

CIRCULAR :-

A reference is invited to the Ordinances, Regulations and syllabi relating to the B.A. degree course vide Pamphlet No.140 and the Principals of the affiliated colleges in Arts and Professor-cum-Director, Institute of Distance Education are hereby informed that the recommendation made by the Board of Studies in Commerce at its meeting held on 4<sup>th</sup> February, 2009 has been accepted by the Academic Council at its meeting held on 13<sup>th</sup> February, 2009 vide item No 4.33 and that, in accordance therewith, the syllabus and pattern of question paper of the Commerce Paper II and III at the S.Y.B.A. examination is revised as per Appendix and that the same has been brought into force with effect from the academic year 2009-2010.

MUMBAI-400 032  
12<sup>th</sup> May, 2009

PRIN. K. VENKATARAMANI  
REGISTRAR

To,  
The Principals of the affiliated colleges in Arts and Professor-cum- Director,  
Institute of Distance Education.

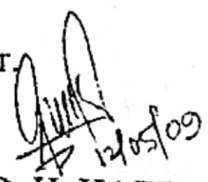

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No.UG/152-A of 2009, MUMBAI-400 032 12<sup>th</sup> May, 2009

Copy forwarded with compliments for information to :-

- 1) The Dean, Faculty of Arts.
- 2) The Chairman, Board of Studies in Commerce,
- 3) The Controller of Examinations,
- 4) The Co-ordinator, University Computerization Center.

  
(D. H. KATE)  
DEPUTY REGISTRAR  
(U.G./P.G.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 Personal Assistant to the Pro-Vice-Chancellor, the Registrar and the Assistant Registrar, Administrative sub-center, Ratnagiri for information.

The Controller of Examinations (10 copies), the Finance and Accounts Officer (2 copies), Record Section (5 copies), Publications Section (5 copies), the Deputy Registrar, Enrolment, Eligibility and Migration Section (3 copies), the Deputy Registrar, Statistical Unit (2copies), the Deputy Registrar (Accounts Section), Vidyanagari (2 copies), the Deputy Registrar, Affiliation Section ( 2 copies ), the Director, Institute of Distance Education (10 copies) the Director University Computer Center (IDE Building), Vidyanagari.

13.2.2009

# UNIVERSITY OF MUMBAI



Revised Syllabus  
and  
Pattern of Question Paper  
For  
Commerce Paper II & III  
at S.Y.B.A.

**(With effect from the academic year 2009-2010)**



**Revised Syllabus for S.Y.B.A**  
**(w.e.f. Academic Year 2009-2010)**

**COMMERCE PAPER- II**  
**FINANCIAL MANAGEMENT**

**SECTION-I**

1. Introduction to Financial management- Meaning- Objectives- Functions. (7 lectures)
2. Financial Planning- Meaning- Importance- Scope- Objectives- Essentials of Sound Financial Plans. (7 lectures)
3. Concepts- Theories of Capitalisation- Trading on Equity- Capital Gearing- Over & Under Capitalisation ( Causes- Remedies- Effects) (10 lectures)
4. Capital Structure- Meaning- Importance- Determinants of Capital Structure- Sources of Capital- Owned Capital- Borrowed Capital- Long term Capital- Short term Capital- Comparative Study of Sources of Capital. (10 lectures)
5. Raising Long term Finance- Venture Capital- Initial Public offer - New Issue of Shares - Right Issue - Role of Prospectus- Underwriters- Types of Shares- Types of Debentures- Financial institutions- Ploughing Back of Profit – Public Deposits. (10 lectures)

**SECTION- II**

6. Management of Fixed Capital- meaning- Importance- Sources- Determinants of Fixed Capital. (5 lectures)
7. Management of Working Capital- Meaning- Importance- Classification of Working Capital- Factors Affecting Working Capital Requirement- Sources of Working Capital. (7 lectures)
8. Capital market and Stock Exchange- Meaning- Importance- Functions- Growth- Primary Market- Methods of Marketing Securities in Primary Market- Secondary Market- SEBI- ( Formation- Objectives- Functions) (8 lectures)

9. Mutual Funds & Merchant Banking- Meaning- Functions- Advantages- Status in India. (7 lectures)
10. Foreign Direct Investment- Meaning – Importance- Public Opinion on FDI. (7 lectures)

### REFERENCES :

- Bhall V.K. Financial Management & Policy – Text & Cases, Anmol Publishing House, 2006.
- Chandra Prasanna, Financial Management : Theory & Practice, Tata Mc-Graw Hill, 2005.
- Khan M.Y., Financial Management : Text, Problems & Cases, Tata Mc-Graw Hill, 2005.
- Kishor Ravi M., Financial management – Problems & Solutions, Taxmann Publications 2007.
- Pandey IM Chandra, Financial Management, Vikas Publishing House, 2005.
- Srivastava RM, Financial Management & Policy, Himalaya Publishing House 2007.
- Van Hornes James C., Financial Management and Policy, PHI, 2005.

