. (Home Science) Part-I and/or Part-II shall be counted towards division of successful candidates at Part-III examination by increasing or decreasing the marks obtained in accordance with the maximum marks prescribed for Part-I and Part-II by the M.D. University, Rohtak.

17. A candidate while appearing in the supplementary examination or the next Annual Examination shall be required to pay examination fee as for the whole examination and shall not be eligible for a scholarship, a prize or a medal.
18. Six weeks after the termination of the examination or as soon therefor as is possible the Registrar/Controller of Examinations shall publish a list of successful candidates. Each successful candidate of B.A./B.Sc./B.Com./B.Sc. (Home Science) Part-III examination shall be awarded a degree mentioning the division.
19. A candidate :-
 - i) who has passed B.A./B.Sc. Examination of this University;
 - ii) who resides within the territorial jurisdiction of this University and has passed an examination declared equivalent to the B.A./B.Sc. examination of this University may appear in a subsequent B.A./B.Sc. examination in additional subjects prescribed for the examination except the subject in which he/she has already passed the examination.

- iii) A candidate appearing under this clause shall sit for Part-III in immediate supplementary examination and for Part-I and Part-II in annual examination. For Part-I and Part-II one examination form and fee as prescribed shall be charged.

In Case, he/she fails to pass any of the part(s) in next annual examination, he/she shall appear in all the parts denovo.

Provided that if the candidate is appearing in the subject(s) involving practical, he/she shall study in a college admitted to the priviledges of this University for Part-I, II & III classes and submit a certificate from the Principal for having completed the prescribed course of lectures, one month before the commencement of examination.

However, a candidate who has passed B.Sc. examination may appear in subsequent exam. In additional subject of Hindi (Elective) of B.A. (Pass Course) and a candidate who has passed B.Com. examination may appear in an additional subject of Hindi (Elective) and Mathematics in subsequent examinations of B.A. (Pass Course).

B.Com. (Vocational) students may appear and pass in all papers of B.Com. I, II & III as additional paper(s) while doing B.Com. (Vocational) and after completion of B.Com (Vocational) in the manner given above.

The minimum marks required to pass in each subject shall be 35% in theory and practical separately. The candidate may be allowed to appear in additional qualifying subject(s) simultaneously with B.A./B.Sc./ B.Com. (Hons) Part-II & III examinations. However, the marks obtained in additional subject(s) shall not be counted towards division of the candidates.

20. i) A person who has qualified for the award of B.A./B.Sc./ B.Com./B.Sc. (Home Science) (Pass and Hons.) degree from M.D. University, Rohtak may be allowed to reappear as an ex-student in subject(s) in which he/she appeared earlier, with a view to improve his/her previous

performance. He/She may re-appear in one or more paper(s) of Part-III in the immediate supplementary examination of his/her passing the 3rd year examination and thereafter in the next annual examination for Part-I & Part-II examination. Likewise a candidate passing his/her Part-III in the supplementary examination shall appear for improvement of Part-I and/or Part-II in April/May and Part-III in September of the following calendar year. However, if a candidate does not want to improve his/her performance in Part-I and/or Part-II and wants to appear in Part-III only and vice-versa, he/she may be permitted subject to the condition that he/she will have to furnish an undertaking alongwith the examination form that he/she is not interested to improve his/her performance in Part-I or Part-II of Part-III as the case may be. The candidate will have to deposit fee and form for each examination separately.

- ii) The higher score in the paper(s)/subjects in which he/she reappears for improvement will be taken into account towards the final result and the marks already obtained by the candidate in the paper/subject(s) in which he/she has not opted to improve his/her result shall be carried forward.

In case the candidate does not improve his/her result/score his/her result shall be declared as Previous Result Stands.

- 21.1 In order to provide opportunity for women candidates who have already passed B.A. examination of this University with Home Science as a subject to join the M.Sc. (Home Science) Course an examination of B.Sc. standard in the following subjects shall ordinarily be held once a year in the month of April on a date fixed by the Vice-Chancellor:-
- a) Nutrition and Foods.
 - b) Textiles and Clothing.
 - c) Art and Everyday Life.
 - d) Home-Management.

- e) Biology.
- f) Psychology and Human Relationship
- g) Household Chemistry
- h) Sociology
- i) Principles of Economics

2. Every candidate for this examination shall be required to produce the following certificates signed by the Head of a College recognised for B.Sc. Home Science course :-

- a) of having attended not less than 75% of the lectures delivered to the class in theory and practical of each subject during the academic year preceding the exam.
- b) of having completed the sessional work in each subject prescribed in Clause-21(1).

3. The last date for receipt of admission forms and fees shall be the same as for the B.Sc. Home-Science examination. The amount of admission fee to be paid by a candidate and additional fee shall be as prescribed from time to time per practical subject. Every candidate shall be examined according to the syllabus prescribed for these subjects by the Academic Council.

4. The Minimum number of marks required to pass the examination shall be 40% in each theory and practical examination separately.

5. Candidates who obtained pass marks in all the subjects shall be admitted to the Degree of B.Sc. Home Science and shall be eligible to join the M.Sc. Home Science Course.

22. Notwithstanding the integrated nature of the B.A./B.Sc./B.Com./B.Sc./ (Home Science) Course which is spread over more than one academic year, the Ordinance in force at the time a student joins course shall hold good only for the examination (s) held during or at the end of the academic year and nothing in these Ordinances shall be deemed to debar the University from amending the Ordinances subsequently and the amended Ordinances, if any, shall apply to all students whether old or new.

**SYLLABUS AND SCHEME OF EXAMINATIONS OF B.COM
CLASSES w.e.f. ACADEMIC SESSION 2002-2003**

B.Com. -I

Paper No.	Name of the paper	Time	Max. Marks
1.	Business Communication	3 hours	100
2.	Business Mathematics	3 hours	100
3.	Financial Accounting	3 hours	100
4.	Business Economics	3 hours	100
5.	Business Management	3 hours	100
6.	Any one of the following:		
	(i) Basics of Computer : Theory :	3 hours	50
	Practical :	3 hours	50
	(ii) Type writing : Theory :	2 hours	30
	Practical :	1 hours	70

B.Com. -II

1.	Business Regulatory Framework	3 hours	100
2.	Business Environment	3 hours	100
3.	Corporate Accounting	3 hours	100
4.	Company Law & Auditing	3 hours	100
5.	Business Statistics	3 hours	100
6.	Principles of Marketing	3 hours	100
7.	Any one of the following:		
	(i) Information Technology and Business	3 hours	100
	(ii) Money & Financial System	3 hours	100
	(iii) Fundamentals of Insurance	3 hours	100

B.Com.-III

1.	Income Tax	3 hours	100
2.	Cost Accounting	3 hours	100
3.	Management Accounting & Financial Management	3 hours	100

4.	Human Resource Development	3 hours	100
	Any two papers out of the following:		
	i) Financial Market Operations	3 hours	100
	ii) International Marketing	3 hours	100
	iii) Investment Management	3 hours	100
	iv) Indirect Taxes	3 hours	100
	v) Advertisement and Sales Management	3 hours	100
	vi) Essentials of E-Commerce	3 hours	100

B.Com. Part-I

Paper-I Business Communication Max. Marks: 100
Time: 3 Hrs.

Note:- Ten questions shall be set in the question paper covering the whole syllabi. The candidates shall be required to attempt any five questions in all.

UNIT-I Introducing Business Communication: Basic forms of communicating; Communication models and processes; Effective communication; Theories of communication; Audience analysis.

UNIT-II Self-Development and Communication: Development of positive personal attitudes; SWOT analysis; Vite's model of interdependence; Whole communication.

UNIT-III Corporate Communication: Formal and informal communication networks; Grapevine; Miscommunication (Barriers); Improving Communication. Practices in Business Communication; Group discussions; Mock interviews; seminars; Effective listening exercises; Individual and group presentations and reports writing.

UNIT-IV Principles of Effective Communication.

UNIT-V Writing Skills: Planning business messages; Rewriting and edition; the first draft; Reconstructing the final draft; Business letters and memo formats; Appearance request letters; Good news and bad news letters; Persuasive letters; Sales letters; Collection letters; Office memorandum.

UNIT-VI Report Writing: Introduction to a proposal, short report and formal report, report preparation.

Oral Presentation: Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills.

UNIT-VII Non-Verbal Aspects of Communicating.

Body language: kinetics, Proxemics, Para language.
Effective listening: Principles of effective listening; Factors affecting listening exercise; Oral, written, and video sessions.

Interviewing Skills: Appearing in interviews; Conducting interviews; Writing resume and letter of application.
Modern Forms of Communicating: Fax; E-mail; video conferencing; etc.

International Communication: Cultural sensitiveness and cultural context; Writing and presenting in international situations; Inter-cultural factors in interactions; Adapting to global business.

Note:- The paper of Business Communication is to be taught by the teachers of Commerce only.

Suggested Readings

1. Bovee and Thill: Business Communication Today; Tata McGraw Hill, New Delhi.
2. Ronald E. Dulek and John S. Fielder: Principles of Business Communication; MacMillan Publishing Company, London.
3. Randall E. Magors; Business Communications; Harper and Row, New York.
4. Webster's Guide to Effective letter Writing; Harper and Row, New York.
5. Balasubramanyam: Business Communications; Vikas Publishing House, Delhi.
6. Kaul: Business Communication: Prentice Hall, New Delhi.
7. Kaul: Effective Business Communication: Prentice Hall, New Delhi.

8. Patri VR: Essentials of Communication; Greenspan Publications, New Delhi.
9. Senguin J: Business Communication; The Real World and Your Career, Allied Publishers, New Delhi.
10. Robinson, Netrakanti and Shintre: Communicate competence in Business English; Orient Longman, Hyderabad.

Paper-2 Business Mathematics

Max. Marks: 100

Time: 3 Hrs.

Note:- Ten questions shall be set in the question paper covering the whole syllabi. The candidates shall be required to attempt any five questions in all.

UNIT-I Calculus (Problems and theorems involving trigonometrical ratios are not to be done).

Differentiation: Partial derivatives up to second order; Homogeneity of functions and Euler's theorem; total differentials Differentiation of implicit function with the help of total differentials.

Mamima and Minima; Cases of one variable involving second or higher order derivatives; Cases of two variables involving not more than one constraint.

Integration: integration as anti-derivative process; Standard forms; Methods of integration-by substitution, by parts, and by use of partial fractions; Definite integration; Finding areas in simple cases; Consumers and producers surplus; Nature of Commodities learning Curve; Leontiff Input-Output Model.

UNIT-II Matrices and Determinants: Definition of a matrix; Types of matrices; Algebra of matrices; Properties of determinants; calculation of values of determinants upto third order; Adjoint of a matrix, through adjoint and elementary row or column operations; Solution of system of linear equations having unique solution and involving not more than three variables.

UNIT-III Linear Programming-Formulation of LPP; Graphical method of solution; Problems relating to two variables

including the case of mixed constraints; Cases having no solution, multiple solutions, unbounded solution and redundant constraints.

Simplex Method - Solution of problems up to three variables, including cases of mixed constraints; Duality; Transportation Problem.

UNIT -IV Compound Interest and Annuities: Certain different types of interest rates; Concept of present value and amount of a sum; Types of annuities; Present value and amount of an annuity, including the case of continuous compounding; Valuation of simple loans and debentures; Problems relating to sinking funds.

Suggested Readings

1. Allen R.G.D.: Basic Mathematics: Macmillan, New Delhi.
2. Dowling, E.T.: Mathematics for Economics; Schaum Series, McGraw Hill London.
3. Loomba, Paul: Linear Programming; Tata McGraw Hill, New Delhi.
4. Vohra, N.D.: Quantitative Techniques in Management: Tata McGraw Hill New Delhi.
5. Soni, R.S.: Business Mathematics; Pitamber Publishing House.
6. Kapoor, V.K.: Business Mathematics; Sultan Chand & Sons, Delhi.
7. Holden: Mathematics for Business and Economics: Macmillan India, New Delhi.

Paper-3 Financial Accounting

Max. Marks: 100

Time: 3 Hrs.

Note:- Ten questions shall be set in the question paper covering the whole syllabi. The candidates shall be required to attempt any five questions in all.

UNIT-I Meaning and Scope of Accounting: Need, development, and definition of accounting; Books-keeping and accounting; Persons interested in accounting; Disclosures; Branches of accounting; Objectives of accounting.

- UNIT-II Accounting Principles; International accounting standards (only outlines); Accounting standards in India (outlines only)
- UNIT-III Accounting Transactions: Accounting Cycle: Journal; Rules of debit and credit; Compound journal entry; Opening entry; Relationship between journal and ledger; Rules regarding posting; Trial balance; Sub division of journal.
- UNIT-IV Capital and Revenue: Classification of Income; Classification of expenditure; Classification of receipts.
Accounting concepts of income; Accounting concepts and income measurement; Expired cost and income measurement.
Final accounts; Manufacturing account; Trading account; Profit and loss account; Balance sheet; Adjustment entries. Rectification of errors; Classification of errors; Location of errors; Rectification of error; Suspense account; Effect on profit.
- UNIT-V Depreciation provision, and Reserves: Concept of depreciation: Causes of depreciation; Depreciation, depletion, amortization, and dilapidation, Depreciation accounting; Methods of recording depreciation; Methods for providing depreciation; Depreciation of different assets; Depreciation of replacement cost; Depreciation policy as per Accounting Standard: 4; Depreciation accounting; Provisions and reserves.
- UNIT-VI Sectional Balancing System: Self balancing system, including rectification of errors.
- UNIT-VII Accounts of Non-Trading Institutions.
- UNIT-VIII Special Accounting Areas
Consignment Accounts: Important terms; Accounting records; Valuation of unsold stock; Conversion of consignment into branch.
Joint Venture Accounts: Meaning of joint venture; Joint venture and partnership; Accounting records.
Branch Accounts: Dependent branch; Debtors system; stock

and debtor system; Final accounts system; Wholesale branch; Independent branch; Foreign branch; Hire-purchase and installment purchase system; Meaning of hire-purchase contract, Legal Provisions regarding hire-purchase contract, Accounting records for goods of substantial sale values, and accounting records for goods of small values; Installment purchase system; After sales service.

UNIT-IX Partnership Accounts: Essential characteristics of partnership; Partnership deed; Final Accounts; Adjustments after closing the accounts; Fixed and fluctuating capital; Goodwill; Joint Life Policy; Change in profit Sharing Ratio. Reconstitution of a partnership firm-Admission of a partner; Retirement of a partner; Death of a partner; amalgamation of partnership firms Dissolution of a partnership firm-Modes of dissolution of a firm; Accounting entries; Insolvency of partners; Sale of firm to a company; gradual realization of assets and piecemeal distribution.

Suggested Readings

1. Anthony, R.N. and Race, J.S.: Accounting Principles; Richard Irwin Inc.
2. Gupta, R.L. and Radhaswamy, m: Financial Accounting; Sultan Chand and Sons, New Delhi.
3. Monga J.R., Ahuja Girish, and Sehgal Ashok: Financial Accounting; Mayur Paper Back, Noida.
4. Shukla. M.C., Grewal T.S., and Gupta, S.C.: Advanced Accounts S.Chand & Co. New Delhi.
5. Compendium of Statement and Standards of Accounting: The Institute of Chartered Accountants of India, New Delhi.
6. Agarwala A.N., Agarwala K.N.: Higher Sciences of Accountancy: Kitab Mahal, Allahabad.

