

**PANJAB UNIVERSITY CHANDIGARH**

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

**FACULTY OF BUSINESS MANAGEMENT AND**  
**COMMERCE**

**SYLLABI for following Vocational Courses**

**2012-13**

**1.**



**Draft Syllabi**

**Ist Year**

**Paper I: Life Insurance**

**UNIT-I**

**Introduction**

Need for security against economic difficulties: Risk and uncertainty, Individual value 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.

**UNIT-II**

**Life Insurance Contract-**

Distinguishing characteristics, Utmost Good Faith, Insurable Interest, Caveat Emptor, unilateral and a0.221535(a)52 ra0.221535(a)52 ra0.221535(a)52 rmnte

**UNIT-V**

**Life Insurance Salesmanship-**

Rules of agency: Essential qualities of an ideal insurance salesman, Rules to canvass



## **UNIT-II**

### **Fire Insurance Policies-**

Issue and renewal of policies, Different kinds; Risks covered: recovery of claims insurer's option; E-xgratia a payment and subrogation- Policy conditions; Hazards not covered: Contribution and average; Reinsurance, double insurance and excess insurance.

## **Paper-II Insurance Finance and Legislation**

### **UNIT- I**

#### **Introduction**

Laws of probability: Forecast of future events  
Construction of mortality tables; Mortality tables for annuities.

### **UNIT –II**

#### **Premium Determination-**

Basic factors; Use of mortality tables in premium  
Determinations interest, compound interest functions, Net and gross premium; Mode and periodicity and premium payment; Mode of claim payment; Benefits to be provided; Mode of loading for expenses. Gross premium-general considerations, insurer's expenses margin adjusting; premium for term insurance; Temporary insurance; Endowment insurance; level; and natural premium plan; Premium calculation for study of actual valuation.

### **UNIT – III**

#### **Reserves and Surplus**

Nature, origin and importance of reserves; and; funds in life and property insurance. Retrospective and prospective reserve computation. Statutory regulation of reserves. Nature of surrender value; Concept and calculation of surrender value, reduced paid up values ;Settlement options; Automatic premium loan . Nature and sources of insurance surplus; Special form of surplus. Distribution of surpluses-extra dividend. Residuary dividend; Investment of surplus and reserves-basic principles. Investment policy of LIC and GIC in India.

### **UNIT- IV**

#### **Legislation-**

A Brief study of Indian Insurance Act. 1938

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**3<sup>rd</sup> Year**

**Paper I Property and Liability Insurance**

**UNIT-I**

**Introduction**



## **UNIT-V**

### **Adjustment of losses and Claims Compensation**

Nature of losses and their Adjustment; Procedure of adjustment: Functions of adjuster's :  
Responsibility of adjuster's survey of losses. Procedure for preparing claims statements;  
Documents in use in claim settlement. Requirement of the insured in the event of loss.  
Appointment and loss valuation; statutory control over liability insurance in India.  
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**PANJAB UNIVERSITY, CHANDIGARH**

**ENTERPRENEURSHIP DEVELOPMENT COURSE**

**IMPORTANT NOTE:**

This course being a non-credit course, the examination will be conducted by the colleges themselves as they do for the House Examination. The result is to be conveyed in a sealed cover to the Deputy Registrar (Secrecy), Panjab University, Chandigarh well before the commencement of the annual examination in April/May.

Teaching Load	.....	L	+	T	P	Total	
				5	1 period	6 period per	
					per week	week	
							Periods

15. a) Creativity and innovation	1
b) Problem solving approach	1
c) Strength Weakness Opportunity and Threat (SWOT) Techniques.	1
16. Techno-economic feasibility of the Project	3
17. Plant layout & Process Planning for the product	3
18. Quality control/quality assurance and testing of product	3
19. Elements of marketing & sales management	4
20. a) Nature of product and market strategy	2
b) Packaging and advertising	2
c) After Sales service	2
21. Costing and pricing	2
22. Management of self and understanding human behavior	2
23. Sickness in small scale Industries and their remedial measures.	2
24. Coping with uncertainties stress management & positive reinforcement.	2
25. a) Licensing registration	1
b) Municipal bye laws and Insurance coverage	2
26. Important provisions of factory Act, sales of Goods Act, Partnership Act.	4
27. a) Dilution control	1
b) Social responsibility and business ethics	2
28. Income tax, sales tax and excise rules	2

