

**S. S. Jain Subodh P.G. (Autonomous) College**  
**(Department of Business Administration)**

**B.Com-I (Pass Course)**  
**Scheme of Examinations & Syllabus w. e. f. session 2013-14**

**(Semester -I)**

<b>Paper No.</b>	<b>Nomenclature of the Paper</b>	<b>No. of Hours per week</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>	<b>Time (end sem. exam)</b>
1.	Business Law- I	03	70	30	100	3 Hrs.
2.	Business Organisation-I	03	70	30	100	3 Hrs.

**(Semester - II)**

<b>Paper No.</b>	<b>Nomenclature of the Paper</b>	<b>No. of Hours per week</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>	<b>Time (end sem. exam)</b>
1.	Business Law- II	03	70	30	100	3 Hrs.
2.	Business Organisation-II	03	70	30	100	3 Hrs.

**(Semester - III)**

<b>Paper No.</b>	<b>Nomenclature of the Paper</b>	<b>No. of Hours per week</b>	<b>Theory</b>	<b>Internal</b>	<b>Total</b>	<b>Time (end sem. exam)</b>
1.	Corporate Law -I	03	70	30	100	3 Hrs.
2.	Business Management-I	03	70	30	100	3 Hrs.

### (Semester - IV)

Paper No.	Nomenclature of the Paper	No. of Hours per week	Theory	Internal	Total	Time (end sem. exam)
1.	Corporate Law -II	03	70	30	100	3 Hrs.
2.	Business Management-II	03	70	30	100	3 Hrs.

### (Semester - V)

Paper No.	Nomenclature of the Paper	No. of Hours per week	Theory	Internal	Total	Time (end sem. exam)
1.	Functional Management-I	03	70	30	100	3 Hrs.
2.	Sales Promotion and Sales Management - I	03	70	30	100	3 Hrs.

### (Semester - VI)

Paper No.	Nomenclature of the Paper	No. of Hours per week	Theory	Internal	Total	Time (end sem. exam)
1.	Functional Management-II	03	70	30	100	3 Hrs.
2.	Sales Promotion and Sales Management - II	03	70	30	100	3 Hrs.

### Examination Question Paper Pattern for all semester Exams

#### Attempt all questions

<b>I</b>	10 Questions ( very short answer questions)	10 * 1 Mark	-	10
<b>II</b>	5 Questions (short answer questions)	5 * 3 Marks	-	15
<b>III</b>	3 Questions ( 1 question from each unit with internal choice)	3 * 15 Marks	-	45
	Total of End Sem. Exam		-	70
	Internal Assessment		-	30
	Maximum Marks		-	100
	Minimum Marks		-	40

# Bachelor of Commerce

## Department of Business Administration

### Semester I

#### Paper I Business Law- I

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

#### Unit- I

**Indian Contract Act:** - Valid Contract and its Elements; Void and Voidable Agreements; Void and Illegal Agreements; Offer and Acceptance; Contractual Capacity of Parties; Free Consent of Parties; Lawful Consideration and Object, Agreements Expressly Declared as Void, Contingent Contracts; Quasi Contracts; Discharge of Contracts-Methods of Discharge of Contracts; Consequences of Breach of Contracts.

#### Unit- II

**Contract of Indemnity and Guarantee:** - Elements of Contract of Indemnity; Rights of Indemnity-Holder and Indemnifier **Guarantee:** - Features of Contract of Guarantee; Rights and Liabilities of Surety; Discharge of Surety; Difference between Contract of Indemnity and Guarantee. **Contract of Bailment and Pledge:** - Meaning; Types of Bailment, Termination of Bailment, Duties and Rights of Bailor and Bailee, Essentials of Pledge, Who May Pledge, Rights and Duties of Pawnor and Pawnee.

#### Unit- III

**Contract of Agency:-** Methods of Creation and Termination of Agency; Extent of Agents Authority; Sub- Agent and Substituted Agent; Agents Duties to Principal and Rights of an Agent Against Principal; Liability of Principal to Third Party and Agents Personally Liable to Third Party. **Consumer Protection Act 1986:-** Salient Features of Consumer Protection Act; Rights of Consumers; Consumer Protection Councils; Consumer Disputes Redressal Machinery.