Paper-4 Business Economics

Max. Marks: 100

Time: 3 Hrs.

Note:- Ten questions shall be set in the question paper covering the whole syllabi. The candidates shall be required to attempt any five questions in all.

UNIT-I Introduction: Basic problems of an economy; Working of price mechanism.

- UNIT-II Elasticity of Demand: Concept and measurement of elasticity of demand; Price, income and cross elasticities; Average revenue, marginal revenue, and elasticity of demand; Determinants of elasticity of demand; Importance of elasticity of demand.
- UNIT-III Production Function: Law of variable proportions; Isoquants; Economic regions and optimum factor combination; Expansion path; Returns to scale; Internal and external economies and diseconomies; Ridge Lines.
- UNIT-IV Theory of Costs: Short-run and long-run cost curves-traditional and modern approaches.
- UNIT-V Market Structures: Market structures and business decisions; Objectives of a business firm.
- a. Perfect Competition: Profit maximization and equilibrium of firm and industry; Short-run and long-run supply curves, price and output determination. Practical applications.
 - b. Monopoly: Determination of price under monopoly; Equilibrium of a firm; Comparison between perfect competition and monopoly; Multiplant monopoly; Price discrimination. Practical applications.
 - c. Monopolistic Competition: meaning and characteristics; Price and output determination under monopolistic competition; Product differentiation; Selling costs; Comparison with perfect competition; Excess capacity under monopolistic competitions.
 - d. Oligopoly: Characteristics, indeterminate pricing and output; Classical models of oligopoly; Price leadership; Collusive oligopoly; kinked demand curve.
- UNIT-VI Factor Pricing-I: Marginal Productivity theory and demand for factors; Nature of supply of factor inputs; Determination of wage rates under perfect competition and monopoly; Exploitation of labour; Rent-concept; Ricardian and modern theories of rent; Quasi-rent.
- UNIT-VII Factor Pricing-II: Interests-concept and theories of interest; Profit-nature, concepts, and theories of profit.

Suggested Readings

1. John P. Gould, Jr. and Edward P. Lazear: Micro-economic Theory; All India Traveller, Delhi.
2. Browning Edger K. and Browning Jacquencence M: Macroeconomic Theory and Applications; Kalyani, New Delhi.
3. Watson Donald S. and Getz Molcolm: Price Theory and its Uses; Khosla Publishing House, New Delhi.
4. Koutsoyianni A.: Modern Microeconomics; Macmillan, New Delhi.
5. Richard G. Lipsey: An Introduction to positive Economics; ELBS, Oxford.
6. Stigler G: The Theory of Price; Prentice Hall of India.
7. Nellis & Parker: The Essence of Business Economics; Prentice Hall, New Delhi.
8. Ferguson P.R. and Rothschild R., and Ferguson G.J.: Business Economics; MacMillan, Hampshire.
9. Ahuja H.L.: Business Economics; S. Chand & Co., New Delhi.

Paper-5 Business Management

Max. Marks: 100

Time: 3 Hrs.

Note:- Ten questions shall be set in the question paper covering the whole syllabi. The candidates shall be required to attempt any five questions in all.

UNIT-I Introductions: Concept, nature, process, and significance of management; Managerial roles (Mintzberg): An overview of functional areas of management; Development of management thought; Classical and neo-classical systems; Contingency approaches.

UNIT-II Planning: Concept, process, and types. Decision making-concept and process; Bounded rationality; Management by objectives; corporate planning; Environment analysis and diagnosis; Strategy formulation.

UNIT-III Organizing: Concept, nature, process, and significance; Authority and responsibility relationships; Centralization and decentralization; Departmentation; Organization structure-forms and contingency factors.

UNIT-IV Motivating and Leading people at Work: Motivation-concept; Theories-Maslow, Herzberg, McGregor, and Ouchi: Financial and non-financial incentives.

Leadership-concept and leadership styles; Leadership theories (Tannenbaum and Schmidt.); Likert's System Management:

Communication-nature, process, networks, and barriers: Effective communication.

UNIT-V Managerial Control: Concept and process; Effective control system; Techniques of control-traditional and modern.

UNIT-VI Management of Change: Concept, nature and process of planned change; Resistance to change; Emerging horizons of management in a changing environment.

Suggested Readings

1. Drucker Peter F: Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.
2. Wehrich and Koontz, et al: Essentials of Management: Tata McGraw Hill, New Delhi.
3. Fred Luthans: Organizational Behaviour; McGraw Hill, New York.
4. Louis A. Allen: Management and Organisation; McGraw Hill, Tokyo.
1. Ansoff H.I: Corporate Strategy; McGraw Hill, New York.
2. Hampto, David R: Modern Management; McGraw Hill, New York.
3. Stoner and Freeman: Management; Prentice-Hall, New Delhi.
4. Maslow Abraham: Motivation and Personality; Harper & Row, New York, 1954.
9. Hersey Paul and Blanchard Kenneth: Management of Organizational Behaviour-Utilizing the Human Resources; Prentice Hall of India, New Delhi.
10. Ibancevish J.M. and Matleson M.T: organisational Behaviour & Management; Irwin Homewood, Illinois.

Paper-6 Type writing (English/Hindi)

Max. Marks: 100

Time : 3 Hrs.

Part-A (Theory)

30 Marks (2 Hrs.)

Note:- Ten questions shall be set in the question paper covering the whole syllabi. The candidates shall be required to attempt any five questions in all.

UNIT-I General Introduction, Importance of Typewriting and scope, of job opportunities, Kinds of Typewriters; Traditional & Electronics Principal Operating parts of Typewriters i.e. Key Board, Handle, Shift-Key & Shift-Lock, Carriage etc. Ribbon Mechanism and Method of Changing Ribbon.

UNIT-II Care of Typewriter, Cleaning and Oiling, Handling of Machine, Use of Fingers, Touch and Sight Methods of Typing. Advantages of Correct Fingering: Spacing and Punctuation Marks, Fixing Margin Stops, Insertion and Removal of Paper, Manipulation of Fingers on the Key-Board, Hyphenation.

UNIT-III Multiplication, Carbon Copying, Correction of Errors, Stencil Cutting, and duplicating methods and precautions in stencil cutting Display and Ornamentation, Special Signs, Some Important Abbreviations of Commercial Terms, Latest Development in typewriting and their use.

Part-B (Practical)

Bifurcation of practical marks

Max. Marks: 70

Time : 1 Hour.

- a) Passage of 900 words in English/750 words in Hindi (to be typed in 30 minutes) 40 Marks
- b) Letter of 450 words in English/375 words in Hindi (to be typed in 15 minutes) 20 Marks
- c) Tabulation Statement of not more than four columns and fifteen items. (to be typed/Prepared in fifteen minutes) 10 Marks

Note:-

1. Students are required to type with a minimum speed of 30 words per minute in English/25 words per minute in Hindi.

2. There will be different questions papers as per requirements, i.e. number of students, Number of groups, availability of typewriters etc.
3. If a candidate finishes the question paper before time, he is not required to type again.
4. It will be essential for the students to pass Theory and Practical papers separately.

Paper-VI Basics of Computer

Max. Marks: 50

(A) Theory

Time: 3 hours

Note:- Ten questions shall be set in the question paper covering the whole syllabi. The candidates shall be required to attempt any five questions in all.

Fundamentals of Computers: Model of a digital computer, Functioning of a digital computer, Historical evolution of computers, Classification of computers, Human being vs. Computer, Input/output devices, Storage devices, Types of software; Application and system software, multiprogramme, operating system and its functions, Time-sharing, Multiprocessing, Applications of computers in Commerce, Marketing, education and management.

Introductions to Windows: Types of windows, Windows as an operating system, Windows explorer, using clipboard, using paint brush, control panel, Installing a printer.

