UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

B.Com. Part – I

Examination - 2020

Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR
## CONTENTS

### SYLLABUS

<table>
<thead>
<tr>
<th>S. No</th>
<th>Name of the Subject and Paper</th>
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<tr>
<td></td>
<td><strong>Core Subjects</strong></td>
</tr>
<tr>
<td>1.</td>
<td>Accountancy and Business Statistics</td>
</tr>
<tr>
<td>2.</td>
<td>Business Administration</td>
</tr>
<tr>
<td>3.</td>
<td>Economic Administration and Financial Management</td>
</tr>
<tr>
<td>4.</td>
<td>Book-Keeping and Accountancy</td>
</tr>
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<td></td>
<td>(For non-commerce students only)</td>
</tr>
<tr>
<td></td>
<td><strong>Additional Subjects</strong></td>
</tr>
<tr>
<td>1.</td>
<td>Textile Craft</td>
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<td>2.</td>
<td>Garments Production and Export Management</td>
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<tr>
<td>3.</td>
<td>Investigative Biotechnology</td>
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<td></td>
<td><strong>Add-on Subjects</strong></td>
</tr>
<tr>
<td>1.</td>
<td>Computer Applications</td>
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<tr>
<td>2.</td>
<td>Tax Procedure and Practice</td>
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<tr>
<td>3.</td>
<td>Principles and Practice of Insurance</td>
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<td>4.</td>
<td>Office Management and Secretarial Practice</td>
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<tr>
<td>5.</td>
<td>Advertising Sales Promotion and Sales Management</td>
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<tr>
<td>6.</td>
<td>Tourism and Travel Management</td>
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<tr>
<td>7.</td>
<td>Foreign Trade : Practices and Procedures</td>
</tr>
<tr>
<td>8.</td>
<td>Tourism</td>
</tr>
<tr>
<td>9.</td>
<td>Practice and Practice of Banking and Insurance</td>
</tr>
<tr>
<td>10.</td>
<td>Foreign Trade Procedure</td>
</tr>
</tbody>
</table>

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(Academic)  
University of Rajasthan  
JAIPUR
B.Com. (Pass Course)

Scheme of Examination

1) The number of papers and the maximum marks for each paper together with the minimum marks required for a pass are shown against each subject separately. It will be necessary for a candidate to pass in the theory part as well as practical part of a subject/paper, wherever prescribed, separately. Classification of successful candidates shall be as follows:

<table>
<thead>
<tr>
<th></th>
<th>60%</th>
<th>of the aggregate marks prescribed at (a) Part I Examination, (b) Part II Examination, (c) Part III Examination taken together</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Division</td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>Second Division</td>
<td>48%</td>
<td></td>
</tr>
</tbody>
</table>

All the rest will be declared to have passed the examination if they obtain the minimum pass mark in each subject viz. 36%. No division shall be awarded at the Part I and the Part II Examination.

2) There will be five questions in all. The candidate will require to attempt all the questions selecting one question from each unit with an internal choice (either/or).

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न्यूनतम उत्तीर्ण 36

प्रश्न पत्र में प्राप्त अंकों को निर्धारित हेतु नहीं जोड़ा जायेगा।
अन्य विवरण - गह-पह की निर्धारित रचनाएँ

के दो व्याख्या पद शेष (प्रत्येक में विकल्प देना है)
खे दो व्याख्या गद्ध पद शेष (प्रत्येक में विकल्प देना है)
ग आलोचनात्मक प्रश्न पद शेष (विकल्प देना है)
घ आलोचनात्मक प्रश्न गद्ध पद शेष (विकल्प देना है)

साहित्य खण्ड - 'क' - गद्ध-पह की निर्धारित रचनाएँ

गध भाग -

1. कहानी - प्रेमचन्द - बड़े भाई साहब
2. संस्मरण - कल्याण भाषा प्रभावक - त्यालिस के ज्ञान की उन लहरों में
3. रेषाचित्र - रामवृक्ष अनुपुर - रत्नागिरी
4. विज्ञान - गुणवत्ता मुले - दान विश्व सदर ग्रह
5. निकाय - अगस्त्यनाथ नाहाटा - राजीव जी की सांस्कृतिक धरोहर
6. व्याख्या - शरद जोशी - प्रभाव पर सवार इलाज़याँ
7. पर्यावरण - अनुपम भाषा - आज भी खेल तलाब