#### Suggested Readings:

1. Kuchhal M.C., Business Laws, Sultan Chand & Co., New Delhi.
2. Kapoor N.D., Mercantile Law. Sultan Chand & Co., New Delhi.
3. Sharma, Arya Rashmi, Gupta, Gupta , Business Law, Ajmera Book Co., Jaipur
4. Nolakha R.L., Business Law, Ramesh Book Depot, Jaipur.
5. Sharma, Arya, Gupta: Business Law, Ajmera Book Company, Jaipur.
6. Mathew M. J., Principles & Practice of Commercial Law, RBSA, Jaipur.
7. Bangia, R. K., Principles of Mercantile Law, Allahabad Law Agency, Allahabad.
8. Ramachandran V. G., Law of Contract of India, Eastern Book Company, New Delhi.
9. शर्मा, आर्या, गुप्ता, तिवारी, व्यापारिक विधि, अजमेरा बुक कम्पनी, जयपुर।
10. नौलखा आर.एल., व्यापारिक सन्नियम, रमेश बुक डिपो, जयपुर।
11. सिंहल जे.पी., व्यापारिक एवं औद्योगिक विधि, अजमेरा बुक कम्पनी, जयपुर।
12. शर्मा, आर्य, शर्मा, व्यापारिक विधि, अजमेरा बुक कम्पनी, जयपुर।
13. माथुर बी.एस, सक्सेना के.बी, व्यापारिक सन्नियम, रमेश बुक डिपो, जयपुर।

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## Department of Business Administration

### Semester I

#### Paper II Business Organisation- I

**Time: 3 Hours**

**Theory Marks:**

**70**

**Internal Marks:**

**30**

**100**

#### Unit- I

Significance and Establishment of Business Organization, Business Environment and Business Ethics.

#### Unit- II

Origin and Development of Entrepreneurship in India: problems and suggestions, Role of RIICO and District Industrial Center.

#### Unit- III

Need and Importance of Finance, Sources of Finance, A Brief Study of RFC.

#### Suggested Readings:

1. Cyril L. Hudson; Business Organization & Operation, Staples Press, London.
2. Gerald A. Silver; Introduction to Modern Business, McGraw Hill Book Company, New Delhi.
3. Benas M. C., Fogg, Stephens Titman: Company Organization, George Allen & Unwin Ltd., London.
4. Sharma, Gupta, Vijaywargia, Tiwari, Business Organisation, Ajmera Book Co., Jaipur
5. Gupta C.B.: Business Organisation, National Publishing House, New Delhi.
6. Mathew, Sharma, Mehta: Business Organization (Shell Write Well(P) Ltd, Jaipur)
7. Sharma F.C., Business Values & Ethics– Shree Mahavir Book Depot, New Delhi.
8. Murthy C. S. V.; Business Ethics, Himalaya Publishing House, New Delhi.
9. Nolakha R. L., Business Organisation, Ramesh Book Depot, Jaipur.
10. Sharma, Badaya, Vyas, Jain, Business Organisation, Ajmera Book Company, Jaipur.
11. Gupta C. B.; Modern Business Organization, Mayoor Paper Works, Noida.
12. Shukla M. C.; Business Organization & Management, S. Chand & Company, New Delhi.
13. शर्मा, मल्होत्रा, शर्मा, पारीक, व्यावसायिक संगठन, अजमेरा बुक कंपनी, जयपुर।
14. सुधा जी.एस., व्यावसायिक संगठन, रमेश बुक डिपो., जयपुर।
15. शर्मा, व्यास, मल्होत्रा, व्यावसायिक संगठन, अजमेरा बुक कंपनी, जयपुर।
16. नौलखा आर.एल., व्यावसायिक संगठन, रमेश बुक डिपो., जयपुर।
17. माथुर बी.एस., नौलखा आर.एल, व्यावसायिक संगठन, आदर्श प्रकाशन, जयपुर।

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Department of Business Administration

## Semester II

### Paper I Business Law- II

Time: 3 Hours

Theory Marks:	70
Internal Marks:	<u>30</u>
	100

#### Unit- I

**Indian Partnership Act** – Nature of Partnership Firm; Test of Partnership; Duties and Rights of Partners; Relations of Partners to Third Parties; Position of Minor in Partnership; Reconstitution of a Partnership Firm; Registration of Firm. Dissolution of Firm: - Modes of Dissolution; Consequences of Dissolution of Firm; Settlement of Accounts after Dissolution.

#### Unit- II

**Sales of Goods Act** - Introduction; Formation of Contract of Sale of Goods; Conditions and Warranties; Transfer of Property or Ownership; Performance of Contract-Delivery and Payment; Rights of Unpaid Seller; Suits of Breach of Contract.

#### Unit- III

**Negotiable Instruments Act** - Negotiable Instrument - an introduction; Promissory Notes; Bills of Exchange; Cheques, Parties to Negotiable Instruments; Discharge of parties from Liability; Dishonor of Negotiable Instruments. Instruments; Presentation of Negotiable Instrument; Negotiation.

#### Suggested Readings:

1. Aiyar P. Ramanatha, The Sales of Goods Act, The University Book Agency, New Delhi.
2. Khergamvalaon J. S., The Negotiable Instrument Act, N M Tripathi Pvt. Ltd, Bombay
3. Gulshan S. S., Business Law, Excel Book Company, New Delhi.
4. Kuchhal, M. C., Business Laws, Sultan Chand & Co., New Delhi.
5. Kapoor, N. D., Mercantile Law, Sultan Chand & Co., New Delhi.
6. Nolakha R.L., Business Law, Ramesh Book Depot, Jaipur.
7. Sharma, Arya, Gupta: Business Law, Ajmera Book Company, Jaipur.
8. नौलखा, व्यापारिक सन्नियम, रमेश बुक डिपो, जयपुर
9. सिंहल, व्यापारिक एव औद्योगिक विधि, अजमेरा बुक डिपो, जयपुर
10. शर्मा, आर्य, शर्मा, व्यापारिक विधि, अजमेरा बुक कम्पनी, जयपुर

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## Semester II

### Paper II Business Organisation-II

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

#### Unit-I

Origin, Development and Activities of Stock Exchange in India; A Brief Study of SEBI, OTCE and NSE; Concept, Objectives, Forms and Kinds of Business Combinations, Combination Movement in India.

#### Unit-II

Modern Method of Advertisement and Publicity, Significance and Evils of Advertisement., Economic Liberalisation Policy and Implications. Implications of Globalisation Policy on Business.

#### Unit-III

Concept of Welfare State, Government Assistance to Industries. Industrial Policy, Industrial Democracy.

#### Suggested Readings:

1. Cyril L. Hudson, Business Organization & Operation, Staples Press, London.
2. Gerald A. Silver, Introduction to Modern Business, McGraw Hill Book Company, New Delhi.
3. Gupta C.B., Business Organisation, National Publishing House, New Delhi.
4. Mathew, Sharma, Mehta, Business Organization (Shell Write Well(P) Ltd, Jaipur)
5. Nolakha R. L., Business Organisation, Ramesh Book Depot, Jaipur.
6. Sharma, Badaya, Vyas, Jain, Business Organisation, Ajmera Book Company, Jaipur.
7. Gupta C. B., Modern Business Organization, Mayoor Paper Works, Noida.
8. Shukla M. C., Business Organization & Management, S. Chand & Company, New Delhi.
9. Sharma, Gupta, Vijaywargia, Tiwari, Business Organisation, Ajmera Book Co., Jaipur
10. शर्मा, मल्होत्रा, शर्मा, पारीक, व्यावसायिक संगठन, अजमेरा बुक कंपनी, जयपुर।
11. सुधा जी.एस., व्यावसायिक संगठन, रमेश बुक डिपो, जयपुर।
12. नौलखा आर.एल., व्यावसायिक संगठन, रमेश बुक डिपो, जयपुर।
13. शर्मा, व्यास, मल्होत्रा, व्यावसायिक संगठन, अजमेरा बुक कंपनी, जयपुर।
14. माथुर बी.एस., नौलखा आर.एल, व्यावसायिक संगठन, आदर्श प्रकाशन, जयपुर।

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Department of Business Administration

## Semester III

### Paper I Corporate Law-I

Time: 3 Hours

Theory Marks:	70
Internal Marks:	<u>30</u>
	100

#### Unit- I

Company- Meaning and Characteristics; Features of Company; Advantages and Disadvantages of Incorporation; Lifting of Corporate Veil; Privileges of Private Company.