**Practice 15 hrs Teaching Load:**

1. Conduct of mini markets survey (one day exercise)	Data Collection through questionnaire and personal visits
2. Entrepreneurial Motivation Training.	Through games role playing discussions and exercises.
3. a) Working capital and fixed Capital assessment and Management.	Practice
b) Exercise on working capital and fixed capital calculation.	Practice

4. a) Analysis of sample project report                      **discussion**  
    b) Break even analysis    **Practice**
5. Communication written and oral                              **Practice**

**Suggested Reading Material:**

1. Deshpande M.V.                      Entrepreneurship of Small-Scale Industries : Concept Growth & Management Deep & Deep Publication, D-1/24. Rajouri Garden, New Delhi-160027.1984.
2. Mc. Clelland DC                      The Achieving Society, Princeton, N.J.D. Van Nostrand Co.N.Y. 1961.
3. Meredith GG,  
Nelson Reetial                      Practice of Entrepreneurship ILO Geneva, 1982
4. Pareek U & Rao TV                      Personal Efficacy in Developing Entrepreneurship Learning Systems, New Delhi-1978.
5. Rao TV & Pareek U.                      Developing Entrepreneurship-A Handbook, Learning Systems, New Delhi-1982.
6. Vyas JN                      Planning an Industrial Unit-I Neelkunj Neelkanth Park, OPP. Navrangpura, Ahmedabad.
7. Welsh JA & Jerry FW                      Entrepreneurs Master Planning Guide-How to Launch A Successful Business Prentice Hall, Englewood Cliffs, 1983.
8. Department of Industrial                      Incentives & Concessions for Setting up Industries in Development                      Backward Areas, Deptt. of Industrial Development Govt. for India, New Delhi.
9. India Investment                      Guide for Entrepreneurs India Investment Centre Industrial Centre                      Jeevan Vihar Buildin Building sansad Marg, New Delhi.

P.T.O.

10. Entrepreneurship Development Institute of India. A Handbook for New Entrepreneurs. (With special reference to S&T group). Entrepreneurship. Development Institute of India.

**Note:** The above paper is on the pattern of various courses developed by Department of Science and Technology, New Delhi. The meeting of Entrepreneurship Cell was held at the Deptt. of Science & Technology, New Delhi. It was recommended that this paper may be shifted to second year of the programme as this may help students in the job training which would (c)-0.44476

**PANJAB UNIVERSITY, CHANDIGARH**

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

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Subject ADVERTISING SALES PROMOTION AND SALES  
of Title:-MANAGEMENT

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

**Paper**

I. Marketing Communication	75
II. Advertising-I	75
Practical Training After Ist year	50
Report Writing and Viva-Voce	
Practical Training After Ist year	

**Second Year**

I. Advertising-II	75
II. Personal Setting & Salesmanship	75
Practical Training After 2 <sup>nd</sup> Year	50
Report Writing and Viva-Voce	
Entrepreneurship Development Course	non-credit

**Third Year**

I. Management of Sales Force	100
II. Sales Promotion and Public Relations	100

Examinations: 10 Questions out of fifteen should be concise and should be practical oriented.

Duration: 3 Hours-Theory

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**Note:** The Entrepreneurship Development course will be taught in the Second Year programme of B.A./ B.Sc. This course being a non – credit course. The examination will be conducted by the Colleges themselves as they do for the House Examination. The result is to be conveyed in a sealed cover to the Deputy Registrar (Secrecy), P. U. Chandigarh well before the commencement of the Annual Examination in April/May.

