

**Syllabus for Bachelor of Commerce (Vocational) Scheme
w.e.f. 2013-2014**

**Tourism and Travel Management
(Vocational Course)**

Each student who has opted for the above said course shall opt two theory papers in each Semester in addition to four papers common with B.Com. General scheme.

Outline of B.Com. (Vocational) Tourism and Travel Management

Semester –I

Paper Code	Subject	External	Internal	Max. Marks
BC-101	Financial Accounting	80	20	100
BC-102	Business Communication Skills	80	20	100
BC-104	Principles of Management	80	20	100
BC-105	Business Mathematics-I	80	20	100
BC(Voc)-105	Tourism Business – I	80	20	100
BC(Voc)-106	Tourism Products – I	80	20	100

Semester –II

Paper Code	Subject	External	Internal	Max. Marks
BC-201	Advanced Financial Accounting	80	20	100
BC-203	Business Environment	80	20	100
BC-204	Organisational Behaviour	80	20	100
BC-205	Business Mathematics-II	80	20	100
BC(Voc)-205	Tourism Business – II	80	20	100
BC(Voc)-206	Tourism Products – II	80	20	100
	Environmental Studies:(Qualifying Paper)*	-	-	100

Semester –III

Paper Code	Subject	External	Internal	Max. Marks
BC-301	Corporate Accounting-I	80	20	100
BC-302	Business Statistics	80	20	100
BC-304	Principles of Marketing	80	20	100
BC-305	Business Laws-I	80	20	100
BC(Voc)-305	Tourism Marketing – I	80	-	80
BC(Voc)-306	Travel Agency: Tour Operations Business – I	80	-	80
BC(Voc)-307	Field Trip Report	-	-	40

Semester –IV

Paper Code	Subject	External	Internal	Max. Marks
BC-401	Corporate Accounting-II	80	20	100
BC-403	Financial Management	80	20	100
BC-404	Company Law-I	80	20	100
BC-405	Business Laws-II	80	20	100
BC(Voc)-405	Tourism Marketing – II	80	20	100
BC(Voc)-406	Travel Agency: Tour Operations Business – II	80	20	100

Semester –V

Paper Code	Subject	External	Internal	Max. Marks
BC-501	Cost Accounting	80	20	100
BC-502	Entrepreneurship Development	80	20	100
BC-503	Income Tax-I	80	20	100
BC-504	Company Law-II	80	20	100
BC(Voc)-505	Emerging Concepts for Effective Tourism Development – I	80	-	80
BC(Voc)-506	Information, Communication and Automation in Tourism Industry - I	80	-	80
BC(Voc)-507	Training/Project Reports	-	-	40

Semester- VI

Paper Code	Subject	External	Internal	Max. Marks
BC-601	Management Accounting	80	20	100
BC-602	Auditing	80	20	100
BC-603	Income Tax-II	80	20	100
BC-604	Security Market Operations	80	20	100
BC(Voc)-605	Emerging Concepts for Effective Tourism Development - II	80	20	100
BC(Voc)-606	Information, Communication and Automation in Tourism Industry - II	80	20	100

Examination of each theory paper shall be of 3 hours duration. The students shall be sent for Field Trips and Training at the end of B.com- IInd Semester and B.Com-IV Semester examinations for a period of 4 weeks and 6 Weeks respectively. Not more than two students be allowed to take training in the same organization. They will have to submit hand written Field Trip and Training/Project Reports at least one month before the commencement of B.Com-IIIrd Semester and B.Com- Vth Semester examinations respectively. The *hand written project report/training report* of B.Com. Vocational Course will be evaluated by external and internal examiners. There will be a viva-voce of the project report/training report.

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

*The Qualifying paper-Environmental Studies I and II shall be taught in the Ist and IInd Semester. However, the examination will be conducted alongwith IInd Semester.

BC(Voc)-105
Tourism Business-I

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Definition of Tourism, Understanding the terms Tourist, Excursionist, Visitor, Vacationer, Tourist resource, Tourism Product and Destination, Nature and scope of tourism, Components and types of Tourism

Tourism as an Industry, Performance of tourism in India over the Years, Problems and Prospects of Tourism in India, Tourism Education and its Significance for Tourism Industry,

Factors Responsible for Growth and development of Tourism at the Global level, Tourism trends at international level, Economic impacts of tourism, Socio-cultural impacts of tourism.

Suggested Readings:

1. Christopher J. Holloway- The Business of Tourism Macdonald and Evans, 1983.
2. A.K. Bhatia- Tourism Development Principles and Practices Sterling Publishers, New Delhi.
3. Anand M.M.- Tourism and Hotel Industry in India: Sterling Publishers, New Delhi.
4. Kaul R.H. Dynamics of Tourism: A Terilogy, Sterling Publishers, New Delhi.
5. IITTM- Growth of Modern Tourism Manograph: IITTM, New Delhi 1989.
6. Burhat & Madlik- Tourism- Past, Present and Future, Heinermann, London.
7. Wahab, S.E.- Tourism Management: tourism International Press, London, 1986.
8. Brymer, Robert A- Introduction of Hotel and Restaurant Management: HUB Publication Co., Iowa, 1984.

BC(Voc)-106
Tourism Products-I

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Socio-cultural Resources-I: Indian culture through the Ages - a general survey, Major Religions of India, Concept of pilgrimage and major pilgrimage centres of India.

Socio-cultural Resources-II: (Architecture in India), Landmarks of Buddhist and Jain architecture, Major specimen of Hindu architecture in central, southern and eastern parts of India, Important monuments belonging to Islamic and British periods.

Socio-cultural Resources-III: (performing Arts of India), Major fair and festivals of India, Classical dances and music of India, Indian handicrafts.

Suggested Readings:

1. Precy Brawan - Indian Architecture - Hindu and Buddhist Period.
2. Harle J.C. - The Art and Architecture of Indian Subcontinent.
3. Bharatiya Vidhya Bhawan : Imperial Unity
4. Bharatiya Vidhya Bhawan : Classical Age
5. Acharya Ram - Tourism & Culture Heritage of India : Rosa Publication (Jaipur, 1986).
6. Basham A.L. : The Wonder That Was India: Rupa and Co.: Delhi-1988.
7. Basham A.L. - The Gazette of India : History and Culture, Vo1.2, Publication Division, Ministry of Information and Broadcasting, Government of India, 1988.
8. Hussain, A.A- The National Culture of India, National Book Trust, New Delhi, 1987.
9. Mukerjee, R.K.- The Culture and Art of India : George Allen and Unwin Ltd., London 1969.
10. The Treasure of Indian Museums - Marg Publication, Bombay.

BC(Voc)-205
Tourism Business-II

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- Domestic tourism development in India
- Domestic vs International Tourism
- Role of different tourism organizations
- WTO, PATA, IATA, TAAI, IATO

Suggested Readings:

1. Christopher J. Holloway- The Business of Tourism Macdonald and Evans, 1983.
2. A.K. Bhatia- Tourism Development Principles and Practices Sterling Publiershers, New Delhi.
3. Anand M.M.- Tourism and Hotel Industry in India: Sterling Publishers, New Delhi.
4. Kaul R.H. Dynamics of Tourism: A Terilogy, Sterling Publishers, New Delhi.
5. IITTM- Growth of Modern Tourism Manograph: IITTM, New Delhi 1989.
6. Burhat & Madlik- Tourism- Past, Present and Future, Heinermann, London.
7. Wahab, S.E.- Tourism Management: tourism International Press, London, 1986.
8. Brymer, Robert A- Introduction of Hotel and Restaurant Management: HUB Publication Co., Lowa, 1984.

BC(Voc)-206
Tourism Products-II

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Natural Tourist Resources-I

- Major Physiographic units of India: Tourist Resources in Mountains with special references to Srinagar Valley, Shimla, Nainital, Darjeeling and Gangtok.
- Indo-Ganga-Brahmaputra Plain: Main Tourist Resources and main Destinations with special reference to Amritsar, Delhi, Allahabad, Lucknow, Kolkata.

Natural Tourist Resources-II

- Peninsular India: Tourist Resources in Peninsula with special reference to Khajuraho, Ajanta, Ellora, Hyderabad, Bangalore, Mysore
- Coastal Plains and Islands with special reference to Mumbai, Goa, Cochin, Chennai and Andaman and Nicobar.

Suggested Readings:

1. Percy Brown - Indian Architecture - Hindu and Buddhist Period.
2. Harle J.C. - The Art and Architecture of Indian Subcontinent.
3. Bharatiya Vidhya Bhawan : Imperial Unity
4. Bharatiya Vidhya Bhawan : Classical Age
5. Acharya Ram - Tourism & Culture Heritage of India : Rosa Publication (Jaipur, 1986).
6. Basham A.L. : The Wonder That Was India: Rupa and Co.: Delhi-1988.
7. Basham A.L. - The Gazette of India : History and Culture, Vo1.2, Publication Division, Ministry of Information and Broadcasting, Government of India, 1988.
8. Hussain, A.A- The National Culture of India, National Book Trust, New Delhi, 1987.
9. Mukerjee, R.K.- The Culture and Art of India : George Allen and Unwin Ltd., London 1969.
10. The Treasure of Indian Museums - Marg Publication, Bombay.

BC(voc)-305
Tourism Marketing-I

Max. Marks: 80

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Concept of Marketing, Services Marketing and Tourism Marketing. Distinction between Products and Services. Implications of this difference for Tourism Marketing.

Marketing Environment and its Analysis(swot) Concept of Marketing mix and its elements, Developing Marketing mix for Tourism. Internal Marketing, Customer Relationship Management: Concept, Importance and Strategies.

Suggested References:

1. Kotler Philip. Bowen John and Makens James Marketing for Hospitality & Tourism. Person Education 2004.
2. Lovelock Christopher, Wirtz Jochen--Services Marketing, Pearson Education 2004.
3. Alan Jefferson & Leinard Lickorish, "Marketing Tourism".
4. American Marketing Association, Journal of Marketing (Quartely).
5. Andrew Vladmir, a Complete Travel marketing handbook NTC, Business Books, Illinois 1990.
6. Asworth, Gregory and Brian G. (ed) Marketing Tourism Places, Routledge, London, 1990.
7. Braden, P.V. and Wiener, L., Tourism Marketing and Management Issues. George Washington University, 1980.
8. Christopher, H. Lovelock, Services Marketing, Prentice Hall, Eaglewood Cliffs, 1984.
9. Donnelly, J.H. and George, W.H. Marketing of Service Chicago, 1984.
10. Green, P. and Tull, D., Research for Mareting Decision Prentice Hall, 1978.
11. Holloway, J.C. and Plant R.V. Marketing for Tourism, Pitman Publishing, London, 1980.
12. King, Brian and Geoff. Hyde, Tourism marketing in Austrilia.
13. Lotler, Philip, Marketing for Non-Profit Organsation, Prentice Hall, New Jersey, 1975.
14. Luther, W.M., the Marketirig Plan: How to Purpose and Imlement, Amn, Com. New York, 1982.
15. McCarthy, E.J., Basic Marketing. A Management Approach.

BC(Voc)-306
Travel Agency: Tour Operations Business-I

Max. Marks: 80

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Travel Agency/four Operations-meaning, definition, types, significance and growth over the year.

Function of Travel agencies and tour operators. Linkages and integrations in tour operation business.

Travel Agency Organisation Structure-Meaning and significances. Procedure for recognitions of Travel Agency and tour operations from Ministry of Tourism Govt. of India.

Suggested References:

1. Merissen, Jome, W.: Travel Agents and Tourism.
2. Foster. D. The Business of Travel Agency.
3. Aggarwal Surinder: Travel Agency Management (Communication India 1983).
4. Geo. Chack Profession Travel Agency Management (Prentice Hall, London, 1 90).
5. IATA, IATO, TAAI, Mannal.
6. William Cordy Travel in India.
7. National Publishers. The World of Travel, (National Publishers, Delhi, 1979).

**BC (Voc)-405
Tourism Marketing-II**

External Marks: 80

Internal Marks: 20

Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

The Tourism Product: Concept. Packaging & Branding of Tourism Products Tourism Product life cycle and difference marketing strategies for different of life cycle.

Supply of Tourism Product: Planning Service Environment. Balancing Demand & Capacity, Managing Distribution chain for effective supply.

Destination Marketing: Destinations as Tourism Product, Categorization of Destinations(Plog's), Visitors Segments of a destination (Cohen's classification), Development and Marketing a new Destination.

Suggested References:

1. Kotler Philip. Bowen John and Makens James Marketing for Hospitality & Tourism. Person Education 2004.
2. Lovelock Christopher, Wirtz Jochen--Services Marketing, Pearson Education 2004.
3. Alan Jefferson & Leinard Lickorish, "Marketing Tourism".
4. American Marketing Association, Journal of Marketing (Quartely).
5. Andrew Vladimir, a Complete Travel marketing handbook NTC, Business Books, Illinois 1990.
6. Asworth, Gregory and Brian G. (ed) Marketing Tourism Places, Routledge, London, 1990.
7. Braden, P.V. and Wiener, L., Tourism Marketing and Management Issues. George Washington University, 1980.
8. Christopher, H. Lovelock, Services Marketing, Prentice Hall, Eaglewood Cliffs, 1984.
9. Donnelly, J.H. and George, W.H. Marketing of Service Chicago, 1984.
10. Green, P. and Tull, D., Research for Mareting Decision Prentice Hall, 1978.
11. Holloway, J.C. and Plant R.V. Marketing for Tourism, Pitman Publishing, London, 1980.
12. King, Brian and Geoff. Hyde, Tourism marketing in Austrilia.
13. Lotler, Philip, Marketing for Non-Profit Organsation, Prentice Hall, New Jersey, 1975.
14. Luther, W.M., the Marketirig Plan: How to Purpose and Imlement, Amn, Com. New York, 1982.
15. McCarthy, E.J., Basic Marketing. A Management Approach.

BC (Voc)-406
Travel Agency: Tour Operations Business-II

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Tour Packaging-Concept, meaning, types. Role and contribution of Air India. Indian airlines and India Railways in Promotion of tour package business.

Role and contribution of Tourism Trade Associations in the healthy growth and development of tour business- IATO, TAAI, IATA, PATA.