#### Unit- II

Formation of Company:- Promotion of Company; Functions of Promoter; Importance of Promoter; Promoter's Remuneration; Legal Status of Promoter; Rights of Promoters; Duties of Promoters; Liabilities of Promoters; Pre-Incorporation Contracts, Incorporation and Commencement of Business. Prospectus: - Definition; Contents; Statement in Lieu of Prospectus; Misleading Prospectus and its Consequences.

#### Unit- III

Memorandum of Association: - Meaning; Importance; Clauses of Memorandum of Association and Their Alteration; Doctrine of Ultra - Vires, Articles of Association: - Meaning; Contents; Alteration of Articles of Association; Constructive Notice and Doctrine of Indoor Management.

#### Suggested Readings:

1. Kuchal M.C., Modern Indian Company Law, Shree Mahavir Books, Noida.
2. Singh Avtar, Company Law; Eastern Book Company, Lucknow.
3. Majumdar, Kapoor, Company Law & Practices, Taxmann Publications Pvt. Ltd., New Delhi.
4. Bhandari M. C., Company Law Procedure, Wadhawa & Company Law Publishers, New Delhi.
5. Circulars & Clarifications on Company Law, Taxmann Allied Services Pvt. Ltd., New Delhi.
6. Sachdeva Suresh, Company Law, Laxmi Narayan Agarwal, Agra.
7. Kapoor G. K., Saxena S. B., Company Law, Kitab Mahal, New Delhi.
8. Gogna P. P.S., Text Book on Company Law, S. Chand & Company Ltd., New Delhi.
9. Kapoor N.D., Company Law - incorporating the provisions of the Companies Amendment Act
10. नैलखा, आर.एल, कम्पनी अधिनियम एवं सचिवीय पद्धति, रमेश बुक डिपो, जयपुर
11. माथुर, सक्सेना, बिनानी, कम्पनी अधिनियम एवं सचिवीय पद्धति, आदर्श प्रकाशन, जयपुर
12. जोशी, खींचा, गोयल, कम्पनी अधिनियम एवं सचिवीय पद्धति, अजमेरा बुक कम्पनी जयपुर
13. गुप्ता पी.सी., कम्पनियों का वैधानिक परिवेश, श्री महावीर डिपो, दिल्ली
14. रॉय कैलाश, कम्पनी विधि, इलाहाबाद लॉ एजेंसी, इलाहाबाद

# Bachelor of Commerce

## Department of Business Administration Semester III

### Paper II Business Management-I

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

#### Unit- I

Management, Concept, Nature, Objectives, Principles, Importance and Process of Management, Schools of Management Thought, MBO, Planning: Nature, Type, Importance, Principles, Techniques and Components.

#### Unit- II

Organisation: Goals, Structure, Importance, Process and Principles of Organization. Theories of Organization. Environment and Organization. Formal and Informal Organization. Organizational Changes and Development. Techniques of Decision Making.

#### Unit- III

Authority and Responsibility, Power and Authority, Sources of Authority, Delegation of Authority, Centralization and Decentralization, Span of Control.

#### Suggested Readings:

1. Mathew M.J., Management, Sheel Sons, Jaipur.
2. Mathur B.S. & Mathur Navin, Management, Malik & Company, Jaipur.
3. Gupta R. N., Principles of Management, S. Chand & Company, New Delhi.
4. Sudha G. S., Management, RBSA Publishers, Jaipur.
5. Joseph L. Massie, Essentials of Management, PHI Learning Pvt Ltd, New Delhi.
6. Sharma, Sharma, Gupta, Malhotra, Business Management, Ajmera Book Co., Jaipur
7. Bhat Anil, & Arun Kumar, Management: Principles, Processes & Practices, Oxford University Press, New Delhi.
8. Agarwal N. P. & Tailor R. K., Business & Management, RBSA Publishers, Jaipur.
9. Gupta C. B., Principles & Practices of Management, Mayoor Paperworks, Noida.
10. Prasad Lallan & Gulshan S. S., Management: Principles, & Practices, S. Chand & Company, New Delhi.
11. शर्मा, शर्मा, मल्होत्रा एवं पारीक, प्रबंध, अजमेरा बुक कंपनी, जयपुर।
12. सिंघल, जे.पी, प्रबन्ध, अजमेरा बुक कम्पनी, जयपुर
13. नौलखा आर.एल., कंपनी अधिनियम एवं सचिवीय पद्धति, रमेश बुक डिपो, जयपुर।
14. सुधा जी.एस., प्रबंध अवधारणाएं एवं संगठनात्मक व्यवहार, रमेश बुक डिपो, जयपुर।
15. सुराणा, शर्मा, प्रबंध चिंतन का इतिहास, रमेश बुक पब्लिशिंग हाउस, जयपुर।
16. सुधा श्रीमाली, व्यास, जैन, व्यावसायिक प्रबंध का सिद्धांत, रमेश बुक पब्लिशिंग हाउस, जयपुर।
17. सुधा जी.एस., प्रबंध, यूनिवर्सिटी बुक हाउस, जयपुर।



# Bachelor of Commerce

Department of Business Administration

## Semester IV

### Paper-I Corporate Law-II

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

#### Unit- I

Shares: - Share and Stock; Allotment of Shares; Share Certificate and Share Warrant; Transfer and Transmission of Shares; Calls and Forfeiture of Shares. Surrender of Shares. Share Capital: Meaning and Forms of Capital; Alteration of Share Capital; Reduction of Share Capital; Further Issue of Share Capital; Rights of Pre-Emption of Shares.

#### Unit- II

Shareholders and Members:-Difference Between Shareholders and Members; Modes of Acquiring Membership; Termination of Membership; Who May Be Members? Rights and Liabilities of Members, Secretarial Practice in India, Meeting of Company:-Essentials of Valid Meeting; Meetings of Shareholders:-Statutory Meeting; Annual General; Meeting; Extra-Ordinary General Meeting; Meetings of Board of Directors; Proxy; Voting, Notice, Agenda and Minutes of Meetings.

#### Unit- III

Directors:-Duties, Powers, Liabilities, Appointment and Removal of Directors. Winding Up:- Meaning; Compulsory Winding up; Voluntary Winding up; Winding up Under the Supervision of Court; Consequences of Winding up.

#### Books Recommended:

1. Kuchal M.C., Modern Indian Company Law Shri Mahavir Books, Noida.
2. Singh Avtar ,Company Law, Eastern Book Company, Lucknow.
3. Mathew M. J., Company Law & Secretarial Practices, RBSA, Jaipur.
4. Majumdar, Kapoor, Company Law & Practices, Taxmann Publications Pvt. Ltd., New Delhi.
5. Bhandari M. C., Company Law Procedure, Wadhawa & Company Law Publishers, New Delhi.
6. Circulars & Clarifications on Company Law, Taxmann Allied Services Pvt. Ltd., New Delhi.
7. Sachdeva Suresh, Company Law, Laxmi Narayan Agarwal, Agra.
8. Kapoor G. K., Saxena S. B.: Company Law, Kitab Mahal, New Delhi.
9. नौलखा, आर.एल, कम्पनी अधिनियम एवंसचिवीय पद्धति, रमेश बुक डिपो, जयपुर
10. माथुर, सक्सेना, बिनानी, कम्पनी अधिनियम एवं सचिवीय पद्धति, आदर्श प्रकाशन, जयपुर
11. जोशी, खींचा, गोयल, कम्पनी अधिनियम एवं सचिवीय पद्धति, अजमेरा बुक कं, जयपुर
12. गुप्ता पी.सी., कम्पनियों का वैधानिक परिवेश, श्री महावीर डिपो, दिल्ली
13. रॉय कैलाश, कम्पनी विधि, इलाहाबाद लॉ एजेंसी, इलाहाबाद

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## Department of Business Administration Semester IV

### Paper II Business Management–II

**Time: 3 Hours**

**Theory Marks:**

**70**

**Internal Marks:**

**30**

**100**

#### Unit- I

Communication, Significance, Channels of Communication, Types and Process of Communication, Barriers and Remedies. Leadership, Function, Qualities, Styles and Theories of Leadership

#### Unit- II

Co-ordination, Co-ordination and Co-operation, Co-ordination as Essence of Management, Principles and Techniques, Obstacles in Co-ordination, Essentials of Effective Co-ordination. Direction: Concept, Nature, Importance and Principles of Direction.

#### Unit- III

Motivation: Importance, Type Process and Techniques of Motivation, Theories of Motivation (McGregor, Maslow, Herzberg) Sound Motivation System, Control, Nature, Process, Techniques and Essentials of Effective Control, Management of Change.