SUMMARY CHART

ADVERTISMENT, SALES PROMOTION AND SALES MANAGEMENT

Sr. No.	YEAR	SEMESTER	PAPER	NAME	LTP	TOTAL Hrs	EXAM Hours	HOURS				
			paper		Load Teaching							
					T P on the job Training-							
1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	12.	
1.	Ist Yr.	II	I	Marketing Communication-I	3	3	-	6	3			
2.		I	II	Advertising (I)-II	3	3	-	6	3			
3.		I	III	Marketing Communication-II	3	3	-	6	3			
4.		II	IV	Advertising (I)-II	3	3		6	3			
5.	on-the-Job Training			4 weeks								
6.	2 <sup>ND</sup> Yr.	III	V	Advertising (II)-II	3	-6		3				
7.		III	VI	Personal Selling & Salesmanship-I	3	-	6		3			
8.		IV	VII	Advertising (II)-II	3	3	-	6	3			
9.		IV	VIII	Personal Selling & Salesmanship-II	3	3	-	6	3			
10.	On-the-job Training			4 weeks								
9.	3 <sup>RD</sup>	V	IX	Management of The Sale Forms	4	2	-	6	3			
10.		V	X	Sales Promotion & Public Relations	2	2	4	-	6	3	3	
11.		VI	XI	Project report And Report on the Job Training II & II					6			
12.		VII	XII	Entrepreneurship Development					6			

## **ADVERTISING SALES PROMOTION AND SALES MANAGEMENT**

### **Objectives:**

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



- Setting up of targets-policies, strategies and methods of achievements
- Integrated communication in Marketing.

**Suggested Readings:**

1. Philip Kotler Marketing Management 5<sup>th</sup> Edition

**Paper-2: Advertising I**

- Importance of advertising in modern marketing.  
Role of advertising in the national economy,
- Types of advertising Commercial and non-commercial  
Advertising: classified and display advertising, comparative advertising, co-operative advertising
- Setting of advertising objectives
- Setting of advertising budget. Factors affecting the advertising expenditure in accompany.
- Advertising message. Preparing an affective advertising copy. Elements of a print copy: Headlines, illustration body copy slogan, loge, seal of approval Role of colon, Elements of a broadcast copy. Copy for direct mail.

**Suggested Readings:**

1. Wright Wintors and Advertising Management. (McGraw

### **Paper-3 Advertising II**

- Advertising Media Types of Medical print Media (News paper) and pamphlets, posters and brochures). Other Electronic Media (Radio, Television, Audio visuals cassettes), other Media (Direct mail, outdoor media).

Their characteristics, merits and limitations. Media scene



**Paper-5 Management of the Sales Force**

**Paper-6. Sales Promotion and Public Relations.**

- Nature and importance of sales promotion. Its role in marketing.
- Forms of sales promotion consumer oriented sales promotion, trade oriented sales promotion and Sales force oriented sales promotion.
- Major tools of sales promotion samples point of purchase. Displays and demonstrations. Exhibitions and Fashion shows Sales contests and games of chance and skill, lotteries gifts offers. Premium and free goods. Prince packs, rebates, patronage and rewards.
- Conventions, conference and tradeshows, specialties and novelties.
- Developing and sales promotion programmes, pre-testing implementing, evaluating the results and .445331(s)0.15gn

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15. a) Creativity and innovation	1
b) Problem solving approach	1
c) Strength Weakness Opportunity and Threat (SWOT) Techniques.	1
16. Techno-economic feasibility of the project	3
17. Plant layout & Process Planning for the product	3
18. Quality control/quality assurance and testing of product	3
19. Elements of marketing & sales management	4
20. a) Nature of product and market strategy	2
b) Packaging and advertising	2
c) After Sales service	2
21. Costing and pricing	2
22. Management of self and understanding human behavior	2
23. Sickness in small scale Industries and their remedial measures.	2
24. Coping with uncertainties stress management & positive reinforcements.	2
25. a) Licensing and registration	1
b) Municipal bye Laws and Insurance coverage	3
26. Important provisions of factory Act, sales of Goods Act, Partnership Act.	4
27. a) Dilution control	1
b) Social responsibility and business ethics	2
28. Income tax, sales tax and excise rules	2