पह भाग - (कबीर ग्रंथावली से सं. - श्यामचुंदर दास)

1. कैथिय - सांखि सं. - गुरुदेव के अंग - 7,12,26,30
2. सुरदास सूरसागर साह - सं. डो. धीरेन्द्र वर्मा
3. चुंबनास - विनय मंत्र पद सं. - 21,33
4. मैत्री - गोकुल लीला पद सं. - 55,58
5. रहस्य (दोहे) - विनय प्रतिक - शिवावर, गोपेश्वर पद सं. - 87,88,90,156,158
6. श्रीराम - पदावली सं. - नरेन्द्र सरसी पद सं. - 1,3,4,5,10
7. राधिका - राधिका ग्रंथावली संपादक विधानिक कोष, गोविन्द रजनीश
8. भृति - अंग संधि संस्मरण सुकुल - मोहनुत्रा, हम राज्य लिए मरते हैं (साहित्य-साक्षरत का सत्तावर राज्य से)
9. सुरदास दास - नौवनम नाथप्रकाश 'अंकौ' - हिन्दी, लिखा
10. रमणीय शिर दिनकर - विनयगार, सस्त्र शीर्ष हैं

[Signature]
Raj [Stamp]
Dy. Registrar
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शास की या अद्भुत शासकीय पत्र, कार्यालय ज्ञापन, विज्ञापन एवं
कार्यालय आदेश, अधिसूचना, पृष्ठांकन 4 x 2 = 8 अंक
उपसर्ग, प्रत्यय, संधि, समास 5 अंक
संज्ञा, सर्वनाम, विशेषण, क्रिया एवं क्रिया विशेषण 5 अंक

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2. GENERAL ENGLISH

B.Com. Part-I 2020

Duration: 3 hrs.  Max. Marks: 100

Minimum Pass Marks: 36

The syllabus aims at achieving the following objectives:
1. Introducing students to phonetics and enabling them to consult dictionaries for correct pronunciation (sounds and word stress)
2. Reinforcing selected components of grammar and usage
3. Strengthening comprehension of poetry, prose and short-stories
4. Strengthening compositional skills in English for paragraph writing, CVs and job applications.

The Pattern of the Question Paper will be as follows:

Unit A: Phonetics and Translation (20 marks)
(10 periods)

I Phonetic Symbols and Transcription of Words (05)
III Translation of 5 Simple sentences from Hindi to English (05)
from English to Hindi (05)
IV Translation of 05 Words from Hindi to English (2\frac{1}{2})
from English to Hindi (2\frac{1}{2})

Unit B: Grammar and Usage (25 marks)
(10 periods)
I Elements of a Sentence (05)
II Transformation of Sentences (05)
   a. Direct and Indirect Narration (05)
   b. Active and Passive Voice (05)
II Modals (05)
III Tense (05)
IV Punctuation of a Short Passage with 10 Punctuation Marks (05)

(As discussed in Quirk and Greenbaum)

Unit C: Comprehension (25 marks)
Following Essays and Stories in Essential Language Skills revised edition compiled by Macmillan for University of Rajasthan General English B A./B. Com./B. Sc.

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Jaipur
Candidates will be required to answer 5 questions out of ten questions from the prescribed texts. Each question will be of two (2) marks. (10)

Sujata Bhasit
Ruskin Bond
M.K. Gandhi
J.L. Nehru
A.P.J. Abdul Kalam

Voice of the Unwanted Girl
Night Train for Deoli
The Birth of Khadi
A Tryst with Destiny
Vision for 2020

The candidates will be required to answer 5 questions from an unseen passage. (10)

One vocabulary question of 10 words from the given passage. (5)

Unit D: Compositional Skills

marks) (30)

(15 periods)

I Letters-Formal and Informal (10)
II CV’s Resume and Job Applications and Report (10)
III Paragraph Writing (10)

Recommended Reading:


Singh, R.P. Professional Communication. OUP. 2004

Judith Leigh. CVs and Job Applications. OUP. 2004


Quirk and Greenbaum: A University Grammar of English Longman, 1973

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Jaipur 19
3. COMPULSORY PAPER OF ENVIRONMENTAL STUDIES

B.Com. Part-I 2020

Scheme of examination

<table>
<thead>
<tr>
<th>Time</th>
<th>Min Marks</th>
<th>Max. Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 hrs</td>
<td>36</td>
<td>100</td>
</tr>
</tbody>
</table>

This paper will contain 100 multiple choice questions. Each question will carry 1 mark.