MS-WORD: Fundamentals of MS-WORD: Menus, Toolbars, Ruler, Scroll bar, creating, Editing saving, Importing, Exporting and inserting files; Working with Frames, Columns, Pictures, Tables, Macros.

MS-Excel: Worksheet overview: Rows, Columns, Cell, Menus, Creating worksheet, opening and saving worksheets, Formatting, printing, Establishing Worksheet links, Tables Creating and printing graphs, Macros, using built-in functions.

(B) Practical

Max. Marks: 50

M.S. Word,

Time: 3 hours

MS-Excel

Windows.

Distribution of Marks in Practical Examination:

- | | |
|---------------------------|----------|
| 1. Practical Work Book | 10 Marks |
| 2. One Practical Question | 25 Marks |
| 3. Viva-voce | 15 Marks |

B.Com (COMPUTER APPLICATIONS)
VOCATIONAL COURSE
SCHEME OF EXAMINATIONS

The students opting for Vocational Courses will be required to take the following papers in all the three years of B.Com. The syllabi of these papers will be common to syllabi of B.Com-I, II & III effective from the session 2002-2003, 2003-2004 and 2004-2005 respectively. These papers will be as under.

B.Com-I

1. Business Communication
2. Business Mathematics
3. Financial Accounting
4. Business Management

B.Com.-II

1. Business Regulatory Framework
2. Business Environment
3. Corporate Accounting
4. Company Law & Auditing
5. Business Statistics

B.Com.-III

1. Income Tax
2. Cost Accounting
3. Management Accounting & Financial Management
4. Human Resource Development

In addition to it, students opting Vocational Courses shall be studying two more papers of their Vocational Courses in each of the three years. However, the marks of Theory papers will be 80, marks of practical/group discussion etc. will be 20. The project reports will be of 40 marks.

Distribution of marks of these papers is also mentioned here under:-

B.Com. Part-I

Paper No.	Title of Paper	Max. Marks	Time
Paper CA-I	Computer Fundamentals & Introduction to IBM PC	80	3 hours.

Paper CA-II	Operating Systems & business Data Processing	80	3 hours
Practical Examination on the Job Training Report	1st Sitting	10	4 hours
	2nd Sitting	10	4 hours
		20	4 Week duration
B.Com Part-II			
Paper CA-III	Data Base Management Systems	80	3 hours
Paper CA-IV	Structured Programming & Computer Graphics	80	3 hours
Practical Examination	1st Sitting	10	4 hours
	2nd Sitting	10	4 hours
On the Job Training Report		20	4 week duration
B. Com. Part-III			
Paper CA-V	Computer Aided Drafting & Advanced topics in Computer Theory	80	3 hours
Paper CA-VI	Project Report (Last date for submission of Project Report will be 1st March of the aca- demic year Concerned)	100	
Practical Examination		20	4 hours

The duration of this vocational course shall be three academic years. The candidates shall be issued B.Com. (Pass) degree with Computer Applications. They shall be eligible to get admission in M.Com. and other Post-graduate classes after passing the said course just like other B.Com. students.

Details about practical Examination

The practical examination will be given jointly by two examiners, one internal and one external to be appointed by the University.

A common type/printed question paper will be provided to each student of the class (or group in case it is not possible to conduct practical examination for all the students of a class together due to non-availability of adequate number of computers). The question paper will contain questions, test-data, if required, format in which results are to be produced by the students and the documents the examiners are expected to submit.

An answer-book will also be provided to each student.

The students will be permitted to do their theoretical work if any, in the Examination Hall before they move to computer lab for working on the computes.

Each student will be provided a computer to work on it independently. The students will submit their results in the form detailed in the question paper. The two examiners will jointly evaluate it. They may, if they so desire, discuss the results produced by a student with him while evaluating the paper.

The evaluation will be completed on the day of examination and will be sent to the University in the award list prescribed by the University.

The University will plan for practical examination to be conducted in each college offering this course, after collecting details form the college well in advance. The details will be communicated to practical examiner well in advance, to enable them to plan for the examination. The external examiner may have to got the Centre/College of examination to get the paper prepared/typed in consultation with internal examiner, a day before the date of examination.

SYLLABUS

B.A./B.Com. (Computer Applications) Part-I

Vocational Course

Paper CA-I Computer Fundamentals and Introduction to IBM PC

Max. Marks

80 (B.Com.)

35 (B.A.)

Time : 3 hours

Note:- Examiner should set five questions from each section making a total of ten questions covering the entire syllabus. Candidates

are required to attempt any five questions selecting atleast two questions from each section.

Section -A

What is a computer-an introduction. Uses of computers in modern society e.g. weather forecasting, census, oil exploration, speech recognition, banking, publishing, accounting, research etc.

Information concepts and processing evolution of information processing- data, information, language and communication.

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

Elements of a computer processing system-hard ware software-Computer capabilities and limitations. Concept of files and directories.

Hardware features and use-CPU,I/O devices. Storage devices and media.

Introduction to networking, multiprocessing, time sharing, multitasking and real time computing.

Variety of hardware systems and features. Various types of computers available in market. Mini and main frames, super-Computers.

Section-B

Evolution of personal computers. Commodore, Atari, Apple IBMPC, Basic block diagram of computer. Difference between personal computer and main frames. Simple operating system, Easy to use, Less memory, Dedicated, Normally single user.

Introduction to microprocessors and associated components Timers, display controllers, DMA controllers.

Block diagram of IBMPC. Introduction to 8086 and 8088. Functional description of various modules and cards.

Boot process in IBMPC. System files Self test.

Various types of displays and other peripherals used in IBMPCs. Disk Operating System-introduction, Batch files, Config files. COM, EXE, SYS, BIN and TXT files, Introduction to programming BASIC. Development of Programs in QBASIC. Use of graphics facilities using Basics.

Diagnostics for IBM PC. Use of Norton Utilities and other packages for deleting a file and other system maintenance jobs.

Advanced version of IBMPCs and compatibles.

Paper CA-II Operating Systems and Business Data Processing*Max. Marks**80 (B.Com.)**35 (B.A)**Time: 3 hours*

Note:- Examiner should set five questions from each section making a total of ten questions covering the entire syllabus. Candidates are required to attempt any five questions selecting atleast two questions from each section.

Section-A

Introduction to various categories of software Operating system and its functions. Interaction of operating system with hardware and user programs.

Various components of operating system with reference to DOS, single user operating system, Taskloader, Memory Management.

File Management, Directory structure DOS, moving renaming copying, deleting and undeleting file under DOS.

Device Management, Control of various devices. Device divers-Interrupt driven and pool driven data transfers. Need of software and hardware protocols.

BIOS. DOS, DOS, Internal and external commands. Use of DOS commands. Taking and restoring backups. BIOS and DOS interrupts.

Multi user, Multitasking, multiprocessing and real time operating systems. Introduction to Memory Management Techniques.

File systems. File Management. Process management and scheduling.

Special requirements and facilities for multiprocessing environment.

Example of multiprocessing, operating systems. Introduction to unix. User Management in Unix. Unix commands.

Section-B

Introduction to data processing, records and file data collection preparation, verification, editing and checking.

Overview of business functions. Use of computer system for business applications.

Spread sheets. Macros. Use of spread sheets in business.

Business files. Introduction to data structures. Elements, Files and Records. Classification of files. Master files. Transaction files.

Distributed processing. Various facilities for business computing Introduction to data bases.

Practical Examination

Max. Marks : 10 (B.Com.)

: 7.5 (B.A.)

Time : 4 hours

Ist Sitting

Based on WINDOWS/MS-DOS commands/NCRTAN utilities, creating batch files, Modifying config. Sys. Files creating RAM disk preparation and printing of simple documentation using word processing software MSWORD.

