

PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)

Outlines of Tests, Syllabi and Courses of Reading for B.Sc. (General) First & 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 -II 100

Examinations Paper will be divided into three sections; Section A will consist of six short answer type questions and students would be asked to attempt any four, Section B and Section C will have four essay type questions from Unit-I and Unit-II each. Students will be asked to attempt 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 the field of marketing communication. So as to equip them to man junior and middle level positions in the fast growing and challenging business areas of advertising. Sales promotion, selling and sales management and public relations.

Semester I

Paper I- Marketing Communication

Unit-I

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

Unit-II

Paper I- Marketing Communication-II

1. Price Pricing policies, Methods of Pricing and Pricing Decisions.
2. Place Types of Channel, Channel decisions, Transportations, Warehousing & Inventory.
3. Promotions Promotion Mix, Promotion decisions, Difference between different elements of Promotion mix and their relative importance.
- 4.

Suggested Readings:

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

Semester II

PAPER II- ADVERTISING

Unit-I

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

Unit-II

1. PACT and DAGMAR Approaches of advertising
2. Setting of Advertising Objectives.
3. Adv

Semester-III

PAPER III - ADVERTISING MEDIA

Objective: The objective of the course is to familiarize the students with the different types of

Semester IV

PAPER IV-PERSONAL SELLING AND SALESMANSHIP

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

Unit-I

1.

Outlines of Tests, Syllabi and Courses of Reading for 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

FOREIGN TRADE PRACTICES AND PROCEDURES

Contents for Semester Courses

Semester I

Paper 1 -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, quan

Semester II

Paper 2 INDIA'S FOREIGN TRADE

Unit-I

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

Unit-II

- Salient features of India's export-import 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

Semester III

PAPER-III : ELEMENTS OF EXPORT MARKETING

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

UNIT -I

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

UNIT -II

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

Suggested Readings:

- Export Marketing by S.Subramanian and A.S.Balagopal Himalaya Publishing House, New Delhi
- International Marketing Management by Varshney and Bhattacharya, Sultan Chand and

SEMESTER-IV

PAPER-IV: FOREIGN TRADE FINANCING & PROCEDURE

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

UNIT -I

Modes of Export Payment: Cash, Open Account, Documents against Acceptance, Documents against Payment, Advance Payment, Bills of Exchange, Letter of Credit.
Letter of Credit: Definition, Parties to letter of Credit, Types of Letter of Credit, Procedure for drawing Letter of Credit.
Preshipment and Post Shipment Finance: Definition, Features and their Procedure.
Import Finance Modes and Sources of Import Finance.
Role of Banks in Import Export Finance.
ECGC Objectives, Functions and Policies issued by ECGC.
EXIM bank Financing of Import Export by EXIM Bank
Forfaiting and Factoring

UNIT -II

Foreign Exchange Meaning, Need for Foreign Exchange, Types of Foreign Exchange Rates, Foreign Exchange Rate Determination, Exchange Fluctuations and Obtaining Forward Cover.
Operations in Foreign Exchange Markets, Spot and Forward Markets, Future Markets. Role of RBI in Controlling Foreign Exchange.
International Capital Markets
Costing and Pricing for Exports
Export Costing Sheet

Suggested Readings:

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

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

Duration: 3 Hours-Theory

Semester I

PAPER A : TYPOGRAPHY & COMPUTER APPLICATIONS (ENGLISH) THEORY

Exam Hours : 3

Max. Marks : 40

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

UNIT - I

Typewriter : Origin and development of typewriting, Importance and Utility of typewriting, Types of Machines

TYPOGRAPHY & COMPUTER APPLICATIONS (ENGLISH) PRACTICAL

Max. Marks : 60

Exam Hours : 3

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

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

Semester II

PAPER II: SHORTHAND (ENGLISH) THEORY

Max. Marks : 40

Exam Hours : 3

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

UNIT - I

- Introduction : Origin of Shorthand with particular emphasis on Pitman Shorthand, definition and importance of Stenography, q86.1.9773 0 0 12 -0.986 129.01323(i)17.5066(n)19.0891(5()

UNIT-II

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

Suggested reading

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

SHORTHAND (ENGLISH) PRACTICAL

Max. Marks : 60

Exam

Hours : 3

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

Semester III

PAPER A : OFFICE MANAGEMENT

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

Max. Marks : Theory : 60

Exam Hours : 3

Semester IV

PAPER B: COMPUTER APPLICATION AND SHORTHAND

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

Max. Marks : Theory: 40

Exam Hours : 3

Semester I

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, Co-insured, unilateral and aleatory nature of contract. Proposal and application form, warranties, medical examination, policy construction and delivery, policy provision, lapse revival, surrender value, policy 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 substandard 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. In 12 114.24 681.12 Tm () Tj ETe94521(t)-22.734 Tm [(T)-30.773 0 0 1

Semester II

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, ErwinDorsey limited, Gogswow, Ontario.

Semester III

PAPER-III: FIRE & MARINE INSURANCE

Objective: The objective of this course is to familiarize the students with the different aspects of fire and marine insurance.

Unit - I

Introduction to Fire Insurance Contract, Origin of Fire Insurance; Its Nature, Risks, Hazards and Indemnity Legal Basis, Stipulation and Conditions, Contracts, Full Disclosure of Material Facts, Inspecting and Termination of Coverage.

Fire Insurance Policies: Issue and Renewal of Policies, Different kinds of Risks Covered: Recovery of Claims Insurers Option; Basic Principles of Fire Insurance Contracts: 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.

UNIT -II

Marine Insurance Contract: Origin and Growth; General Principles, 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, Proportion 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,

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

Paper1: Income Tax Law and Practice 100 Marks

Semester II

Paper2: Income Tax Law and Practice 100 Marks

Semester III

Paper3: Tax Procedure and Practice 100 Marks

Semester IV

Paper4-Wealth Tax and Central Excise 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
Prep

iv) Journals

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

Semester I

Paper-I: Income Tax Law and Practice I

100 Marks

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

Semester II

Paper-2: Income Tax Law and Practice II

100 Marks

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

Suggested Readings

Direct Taxes, V.K. Singhania, 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

Semester

SEMESTER-IV

PAPER 4: WEALTH TAX AND CENTRAL SALE TAX

100 Marks

Objective:

