

CIRCULAR:-

A reference is invited to the Ordinances, Regulations and Syllabus relating to the T.Y.B.Com. degree course vide Pamphlet Nos.142 & 152 and Circular No. UG/112 of 2003, dated 10th March, 2003 the Principals of the affiliated Colleges in Commerce and the Professor-cum-Director, Institute of Distance and Open Learning are hereby informed that the recommendation made by the Faculty of Commerce at its meeting held on 16th February, 2010 has been accepted by the Academic Council at its meeting held on 3rd March, 2010 vide item No. 4.56 and that, in accordance therewith, the syllabus for 1) Advertising (Applied Component) at S.Y.B.Com. and 2) Commerce Paper-III (Marketing and Human Resource Management) and the Subject under the Applied Component Group at the T.Y.B.Com. examination is revised as per the Appendix and that the same has been brought into force with effect from the academic year 2010-2011.

MUMBAI-400 032
13th July, 2010

L.R.Mano
Offg. Registrar

To,

The Principals of the affiliated Colleges in Commerce and the Professor-cum-Director, Institute of Distance and Open Learning

AC/4.56/03/03/2010

No. UG/180-A of 2010,

MUMBAI-400 032

13th July, 2010

Copy-forwarded with compliments for information to:-

- 1) The Dean, Faculty of Commerce,
- 2) The Chairman, Board of Studies in Commerce,
- 3) The Controller of Examinations,
- 4) The Co-Ordinator, University Computerization Centre,

(D. N. Jadhav)
Asst. Deputy Registrar
(UG/PG Section)

Copy to :-

The Director, Board of College and University Development, the Deputy Registrar (Eligibility and Migration Section), the Director of Students Welfare, the Executive Secretary to the Vice-Chancellor, the Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information. (2 copies), Record Section, Finance and Accounts Officer, Eligibility and Migration Section, Deputy Registrar, Enrolment, Eligibility and Migration Section, Vidyanagari
The Controller of Examinations (10 copies).

UNIVERSITY OF MUMBAI



REVISED SYLLABUS AND QUESTION PAPER PATTERN FOR

1. Advertising : **Applied Component Group** **S.Y.B.Com.**

2. Commerce: **PAPER-III** **T.Y.B.Com.**
(Marketing & Human
Resource Management)

1. Export Marketing	}	Applied Component Group	}	T.Y.B.Com.
2. Marketing Research				
3. Business Insurance				
4. Purchasing and Store Keeping				
5. Entrepreneurship and Management of Small Scale Industry				

(With effect from the academic year 2010-2011)

Advertising
(Applied component group)
At the S.Y.B.Com. examination
(Revised Syllabus w.e.f. academic year 2010-2011)

1. Introduction to Advertising

25 lectures

- (a) Introduction to Integrated Marketing Communications – Publicity – Public Relation – Salesmanship – Sponsorship – Advertising – Sales promotion.
- Advertising - Features, Active participants, Role of Advertising in Marketing Mix, Communication and society.
 - Advertising and brand building

(b) Classification of Advertising

On the basis – Area, Audience, Advertisers, Media, Objectives.

Social Advertising, Political Advertising, Advocacy Advertising, Retail Advertising, Financial Advertising, Corporate Image Advertising, Primary & Selective Advertising.

(c) Media in advertising

- Comparative analysis of Media options for advertising – Television (cable / satellite / DD), Radio (special reference to FM), Internet, Print, Film (Product Placement) and Outdoor advertising.
- Emerging Media Options - New Options of Transit Advertising, Marketing Through Social sites, Advertising through cell phones
- Media planning – media scheduling strategies and media objectives – Reach, frequency and GRP
- Concepts - Media buying, Media Selling, Media Mix, Clutter, Zipping & Zapping, Need for media research and Organizations conducting media research. Media survey, National Readership Survey (NRS), Television Rating Points (TRP)

10 lectures

2. Economic & Social Aspects of Advertising

- (a) Economic aspects of advertising - impact on production, distribution and consumer cost, advertising and competition, waste in advertising.
- (b) Social aspects of advertising - advertising and culture (values, festivals, customs), standard of living, ethics in advertising.
- (c) Regulation and control on advertising in India – Advertising Standard Council of India (ASCI), Advertising Agencies Association of India (AAAI), Information & Broadcasting Ministry

10 lectures

3. Advertising Agency

- (a) Advertising Agency – definition, types of services offered, types of advertising agencies, structure of ad agencies, agency selection criterion, ways of getting clients with special reference to creative pitch, agency accreditation and client turnover, current advertising agency's scenario.
- (b) Career options available in advertising field – advertising agency, media, production houses, research and allied fields – printing, graphics and animation, modeling and dubbing

16 lectures

4. Planning an Advertising campaign

Meaning of advertising campaign

Important aspects of campaign planning

The target audience – need for segmenting the market and bases of market segmentation

Objectives of ad campaign – communication (DAGMAR) versus sales objectives

Media Selection & factor determining selection of Media

Advertising budget – Factors affecting budget / Methods

Requisite of an advertisement – AIDA, role of persuasion

Determining the message theme – USP

Decision on advertising appeals and selling styles (soft selling / Hard selling skills)

16 lectures

5. Creativity in advertising

- (a) Psychology in advertising – perception, attitudes and values, personality, motivations (including buying motives) and beliefs.
 - (b) Visualization techniques
 - (c) Copy – types and essentials
 - (d) Elements of copy – headline (functions and types), overline, underline, body copy, captions, taglines, slogans, call to action, logo, company name and signature.
 - (e) Illustrations – functions and types
 - (f) Layouts – stages, functions, types and essentials
- Types of advertising options – dramatization, animations, testimonials, demonstration (informative, educative and fantasy).

