



PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)
(Estd. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

FACULTY OF BUSINESS MANAGEMENT AND COMMERCE

SYLLABI for following Vocational Courses

(Semester System)

2018-19

- 1. ADVERTISING SALES PROMOTION AND SALES MANAGEMENT**
- 2. FOREIGN TRADE PRACTICE AND PROCEDURE**
- 3. OFFICE MANAGEMENT AND SECRETARIAL PRACTICE**
- 4. PRINCIPLES AND PRACTICE OF INSURANCE**
- 5. TAX PROCEDURE & PRACTICE.**
- 6. RETAIL MARKETING**

Outlines of Tests, Syllabi and Courses of Reading for B.A./B.Sc. (General) First & Second Semester Examinations in the Vocational subject of **ADVERTISING SALES PROMOTION AND SALES MANAGEMENT.**

ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

B.A./B.Sc. (General)

Semester-1

Paper I- Marketing Communication **100**

Semester-2

Paper II- Advertising **100**

Note: Practical Training After 1st year (Second Semester) and Viva-Voce: **50**

Semester-3

PAPER -III: ADVERTISING MEDIA **100**

Semester-4

Paper-II: PERSONAL SELLING AND SALESMANSHIP **100**

Note: Practical Training After 2nd year (Fourth Semester) and Viva-Voce: **50**

Semester-5

PAPER-V : MANAGEMENT OF THE SALES FORCE **100**

Semester-6

PAPER – VI- SALES PROMOTIONS AND PUBLIC RELATIONS-II **100**

Examinations: Paper will be divided into three sections; Section A will consist of six short answer type questions and students would be asked to attempt any four, Section B and Section C will have four essay type questions from Unit-I and Unit-II each. Students will be asked to attempt atleast two from each section.

Duration: 3 Hours-Theory

ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

Objectives: This course is intended to impart knowledge and develop skill among the participants in the field of marketing communication. So as to equip them to man junior and lower-middle level positions in the fast-growing and challenging business areas of advertising. Sales promotion, selling and sales management and public relations.

Semester-I

Paper I- Marketing Communication

Unit-I

1. Nature and Importance of communication, Types of Communication, Features and objectives of Communication.
2. Communication Process, Elements of the Communication Process, Application of the Communication process in Marketing, Steps to develop effective Marketing Communication.
3. Marketing Concepts and Evolution (Exchange, Production, Product, Selling and Marketing),
4. Difference between Marketing and Selling, Marketing as a Social process, Entities of Marketing, Marketing Myopia, Features and Importance of Marketing and Internet Marketing.
5. Product- Product Mix, Types of Product, Product Line, New Product Development, Product Life Cycle, Branding and Packaging.

Unit-II

Paper I- Marketing Communication-II

1. Price ó Pricing policies, Methods of Pricing and Pricing Decisions.
2. Place ó Types of Channel, Channel decisions, Transportations, Warehousing & Inventory.
3. Promotions ó Promotion Mix, Promotion decisions, Difference between different elements of Promotion mix and their relative importance.
4. Market Segmentation bases: Geographic, Demographic and Psychographic, Segmentation strategy (Differentiated Vs Undifferentiated) , Developing a segmentation Strategy.
5. Product Positioning: Strategies and Approaches, Positioning Errors (under Positioning, Over Positioning and Confused Positioning), Repositioning.
6. Marketing Research Process.
7. Integrated marketing Communication: the target audience, determining objectives, designing the message, Selecting Communication Channel, Establishing budget, Promotional Tools, Factors in setting the Marketing Communication Mix and Measuring Results.

Suggested Readings:

1. **Philip Kotler** **Marketing Management (Prentice-Hall of India, New Delhi)**
2. **William J. Stanton & Charles Futroll** **Fundamentals of Marketing (McGraw Hill)**
3. **Subroto Sen Gupta** **Case in Advertising and Communication Management in India(IIM Ahmedabad).**

Semester-II

PAPER II- ADVERTISING

Unit-I

1. Definition, Importance and Functions of Advertising.
2. Importance of Advertising in Modern Marketing,
3. Role of Advertising in the National Economy.
4. Types of Advertising: Commercial, Non-commercial, Primary demand and Selective Demand,
5. Classified and Display advertising, Comparative advertising, Co-operative advertising.

Unit-II

1. PACT and DAGMAR Approaches of advertising
2. Setting of Advertising Objectives.
3. Advertising Appeals.
4. Advertising message: Preparing an effective advertising Copy: Elements of a Print Copy: Headlines illustration, body copy, slogan, logo, seal, role of colour. Elements of Broadcast copy.
5. Advertising Budget: Affordable Method, Per unit Method, Percentage Method, Competitive parity and Task objective Method. Importance of Advertising Budget.

Suggested Readings:

1. **Wright Wintors and Zeiglas.** **Advertising Management. McGraw Hill**
2. **Duna and Darban** **Advertising Its role in Modern Marketing,**
Drydon Press
3. **Mehendra Mohan** **Advertising, Tata McGraw Hill**
4. **Phillip Kotler** **Marketing Management , Prentice Hall of India**
5. **Subroto Sengupta** **Cases in Advertising and Communication Management in India (IIM Ahmedabad).**

Semester-III

PAPER III- ADVERTISING MEDIA

Objective: The objective of the course is to familiarize the students with the different types of advertising media, issues in the selection of advertising media, and problems and prospects of advertising media in India.

Unit –I

1. Advertising Media Types; Print Media (Newspaper, Pamphlets, Posters and Brochures), Electronic Media (Radio, Television, Audio Visual Cassettes), Other Media (Direct Mail, Outdoor Media): Their Characteristics, Merits and Limitations of Media types.
2. Media Scene in India
3. Problems in reaching Rural Audience and Markets
4. Media Planning. Selection of Media Category, Reach and Frequency of Advertisements, Impact of Reach Frequency and Impact Cost on choice of Media , Cost of Advertisements related to Sales.
5. Media Scheduling

Unit –II

1. Evaluation of Advertising Effectiveness. Importance and Difficulties, Methods of Measuring Advertising Effectiveness. Pre-testing and Post-testing. Communication Effect. Sales Effect
2. Regulation of Advertising in India, Misleading and Deceptive Advertising , False Claims in Advertising
3. Advertising Agencies: Their Role and Importance, Organization Pattern and Functions of Advertising Agency, Selection of Advertising Agency, Commission and Fee.
4. Advertising Department: Functions and ORGANIZATION.

Suggested Readings:

1. Rajeev Batra, J.G. Myers & D.A. Aaker: Advertising Management. Pearson Education, New Delhi
2. Manendra Mohan Advertising Management, Concept and Cases, Tata McGraw Hill, New Delhi
3. George E. Belch & Michael A. Belch: Advertising and Promotion. Tata McGraw Hill, New Delhi
4. Frank Jefkins Advertising made simple. Prentice Hall India, New Delhi

5. Kruti Shah & A.D.Souza:

Advertising and Promotions: An Integrated Marketing
Perspective, Tata McGraw Hill, New Delhi

Semester-IV

PAPER IV-PERSONAL SELLING AND SALESMANSHIP

Objective: The objective of the course is to familiarize the students with the different aspects of salesmanship and help them in acquiring the requisite skills for effective selling.

Unit-I

1. Nature and Importance of Personal Selling. Door to Door Selling Situations. Why Personal Selling is more effective than Advertising? Cost of Advertising vs. Cost of Personal Selling.
2. AIDA Model of Selling. Types of Selling Situations. Types of Sales Personnel.
3. Buying Motives. Types of Markets. Consumer and Industrial Markets, their Characteristics and Implications for the Selling Function.
4. Process of Effective Selling: Prospecting, Pre-approach, Approach, Presentation, Demonstration, Handling Objections, Closing and Follow up. Post Sale Activities.

Unit –II

1. Qualities of a Successful Sales Person with particular reference to Consumer Services.
2. Selling as a Career, Advantages and Difficulties, Making Selling as an Attractive Career.
3. Distribution Network Relationship.
4. Reports and Documents, Sale Manual, Order Book, Cash Memo, Tour Diary and Periodical Reports.
5. Problems and Difficulties in Selling.