**Practices 15 hrs Teaching Load:**

1. Conduct of mini markets survey (one day exercise)	Data Collection through questionnaire and personal visits
2. Entrepreneurial Motivation Training.	Through games role playing Discussions and exercises.
3. a) Working capital and fixed Capital assessment and Management.	Practice
b) Exercise on working capital and fixed capital calculation.	Practice



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|----|--------------------------------------|------------|
| 4. | a) Analysis of sample project report | discussion |
|    | b) Break even analysis               | Practice   |
| 5. | Communication written and oral       | Practice   |

**Suggested Readings :**

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|--|--|
| 1. Deshpande M.V.                          | Entrepreneurship of Small-Scale Industries : Concept Growth & Management<br>Deep & Deep Publication, D-1/24.<br>Rajouri Garden, New Delhi-160027.1984. |
| 2. Mc. Clelland DC                         | The Achieving Society, Princeton,<br>N.J.D. Van Nostrand Co.N.Y. 1961.   |
| 3. Meredith GG,<br>Nelson Reetial          | Practice of Entrepreneurship ILO<br>Geneva, 1982   |
| 4. Pareek U & Rao TV                       | Personal Efficacy in Developing Entrepreneurship Learning<br>Systems, New Delhi-1978.  |
| 5. Rao TV & Pareek U.                      | Developing Entrepreneurship-A Handbook, Learning<br>Systems, New Delhi-1982.   |
| 6. Vyas JN                                 | Planning an Industrial Unit-I Neelkunj Neelkanth Park,<br>OPP. Navrangpura, Ahmedabad.   |
| 7. Welsh JA & Jerry FW                     | Entrepreneurs Master Planning Guide-How to Launch A<br>Successful Business Prentice Hall, Englewood Cliffs, 1983.                                      |
| 8. Department of Industrial<br>Development | Incentives & Concessions for Setting up Industries<br>in Backward Areas, Deptt. of Industrial<br>Development Govt. of India, New Delhi.                |
| 9. India Investment<br>Centre<br>Delhi.    | Guide for Entrepreneurs India Investment Centre Industrial<br>Jeevan Vihar Building Sansad Marg, New<br>Delhi.   |



**PANJAB UNIVERSITY, CHANDIGARH**

Outlines of tests syllabi and courses of reading for B.A./ B.Sc. (General) First Year, Second Year and Third Year in the Vocational Subject of “**FOREIGN TRADE PRACTICE AND PROCEDURE**” for the examination of 2011

**Subject of Title : FOREIGN TRADE PRACTICES & PROCEDURE**

( Vocational Course)

**B.A./B.Sc.(General) First Year**

Paper	Periods	Marks
I Basics of Foreign Trade	30	75
II India’s Foreign Trade	30	75
Practical Training Report writing & Viva-Voce		50

**B.A./B.Sc.(General) Second Year**

I Elements of Export Marketing	30	75
II Export Finance & Procedures	30	75
Practical Training & Report Writing & Viva –Voce		50

**B.A./B.Sc. (General) Third Year**

I Shipping & Insurance Practice and Procedure	30	100
II Foreign Trade, Documentation & Procedure	30	100

Practical Training 3 to 4 weeks each at the end of First and Second Year each

Examination : 3 Hours (Theory)

Questions out of 15 are required to be attempted by the candidates. Concise, short, practical – oriented questions should set.

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**Note :** The Entrepreneurship Development course will be taught in the Second Year programme of B.A./ B.Sc. Third course being a non – credit course, The examination will be conducted by the Colleges themselves as they do for the House Examination. The result is to be conveyed in a sealed cover to the Deputy Registrar (General), P. U. Chandigarh well before the commencement of the Annual Examination in April/May..

P.T.O.

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**SUMMARY CHART**

**FOREIGN TRADE PRACTICES AND PROCEDURES**

**Annual Examination**

I Year – 2 Paper

**Subject of Title : FOREIGN TRADE PRACTICES & PROCEDURE**

**SUBJECT : OBJECTIVE**

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

**Job Potential :**

- 1 Self- employment can start an export business either singly or in partnership with fellow students, can take up export documentation work for other.