Copy writing for print, outdoor, radio, web and television (concept of storyboards)

Importance of research in advertising

Types of research - copy research and behavioural research

Pre-testing and Post-testing methods of evaluation –

- Pre-testing methods - methods for concept testing and copy testing.
- Post-testing methods – sales and response rates, recall tests, recognition tests and attitude and opinion tests

References

- **Batra Rajeev, Myers John G., and Aaker David A., Advertising Management, 5th ed.,** Prentice Hall India, New Delhi, 2004.
- **Belch G. and Belch M., Advertising and Promotion, An Integrated Marketing Communications Perspective, 6th ed.,** Tata McGraw-Hill Publishing Company Limited, New Delhi, India, 2003.
- **Bergh B. G. V. and Katz H., Advertising Principles, NTC Business Books, Lincolnwood, Illinois, USA, 1999,**
- **Clow Kenneth E. and Baack Donald, Integrated Advertising, Promotion and Marketing Communications, Pearson Education Inc., 2002.**
- **Kazmi S. H. H. and Batra Satish K., Advertising and Sales Promotions, 2nd ed., Excel Books, New Delhi, India, 2004.**
- **Keller Kevin L., Strategic Brand Management, 2nd ed., Pearson Education Inc., 2007.**
- **Wells William, Moriarty Sandra and Burnett John, Advertising, Principles and Practice, 7th ed., Pearson Education Inc., 2006.**

Q1. Explain the terms / Concepts. (Any four out of six)

08 marks.

Q2. Descriptive type question (any two out of three)

16 marks

Q3. Descriptive type question (any two out of three)

16 marks

Q4. Notes (any two out of four)

10 marks

Total = 50 marks

Time = 2 hours

- Same pattern for first term and second term examinations.
- Project work for 20 marks to be awarded at the end of the year.
- Marks at the first term examination and second term examination to be converted into 40 marks each term, total 80 marks, and 20 marks for project work.

Credit Society Ltd.

Revised Syllabus
T.Y.B.Com. Commerce Paper- III
(Marketing and Human Resource Management)
(W.E.A. academic Year 2010-2011)
Marketing-
(45 lectures)

1. Introduction to Marketing: A) Marketing- Nature, Importance and Scope. Concepts: Selling Concept, Marketing Concept and Societal Concept. Role of Marketing Managers in Changing Marketing Environment. B) Market Opportunity Analysis- Marketing Research and Marketing Information System (MIS) -Concepts, nature and importance in marketing decisions.

(10 Lectures)

2. Consumer Behaviour and Market Segmentation: Consumer Behaviour – Nature and factors___influencing it. Consumer's buying decisions process. Market Segmentation- Nature, importance and basis of segmentation. Niche Marketing; Customer Relationships Management (CRM) – Need & importance - Techniques of building CRM.

(12 Lectures)

3. Marketing Mix: Nature and Importance. A. Product Mix- Product Life Cycle (PLC) – Branding- Brand Selection- Brand Extension- Brand Positioning and Brand Equity. B. Price Mix- Factors influencing the price- Pricing Methods. C. Place Mix- Direct and Indirect Marketing- Factors influencing channel decisions- Managing channel intermediaries. (Distribution Network) D. Promotion Mix- Elements- Role of Advertising, Salesmanship and Public Relations in promotion- Recent Promotion Tools used by Indian companies.

(12 Lectures)

4. Recent Trends in Marketing: A. Service Marketing- Special features- Problems in marketing of services. B. Rural Marketing- Nature and Growth- Problems of Rural Marketing in India- Measures for effective Rural Marketing C. Social Marketing- D. Green Marketing- E. Event Marketing- F. Internet Marketing- G. Telemarketing, H. Retail Marketing.

(11 Lectures)

Reference Books:

1. Philip Kotler and Gary Armstrong- Principles of Marketing, Prentice-Hall of India Pvt. Ltd.
2. Jerome McCarthy- Basic Marketing
3. William Stanton- Fundamentals of marketing, McGraw-Hill
4. V. S. Ramaswamy and S. Namakumari- Marketing Management, Macmillan India Ltd.
5. Rajan Saxena- Marketing Management, Tata McGraw-Hill
6. Paul Baines, Chris Fill and Kelly Page- Marketing, Oxford University Press
7. S. K. Sarangi- Marketing Management, Asian Books Pvt. Ltd; New Delhi
8. Douglas Darymple and Leonard Parsons- Marketing Management- Texts and Cases, John Wiley & Sons
9. Nikhilesh Dholakia, Rakesh Khurana, Labdhi Bhandari and Abhinandan Jain – Marketing Management- Cases and Concepts, Macmillan India Ltd.

Human Resource Management (HRM) -

(45 lectures)

1. Introduction to Human Resource Management: A. Concept of HRM- its Nature, Importance and functions- Role of HR Managers in the changing Business Environment. B. Human Resource Planning: Importance and Steps in HRP - Job Analysis- Meaning and Uses – Recruitment and its sources- Selection Procedure- Employment Tests & Interviews - their roles & types- Importance of Placement and Induction.

(12 Lectures)

2. Human Resource Development (HRD): Concept & Scope of HRD- Training and Development- Importance, Types and Methods- Performance Appraisal- benefits, limitations, and techniques of appraisal. 360 Degree Appraisal, Employee Retention - Compensation & Incentives - Performance related pay.

(12 Lectures)

3. Human Relations: Nature and Importance of human relations- Leadership- Traits and Styles. Motivation- Factors of motivation- Theories of motivation- Maslow's Theory, Herzberg's Theory and McGregor's X & Y Theory. Employee Morale- Nature and Importance. Grievance Handling and Procedure.

(10 Lectures)

Current Issues in HRM:

- Human Resource Accounting- concept, advantages and limitations (11 Lectures)
- Human Resource Audit- objectives and scope
- Group Dynamics and Team Building- nature and significance
- Emotional Quotient and Mentoring- meaning and importance
- Career Planning and Development – nature and importance- Need for Succession Planning
- Empowerment and Participation- meaning and significance
- Emerging Challenges in HRM – managing workforce diversity- managing downsizing, outsourcing
- Safety and security management - importance

Reference Books:

1. C. B. Gupta- Human Resource Management, Sultanchand & Sons
2. L. M. Prasad- Human Resource Management, Sultanchand & Sons
3. C. B. Mamoria and S. V. Gankar- Personnel Management, Himalaya Publishing House
4. Edwin Flippo- Principles of Personnel Management, McGraw-Hill
5. S. Ghosh- Personnel Management: Texts and Cases, Oxford and IBH
6. MacFarland D.E.- Personnel Management: Theory and Practice, MacMillan and Company
7. A. Monappa and M. S. Saiyaddin- Personnel Management, Tata McGraw-Hill
8. Pigors Paul, Myres Charles A. – Management of Human Resources, McGraw-Hill
9. Scott Walter, Clotheier Robert and Spriegel William- Personnel Management, Principles and Practice, Tata McGraw-Hill
10. K. Aswathappa- Human Resource Management- Text and Cases, Tata McGraw-Hill
11. H. John Bernadin- Human Resource Management, Tata McGraw-Hill

Question Paper Pattern:-

- The paper will consist of Two Sections of 50 Marks each.
- Each section will have five questions, each question of 10 marks
- Questions 1, 2, 3, 4 of section I and questions 6, 7, 8, 9 of section II will be essay type, having either/or option (internal option)
- Q. 5 in section-I and Q. 10 in section- II will be on 'Case Study' of 10 marks each, with option of writing short notes on any two out of four, each carrying five marks.
- Every essay type question will consist of a term or concept for which meaning needs to be written.

I- Introduction to Export Marketing

Meaning and features of Export Marketing- Importance of Exports for a nation and a firm- Difference between domestic marketing and export marketing- Motivations for export marketing- Present problems faced by Indian exporters- Trends in World Trade- the sunrise exports, review of Services Export, Composition and Direction of India's Export trade since 2000, - Reasons for India's poor share in world trade.
(8 Lectures)

II- International Marketing

Meaning, trade barriers- tariffs and non-tariffs- WTO and its implications on International Marketing with reference to agreements : TRIPs, TRIMs, GATS, Agreements on Agriculture and its Implications on developing Nations- Regional Economic Groupings- Implications of Trade blocs for International Marketing- Major regional economic groupings- EU, NAFTA, ASEAN, SAARC- Global System of Trade Preferences among Developing Countries (GSTP).
(8 Lectures)

III- Preliminaries for Starting Export Business

Overseas market research- Identifying foreign markets- factors for selecting foreign markets- Product planning strategies for exports- New product development Process- International Product Life cycle- Methods of entry in foreign markets- Channels of Distribution in export markets- Warehousing and its necessity in export marketing- Product promotion in export markets.
Case Studies. _ 10 Lectures
(16 Lectures)

IV- Export Marketing and Promotional Organisations in India

Export Marketing Organisations- Export Promotion Organisations- Export Promotion Councils- Commodity Boards- MPEDA- APEDA- FIEO- IIFT- National Council for Trade Information (NCTI)- ITPO- EIC- IIP- ICA- Department of Commercial Intelligence and Statistics- Directorate General of Foreign Trade- Chamber of Commerce- STPs- EOUs- SEZs- Sales in DTA- Incentives to units in SEZs- Contribution of SEZs in India's exports.