Suggested Readings:

1. Pingali Venugopal: Sales and Distribution Management: An Indian Perspective, SAGE Publishers, New Delhi.
2. Richard R Still: Sales Management: Decisions Strategy & Cases, Pearson Education, New Delhi
3. J.S.K. Patel: Salesmanship and Publicity, Sultan Chand & Sons, New Delhi
4. P.K. Malik: Sales Management, Oxford University Press, New Delhi
5. D.K. Panda and S. Sahadev: Sales and Distribution Management, Oxford University Press, New Delhi

SEMESTER-VI

Paper-VI: Sales Promotion and Public Relations-II

UNIT-I

- Nature and importance of sales promotion. Its role in marketing.
- Forms of sales promotion consumer oriented sales promotion, trade oriented sales promotion and Sales force oriented sales promotion.
- Major tools of sales promotion samples point of purchase. Displays and demonstrations. Exhibitions and Fashion shows Sales contests and games of chance and skill, lotteries gifts offers. Premium and free goods. Prince packs, rebates, patronage and rewards.
- Conventions, conference and tradeshows, specialties and novelties.
- Developing sales promotion programmes, pre-testing implementing, evaluating the results and making necessary modifications.

UNIT-II

- Public relations Meaning features, growing importance, role in marketing, similarities of publicity and public relations.
- Major tools of public relations news, speeches, special events, handouts and leaflets, audio-visual, public service activities Miscellaneous tools.
- Ethical and legal aspects of Sales promotion and public relations.

Suggested Readings:

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|--|------------------------------------|
| 1. Philip Kotler
7 th ed. (Prentice Hall of India) | Marketing Management |
| 2. Stanton & Futrell
7 th ed. (Mc. Graw Hill) | Fundamentals of Marketing- |
| 3. J & K. Patel
Chand & sons, N. Delhi.) | Salesmanship and Publicity (Sultan |
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Outlines of Tests, Syllabi and Courses of Reading for B.A./B.Sc. (General) First & Second Semester Examinations in the Vocational subject of **FOREIGN TRADE PRACTICES & PROCEDURE**.

Subject of Title : FOREIGN TRADE PRACTICES & PROCEDURE

SUBJECT : OBJECTIVE

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

Job Potential:

- Self- employment can start an export business either singly or in partnership with fellow students,
- Can take up export documentation work for others.
- Can take up employment in exporting firms, firms, banks, Insurance companies or with freight forwarders.

FOREIGN TRADE PRACTICES & PROCEDURE

B.A./B.Sc. (General)

Semester-1

Paper I: BASICS OF FOREIGN TRADE 100

Semester-2

Paper-II: INDIA'S FOREIGN TRADE 100

Note: Practical Training After 1st year (Second Semester) and Viva-Voce: 50

Semester-3

Paper-III: ELEMENTS OF EXPORT MARKETING 100

Semester-4

PAPER -IV: FOREIGN TRADE FINANCING AND PROCEDURE 100

Note: Practical Training After 2nd year (Fourth Semester) and Viva-Voce : 50

Semester-5

PAPER-V :SHIPPING AND INSURANCES PRACTICES AND PROCEDURES 100

Semester-6

PAPER – VI- FOREIGN TRADE DOCUMENTATION AND PROCEDURES 100

Examinations: Paper will be divided into three sections; Section A will consist of six short answer type questions and students would be asked to attempt any four, Section B and Section C will have four essay type questions from Unit-I and Unit-II each. Students will be asked to attempt at least two from each section.

Duration: 3 Hours-Theory

FOREIGN TRADE PRACTICES AND PROCEDURES

Contents for Semester Courses

Semester-I

Paper1 -BASICS OF FOREIGN TRADE

Objectives: To familiarize the students with the basic principles of foreign trade and the environment in which foreign trade takes place.

Unit-I

- Foreign Trade : Definition, objectives and importance
- Theories of International trade
- Balance of trade and Balance of Payments
- Objectives of Trade Policy and role of foreign trade in economic growth
- International economic institutions-**GATT, UNCTAD, IMF** and World Bank.

Unit-II

- Instruments of trade Policy tariffs, quantitative restrictions, exchange etc.
- Control and exchange rate adjustments.
- Trade Blocs and Regional Economic Cooperation
- Cultural Aspects in International Business

Suggested Readings

International economics by P.T. Ellsworth

International Economics by C.P. Kindleberger

Semester-II

Paper –2 INDIA’S FOREIGN TRADE

Unit-I

- Analysis of India’s Foreign Trade Growth trends, composition and direction.
- India’s Balance of Payments including invisibles
- Assessment of Prospects of Products and markets
- India’s Trade agreements

Unit-II

- Salient features of India’s export-import policy
- Institutional set-up for export promotion
- Export Assistance measures, free trade zones and 100%EOUs
- State trading in India
- Sources and analysis of foreign trade Statistics

Suggested reading

Annual Reports of the Ministry of Commerce, Annual Economics : Surveys, Import and Export Policy

Semester –III

PAPER-III : ELEMENTS OF EXPORT MARKETING

Objectives: To familiarize the students with the nature and scope of International Marketing

UNIT-I

- Role of Exports, Scope of Export Marketing , Difference between Export Marketing and Domestic Marketing, and why should a Firm Export
- Selection of Export Products
- Selection of Export Markets
- Direct and Indirect Exports and Role of Export Houses
- Modes of Entry into Foreign Markets
- Pricing for Exports
- Channel Selection and Appointment of Agents, Agency Agreement and Payment of Agency Commission, Appointment of Distributors for Global Markets

UNIT-II

- Distribution Logistics for Exports óTransportation and Warehousing
- Promotion Abroad, Use of Mailing Lists, Advertisement Abroad and Participation in Trade Fairs and Exhibitions
- Legal Aspects of Export Contract including INCO Terms
- Overseas Market Research
- Consumer Behaviour
- Export Development through Internet
- Quality Management in Export Trade

Suggested Readings:

- Export Marketing by S.Subramanian and T.A.S.Balagopal, Himalaya Publishing House, New Delhi
- International Marketing Management by Varshney and Bhattacharya, Sultan Chand and Sons, New Delhi
- International Marketing by Rakesh Mohan Joshi, Oxford Higher Education, New Delhi
- Export Management by P.K.Khurana, Galgotia Publishing Company, New Delhi
- International Marketing by Cherunillum, Himalaya Publishing House, New Delhi
- Export Marketing by B.S.Rathore, Himalaya Publishing House, New Delhi

SEMESTER-IV

PAPER-IV: FOREIGN TRADE FINANCING & PROCEDURE

Objectives: To familiarize the students with the various methods and procedures of foreign trade financing, foreign exchange rates, costing and pricing for exports and the various institutions involved in export finance.

UNIT-I

Modes of Export Payment: Cash, Open Account, Documents against Acceptance, Documents against Payment, Advance Payment, Bills of Exchange, Letter of Credit.

Letter of Credit: Definition, Parties to letter of Credit, Types of Letter of Credit, Procedure for drawing Letter of Credit.

Preshipment and Post Shipment Finance: Definition, Features and their Procedure.

Import Finance ó Modes and Sources of Import Finance.

Role of Banks in Import Export Finance.

ECGCó Objectives, Functions and Policies issued by ECGC.

EXIM bank ó Financing of Import Export by EXIM Bank

Forfaiting and Factoring

UNIT-II

Foreign Exchange- Meaning , Need for Foreign Exchange, Types of Foreign Exchange Rates, Foreign Exchange Rate Determination, Exchange Fluctuations and Obtaining Forward Cover.

Operations in Foreign Exchange Markets, Spot and Forward Markets, Future Markets. Role of RBI in Controlling Foreign Exchange.

International Capital Markets

Costing and Pricing for Exports

Export Costing Sheet

Suggested Readings:

1. P. Subba Rao: International Business, Himalaya Publishing House, New Delhi
2. Justin Paul: International Business, Prentice Hall of India, New Delhi
3. R. Chandran: International Business, Jaico Publishing, New Delhi
4. V.A Avadhani: International finance theory and practice, Himalaya Publishing House, New Delhi
5. Aseem Kumar: Export and Import management, Excel books
6. C Rama Gopal: Export Import Procedures-Documentation and Logistics, New Age International (P) Ltd. Publishers, New Delhi

SEMESTER-V

PAPER- V: SHIPPING AND INSURANCES PRACTICES AND PROCEDURES

Objectives : To make the students aware of the shipping and insurance Practices and procedures which constitutes the essential services for the operation of foreign trade.