S Y B A  
FINANCIAL MANAGEMENT  
COMMERCE PAPER II

Question Paper Pattern for the First Term/ Second Term Examination  
with effect from the Academic Year 2009-10

NB: 1) The Question Paper will be of 2 Hours duration, carrying 50 Marks each, comprising of the syllabus in Section I for First Term Examination and Section II for Second Term Examination.

2) All questions are compulsory, with each question having internal choices.

Question No I Objective Type Question (Explain the meaning of any 7 Terms/ Concepts \_ out of 10) 2 Marks each (14 Marks)

Question No 2 Answer any 2 (Out of 3) 6 Marks each (12 Marks)

Question No 3 Answer any 2 (Out of 3) 6 Marks each (12 Marks)

Question No 4 Answer any 2 (Out of 3) 6 Marks each (12 Marks)

OR

Write Short Notes on any Three (Out of Five)



**Revised Syllabus for S.Y.B.A**  
**(w.e.f. Academic Year 2009-2010)**

**COMMERCE PAPER- III**  
**INTRODUCTION TO MARKETING**

**SECTION- I**

**1. INTRODUCTION TO MARKETING-**

(Lectures)

The changes in Economy in 21<sup>st</sup> Century- Definition of Marketing- Different Concepts of Marketing- Difference between Selling and Marketing- Marketing mix. (8)

**2. Marketing Environment-**

Need to analyze marketing Environment- Macro Environment & Micro Environment- Indian marketing Environment. (5)

**3. Buyers Behavior-**

Types of Buyers- Factors Influencing Buyer Behavior- Buying Motives- Buying Process- Broad profile of Indian Consumers- Middle Class Explosion in India- Buyers Satisfaction- Meaning & Need in Marketing. (8)

**4. Market Segmentation & Target Market-**

Introduction- Need for Segmenting Market- Bases used for market Segmentation – Choosing the Target Market- Importance. (8)

**5. Product Management**

- Definition of Product- Classification of Product- Main Task in Product Management- Product Mix.
- Product Differentiation- Meaning- Importance.
- Product Positioning- meaning- Importance.
- Brands- Meaning- Significance- importance.
- Product Life Cycle-Meaning - Stages of Product Life Cycle.
- Product Development- Designing- Test Marketing- Commercialisation of Product. (8)

**6. Pricing**

Importance of Pricing- Factors Influencing Pricing- Objectives- Methods of Pricing. (7)

## SECTION- II

### 7. Distribution Management

- Meaning - Factors Determining the Channel of Distribution- Channels for Consumer Products- Channels for Industrial Products.
- Retailing- Nature & Scope- Retailing in India.
- E- Commerce- Meaning & Importance- Advantages & Problems.

### 8. Marketing Communication

(10)

Meaning and Importance- Personal Selling- Direct Marketing- Public Relation & Publicity- Trade Exhibitions – Events Management in Marketing -Advertisements- Audio - Visual – Audio & Visual – Importance- Advantages & Limitations.

(10)

### 9. Marketing Information & Marketing Research

MIS- Significance- Requisites of Good MIS- Features- Database- Marketing Intelligence- MR- Meaning- Importance- Steps- Advantages & Limitations- Problems in conducting MR.

(8)

### 10. Marketing of Services

Meaning- Features- Problems- Use of BPO in Service Marketing – Growth of Service Marketing in India.

(8)

### 11. Rural Marketing

Meaning- Characteristics- Problems - Factors for the Growth of Rural Market.

(8)

### REFERENCES:

- Aaker. David. A., Building Strong Brand- Free Press, New York.
- Bateson. John E., Managing Marketing- Dryden, Hinsdale.
- Dairymple. Douglas J & Cron. William L. Sales Management- John Wiley, New York.
- Jobber. David & Fahy, John- Foundations of Marketing.
- Kotler Philip- Marketing Management – Analysis, Planning & Control, New Delhi, Prentice- Hall of India, 1998.
- Mehta Subash C., Marketing- Environment, Concepts & Cases- Tata McGraw- Hill Publishing Co. Ltd., New Delhi.

- Ramaswamy V.S. & Namakumari S. - Marketing Management Planning, Implementation & Control, Mac Millan India Ltd., 2005, Mumbai.
- Stanton William J- Fundamentals of Marketing- Tata McGraw- Hill Book Company, New York.
- Velayudhan, Santkumar - rural Marketing, Sage Publications, New Delhi.
- Xavier. M.J - Marketing in the New Millennium, Vikas Publishing House, New Delhi.



**S Y B A**  
**FINANCIAL MANAGEMENT**  
**COMMERCE PAPER III**

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**with effect from the Academic Year 2009-10**

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