Suggested References:

1. Merissen, Jome, W.: Travel Agents and Tourism.
2. Foster. D. The Business of Travel Agency.
3. Aggarwal Surinder: Travel Agency Management (Communication India 1983).
4. Geo. Chack Profession Travel Agency Management (Prentice Hall, London, 1990).
5. IATA, IATO, TAAI, Mannal.
6. William Cordy Travel in India.
7. The World of Travel, (National Publishers, Delhi, 1979).

BC (Voc)-505
Emerging Concepts for Effective Tourism Development - I

Max. Marks: 80

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Types of Tourism, International and Domestic Tourism, Hard and Soft Tourism, Pilgrimage Tourism, Adventure Tourism, Eco Tourism, Green Tourism, Heritage and Cultural Tourism, Senior citizen Tourism, Village Tourism, Sustainable Tourism

Tourism Policy: Meaning, definition and objectives; Rationale for the development of tourism; dynamics of destination development, the elements of tourist destination, emerging tourism policy paradigms.

National Development Council (1982) Report; National Action Plan (1992); Tourism Policy of India after independence National Tourism Policy 2002; International Tourism trends during the five year plans in India; New policies on Tourism and Civil Aviation in India.

References

1. Kaul R.H. Dynamics of Tourism: A Terilogy, Sterling Publishers, New Delhi.
2. Chuck, Gee; Professional Travel Agency Management, Prentice Hall, London.
3. Pareek, Udai; HRD: New Dimension, Tata McGraw Hill, New Delhi.
4. Silveria, D.L., HRD: The Indian Experience, New Book Publications, New Delhi.
5. Kamra, Krishan K., Managing Tourist Destination, Kanishka Publishers and Distributors, New Delhi.
6. Bhatia, S.K., Business Ethics and Managerial Values, Deep & Deep Publications Pvt. Ltd., New Delhi.
7. Bhatia, S.K., Business Ethics & Corporate Governance, Deep & Deep Publications Pvt. Ltd., New Delhi.
8. National Development Council Report, Ministry of Tourism, Govt. of India, New Delhi.
9. National Action Plan, 1992 (Draft) Ministry of Tourism, Govt. of India, New Delhi.
10. Report – Workshop on Tourism Legislation – February 20-23, 1988, IITTM, New Delhi.
11. National Policy Documents, 2002.
12. Consumer’s Protection Act, 1986.
13. Tourist Statistic, Department of Tourism, Ministry of Tourism, Government of India, New Delhi.

BC (Voc)-506
Information, Communication and Automation in Tourism Industry-I

Max. Marks: 80

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Importance of Information in Tourism, Management Information System, Role of Market Research in information management.

Communication in Tourism Industry between different partners. Integrated communication system. Advertising & Public Relations as tools of communication.

Automation in Tourism Industry – Use of Information Technology & Computers. Central Reservation System in different sectors.

References:

1. Kotler Philip, Bowen John and Makens James “marketing for Hospitality & Tourism, Pearson Education 2004.
2. Lovelock Christopher, Wirtz Jochen – Services Marketing, Pearson Education 2004.
3. Alan Jefferson & Leonard Lickorish, “Marketing Tourism.
4. American Marketing Association, Journal of Marketing (Quarterly).
5. Andrew Vladmir, a Complete Travel Marketing Handbook NTYC, Business Books, Illinois, 1975.
6. Ashworth, Gregory and Brian G. (ed) Marketing Tourism Places, Routledge, London, 1990.
7. Braden, P.V. and Wiener, L., Tourism Marketing and Management Issues, George Washington University, 1980.
8. Christopher, H. Lovelock, Services Marketing, Prentice Hall, Eagle-wood Cliffs, 1984.
9. Donnelly, J.H. and George, W.H., Marketing of Service Chicago, 1984.
10. Green, P. and Tull, D., Research for Marketing Decision Prentice Hall, 1978.
11. Holloway, J.C. and Plant R.V., Marketing for Tourism, Pitman Publishing, London, 1980.
12. King, Brian and Geoff, Hyde, Tourism Marketing in Australia.
13. Kotler, Philip, Marketing for Non-profit Organisation, Prentice Hall, New Jersey, 1975.
14. Luther, W.M., the Marketing Plan: How to Purpose and Implement, Amn. Com, New York, 1982.
15. McCarthy, E.J., Basic Marketing: A Management Approach.

BC (Voc)-605
Emerging Concepts for Effective Tourism Development - II

External Marks: 80

Internal Marks: 20

Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Tourism Legislation guidelines from Department of Tourism, Ministry of Tourism, Government of India concerning – Approval of Tour Operators/travel Agencies, Approval of Hotels. Business; Business ethics and their relevance in tourism; Consumer’s Protection Act 1986 (Relevant provisions for tourism).

HRD – Meaning, definition, objectives and significance in tourism industry. HRD systems – Recruitment, Selection, Manpower Planning in public and private sectors in Indian tourism industry.

Security and Safety issues in tourism, Environmental issues.

References

1. Kaul R.H. Dynamics of Tourism: A Terilogy, Sterling Publishers, New Delhi.
2. Chuck, Gee; Professional Travel Agency Management, Prentice Hall, London.
3. Pareek, Udai; HRD: New Dimension, Tata McGraw Hill, New Delhi.
4. Silveria, D.L., HRD: The Indian Experience, New Book Publications, New Delhi.
5. Kamra, Krishan K., Managing Tourist Destination, Kanishka Publishers and Distributors, New Delhi.
6. Bhatia, S.K., Business Ethics and Managerial Values, Deep & Deep Publications Pvt. Ltd., New Delhi.
7. Bhatia, S.K., Business Ethics & Corporate Governance, Deep & Deep Publications Pvt. Ltd., New Delhi.
8. National Development Council Report, Ministry of Tourism, Govt. of India, New Delhi.
9. National Action Plan, 1992 (Draft) Ministry of Tourism, Govt. of India, New Delhi.
10. Report – Workshop on Tourism Legislation – February 20-23, 1988, IITTM, New Delhi.
11. National Policy Documents, 2002.
12. Consumer’s Protection Act, 1986.
13. Tourist Statistic, Department of Tourism, Ministry of Tourism, Government of India, New Delhi.

BC (Voc) - 606
Information, Communication and Automation in Tourism Industry-II

External Marks: 80

Internal Marks: 20

Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Electronic Business in Tourism Industry. Online Sales and Purchase of Travel Services and important related issues.

Challenges of Automation of Information – Impacts on organization, work structures & manpower training.

Future trends of automation of information in Indian Travel Industry.

References:

1. Kotler Philip, Bowen John and Makens James "marketing for Hospitality & Tourism, Pearson Education 2004.
2. Lovelock Christopher, Wirtz Jochen – Services Marketing, Pearson Education 2004.
3. Alan Jefferson & Leonard Lickorish, "Marketing Tourism.
4. American Marketing Association, Journal of Marketing (Quarterly).
5. Andrew Vladimir, a Complete Travel Marketing Handbook NTYC, Business Books, Illinois, 1975.
6. Ashworth, Gregory and Brian G. (ed) Marketing Tourism Places, Routledge, London, 1990.
7. Braden, P.V. and Wiener, L., Tourism Marketing and Management Issues, George Washington University, 1980.
8. Christopher, H. Lovelock, Services Marketing, Prentice Hall, Eagle-wood Cliffs, 1984.
9. Donnelly, J.H. and George, W.H., Marketing of Service Chicago, 1984.
10. Green, P. and Tull, D., Research for Marketing Decision Prentice Hall, 1978.
11. Holloway, J.C. and Plant R.V., Marketing for Tourism, Pitman Publishing, London, 1980.
12. King, Brian and Geoff, Hyde, Tourism Marketing in Australia.
13. Kotler, Philip, Marketing for Non-profit Organisation, Prentice Hall, New Jersey, 1975.
14. Luther, W.M., the Marketing Plan: How to Purpose and Implement, Amn. Com, New York, 1982.
15. McCarthy, E.J., Basic Marketing: A Management Approach.

**Syllabus for Bachelor of Commerce (Vocational) Scheme
w.e.f. 2013-2014**

**Tax Procedure and Practice
(Vocational Course)**

Each student who has opted for the above said course shall opt two theory papers in each Semester in addition to four papers common with B.Com. general scheme.

Outline of B.Com. (Vocational) Tax Procedure and Practice

Semester –I

Paper Code	Subject	External	Internal	Max. Marks
BC-101	Financial Accounting	80	20	100
BC-102	Business Communication Skills	80	20	100
BC-104	Principles of Management	80	20	100
BC-105	Business Mathematics-I	80	20	100
BC(Voc)-105	Indian Tax System	80	20	100
BC(Voc)-106	Central Sales Tax Procedure and Practice	80	20	100

Semester –II

Paper Code	Subject	External	Internal	Max. Marks
BC-201	Advanced Financial Accounting	80	20	100
BC-203	Business Environment	80	20	100
BC-204	Organisational Behaviour	80	20	100
BC-205	Business Mathematics-II	80	20	100
BC(Voc)-205	Income Tax Law	80	20	100
BC(Voc)-206	Value Added Tax Act	80	20	100
	Environmental Studies: (Qualifying Paper)*	-	-	100

Semester –III

Paper Code	Subject	External	Internal	Max. Marks
BC-301	Corporate Accounting-I	80	20	100
BC-302	Business Statistics	80	20	100
BC-304	Principles of Marketing	80	20	100
BC-305	Business Laws-I	80	20	100
BC(Voc)-305	Income Tax Procedure and Practice-I	80	-	80
BC(Voc)-306	Wealth Tax and Other Taxes	80	-	80
BC(Voc)-307	On-the-Job Training Report	-	-	40

Semester –IV

Paper Code	Subject	External	Internal	Max. Marks
BC-401	Corporate Accounting-II	80	20	100
BC-403	Financial Management	80	20	100
BC-404	Company Law-I	80	20	100
BC-405	Business Laws-II	80	20	100
BC(Voc)-405	Income Tax Procedure and Practice-II	80	20	100
BC(Voc)-406	Service Tax and Other Taxes	80	20	100

Semester –V

Paper Code	Subject	External	Internal	Max. Marks
BC-501	Cost Accounting	80	20	100
BC-502	Entrepreneurship Development	80	20	100
BC-503	Income Tax-I	80	20	100
BC-504	Company Law-II	80	20	100
BC(Voc)-505	Central Excise Procedure and Practice-I	80	-	80
BC(Voc)-506	Customs Procedure and Practice-I	80	-	80
BC(Voc)-507	On-the-Job Training Report	-	-	40

Semester- VI

Paper Code	Subject	External	Internal	Max. Marks
BC-601	Management Accounting	80	20	100
BC-602	Auditing	80	20	100
BC-603	Income Tax-II	80	20	100
BC-604	Security Market Operations	80	20	100
BC(Voc)-605	Central Excise Procedure and Practice-II	80	20	100
BC(Voc)-606	Customs Procedure and Practice-II	80	20	100

Examination of each theory paper shall be of 3 hours duration. Besides this, every student will be required to undergo on-the-job training of 4 weeks after 1st year and 2nd year during vacations. The purpose of such as training is to develop the students for preparing various returns, forms, documents, etc. related to Income Tax and Sales Tax/Excise Duty so that they can prepare these documents independently. Students should be attached for the purpose of training with local industrial houses, excise and custom departments, income and sales tax departments and practicing firms of Chartered Accountants. Not more than two students be allowed to under take training in the same organization. After having completed on-the-job training, every student will be required to submit a *hand written report* which would be called "on-the-Job Training Report", at least one month before the commencement of B.Com-II and B.Com-III examinations. This hand written training reports will be evaluated by external and internal examiners. There will be a viva-voce of the project report or Training report.

The duration of this Vocational Course shall be three academic years. The candidates will be awarded B.Com(Pass) degree with Tax Procedure and Practice (Vocational Course) and they shall be eligible to seek admission to M.Com. and other Post-graduate classes just like other B.Com students.

*The Qualifying paper-Environmental Studies I and II shall be taught in the 1st and 2nd Semester. However, the examination will be conducted along with 2nd Semester.

**BC(Voc)-105
Indian Tax System**

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Meaning of Tax - Central and State Power of Taxation in Distribution of Revenues between Central and States.

Direct and Indirect Taxes: Meaning, Merits & Demerits & their comparison.

Direct Taxes of the Central Government - Income Tax, Wealth Tax, Service Tax.

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

Taxes of the State Governments - Taxes on sale and purchase of goods, Tax on land and building; Tax on Profession, Toll Tax; Tax on Motor Vehicles, Tax on Electricity; Stamp Duty; Agricultural Income Tax and Land Revenue.

BC(Voc)-106
Central Sales Tax-Procedures and Practice

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

1. Regulatory framework - An overview of Central Sales Tax, 1956; An overview of Central Sales Tax (Registration and Turn Over) Rules, 1957, Import Out Terms and Definitions: Dealer, Declared Goods, Goods, Place of Business in Sale, Sale Price, Turn Over, Inter-State Sale.
Principles for Determining - When Central Sales Tax is Leviable; The Concept of Sale or Purchase of Goods in the Course of Inter-State Trade of Commerce.
When does a Sale or Purchase of Goods take place outside the State.
When does the Sale or Purchase of Goods take place in Course of Import or Export.
Registration of Dealers and Procedures there of Filling and Filing of Application in Form-A for registration; Relevant fee payable Security/Surety for Registration.
Grant of Certificate of Registration in Form 3.
Procedure for Amendment, Cancellation and obtaining Duplicate Certificate of Registration.

2. Rates of Tax

Confessional Rate when available; Kinds of Forms for availing the Confessional Rates and maintenance of Records related thereto.

(A) Sales to the Registered Dealers against Form-C

Purchasers obligations: Procedure for obtaining Form-C from Sales Tax Authorities and Issuing of Form-C to Dealers. Application under prescribed form with requisite fee for obtaining Form-C. Maintenance of Records for Receipts and issue of Form-C, Form 2. Seller's Obligations: Obtaining Form 'c' from Purchasers. Maintenance of Records of 'C' Form collected and submission of 'C' Form at the time of assessment.

(B) Sales to the government against D Form.

Form D-Use and Custody of Maintenance, etc. of Records of Certificates in Form-D.

(C) Subsequent sale in the Course of Inter-State Sale and Receipt and Issue of Form E-1 and E-2 in connection thereto. Application for obtaining Form E-1 and E-2 and the relevant Fee to be paid therewith, Maintenance of Records E-1 and E-2 Forms for Receipts.

3. Branch and Consignment Transfer

Inter State Transfer of Goods from one office to another or Principal to Agent or Agent to Principal and Issue and Receipt of Form-F.

Application for obtaining Form and the relevant fee; Maintenance of Records of such Forms and matters incidentals thereto, Form No.5.

4. Determination of Turnover, Deduction from turn over.

5. Return of Sales Tax Payable Under the Central Sales Tax Act 1956. Form No.-1

Filling and Filing of Form No.1, Deposit of Central Sales Tax and Filling and Filing of Challan in the prescribed Form.

**BC(Voc)-205
Income Tax Law**

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Extent and Application, Definitions, Previous Year, Residential Status, Incomes which do not form part of the total income, Computation of Total Income; Head of Income: Salaries, Income from House Property, Profit and Gains from business and Profession, Capital Gains and Income from other sources.

Income of other persons to be included Assesses Total Income, Aggregation of Incomes and set off and carry forward of losses, Deduction from Gross Total Income under section 80 C to 80 U Chapter- VI-A. Computation of Tax Liability of an Individual.

Note: - Students must be taught on computer in Business Lab. How Tax Consultants use computer for keeping tax matters including keeping or records of their clients?

BC(Voc)-206
Value Added Tax Act

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

1. Salient Features of Value Added Tax Act and Rules made there under.
2. Important Terms and Definitions.
3. Incidental and Levy of Tax -When, What and How the Tax is paid.
4. Registration of Dealers-Compulsory, Registration; Procedure for Registration; Application for obtaining Registration under the prescribed Form and the Requisite fee and Security/Surety for the purpose of Registration and Certificate of Registration Amendment, Cancelling and obtaining Duplicate Registration Certificate and Procedure thereof.
5. Rates of Tax on sale or purchase of goods in the state. Determination of Input Tax. Assessment of Registered Dealer, Assessment of unregistered dealer liable to tax, Maintenance of accounts, Production and inspection of books, documents and accounts.

Use of various kinds of Forms from availing Concessional rate under the respective State, Value Added Tax Procedure for applying for such Concessional Form and maintenance of Records and Issue and Receipt of such Declaration Form and Maintenance of Records thereto.

Return and Procedure for recovery and Refund of Tax. Deposit of Value Added Tax and Filling and Filing of Challan in the prescribed Form.

Filing of Return in the prescribed Form and Procedure for claiming Refund of Tax.

BC(Voc)-305
Income Tax Procedure and Practice-I

Max. Marks: 80

Time: 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

1. Regulatory Framework- An overview of Income- Tax Act, 1961 and Income Tax Rules, 1962.
2. Income Tax Authorities.
3. Basis of Charge - Who is liable to pay Income Tax- person, Assessee Assessment Year, Previous Year, Residential Status and Incidence of Tax.
4. Permanent Account No., Procedure for obtaining Permanent Account No. (PAN)- Filing and Filing of Application under Form No. 49A.
5. Computation of Total Income for Filing of Return- Heads of Income, Deductions under section 80 C to 80 U Chapter-VI A; computation of Tax in Case of Individual, Hindu Undivided Family, Firm, Companies.
6. Payment of Tax : Tax deducted at Source, Advance Tax, Self Assessment Tax.

A. Tax Deducted at Source: Filing and Filing of Application Form for obtaining TDS number under Form No. 49B-Obligation of the person making payment, Who and when the person is liable to deduct Tax at Source. Procedure and Rate of Tax Deducted at Source on various Payments.

Employer Obligations:

Stage-I: Certificate to be issued to the Recipients Filing and Issue of the various TDS Forms (16, 16A and 16B).

Stage-II: Deposit of Tax Deducted at Source-Filing and Filing of the Challan and Deposit of Tax.

Stage-III: Submission of Returns of TDS under Form No. 24, Form No. 26, 26A, 26B, 26BB, 26C, 26D, 26E.

Recipient's Obligations:

- (i) To obtain TDS Certificate from Payer, Filing and Filing of Relevant Certificates for Lower or No. Deduction of Tax at Source (Form No. 13C, 14, 14B, 15, 15A, 15AA, 15B, 15D, 15E, 15F, 15G, 15H, 15 I).
- (ii) Advance Tax : who is liable to pay Advance Tax, computation of Advance Tax, Instalment and due date of Advance Tax, Interest payable by the Assessee. Filing of Challan and Deposit of Advance Tax.
- (iii) Self Assessment Tax : Filing of the Challan and Depositing, of the Tax thereof, interest under self-Assessment.

Return of Income : who is liable of file Return of Income Time Limit, Return of Loss, Belated Return, Revised Return, Defective Return, Return by whom to be signed filling and Filing of Return of Income Under:

Form No.1: In Case of Companies other than these Claiming Exemption under Section 11.

Form No.2: For Assessee (Other than companies and those Claiming Exemption under Section 11) Whose total Income includes Profit and Gain from Business and Profession.

Form No.3: For Assessee (Other than Companies and those Claiming Exemption under Section 11) whose total Income does not includes Profit and Gain from Business and Profession.

Form No.3a : For Assessee including Companies Claiming Exemption under Section 11.

BC(Voc)-306
Wealth Tax and Other Taxes

Max. Marks: 80

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Wealth Tax:

1. Regulatory Framework-An overview of Wealth Tax Act, 1957 and Wealth Tax Rules, 1957.
2. Wealth Tax Authorities.
3. Important Terms and Definitions Valuation-Date, Assessment Year, Meaning of Asset, Net Wealth, Debt, Deemed Asset, Exempted Assets.
4. Exempted Assets, Valuation of Immovable property & Jewellery Computation of Net Wealth, computation of Wealth Tax, Filling of Challan for Payment of Wealth Tax and Deposit Tax.
5. Return of Wealth Tax, Limit for filing return, filling and filing of return of wealth under Form A & B.

Other Taxes:

1. Assessment of charitable or religious trust and institutions.
2. Assessment of corporative societies.

BC(Voc)-405
Income Tax Procedure and Practice-II

External Marks: 80

Internal Marks: 20

Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Assessment Procedures: Inquiring before Assessment

Assessment under Section 143 (1), Regular Assessment under Section 143(2), Best Judgement Assessment, Income Escaping Assessment, Issue of Notice where income has escaped Assessment, Time Limit for Notice, Time Limit for Completion of Assessment and Reassessment.

Post Assessment Procedures:

A. Refund: Who can claim refund, Form No. 30 for refund, Time Limit for claiming refund. Refund on appeal, Interest on Refunds.

B. Rectification of Mistake(s).

C. Appeals and Revisions: When an Assessee can file appeal, Appellate Authorities, Procedure for filing Appeal, Filling and Filing of Form No. 35, Form No. 36, Time Limit for Filing Appeal, Revision by Income Tax Commissioner.

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D. Penalties & Procedure: Procedure for imposing Penalties, Walver of Penalty, Nature of Default and Penalties Imposable. Transfer of Moveable Property; Filling and Filing of Form No. 37EE, Form No. 37G, Form No. 37 I.

Tax Clearance Certificate and Exemption Certificate; Procedure and Filling and Filing of Form No. 31.

BC(Voc)-406
Service Tax and Other Taxes

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Concepts & General Principles of Service Tax:

Need for a tax on Services, Genesis of Service tax in India, selective Vs. Comprehensive Coverage, Vital Statistics of service tax, Nature of service tax, constitutional authority, service tax law Administration of service tax, Service tax procedures, role of A Chartered Accountant, Challenges before the service tax administration in India Extent, Commencement and application (Sec.64), Definitions (Sec.65)

Charge of Service Tax, taxable services and variation

- (i) Charge of service Tax:- Charge of service tax for all services.
- (ii) Taxable Services
- (iii) Valuation of taxable Services

Payment of Service Tax and filing of returns

- (i) Payment of Service Tax:- Person liable to pay service tax, Payment only on receipt, service tax not payable on free Services, Service tax liable to be paid even if not collected from the client, services performed prior to the date of levy not liable for payment of service tax, Service tax payable on advance received, service tax collected from the recipient of service must be paid to the central Govt. (Sec. 73A), interest on amount collected in excess (Sec., 73 B), due date for payment of service tax, manner of payment, points to be remembered while paying service tax, adjustment of service tax paid when service is not provided either wholly or partially, Adjustment of excess service tax paid, Provisional payment of service tax, special provision for payment of service tax in case of air travel agent, special provision for payment of service tax in case of life insurer carrying on life insurance business, interest on delayed payment of service tax. (Sec. 75)
- (ii) Filing of returns: Persons liable to file returns, periodicity and form for return, Due dates for filing of service tax returns, Delayed return may be filed with late fee, revised return, contents of the return, Documents to be submitted along with the return, Manner of filing returns, E-filing of returns, Nil return.

Other Taxes:

1. Assessment of Non-Residents in India.
2. Assessment of Discontinued Business.
3. Double Taxation Relief.

BC(Voc)-505
Central Excise-Procedure and Practice-I

Max. Marks: 80

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

1. Nature, Meaning of Central Excise-Excise and Central Excise; Distinction between Central Excise Duties and Customs, Sales Tax, Octroi Duty.

Basis of Excise Duty-Specific Duty; A valourum Duty Levy of Slabs, Compounded Duty.

Leviability-On what duty is leviable and who is liable to discharge the Duty Liability.

Kinds of Excise Duty- Basic, Additional Duty of Excise, Special Duty.

2. Organisation of Central Excise in India-Administrative and Operational Authorities.

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

Important Terms and Definition- Assessee; Assessable Value, Excisable Goods, manufacture, Manufacturer.

4. General Procedure Under Central Excise:

(a) Registration for Central Excise- Purpose and Procedure thereof, Exemption from Registration, Filing of Declaration for claiming Exemption, Forms of Application for Registration and Filing and Filing of the same.

(b) Classification Lists-Filing and Submission of Form 1.

Classification Lists and its approval.

Classification Lists of Excisable Goods Provided.

(c) Price Lists- When prior approval of Price Lists required, when submission of Price Lists not required; Submission of Price Lists under Part-I and Part-VII.

Valuation of Excisable Goods - Items included and Excluded in the Value.

(d) Maintenance of Production Records- AG 1 Register of Daily Production; Stock Register for issue of Raw Materials under Form No. RG 23 A (Part-I); Account of Raw Material in Form No. 4.

BC(Voc)-506
Customs Procedure and Practice-I

Max. Marks: 80

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

1. Role of Customs in International Trade.
2. Organisation of Customs in India-Administrative and Operational Authorities.
3. Regulatory Frame Work-An overview of Customs Act , 1962; An Overview of Customs Tariff Act, 1975; Important Terms and Definitions :-
Assessable Value, Baggage, Bill of Entry, Bill of Export Suitable Goods, Duty, Exporter, Foreign Going Vessel, Air craft Goods, Import, Import Manifest, Importer, Prohibited Goods, Shopping Bill Stores, Bill of Lading, Export Manifest, DOB, FAS, CIF, GATT, Letter of Credit.
4. Kinds of Duties - Basic, Auxiliary, Additional or Countervailing; Basic of Levy-Advalorem, Specific Duties.
5. Prohibition of Exportation and Importation of Goods and Provisions regarding Notified and Specified Goods.
6. Import of Goods- Free Import and Restricted import;

Types of Restricted Import- Prohibited Goods, Canalised Goods, Import against Licensing.

BC(Voc)-605
Central Excise Procedure and Practice-II

External Marks: 80

Internal Marks: 20

Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Types of Clearances:

Clearances of Excisable Goods under Physical Control, Self Removal Procedure, Compounding scheme; Clearance of Non Excisable Goods; Removable of Goods for Home Consumption; Removal of Goods for Exports.

(I) Removal of Goods for Home Consumption:

(a) Clearance under Physical Control- Making an Application under Form No. AR I to Circle Inspector before Removal of Goods. Preparation of TR6 and Depositing of Duty; Removal of Excisable Goods under GP 1. (b) Removal of Goods under Compounded Levy Scheme Application for Exercise of this Option. (c) Self Removal Procedure- Applicability and its Salient Features Record based Control and Production based control. Depositing of Excise Duty under Challan TR 6. Preparation of GP I and Maintenance of other Records of Removal like P.L.A., TG 23 Apart-II Register (d) Clearance of Non-Excisable Goods.

(II) Removal of Goods for Export :

Export of Excisable Goods, Excise Concession in case of Exports. Types of Exporters- Manufacturer Exporter and Merchant Exporter. Export of Excisable Goods under Claim for Rebate, Export under Bond and Procedures thereof. Form No. A4 ANCD A 4A.

CENVAT:

What is CENVAT, Salient Features of CENVAT.

Declaration under Rule 57 G for claiming CENVAT under Rule 57A.

Small Scale Industry

(i) Eligibility of SSI which are exempted from licensing Control (ii) SSI availing Concession Rate of Duty. General Exemption in Small Scale Exemption Scheme under Notification No. 175/86.

Books of Accounts, Records and their Preservation-

(a) Records RGI, EB-4 For Daily production and Clearance (b) Account of Principal Raw Material- Form No. 4. (c) Cenvat and Proforma Credit Record.

RG 23 A (Part-I) (d) Personal Ledger Account. (e) Goods Received for Reprocessing - Form No.5 (f) Excise Control Code No. Return RT-5 Periodica1/Quarterly Return of Material Used.

RT-11 For Obtaining Excisable Goods for Special Industrial Purposes without payment of whole or part of the Duty and State the Nature and Quantity of such goods used for finalized products.

RT-12 Monthly Return under S.R.P.

BC(Voc)-606
Customs Procedure and Practice-II

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Note: (ii) Only simple numerical problems should be given. Due weightage should be given to theory portion.

Types of Import- Import of Cargo, Import of Personal Baggage, Import of Stores;

Import of Cargo-- (A) Import by Land, Sea or Air Route
(B) By Post

Clearance Procedure - For Home Consumption, For Warehousing Exbound Clearance; Steps and Documents to be prepared and Filed, Viz. Bill of Entry Form No. 22 Bill of Entry for Home Consumption.

Form No. 23 Bill of Entry for Warehouse.

Form No. 24 Shipping Bill for Exbound Clearance for Home Consumption, And other Accompanying Document.

Clearance Procedure for Import by Post.