UNIT-I

- Role of shipping liners and tramps bills of lading And Charter Party.
- Determination of freight
- Containerization and other developments
- Water transport and procedures involved in the determination of freight and booking of cargo space.
- Multi modal transport and the procedures involved

UNIT-II

- Packing and marking for exports
- Forwarding and clearing agents and their operations
- Cargo insurance, its importance, basic principles, types of cover, type of losses and determination of premium.
- Obtaining a cover and filling a claim

REFERENCES :

Export Management by T. A.S. Balgopal

Export Management by S.R.Ullal

SEMESTER-VI

PAPER –VI: FOREIGN TRADE DOCUMENTATION AND PROCEDURES

Objectives: To familiarizes the students with the basic documents involved in Foreign trade, processing of an export order, customs clearance of Export and import cargo and negotiation of documents.

UNIT-I

- Need, rationale and types of documents in export and import trade.
- Obtaining export and import licences
- Processing an export order
- Pre-shipment inspection and Quality control
- Foreign exchange and GR formalities

UNIT-II

- Excise and customs clearance of export cargo
- Shipment of goods and port procedures
- Customs clearance of import cargo
- Post ó shipment formalities and procedures
- claiming duty drawbacks and other benefits

REFERENCES :

Handbook of Import and Export Procedures
Export What, Where and How by Paras Ram

Outlines of tests, syllabi and courses of reading for B.A/ B.Sc. (General) Semester-I & Semester-II examinations in the vocational subject of **OFFICE MANAGEMENT AND SECRETARIAL PRACTICE**

SCHEME OF STUDIES

Paper	Name of the Paper	Period/week			Examination				Total Marks
		Th.	Pr.	Total	Marks (Th)	Hrs	Marks (Pr)	Hrs	
Semester-I									
A	Typography & Computer Application	2	4	6	40	3	60	3	100
Semester-II									
B	Shorthand	2	4	6	40	3	60	3	100
Semester-III									
A	Office Management	6	-	6	60	3	-	-	60
Semester-IV									
B	Computer Application and Shorthand	2	4	6	40	3	60	3	100
Practical Training : 4 weeks (in summer vacations) Training Report and viva-voce 40									
Semester-V									
A	Organizational Behavioural & Personality Development	6	-	6	60	3	-	-	60
Semester-VI									
B	Computer Application and Shorthand	2	4	6	40	3	60	3	100
Project & Viva-Voca on Organizational Behaviour & Personality Development in the form of presentation 40									

Examinations: Paper will be divided into three sections; Section A will consist of six short answer type questions and students have to attempt five questions in all, Section B and Section C will have four essay type questions. Students will be asked to attempt at least two from each section.

Duration: 3 Hours-Theory

Semester-I

PAPER – A : TYPOGRAPHY & COMPUTER APPLICATIONS (ENGLISH) THEORY

Exam Hours : 3

Max. Marks : 40

Objective:The course enables the students to have working knowledge of different parts of the typewriter and to acquire typing speed of minimum 30 w.p.m. on manual typewriter. The course also enables the students to understand the fundamentals of Computer System and hardware & software components

UNIT - I

Typewriter : Origin and development of typewriting, Importance and Utility of typewriting, Types of Machines ó manual, portable, noiseless, Electronic, Electric, Computers and Laptops.

Introduction to Computers : Introduction, Characteristics of computer; Hardware, Software, firmware, History of computer; Applications of Computers; Input, Process and Output; classification of computers on size, working principles, generations; Input/Output devices; Secondary storage devices; Types of software; System and Application Software.

UNIT- II

Key-Board Operations: Sitting posture, Touch and Sight methods, Learning home row, upper row, bottom row, learning number row, special signs and symbols & Roman numbers

Display Techniques : Types of headings, Margins & line spacing, Spacing after punctuation sign, Paragraphs ó types, styles, numbering and pagination; Styles of typing different kinds of business letters, foot notes; Tabulation: Definition, Important Parts of tabulation, Procedure for typing tabular statement

References :

1. R.C.Bhatia : Typewriting (Theory & Practice)
2. O.P.Gupta : Typewriting (Theory & Practice)
3. Walmsley : Pitman Commercial Typewriting Horizontal Method
4. KartarSingh : Typewriting Instructor (Theory & Practice)

TYPOGRAPHY & COMPUTER APPLICATIONS (ENGLISH) PRACTICAL

Max. Marks : 60

Exam Hours : 3

Note: Students will be trained on manual typewriters and will be taught various functions as listed below:

- Sitting posture while using typewriter
- Inserting & removing paper
- Second row (home row), upper row & bottom row of typewriter
- Top row (signs, figures & symbols) of typewriter
- Typing of words & simple sentences & paragraphs
- Uses of shift keys & other non-printing keys & ensuring proper margins & line spacing
- Centring heading
- Envelop addressing
- Margin and line spacing
- Use of punctuation sign
- Typing Arabic & Roman numeric figures
- Paragraphs ó types, styles, numbering and pagination
- Letter typing ó Personal, Official & Business letters
- Simple tabular statements, syllabification and foot notes

Semester-II

PAPER – II: SHORTHAND (ENGLISH) THEORY

Max. Marks : 40

Exam Hours : 3

Objectives :The course enables the students to acquire knowledge and understand uses of Shorthand which is required to perform the duties of Stenographer/ Private Secretary.

UNIT- I

- Introduction : Origin of Shorthand with particular emphasis on Pitman Shorthand, definition and importance of Stenography, qualities of a successful stenographer, writing techniques and materials;
- Consonants : Definition, their classification, arrangement and directions of consonantal strokes, joining of strokes
- Vowels : Long & short, places, following and preceding, intermediate vowels, place of joined strokes and vowels
- Diphthongs : Definition and places, triphones, abbreviated W

UNIT-II

- Grammalogues : Definition of grammalogues and logograms, list of grammalogues, punctuation signs
- Phraseography : Definition of phrase, how a phrase is written, qualities of a good phraseogram, list of simple phrases
- Circles, Loops & Hooks : Size and direction, application in phraseography, attachment with straight and curved strokes, exception to the use of circle, loops and hooks

Suggested reading

1. New Era, Wheeler Publishing : Pitman Shorthand Instructor and Key

SHORTHAND (ENGLISH) PRACTICAL

Max. Marks : 60

Exam Hours : 3

- Practice of consonants, writing each consonant from the text material with particular attention to their formation, length, angle, size and direction.
- Practice of vowels, diphthongs, triphones by copying the text materials and other printed shorthand book and reading the same.
- Practice of grammalogues and phrases
- Practice of circles, loops and hooks
- Transcription from Shorthand into longhand

Semester-III

PAPER – A : OFFICE MANAGEMENT

Objective : The course enables the students to understand the working and procedures of the Modern Office and develop the necessary skills required to perform various office operations efficiently.

Max. Marks : Theory : 60

Exam Hours : 3

Practical: 40(On the Job Training)

UNIT-I

Office : Meaning, Importance, Functions, Concept of an Organisation, Centralisation & Decentralisation of Office Services ó Their Merits and Demerits, Qualities of a Good Office Manager, Relations with other Departments, Allocation and Distribution of Office Services

Handling Office Correspondence : Meaning & Importance of Correspondence, Incoming Correspondence Procedures, Outgoing Correspondence Procedures, Equipment & Accessories Required, Ordinary Post, Registered Post, Parcel, Registered Parcel, Speed Post, Courier, Airmail & E-mail etc

Office Filing & Indexing: Meaning, Essentials & Importance, Traditional & Modern Filings Methods & Equipment; Indexing ó Meaning, Importance & Methods

UNIT-II

Modern Office Machines (Their Uses & Operations) : Copy Printer with Attachment, Photocopier, Spiral Binding Machine, Lamination System, Digital Duplicator, Multifunctional Inkjet Printer
Modern Communication Systems : Intercom, Telephone, Fax, PBX, EPABX, Public Address System, Internet, E-mail, Conference Equipment, LCD Monitor (Plasma Wall Size), Computer and Its Peripherals like Scanner, Printer

Meeting : Meaning of Meeting, Types of Meeting, Types of Company Meetings, Notice, Agenda, Proxy, Quorum, Motion, Resolution, Minutes

Secretarial Functioning : Introduction, Meaning of Office Secretary, Qualities of a Secretary ó Personal & Professional, Qualification Duties & Responsibilities of Various Types of Secretaries
Making Travel Arrangements : Use of Air, Rail, Road Time Table and Fare Calculation, Making Tour Programme of an Executive, Making Reservations ó Through Travel Agents, Direct Purchases, E-Ticketing, Submission of Preparation of TA Bills

References :

1. Shashi Gupta and Sushil Nayyar : Office Management
2. P.K. Gupta : Office Management
3. Ghosh and Agarwal : Office Management
4. Gupta, Bansal, Jain, Malik : Office Management

Semester-IV

PAPER B: COMPUTER APPLICATION AND SHORTHAND

Objective : The objective of the course is to understand the fundamentals of Computer System and hardware & software components. It enables the students to take dictation in shorthand and transcribe the same on the Computer. It also prepares the students for drafting and amending various types of Business Letters.