IInd Sitting

Max. Marks : 10 (B.Com.)

: 7.5 (B.A.)

Time : 4 hours

- Based on:
- i) QBASIC Programming language and its graphic facilities.
 - ii) Use of Spread-sheet Package for payroll, Balance sheet and other business application-Design of packages using spread-sheet macros.

On The job Training Reports:

Max. Marks : 20 (B.Com.)

: 15 (B.A.)

Time: Four weeks duration

Based on PC Office-Automation software. (MS-OFFICE) Q BASIC Programming Language. Business Systems like Production/Inventory Control /Purchase and Sales Order Processing/Financial Accounting/Examination Processing/Library Automation etc.

Note:- (i) The candidate will be required to prosecute job training in an industrial environment or Software development house or any other suitable place approved by the Principal of the concerned college on the recommendation of the teachers concerned in "Computer Science & Applications of the concerned college, 'On the Job Training Report' of First Year, must be submitted to the Controller of Examinations through the Principal of the college concerned atleast one month before the commencement of first year annual examinations.

On the job training should be organised during Autumn and Winter Breaks when the students are free from regular classes and can concentrate on this training.

(ii) Practical work by the students will start by a visit to their computer lab. Various components of a computer and printer alongwith their Usage should be explained to the students by the teacher during this visit.

Internal cards of an IBM compatible PC should be shown physically to the students and their purpose should be explained to them. Nomenclature Com. 1, Com 2, etc. should be introduced. Diagnostics on IBM PC may be explained and used.

Controlling PC hardware using Basic programs should be covered.

Practical work will also include: Development of a batch file to install a software from floppy to disk. Development of a batch file to manage various package on the disk. Detection of viruses and protection and IBM PC. Using shall scripts for elementary data processing.

Analysis of a business system on paper. Using spread sheet for pay roll, balance sheet and other business application Design of packages using spread-sheet macros.

B.Com. (Tax Procedure & Practice)**Vocational Course****Scheme of Examination**

The students opting for Vocational Courses will be required to take the following papers in all the three years of B.Com. The syllabi of these papers will be common to syllabi of B.Com.-I,II & III effectively from the session 2002-2003, 2003-2004 and 2004-2005 respectively. These papers will be as under:-

B.Com.-I

1. Business Communication
2. Business Mathematics
3. Financial Accounting
4. Business Management

B.Com.-II

1. Business Regulatory Framework
2. Business Environment
3. Corporate Accounting
4. Company Law & Auditing
5. Business Statistics

B.Com.-III

1. Income Tax
2. Cost Accounting
3. Management Accounting & Financial Management
4. Human Resource Development

In addition to it students opting Vocational Courses shall be studying two more papers of their Vocational Courses in each of the three years. The marks of Theory papers will be 80 and marks of practical/group discussion etc. will be 20. The project reports will be of 40 marks.

B.Com. Part-I

			<i>Marks</i>
Paper TPP-I	Indian Tax System & Income Tax	80	100
	Group Discussion and Assignment.	20	

Paper TPR-II. Central & State Sale Tax Procedure And Practice	80	100
(Group Discussion and Assignment) ..	20	

* On the job Training4 weeks

B.Com. Part-II

Paper TPP-III Direct Tax-I Procedure & Practice ... 80

Paper TPP-IV Direct Tax-II Procedure & Practice... 80

** Project Report 40

* On the Job Training 6 week

B.Com. Part-III

Paper TPP-V Indirect Tax-I Procedure & Practice ... 80

Paper TPP-VI Indirect Tax-II Procedure & Practice.. 80

** Project Report 40

Examination of each theory paper shall be of 3 hours duration. The students shall be sent for the practical training in the organisations approved by the Head, Department of Commerce of the College concerned at the end of B.Com.-I and B.Com.-II examinations for a period of 4 weeks and 6 weeks respectively. They will have to submit Project Reports related to on the job training at least one month before the commencement of B.Com.-II and B.Com.-III examinations respectively. The report duly typed will be submitted to the Controller of Examinations, M.D. University, Rohtak through the Principal of the College concerned for evaluation in duplicate. 60 marks for two vocational papers (30 marks in each written paper) in B.Com.-Ist year shall be assigned for group discussion, assignments and class room participation. A record of such assignments must be preserved by the concerned teacher upto three months from the date of declaration of the Annual examination result.

The duration of this vocational course shall be three academic years. On the successful completion of the course, the candidate shall be issued B.Com.(Pass) Degree with (Tax Procedure & Practice) as Vocational subject. They shall be eligible to get admission to M.Com. and other Post-Graduate classes after passing the said Course just like other B.Com. students.

*Proper training should be given to the students to prepare various returns/forms/documents etc. related to Income Tax and Sales Tax/Excise duty to enable the students to acquire necessary skills so that they can prepare these documents independently. Students can be attached for the purpose of training with local industrial houses, Excise and Custom Departments, Income and Sales Tax Departments and practising firms of Chartered Accountants.

** The project shall be evaluated by two examiners (One internal and one external), In case of difference of opinion among them, average of the marks awarded by both examiners will be taken.

B.Com.-Part-I (Tax Procedure & Practice)

Vocational Course

Max. Marks : 80

Time : 3 hours

Paper TPP-I Indian Tax System and Income Tax

Note:- Atleast ten questions shall be set in the question paper covering the whole syllabi. The candidates shall be required to attempt any five questions in all.

Section-A

Meaning of tax-Centre and State Powers of taxation.

Distribution of revenues between Centre and States.

Direct and Indirect Taxes

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

Indirect Taxes of Central Government-Central Excise, Customs duty, Central Sales Tax.

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

Section-B

Extent and application, Definition, Previous Year, Residential Status, Incomes which do not form part of Total Income (2),

Computation of Total Income; Heads of Income; salaries, Income from House Property, profit & Gain from Business and Profession, Capital gains, income from other sources.

Income of other persons included in assessee's total income, aggregation of incomes and set off and carry forward of losses Deduction from Gross Total Income under Chapter VIA, Rebate of Income Tax under Section 88.

Paper-TPP-II Central and State Sales Tax Procedure and Practice

Max. Marks: 80

Time: 3 hours

Note:- At least ten questions shall be set in the question paper covering the whole syllabi. The candidates shall be required to attempt any five questions in all.

Section-A

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

Important Terms and Definitions

Dealer, declared goods. Goods, place of business, sale, sale price, turnover, Inter-State Sale.

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

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

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

Grant of Certificate of Registration in form: 3.

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

2. Rates of Tax

concessional rate when available; kinds of forms for availing the concessional rates and maintenance of record related thereto.

(A) Sales to the registered dealers against form C

Purchaser obligations; Procedure for obtaining Form C

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

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

(B) Sales to the Government against D Form.

Form D-Use and Custody of maintenance etc. of records of certificate in Form-D, Subsequent sale in the course of Inter-State sale receipt and issue of Form E-1, E-2 Form for receipts,

3. Branch and Consignment Transfer

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

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

Form No. 5

4. Determination of turnover; deductions from turn over.

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

Section - B

1. Salient features of State Sales Tax Act and rules made there under.

2. Important terms and definitions.

3. Incidental and levy of tax-when, what and how the tax is paid,

4. Registration of dealers. Compulsory registration, procedure for registration; application for obtaining registration under the prescribed form and the requisite fee and security/surety for the purpose of registration and certificate of registration amendment,

cancelling and obtaining duplicate registration certificate and procedure thereof.

5 Rates of Tax

Concessional rates when availed .

Use of various kinds of forms for availing concessional rate under the respective state, Sales Tax procedure for applying for such concessional form and maintenance of records and issue and receipt of such declaration forms and maintenance of thereto.

Return and procedure for recovery and refund of tax.

Deposit of sales tax and filling and filling of Challan in the prescribed form.