Clearance of Baggage- Import of Baggage - Meaning and kinds of Baggage; Rules and Procedure of Import thereof- (General passenger, Tourist Passenger, and Transfer of Residence Passenger; (Form No.37- Form for Baggage Declaration).

Export of Goods- Free Export and Restricted Exports; Types of Restricted Exports- Prohibited Exports, Canalised Exports, Exports against Licensing.

Types of Exports - Export of Cargo; Export of Baggage;

Types of Exporters- Manufacturer Exporter and Merchant Exporter.

Export of Cargo--(A) By Land, Sea and Air Route
(B) By Post

Clearance Procedure-Procedure and Filing & filing of Relevant Documents.

Form No. 94 Shipping Bill for Export of Suitable Goods.

Form No. 95 Shipping Bill for Export of Duty Free Goods.

Form No. 96 Shipping Bill for Export of Duty Free Goods Ex-Bound.

Form No. 98 Bill for Export of Dutiable Goods.

Form No. 99 Bill for Export for Duty Free Goods.

Form No. 100 Bill for Export for Duty free Goods. Ex-Bound.

Duty Drawback – Meaning/Scheme, Procedure and Documentation thereof.

Form No. 93 -Shipping Bill for Export of Goods under claim for Duty Drawback.

Form No. 97 -Bill for Export for Export of Goods under claim for Duty Draw back.

**Syllabus for Bachelor of Commerce (Vocational) Scheme
w.e.f. 2013-2014**

**Foreign Trade, Practices & Procedures
(Vocational Course)**

Each student who has opted for the above said course shall opt two theory papers in each Semester in addition to four papers common with B.Com. general scheme.

Outline of B.Com. (Vocational) Foreign Trade, Practices & Procedures

Semester –I

Paper Code	Subject	External	Internal	Max. Marks
BC-101	Financial Accounting	80	20	100
BC-102	Business Communication Skills	80	20	100
BC-104	Principles of Management	80	20	100
BC-105	Business Mathematics-I	80	20	100
BC(Voc)-105	Basics of Foreign Trade-I	80	20	100
BC(Voc)-106	India's Foreign Trade-I	80	20	100

Semester –II

Paper Code	Subject	External	Internal	Max. Marks
BC-201	Advanced Financial Accounting	80	20	100
BC-203	Business Environment	80	20	100
BC-204	Organisational Behaviour	80	20	100
BC-205	Business Mathematics-II	80	20	100
BC(Voc)-205	Basics of Foreign Trade-II	80	20	100
BC(Voc)-206	India's Foreign Trade –II	80	20	100
	Environmental Studies: (Qualifying Paper)*	-	-	100

Semester –III

Paper Code	Subject	External	Internal	Max. Marks
BC-301	Corporate Accounting-I	80	20	100
BC-302	Business Statistics	80	20	100
BC-304	Principles of Marketing	80	20	100
BC-305	Business Laws-I	80	20	100
BC(Voc)-305	Elements of Export Marketing-I	80	-	80
BC(Voc)-306	Foreign Trade Financing and Procedures-I	80	-	80
BC(Voc)-307	On-the-job Training Report	-	-	40

Semester –IV

Paper Code	Subject	External	Internal	Max. Marks
BC-401	Corporate Accounting-II	80	20	100
BC-403	Financial Management	80	20	100
BC-404	Company Law-I	80	20	100
BC-405	Business Laws-II	80	20	100
BC(Voc)-405	Elements of Export Marketing-II	80	20	100
BC(Voc)-406	Foreign Trade Financing and Procedures-II	80	20	100

Semester –V

Paper Code	Subject	External	Internal	Max. Marks
BC-501	Cost Accounting	80	20	100
BC-502	Entrepreneurship Development	80	20	100
BC-503	Income Tax-I	80	20	100
BC-504	Company Law-II	80	20	100
BC(Voc)-505	Shipping and Insurance Practices & Procedures-I	80	-	80
BC(Voc)-506	Foreign Trade Documentation and Procedures-I	80	-	80
BC(Voc)-507	On-the-Job Training Report	-	-	40

Semester-VI

Paper Code	Subject	External	Internal	Max. Marks
BC-601	Management Accounting	80	20	100
BC-602	Auditing	80	20	100
BC-603	Income Tax-II	80	20	100
BC-604	Security Market Operations	80	20	100
BC(Voc)-605	Shipping and Insurance Practices & Procedures-II	80	20	100
BC(Voc)-606	Foreign Trade Documentation and Procedures-II	80	20	100

Examination of each theory papers shall be of 3 hours duration. Besides this, every student will be required to undergo on-the-job training of 4 weeks after 1st year and 2nd year during vacations. The purpose of such a training is to develop the students for preparing various returns, forms, documents etc. used in foreign trade. Students should be attached for the purpose of training with local industrial houses doing export-import business, banks dealing in foreign exchange, forwarding and cleaning agents, govt. agencies, institutions facilitating foreign trade etc. Not more than two students be allowed to under take training in the same organization.

After having completed on-the-job training, every student will be required to submit a *hand written report* which would be called "On-the-Job Training Report", at least one month before the commencement of B.Com.- IIIrd and B.Com.-Vth examinations. Such training reports will be evaluated by external and internal examiners. There will be a Viva-voce of the Training Report.

*The Qualifying paper-Environmental Studies I and II shall be taught in the 1st and IIInd Semester. However, the examination will be conducted alongwith IIInd Semester.

BC(Voc)-105
Basics of Foreign Trade-I

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- (a) Why Trade takes place - Theories of International Trade. Absolute Cost Advantage Theory, Comparative Cost Advantage Theory, H.O. Theory.
- (b) Balance of Trade, Balance of Payments and Adjustment Mechanism.
- (c) Objectives of Trade; Policies, Role of Foreign Trade in Economic Growth.
- (d) Tariffs and Quantitative Restrictions.
- (e) Exchange rate determination mechanism, exchange rate adjustments.
- (f) An overview of FEMA.

BC(Voc)-106
India's Foreign Trade-I

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- (a) Analysis of India's Foreign Trade: Growth trends, Composition, Direction of exports and imports.
- (b) India's Balance of Payments position including invisibles exports. Recent trends in India's Foreign Trade.
- (c) Assessment of Prospective Markets and Products.
- (d) India's trade agreements including bilateral and multilateral trade agreements.

BC(Voc)-205
Basics of Foreign Trade-II

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

(a) International Economics Institutions :

- WTO
- UNCTAD
- IMF
- WORLD BANK.
- ASIAN DEVELOPMENT BANK (ADB)

(b) Trade Blocs and Regional Co-operation: European Union, NAFTA, SAFTA, ASEAN and other Trading Blocs.

BC(Voc)-206
India's Foreign Trade-II

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- (a) Salient features of India's Export and Import policies during post liberalization era.
- (b) Institutional set up for export promotion.
- (c) 100 per cent EOU's and Special Economic Zones.
- (d) Export assistance measures.
- (e) State Trading in India: STCs, MMTC.
- (f) Sources of Foreign Trade Statistics; Analysis of Foreign Trade Statistics.

BC (Voc)-305
Elements of Export Marketing-I

Max. Marks: 80

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- (a) Exports: Need and role of exports.
- (b) Meaning and Scope of Export Marketing.
- (c) Modes of entry to international markets; Role of export houses.
- (d) Sources of information for export markets, Selection of Export Markets.
- (e) Selection of Export Products; Pricing of exports.

BC(Voc)-306
Foreign Trade Financing and Procedures-I

Max. Marks: 80

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- (a) INCO Terms; Export payment methods.
- (b) Preshipment and postshipment finance.
- (c) Import finance; letter of credit: Types and their operation.
- (d) Role of EXIM Bank and Commercial banks in foreign trade finance.
- (e) Role of ECGC in foreign trade, obtaining an ECGC policy and filing claims.

BC(Voc)-405
Elements of Export Marketing-II

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- (a) Channel Selection and appointment of agents in export markets, agency agreement and payment of agency commission.
- (b) Promotion abroad, use of mailing lists, advertisement abroad; participation in trade fairs and exhibitions.
- (c) Legal aspects of export contracts including INCO Terms.
- (d) WTO provisions regulating exports.
- (e) Arbitration and settlement of disputes.

BC(Voc)-406

Foreign Trade Financing and Procedures-II

External Marks: 80

Internal Marks: 20

Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- (a) Sources of Finance for Foreign Trade.
- (b) Obtaining long term finance from export import bank.
- (c) Costing and pricing for Exports.
- (d) International Capital Markets and Instruments.
- (e) Foreign exchange rates determination, exchange rate fluctuations and obtaining forward covers.

BC(Voc)-505
Shipping and Insurance Practices & Procedures-I

Max. Marks: 80

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- (a) Role of shipping, Liners and tramps, bills of lading and charter party.
- (b) Determination of freight
- (c) Containerization and other developments.
- (d) Air transport and procedures involved in the determination of freight and booking of cargo space.
- (e) Multi-model transport and the procedures involved.

BC(Voc)-506
Foreign Trade Documentation and Procedures-I

Max. Marks: 80

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- (a) Foreign Trade documents: Need, rationale and types.
- (b) Obtaining Export and import licenses.
- (c) Processing of an Import/Export order.
- (d) Pre-shipment inspection and quality control measures.
- (e) Foreign exchange and GR formalities.

BC(Voc)-605
Shipping and Insurance Practices & Procedures-II

External Marks: 80

Internal Marks: 20

Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- (a) Packing and marking for exports.
- (b) Role of Forwarding and clearing agents and their functions.
- (c) Cargo, Insurance, its importance, basic principles, types of cover, types of losses and determination of premium.
- (d) Obtaining cover and filling claims.

BC(Voc)-606

Foreign Trade Documentation and Procedures-II

External Marks: 80

Internal Marks: 20

Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- (a) Customs valuation: Methods and practices.
- (b) Excise and customs clearance of export/import cargo.
- (c) Shipment of goods and port procedures.
- (d) Customs Clearance of import cargo.
- (e) Post-shipment formalities and procedures.
- (f) Claiming duty drawbacks and other benefits.

**Syllabus for Bachelor of Commerce (Vocational) Scheme
w.e.f. 2013-2014
Computer Applications
(Vocational Course)**

Each student who has opted for the above said course shall opt two theory papers in each Semester in addition to four papers common with B.Com. general scheme.

Outline of B.Com. (Vocational) Computer Applications

Semester –I

Paper Code	Subject	External	Internal	Max. Marks
BC-101	Financial Accounting	80	20	100
BC-102	Business Communication Skills	80	20	100
BC-104	Principles of Management	80	20	100
BC-105	Business Mathematics-I	80	20	100
BC(Voc)-105	Computer Fundamentals & Logical Organizations-I	80	20	100
BC(Voc)-106	Business Data Processing & PC Software-I	80	20	100

Semester –II

Paper Code	Subject	External	Internal	Max. Marks
BC-201	Advanced Financial Accounting	80	20	100
BC-203	Business Environment	80	20	100
BC-204	Organisational Behaviour	80	20	100
BC-205	Business Mathematics-II	80	20	100
BC(Voc)-205	Computer Fundamentals and Logical Organizations-II	80	20	100
BC(Voc)-206	Business Data Processing and PC Software-II	80	20	100
	Environmental Studies: (Qualifying Paper)*	-	-	100

*The Qualifying paper-Environmental Studies I and II shall be taught in the Ist and IInd Semester. However, the examination will be conducted along with IInd Semester.

**B.Com Computers (Vocational) Syllabus
Session 2013-14**

Semester-III

Paper Code	Subject	External	Internal	Max Marks
BC-301	Corporate Accounting-I	80	20	100
BC-302	Business Statistics	80	20	100
BC-304	Principles of Marketing	80	20	100
BC-305	Business Laws-I	80	20	100
BC (Voc)-305	Programming in C			
	Theory	45	5	80
	Practical	30		
BC (Voc)-306	Fundamentals of Database System-I			
	Theory	45	5	80
	Practical	30		
BC (Voc)-307	On the Job Training Report*	-	-	40

Semester-IV

Paper Code	Subject	External	Internal	Max Marks
BC-401	Corporate Accounting-II	80	20	100
BC-403	Financial Management	80	20	100
BC-404	Company Law-I	80	20	100
BC-405	Business Laws-II	80	20	100
BC (Voc)-405	Desktop Publishing			
	Theory	60	10	100
	Practical	30		
BC (Voc)-406	Fundamentals of Database System-II			
	Theory	60	10	100
	Practical	30		

Semester-V

Paper Code	Subject	External	Internal	Max Marks
BC-501	Cost Accounting	80	20	100
BC-502	Entrepreneurship Development	80	20	100
BC-503	Income Tax-I	80	20	100
BC-504	Company Law-II	80	20	100
BC (Voc)-505	Computer Aided Design			
	Theory	45	5	80
	Practical	30		
BC (Voc)-506	Data Structure			
	Theory	45	5	80
	Practical	30		
BC (Voc)-507	On the Job Training Report*	-	-	40

Semester-VI

Paper Code	Subject	External	Internal	Max Marks
BC-601	Management Accounting	80	20	100
BC-602	Auditing	80	20	100
BC-603	Income Tax-II	80	20	100
BC-604	Security Market Operations	80	20	100
BC (Voc)-605	Advanced Computer Applications			
	Theory	60	10	100
	Practical	30		
BC (Voc)-606	System Analysis & Design			
	Theory	60	10	100
	Practical	30		

Note :

***The students shall undergo On-the-Job Training to get a practical experience of the Computer Applications in Business. The faculty will supervise the students for their training. Three copies of the Project Report shall be submitted to the college, which will be sent for evaluation to an external examiner. There will be no Viva-Voce of there project/training reports.**

BC(Voc)-105
Computer Fundamentals and Logical Organization-I

External Marks: 80

Internal Marks: 20

Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Fundamentals of Computer: Functional components of a digital computer. Limitations and capabilities of computer. Uses of computers. Concepts of translators, linkers and loader.

Overview of functions operating system, concepts of single user, multi-user, time-sharing, real-time, multi-programming, multi-processing, multitasking, networking and distributed processing, Structure of DOS, internal and external commands of DOS. Generations of programming languages. Number systems, binary arithmetic operations. Character codes and error detecting and correcting codes. Simple I/O devices. Magnetic and optical storage devices. Introduction to computer network, Basic concept of simulation.