Max. Marks : Theory: 40
Practical: 60

Exam Hours : 3

UNIT-I

MS ó Word : Basics of Word Processing; Opening, Creating, Saving, Printing and Quitting Documents, Using the Interface (Menu Toolbars), Editing Text (Copy, Delete, Move), Finding and Replacing Text, Spell Check, Autocorrect; Auto Text, Character Formatting, Page Formatting; Document Enhancement : Adding Borders and Shading, Adding Headers and Footers , Setting up Multiple Columns, Sorting Blocks, Adjusting Margins and Hyphenating Documents, Creating Master Document, Creating Data Source, Merging Documents, Using Mail Merge Feature for Labels and Envelopes; Inserting Pictures, Tables, Working with Equations

Correspondence: Definition, Types, Essential Parts, Formats/Styles; Business Correspondence : Enquiry Letters (Meaning, Importance, Quotations, Catalogues, Replies), Order Letters (Placing of an Order, Follow up Letters, Acceptance of an Order, Cancellation of an Order), Complaints, Claims and Adjustments and Circulars

Manuscript: Proof Correction Signs & their Meaning, Process of Typing Manuscript, Correction of Drafts.

UNIT-II

Shorthand ; Extended Use of Certain Consonants: The Aspirate, Tick and Dot Form of -Hø Ownward and Upward -Rø Upward -Shø Compound Consonants, Medial Semi-circles Halving and Doubling Principle : General Principles and Their Exceptions, Use of Halving and Doubling Principles in Phraseography

Shorthand; Prefixes and Suffixes : Definition, Use of Different Prefixes and Suffixes Contractions: Simple & Special Contractions

Practising the Use of Halving and Doubling Principles, Prefixes, Suffixes from Text Book

Repeated Practice of Contractions

References :

1. V. Rajaraman : Fundamentals of Computer
2. Henery Lucas : Information Technology for Management
3. Wheeler Publishing : Pitman Shorthand Instructor and Key

Semester-V

PAPER – A : ORGANIZATIONAL BEHAVIOUR & PERSONALITY DEVELOPMENT

Objective : The course enables the students to understand the basic concepts of organizational Behaviour, Personality and Organizational Development, to understand the dynamics of working in an organisation.

UNIT-I

Organizational Behaviour: Meaning & features of organizational behaviour, objectives, elements of organizational behavior.

Perceptions and Attitudes: Meaning, features and importance, factors affecting perception, meaning and importance of attitudes, factors affecting attitude formation.

Group Behaviour : Meaning and importance of group, types of groups, reasons for joining groups, Inter and Intra group conflicts and resolving conflicts.

Basic of Inter-Personal Relations: Meaning and Importance of Inter-personal relations, motivation, theories of motivation, grievances, Incentives and their effects.

Organizational Development: Meaning, features and factors affecting organisational culture; meaning and factors affecting organizational climate; meaning, techniques and importance of organisational development.

UNIT -II

Personality Development: Meaning of personality, various stages of personality development, factors affecting personality, techniques for improvement of personality.

Communication Skills : Definition, Introduction and process, objectives, media and modes, channels, barriers, listening skills, body language, humour in communication, silence in communication, essentials of effective communication, report writing, presentation skills, listening skills.

References : 1. Dr. N.K. Sahni : Management Concepts and Organizational Behaviour

2. Singh and Chabbra : Organizational Behaviour

3. Stephen Robbins : Organizational Behaviour

4. Kanika : Organizational Behaviour

5. Kaul : Effective Business Communication

6. Ludlow and Panthon : The Essence of Effective Communication

Semester-VI

PAPER – B : COMPUTER APPLICATIONS & SHORTHAND (ENGLISH) (THEORY)

Max. Marks : 40

Exam Hours : 3

Objective : The course enables the students to take dictation in shorthand and transcribe the same on the Computer and also to work in MS-Excel and MS-Power Point. It also prepares the students for drafting and amending various types of Official Letters.

UNIT-I

Excel : Worksheet overview, row, column, cells, menus, creating worksheet, opening, saving, printing worksheet; calculations, auto fill, working with formulae, data formatting (number formatting, date formatting), working with ranges, establishing work-sheet links; creating, sorting and filtering data base; creating chart, adding titles, legends etc to charts, printing charts, creating macros, record macros, Running Macros, assigning macros to buttons, functions (statistical, financial, mathematical, string, date and time)

Power Point : Creating, saving, printing presentations; selecting design templates, animations, slide show; custom slideshows, setup slide show, transitions & timing slide show.

Internet: Internet and www : Evolution of Internet, services provided on Internet, access methods, future of Internet, browsing information from the web using popular Internet search engines ; E-mail : Opening accounts, creating, reading, printing, deleting, replying, forwarding, e-mail with or without attachment Computer Virus : Virus classifications, worm and trojan. effects of computer virus, the vulnerability of operating systems to virus, protection from virus and use of popular anti virus software.

UNIT-II

Official Correspondence: Noting in files, official letters, demi-official letters, office orders, memorandum/memo letters, notification, endorsement, Inter-departmental communication, circulars.

Advanced Phraseography, phrases related to business, banking, insurance and administration.

Intersections: Cutting of strokes for official and colloquial phrases; representation of round numbers and monetary units, their representative strokes; special list of words.

References : 1. V. Rajaraman : Fundamentals of Computer

2. Sanjay Saxena : MS-Office 2000 for Everyone

3. New Era Edition, Wheeler Publishing : Pitman Shorthand Instructor and Key

4. New Era Edition, Wheeler Publishing : 700 common Words Reading & Dictation Exercises

5. New Era Edition, Wheeler Publishing : Miscellaneous Correspondence in Pitman Shorthand

PAPER – B: COMPUTER APPLICATION & SHORTHAND (ENGLISH)(PRACTICAL)

Max. Marks : 60

Exam Hours : 3

ÉKeyboard Operations : Inculcation of accuracy in key boarding skills for typing a paragraph by using Typing Tutor Software. Minimum benchmark for accurate typing is the speed of 50 words per minute.

ÉMS EXCEL : Typing of spread sheet with at least 5-6 columns and 6-8 rows including main heading, column headings, calculations (max, min, sum, average, or simple arithmetic operations), formatting and page setting, saving and printing the same.

ÉMS Power Point : Creating a presentation with at least 7-8 slides including bulleted points, insertion of picture/clip arts, slide transition effects, custom animations, saving and printing the presentation

ÉOpening E-mail accounts, creating, reading, printing, deleting, replying, forwarding e-mail with or without attachment.

Scanning computer HDD, documents, attachments, pen-drive etc with Anti-Virus software.
Removing viruses and updating antivirus software

ÉTaking dictation of passage seen and unseen for five minutes at a speed of 80 w.p.m. and transcription of the same on computer

ÉPracticing drafting & typing official letters

ÉTaking dictation from different voices

Outlines of Tests, Syllabi and Courses of Reading for B.A./B.Com./B.Sc. in the Vocational subject of Principles and Practices of Insurance

Principles and Practices of Insurance

SEMESTER SYSTEM

Semester-I

Paper I: Insurance and Risk Management

Semester-II

Paper II: Life Insurance

Semester-III

Paper III: General Insurance-I

Semester-IV

Paper IV: General Insurance-II

Semester-V

Paper V: Insurance Finance and Legislation

Semester-VI

Paper VI: Insurance Business

Examinations: Paper will be divided into three sections; Section A will consist of six short answers type questions and students would be asked to attempt any four of 5 marks each. Section B and C will have four essay type questions from Unit-I and Unit-II each. Students will be asked to attempt any two from each section carrying 15 marks each.