Can take up employment in exporting firms, firms, banks, Insurance companies or with freight forwarders.

3. (i) Permissible com6J [6.)250]h0(t)-3

## **FOREIGN TRADE PRACTICES AND PROCEDURES**

### **Contents for Non-Semester Courses**

#### **Paper1 BASICS OF FOREIGN TRADE**

#### **Periods**

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

- Why trade takes place? Theories of International trade 6
- Balance of trade and Balance of Payments 4
- Objectives of Trade Policy and role of foreign trade in economic growth 2
- Instruments of trade Policy tariffs, quantitative restrictions, exchange Control and exchange rate adjustments. 9
- International economic institutions-**GATT,UNCTAD,IMF** and World Bank. 6
- Trade Blocs and Regional Economic Cooperation 3
- Cultural Aspects in International Business 2

**Paper –I-2 INDIA’S FOREIGN TRADE**

**Objectives :** To familiarize the students with the position of India’s foreign trade, import and export policies and various promotion measures adopted by the Government.

	<b>Periods</b>
- Analysis of India’s Foreign – Trade Growth trends, composition and direction.	4
- India’s Balance of Payments including invisibles	4
- Assessment of Prospects – Products and markets	4
- India’s Trade agreement	3
- Salient features of India’s export-import policy	4
- Institutional set-up for export promotion	3
- Export Assistance measures, free trade zones and 100%EOU’s	4
- State trading in India	2
- Sources and analysis of foreign trade Statistics	2

**Paper-II-I ELEMENTS OF EXPORT MARKETING**

Objectives To familiarize the students with the nature and scope of



**Paper –II – 2 FOREIGN TRADE FINANCING AND PROCEDURE**

Objectives : To familiarizes the various methods and procedures of foreign Trade financing, foreign exchange rates, costing and pricing for exports and the various institutions involved in export financing

	Periods
- Export Payment , Terms including letters of credit and their operation.	4
- Pre - shipment and post –shipment finance	4
- Import finance and letters of credit and operation thereof.	3
- Role of Banks in foreign trade finance	1
- Obtaining ECGC Policy and filling claims	3

**PAPER- III – I SHIPPING AND INSURANCES PRACTICES AND PROCEDURES**

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

	Periods
- Role of shipping liners and tramps bills of lading And Charter Party.	4
- Determination of freight	2
- Containerization and other developments	2
- Air transport and procedures involved in the determination of freight and booking of cargo space.	3
- Multi –model transport and the procedures involved	2
- Packing and marking for exports	2
- Forwarding and clearing agents and their operations	3
- Cargo insurance, its importance, basic principles, types of cover, type of losses and determination of premium.	6
- Obtaining a cover a filing a claim	4

Books : Export Management by T. A.S. Balgopal

Export Management by S.R.Ullal

P.T.O.

**PAPER –III – 2 FOREIGN TRADE DOCUMENTATION AND PROCEDURES.**

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

	Periods
- Need, rationale and types of documents	4
- Obtaining export and import licences	3
- Processing an export order	4
- Pre-shipment inspection and Quality control	2
- Foreign exchange and GR formalities	3
- Excise and customs clearance of export cargo	4
- Shipment of goods and port procedures	3
- Customs clearance of import cargo	3
- Post – shipment formalities and procedures	3
- claiming duty drawbacks and other benefits	3

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

**PANJAB UNIVERSITY, CHANDIGARH**

**ENTERPRENEURSHIP DEVELOPMENT COURSE**

**IMPORTANT NOTE:**

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Teaching Load	L	T	P	Total	Periods
	5		1 period per week	6 period per week	
1. Need Scope and characteristics of entrepreneurship Special Schemes for Technical Entrepreneurs, STED					2
2. Identification of Opportunities					1
3. Exposure to demand based, resource based, service based import subu6.333433(e)-0.o18.963( )144765433(e)-0.o22por5-9.25926(de)-0.4442(m)18t					2