Filling of return in the prescribed form and procedure for claiming refund of tax.

B.Com.(Pass) Tourism & Travel Management

Scheme of Examination

The students opting for Vocational Courses will be required to take the following papers in all the three years of B.Com. The syllabi of these papers will be common to syllabi of B.Com.-I,II & III effective from the session 2002-2003, 2003-2004 and 2004-2005 respectively. These papers will be as Under:-

B.Com.-I

1. Business Communication
2. Business Mathematics
3. Financial Accounting
4. Business Management

B.Com.-II

1. Business Regulatory Framework
2. Business Environment
3. Corporate Accounting
4. Company Law & Auditing
5. Bussiness Statistics

B.Com.-III

1. Income Tax

2. Cost Accounting
3. Management Accounting & Financial Management
4. Human Resource Development

In addition to it students opting Vocational Courses shall be studying two more papers of their Vocational Courses in each of the three years. The marks of Theory papers will be 80 and marks of practicals/group discussion etc. will be 20. The project reports will be of 40 marks.

B.Com. Part-I		<i>Marks</i>
Paper TTM-I	Tourism Business	80
	(Group Discussion and Assignment.)	20
		100
Paper TTM-II	Tourism Products	80
	(Group Discussion and Assignment) ..	20
		100
B.Com. Part-II		
Paper TTM-III	Tourism Marketing	80
Paper TTM-IV	Travel Agency, Tour Business and ..	80
	Accommodation	
	(Field trip Report)	40
B.Com. Part-III		
Paper TTM-V	Emerging Concepts for Effective ...	80
	Tourism Development	
Paper TTM-VI	Information, Communication	80
	And Automation	
	(Training/Project Report)	40

Examination of each theory paper shall be of 3 hours duration. The students shall be sent for Field Trips & Training at the end of B.Com.-I and B.Com.-II examinations for a period of 4 weeks and 6 weeks respectively. They will have to submit Field Trip and Training/Project Reports at least one month before the commencement of B.Com.-II and B.Com.-III examinations respectively. 40 marks for two vocational papers (20 marks in each written paper) in B.Com.-Ist year shall be assigned for group discussion, assignments and class room participation. A record of such assignments must be preserved by the concerned teacher upto three months from the date of declaration of the Annual/semester examination.

The duration of this Vocational course shall be three academic years. The candidate shall be issued, B.Com.(Pass) Degrée with Tourism and Travel Management. They shall be eligible to get admission to M.Com. and other Post-Graduate classes after passing the said Course just like other B.Com. students.

SYLLABUS

Paper-TTM-I

Tourism Business

Max. Marks: 80

Time : 3 hours

Note:- The paper setter should set 10 questions. The examinee should be required to attempt any five questions.

Introduction

This paper covers the history of Tourism both International and Domestic, its development with Organizational and regulatory Methodology. The concept dimensions trends world over and its futuristic study.

Definition, Nature, Importance and components of Tourism also included in the study. This paper is designed to cover in Prospects of Tourism. Institutional organization both National and International in world in promotion & Development WTO, IATA, UPTAA, AL, IATO, etc.

1. Definition, Nature Importance, Components and Typology of Tourism.
2. Concepts of Domestic and International Tourism recent trends.
3. Tourism as an Industry, Visitor, Tourist Excursionist.
4. Growth and Development of Tourism in India.
5. Impact of Tourism-Economic, social, Physical and Environmental

Suggested Readings:

1. Christopher J. Holloway The Business of Tourism: Macdonald and Evans, 1983.
2. A.K. Bhatia Tourism Development, Principles and Practices: sterling Publishers(P) Ltd; New Delhi.
3. Anand, M.M. Tourism and Hotel Industry in India: Sterling Publishers (P) Ltd. N.Delhi.

4. Kaul, R.H. Dynamics of Tourism; a terilogy Sterling Publishers (P) Ltd. New Delhi.
5. II TTM Growth of Modern Tourism- Mono raph IITTM, New Delhi, 1989.
6. II TTM Tourism as an Industry-Monograph: IITTM, New Delhi, 1989.
7. Burhat & Madlik Tourism-Past, Present and Future Heinemann, London.
8. Wahab, S.E. Tourism Management: Tourism International Press, London, 1986.
9. Brymer, Robert, A Introduction to Hotel and Restaurant Management: HUB Publication, Co., Lowaa 1984.
10. Riccline J.R. Brent Travel and Tourism Hospitality Research, London, 1982.
11. Surinder Aggarwal Travel Agency Management: Communication India, 1983.

Paper-TTM-II Toruism Product

Max. Marks: 80

Time: 3 hours

Note:- Atleast ten questions shall be set in the question paper covering the whole syllabi. The candidatès shall be required to attempt any five questions in all.

Introduction:-

This paper is for the study of the Product-India covering the resources both natural and man-made. Historical and Geographical background. The people, the heritage, ancillary activities like arts, Crafts Flora Fauna Environmental Ecology and a study of the suitable Development of Tourism connected with Planning and Area Development Tourist Resources-definition and Differentiation.

Tourist Resources of India -Types and Typologies, Cultural Resources- Art and Architecture, Historical Movement, Religious and Spiritual Centres, Fairs and Festivals, Craftmanship. Folk Customs, Costumes, Museum Movement and Arts Galleries etc., Natural Tourist Resources- Rich Diversity in Landform and Landscape. Outstanding Geographic Feature, Climate Waterbodies and Flora and Fauna.

Socio-Cultural Resources-I

Architectural Heritage of India: Glimpses of Indians Architectural styles adopted over the ages. Historical monuments of Touristic Significance-Ancient, Medieval and Modern, their spatial and Regional Dimensions. Important Historical/Archaeological Sites Museum, Galleries and Libraries, their location, assets and Characteristics. Popular Religious Shrines/Centres-Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others. Yoga Meditation and other Centres.

Socio-Cultural Resources-II

Performing Arts of India, Classical Dances and Dance Styles. Centre of Learning and Performances. Indian Folk Dances.

Music and Musical Instruments: Different Schools of Indian Music: Status of Vocal and Instrumental Music: New Experiments.

Handicrafts of India as a Potential Tourist Resources.

Fairs and festival-social, Religious and Commercial Fairs:

Festivals Promotional (Tourism) Fairs, Viz. Kite Festival, white Water Festival, Snake Best Race etc.

Indian Folk Culture-Folk Custom and Costumes, settlement Patterns, Religious Observations, folk Lore and Legends.

Created Tourist Destinations; academic, Scientific and Industrial Institutions. Nature Tourist Resources-I

Tourist Resource Potential in Mountain with special reference to Himalaya: Resource and resource use-Patterns in the Past, Present and Future Prospects.

India's Main Desert Areas, Their Geological Structure, Development as Desert Tourism-Existing Trends and Facilities available: desert Safaries and Desert Festivals.

Coastal Areas, Beaches and Islands: Resources and resources untapped. Resources in islands with special reference to Andaman Nicobar Islands Overview on Tourism Development Strategies.

Suggested Readings

1. Percy Brawn Indian Architecture-Hindu and Buddhist period.

2. Harle J.C. The Art and Architecture of Indian Sub-Continent.
3. Bhartiya Vidya Bhawan Imperial Unity
4. -do- Classical age.
5. Acharya Ram Tourism & Cultural Heritage of India Rosa Publication (Jaipur, 1986).
6. Basha A.L. The Wonder that was India: Rupa and Co. Delhi, 1988.
7. -do- The Gazette of India: History and Culture, vol. 2, Publication Division, Ministry of Information And Broad-casting Government of India, 1988.
8. Hussian, A.A. The National culture of India, National Book Trust, New Delhi-1987.
9. Mukherjee, R.K. The Culture and Art of India, George Allen and Unwin Ltd; London, 1959.
10. The Treasure of Indian Museums. Marg Publication, Bombay.