Duration: 3 Hours

Theory- 80 marks

Assessment -20 marks

SEMESTER I

Paper -I: Insurance and Risk Management

Duration: 3Hours

Marks: 80

Objective: This paper will provide the basic knowledge of risk and insurance. This will serve as a base for acquiring knowledge about the different aspects of insurance business.

Unit-I

Risk Management

Concept of risk, Risk and Uncertainty, Perils, Hazards. Kinds of risks, Causes of risks, Essentials of insurable risks, Treatment of risk.

Insurance

Meaning and Nature of Insurance, Functions of Insurance. Insurance as a device to hedge risk. Insurance as a social security tool. Insurance and Economic Development. Scope and Limitations of Insurance.

Concept-Double Insurance, Reinsurance, Over Insurance, Under Insurance, Coinsurance.

Unit-II

Insurance Contract

Nature and Subject matter of contract of insurance.

Insurance Contract: Essentials and validity, Fundamental Principles of Insurance contract.

Indian Insurance Industry

Insurance Industry Structure, Public and Private Sector in Insurance Industry. Reforms and their impact on Indian Insurance Sector. Current Scenario of Insurance Industry in India.

Suggested Readings:

1. S.C.Sahoo and S.C.Dass: Insurance Management Text & Cases, Himalaya Publishing House, New Delhi.
2. George E.Rejda, Principles of Risk Management and Insurance, Tenth Ed. (2011), Pearson Education.
3. Gupta P.K., Insurance and Risk Management , Himalaya Publishing House; (2004)
4. K.C. Mishra & G.E. Thomas, General Insurance- Principles and Practices, (2009), Cengage Learning India Pvt.
5. M.N. Mishra and S.B.Mishra: Insurance: Principles and Practices, S. Chand and Sons, New Delhi.
6. Monika Mittal & Reena Matta, Insurance Management, Kalyani Publishers.
7. Insurance Institute of India, Mumbai, IC-01, Principles of Insurance.

SEMESTER II

Paper -II: Life Insurance

Duration: 3Hours

Marks: 80

Objective: By studying this paper, the students will be able to understand the principles & practices followed in life insurance business. The paper will acquaint the students with the different services and products offered under life insurance business.

Unit-I

Introduction

Meaning, Nature and Uses of Life insurance, Life Insurance as a Protection and Investment. Procedure of effecting a Life Insurance Policy, Proposal and Application Form, Policy Construction and Delivery. Procedure for Settlement of Claims.

Life Insurance Contract

Essential Elements and Distinguishing Features of a Life Insurance Contract. Principles of Life Insurance Contract- Utmost Good Faith, Insurable Interest, Proximate Cause, Warranties, Assignment and Nomination, Return of Premium. Unilateral and Aleatory Nature of Contract. Life Insurance Annuity Contract.

Policy Provisions: Grace Period, Lapse revival, Paid up policies, Nomination & Assignment, Surrender value, Caveat emptor, Suicide clause, Loan to policyholders.

Unit -II

Life Insurance Risk

Selection of Risk: Purpose of selection, Factors affecting life insurance risk, Classes of life risk, Methods of Calculating Economic Risk in Life Insurance Proposal.

Measurement of Risk: Construction of Mortality Table, Calculation of Premium.

Life Insurance Policies

Types of policies and their applicability to different situations.

Important Life Insurance Policies issued by LIC of India.

Individual Life Insurance vs. Group Life Insurance

Life Insurance Business

Life Insurance Players in India. Progress of Life Insurance Business in India.

Suggested Readings:

1. M.N. Mishra and S.B. Mishra, Insurance: Principles and Practices, Sultan Chand and Sons, New Delhi
2. Mehar Robert L.; Life Insurance: Theory and Practice, Business Publication, Texas.

3. Gupta, O.S.; Life Insurance (Frank Brothers, New Delhi).
4. Mishra, M.N.; Insurance Principles and Practices, Vikas Publishing House, Delhi.
5. H. Sathak, Life insurance in India, Response Books, New Delhi.
6. K.C. Mishra & C.S. Kumar, Life Insurance- Principles and Practice, (2009), Cengage Learning India Pvt. Ltd.
7. Huebner S.S. and Kenneth Black Jr.; Life Insurance, Prentice Hall inc. Eagle Wood Clifts, New Jersey.
8. Kenneth Black, JR. & Harold D. Skipper, JR. Life and Health Insurance, Thirteenth Ed. (2000), Pearson Education.
9. Insurance Institute of India, Mumbai, IC-33, Life Insurance.
10. Insurance Institute of India, Mumbai, IC-02, Practice of Life Insurance.

SEMESTER III

Paper –III: General Insurance- I

Duration: 3Hours

Marks: 80

Objective: This paper specifically deals with the main components of General Insurance viz. Fire and Marine insurance. The objective of the study is to familiarize the students with different aspects of policies and provisions of fire and marine insurance.

Unit I

Fire Insurance

Origin, Nature and Scope of Fire Insurance, Characteristics of Fire Insurance.

Fire Insurance Contract: Meaning of Fire under Fire Insurance Contract. Basic Principles of Fire Insurance Contract. Different kinds of risk covered, Hazards not covered.

Fire Insurance Policies: Kinds of Policies, Issue and Renewal of Policies. Procedure for effecting fire policy. Policy Conditions: Implied and Express Conditions.

Payment of Claims: Procedure for Settlement of Claims. Inspection of Risk, Contribution and Average, Salvage Corps, Waiver and Estoppel, Task of Adjustor, Payment and Discharge by Adjustor. Ex-gratia Payment.

Unit-II

Marine Insurance

Origin and Growth, Historical Preview of Marine Insurance, Organization of Lloyd's. Subject Matter of Marine Insurance, Marine Perils. Marine Insurance Market in India.

Marine Insurance Contract: Basic Elements of Marine Insurance Contract, Policy document. Procedure for obtaining marine insurance policy.

Marine Insurance Policies: Kinds of Policies, Policy Conditions.

Marine Losses: Total loss and Partial loss.

Payment of Claims: Procedure and Presentation of Claim. Requirements of the insured, Documents required, Liability of insurer under marine insurance.

Suggested Readings:

1. Karam Pal, B.S. Bodla and M.C. Garg: Insurance Management: Principles and Practices, Deep & Deep Publishers, New Delhi.
2. S.C. Sahoo and S.C. Dass: Insurance Management Text & Cases, Himalaya Publishing House, New Delhi.
3. M.N. Mishra and S.B. Mishra: Insurance: Principles and Practices, Sultan Chand and Sons, New Delhi
4. Jagroop Singh, Fundamentals of Insurance, Kalyani Publishers.
5. Insurance Institute of India, Mumbai, IC-34, General Insurance.

SEMESTER IV

Paper –IV: General Insurance-II

Duration: 3Hours

Marks: 80

Objective: The study of this paper will provide a glimpse of liability and property insurance with other miscellaneous insurances. The students will be able to know the common policies sold in the above branches of insurance along with their features and benefits.

Unit-I

Liability Insurance

Meaning, Scope, Nature and Importance of Liability Insurance. Types of liability insurance.

The Liability Risk- Basis of legal liability. Specific and All risk insurance.

Professional Liability Insurance- Physician Liability Insurance, Errors & Omissions Insurance

Property Insurance

Motor Insurance- Meaning, Types, Procedure and Claim.

Dwelling Property Insurance, Business Interruption Insurance, Aviation Insurance.

Rural Insurance: Crop Insurance, Livestock Insurance, Agriculture Pumping Set Insurance.

Miscellaneous Insurance

Burglary Insurance, Baggage Insurance, Money-in-transit Insurance, Fidelity Guarantee Insurance, Social Insurance.

Unit II

Health Insurance

Meaning, Need and Benefits of Health Insurance, Types of Health Insurance, Health Insurance Schemes of Various Insurance Companies.

Insurance Problems of Institutions: Problems of Educational and Religious Institutions, Hospitals, Clubs & Associations.

ECGC

Introduction to Export Credit and Guarantee Corporation. Risk assumed and Specific Policies issued by ECGC.

General Insurance Contract:

Procedure for getting Non-life policy, Documents required, Construction of policy, Alteration, Termination, Claim Settlement under Non-life policies, Functions of Adjuster, Growth and Weaknesses in General Insurance Sector.