V- Foreign Trade Policy (FTP)

Main objectives- Highlights of FTP 2009-2014- Special Focus Initiatives- Towns of Export Excellence- Eligibility Criteria for Export Houses/Star Export Houses/Trading Houses/Star Trading Houses/Premier Trading Houses- Privileges of Export and Trading House Status Holders- Negative list of exports.
(8 Lectures)

VI- Export Pricing

Factors determining export price- Basic data required for export pricing decisions, Marginal cost pricing- Export Pricing Strategies- Main Export Pricing Quotations- Break even point- Simple problems on FOB Pricing.
(8 Lectures)

VII- Export Finance-

Meaning and types of export finance- Features of Pre-shipment and Post-shipment Finance- Role of Commercial banks, EXIM bank, SIDBI and ECGC in Export Finance- Forfeiting scheme of EXIM bank- Methods of payment used in international trade- **Terms of Payment and factors determining payment terms**- Letter of Credit- Procedure for opening L/C, Parties involved, Important Types of L/C. (10 Lectures)

VIII. Export Procedure

Stages in export procedure- Excise clearance procedure- Role of Custom House Agents (CHA)- Shipping and Customs formalities- Marine Insurance- Negotiation of Export Documents- Realisation of Export Proceeds- ISO Certification- Procedure for obtaining ISO Certification.

(8 Lectures)

IX. Export Documentation

Main documents used in export trade and their importance in export trade- Commercial Invoice- Shipping Bill- Certificate of Origin- Consular Invoice- Mate's Receipt- Bill of Lading- GR Form.

(8 Lectures)

X. Export Assistance and Incentives

Main export incentives extended to Indian exporters by the Indian government- Duty Drawback- EPCG Scheme- MDA- MAI- DEPB Scheme- Deemed Exports- **ASIDE-Other incentives available to Indian exporters.**

(8 Lectures)

Suggested References-

International Marketing- P K Vasudeva- Excel Books, New Delhi.

International Marketing Management- An Indian Perspective- R.L.Varshney & B. Bhattacharya, Sultan Chand & Sons, New Delhi.

Foreign Trade Policy 2009-14, Government of India, Ministry of Commerce and Industry.

Pattern of Question Paper

For College students, 80 Marks Theory Examination (To Attempt Section I only) for Two and a Half Hour duration and 20 Marks Project work and Viva or Presentation.
For Students of IDE, 100 Marks Theory Examination (To Attempt Section I and Section II) for Three Hours duration.

SECTION I

N.B. Attempt All Questions.

1. Explain the meaning of the following Terms/Concepts in about 30 words (Any Eight)
(Twelve Terms/ Concepts from the entire syllabus)

8X2 16

2. Answer the following:

(Any Two from Four Questions, from Modules I and II)

2X8 16

3. Answer the following:

(Any Two from Four Questions, from Modules III, IV and V in the Ratio of I:2:I)

2X8 16

4. Attempt any Two from the following:

2X8 16

A) Simple Problem on Calculation of Minimum FOB Price (from Modules VI)

B) One Case Study with Two Questions (relating to Modules III)

C) One Question (from Modules VI)

D) One Question (from Modules VII)

5. Answer the following:

(Any Two from Four Questions, from Modules VIII, IX and X in the Ratio of 2: 1:1) 2X8 16

SECTION II

(Only for Students of IDE and College Students who took admission in T Y B Com Class during the Academic Year 2005-06 or Earlier)

1. Attempt any Four from Six Short Notes (covering the entire syllabus) 4X5 20

Marketing Research

Third Year B. com

Revised Syllabus from A. Y. – 2010 – 11

Unit I – Introduction to Marketing Research : (10 Lectures)

Marketing Research – Definition and Growth – Marketing Information System and Marketing Research – Growing importance of Marketing Research – Advantages and Problems of Marketing Research – Liberalisation and Marketing Research.

Unit II – Branches of Marketing Research : (15 Lectures)

Importance – Components with reference to Product Research, Price Research, Placing Research, Promotion Research, Sales and Advertising Research, Consumer's Research, Test Marketing – Shop Audit, Research for Marketing Events.

Unit III – Methods of Conducting Marketing Research : (15 Lectures)

Desk Research – Field Investigation – Observation – Garbage Analysis – Experimentation – Consumer Panel – Shop Audit.

Unit IV – Techniques of Conducting Marketing Research : (20 Lectures)

Detailed study of steps involved in Marketing Research – Population – Sampling – Methods of Sampling – Comparative study of Methods of Sampling.

Sources of Collection of data – Primary Sources – Secondary Sources – Comparative Advantages and Disadvantages – Methods of collecting Primary and Secondary Data – Questionnaire – Pilot and Final Questionnaire – Types of Questions – Why Test – Advantage of Questionnaire.

Data Processing - Editing – Classification – Tabulation – Interpretation – Use of popular Statistical Methods – SPSS – Technology in Data Processing.

Reporting – Types – Contents – Essentials – Significance.

Unit V – Organising Marketing Research Activity : (10 Lectures)

Separate Research Department – Professional Agencies – Advantages and Limitations – Professional Marketing Research Agencies in India. Comparative Study between Owned and Hired Marketing Research activities.

Unit VI – Rural Marketing and Marketing Research : (05 Lectures)

Features of Rural Market – Factors contributing to the growth of Rural Marketing – Significance of Marketing Research in Rural Marketing.

Unit VII – Current Issues : (12 Lectures)

Profile of Marketing Research in Commodity Marketing – Financial Security Marketing - Service Marketing – International Marketing.

Professional Standards in Marketing Research – Ethics – Social Responsibility in Marketing Research.

Marketing Research Third Year B. com

Question Paper Pattern

For College students, 80 Marks Theory Examination (To Attempt Section I only) for two and a Half Hour duration and 20 marks Project work and Viva Presentation.
For Students of IDE, 100 marks Theory Examination (To attempt Section I and II both) for Three Hours duration.

N. B. (1) All questions are compulsory

Section - I

(1) Explain briefly the following terms (Any Eight)

(2) Answer any two of the following :
(a) (b) (c)

(16)

(3) Answer any two of the following :

(16)

(4) Answer any two of the following :

(16)

(5) Answer any two of the following :

(16)

(6) Answer any two of the following :

(16)

(7) Answer any two of the following :

(a) (b) (c)

Section - II (For IDE Student Only)

Write short notes (Any Four)

(20)

- (6)
- (a)
- (b)
- (c)
- (d)
- (e)

Marketing Research

Third Year B. com

Reference Books :

- (1) Marketing Research – G. C. Beri, Tata McGraw – Hill Publishing Com. Ltd., New Delhi.
- (2) Modern Marketing Research – Prof. M. N. Mishra, Himalaya Publishing House.
- (3) Marketing Research – David J. Luck,
Ronald S. Robin .
Prentice – Hall of India Pvt. Ltd., New Delhi.
- (4) Research Methodology –
R. Panneerselvam,
Prentice – Hall of India Pvt. Ltd., New Delhi.
- (5) Research Methodology in social sciences
Prof. Dr. D. G. Girdhari,
Uday Publication, Aurangabad.
- (6) Marketing Management- Philip Kotler

BUSINESS INSURANCE
(Applied Component Group – VII/ VIII)
at the T.Y.B.Com. examination
(Revised Syllabus w.e.f. academic year 2010-2011)

Propose Revised Syllabus

Unit 1 . Introduction to Insurance

- Meaning – Nature – Functions- Role and needs of Insurance
- Role and need of Insurance
- Instrument of Economic Growth

08

Unit 2. Principle of Insurance –

- Utmost good faith (Uberrimma fidei Contracts)
- Insurable Interest
- Indemnity
- Subrogation and torts
- Contributions
- Doctrine of Proximate cause/ nearest cause

06

Unit 3. Risk Management –

- Concept o risk – risk vs uncertainty
- Types of Risk
- Risk Management process- technique
- Risk Management objective
- Risk Management information system

15

Unit 4. Insurance Intermediaries :

- Insurance Broker – Broker ship –
- Code of Conduct for Broker
- Insurance Agent – Appointment license – functions
- Code of Conduct – Training and development
- Surveyor and loss Assessors – function – duties – code of conduct
- Third Party Administrator – code of conduct of T.P.A.

12

Unit 5. Insurance Product :

12

- A) Life Insurance – purpose- product- procedure to obtain policy- computations of premium – rate & bonus – coverage- whole life policy- endowment type- children assurance plan- health and pension plan
Procedure of taking policy
- B) Marine Insurance – Products- coverage- Marine Losses and Perilss
- C) General Insurance – Product- Policy
 - Contents and coverage – fire, theft and
 - Burglary – Engineering Policy- Procedure – For taking policy
- D) Accident Insurance – Nature coverage
 - Personal Accident & Sickness Insurance
 - Motor Insurance Group Insurance – Cattle and Liability and Crops Insurance

Unit 6 . Insurance Legislation

12

- History of Insurance legislation of India
- Life Insurance Corporation Act . 1956- (Scope and Importance)
- General Insurance Business (Nationalization) Act.1972 (Scope and Importance)
- Marine Insurance Act .1963 (Scope and Importance)
- Insurance Regulatory & Development Authority (IRDA) Act. 1999
- Scope Importance, (IRDA) (Licensing of Insurance agent- regulation 2000)
- IRDA (Protection of Policy holder's Interest. 2002)
- Consumer Protection Act.1986 . with reference to insurance
- Employees State insurance Act (ESI). 1948 (Scope and Importance)

Unit 7. Claim Management

12

- Claim Settlement procedure and documentation
- Life insurance- fire insurance
- Motor Vehicle Accident insurance , theft and burglary insurance
- Marine Insurance
- Lok Adalat- Arbitration – Ombudsman
- Re- Insurance types and Methods

Unit 8. Current Affairs & Insurance

12

- a) Government insurance policy and Scheme
- National Agriculture insurance Scheme
 - personal accident and social security scheme
 - Hut insurant scheme

b) Social Responsibility of Insurance

- Concept – need – rural and social sector insurance
- Argument for Social Responsibility
- Social Security programs in developed countries
- Emergin needs in India

Concept of Social Responsibility – Need of

Social Responsibility – Social Responsibility of

LIC, GIC and IRDA Rural & Social Sector Insurance.

