



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.**

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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 1<sup>st</sup> 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 2<sup>nd</sup> 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; Sec A will consist of six short answer

## 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. Market Segmentation bases: Geographical

### Suggested Readings:

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

## Semester II

### PAPER II- ADVERTISING

#### Unit-I

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

#### Unit-II

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

### Suggested Readings:

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

## SemesterIII

### PAPER III - ADVERTISING MEDIA

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

## Semester IV

PAPER IV-

# Semester V

## PAPER-V: MANAGEMENT OF THE SALES FORCE

### UNIT - I

- Sales Force: meaning, major activities of sales force, Importance of sales force, Types of sales force, Qualities of good salesman.
- Designing/structuring of the sales force, Functions of sales Manger, Management of sales force
- Recruitment and Selection: meaning and definition, characteristics of recruitment, need and importance of recruitment, Factors affecting recruitment, sources of recruitment, selection procedure.
- Training: Meaning, importance, limitations, objectives, Training process and training methods
- Direction: Nature, process, principles, techniques/elements and importance
- Motivation: meaning, nature, need and importance, objectives, process, Theories, factors influencing , ways of motivating sales force.

### UNIT -II

- Compensating sales force meaning, objectives of compensating plan, characteristics, factors influencing and types of compensation, steps in designing a compensating plan.
- Appraisal of Performance of sales force: Definition, objectives, importance, process, prerequisites, methods and problems of performance appraisal, guidelines to make appraisal successful.
- Organization of the sales department; Geography, Product wise, Market based.
- Sales territories: meaning, factors affecting, allocation, methods, and advantages of sales territories.
- Sales quota: meaning, characteristics, objectives, importance, disadvantages, Types, methods and factors determining sales quota.
- Sales and cost analysis Uses and Methods.

#### Suggested Readings:

1. Stanten and Brskirk  
(Richard D. Itwin)

Management of the Sales Force

2. Philip Kotler

Marketing Management

7<sup>th</sup> ed.(Prentice Hall of India) .

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SEMESTER-VI

Paper-VI: Sales Promotion and Public Relations

UNIT -I

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## FOREIGN TRADE PRACTICES & PROCEDURE

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

Semester1

Paper I:       BASICS OF FOREIGN TRADE

100

Semester2

Paper-II:     INDIA S FOREIGN TRADE

# 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 environment in which foreign trade takes place.

#### Unit-I

- Foreign Trade : Definition, objectives and importance

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# 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
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## SEMESTER-V

PAPER- V: SHIPPING AND INSURANCES PRACTICES AND PROCEDURES

Objectives : To make the students aware of the shipping and insurance practices and





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	6	40	3	60	3	100	

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

Duration: 3 Hours-Theory

## Semester I

PAPER A : TYPOGRAPHY & COMPUTER APPLICATIONS (ENGLISH) THEORY

Exam Hours : 3

Max. Marks : 40

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

### UNIT - I

## TYPOGRAPHY & COMPUTER APPLICATIONS (ENGLISH) PRACTICAL

Max. Marks : 60

Exam Hours : 3

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

- Sitting posture while using typewriter
- Inserting & removing paper
- Second row (home row), upper row & bottom row of typewriter
- Top row (signs, figures & symbols) of typewriter
- Typing of words & simple sentences & paragraphs
- Uses of shift keys & other non-printing keys & ensuring proper margin & 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, qualities of a successful stenographer, writing techniques and materials;
- Consonants : Definition, their classification, arrangement and directions of consonantal strokes, joining of strokes
- Vowels : Long & short, places, following and preceding, intermediate vowels, place of joined strokes and vowels
- Diphthongs : Definition and places, triphones, abbreviated W

## UNIT-II

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

### Suggested reading

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

## SHORTHAND (ENGLISH) PRACTICAL

Max. Marks : 60

Exam Hours : 3

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

# SemesterIII

## Semester IV

### PAPER B: COMPUTER APPLICATION AND SHORTHAND

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

Max. Marks : Theory: 40  
Practical: 60

Exam Hours : 3

#### UNIT -I

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

Correspondence: Definition, Types, Essential Parts, Formats/Styles; Business Correspondence : Enquiry Letters (Meaning, Importance, Quotations, Catalogues, Replies), Order Letters (Placing of

## SemesterV

### PAPER A : ORGANIZATIONAL BEHAVIOUR & PERSONALITY DEVELOPMENT

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

#### UNIT-I

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

Perceptions and Attitudes: Meaning, features and importance, factors affecting perception, meaning

## Semester VI

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

Max. Marks : 40

Exam Hours : 3

Objective : The course enables the students to take dictation in shorthand and transcribe the same on the Computer and also to work in MS Excel and MS Power Point. It also prepares



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

Max. Marks : 60

Exam Hours : 3

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

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

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

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

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

"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

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

PRINCIPLES AND PRACTICE OF INSURANCE 773 0 0 12 112.556651.44 Tm [-] Tj ET /F99 1 Tf BT 1

SEMESTER SYSTEM

Semester I

Paper

# Semester I

Paper I: Life Insurance

## UNIT -I

### Introduction

Need for security against economic difficulties: Risk and uncertainty in 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 as a proportion. 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 an ideal insurance salesman, Rules to canvass business from prospective customers: After sale service to policy holders.

### Suggested Books:

1. Huebner S.S. and Kenneth Black Jr. : Life Insurance and Insurance, Prentice Hall Inc. Engle Wood Cliffs, New Jersey.
2. Mehar Robert L. Life Insurance : Theory and Practice (6th Edition) TJ ET BT 11.9774 sale and distribution, BT 11.9

## 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 fuET BT 11.977.0893n.26229.0027.51527889(s)8.211.9773 0

# 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, 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. Preparation of Loss Statement. Payment of Marine Loss: Requirement of the Insured, Documents Needed. Procedure for Presentation of Claim; Valuation of Loss: Salvage: Limits of Liability, Attachment and Termination of Risk.

### Suggested Books:

1. S.C.Sahoo and S.C. Das: Insurance Management Text & Cases, Himalaya Publishing House, New Delhi
2. M.N. Mishra and S.B. Mishra: Insurance: Principles and Practices, Sultan Chand and Sons, New Delhi
3. P. Periasamy: Principles and Practices of Insurance, Himalaya Publishing House, New Delhi
4. Karam Pal, B.S. Bodla and M.C. Garg: Insurance Management: Principles and Practices, Deep & Deep Publishers, New Delhi.



## Semester V

### Paper V: Property and Liability Insurance

#### UNIT-I

Introduction: Risk and insurance; Insurance and insurable risks; Nature of property and liability insurance, crop and cattle insurance; Type of liability insurance; Reinsurance.

Basic Concepts of Liability Insurance (a) Basic Concepts: Specific and all risk insurance; Valuation of risk; Indemnity contracts and specific value Contracts. Average and contribution; Excess and short insurance care. (b) Liability Insurance: Procedure for obtaining liability insurance. Legal position of insurance agent; Construction and issue of policy: Records of liability insurance; Policy conditions.

#### UNIT II

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 Benefits Insurance; Dishonesty, disappearance and destruct insurance, Employer liability Aviation insurance: a Personal and residential insurance; Boiler machinery insurance; Commercial enterprises and industrial property insurance.

Insurance Problems of Institutions: Insurance problems of institutions Insurance problems of Educational and religious Institutions, hospitals, clubs and associations; professional package contracts errors and missions insurance. Professional liability insurance; contracts 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 adjuster Responsibility of adjuster 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. Liability policies by General Insurance Corporation of India.

Suggested Books 1. Hudda: Property and Liability Insurance (Prentice Hall, New Jersey).

2. Cohn Carydon : An Introduction to Liability Claims Adjusting (The National Underwriting Co.)

3. Long & Gregg: Property and Liability Insurance (Hand Book, Homewood, Richard D. Frwin).

SemesterVI



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 100Marks

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 Sale Tax 100 Marks

Practical training and Viva Voce 50 Marks

Semester 5

Paper:5Custom 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 ~~g~~eneral 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:

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 and Computation of Income from Salaries, Income from House Property, Income from Business and Profession

# SemesterIII



# SEMESTER-V

Paper-5 Custom Law Procedure and Practice

## UNIT - I

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

## UNIT - II

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

Customs Laws

# SEMESTER-VI

Paper 6: Central excise Procedure and Practice

## UNIT - I

Central Excise Act, 1944 meaning levy and collection Basis of chargeability of duties of central excise goods manufacture classification and valuation of excisable goods specific issues and case studies; assessment procedure (including Advance Rulings provisions), exemption, payment, recovery and refunds of duties.  
Clearance of excisable goods; clearances and procedures under SRP, including an overview of accounts, records and returns to be maintained/filed.

## UNIT - II

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

### Central Excise Laws

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

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