- |   |   |
|---|---|
| 15. a) Creativity and innovation                                  | 1 |
| b) Problem solving approach                                       | 1 |
| c) Strength weakness Opportunity and Threat<br>(SNOT) Techniques. | 1 |

- |    |                                      |            |
|----|--------------------------------------|------------|
| 4. | a) Analysis of sample project report | discussion |
|    | b) Break oven analysis               | Practice   |
| 5. | Communication written and oral       | Practice   |

10. Entrepreneurship  
Development Institute of

A Handbook for New Entrepreneurs.

**PANJAB UNIVERSITY, CHANDIGARH**

**Outlines of tests, syllabi and courses of reading for B.A./B.Sc.(General) Part I, Part II and Part III examinations in th Vocational subject of Tax Procedure & Practice.**

<b>B.A./B.Sc. (General) Part-I</b>		<b>Max, Marks</b>
<b>Paper-I</b>	<b>Income Tax Law and Practice-I</b>	<b>100</b>
<b>Paper-II</b>	<b>Income Tax Law and Practice-II</b>	<b>100</b>
 <b>B.A./B.Sc.(General) Part-II</b>		
<b>Paper-III</b>	<b>Tax Procedure and Practice</b>	<b>75</b>
<b>Paper-IV</b>	<b>Wealth Tax and central sales Tax</b>	<b>75</b>
	<b>Practical Training</b>	<b>50</b>
 <b>B.A./B.Sc.(General) Part-III</b>		
<b>Paper-V</b>	<b>Custom Law Procedure and Practice</b>	<b>75</b>
<b>Paper-VI</b>	<b>Central Excise Procedure and Practice</b>	<b>75</b>
	<b>Practical Training</b>	<b>50</b>

**Note: The entrepreneurship Development course will be taught in the Second year programme of B.A./B.Sc. This course being a non-credit course, the examination**



**MODEL FOR PREPARATION OF OUTLINE OF COURSE**

**1. Subject Title : TAX PROCEDURE AND PRACTICE**

**ii) Reference Books:**



**SUMMARY CHART**

**TAX PROCEDURE & PRACTICE**

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<b>Paper</b>	<b>Name of Paper</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Tot</b>
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**TAX PROCEDURE AND PRACTICE**  
**FIRST YEAR**

**Paper-I**

**Marks: 100**

**INCOME TAX LAW AND PRACTICE –I**

Income Tax-Definitions, Distinction between capital and Revenue, Basis of charge (Residential Status ) Incidence of tax, Exempted incomes, Heads of Income : Computation of income from salaries House property Income from Business and Profession including depreciation capital gains and Income from other sources.

**Paper-II**

**INCOME TAX LAW AND PRACTICE II**

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

Note: The paper setter will consider the changes upto 30<sup>th</sup> September

**SECOND YEAR**

**Paper-III**

**Tax procedure and Practice**

**Marks-75**

Return of income and procedure of Assessment, Advance payment of Tax, deduction to collection of tax at source, Income tax authorities their powers and functions, Appeals and Revision, Penalties and Prosecution. Refunds, Interest payable by to Assesses: Value Added Tax (VAT application by (Panjab State).

**Paper-IV**

**Wealth Tax and Central Sales Tax**

**Marks 75**

**Wealth Tax Act 1957 and CST Act- 1956**

**Practical Training**

**Marks 50**

Note: The paper setter will consider the change upto 30<sup>th</sup> Sept.

**P.T.O.**

Third Year

Paper-I Custom Law Procedure and Practice 75 marks

Custom act, 1962-An overview, Levy, Collection & exemption from custom duties, date of determination of duties & tariff valuation. Prohibitions/restrictions of export and imports, Determination of duty where Goods consist of articles of different rate of duties, warehousing, duty, drawbacks u/s. 74 & 75, Provision regarding baggage's postal goods.