Reference Book

- Insurance – Principle & Practice – M.J. Mathew RBSA Publication Jaipur
- Insurance Industry in New Millennium A case of life – Challenge & response
Sushilchandra Pal
Rajat Publication
- Insurance Principle and Practice - M . N. Mishra
- Marketing of Life Insurance Business – P.K. Biswasroy- B Venkateshwar Rao
Discover Publication New Delhi
- Insurance Management Principle and Practice – Karan Pal- B.S. Bosla. M.C. Garg
Deep and Deep Publication
- Insurance in India - Dr. Sajid Ali- Riyas Mohamad
Mushrique Ahmed . Regal Publication
- Life Insurance – Underwriting A Practical insight – Dr. Kanika Mishra – Deep and
Deep Publication
- Insurance H.R. D. Practice – Manila Jain Ritu Publication
- Fundamental of Insurance – P.K. Gupta
- Insurance fundamental Environment and Procedure – B.S. Bodla . M.C. Garg. K.P.
Shivah Deep & Deep Publication
- Life Insurance Corporation of India – Impact of privatization and performance –
Sumender Kaur Bawa Regal Publication
- Insurance Management – Surender Mausla Vishvabharti Publication
- Insurance – Principles – Performance – Dr. Harish M. Chandarama Paradies Pub-
(Jaipur)
- Risk Management – S.B. Verma Deep and Deep Publication
- Risk Management – Insurance Institute of India
- Re- Insurance - Insurance Institute of India
- Life Insurance Principle & Practice - Insurance Institute of India
- General Insurance Principle & Practice - Insurance Institute of India
- Health Insurance – Basic Benefits & Claim – R.K.Reddy – ALP Books
- Risk Management in Banking and Insurance – S.B. Verma Y. Upadhay- R.K.
Shivastara Deep & Deep Publication
- Insurance Julia Hplyoake, William Weipers 4th Edition, CIB Publication.
- Recent Trends in insurance sector in India. Abijit Publication – Delhi- 94

Third Year B. com , Business Insurance Question Paper Pattern

For College students, 80 Marks Theory Examination (To Attempt Section I only) for two and a Half Hour duration and 20 marks Project work and Viva Presentation.
For Students of IDE, 100 marks Theory Examination (To attempt Section I and II both) for Three Hours duration.

N. B. (1) All questions are compulsory

Section - I

Explain briefly the following terms (Any Eight)

- (1) Answer any two of the following : (16)
- (2) (a) (b) (c) (16)
- (3) Answer any two of the following : (16)
- (4) (a) (b) (c)
- (5) Answer any two of the following : (16)
- (6) (a) (b) (c) (16)

Section - II (For IDE Student Only)

Write short notes (Any Four)

(20)

- (6)
- (a)
- (b)
- (c)
- (d)
- (e)

Proposed Plan of Applied Component
Subject: - Purchasing and Store Keeping (T.Y.B.Com.)

Materials Management

Meaning, Importance, Scope, Objectives, Functions of Materials Management -
Materials requirement Planning.

- a) **Classes of Materials** – Raw Material, Parts, Work-in-Progress, Inventories,
Finished Goods, Tools, Equipments.

Co-ordination of Materials Management Department with other Departments,
Buyer and Seller Relationship.

Materials Budget – Factors, Procedure.

Use of Modern devices - E-Materials Management, Computer Application and
Operation, Uses, Advantages.

Personality Traits for Purchase Executive (Qualities & Qualification).

b) **Purchasing**

Types of Buyer – Consumers, Make, Buy or Import Decision.
Scientific Purchasing – Principles, Techniques, Importance of Purchasing.

c) **Essence of Sound Purchase Policy**

Purchase Policy, Speculative Buying v/s Conservative Buying, Concentrated
Buying v/s Diversified Buying, Reciprocal Buying Policy - Ethics in Buying.

d) **Purchase Method**

Market Purchasing, Centralized Purchasing, Decentralized Purchasing, Contract
Purchasing, Forward Purchasing, Group Purchasing, Job Lot Purchasing through
commission agent etc.

e) **Purchase Procedure**

- (i) Home trade goods purchasing – Purchase Requisition, Quotation, Invoice to
final settlement and payment - Vendor Rating and Vendor Development
(ii) Import Trade – Indent house/firm, Functions and Services offered by Indent
house, Procedure of Importing, Documentation, etc.

