

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

ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

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

Semester1

Paper I Marketing Communication 100

Semester2

Paper II Advertising 100

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

Semester3

PAPER III: ADVERTISING MEDIA 100

Semester4

Paper II: PERSONAL SELLING AND SALESMANSHIP 100

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

Semester5

PAPER V: MANAGEMENT OF THE SALES FORCE 100

Semester6

PAPER VI- SALES PROMOTIONS AND PUBLIC RELATIONS 100

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

Duration: 3 Hours Theory

ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

Objectives:

This course is intended to impart knowledge and develop skill among the participants in

Suggested Readings:

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

Semester II

PAPER - I ADVERTISING

Unit-I

1. Definition, Importance and Functions of Advertising.
2. Importance of Advertising in Modern Marketing,
- 3.

Outlines of Tests, Syllabi and Courses of ~~Revised~~ B.A./B.Sc. (General) First & Second Semester Examinations in the Vocational subject FOREIGN TRADE PRACTICES & PROCEDURE

Subject of Title FOREIGN TRADE PRACTICES & PROCEDURE

SUBJECT : OBJECTIVE

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

Job Potential:

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

FOREIGN TRADE PRACTICES & PROCEDURE

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

Semester1

Paper I: BASICS OF FOREIGN TRADE 100

Semester2

Paper II: INDIA'S FOREIGN TRADE 100

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

Semester3

Paper III: ELEMENTS OF EXPORT MARKETING 100

Semester4

PAPER IV: FOREIGN TRADE FINANCING AND PROCEDURE

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

Semester5

PAPER V: SHIPPING AND INSURANCES PRACTICES AND PROCEDURES

Semester6

PAPER VI- FOREIGN TRADE DOCUMENTATION AND PROCEDURE

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

FOREIGN TRADE PRACTICES AND PROCEDURES

Contents for Semester Courses

Semester I

Paper1-BASICS OF FOREIGN TRADE

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

Unit-I

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

Unit-II

- Instruments of trade Policy tariffs, quantitative restrictions, exchange etc.
- Control and exchange rate adjustments

Semester II

Paper 2 INDIAS FOREIGN TRADE

Unit-I

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

Unit-II

- Salient features of India's exportimport policy
- Institutional setup for export promotion
- Export Assistance measures, free trade zones and 100%EoUs
- State trading in India
- Sources and analysis of foreign trade Statistics

Suggested reading

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

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

SCHEME OF STUDIES

Paper	Name of the Paper	Period/week			Examination				Total Marks	
		Th.	Pr.	Total	Marks (Th)	Hrs	Marks Pr)	Hrs		
Semester I										
A	Typography & Computer Application	2	4							

TYPOGRAPHY & COMPUTER APPLICATIONS (ENGLISH) PRACTICAL

Max. Marks : 60

Exam Hours : 3

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

- Sitting posture while using typewriter
- Inserting & removing paper
- Second row (home row), upper row & bottom row of typewriter
- T

UNIT-II

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

Suggested reading

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

Outlines of Tests, Syllabi and Courses of Reading for B.A./B.Sc. (General) First & Second Semester Examinations in the Vocational subject of PRINCIPLES AND PRACTICE OF INSURANCE

PRINCIPLES AND PRACTICE OF INSURANCE

SEMESTER SYSTEM

Semester I

Paper I: Life Insurance

Semester-II

Paper II: General Insurance

1st Semester

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.

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.

UNIT II

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 standard risks, Life Insurance Fund, Valuation and investment of surplus, Payment of bonus.

Life Insurance Policies

Types and their applicability to different situations. Important Life insurance Policies issued by the Life Insurance Corporation of India. Life insurance enquiries. Important legal provisions and judicial pronouncements in India.

Life Insurance Salesmanship

Rules of agency: Essential qualities of a life insurance salesman, Rules to canvass business from prospective customers: After sale service to policy holders.

Suggested Books:

2nd Semester

Paper II: General Insurance

UNIT I

Introduction

Introduction to risk and insurance risk. 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, reinsurance and other functions.

Insurance Companies

General Insurance Corporation and other Insurance Institutions.

Working of GIC in India. Types of risks assumed and specific policies issued by ECGC.

UNIT II

Health Insurance:

Individual health insurance and Group health insurance

Motor Insurance

Multiple line and All Lines Insurance. Such as Rural Insurance, Full Insurance, etc.

Suggested Reading

General Insurance by Bickelhaunt and Magee. Eighth Edition published by Richard D. Irwin, Jie., Homewood, Illinois, Erwin

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

TAX PROCEDURE & PRACTICE

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

Semester I

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

Semester - II

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

Semester III

Paper-3: Tax Procedure and Practice 100 Marks

Semester IV

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

Practical training and Viva Voce 50 Marks

Semester 5

Paper:5: Custom Law Procedure and Practice 100 Marks

Semester 6

Paper-6 Central Excise Procedure and Practice 100 Marks

Practical training and Viva Voce 50 Marks

TAX PROCEDURE & PRACTICE

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

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

2. Job Potential:

(i) Self/ Employment

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

(ii) Wage Employment

Junior level positions in the various organisations such as:

- (a) Practising Chartered Accountant Firms
- (b) Business Houses
- (c) Industrial Undertakings and establishments,
- (d) Sales Tax and Income Tax departments.
- (e) Custom and Excise departments.
- (f)

Semester I

Paper-I: Income Tax Law and Practice I

100 Marks

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

Semester II

Paper-2: Income Tax Law and Practice II

100 Marks

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

Suggested Readings :

Direct Taxes, V.K Singhanian, Taxmann Publications

Income Tax Law & Practice, H.C. Mehrotra, Sahitya Bhawan Publications

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

Indirect tax, V.S Date, Taxmann Publications

iv) Journals

The Institute of Chartered Accountants of India

Central Excise Law System Taxman