#### Suggested Readings:

1. Mathur B.S. & Mathur Navin, Management, Malik & Company, Jaipur.
2. M.J. Mathew: Management, Sheel Sons, Jaipur.
3. Griffin Ricky W., Management: Principles & Applications, Cen Gage Learning New Delhi.
4. Sharma, Sharma, Gupta, Malhotra, Business Management, Ajmera Book Co., Jaipur
5. Gupta R. N., Principles of Management, S. Chand & Company, New Delhi.
6. Sudha G. S., Management, RBSA Publishers, Jaipur.
7. Joseph L. Massie, Essentials of Management, PHI Learning Pvt Ltd, New Delhi.
8. Bhat & Kumar, Management: Principles, Processes & Practices, Oxford University Press, New Delhi.
9. Agarwal N. P. & Tailor R. K., Business & Management, RBSA Publishers, Jaipur.
10. Gupta C. B., Principles & Practices of Management, Mayoor Paperworks, Noida.
11. Prasad Lallan & Gulshan S. S., Management: Principles, & Practices, S. Chand & Company, New Delhi.
12. शर्मा, शर्मा, गुप्ता एवं मल्होत्रा, प्रबंध, अजमेरा बुक कंपनी, जयपुर।
13. नौलखा आर.एल., कंपनी अधिनियम एवं सचिवीय पद्धति, रमेश बुक डिपो, जयपुर।
14. अग्रवाल आर.सी., प्रबंध कॉलेज बुक हाउस, जयपुर
15. पोरवाल बी.एल., प्रबंध, आदर्श प्रकाशन, जयपुर।
16. उपाध्याय, शर्मा, बंसल, राठौड़, प्रबंध के सिद्धांत, रमेश बुक डिपो, जयपुर।
17. सुधा जी.एस., प्रबंध, यूनिवर्सिटी बुक हाउस, जयपुर।
18. राजपुरोहित आर.सी.एस., शर्मा अशोक, शर्मा सरला एवं गुप्ता अंजू, प्रबंध, अजमेरा बुक कंपनी, जयपुर।
19. सिंघल जे.पी., प्रबन्ध, अजमेरा बुक कम्पनी, जयपुर

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## Department of Business Administration Semester V

### Paper I Functional Management-I

**Time: 3 Hours**

**Theory Marks:  
Internal Marks:**

**70  
30  
100**

#### Unit-I

Human Resource: Meaning, Scope, Role and Functions of Human Resource Management, Organization of Personnel Department, Human Resource Planning, Recruitment, Selection, Placement and Induction.

#### Unit-II

Training and Development, Job Analysis, Job Description, Job enlargement and Job Enrichment, Performance Appraisal and Merit Rating.

#### Unit-III

Marketing: Meaning, Evolution of Modern Concept of Marketing, Scope and Importance of Marketing, Product Planning and Development, Marketing Research, Channels of Distribution, Pricing Policies and Strategies.

#### Suggested Readings:

1. Flippo Edwin B, Personnel Management, Mc Graw Hill
2. Yoder Dale : Personnel Management & Industrial Relations, Prentice Hall
3. Mathew M. J., Functional Management, RBSA Publishers, Jaipur.
4. Mathur B. L., Functional Management, RBSA Publishers, Jaipur.
5. शर्मा, शर्मा, सुराणा, मानव संसाधन प्रबंध, रमेश बुक डिपो, जयपुर
6. सुधा जी.एस., क्रियात्मक प्रबंध, रमेश बुक डिपो, जयपुर
7. नौलखा आर.एल, क्रियात्मक प्रबंध, रमेश बुक डिपो, जयपुर

# Bachelor of Commerce

Department of Business Administration

## Semester V

### Paper II Sales Promotion and Sales Management-I

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

#### Unit- I

Sales Promotion: Nature of Sales Promotion, Distinction with Advertising Personal Selling, Role and Importance. Functions of Sales Promotion Department, Limitations in Shortage Economy.

#### Unit- II

Type of Sales Promotion: Internal Organization, Dealer Promotions, Consumer Promotion Sales Promotion, Sales Promotion of Industrial and Consumer Products.