P T O

20

Store Keeping

II

Objectives and Functions of Storekeeping and Working in Store Department.

a) **Receiving Section** – Functions of Store Department.

b) **Storage Section** –

(i) Layout of Stores ii) Importance iii) Types of Organization of Stores
iv) Stock Controller v) Store Records – Objectives, Needs Documents
vi) Inspection of Materials vii) Importance, Methods viii) Functions and
Responsibilities of Store keeper/Store controller.

c) **Store Accounting Section** – Meaning, Advantages, Documents maintained -
Work Experience.

d) **Issue Section** – Methods of pricing issues, Methods of valuation of Materials.
Control of Material cost, Valuation of Purchases, Identifiable cost method - FIFO
method, LIFO method, Simple average method, Periodic weighted average price
method, Materials handling section – lead time.

III

Stock Records

Store records, Bin Card, Store Ledger, Deficiencies and Surplus of Stock Materials.
Goods received note, Material return note, Material transfer note, Stock taking and
Stock Audit.

IV

Inventory Control

a) **Meaning of Inventory Control** – Objective, Techniques, Perpetual Inventory
Control System - Inventory Control Techniques, Importance, Advantages, Essentials
of successful Inventory Control System, Zero Inventory culture.

b) **Inventory methods** – Various stock levels - Maximum level, Average level,
Re-order level, Minimum level - Re-order Quantity, Economic Order Quantity.

Project Work Recommended:-

Field / Industrial Visit

Work Experience

Book Review

Case Study

Suggested Reading Material:-

1. Administrative Staff College of India : Notes on Materials Management.
2. Alford, L.P. and Bangs, John R : Production Handbook (The Ronald Press Co., New York).
3. Ammer, Dean S : Materials Management (Richard D. Irwin Inc. U.S.A.).
4. Baily, Peter, and Farmer, D. : Purchasing Principles and Techniques : Arnold . Heinemann Publishers India-New Delhi.
5. Baily, Peter : Purchasing Principles and Management.
6. Benjamin Melnitsky : Industrial Storekeeping Manual (Chilton Company, Philadelphia).
7. Benjamin Melnitsky : Management Industrial Inventory : Mast Publication. New York.
8. Branch, Alan E. : International Purchasing and Management : Thomson Learning.
9. Buchan and Keenigsberg : Scientific Inventory Management : Prentice-Hall, U.S.A.
10. Buffa E.S. : Modern Production Management (John Wiley & Sons, New York)
11. Burton, J.A. : Effective Warehousing (Mac Donald & Evans Ltd., London)
12. Bagade, Shankar D. : Production and Materials Management : Himalaya.
13. Chadha, H.L. : Industrial Purchasing and Materials Management (Jaico Publishing House, Bombay).
14. Datta, A.K. : Modern Materials Management (Indian Society for Materials Management, Calcutta)
15. Deb. A. : Materials Management (Academic Publishers, Calcutta)

16. Dobler, Donald W. : Purchasing and Supply Management – Text and Cases : Tata McGraw Hill, 2000.
17. Eilon, E. : Elements of Production Planning and Control (Collier-Macmillan Ltd., London).
18. Gupta D.R. : Purchasing and Store Keeping : Tata McGraw Hill.
19. Gokarn, P.R. : Essentials of Materials Management : Somaiya
20. Gopalakrishnan, P. & Sandiya, M.S. : Purchasing Strategy (Sterling Publishers Pvt Ltd., New Delhi).
21. Gopalakrishnan, P. & Sundaresan, Materials Management : Prentice Hall of India, New Delhi).
22. Gopalakrishnan, P. Purchasing and Materials Management : Tata McGraw Hill, 2003
23. Heinritz, Stuart F. : Purchasing Principles and Applications (Prentice Hall Inc., U.S.A.).
24. Kapoor, P.P. : Modern Purchasing – Principles and Practices : S.Chand & Co. Ltd., New Delhi.
25. Lee, Lamer : Purchasing and Materials Management – Texts and Cases : Tata McGraw Hill.
26. Magee, John F. : Production Planning and Inventory Control (McGraw Hill, U.S.A.).
27. Materials Management, Inventory Control and Logistics – Texts and Cases.
28. Menon K.S. : Stores Management : McMillan India Ltd., 1996.
29. Menon K.S. : Purchasing and Inventory Control : Wheeler.
30. Miles, Laurence D. : Techniques of value Analysis and Engineering (Richard D.Irwin Inc., U.S.A.).

31. Morrison, A : Storage and Control of Stock (Pitman Publishing Co., London).
32. Nair, N.K. Purchasing and Materials Management : Vikas.
33. Roy Chowdhury, B.K. : Management of Materials. (Sultan Chand & Sons, New Delhi)
34. Terry, G.R. : Principles of Management (Richard D. Irwin, Illinois)
35. Varma : Essentials of Store Keeping and Purchasing : M.M. Sultan Chand
36. Westing, J.H., Fine, I.V., Zenz, G. J. : Purchasing Management (Wiley Eastern Ltd. New Delhi).