B. Com. Office Management and Secretarial Practice

Vocational Course

Scheme of Examinations

The students opting for Vocational Courses will be required to take the following papers in all the three years of B.Com. The syllabi of these papers will be common to syllabi of B.Com.-I,II & III effective from the session 2002-2003, 2003-2004 and 2004-2005 respectively. These papers will be as Under:-

B.Com.-I

1. Business Communication
2. Business Mathematics
3. Financial Accounting
4. Business Management

B.Com.-II

1. Business Regulatory Framework
2. Business Environment
3. Corporate Accounting
4. Company Law & Auditing
5. Business Statistics

B.Com.-III

1. Income Tax
2. Cost Accounting
3. Management Accounting & Financial Management
4. Human Resource Development

In addition to it students opting Vocational Courses shall be studying two more papers of their Vocational Courses in each of the three years. The marks of Theory papers will be 80 and marks of practicals/group discussion etc. will be 20. The project reports will be of 40 marks.

B.Com. Part-I			<i>Marks</i>
Paper OMSP-I	Type - Writing-I	Theory	50
		Practical	50
Paper OMSP-II	Shorthand	Theory	50
		Practical	50

* On the job training 4 weeks

B.Com. Part-II

Paper OMSP-III	Office Practice-I		80
Paper OMSP-IV	Type-Writing & Shorthand	Theory	50
		Practical	50

* On the job training 4 weeks

B.Com. Part-III

Paper OMSP-V	Office Practice-II		80
Paper OMSP-VI	Stenography	Theory	50
		Practical	50

* Training report (Report on Training after 1st year and 2nd year examinations) 40

*On the job training shall be arranged by the Principal of the concerned college immediately after part-I and Part-II annual examinations in the organisations of repute. The duration of training in each year shall be of four weeks. The students shall seek training in Government department/Offices/Business or commercial organisations/Industrial Establishments/Hospitals/Educational Institution/Transport Undertakings/Banking and Insurance Organisations/Parliament and State Assemblies etc. They should seek training and become conversant with various office related activities such as Reception, Inward/outward mail, filing, office establishment, Stenography and Typing work, stores and accounts, sales, Advertising Publicity etc. The purpose of the 'on the job training' is to expose the students to the world of work and provide professional experience in real situation. A Training Report about the 'on the job training' received after Part-I and Part-II annual examinations shall be submitted only once by the candidates within six weeks of completion of training after Part-II examinations. This Training Report shall contain the details of training received after Part-I and Part-II annual examination and also the certificate from the organisation where the training was received. Two typed copies of the Training Reports of all the students shall be forwarded by the Principal of the College concerned to the Controller of Examinations, M.D. University, Rohtak for evaluation. The evaluation of Field Trip Report shall be made by the external examiner only.

The duration of this Vocational course shall be three academic years. On the successful completion of the course, the candidate shall be awarded B.Com. Degree with Office Management and Secretarial Practice as vocational subject. They shall be eligible to get admission to M.Com. and other Post-Graduate classes after passing the said Course just like other B.Com. students.

Note: The distribution of Marks and Scheme of examination with regard to the Vocational subject/papers for B.A. students shall be as under:-

B.A. Part-I		<i>Marks</i>	
Paper OMSP-I	Type - Writing-I	Theory	: 25
		Practical	: 25
Paper OMSP-II	Shorthand	Theory	: 25
		Practical	: 25

* On the job training 4 weeks

B.A. Part-II

Paper OMSP-III Office Practice-I : 35

Paper OMSP -IV Type-Writing & Theory : 25
Shorthand Practical : 25

* On the job training 4 weeks

B.A. Part-III

Paper OMSP-V Office Practice-II : 35

Paper OMSP-VI Stenography Theory : 25
Practical : 25

* Training report (Report on Training
after 1st year and 2nd year examinations) : 30

SYLLABUS

B.Com. (Office Management And Secretarial Practice)

Part-I Vocational Courses

Paper OMSP-I Typewriting-I (Theory) *Max. Marks*
B.Com. : 50
B.A. : 25
Time : 3 hours

Note:- At least ten questions shall be set in the question paper covering the whole syllabi. The candidates shall be required to attempt any five questions in all.

- UNIT-1 Typewriter and its Maintenance.
Typewriter-its use and importance, a standard typewriter.
Makes and categories of typewriters.
Essential Parts of a typewriter and their use.
Care and upkeep of a typewriter.
Ribbon changing and ribbon economy.
- UNIT-2 Methods of typewriting
Touch
Sight
Approach of typing
Horizontal
Vertical
- UNIT-3 Key Board operation
Need for proper type and size of tables and chairs for use
by typist.

Sitting postures

Materials required

Insertion and removal of paper

Learning the second row (home row) guide Keys and home keys)

Learning the third row (upper row)

UNIT-4 Key Board operations:

Learning the first row (bottom row)

Learning the fourth row (number row)

Special signs and symbols in the keyboard and their uses.

UNIT-5 Display in typewriting:

Centering-horizontal, vertical.

Types of headings

Margin and line spacing

Use of punctuation marks

Figures-Arabic and Roman

Paragraphs-types and styles, numbering, pagination

Styles of typing different kinds of letters.

Arrangements of tabular statements.

Syllabification

Foot-notes

Practicals Key Board Operations

Max. Marks

B.Com. : 50

B.A. : 25

Time : 2 hours

1. Practising Second row, third, first row and fourth row.
2. Practising words, sentences, paragraphs and passages.
3. Use of Shift Keys and Other non-character Keys.
4. Typewriting of special symbols of the key board and punctuation marks.

Speed Building

1. Different kinds of drills for typing.
2. Graded Speed test leading the accurate speed of about 30 w.p.m.
3. Typing of passages each containing 300 words in ten minutes.

Teaching Guidelines

Alternative handwords, balanced handwords, same letters in different words, drills of common words, drills of alphabetical sentences and words division drills.

Display Techniques

1. Centering-Horizontal and Vertical
2. Ensuring proper margins: Line spacing
3. Typing different types of Headings including spaced heading.

Letter Typing

1. Typing exercises of personal, official and business letters in different styles with proper display.
2. Typing of applications for jobs in different styles with proper display.
3. Addressing the envelopes.
4. Using Carbon papers for taking out Multiple copies.

Paper OMSP-II

Shorthand (Theory)

Max. Marks

B.Com. : 50

B.A. : 25

Time : 3 hours

Note:- At least ten questions shall be set in the question paper covering the whole syllabi. The candidates shall be required to attempt any five questions in all.

UNIT-1 Introduction

Origin of Shorthand with particular emphasis on Petman Shorthand, definition and importance of stenography, Qualities of a successful stenographer writing techniques and materials.

UNIT-2 Consonants

Definition, number, forms, classes, size, thinners, thickness, directions and joining strokes.

UNIT-3 Vowels, Diphthongs and Diphones

Vowels-definition, number sounds, signs, places position of outlines, intervening vowels.

Introduction of upwards/downwards strokes in Stenography.

Diphthongs- Definition, names, signs, places, joints diphthongs and triphones.

Diphones-Definition, signs and applications.

Use of Vowels- Diphthongs and diphones in plural in Stenography.

- UNIT-4 Grammalogues and Phaseography:
 Grammalogues-definition of grammalougues and logogram,
 List of grammalogues, punctuation signs
 Phraseography-definition of phrase, how a phrase is written,
 qualities of a good phraseogram, List of simple phrases.
- UNIT-5 Circles, loops, and hooks.
 Circle-size and direction, application in phraseography,
 attachment with straight and curved strokes, exception to
 the use of circle.
 Loops: Size and direction.

Shorthand (Practicals)

Max. Marks

B.Com. : 50

B.A. : 25

Time : 2 hours

1. Repeated Practice of consonants, Writing each consonant from the text material with particular attention to their formation, length, angle, size and direction.
2. Repeated practice of vowels, diphthongs, diphones and triphones by copying the text materials and other printed shorthand book and reading book of the same.
3. Repeated practice of grammalogues, and phrases.
4. Repeated practice of the use of circles. Loop and hocks:
5. Transportation from Shorthand into longhand.
6. Dictation from unseen passage.
7. Variety of drills: Reading shorthand from black-board copying shorthand from black-board, cold note reading, delayed writing, students dictated to the class from shorthand book, two minutes speeches by students, reading printed shorthand matter.

**B. Com (Advertising, Sales Promotion and Sales Management)
 (Vocational Course)**

Scheme of Examination

The students opting for Vocational Courses will be required to take the following papers in all the three years of B.Com. The syllabi of these papers will be common to syllabi of B.Com.-I,II & III effective from the session 2002-2003, 2003-2004 and 2004-2005 respectively. These papers will be as Under:-

B.Com.-I

1. Business Communication
2. Business Mathematics
3. Financial Accounting
4. Business Management

B.Com.-II

1. Business Regulatory Framework
2. Business Environment
3. Corporate Accounting
4. Company Law & Auditing
5. Business Statistics

B.Com.-III

1. Income Tax
2. Cost Accounting
3. Management Accounting & Financial Management
4. Human Resource Development

In addition to it students opting Vocational Courses shall be studying two more papers of their Vocational Courses in each of the three years. The marks of Theory papers will be 80 and marks of practicals/group discussion etc. will be 20. The project reports will be of 40 marks.

B.Com. Part-I

			<i>Marks</i>
Paper ASM-I	Marketing Communication.....	80	100
	(Group Discussion and Assignment.)	20	
Paper ASM-II	Advertising-I	80	100
	(Group Discussion and Assignment) ..	20	

B.Com. Part-II

Paper ASM-III	Advertising-II	80	
Paper ASM-IV	Personal Selling and Salesmanship	80	
	*on the Job Training.....	4 weeks	
	Field trip Report (Report on Training obtained after Part-I and Part-II annual examinations.)	40	

B.Com. Part-III

Paper ASM-V	Management of Sales Force	80	
Paper ASM-VI	Sales promotion and Public Relations	80	
	Project Report	40	

Examination of each theory paper shall be of 3 hours duration. The students shall be sent for Field Trips & Training at the end of B.Com.-I and B.Com.-II examinations for a period of 4 weeks and 6 weeks respectively. They will have to submit Field Trip and Training/Project Reports at least one month before the commencement of

B.Com.-II and B.Com.-III examinations respectively. 40 marks for two vocational papers (20 marks in each written paper) in B.Com.-Ist year shall be assigned for group discussion, assignments and class room participation. A record of such assignments must be preserved by the concerned teacher upto three months from the date of declaration of the Annual/semester examination.

*On the job training shall be arranged by the Principal of the college concerned immediately after part-I and Part-II annual examinations in the organisations of repute. The duration of training in each year shall be of four weeks. The students shall seek training in Marketing/Sales department of the organisations so that they should seek training and become conversant with various office Marketing activities. A Field Trip Report about the 'on the job training' received after Part-I and Part-II shall be submitted only once by the candidates within six weeks of completion of training received after Part-II annual examinations. This Field Trip Report shall contain the details of training received after Part-I and Part-II annual examination and also the certificate from the organisation where the training was received. Two typed copies of the Filed Trip Report all the students shall be forwarded by the Principal of the College concerned to the Controller of Examinations, M.D. University, Rohtak for evaluation. The evaluation of Field Trip Report shall be made by the external examiner only.

- **The students shall be assigned a project in Part-III by the Head of the Department/Incharge looking after this vocational course in the college concerned. A teacher supervisor shall also be assigned to every student to supervise the Project. The Project should be relevant to the vocational course. Two typed copies of the Project Report must be submitted by the students through the Principal of the college concerned to the Controller of Examinations, M.D. University, Rohtak atleast one month before the commencement of Part-III annual examinations. The Project Report shall be evaluated by two examiners (one external and one internal). The internal examiner shall be the supervisor of the candidate. In case of difference of opinion among examiners, average of the marks awarded by both examiners shall be taken.

The duration of this Vocational course shall be three academic years. On the successful completion of the course the candidate shall be issued. B.Com. Degree with Advertising, Sales Promotion & Sale Management as vocational subject. They shall be eligible to get admission to M.Com. and other Post-Graduate classes after passing the said Course just like other B.Com. students.

Note:- The Distribution of marks and Scheme of examination with regard to vocational subject for B.A. students shall be as under:

B.Com. Part-I		<i>Marks</i>
Paper ASM-I	Marketing Communication.....	35
	(Group Discussion and Assignment.)	15
Paper ASM-II	Advertising-I	35
	(Group Discussion and Assignment) ..	15
	*on the Job Training.....	4 weeks

B.Com. Part-II

Paper ASM-III	Advertising-II	35
Paper ASM-IV	Personal Selling and Salesmanship	35
	*on the Job Training.....	4 weeks
	Field trip Report (Report on Training obtained after Part-I and Part-II annual examinations.)	30

B.Com. Part-III

Paper ASM-V	Management of Sales Force	35
Paper ASM-VI	Sales promotion and Public Relations	35
	Project Report	30

B.Com. Part-I (Advertising, Sale Promotion & Sales Management)

Vocational Course

Paper ASM-I	Marketing Communication	<i>Max. Marks</i>
		<i>B.Com. : 80</i>
		<i>B.A. : 35</i>
		<i>Time : 3 hours</i>

Note:- Atleast ten questions shall be set in the question paper covering the whole syllabi. The candidates shall be required to attempt any five questions in all.

- Nature and Importance of Communication.
- Communication process. Elements of the Communication process. Application of Communication process in marketing. Step in developing effective marketing Communication. Methods of Marketing Communication Advertising, personal selling, Public relations, sales promotion, their meaning and Distinct characteristics. Setting up of Targets- Policies, Strategies and methods of achievements. Integrated Communication in Marketing.

Suggested Readings:

- | | | |
|----|---|---|
| 1. | Philip Kotler | Marketing Management 7th Edition
(Prentice Hall of India, New Delhi,
1991). |
| 2. | William J. Stanton &
Charles Futrell | Fundamental of Marketing 8th
Edition (Mc Graw Hill Chap. 18). |
| 3. | Subroto Sen Gupta | Case in Advertising and Communi-
cation Management in India (II M,
Ahmedabad) |

Paper ASM-II Advertising-I*Max. Marks**B.Com. : 80**B.A. : 35**Time : 3 hours*

Note:- Atleast ten questions shall be set in the question paper covering the whole syllabi. The candidates shall be required to attempt any five questions in all.

- Importance of advertising in modern marketing, Role of advertising in the National Economy.
- Types of advertising: Commercial and non-commercial advertising, primacy demand and selective demand advertising.
- Classified and display advertising: comparative advertising: cooperative advertising.
- Setting of advertising budget. Factors affecting the advertising expenditure in a company.
- Advertising message, Preparing an effective advertising copy Elements of a print copy. Headlines, illustration, bodycopy, slogan, logo, seal of approval, role of Colon, Elements of a broadcast copy, Copy for direct mail.

Suggested Readings:

- | | | |
|----|--------------------------------|---|
| 1. | Wright, Winters and
Zeiglas | Advertising Management (Mc Graw
Hill Relevant Chapters) |
| 2. | Duna and Darban | Advertising: Its role in marketing (the
Drydon Press) (Relevant chapters) |
| 3. | Philip Kotler | Marketing Management 8th Ed.
(Prentice Hall of India) Chapter-22 |
| 4. | Subroto Sen Gupta | Case in Advertising & Communica-
tion Management in India (II M,
Ahmedabad) |