Students should be encouraged to visit places of Environmental Importance including Natural and Manmade Habitat.

Note:

1. The marks secured in this paper shall not be counted in awarding the division to a candidate.
2. The candidates will have to clear this compulsory paper in three chances.
3. Non-appearing or absence in the examination of compulsory paper will be counted as a chance.

Unit 1: The Multidisciplinary nature of environmental studies

Definition, scope and importance- Relationship between Environmental Studies and other branches of science and social sciences.

Need for Environmental awareness, Environmental education in present day context.

Unit 2: Natural Resources and Challenges

a. Natural resources and associated problems, Classification of resources: renewable resources, non-renewable resources, classes of earth resources, resources regions: Definition and criteria, resource conservation.

b. Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.

c. Water resources: Use and over-utilization of surface and groundwater, floods, drought conflicts over water, dams-benefits and problems.

d. Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

e. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticides problems, water logging, salinity, case studies.

f. Energy resources: Growing energy need, renewable and nonrenewable energy sources, use of alternate energy sources. Case studies.

g. Land resources: Land as a resource, Land degradation man induced Landslides, soil erosion and desertification.
   - Role of an individual in conservation of natural resources.
   - Equitable use of resources for sustainable lifestyles.

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Unit 3: Ecosystems, Concepts, Structure, Functions and Types

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types characteristics features, structure and function of the following ecosystem:
  a. Forest ecosystem, Tropical Temperate and Alpine Ecosystem
  b. Grassland ecosystem and Their Types
  c. Desert ecosystem with emphasis on Thar Desert
  d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries) and Wet Lands

Unit 4: Biodiversity and its conservation

- Introduction— Definition, genetic, species and ecosystem diversity
- Biogeographically classification of India
- Value of biodiversity: consumptive use, productive use, social ethical, aesthetic and option values
- Biodiversity at global, National and local level
- India as a mega-diversity nation
- Hot-sport of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts
- Endangered, Threatened and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity
- Red Data Book

Unit 5: Environmental Pollution and Control Measures

Definition

- Causes, effects and control measures of:
  a) Air Pollution
  b) Water Pollution
  c) Soil Pollution
  d) Marine Pollution
  e) Noise Pollution
  f) Thermal Pollution
  g) Nuclear Hazards
- Solid waste management causes, effects and control measures of urban and industrial wastes
- Role of an individual in prevention of pollution

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Jaipur
Syllabus : B.Com. Part-I

- Pollution case studies
- Disaster management: floods earthquake, cyclone and landslides

Unit 6: Social issues, Environment, Laws and Sustainability

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies
- Environmental ethics: Issues and possible solution.
- Climate change, global warming, acid rain ozone layer depletion, nuclear accidents and holocaust. Case studies
- Wasteland reclamation.
- Consumerism and waste product.
- Environmental Protection Act.
- Air (Prevention and Control of Pollution) Act
- Wild life protection Act
- Forest Conservation Act
- Biological Diversity Act
- Issues involved in enforcement of environmental legislation
- Public Awareness.

Unit 7: Human Population and the Environment

- Population growth, variation among nations
- Population explosion-Family Welfare Programme
- Environment and Human health
- Human Rights
- Value Education
- HIV/AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and human health
- Case Studies

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Suggested Readings:-


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Elementary Computer Applications

Maximum Marks - 100 (Main University Examinations)
Theory : Max. Marks - 60
Practical : Max. Marks - 40

Each candidate has to pass in Theory and Practical Examinations separately.

Question paper for Elementary Computer Applications, (Compulsory paper-common for B.A. / B.Sc. / B.Com. Part-I) be so set that it has 120 multiple choice questions (Bilingual) of ½ marks each. The question paper will be of duration of 2 hours. The examinees will have to give their answers on OMR Sheet only to be provided by the University whose evaluation will be done based on OMR Scanning Technology. Further the practical examination for this paper will be of 40 marks and its duration will be of 2 hours.

Unit - I

Introduction to information technology: Evolution and generation of computers, type of computers, micro, mini, mainframe and super computer. Architecture of a computer system: CPU, ALU, Memory (Ram, Rom families) cache memory, input/output devices, pointing devices.

Concept of operating system, need types of operating systems, batch, single user, multi-processing, distributed and timeshared operating systems, introduction of Unix, Linux, Windows, Window NT. Programming languages Low level and high level languages, generation of languages, 3 GL and 4 GL languages, Graphic User Interfaces.

Unit - II

Word Processing tool: Introduction, Creating, Saving, Copy, Move and Delete, Checking Spelling and Grammar, Page Layout, Interface, toolbars, ruler, menus, keyboard shortcut, editing. Text Formatting, insert headers and footers, Bullets and Numbering, Find and Replace etc. Insert Table and Picture, Macro, Mail Merge.

Power Point: Creating and viewing a presentation, managing slide shows, navigating through a presentation using hyperlinks, advanced navigation with action setting and action buttons, Organizing formats with Master Slides applying and modifying designs adding graphics, multimedia and special effects.

Unit - III

Electronic Spreadsheet: Worksheet types of create and open a worksheet, Entering data, text, numbers and formula in a worksheet, inserting and deleting cell formatting, inserting rows and columns in a worksheet, formatting worksheet. Using various formula and inbuilt function, Update worksheet using special key like spell check and auto correct setup the page.
Unit IV


Manage an E-mail Account, E-mail Address, configure E-mail Account, log to an E-mail, Receive E-mail, Sending mails, sending files as attachments and Address Book. Downloading Files, online form filling. E-Services: E-Banking and E-Learning.

Unit V


Question Paper pattern for Main University Practical Examination

Max Marks: 40

Practical

The practical exercises will be designed to help in the understanding of concepts of computer and the utilization in the areas outlined in the theory syllabus. The emphasis should be on practical usage rather than on theoretical concepts only.

The practical examination scheme should be as follows:

- Three Practical Exercise (including Attendance & Record performance) 30 marks
  - Operating system
  - MS Word
  - MS Excel
  - MS Power Point
  - Internet
- Viva-voce 10 marks

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5. प्रारम्भिक हिंदी

अध्याय 3 धारणा

1. गद्य संग्रह
2. व्याकरण शब्द विचार, वाक्य विन्यास, घटक खण्ड, पद क्रम का ज्ञान तथा इनमें होने वाली सामान्य त्रुटियाँ का ज्ञान।
3. (क) मुहावरों एवं लोकोकायें का प्रयोग, वाक्यों में रिक्त स्थानों की पूर्ति, समान दिखने वाले शब्दों का अर्थ भेद अथवा वाक्यों में प्रयोग।
(ख) पत्र लेखन अथवा निबंध

प्रथम पुस्तक

1. गद्य-संग्रह-राष्ट्रीय पौर्व के चित्त-डॉ. हरिकृष्ण देवसरे
2. व्याकरण एवं सूचना-प्रकाशक-नेशनल पब्लिशिंग हाउस, नई दिल्ली
3. आधुनिक हिंदी व्याकरण तथा रचना-लेखक कृष्ण विकल्प
   प्रकाशक-नेशनल पब्लिशिंग हाउस, नई दिल्ली
   सुरूवात व्याकरण एवं सूचना-प्रकाशक-श्रीश्री गोकुल इंडिया-संशोधनक्षेत्र-डॉ. आंबेदकर
   प्रकाशक - आंबेदकर मेहरा एण्ड कम्पनी, आंबेदकर

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JAYPUR
B.COM. PART-I (PASS COURSE)

ABST : PAPER-I

Corporate and Financial Accounting

TIME: 3 hour

Max. Marks: 100

Min. Marks: 36

Note: There will be five questions in all. The candidate will require to attempt all the questions selecting one question from each unit with an internal choice (either/or)

Unit-I

Accounting principles, Conventions and Concept, General Introduction of Indian Accounting Standards AS-1 And AS-9, Issue of Shares Issue of Right Shares, Buy back of Shares ESOS in the present scenario. Redemption of Preference Shares.

Unit-II

Issue and Redemption of Debentures, Underwriting of Shares & Debentures. Acquisition of Business, Pre-and Post Incorporation Profit.

Unit-III

Final Accounts of Companies including Managerial Remuneration. Disposal of Profits and Issue of Bonus Shares.

Unit-IV

Valuation of Goodwill & Valuation of Share

Unit-V

Hire Purchase and Installment Sale Transaction. Valuation of Inventory (As-2) Insurance Claims

Note: The candidate shall be permitted to use battery operated pocket calculator that should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless.

Books Recommended

1. R. L. Gupta : Advanced Accountancy
2. S. N. Maheshwari : Advanced Accountancy
3. Sehgal and Sehgal : Advanced Accountancy
4. Agarwal, Sharma : Corporate and Financial Accounting

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Jaipur
Unit-I
Classification and Tabulation of Data: Meaning and Characteristics, Frequency Distribution, Simple and Manifold Tabulation, Presentation of Data: Diagrams / Graphs of Frequency Distribution Ogive and Histograms.

Unit-II
Measures of Central Tendency: Arithmetic Mean (Simple and Weighted), Median (including quartiles, deciles and percentiles), Mode, Geometric and Harmonic Mean—Simple and Weighted, Uses and Limitations of Measures of Central Tendency.

Unit-III
Measures of Dispersion: Absolute and Relative Measures of Dispersion; Range, Quartile Deviation, Mean Deviation, Standard Deviation and Co-efficient of Variation. Uses and Interpretation of Measures of dispersion. Skewness: Different measures of Skewness.

Unit-IV
Correlation: Meaning and Significance, Scatter Diagram, Karl Pearson's Coefficient of Correlation between two Variables: Grouped and Ungrouped Data, Coefficient of Correlation by Spearman's Rank Differences Method and Concurrent Deviation Method. Simple Linear Regression.

Unit-V
Index Numbers: Meaning and Uses, Simple and Weighted Price Index Numbers, Methods of Construction, Average of Relatives and Aggregative Methods, Problems in construction of Index Numbers. Fisher's Ideal Index Number, Base shifting, Splicing and Deflating. Interpolation: Binomial, Newton's Advancing Differences Method and Lagrange's Method.

Note: The candidate shall be permitted to use battery operated pocket calculator that should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless.

Books Recommended:
2. SP Ojha: Business Statistics
3. G. Saha: Business Statistics (Hindi & English)
4. K N Nayar: Elements of Statistics (Hindi & English)
Paper I — Business Laws

Unit I

The Indian Contract Act, 1872: Section 1 to 75.

Unit II


Unit III


Unit IV

The Indian Partnership Act, 1932.

Unit V

The Limited Liability Partnership Act, 2008
The Consumer Protection Act, 1986

Recommended Books


8. व्यापारिक सन्यमः जे. पी. सिंघल, आजमेश बुक कंपनी, जयपुर

9. व्यापारिक सन्यमः आर.एल. नौलखा, आर. बी.बी., जयपुर

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Unit-I

Concept of Entrepreneurship, Role of Entrepreneurship, Types of Entrepreneurship, Entrepreneurship Traits, Entrepreneurship and Manager, Problem of Entrepreneurship.

Unit-II

Entrepreneurship Training and Development, Government Encouragement to Entrepreneurship.

Unit-III

Concept of Small and Medium Enterprises, Role of SMEs, Policies governing small enterprises in India.

Unit-IV

Start up process of small enterprises, organization structure of small scale industries in India, Taxation Benefits and Concessions to small scale industries, problems of small scale industries.

Unit-V

Management of small business enterprises, Role of Financial Institutions and DICS in promoting small business.
Recommended Books


3. Entrepreneurship Development : Bhansali, HPB.


B.COM PART - I

3.

Paper I : Business Economics

Time : 3 hours.
Min. Marks : 36
Max. Marks : 100


Unit-II Consumer Behaviour : Cardinal Utility Analysis- Critical evaluation of Marshall's cardinal Utility Analysis- Indifference curve approach. Marginal Rate of Substitution Relationship between MRS and Marginal Utility, Budget line and Consumer Equilibrium; Price, Income and Substitution effect; Price-Demand Relationship.

Unit-III Production Function - Types of production functions, laws of returns and returns to scale, law of variable proportions, isoquant curves, expansion path. Revenue and Cost Analysis : Revenue Analysis, total revenue, marginal revenue and average revenue, elasticity and its relationship with revenue curves. Various concepts of cost, short and long run cost curves.

Unit-IV Market Analysis : Price and output determination under perfect competition, Monopoly, Discriminating Monopoly, Imperfect Competition and Oligopoly, Non-Price Competition : Advertising Expenditure.


Books Recommended:
Indian Banking and Financial System

Time: 3 hours.
Min. Marks: 36
Max. Marks: 100

Unit-I Bank-Definition and Functions, commercial banks, a study of commercial banks public and private sector, assets and liabilities management of commercial banks. RBI and NABARD. Monetary policy and credit control by RBI.

Unit-II Universal banking, E-banking, mobile banking and innovations in banking sector. Relationship between Banker and customer - General and Special.


Unit-IV Financial System: Functions, major issues in Indian Financial System, Financial sector reforms in India.


Books Recommended:
7. J.K. Tandon And T.N. Mathur – Banking And Finance, Shivam Book House (P) Ltd., Jaipur (Hindi and English Version)

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JAIPUR
B.Com. Part I (Pass Course)
(Extra Paper - For Non-Commerce Students only)

Book-Keeping

Time: 3 hours.
Min. Marks: 36
Max. Marks: 100

Note: There will be five questions in all. The candidate will require to attempt all the questions selecting one question from each unit with an internal choice (either/or).

Unit-I
Introduction: Meaning, Definition, Features, Scope & Objectives, Book-keeping and Accounting, Basic Terminology of Accounting.

Unit-II

Unit-III
Errors and their rectification, Bank Reconciliation Statement.

Unit-IV
Classification of Capital and Revenue Transactions, Final Accounts: without Adjustment, with Adjustment and Adjusted Trial Balance.

Unit-V
Depreciation Accounting (including AS-6), Accounts of Non-Profit Organization and Professional People.

Note: The candidate shall be permitted to use battery operated pocket calculator that should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless.

Books Recommended
1. Book-keeping and Accountancy: Jain, Khandelwal, Pareek (Hindi & English)
2. Financial Accounting: P.C. Tulsian
3. Elements of Accounts: T.S. Grewal
4. Practical Accounts: Paul

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ADDITIONAL OPTIONAL SUBJECTS

1. Textile Craft

Scheme:

<table>
<thead>
<tr>
<th></th>
<th>Duration</th>
<th>Max. Mark</th>
<th>Min. Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) Theory:</td>
<td>One paper</td>
<td>3 Hrs</td>
<td>60</td>
</tr>
<tr>
<td>(ii) Practical:</td>
<td>One</td>
<td>3 Hrs</td>
<td>80</td>
</tr>
<tr>
<td>(iii) Submission:</td>
<td>Two</td>
<td></td>
<td>60</td>
</tr>
</tbody>
</table>

(Theory): Introduction to Textile Craft

UNIT-I

1. Introduction to Textiles
2. Definition of fibre, Properties of textile fibres, Primary & Secondary properties.
3. Classification of fibres
4. Production, manufacturing, properties and uses of Natural vegetable fibres - cotton, linen and jute
5. Yarn manufacture by Takli and Charkha

UNIT-II

1. Warp and Weft, Difference between warp and weft
2. Handloom, Parts of Handloom
3. Warp path on Handloom
4. Motion of Handloom (primary & secondary)
5. Elementary Weaves (Basic weaves): Plain, Twill, Satin & Sateen

UNIT-III

1. Concept of colours, Colour Wheel, Colour schemes, Achromatic & Monochromatic colours
2. Dyes and Pigments (colourless dyes)
3. Classification of Dyes
4. Dyeing of cotton fabric by Tie and Dye process
5. Fabric finishes- Introduction and Importance, basic finishes- bleaching, scouring, singeing, mercerising

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(Practical):

Samples preparation

(i) Tie and Dye (Marbling, pleating & folding, laheria and bandhej)
(ii) Elementary weaves (plain, twill, satin and sateen) on graph paper
(iii) Primary colour, secondary colour, colour scheme, achromatic & monochromatic colour
(iv) Hand painting
(v) Stencil Preparation and Painting

Submission:

Develop any two products

(i) Dupatta / scarf/table cover using tie and dye
(ii) Cushion cover or table mats using hand painting or stencil painting

Examination Scheme:

Major Problem: 50 Marks

Tie and dye/ stencil printing / hand painting on a product

Minor Problem: 30 Marks

Preparation of any weave or colour scheme

Reference books:


2. GARMENT PRODUCTION & EXPORT MANAGEMENT

PART – I 2020

PAPER- I: UNDERSTANDING TEXTILES

B.A/B.Com. -M.M. 60
B.Sc. M.M. 50

OBJECTIVES:

1. To know different textile fibers & their performances.
2. To gain knowledge on different textiles fiber processes and finishes.
3. To become familiar with traditional textiles & embroideries of India.
4. To understand the selection criteria’s of clothes

SECTION A: Textile Technology

1. Textile fibers: General properties of Natural Fibers – Cotton, Wool, Silk,
                     Regenerated – Rayon, Acetate
                     Synthetic Fibers – Nylon, Acrylic
2. Fibers to yarn: The basic process involved in making
                    yarns including blending, carding,
                    combing, mechanical and chemical spinning
3. Fabric construction: Weaving: plain, twill, & satin weave
4. Fabric Finishes: Calendering,
                    mercerization and tentering

SECTION B: Traditional Textile

5. Woven fabrics: Dacca muslin, jamdani, chanderi, brocade
                    baluchari, kashmiri shawls, doria,
                    kanjivaram
7. Printed Fabrics: kalamkari, madhubani
8. Traditional embroideries of India:
   a) Kashida of Kashmir
   b) Kasuti of Karnataka
   c) Manipuri
   d) Chamba rumal of Himachal Pradesh
   e) Kantha of Bengal
   f) Phulkari of Punjab
   g) Chikankari of Uttar Pradesh

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SECTION – C
SELECTION CRITERIA

9. Selection of suitable fabrics for infants, toddlers, pre-school children, school going children, adolescents, adults and special needs

10. Buying criteria for readymade garments, definition, origin & evolution of ready to wear garments

References:


PAPER – II
BUSINESS AND GARMENTS INDUSTRIES

B.A/B.Com.-M.M.60
B.Sc.- M.M.50

OBJECTIVES: - To enable students to:-

1. Acquaint with different types of Business ownership.
2. Understand merchandising in Apparel Industries.
3. Understand the garment industry and project planning.

SECTION A
BASICS OF BUSINESS

1. Meaning and scope of business with special reference to garment export trade in India

2. The important factors to be considered at the same time of commencement of business - legal, economical, and social

3. Different types of business-
   a) individual organization

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b) partnership  
c) co-operative  
d) public sector  
e) company


SECTION – B

MERCHANDISING THEORY

5. Introduction to fashion merchandising, merchandising planning, scheduling, buying and evaluation
7. Careers in Apparel industries.

SECTION – C

GARMENT INDUSTRY

8. Project planning for garment production unit.
9. Production and storage space, laundry area of garment industry.
10. Site selection for unit

References:


PRACTICAL – 1

BASICS OF GARMENT CONSTRUCTION

B.A./B.Com.- M.M.  80
B.Sc. - M.M.  50

Hrs.  4

OBJECTIVES: - To enable students to:

Develop skill in understanding all stitching technique.

Develop expertise in basic and traditional embroidery which gives creative, decorative and ornamental effect on dress.

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Contents

1. Sample making:
   Basic seams - Basting (even, uneven) back stitch, blanket
   Hems – visible, invisible
   Lace edging – (machine)
   Gathers - (machine), darts
   Pleats – knife, box, inverted box
   Frills one side, two sided
   Tucks – pin, cross, shell
   Fasteners – hook, press button, shirt button, button hole, loop with button, zip
   Plackets – continuous, two piece
   Pockets – patch, bound, inseam, kurta
   Edge finishing - piping and facings

2. Basic Embroidery stitches:
   Chain, stem, running, lazy-dazy, satin, herring- bone, buttonhole, bullion, feather
   patch and appliqué work.

3. Make samples of following traditional embroideries:
   kashida, kantha, kasuti, phulkari, chamba
   Taking body measurements and knowledge of standard measurements from child
to adults

Examination Scheme:

B.A/B.COM:-Max Marks:-80
1. Major Problems:-40
2. Minor Problems:-25
Internal:-15

B.Sc:-Max Marks:-50
1. Major Problems:-20
2. Minor Problems:-20
Internal:-10

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3. INVESTIGATIVE BIOTECHNOLOGY

Paper I : Bio-Chemistry and General Bacteriology
Max. Marks 60
3 hrs. duration
Min. Pass Marks 22
Teaching Periods 60

Section-A : Bio-Chemistry (Teaching Period 30)
1. Introduction and Scope of Bio-Chemistry.
3. pH, Buffers types and their uses.
4. Mole, Molar and normal solutions, concentration units.
5. Classification and metabolism of Carbohydrates, Lipids, Proteins, Nucleic acids and Nucleo proteins.
6. Introduction of Vitamins and Enzymes; Clinically important estimation.
7. Metabolism of inorganic substances like Iodine, Phosphorous, Copper, Iron and Calcium.
8. Electrolytes in various tissue fluids in health and disease.