#### Unit III

Export Sales Promotion: Types and Importance of Export Sales Promotion and their Relevance in Modern Context. Evaluations of Sales Promotion Programme

#### Suggested Readings:

1. Cundiff, Still & Govani, Sales Management, Prentice Hall of India Pvt. Ltd. New Delhi
2. Carter Tony, Sales Force Management, Jaico Publishing House, Mumbai
3. Panda, Sales and Distribution Management, Oxford University Press, Mumbai.
4. Sudha G. S., Sales and Advertising Management, Ramesh Book Depot, Jaipur.
5. David Jobber, Geoff Lancaster, Selling and Sales Management, Pearson Education, New Delhi
6. Douglas, William, Thomas, Sales Management, Replika Press Pvt. Ltd., Kundli
7. Asplay T. C. :Sales Promotions Handbook
8. Tosdal, Harry R. :Introduction to Sales Management
9. Dr. M. J. Mathew: Sales Promotion and Sales Management
10. सुधा जी.एस., विक्रय संवर्द्धन एवं विक्रय प्रबंध, रमेश बुक डिपो, जयपुर।
11. नौलखा आर.एल., विक्रय संवर्द्धन एवं विक्रय प्रबंध, रमेश बुक डिपो, जयपुर।

# Bachelor of Commerce

Department of Business Administration

## Semester VI

### Paper I Functional Management-II

Time: 3 Hours

Theory Marks:  
Internal Marks:

70  
30  
100

#### Unit-I

Finance: Finance Function, Scope and Importance of Financial Management, Functions and Role of Financial Manager. Financial Planning and Capital Structure, Sources of Finance, Working Capital and its Sources.

#### Unit-II

Production: Meaning, Nature, Scope and Importance of Production Management, Production Process, Production Planning and Control, Quality Control, Product Design and Product Research.

#### Unit-III

Materials: Meaning, Scope and Functions of Materials Management, Purchase Planning, Inventory Planning and Control, Vendor Development DGS & D Purchase Process and Procedure.

#### Suggested Readings:

1. Flippo Edwin B, Personnel Management, Mc Graw Hill
2. Yoder Dale : Personnel Management & Industrial Relations, Prentice Hall
3. शर्मा, शर्मा, सुराणा : मानव संसाधन प्रबंध, रमेश बुक डिपो, जयपुर
4. सुधा जी.एस., क्रियात्मक प्रबंध, रमेश बुक डिपो, जयपुर
5. नौलखा आर.एल., क्रियात्मक प्रबंध, रमेश बुक डिपो, जयपुर

# Bachelor of Commerce

Department of Business Administration

## Semester VI

### Paper II Sales Promotion and Sales Management-II

Time: 3 Hours

Theory Marks:  
Internal Marks:

70  
30  
100

#### Unit I

Sales Management: Role of Selling Planned Economy, Selling as a Career, Qualities of a Sales Force, Product Knowledge, Effective Speaking, Customer Relations.

Sales Organization, Branch Setup, Recruitment and Selection of Sales Force, Training, Motivation, Remuneration.

#### Unit-II

Planned Selling Approach, Pre-Approach, Meeting, Objections, Closing Sale, Sales Call, Sales Forecasting, Sales Quotas and Territories.

#### Unit-III

Consumer Psychology, Buying Motives of Consumers, Control of Sales Operations, Salesman Reports, Meeting Selling Costs and Sales Cost Control.

#### Suggested Readings

1. Cundiff, Still & Govani, Sales Management, Prentice Hall of India Pvt. Ltd. New Delhi
2. Carter Tony, Sales Force Management, Jaico Publishing House, Mumbai
3. Panda, Sales and Distribution Management, Oxford University Press, Mumbai.
4. Sudha G. S., Sales and Advertising Management, Ramesh Book Depot, Jaipur.
5. David Jobber, Geoff Lancaster, Selling and Sales Management, Pearson Education, New Delhi
6. Douglas, William, Thomas, Sales Management, Replika Press Pvt. Ltd., Kundli
7. Asplay T. C. :Sales Promotions Handbook
8. Tosdal, Harry R. :Introduction to Sales Management
9. Mathew. M. J: Sales Promotion and Sales Management
10. Sudha G. S., Sales Management, Ramesh Book Depot, Jaipur.
11. सुधा जी.एस., विक्रय संवर्द्धन एवं विक्रय प्रबंध, रमेश बुक डिपो, जयपुर।
12. नौलखा आर.एल., विक्रय संवर्द्धन एवं विक्रय प्रबंध, रमेश बुक डिपो, जयपुर।
13. नौलखा आर.एल., विक्रय प्रबंध, आदर्श प्रकाशन, जयपुर।