Suggested References:

1. Sinha, P .K. : Computer Fundamentals, BPB Publications.
2. Mano, M. Morris: Digital Logic and Computer Design, Prentice Hall of India Pvt. Ltd., 2000.
3. Rajaraman, V.: An Introduction to Digital
Radhakrishnan, T.: Computer Design
Prentice Hall of India Pvt. Ltd 4th Ed.

BC(Voc)-106
Business Data Processing and PC Software-I

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Data processing, various business functions, use of computers in data processing and in carrying out business functions, concepts of data and information, characteristics of information, economics of business data processing, impact of data processing on business organizations, information and product flow in production environment, concepts of records and files, various types of file organizations, data capturing, data preparation, data verification and validation, and data editing.

Suggested References:

1. Business Data Systems (3/e) by HD Clifton (Prentice Hall of India).
2. System Analysis for Business Data Processing by HD Clifton (prentice Hall of India).
3. Introducing Systems Analysis and Design by Lee, Galgotia Publications.
4. Mastering Data Processing by J. Bingham (MaCmillan Publishing House).
5. The Big Basics Book of MS Office-97 by Jennifer Fulton *et al.* (PHI).
6. Teach Yourself Office-97 for Windows by Corey Sandler *et al.* (BPB).
7. MS-Office User Certification Study Guide by Gini Courter *et al.* (BPB).

BC(Voc)-205
Computer Fundamentals and Logical Organization-II

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Logical organization of Computer: Boolean algebra, boolean functions, truth tables, simplifications of boolean functions, digital logic gates. Combinational logic- adders, subtractors, encoders, decoders, multiplexors, demultiplexors. Sequential logic- flip flops, shift registers, counters, Memory organization semiconductor RAMs and ROMs. Machine instructions, instruction formats, addressing modes, instruction cycles. Concept of micro-programming. I/O interface, I/O transfer - program - controlled, interrupt controlled, direct memory access.

References:

1. Sinha, P .K. : Computer Fundamentals, BPB Publications.
2. Mano, M. Morris: Digital Logic and Computer Design, Prentice Hall of India Pvt. Ltd., 2000.
3. Rajaraman, V. : An Introduction to Digital
Radhakrishnan, T.: Computer Design
 Prentice Hall of India Pvt. Ltd 4th Ed.

BC(Voc)-206
Business Data Processing and PC Software-II

Max. Marks: 60
Internal Marks: 10
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question number one will be compulsory which will be from the entire syllabus. It will contain six short questions. Students are required to attempt four questions from the remaining eight questions. All questions will carry equal marks.

PART-A

Word-processor- Creating, opening, saving, previewing, printing of documents; typing of text, selecting the text or graphics and navigating within the documents; editing and sorting of text, correcting and deleting the text/graphics; checking the spelling and grammar of documents; formating; sharing data with other applications, creating index and table of contents; mail merge.

Spreadsheet - Creating, opening, saving, previewing and printing workbooks; working with workbooks and worksheets; entering and editing, worksheet data; working with cells, ranges, formulas and charts; worksheet formating, creating drawings and importing pictures; automating tasks with macros; validating cell entries; performing What - If analysis on worksheet data.

Presentation Software - Creating, opening and saving presentations; working in different views; working with slides; adding and formating text; spelling checks; preparing overhead transparencies speakers notes, handouts and outlines etc.; printing presentations; working with objects; designing, running and controlling electronic slide shows.

Above-mentioned softwares/packages be taught with reference to Microsoft Office/Lotus Smartsuite/Star Office.

References:

1. Business Data Systems (3/e) by HD Clifton (Prentice Hall of India).
2. System Analysis for Business Data Processing by HD Clifton (prentice Hall of India).
3. Introducing Systems Analysis and Design by Lee, Galgotia Publications.
4. Mastering Data Processing by J. Bingham (MaCmillan Publishing House).
5. The Big Basics Book of MS Office-97 by Jennifer Fulton *et al.* (PHI).
6. Teach Yourself Office-97 for Windows by Corey Sandler *et al.* (BPB).
7. MS-Office User Certification Study Guide by Gini Courter *et al.* (BPB).

PART-B

Max. Marks: 30
Time: 3 hours

Practical Examinations:

DOS/WINDOWS & WORD

Processor (WINDOWS Based)

(WINDOWS Based Spreadsheet and Presentation S/W)

BC (Vocational)-305 Programming in C

**Max. Marks : 45
Internal Assessment : 5
Time: 3 Hours**

Note: Paper setter will set nine questions in all. Question number one will be compulsory which will be from the entire syllabus. It will contain six short questions. Students are required to attempt four questions from the remaining eight questions. All questions will carry equal marks.

Programming in C : Character Set, identifiers & keywords, constants & variables, data types, expressions & statements.

Arithmetic, logical, relational and bitwise operators and their hierarchy, Assignment and conditional operators.

Input/Output statements, control statements-if-else, switch break, continue & loops.

Arrays, functions, pointer, structure & unions, data files, developing simple programmes.

References :

1. Gotterfried, Programming in C, Schaum Outline Series (TMH).
2. Yashwant Kanetker, Let Us C, (BPB).

PRACTICAL

Max. Marks : 30 Marks

Programming in C-language

BC (Vocational)-306
Fundamentals of Database System-I

Max. Marks : 45
Internal Assessment : 5
Time: 3 Hours

Note: Paper setter will set nine questions in all. Question number one will be compulsory which will be from the entire syllabus. It will contain six short questions. Students are required to attempt four questions from the remaining eight questions. All questions will carry equal marks.

Overview of Data Management System : Element of data-base system, DBMS and its architecture, Advantages of DBMS, Types of database users, Role of Database administrator.

Brief overview of Hierarchical and Network Model, Detailed study of Relational Model (Relations, properties of relational model, keys and integrity rules), E-R diagrams.

Normalization: Concepts and update anomalies, Functional and Transitive dependencies
Normal forms : (1NF, 2NF, 3NF & BCNF).

References :

1. C.J. Date: An Introduction to Data Base System (Narosa Publisher).
2. D. Kroenke : Database Processing (Galgotia Publications).
3. H.F. Korth: Database System (TMH).

PRACTICAL

Max. Marks : 30 Marks

MS Access (latest version)

BC (Vocational)-405 Desktop Publishing

**Max. Marks : 60
Internal Assessment : 10
Time: 3 Hours**

Note: Paper setter will set nine questions in all. Question number one will be compulsory which will be from the entire syllabus. It will contain six short questions. Students are required to attempt four questions from the remaining eight questions. All questions will carry equal marks.

Desktop Publishing : Concept, Need and Applications; Hardware, Software Requirements for DTP, An overview of DTP packages- MS word, Open office, etc. Comparison of DTP software, PageMaker: Text formatting and word-formatting features, Composition and typography, graphics and text objects, indexes contents and pagination, colour management, Tables handling, printing & publications. Advantages and limitations of PageMaker over MS Word.

References :

1. Altman, Mastering PageMaker 6 for Windows XP (BPB).
2. Shamms, PageMaker 6.5 Complete (Tech Media).

PRACTICAL

Max. Marks : 30 Marks

PageMaker (latest Version)

BC (Vocational)-406
Fundamentals of Database System-II

Max. Marks : 60
Internal Assessment : 10
Time: 3 Hours

Note: Paper setter will set nine questions in all. Question number one will be compulsory which will be from the entire syllabus. It will contain six short questions. Students are required to attempt four questions from the remaining eight questions. All questions will carry equal marks.

Database Objects : Terminologies- Tables, views, materialized views, indexes; Triggers; synonyms; Functions, Procedures and Packages; Create operator, Create directory, Create library, Database links.

SQL : Methods to access SQL Plan; DDL, Describe command; DML, Joining Tables; Break Clause.

Oracle Service : Terminology; Architecture and Background support processes. Role of Database Administrator. Applications of ORACLE in business.

References :

1. C.J. Date: An Introduction to Data Base System (Narosa Publisher).
2. D. Kroenke : Database Processing (Galgotia Publications).
3. H.F. Korth: Database System (TMH).
4. Michael Abbey, Michael Corey, Ian Abramson, Oracle 9 i: A Beginner's Guide, TMH.

PRACTICAL

Max. Marks : 30 Marks

ORACLE (latest version)

**BC (Vocational)-505
Computer Aided Design**

**Max. Marks : 45
Internal Assessment : 5
Time: 3 Hours**

Note: Paper setter will set nine questions in all. Question number one will be compulsory which will be from the entire syllabus. It will contain six short questions. Students are required to attempt four questions from the remaining eight questions. All questions will carry equal marks.

Graphics fundamentals, point and lines, input devices, output devices, display devices, 2-D transformations.

Application of graphics, Introduction to CAD, Benefits of ACAD, Hardware used in ACAD, Creating simple drawing using 2-D.

References :

1. Computer Graphics : Gottfried (THM)
2. Computer Graphics 2/e : Hearn & Becker (PHI)

PRACTICAL

Max. Marks : 30 Marks

Auto CAD (latest version)

BC (Vocational)-506 Data Structures

**Max. Marks : 45
Internal Assessment : 5
Time: 3 Hours**

Note: Paper setter will set nine questions in all. Question number one will be compulsory which will be from the entire syllabus. It will contain six short questions. Students are required to attempt four questions from the remaining eight questions. All questions will carry equal marks.

Data Structure : Linear and least structures : array definition, type, address calculation, stack : push/pop algorithms, applications.

Queue : INS/DEL algorithm, double and circular queue concept only.

List : Single linked list, Algorithm and Double linked list and circular linked list concepts. B-Tree concept.

Files : Serial, Sequential, Indexed, Direct, Multi-list.

References :

1. J.P. Trembly and Sorrerson: Data Structures with Application.
2. A. Tanenbaum, T. Langhsam and A.S. Augenstein : Data Structures Using C, Prentice Hall of India, 1990.
3. Seymour Lipschultz, Theory and Practical of Data Structure, McGraw Hill, 1988.

Practical

Max. Marks : 30 Marks

Implementation of Data Structures in C

BC (Vocational)-605
Advanced Computer Applications

Max. Marks : 60
Internal Assessment : 10
Time: 3 Hours

Note: Paper setter will set nine questions in all. Question number one will be compulsory which will be from the entire syllabus. It will contain six short questions. Students are required to attempt four questions from the remaining eight questions. All questions will carry equal marks.

Networking: Fundamentals, LAN/MAN/WAN, Topologies, Transmission Media, ISDN, B-ISDN, Protocols- TCP/IP, OSI, ATM, Internet Services. Hardware and Software requirements for Internet. Browsers- Internet explorer, Mozilla Firefox, Opera, google chrome; Search engines; Webpage.

Information Technology Application in Business, E-Business, E-Commerce. Net banking; Online purchasing and selling; Electronic Payment Systems- an overview. E-Governance- Concept and examples.

References :

1. Data Communication & Networking : Forouzan (TMH)
2. Computer Networks, 3/e (Peterson Edu.) : A.S., Tanenbaum

PRACTICAL

Max. Marks : 30 Marks

Computer Networking and Internet

BC (Vocational)-606
System Analysis & Design

Max. Marks : 60
Internal Assessment : 10
Time: 3 Hours

Note: Paper setter will set nine questions in all. Question number one will be compulsory which will be from the entire syllabus. It will contain six short questions. Students are required to attempt four questions from the remaining eight questions. All questions will carry equal marks.

SAD : Definition of system, characteristics, elements, types of system, system development life cycle; Techno-economic feasibility; Role of system analyst the process of logical and physical design. Form design: input, output, form. System testing, auditing, system maintenance, threats to security, control measures.

References :

1. Structured Systems Analysis by E.M. Award, Galgotia Publications.
2. System Analysis and Design by Lee, Galgotia Publications.

Practical

Max. Marks : 30 Marks

Feasibility studies of SAD applications in small business.

**Syllabus for Bachelor of Commerce (Vocational) Scheme
w.e.f. 2013-2014**

**Office Management & Secretarial Practice
(Vocational Course)**

Each student who has opted for the above said course shall opt two theory papers in each Semester in addition to four papers common with B.Com. General Scheme.

Outline of B.Com. (Vocational) Office Management & Secretarial Practice

Semester –I

Paper Code	Subject	External	Internal	Max. Marks
BC-101	Financial Accounting	80	20	100
BC-102	Business Communication Skills	80	20	100
BC-104	Principles of Management	80	20	100
BC-105	Business Mathematics-I	80	20	100
BC(Voc)-105	Computer Fundamentals and Business Data Processing	80	20	100
BC(Voc)-106	Computer Practical	-	-	100

Semester –II

Paper Code	Subject	External	Internal	Max. Marks
BC-201	Advanced Financial Accounting	80	20	100
BC-203	Business Environment	80	20	100
BC-204	Organisational Behaviour	80	20	100
BC-205	Business Mathematics-II	80	20	100
BC(Voc)-205	Shorthand: Theory	80	20	100
BC(Voc)-206	Shorthand: Practical	-	-	100
	Environmental Studies: (Qualifying Paper)*	-	-	100

*The Qualifying paper-Environmental Studies I and II shall be taught in the Ist and IInd Semester. However, the examination will be conducted along with IInd Semester.