Suggested Readings:

1. Hudda: Property and Liability Insurance, Prentice Hall, New Jersey.
2. Long & Gregg: Property and Liability Insurance (Hand Book, Himmewood, Richard D. Frwin)

3. George E. Rejda, Principles of Risk Management and Insurance, Tenth Ed. (2011), Pearson Education.
4. Monika Mittal & Reena Matta, Insurance Management, Kalyani Publishers.
5. Insurance Institute of India, Mumbai, IC-74, Liability Insurance.
6. Insurance Institute of India, Mumbai, IC-78, Miscellaneous Insurance.
7. Insurance Institute of India, Mumbai, IC-79, Liability and Engineering Insurance.

SEMESTER V

Paper –V: Insurance Finance and Legislation

Duration: 3Hours

Marks: 80

Objective: This paper provides the knowledge about the financial aspects of insurance business. Further, the study of this paper will help the students to learn and understand the basic laws and regulations concerning insurance industry and policyholders.

Unit-I

Introduction to Laws of Probability: Forecast of Future Events, Construction of Mortality Tables.

Premium Determination: Basic Factors, Types of Premium, Calculation of Net Single Premium in different policies, Calculations of Level Premiums, Calculation of Gross premium, Mode of loading for expenses.

Reserves and Surplus: Nature, Origin and importance of Reserves, Sources of Reserves, Methods of calculating reserves. Purpose and Sources of Surplus, Calculation process, Methods for distribution of surplus, Bonus options.

Surrender Value: Concept and Calculation of Surrender Value, Settlement options- cash value, reduced paid up, extended term, automatic premium loan.

Investment of funds: Need and Sources of funds, Principles of investments, Suitability, Investment policy of LIC and GIC.

Unit-II

Insurance Legislation

Brief study of Indian Insurance Act 1938

Detailed Study of Life Insurance Corporation of India Act, 1956

General Insurance Corporation of India Act, 1972

IRDA Act 1999- IRDA as regulatory body, Functions, Powers and Role.

Redressal of Grievances and Role of Insurance Ombudsman.

Suggested Readings:

1. Avtar Singh, M.N.Srinivasan's Principles of Insurance Law, eight Ed. (2006), Wadhwa & Co., Nagpur.
2. Govt. of India: Life Insurance Corporation of India Act, 1956.
3. S.C. Sahoo and S.C. Dass: Insurance Management Text & Cases, Himalaya Publishing House, New Delhi.
4. Govt. of India: General Insurance Corporation of India Act, 1972.
5. P.K. Gupta: Fundamentals of Insurance, Himalaya Publishing House, New Delhi.

6. M.N. Mishra and S.B. Mishra: Insurance: Principles and Practices, Sultan Chand and Sons, New Delhi
7. G. Panda and Monika Mittal, Principles and Practice of Insurance, Kalyani Publishers.

SEMESTER VI

Paper –VI: Insurance Business

Duration: 3Hours

Marks: 80

Objective: This paper will impart sound understanding of the underwriting practices and pricing of life and non-life insurances. It will also particularly help the students to acquire specialized knowledge and skills in the marketing of insurance products.

Unit-I

Insurance Underwriting

Meaning, Need and Objectives. Underwriting Process, Requisites of a good underwriting, Underwriting in life insurance and in Non-life insurance. Underwriting Practices in India.

Insurance Pricing: Meaning, Objectives, Types, Principles of rating (IRDA requirements). Rating in Life insurance, Treatment of sub-standard risks, Rate making in General Insurance.

Life vs. Non-life insurance pricing, Rate making entities.

Reinsurance: Meaning, Features, Advantages & Disadvantages, Methods and functions of reinsurance.

Unit-II

Product design & Development

Introduction and Classification of New Product, Product Development Process, Emerging, Scenario of Product Design in Insurance

Insurance Marketing

Concept, Factors for successful marketing, Functions and Methods of Insurance Marketing. Distribution Channels, Marketing Strategies of Insurance, Bancassurance.

Rules of Agency: Role & Functions of an Agent, Essential Qualities of an ideal insurance agent, Legal position of an insurance agent. Rules to Canvass Business from Prospective Customers, After Sale Services to Policyholders.

Suggested Readings:

1. G.N. Bajpai, Marketing Insurance, (2004), Global Business Press.
2. B. Raman, Selling Life Insurance- The Practical Way, (2009), Macmillan.
3. Jagroop Singh, Fundamentals of Insurance, Kalyani Publishers.
4. Monika Mittal & Reena Matta, Insurance Management, Kalyani Publishers.
5. Insurance Institute of India, Mumbai, IC-31, Insurance Salesmanship.
6. Insurance Institute of India, Mumbai, IC-85, Reinsurance.

Outlines of Tests, Syllabi and Courses of Reading for B.A./B.Sc. (General) Semester Examinations
in Vocational subject of **TAX PROCEDURE & PRACTICE.**

TAX PROCEDURE & PRACTICE

B.A./B.Sc. (General)

Semester –I

Paper-1: Income Tax Law and Practice - I 100 Marks

Semester - II

Paper-2: Income Tax Law and Practice ó II 100 Marks

Semester – III

Paper-3: Tax Procedure and Practice 100 Marks

Semester – IV

Paper-4-Wealth Tax and Central Sale Tax 100 Marks

Practical training and Viva Voce 50 Marks

Semester – 5

Paper:5: Custom Law Procedure and Practice 100 Marks

Semester – 6

Paper-6 Central Excise Procedure and Practice 100 Marks

Practical training and Viva Voce 50 Marks

TAX PROCEDURE & PRACTICE

B.A./B.Sc. (General)

1. Subject objectives general objectives

- (a) To familiarize the students with the Indian Tax System.
- (b) To acquaint the students with the procedure and practice of direct and indirect taxes.

2. Job Potential:

(i) Self/ Employment

Prepare returns and relevant documents, for small traders, small industries and people engaged in small and medium, business, necessary under direct and indirect tax law.

(ii) Wage Employment

Junior level positions in the various organisations such as:

- (a) Practising Chartered Accountant Firms
 - (b) Business Houses
 - (c) Industrial Undertakings and establishments,
 - (d) Sales Tax and Income Tax departments.
 - (e) Custom and Excise departments.
 - (f) Accounts department of various Central, State, local, self, Govt. Societies etc.
- (i) This can not go with Science subjects.
 - (ii) It can go with Commerce (B.Com. Pass)
 - (iii) It can go with B.A. Provided as student has done 10+2 with Accounting and Business Studies or Commerce.

3. Contents

(a) Syllabus (Theory and Practicals) – enclosed

(b) Business lab should be equipped with the following.

All Bare Acts related to direct and indirect taxes and various tax forms/returns/documents.

iv) Journals

The Institute of Chartered Accountants of India
Central Excise Law System Taxman

Semester – I

Paper-I: Income Tax Law and Practice – I

100 Marks

Income Tax- Basic Concepts, Distinction between Capital and Revenue, Basis of Charge(Residential Status), Incidence of tax, Exempted incomes, Heads of Income :Computation of Income from Salaries, Income from House Property, Income from Business and Profession including depreciation, Income from Capital Gains and Income from Other Sources.

Semester –II

Paper-2: Income Tax Law and Practice – II

100 Marks

Income of other persons included in Assessee's total Income (clubbing of Income), Setoff and carry forward of Losses, Deductions out of Gross total Income,Computation of Total Income of Individual, H.U.F. partnership firm and A.O.P.

Suggested Readings:

Direct Taxes, V.K Singhanian, Taxmann Publications

Income Tax Law & Practice, H.C. Mehrotra, SahityaBhawan Publications

Systematic Approach to Income Tax, Girish Ahuja, Bharat Law Publications

Indirect tax, V.S Date, Taxmann Publications

iv) Journals

The Institute of Chartered Accountants of India
Central Excise Law System Taxman

Semester-III

PAPER –3: TAX PROCEDURE AND PRACTICE

100 Marks

Objective: The objective of the course is to familiarize the students with the different issues relating to assessment of tax liability under the Income Tax Act.

Unit – 1

Return of Income and Procedure of Assessment of Individuals, Advance Payment of Tax, Deduction of Tax at Source, Income Tax Authorities Their Powers and Functions.