**Question Paper Pattern for the T.Y.B.Com. Annual Examination in Commerce Paper
(Applied Component subject - Purchasing and Store Keeping) with effect from the
Academic year 2010-2011.**

- A. The paper will be of 2 ½ hours duration carrying 80 marks for regular students and 3 hrs duration carrying 100 marks for IDE students.
- B. The paper will have two sections, the first section for regular and IDE students and the second section for IDE students only.
- C. All students have to attempt any 5 questions out of the 8 given in Section I.
- D. Each question will carry 16 marks which may be divided into two parts of 8 marks each.
- E. Section II will consist of one question of 20 marks. Students have to attempt any 4 out of a set of 6 short notes.

Entrepreneurship and M.S.S.I.

General Objectives;

1. To make the undergraduate students aware of the role of small scale sector in the economic development of a country.
2. To make them understand the procedure for setting up a business unit.
3. to enable them to analyse various business opportunities.
4. To motivate them to become self-reliant through self employment.

1. Small scale industry- Meaning, definition, features.
2. SSI -Evolution and growth since economic liberalization in India.
3. SSI and its export oriented contribution to domestic and global economy. (with reference to exports).
4. SSI support mechanism in India—Central and State level, Government and non Government agencies with due emphasis to concessions and incentives.
5. Steps in setting up a small scale unit in India with special reference to clearances and permissions that are required.
6. Resources required for setting up a small scale unit- financial, managerial, material, technological and problems with reference to each of the above.
7. Marketing related problems of SSI and measures to reduce them.
8. Role of Self Help Groups (SHGs) in development of small scale units- SSI and Special Economic Zone (SEZs).

9. Entrepreneurship-Definition, functions and importance.

10. Factors stimulating entrepreneurship—Entrepreneurship as a career- obstacles in entrepreneurial development.

11. Types of entrepreneurs and qualities of entrepreneurs. Entrepreneurial education and training including knowledge of different Acts required for running a business unit. Role of entrepreneurial development institutes in India.

12 Steps in converting business opportunities into business organization.- Project planning, Feasibility study and preparation of project report with special reference to location and environmental issues.

13. Women entrepreneurs—Role, importance and need for assistance.-Agencies supporting women entrepreneurs in India.

REFERENCE BOOKS ON ENTREPRENEURSHIP AND SMALL SCALE INDUSTRIES.

New Venture Creation: Entrepreneurship for the 21st Century by Jeffry A. Timmons
(Paperback - Jun 1999)

Trainer's Manual on Developing Entrepreneurial Motivation, By M.M.P. Aukhori, S.P. Mishra and R. Sengupta, Pub. by (NIESBUD), NSIC-PATC Campus, Okhla.
Behavioral Exercises and games – manual for trainers, learning systems, by M. V. Deshpande, P. Mehta and M. Nandami.

Product Selection by Prof. H.N. Pathak, Pub. By (NIESBUD), NSIC-PATC Campus, Okhla.
 Entrepreneurial Development – Dr. S. Moharana and Dr. C.R. Dash, Pub. by RB SA
 Publishers, Jaipur.
 Entrepreneurial Development by S.S. Khanna, S. Chand & Company Ltd., Ram Nagar, New
 Delhi.
 Entrepreneurial Development by C.B. Gupta and N.P. Srinivasan, Sultan Chand & Sons, 1992.
 Entrepreneurship Development – Principles, Policies and Programmes by P. Saravanavel, Ess
 Kee Kay Publishing House, Madras.
 Entrepreneurship, Growth and Development, by Rashi Ali, Pub. by Chugh Publication and
 Strech Road, Civil Lines, Post Box No. 101, Allahabad-211991.
 Entrepreneur and Entrepreneurship Development and Planning in India, by D.N. Mishra,
 Chugh Publication, Allahabad

Entrepreneurship (A Four Stage Approach to Self Employment and Entrepreneurial Career)
 Dr. D. D. Mali. (Indian Institute of Entrepreneurship (IIE)

Micro Enterprise Development (Policies & Programs) Indian Institute of Entrepreneurship
 (IIE)

Magazines
 Science Tec. Entrepreneur (A Bi Monthly Publication), centre for Enterprenurship
 Development, M.P. (CEDMAP), 60 Jail Road, Jhangerbad , Bhopal -462008.
 Laghu Udhyog Samachar.
 Project Profile by DCSSI.

Question Paper Pattern

For College students 80 Marks Examination (To Attempt Section I only) for Two and Half
 Hour duration and 20 Marks Project work and Viva or Presentation

For students of IDE, 100 Marks Theory Examination (To Attempt Section I and II) for Three
 Hours duration.

Question Paper Pattern

N.B. All Question are Compulsory.

Section I

1) Explain briefly the following terms (Any Eight) (8/12)

8 X 2 = 16

2) Answer any two of the following

2 X 8 = 16

A) B) C)

2 X 8 = 16

3) Answer any two of the following

A) B) C)

2 X 8 = 16

4) Answer any two of the following

A) B) C)

2 X 8 = 16

5) Answer any two of the following

A) B) C)

20

Section – II (For IDE Students Only)

6) Write short notes (Any Four) 4/6

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27