**Office Management & Secretarial Practice
(Vocational Course)**

Semester-III

Paper Code	Subject	External	Internal	Max Marks
BC-301	Corporate Accounting-I	80	20	100
BC-302	Business Statistics	80	20	100
BC-304	Principles of Marketing	80	20	100
BC-305	Business Laws-I	80	20	100
BC (Voc)-305	Office Practice & Communication			
	Theory :	60	10	80
	Practical :	10	-	
BC (Voc)-306	Typewriting Theory (English)			
	Theory :	40	10	80
	Practical :	30		
BC (Voc)-307	On-the-Job Training Report	-	-	40

Semester-IV

Paper Code	Subject	External	Internal	Max Marks
BC-401	Corporate Accounting-II	80	20	100
BC-403	Financial Management	80	20	100
BC-404	Company Law-I	80	20	100
BC-405	Business Laws-II	80	20	100
BC (Voc)-405	Office Practice & Communication			
	Theory	60	10	100
	Practical	30		
BC (Voc)-406	Shorthand			
	Theory	60	10	100
	Practical	30		

Semester-V

Paper Code	Subject	External	Internal	Max Marks
BC-501	Cost Accounting	80	20	100
BC-502	Entrepreneurship Development	80	20	100
BC-503	Income Tax-I	80	20	100
BC-504	Company Law-II	80	20	100
BC (Voc)-505	Office Practice	70	10	80
BC (Voc)-506	Typewriting (English) Practical	80	-	80
BC (Voc)-507	On-the-Job Training Report	-	-	40

Semester-VI

Paper Code	Subject	External	Internal	Max Marks
BC-601	Management Accounting	80	20	100
BC-602	Auditing	80	20	100
BC-603	Income Tax-II	80	20	100
BC-604	Security Market Operations	80	20	100
BC (Voc)-605	Computer Application			
	Theory	70	10	100
	Practical	20		
BC (Voc)-606	Shorthand(English) Practical	100	-	100

Each student will be required to undergo on-the-job training of four weeks duration during the vacation after IInd Semester and IVth Semester examinations. The purpose of such training is to appraise the student with the real world office and secretarial practices. On completion of 'On-the-Job Training Report' each student will be required to submit a report which would be called 'On-the-Job Training Report' atleast one month before the commencement of B.Com-IIIrd semester and B.Com-Vth Semester examinations respectively and such training reports will be evaluated by external and internal examiners. There will be a viva-voce of the Training Report.

BC(Voc)-105
Computer Fundamentals & Business Data Processing

External Marks: 80

Internal Marks: 20

Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Fundamentals of Computer: Functional components of a digital computer. Limitations and capabilities of computer. Structure of DOS, internal and external commands of DOS. Generations of programming languages. Number systems, binary arithmetic operations. Overview of functions operating system, concepts of single user, multi-user, time-sharing, real-time, multi-programming, multi-processing, multitasking

Data processing, various business functions, use of computers in data processing and in carrying out business functions, concepts of data and information, characteristics of information, economics of business data processing, impact of data processing on business organizations.

Suggested References:

1. Sinha, P.K. : Computer Fundamentals, BPB Publications.
2. Mano, M. Morris: Digital Logic and Computer Design, Prentice Hall of India Pvt. Ltd., 2000.
3. Rajaraman, V.: An Introduction to Digital
Radhakrishnan, T.: Computer Design
Prentice Hall of India Pvt. Ltd 4th Ed.
4. Business Data Systems (3/e) by HD Clifton (Prentice Hall of India).
5. System Analysis for Business Data Processing by HD Clifton (prentice Hall of India).
6. Introducing Systems Analysis and Design by Lee, Galgotia Publications.
7. Mastering Data Processing by J. Bingham (MaCmillan Publishing House).

**BC(Voc)-106
Computer Practical**

Max. Marks: 100
Time: 3 hours

Practical Examinations:

DOS/WINDOWS

Note: The practical examination will be conducted jointly by internal and external examiners as per University Policy.

BC(Voc)-205
Shorthand (English) Theory

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

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, number, forms, classes, thinness, thickness, directions and joining strokes.

Vowels, Diphthongs and Diphones: Vowels - definition, number sounds, signs, places, position of outlines, intervening vowels.

Introduction of upwards/downwards strokes in Stenography.

Diphthong: definition, names, signs, places, joined diphthongs and triphones.

Diphones-definitions, signs and application.

Grammalogues and Phraseography Grammalogues., definition of grammalogues and logoram, list of grammalogues, punctuation signs. Phraseography-definition of phrase, how to phrase is written, qualities of a good phraseogram, list of simple phrases.

Circles, loops and hooks Size & direction rules for application i.e. attachment with straight and curved strokes, exception to the use of circle, application in phraseography. Loops & Hooks--size & direction, rules for application with the straight strokes and curves.

BC(Voc)-206
Shorthand (English) Practical

Max. Marks : 100
Time : 3 Hours

(a) The students will be given twenty Grammalogues/Phrases to write in shorthand, each carrying $\frac{1}{2}$ marks, within 5 minutes.

(b) One passage in English containing 300 words will be dictated in ten minutes with a speed of 30 words w.p.m. The candidates will be required to transcribe the same within half an hour into longhand.

(c) The practical examiner will give a passage of about 100 words written in shorthand. A passage of shorthand of the choice of practical examiner containing about 100 words will be given to the candidates for reading orally before the practical examiner within ten minutes.

Note: - The practical examiner is expected to exercise a clear cut pronunciation of words and maintain a constant speed while dictating the passage to the students.

The practical examination will be conducted jointly by internal and external examiners as per University Policy.

B.Com Semester-III Semester
BC (Voc)-305
Office Practice & Communication
(Part-A) Theory

Max. Marks : 60
Internal Assessment :10
Time: 3 Hours

Note: Paper setter will set nine questions in all. Question number one will be compulsory which will be from the entire syllabus. It will contain six short questions. Students are required to attempt four questions from the remaining eight questions. All questions will carry equal marks.

Office-Meaning, functions, importance, concept of an organization, centralization vs. decentralization of office service, principal departments of a modern office.

Filing and Indexing- meaning and importance, essentials of a good filing system, centralized vs. decentralized filing system, methods of filing, filing equipments.

Office Appliances and Machines : A study of various types of commonly used appliances and machines i.e. duplicator, accounting machines, calculator, addressing machines, punch card machine. Franke in machine, weighing and folding machines, sealing machine, Dictaphone, cheque protector, cash register, coin sorter, time recorder and such other machines.

Modern Office Machines : Photocopier, Duplicator, Telephone handling, Computer, Word processor, scanner printer-their operation and use in the office set up.

Introduction of Computer- Importance, history and types of computers, computer hardware and software, computer operation.

Word processor- Concept of word processing, creating and editing documents, taking print out, Do's and Don'ts in details from application point of view. Scanner- Introduction of scanner, its importance and use in offices.

PRACTICAL

Max. Marks : 10
Time: 1 Hours

Workability of the candidate is to be judged by the Practical examiners both internal and external jointly giving practical assignments on different type office machines i.e. Duplicator, Photo-copiers and processor, scanner etc. as studied in theory.

**B.Com Semester-III Semester
BC (Voc) -306
Typewriting Theory (English)
(Part-A) Theory**

**Max. Marks : 40
Internal Assessment : 10
Time: 2 Hours**

Note: Paper setter will set nine questions in all. Question number one will be compulsory which will be from the entire syllabus. It will contain six short questions. Students are required to attempt four questions from the remaining eight questions. All questions will carry equal marks.

Carbon Manifolding : Carbon papers and their kinds, carrying out correction on carbon copies i.e. use of eraser, erasing shield, while correcting fluid etc. squeezing and spreading carbon economy.

Stencil-Cutting and Duplicating :

Techniques of stencil cutting, correction of errors on stencil papers-use of correcting fluid, graft methods and use of Gumcoate paper method, signatures and lining on stencil paper with the help of stylus pen and backing sheet.

Duplicating- kinds of duplicators taking out copies on duplicators, duplicating ink.

Electric and Electronic Typewriters: Salient features of Electronic Typewriters, Computers- Salient Features, Typing on Computers.

Correspondence : Business Official

TYPEWRITING PRACTICAL

Max. Marks : 30

Time: 1 Hours

A passage of about 300 words will be given which will be typed by the candidates on the typewriter/Computer alongwith two carbon copies of the same (time 10 minutes). 10 Marks

After a gap of five minutes, a passage of about 300 words will be provided alongwith a piece of Stencil paper. The candidates will be required to cut the stencil on the typewriter/computer of the matter already provided to them within a period of 10 minutes. 10 Marks

After a gap of ten minutes, a letter of official nature will be given containing atleast 300 words which will be typed by the candidates on the typewriter/computer within a period of 20 minutes. 10 Marks

10 Marks

After a gap of five minutes, a business letter will be given of about 300 words which is required to be typed by the candidates on the typewriter/computer within a period of 20 minutes. 10 Marks

Note: All the above practical work will be supervised and assessed by the internal/external practical examiner(s) on-the-spot and marks will be given accordingly depending upon the performance of the candidates. The material required for the purpose will be provided by the Examining Body to be supplied to the candidates on-the-spot for actual use.

**B.Com Semester-IV Semester
BC (Voc)-405
Office Practice & Communication
(Part-A) Theory**

**Max. Marks : 60
Internal Assessment : 10
Time: 3 Hours**

Note: Paper setter will set nine questions in all. Question number one will be compulsory which will be from the entire syllabus. It will contain six short questions. Students are required to attempt four questions from the remaining eight questions. All questions will carry equal marks.

Mailing Department : Meaning and importance of mail, centralization mail handling or work- its advantages, mail room equipment, sorting table and racks, letter opener, time and date stamps, postal franking machine, addressing machine, mailing scales, post office guide.

Handling Mail:

Inward Mail: Receiving, sorting, opening, recording, marking, distributing.

Outward Mail : folding of letters, preparation of envelopes, sorting, scaling, weighting, stamping, entering in letters, sent book or peon book, Dispatching rail parcel service, Air mail service, Courier service, Postal service.

Office Correspondence: Essentials of a good letter, drafting of business letter, i.e. enquiry, quotation, order, advice making payment, trade reference, complaints, circular letters, follow up letters, official letters, Semi-official letters, Interview letter, appointment letters, letter for issue of tenders, office notes, Office orders etc.

Office equipments; effective use of language, preparation of appointment schedules and maintain visitors diary, furnishing desire information, instructing co-workers.

PRACTICAL

**Max. Marks : 30
Time: 1 Hours**

Workability of the candidate is to be judged by the Practical examiners both internal and external jointly giving practical assignments on different type office machines i.e. Franking Machine, Addressing Machine etc. as studied in theory.

B.Com Semester-IV Semester
BC (Voc)-406
Shorthand
(Part-A) Theory

Max. Marks : 60
Internal Assessment : 10
Time: 2 Hours

Note: Paper setter will set nine questions in all. Question number one will be compulsory which will be from the entire syllabus. It will contain six short questions. Students are required to attempt four questions from the remaining eight questions. All questions will carry equal marks.

Extended use of certain Consonant :

The Aspirate, tick and dot 'H'
Downward and upward 'R' upward 'Sh'
Compound consonants, Medical Semi Circles.

Halving and Doubling Principle :

Halving-general principles and their exception, use of halving principle in phraseography.
Doubling-general principles and their exception, use of doubling principle in phraseography.

Prefixes, Suffixes, Contraction and Intersections:

Prefixes and suffixes, Contractions : general rules and list of contractions.
Intersections, writing of figures in shorthand, note taking techniques and transcription on typewriter.

SHORTHAND PRACTICAL

Max. Marks: 30
Time: 1 Hour

Atleast twenty-five contractions/intersections will be given in longhand i.e. English Version, out of which twenty contractions/intersections are required to be written in Shorthand, within a period of ten minutes. 20 Marks

After a gap of 10 minutes an unseen passage of 300 words will be dictated to the candidates by the practical examiner with a minimum speed of 60 w.p.m. The candidate will not be dictate in Shorthand. Afterwards, there will be gap of five minutes time and then the candidates will be give a time of half an hour for transcription of the shorthand notes on the typewriter/computer into English. 20 Marks

**B.Com Semester-V Semester
BC (Voc)-505
Office Practice
(Part-A) Theory**

**Max. Marks : 70
Internal Assessment : 10
Time: 3 Hours**

Note: Paper setter will set nine questions in all. Question number one will be compulsory which will be from the entire syllabus. It will contain six short questions. Students are required to attempt four questions from the remaining eight questions. All questions will carry equal marks.

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

Meeting: Notice, agenda, Physical facilities, quorum, providing secretarial assistance.

Using Information : working knowledge of making use of information from different sources- Telephone Directory, Post Office Guide, Railway Time Table, Teleprinter, Telex, Fascimle, telegraphy.

Making Travel Arrangement : Preparing tour programme, railway and air reservation booking, Hotel accommodation, fitting of form for Tour advance, preparing TA Bills.

B.Com Semester-V Semester
BC (Voc)-506
Typewriting (English) Practical

Max. Marks: 80
Time: 2 Hours

Note : There will be pre-set question paper depending on number of group containing five questions in all, as mentioned below. The candidates are required to attempt all the questions. An interval of five minutes is to be given at the end of each question.

Typewriting-

- (i) A passage of 800 words to be typed in twenty minutes at the speed of 40 w.p.m.
16 Marks
- (ii) A letter of 400 words to be typed in twenty minutes with one carbon copy
of _____ the _____ same.
16
Marks
- (iii) A tabular statement of not more than four columns and fifteen items to be
typed in twenty minutes with proper display.
16 Marks
- (iv) A subject matter containing 400 words is to be typed on stencil paper i.e.
stencil cutting within twenty minutes.
16 Marks
- (v) A manuscript of handwritten material containing 200 words is to be typed in
twenty minutes. 16
Marks

B.Com Semester-VI Semester
BC (Voc)-605
Computer Application
(Part-A) Theory

Max. Marks: 70
Internal Assessment: 10
Time: 3 Hours

Note: Paper setter will set nine questions in all. Question number one will be compulsory which will be from the entire syllabus. It will contain six short questions. Students are required to attempt four questions from the remaining eight questions. All questions will carry equal marks.

Computer- Introduction, characteristics, application to business, CPU- main memory and secondary storage services. Input/output devices, Personal computer, Laptop; Internet and Computing on Mobile phones.

Configuration, Disc-operating systems, File Management and disc management command, words, Pronouncing, elaborating, block, saving, formatting, shelling ched and Printing command.

MS Office : MS Word, MS Excel, MS Powerpoint

Various Operating System : DOS, LINUX.

Practical

Max. Marks : 20
Time : 30 Min.

Two practical assignments carrying 10 marks each from above syllabus will be given by the practical examiners.

B.Com Semester-VI Semester
BC (Voc) -606
Shorthand (English) Practical

Max. Marks : 100

Time: 2 Hours

Note : There will be pre-set question-papers depending on the number of groups. Each group will have a separate Question-Paper containing four questions as mentioned below. The candidates are required to attempt all the four questions compulsorily.

(i) Two letters containing 400 words is to be dictated at the speed of 80 w.p.m. which is to be typed by the candidates on the typewriter/computer within a period of 25 minutes.

50 marks

(ii) After a gap of five minutes, Two passages of 400 words is to be dictated in five minutes at a speed of 80 w.p.m. which is to be transcribed by the candidates into longhand within a period of twenty minutes.