Unit – 2

Appeals and Revision, Penalties and Prosecution. Refunds, Interest Payable by /to assesses:

References:

1. V.P. Gaur, D.B. Narang, Puja Gaur, Rajeev Puri, Income Tax Law & Practice, Kalyani Publishers, 42th Edition, 2015.
2. Dr. V.K. Singhania & Dr. Monica Singhania, Students Guide to Income Tax, Taxmann, 2015.
3. Dr. Girish Ahuja, Dr. Ravi Gupta, Practical Approach to Direct & Indirect Tax, Bharat Publishers, 2015.
4. V.S. Date, Indirect Taxes Law and Practice, Taxmann, 2015, 34th Edition.

SEMESTER-IV

PAPER 4: WEALTH TAX AND CENTRAL SALE TAX

100 Marks

Objective: The objective of the course is to familiarize the students with the different issues relating to assessment of tax liability under the Wealth Tax Act and Central Sales Tax Act.

Unit – 1

Wealth Tax Act 1957 ó Basic Concepts and Definitions, Meaning & Definition of Asset, Deemed Assets, Exempted Assets, Valuation of Assets, Computation of Net Wealth & Wealth Tax Liability.

Unit – 2

Central Sales Tax Act 1956ó Its Features, Terms, Definitions, Registration of Dealer, Procedure of Assessment, Sales Tax Authorities Their Powers & Functions.

Note: The paper setter will consider the change upto 30th Sept.

References:

1. V.P. Gaur, D.B. Narang, Puja Gaur, Rajeev Puri, Wealth Tax Act & Central Sales Tax Act, Kalyani Publishers, Edition 2015.
2. Dr. Girish Ahuja, Dr. Ravi Gupta, Practical Approach to Direct & Indirect Tax, Bharat Publishers, 2015.
3. V.S. Date, Indirect Taxes Law and Practice, Taxmann, 2015, 34th Edition.

SEMESTER-V

Paper -5 Custom Law Procedure and Practice

UNIT -I

Custom act, 1962-An overview, Levy, Collection & exemption from custom duties- specific issues and case studies; date of determination of duties, assessment and payment of duties; recovery and refund of customs duties. Clearance of imported and exported goods ó procedure, including baggage and goods imported or exported by post and stores ; provisions relating to coastal goods and vessels carrying coastal goods. Prohibitions/restrictions of export and imports.

UNIT- II

Determination of Drawback of customs duties ó law and procedure. Transportation and warehousing ó rules and regulations Confiscation of goods and conveyances and imposition of penalties; search, seizure and arrest, offences and prosecution provisions. Adjudication, Appellate and Revision provisions; Settlement of Cases ó provisions and procedures.

Customs Laws

- **Centax Publications (P) Ltd.**, Defence Colony, New Delhi - 110003
 1. Customs Law Manual
 - R.K. Jain
 2. Customs Law & Procedures
 - S.P. Bhatnagar

SEMESTER-VI

Paper – 6: Central excise Procedure and Practice

UNIT-I

Central Excise Act, 1944-meaning levy and collection. Basis of chargeability of duties of central excise ó goods manufacture classification and valuation of excisable goods ó specific issues and case studies; assessment procedure (including Advance Rulings provisions), exemption, payment, recovery and refunds of duties.

Clearance of excisable goods; clearances and procedures under SRP, including an overview of accounts, records and returns to be maintained/filed.

UNIT- II

Set-off of duties ó meaning, scheme of set off/input duty relief schemes; concepts under the Value Added Tax. Central Excise Concessions on exports - provisions and procedures. Search, seizure and Investigation provisions; offences and penalty provisions. Adjudication, Appellate and Revision provisions - law, procedures and practices including appearance before CEGAT by Company Secretary as an authorized representative. Provisions of law and procedure in respect of settlement of cases.

Central Excise Laws

- **Centax Publications (P) Ltd.**, Defence Colony, New Delhi - 110003
 1. Central Excise Manual
 - R.K. Jain
 2. Central Excise Tariff
 - R.K. Jain
- **Wadhwa & Company**, Nagpur
 1. Guide to Central Excise ó Law and Practice (Vol. I)
 - Arvind P. Datar
- **Modern Law Publications**, Allahabad
 1. Central Excise ó Law and Procedure (Vol . I & II)
 - Acharya Shuklendra
 2. Excuse Guide to SSI

Outlines of Tests, Syllabi and Courses of Reading for B.A./B.Sc. (General) Semester Examinations in Vocational subject of RETAIL MARKETING

ELIGIBILITY

Paper-I (Semester- I and II)

- Students at the under graduate level from any stream can opt. Student can take this course only during graduation.
- Eligibility is pass marks (35% marks) at + 2 level

Paper-II (Semester-III and IV)

- 50% marks in Paper-I

Paper-III (Semester V and VI)

- 50% marks in Paper-II

Retail Marketing

Semester –I

TIME: 3 Hours

Max. Marks: 150

Theory: 80

Int. Ass.:20

Project Report: 50

Instructions for the Paper Setter/examiner:

Section-A:

This section will consist of 15 very short Questions covering the whole syllabus. The students are required to attempt 10 questions. Each question will carry two marks. Total weightage of this section being 20 marks.

Section –B:

This section will consist of 4 Questions covering Part-I of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Section- C:

This section will consist of 4 Questions covering Part II of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Internal Assessment should be based on periodical Tests, written assignment and class participation. Note: Use of non-programmable calculator is allowed.

Part-I

Introduction to Retailing- Meaning, Nature of Retailing, Retailing and Economic significance, Types of Retailers- Characteristics, Food, General Merchandise, Non-store retailing, Service retailing, Theories of Retail Institutional Change

Retailing Channels- Multichannel Retailing- Retail channels for interacting with customers, Issues in Multichannel Retailing, Shopping Experience

Part-II

Introduction to Retail Marketing- Concept of Retail Marketing, Retailing and Marketing, Concept of Marketing, Difference between Marketing and Selling, Marketing Management tasks, Marketing Orientation

Retail Environment- Forces in retailers micro environment- Suppliers, Intermediaries, Customers, Competitors; Forces in retailers macro environment- Demographic, Political/Legal, Social/Cultural, Economic, Technological; Trends in Indian Retail Industry

Suggested References:

1. A.Sivakumar- Retail Marketing
2. David Gilbert- Retail Marketing

3. Michael Levy and Barton A Weitz, Retailing Management, Tata Mc Graw Hill, New Delhi, 2001
4. Malcolm Sullivan and Dennis Adcock- Retail Marketing
5. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
6. Swapana Pradhan- Retailing Management
7. Barry Berman, Joel R Evans- Retail Management: A strategic approach
8. A.J. Lamba- The Art of Retailing

Semester –II

TIME: 3 Hours

Max. Marks: 150

Theory: 80

Int. Ass.:20

Project Report: 50

Instructions for the Paper Setter/examiner:

Section-A:

This section will consist of 15 very short Questions covering the whole syllabus. The students are required to attempt 10 questions. Each question will carry two marks. Total weightage of this section being 20 marks.

Section –B:

This section will consist of 4 Questions covering Part-I of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Section- C:

This section will consist of 4 Questions covering Part II of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Internal Assessment should be based on periodical Tests, written assignment and class participation. Note: Use of non-programmable calculator is allowed.

Part-I

Consumer Behaviour and Retail Operations- Consumer Buying Behaviour in retail, Main theories of Consumer Behaviour, The Buying Decision Process and Implications for retail management, Social factors influencing Buying Process

Retail Marketing Segmentation- Importance of Market Segmentation in retail, Targeted marketing efforts, Criteria for effective Segmentation, Dimensions of Segmentation, Positioning Decisions, Limitations of Market Segmentation

Part-II

Service Management and Quality in Retailing- Concept of Retailing, Service- Product Concept, Intangible and Tangible product continuum, Classification of service and quality, Implementation of service management, Key terms for quality, Characteristics of Quality, Quality Auditing systems

Retail Marketing Mix and Retail Product- Marketing mix, Marketing mix for services, Target markets, Retail product, Breakdown of Retailing as a Product- Service, Quality, Merchandise, Brand Name, Features and Benefits and Atmospheric

Suggested References:

1. A.Sivakumar- Retail Marketing
2. David Gilbert- Retail Marketing
3. Michael Levy and Barton A Weitz, Retailing Management, Tata Mc Graw Hill, New Delhi, 2001
4. Malcolm Sullivan and Dennis Adcock- Retail Marketing
5. George H, Lucas Jr., Robert P.Bush, Larry G Greshan- Retailing
6. Swapana Pradhan- Retailing Management
7. Barry Berman, Joel R Evans- Retail Management: A strategic approach
8. A.J. Lamba- The Art of Retailing

Retail Marketing

Paper-II

Semester –III

TIME: 3 Hours

Max. Marks: 150

Theory: 80

Int. Ass.:20

Project Report: 50

Instructions for the Paper Setter/examiner:

Section-A:

This section will consist of 15 very short Questions covering the whole syllabus. The students are required to attempt 10 questions. Each question will carry two marks. Total weightage of this section being 20 marks.