Paper –II Central excise Procedure and Practice 75 marks

Central Excise Act, 1944-meaning, levy and collection, classification of goods, definition. Valuation, Assessment, Payment of duty and removal of Goods, refund of duties, Appeals and Penalties, CENVAT, Service Tax.

Practical Training 50 marks

Note: The paper setter will consider the change upto 30<sup>th</sup> September.

**ENTERPRENEURSHIP DEVELOPMENT COURSE**  
**IMPORTANT NOTE:**

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Teaching Load	*****			Total	
	L	T	P		Periods
		5	1 period per week	6 period per week	
1. Need Scope and characteristics of entrepreneurship Special Schemes for Technical Entrepreneurs, STED					2
2. Identification of Opportunities					1
3. Exposure to demand based, resource based, service Based import substitute and export promotion industries					2

15. a) Creativity and innovation	1
b) Problem solving approach	1
c) Strength weakness Opportunity and Threat (SNOT) Techniques.	1
16. Techno-economic feasibility of the project	3
17. Plant layout & Process Planning for the product	3
18. Quality control/quality assurance and testing of product	3
19. Elements of marketing & sales management	4
20. a) Nature of product and market strategy	2
b) Packaging and advertising	2
c) After Sales service	2
21. Costing and pricing	2
22. Management of self and understanding human behavior	2
23. Sickness in small scale Industries and their remedial measures.	2
24. Coping with uncertainties stress management & positive Reinforcements.	2
25. a) Licensing Registration	1
b) Municipal bye laws and Insurance coverage	3
26. Important provisions of factory Act, sales of Goods Act, Partnership Act.	4
27. a) Dilution control	1
b) Social responsibility and business ethics	2
28. Income tax, sales tax and excise rules	2

**Practices 15 hrs Teaching Load:**

1. Conduct of mini markets survey (one day exercise)	Data Collection through questionnaire and personal visits
2. Entrepreneurial Motivation Training.	Through games role playing Discussions and exercises.
3. a) Working capital and fixed Capital assessment and Management.	Practice
b) Exercise on working capital and fixed capital calculation.	Practice





10. Entrepreneurship A Handbook for New Entrepreneurs.  
Development Institute of India (With special reference to S&T  
group). Entrepreneurship Development  
Institute of India.

Note; The above paper is on the pattern of various courses developed by Department of science and Technology, New Delhi. The meeting of the Entrepreneurship Cell was held at the Deptt. of Science & Technology, New Delhi. It was recommended that this paper may be shifted to second year of the programme as this may help students in on the job, training which would be organized at the end of the second year.

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## UNIT-IV


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**Max. Marks : 40**  
**Exam Hours : 3**

**Note :**

- i) The Question Paper will consist of **Four Sections**.
- ii) Examiner will set total of **NINE** questions comprising **TWO** questions from each Unit and **ONE** Compulsory question of short answer type covering the entire syllabus.
- iii) The students are required to attempt **ONE** question from each Section and the Compulsory question.
- iv)

## **UNIT-II**

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## ORGANIZATIONAL BEHAVIOUR & PERSONALITY DEVELOPMENT

**Max. Marks : 60**

**Exam Hours : 3**

**Note :**

- i) The Question Paper will consist of **Four Sections**.
- ii) Examiner will set total of **NINE** questions comprising **TWO** questions from each Unit and **ONE** Compulsory question of short answer type covering the entire syllabus.
- iii) The students are required to attempt **ONE** question from each Section and the Compulsory question.
- iv) All questions will carry equal marks.

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

### **UNIT-I**

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

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

### **UNIT-II**

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

Basic of Inter-Personal Relations: Meaning and Importance

## UNIT-IV

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


## **UNIT-II**

Internet: Internet and www : Evolution of Internet, services provided on Internet, access methods, future of Internet, browsing information from the web using popular Internet search engines ;

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**Max. Marks : 60**

**Exam Hours : 3**

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- Taking dictation of passage seen and unseen for five minutes at a speed of 80 w.p.m. and transcription of the same on computer
- Practicing drafting & typing official letters
- Taking dictation from different voices

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