50 Marks

**Syllabus for Bachelor of Commerce (Vocational) Scheme
w.e.f. 2013-2014**

**Principles and Practice of Insurance
(Vocational Course)**

Each student who has opted for the above said course shall opt two theory papers in each Semester in addition to four papers common with B.Com. General Scheme.

Outline of B.Com. (Vocational) Principles and Practice of Insurance

Semester –I

Paper Code	Subject	External	Internal	Max. Marks
BC-101	Financial Accounting	80	20	100
BC-102	Business Communication Skills	80	20	100
BC-104	Principles of Management	80	20	100
BC-105	Business Mathematics-I	80	20	100
BC(Voc)-105	Life Insurance-I	80	20	100
BC(Voc)-106	General Insurance -I	80	20	100

Semester –II

Paper Code	Subject	External	Internal	Max. Marks
BC-201	Advanced Financial Accounting	80	20	100
BC-203	Business Environment	80	20	100
BC-204	Organisational Behaviour	80	20	100
BC-205	Business Mathematics-II	80	20	100
BC(Voc)-205	Life Insurance -II	80	20	100
BC(Voc)-206	General Insurance -II	80	20	100
	Environmental Studies: (Qualifying Paper)*	-	-	100

Semester –III

Paper Code	Subject	External	Internal	Max. Marks
BC-301	Corporate Accounting-I	80	20	100
BC-302	Business Statistics	80	20	100
BC-304	Principles of Marketing	80	20	100
BC-305	Business Laws-I	80	20	100
BC(Voc)-305	Fire Insurance	80	-	80
BC(Voc)-306	Insurance Finance and Legislation-I	80	-	80
BC(Voc)-307	On-the-Job Training Report	-	-	40

Semester –IV

Paper Code	Subject	External	Internal	Max. Marks
BC-401	Corporate Accounting-II	80	20	100
BC-403	Financial Management	80	20	100
BC-404	Company Law-I	80	20	100
BC-405	Business Laws-II	80	20	100
BC(Voc)-405	Marine Insurance	80	20	100
BC(Voc)-406	Insurance Finance and Legislation-II	80	20	100

Semester –V

Paper Code	Subject	External	Internal	Max. Marks
BC-501	Cost Accounting	80	20	100
BC-502	Entrepreneurship Development	80	20	100
BC-503	Income Tax-I	80	20	100
BC-504	Company Law-II	80	20	100
BC(Voc)-505	Property and Liability Insurance-I	80	-	80
BC(Voc)-506	Group Insurance and Retirement Benefit Schemes-I	80	-	80
BC(Voc)-507	On-the-Job Training Report	-	-	40

Semester –VI

Paper Code	Subject	External	Internal	Max. Marks
BC-601	Management Accounting	80	20	100
BC-602	Auditing	80	20	100
BC-603	Income Tax-II	80	20	100
BC-604	Security Market Operations	80	20	100
BC(Voc)-605	Property and Liability Insurance-II	80	20	100
BC(Voc)-606	Group Insurance and Retirement Benefit Schemes –II	80	20	100

Each student will be required to undergo on-the-job training of four weeks duration during the vacation after IInd Semester and IVth Semester examinations. The purpose of such training is to appraise the student with the functions of Insurance Companies. Insurance Agents and other associated agencies including the preparation and filling of insurance proposal forms and other related documents, claims, maintenance and keeping of account books and other office records. For this purpose, the student will be attached with any office of the Life Insurance Corporation, General Insurance, Corporation or with Development Officers/full time insurance agents. They can even enroll themselves as insurance Agent and work under a Development officer for this duration, if they so desire. Not more than two students be allowed to undertake training in the same organization. On completion of 'On-the-Job Training' each student will be required to submit a report which would be called 'On-the-Job Training Report' atleast one month before the commencement of B.Com-IIIrd Semester and B.Com-Vth Semester examinations respectively and such training reports will be evaluated by External and Internal Examiners. There will be a viva-voce for these Training Reports.

The duration of this vocational course shall be three academic years. The candidate will be awarded B.Com. degree with Principles and Practice of Insurance (Vocational Course) and shall be eligible to get admission to M.Com and other post-graduate courses like other B.Com students.

*The Qualifying paper-Environmental Studies I and II shall be taught in the Ist and IInd Semester. However, the examination will be conducted alongwith IInd Semester.

BC(Voc)-105
Life Insurance-I

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Introduction: Need of security against economic difficulties, Risk and uncertainty; Individual values system; Individual Life Insurance. Nature and uses of Life Insurance; Life Insurance as a collateral, as a measure of financing business continuation, as a protection to property, as a measure of investment.

Life Insurance Contract: Distinguishing characteristics, Utmost Good faith, Insurable Interest, Caveat Emptor, Unilateral and aleatory nature of contract. Proposal and application form, warranties, medical examination, policy construction and delivery, policy provision, lapse revival, surrender value, paid-up policies, maturity, nomination and assignment. Suicide and payment of insured amount; Loan to Policy-holders.

Life Insurance Risk: Factors governing sum assured; Methods of calculating economic risk in life insurance proposal. Measurement of risk and mortality table; Calculation of premium; Treatment of sub-standard risks. Life Insurance Fund; Valuation and investment of surplus: payment of bonus.

Suggested Books :

1. Karam Pal, Bodla B.S. and Garg M.C., Insurance Management, Deep & Deep Publications, New Delhi.
2. Huebner S.S. and Kennerth Black Jr.:Life Insurance (Prentice Hall Inc. Englewood Chiffs, New Jersey).
3. Meher Robert, L. : Life Insurance; Theory and Practice (Business Publications, Texas).
4. Maclean: Life Insurance
5. Gupta O.S. : Life Insurance-(Frank Brothers, New Delhi).
6. Mishra, M.N.: Insurance Principles and Practice (Delhi, Vikas Publishing House).

BC(Voc)-106
General Insurance-I

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Introduction to risk and insurance

(a) Risk (b) The treatment of risk.

The structure and operation of the Insurance Business

(a) Insurance contract fundamentals.

(b) Insurance marketing.

(c) Insurance loss payment.

(d) Underwriting rating, reinsurance, and other functions.

General Insurance Corporation and other Insurance Institutions-working of GIC in India; Types of risks assumed and specific policies issued by ECGC.

Suggested Reference:

1. General Insurance by Biakelhaupt and Magee, Eighth Edition, Published by Richard D. Irwin, Inc., Homewood, Illinois, Irwin Dorsey Limited, George-town, Ontario, chapters: 1 to 7, 13,21,27 and 28.

BC(Voc)-205
Life Insurance-II

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Life Insurance Policies: Types and their applicability to different situations. Important Life Insurance Policies issued by the Life Insurance Corporation of India. Life Insurance annuities, Important Legal provisions and judicial pronouncements in India.

Life Insurance Salesmanship: Rules of agency; essential qualities of an ideal insurance salesman; Rules to canvass business from prospective customers; After-sale service to policy-holders.

Suggested References:

1. Huebner S.S. and Kennerth Black Jr.:Life Insurance (Prentice Hall Inc. Englewood Chiffs, New Jersey).
2. Meher Robert, L.:Life Insurance; Theory and Practice (Business Publications, Texas).
3. Maclean: Life Insurance
4. Gupta O.S.: Life Insurance-(Frank Brothers, New Delhi).
5. Mishra, M.N.: Insurance Principles and Practice (Delhi, Vikas Publishing House).

**BC(Voc)-206
General Insurance-II**

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Health Insurance:

- (a) Individual Health Insurance.
- (b) Group Health Insurance.

Motor Insurance:

Multiple line and All-line Insurance-such as Rural Insurance-Hull Insurance, etc.

Suggested Reference:

1. General Insurance by Biakelhaupt and Magee, Eighth Edition, Published by Richard D. Irwin, Inc., Homewood, Illinois, Irwin Dorsey Limited, George-town, Ontario, chapters: 1 to 7, 13,21,27 and 28.

**BC(Voc)-305
Fire Insurance**

Max. Marks: 80
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Fire Insurance Contract-Origin of fire insurance, its nature, risks, hazards and indemnity, legal basis; Stipulation and conditions; Contracts, Full disclosure of material facts; Inspection and termination of coverage.

Fire Insurance Policies-Issue and renewal of policies; Different kinds; Risks covered; Recovery of claims-Insurer's option; Ex-gratia payment and subrogation. Policy conditions; Hazards not covered; Contribution and average; Reinsurance, double insurance and excess insurance. Types of fire protection policies issued by the General Insurance Corporation of India.

Suggested Books :

1. Rodder: Marine Insurance (Prentice Hall, New Jersey).
2. Winter, W.D.: Marine Insurance.
3. Godwen : Fire Insurance.
4. Cambell, H. : The Fire Insurance Contract Indian Policy (the Rough Notes Co.).

BC(Voc)-306
Insurance, Finance and Legislation-I

Max. Marks: 80
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Introduction: Laws of Probability, Forecast of future events; Construction of mortality tables; Mortality tables for annuities.

Premium Determination -Basic factors; Use of mortality tables in premium determination; interest; Compound interest functions, net and gross premium; Mode of periodicity of premium payment; Mode of claim payment; Benefits to be provided. Mode of loading for expenses. Gross premium general consideration, insurer's expenses; Margin adjusting; Premium for term insurance; Temporary insurance: Endowment, insurance; Level and natural premium plan; Premium calculation for study of actuarial valuations.

Reserves and Surplus-Nature, origin and importance of reserves and funds in Life and property insurance, retrospective and prospective reserve computation. Statutory regulation of reserve. Nature of surrender value; Concept and calculation of surrender value; Standard non-forfeiture; Law; Non-forfeiture value, reduced paid up values; Settlement options; Automatic premium loan.

Suggested References:

1. Srivastava, S.S.: Insurance Administration and Legislation in India (Allahabad, Asia Book, Depot).
2. Govt. of India: Life Insurance Corporation of India Act, 1956.
3. Govt. of India: General Insurance Corporation of India Act, 1956.

BC(Voc)-405
Marine Insurance

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Marine Insurance Contract-Origin and growth; History of Loyds; Evaluation of marine insurance business in India. Basic elements-Insurable interest, Utmost Good Faith, implied warranties, policy document. Types of marine insurance contract Freight, Cargo and vessel, Procedure for obtaining marine protection policy; Marine policies and conditions. Nature of coastal marine insurance; perils covered, protection available; Procedure for preparation and presentation of claim; payment of compensation by insurer.

Marine losses - Total loss; partial loss, particular average loss and general average loss; preparation of loss statement, Payment of Marine Losses-requirement of the insured, documents needed, procedure for presentation of claim; Valuation of loss salvage; Limits of liability; Attachment and termination of risk.

Suggested References :

1. Rodder : Marine Insurance (Prentice Hall, New Jersey).
2. Winter, W.D.: Marine Insurance.
3. Godwen : Fire Insurance.
4. Cambell, H. : The Fire Insurance Contract Indian Policy (the Rough Notes Co.).

BC(Voc)-406
Insurance, Finance and Legislation-II

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Nature and sources of insurance surplus; Special forms of surplus, distribution of surpluses; Extra dividend, residuary dividend; Investment of surplus and reserves-basic principles. Investment policy of LIC and GIC in India.

Legislation- A brief study of Indian Insurance Act, 1938; detailed study of Life Insurance Corporation of India Act, 1956; General Insurance Corporation of India Act, Export Credit and Guarantee Corporation Act., IRDA Act 2000.

Suggested References:

1. Srivastava, S.S.: Insurance Administration and Legislation in India (Allahabad, Asia Book, Depot).
2. Govt. of India: Life Insurance Corporation of India Act, 1956.
3. Govt. of India: General Insurance Corporation of India Act, 1956.

BC(Voc)-505
Property and Liability Insurance-I

Max. Marks: 80
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Introduction-Risk and insurance; insurable and non-insurable risks; Nature of property and liability insurance; Crop and Cattle Insurance; Types of liability insurance, Reinsurance.

Basic concepts of liability insurance-Basic concepts: specific and all risk insurance; Valuation of risk; Indemnity contracts and specific value contracts; Average and contribution excess and short insurance careers, Liability Insurance Procedure for obtaining liability insurance. Legal position of insurance agent; Construction and issue of policy; Records of liability insurance; Policy conditions. Types of Liability Insurance Policy-Mandatory Public Liability Insurance, Dwelling property losses; Business interruption and related losses; Theft insurance Contracts, Budgetary covers, Auto Insurance, Medical Benefit Insurance; Dishonesty, disappearance and destruction insurance; Employers, liability; Aviation insurance; Personal and residential insurance; Boiler machinery insurance; Commercial enterprises and industrial property insurance.

Suggested References:

1. Bodda: Property and Liability Insurance (Prentice Hall, New Jersey). An Introduction to Liability Claims Adjusting, Cincinnati-(The National Underwriting Co.)
2. John, Carydon. L. : An Introduction to Liability Claims adjusting, Cincinnati-(The National Underwriting Co.).
3. Long and Greg: Property and Liability Insurance (Handbook, Homewood, Richard D. Irwin).

BC(Voc)-506
Group Insurance and Retirement Benefit Schemes-I

Max. Marks: 80

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Superannuation schemes, Types, terms and conditions and benefits. Gratuity Schemes.

Group Insurance Schemes.

Suggested References:

1. Group Insurance and Retirement Benefits Schemes (Federation of Insurance Institutes, Bombay).

BC(Voc)-605
Property and Liability Insurance-II

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Insurance Problems of Institutions-Insurance problems of educational. and religious institutions-Hospitals, clubs and association; Professional package contracts, Errors and omission insurance; Professional Liability insurance; Accountants liability Insurance; Limits on amount of Insurance. Marketing and underwriting of liability insurance; Finance of liability insurance.

Adjustment of losses and claims compensation- Nature of losses and their adjustment; Procedure of adjustment; Functions of adjusters; Responsibilities of adjusters; Survey of losses, Procedure for preparing claims statements; Documents in use in claim settlement. Requirement of the insured in the event of loss. Apportionment and loss valuation; Statutory control over liability insurance in India. Liability policies by General Insurance Corporation of India.