Section –B:

This section will consist of 4 Questions covering Part-I of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Section- C:

This section will consist of 4 Questions covering Part II of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Internal Assessment should be based on periodical Tests, written assignment and class participation. Note: Use of non-programmable calculator is allowed.

Part-I

Retail Marketing Strategy- Introduction, Target Market and Retail Format, Building a sustainable competitive advantage, Strategic Retail Planning Process

Retail Store Location- Introduction, Types of Retail Stores Locations, Factors affecting Retail Location Decisions- Country/Region analysis, Trade area analysis, Site evaluation, Site selection, Location based retail strategies

Part-II

Human Resource Management in Retailing- Gaining competitive advantage through HRM, Designing Retail organization structure, Motivating Retail employees, Building Employee Commitment, Issues in Retail HRM

Retail Merchandising- Understanding Merchandising Management, Retail Merchandising Management Process, Methods of Planning and Calculating Inventory levels, Category Management

Suggested References:

1. A.Sivakumar- Retail Marketing
2. David Gilbert- Retail Marketing
3. Michael Levy and Barton A Weitz, Retailing Management, Tata Mc Graw Hill, New Delhi, 2001
4. Malcolm Sullivan and Dennis Adcock- Retail Marketing
5. George H, Lucas Jr., Robert P.Bush, Larry G Greshan- Retailing
6. Swapana Pradhan- Retailing Management
7. Barry Berman, Joel R Evans- Retail Management: A strategic approach
8. A.J. Lamba- The Art of Retailing

Semester-IV

TIME: 3 Hours

Max. Marks: 150

Theory: 80

Int. Ass.:20

Project Report: 50

Instructions for the Paper Setter/examiner:

Section-A:

This section will consist of 15 very short Questions covering the whole syllabus. The students are required to attempt 10 questions. Each question will carry two marks. Total weightage of this section being 20 marks.

Section –B:

This section will consist of 4 Questions covering Part-I of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Section- C:

This section will consist of 4 Questions covering Part II of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Internal Assessment should be based on periodical Tests, written assignment and class participation. Note: Use of non-programmable calculator is allowed.

Part-I

Retail Pricing- Introduction, Price Sensitivity, Factors affecting Price Sensitivity, Price Strategies, Factors influencing Pricing, Approaches to Pricing the Retail Product- Cost Oriented Pricing, Demand Oriented Pricing

Retail Communication and Retail Promotion Mix: Advertising- Communicating with the retail customer- Retail Promotion Mix- Advertising, Evolution of Advertising, Objectives of Advertising, Functions of Advertising, Advantages of Advertising to retailers, Advantages of Advertising to Consumers, Advantages of Advertising to Society, Characteristics of good advertisement, Objections to Advertisement: Economic Objections, Social Objections, Ethical Objections, Advertising Media, Factors governing the selection of Media, Types of Media, Advertising Agency

Part-II

Retail Promotion Mix: Sales Promotion, Personal Selling & Public Relations- Sales Promotion- Meaning and Definition of Sales Promotion, Importance of Sales Promotion, Limitations of Sales Promotion, Causes for the increase in sales promotion activities, Methods of sales promotion; Relationship Marketing and Loyalty Schemes; Personal Selling- Qualities of Personal selling, Objectives of Personal Selling, Factors to be considered while taking decisions as to retail selling, Essentials of Retail Salesmanship, Personal Selling Process; Public relations- Concept, Components, Need for Public Relations

Retail Store Management and Store Design- Recruiting and Selecting store employees, Socializing and Training new store employees, Motivating and Managing store employees, Evaluating store employees and providing feedback, Compensating and Rewarding Store employees, Store Design, Store Layout, Visual Merchandising

Suggested References:

1. A.Sivakumar- Retail Marketing
2. Dravid Gilbert- Retail Marketing
3. Michael Levy and Barton A Weitz, Retailing Management, Tata Mc Graw Hill, New Delhi, 2001
4. Malcolm Sullivan and Dennis Adcock- Retail Marketing
5. George H, Lucas Jr., Robert P.Bush, Larry G Greshan- Retailing
6. Swapana Pradhan- Retailing Management
7. Barry Berman, Joel R Evans- Retail Management: A strategic approach
8. A.J. Lamba- The Art of Retailing

Retail Marketing

Semester-V

TIME: 3 Hours

Max. Marks: 150

Theory: 80

Int. Ass.:20

Project Report: 50

Instructions for the Paper Setter/examiner:

Section-A:

This section will consist of 15 very short Questions covering the whole syllabus. The students are required to attempt 10 questions. Each question will carry two marks. Total weightage of this section being 20 marks.

Section –B:

This section will consist of 4 Questions covering Part-I of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Section- C:

This section will consist of 4 Questions covering Part II of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Internal Assessment should be based on periodical Tests, written assignment and class participation. Note: Use of non-programmable calculator is allowed.

Part-I

Management of Retail Brand- definition of Brand, Role of the Brand, Brand Loyalty, Brand Positioning, Brand Proposition, Brand Name, Brand Awareness, Corporate Branding, Types of Brand Extension, Advantages and Disadvantages of Brand Extension, Risks of Brand Extension

Customer Service- Introduction, Strategic advantage through customer service, Setting Service standards, Meeting and Exceeding service standards, Communicating the service promise, Service recovery

Part-II

Information Technology in Retail Marketing- Introduction, Growing role of Information technology in retail marketing, Advantages and disadvantages of IT in retailing, The Future of Retailing, Online Retail Marketing

Consumerism and Ethics in Retailing- Different pressure for a company to be socially responsible, Consumerism, Criticism of Marketing activity, Product misuse and safety issues, Green issues, Corporate Social responsibility

Suggested References:

1. A.Sivakumar- Retail Marketing
2. David Gilbert- Retail Marketing
3. Michael Levy and Barton A Weitz, Retailing Management, Tata Mc Graw Hill, New Delhi, 2001
4. Malcolm Sullivan and Dennis Adcock- Retail Marketing
5. George H, Lucas Jr., Robert P.Bush, Larry G Greshan- Retailing
6. Swapana Pradhan- Retailing Management
7. Barry Berman, Joel R Evans- Retail Management: A strategic approach
8. A.J. Lamba- The Art of Retailing

Semester-VI

TIME: 3 Hours

Max. Marks: 150

Theory: 80

Int. Ass.:20

Project Report: 50

Instructions for the Paper Setter/examiner:

Section-A:

This section will consist of 15 very short Questions covering the whole syllabus. The students are required to attempt 10 questions. Each question will carry two marks. Total weightage of this section being 20 marks.

Section –B:

This section will consist of 4 Questions covering Part-I of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Section- C:

This section will consist of 4 Questions covering Part II of the syllabus. The students are required to attempt 2 questions. Each question will carry 15 marks. Total weightage of this section being 30 marks.

Internal Assessment should be based on periodical Tests, written assignment and class participation. Note: Use of non-programmable calculator is allowed.

Part-I

Customer Relationship Management in Retailing- Introduction, Benefits of Relationship Marketing, Management of Relationship, Principles of CRM, Customer Relationship Management Strategies, Components of CRM, Customer Service in Retailing, CRM and Loyalty Program

Part-II

International Retailing- Internationalization of Retailing, Evolution of International Retailing, Motives of International retailing, International retail environment- Socio-cultural, Economic, Political, Legal and Technological

Rural Retailing- Introduction, an Overview of the Indian Rural Market, Role of Rural retailing in India, Challenges in Indian Rural Market, Future of Rural retailing

Suggested References:

1. A.Sivakumar- Retail Marketing
2. David Gilbert- Retail Marketing
3. Michael Levy and Barton A Weitz, Retailing Management, Tata Mc Graw Hill, New Delhi, 2001
4. Malcolm Sullivan and Dennis Adcock- Retail Marketing
5. George H, Lucas Jr., Robert P.Bush, Larry G Greshan- Retailing
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