Suggested References:

1. Bodda: Property and Liability Insurance (Prentice Hall, New Jersey). An Introduction to Liability Claims Adjusting, Cincinnati-(The National Underwriting Co.).
2. John, Carydon. L. : An Introduction to Liability Claims adjusting, Cincinnati-(The National Underwriting Co.).
3. Long and Greg: Property and Liability Insurance (Handbook, Homewood, Richard D. Irwin).

BC(Voc)-606
Group Insurance and Retirement Benefit Scheme-II

External Marks: 80

Internal Marks: 20

Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Provident Fund and Employees Pension and Deposit Linked Insurance Schemes.

Taxation treatment of provisions for retirement benefits; Group Schemes and Data Processing.

Suggested References:

1. Group Insurance and Retirement Benefits Schemes (Federation of Insurance Institutes, Bombay).

**Syllabus for Bachelor of Commerce (Vocational) Scheme
w.e.f. 2013-2014**

**Advertising, Sales Promotion and Sales Management
(Vocational Course)**

Each student who has opted for the above said course shall opt two theory papers in each Semester in addition to four papers common with B.Com. General Scheme.

Outline of B.Com. (Vocational) Advertising Sales, Promotion and Sales Management

Semester –I

Paper Code	Subject	External	Internal	Max. Marks
BC-101	Financial Accounting	80	20	100
BC-102	Business Communication Skills	80	20	100
BC-104	Principles of Management	80	20	100
BC-105	Business Mathematics-I	80	20	100
BC(Voc)-105	Marketing Communication-I	80	20	100
BC(Voc)-106	Advertising-I	80	20	100

Semester –II

Paper Code	Subject	External	Internal	Max. Marks
BC-201	Advanced Financial Accounting	80	20	100
BC-203	Business Environment	80	20	100
BC-204	Organisational Behaviour	80	20	100
BC-205	Business Mathematics-II	80	20	100
BC(Voc)-205	Marketing Communication-II	80	20	100
BC(Voc)-206	Advertising-II	80	20	100
	Environment Studies: (Qualifying Paper)*	-	-	100

Semester –III

Paper Code	Subject	External	Internal	Max. Marks
BC-301	Corporate Accounting-I	80	20	100
BC-302	Business Statistics	80	20	100
BC-304	Principles of Marketing	80	20	100
BC-305	Business Laws-I	80	20	100
BC(Voc)-305	Advertising-II(i)	80	-	80
BC(Voc)-306	Personal Selling and Salesmanship-I	80	-	80
BC(Voc)-307	On-the-Job Training Report	-	-	40

Semester –IV

Paper Code	Subject	External	Internal	Max. Marks
BC-401	Corporate Accounting-II	80	20	100
BC-403	Financial Management	80	20	100
BC-404	Company Law-I	80	20	100
BC-405	Business Laws-II	80	20	100
BC(Voc)-405	Advertising-II(ii)	80	20	100
BC(Voc)-406	Personal Selling and Salesmanship-II	80	20	100

Semester –V

Paper Code	Subject	External	Internal	Max. Marks
BC-501	Cost Accounting	80	20	100
BC-502	Entrepreneurship Development	80	20	100
BC-503	Income Tax-I	80	20	100
BC-504	Company Law-II	80	20	100
BC(Voc)-505	Management of Sales Force-I	80	-	80
BC(Voc)-506	Sales Promotion and Public Relations-I	80	-	80
BC(Voc)-507	On-the-Job Training Report	-	-	40

Semester –VI

Paper Code	Subject	External	Internal	Max. Marks
BC-601	Management Accounting	80	20	100
BC-602	Auditing	80	20	100
BC-603	Income Tax-II	80	20	100
BC-604	Security Market Operations	80	20	100
BC(Voc)-605	Management of Sales Force-II	80	20	100
BC(Voc)-606	Sales Promotion and Public Relations-II	80	20	100

Objectives:

The course is intended to impart knowledge and develop skill among the participants in the field of marketing communication, so as to equip them to maintain 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. They are required to undergo training in advertising agencies. Sales/marketing department of industrial houses etc.

After having completed on-the-job training, every student will be required to submit a report which would be called 'On-the-Job Training Report' at least one month before the commencement of B.Com-IIIrd Semester and B.Com-Vth Semester examination. Such training reports would be got evaluated by external and internal examiners. There will be viva-voce for there Training Report.

Not more than two students be allowed to undertake training in the same organization.

The duration of this vocational course shall be three academic years. The candidates will be awarded B.Com degree with **advertising, sales promotion and sales management** (Vocational Course) and they shall be eligible to seek admission to M.Com and other Post-Graduate classes just like other B.Com students.

*The Qualifying paper-Environmental Studies I and II shall be taught in the Ist and IInd Semester. However, the examination will be conducted alongwith IInd Semester.

BC (Voc)-105
Marketing Communication-I

External Marks: 80
Internal Marks: 20
Time: 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- Nature and Importance of Communication.
- Communication Process, Elements of the Communication Process.
- Application of Communication Process in Marketing Steps in Developing Effective Marketing Communication.
- Emerging trends in marketing communication
- Social, ethical and economic aspects of marketing communication.

Suggested References:

1. Philip Kotler, Marketing Management, (Prentice Hall of India, New Delhi).
2. Subroto Sen Gupta : Case in Advertising and Communication Management in India (IIM, Ahmedabad).
3. Belch, George, E. and Michael A. Belch, Advertising and Promotion, Tata McGraw Hill.

BC (Voc)-106
Advertising-I

External Marks: 80

Internal Marks: 20

Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- Importance of Advertising in Modern Marketing. Role of Advertising in the National Economy.
- Types of Advertising: Commercial and Non-commercial Advertising, Primary Demand and Selective Demand, Advertising; Classified and display advertising. Comparative Advertising Co-operative Advertising.
- Setting of Advertising Objectives.
- Setting of advertising Budget. Factors Affecting the Advertising Expenditure in a Company.

Suggested Readings:

1. Duna and Darban: Advertising: Its Role in Modern Market (The Drydon Press) (Relevant Chapters).
2. Philip Kotler : Marketing Management 8th Ed. (Prentice Hall of India) CHAP 22.
3. Mahendra Mohan : Advertising (Tata McGraw Hill) (Relevant Chapters).
4. Subroto Sen Gupta : Cases in Advertising and Communication Management in India (IIM, Ahmedabad)

BC(Voc)-205
Marketing Communication-II

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- Methods of Marketing Communication.
- Advertising Personal Selling, Public Relations, Sales Promotion, their meaning and distinctive characteristics.
- Setting up of Targets-Policies, Strategies and Methods of Achievements.
- Integrated Communication in Marketing: Meaning, Importance process and tools.

Suggested References:

1. Philip Kotler, Marketing Management, (Prentice Hall of India, New Delhi).
2. Subroto Sen Gupta : Case in Advertising and Communication Management in India (IIM, Ahmedabad).
3. Belch, George, E. and Michael A. Belch, Advertising and Promotion, Tata McGraw Hill.

**BC(Voc)-206
Advertising-II**

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

Creativity in Advertising.

Advertising Message, Preparing and Effective Advertising Copy; Elements of a Print Copy: Headlines, illustration, Bodycopy, Slogan, Logo, Elements of a Broadcast Copy, Copy for direct Mail, In flight advertising, Transit advertising.

Suggested References:

1. Duna and Darban: Advertising: Its Role in Modern Market (The Drydon Press) (Relevant Chapters).
2. Philip Kotler : Marketing Management 8th Ed. (Prentice Hall of India) CHAP 22.
3. Mahendra Mohan : Advertising (Tata McGraw Hill) (Relevant Chapters).
4. Subroto Sen Gupta : Cases in Advertising and Communication Management in India (IIM, Ahmedabad)

BC (Voc)-305
Advertising-II (i)

Max. Marks: 80
Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- Advertising Media, Types of Media; Print Media, (News paper and Magazines, Pamphlets, Posters, and Brochures) Electronic Media (Radio, Television, Audio-Visuals, Cassettes), Other Media (Direct Mail, Outdoor Media), Their Characteristics, Merits and Limitations, Media Scene in India, Problems of Reaching Rural Audience and Markets. Exhibitions and Mela Press Conference.
- Media Planning, Selection of Media Category, their Reach, Frequency and Impact. Cost and other Factors Influencing the choice of Media.
- Media Scheduling.

Suggested References:

1. Russel, Beach and Buskirk: Selling (McGraw-Hill)
2. Still, Cundiff and Govent: Sales Management (Prentice Hall of India).
3. J.S.K.Patel: Salesmanship and Publicity (Sultan Chand & sons, New Delhi).
4. Johnson, Kirtz and Schueing: Sales Management (McGraw Hill).

BC(Voc)-306
Personal Selling and Salesmanship-I

Max. Marks: 80

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- Nature and Importance of Personal Selling. Door-to-door, selling Situations. Where Personal Selling is more effective than Advertising. Cost of Advertising vs. Cost of Personal Selling.
- AIDA Model of Selling. Types of Selling Situations. Types of Sales persons.
- Buying Motives Types of Markets Consumer and Industrial Markets, their Characteristics and Implications for the Selling function.
- Process of Effective Selling: Prospecting, Pre-Approach, Approach, Presentation and Demonstration, Handling No Objections, Closing sale and post-sale activities.

Suggested References:

1. Russel, Beach and Buskirk: Selling (McGraw-Hill)
2. Still, Cundiff and Govent: Sales Management (Prentice Hall of India).
3. J.S.K.Patel: Salesmanship and Publicity (Sultan Chand & sons, New Delhi).
4. Johnson, Kirtz and Schueing: Sales Management (McGraw Hill).
5. Gupta S.L., Sales and Distribution Management, Excel Books.

**BC(Voc)-405
Advertising-II(ii)**

External Marks: 80
Internal Marks: 20
Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- Advertising Department. Its Organisation and Functions.
- Evaluation of Advertising Effectiveness. Importance and Difficulties. Methods of Measuring Advertising effectiveness. Pre-Testing and Post-Testing.
- Regulation of Advertising in India. Misleading advertising and False Claims.
- Advertising Agencies: Functions, Selection of Advertising Agency, Agency Commission and Fee. Client Agency Relationships.

Suggested References:

1. Russel, Beach and Buskirk: Selling (McGraw-Hill)
2. Still, Cundiff and Govent: Sales Management (Prentice Hall of India).
3. J.S.K.Patel: Salesmanship and Publicity (Sultan Chand & sons, New Delhi).
4. Johnson, Kirtz and Schueing: Sales Management (McGraw Hill).

BC(Voc)-406

Personal Selling and Salesmanship-II

External Marks: 80

Internal Marks: 20

Time : 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- Qualities of the successful sales person with particular reference to consumer services.
- Selling as a career, advantages and difficulties, measures for making selling and attractive career.
- Distribution network relationship.
- Reports and documents; sale manual, order desk, cash memo, tour diary, diary and periodical reports.
- Other problems in selling.

Suggested References:

1. Russel, Beach and Buskirk: Selling (McGraw-Hill)
2. Still, Cundiff and Govent: Sales Management (Prentice Hall of India).
3. J.S.K.Patel: Salesmanship and Publicity (Sultan Chand & sons, New Delhi).
4. Johnson, Kirtz and Schueing: Sales Management (McGraw Hill).

BC(Voc)-505

Management of Sales Force-I

Max. Marks: 80

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- Importance of the Sales Force and Its Management.
- Functions of Sales Manager.
- Recruitment and Selection
- Training and Direction
- Motivation and Compensation
- Appraisal of Performance
- Sales Force Size, Organisation of the Sales Department : Geographic, Product-wise, Market-Based.

Suggested References:

1. Stanton and Buskrik: Management of the Sales Force (Richard D. Irwin).
2. Philip Kotler: Marketing Management 8th Ed. (Prentice Hall of India).

BC(Voc)-506
Sales Promotion and Public Relations-I

Max. Marks: 80

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- Nature and importance of sales Promotion. Its Role in marketing.
- Forms of Sales Promotion: Consumer-Oriented; motion, Trade-oriented Sales Promotion and Sales Oriented Sales Promotion.
- Major Tools of Sales Promotion: Sample, Purchase. Displays and Demonstrations. Exhibitions Fashion shows, Sales Contests and Games of chance and Skill, Lotteries, Gifts Offers, Premium and Free goods, Rebates, Patronage, Rewards.
- Conventions, Conference and Tradeshows, Specific: Novelties.
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Suggested Readings

1. Philip Kotler: Marketing Management 7th Ed. (Prentice Hall of India).
2. J.S.K. Patel: Salesmanship and Publicity (Sultan Chand and Sons, New Delhi.)
3. Stanton & Futrell: Fundamentals of Marketing 7th Ed. (McGraw Hill).

BC (Voc)-605
Management of Sales Force-II

External Marks: 80
Internal Marks: 20
Time: 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- Sales Planning; Market Analysis and Sales Forecasting, Methods of Forecasting Sales.
- Sales Budget: Importance, Process of Sales Budget, Uses of Sales Budget.
- Sales Territory: Meaning, Importance, Process and Consideration in Allocation of Sales Territory.
- Sales Quota: Objectives, Principles of Setting Sales Quota, Administration of Sales Quota. Uses of Sales Quota.
- Sales and Cost Analysis: Uses and Methods.
- Ethical considerations in sales force management.

Suggested References:

1. Stanton and Buskrik: Management of the Sales Force (Richard D. Irwin).
2. Philip Kotler: Marketing Management 8th Ed. (Prentice Hall of India).

BC (Voc)-606
Sales Promotion and Public Relations-II

External Marks: 80
Internal Marks: 20
Time: 3 Hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.

- Developing and Sales Promotion Programmes, Pre Testing Implementing, Evaluating the Results and marking Necessary Modifications.
- Public Relations: Meaning, Features, Growing Importance Role in Marketing, Similarities of Publicity and Relations.
- Major Tools of Public Relations; News, SPEECHES Special Events, Handouts and Leaflets, Audio- Visual, Public service activities, Miscellaneous Tools.
- Ethical and Local Aspects of Sales Promotion and Public Relations.

Suggested References:

1. Philip Kotler: Marketing Management 7th Ed. (Prentice Hall of India).
2. J.S.K. Patel: Salesmanship and Publicity (Sultan Chand and Sons, New Delhi.)
3. Stanton & Futrell: Fundamentals of Marketing 7th Ed. (McGraw Hill).
4. Belch, George, E. and Michael A. Belch, Advertising and Promotion, Tata McGraw, Hill.