Section-B General Bacteriology (Teaching Period 30)
1. Microbial World.
2. Structure of bacterial cell; functions of cell organelles.
3. Sterilization and disinfection.
4. Culture media.
5. Cultivation of Bacteria.
6. Identification methods in bacteriology.

Paper II: Elementary Anatomy, Physiology and Haematology
Max. Marks 60
3 hrs. duration.
Min. Pass Marks 22
Teaching Periods 60

Section-A : Elementary Anatomy and Physiology
(Teaching Period 30)
1. Introduction to human body.
3. Muscuolo-Skeleton and Respiratory system.
5. G.I.T. (Gastro Intestinal Tract), Liver, Gallblader & Pancreas.
6. Urinary System.
Section-B: Haematology (Teaching Period 30)

1. Structure of cell and cell division.
2. Blood forming tissues and Bone marrow.
3. Formation of RBCs, granulocytes, mononuclear cells, platelets and their normal counts.
5. Anaemias - classification, diagnosis.

PRACTICALS

Max. Marks 80 (52x3 periods) Min. Pass marks 28

Unit-I Bio-Chemistry

1. Glassware used in Bio-chemistry.
2. Cleaning of Glassware, weighing and measuring volumes.
3. Making and testing of distilled water.
4. Importance of calibration of glass apparatus used in estimation.
5. Collection, coding, preservation and disposal of biological specimen material for biochemical analysis.
7. Bio-chemical estimation of-
   (a) Sugar, (b) Urine, (c) Stool, (d) Protein, (e) A.G. ratio.

Unit-II General Bacteriology and Hematology

General Bacteriology:

1. Introduction to microscopy, various types of microscopes and their uses.
2. Wet bacterias mount and hanging drop preparation and dark field examination.
3. Preparation of smears for bacterial examination and Gram's Stain.
4. Preparation of various stains.
5. Staining of Smears - Sputum C.S.F. Body fluids, pus, aspirations.
I. **Hematology**

1. Collection of blood from various sites in adults and children.
2. Cleaning of slides and cover slips and identification of various pipettes and their cleaning.
3. Making of stains used in Hematology.
4. Staining and examination of blood films.
5. Differential RBC and WBC counts.

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# ADD-ON SUBJECTS

## COMPUTER APPLICATIONS

### Scheme:

- **Arts/Commerce Science**
- Paper-I: 3 hrs. duration
  - Computer Fundamentals and Introduction to IBM PC
- Paper-II: 3 hrs. duration
  - Operating Systems & Business Data Processing
- Paper-III: Practical

### Paper I: Computer Fundamentals and Introduction to IBM PC

- **Module**: Pass Marks
  - Arts/Commerce 65
  - Science 50
  - Max. Marks
  - Arts/Commerce 200
  - Science 150

### What is Computer? An introduction.

- Uses of computers in modern society e.g. weather forecasting, census, oil exploration, speech recognition, banking, publishing, accounting, research etc.
- Information and processing—hardware, software—computer capabilities and limitations. Concept of files and directories.
- Computer arithmetic and number system. ASCII & EBCDIC character sets.

### Components of a computer processing system—hardware, software, computer capabilities and limitations. Concept of files and directories.

- Hardware features and use—CPU, I/O devices. Storage devices and media.

- Introduction to networking, multiprocessing, time sharing, multi-user, and real-time computing.

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Various types of computers available in the market. Micro, Mini, and Mainframes, Supercomputers.

Evolution of personnel computers. Commodore, Atari, Apple, IBM, PC. Basic block diagram of computer. Difference between personal and mainframes - Simple operating system, Easy to use, Less Memory, Dedicated, Normally single user.

Introduction to microprocessors and associated computers. Timers, display controllers, DMA controllers.

Block diagram of IBM PC. Introduction to 8086 and 8088. Functional description of various modules and cards.

Boot process in IBM PC. System files. Self test.

Various types of displays and other peripherals used in IBM PCs.


Configuration files. COM, EXE, SYS, BIN, and TXT files. Introduction to programming in BASIC. Development of programs in QBASIC. Use of graphics facilities using Basic.

Diagnostics for IBM PC. Use of Norton Utilities and other packages for undeleting files and other system maintenance jobs.

Advance version of IBM and compatibles.

Paper II: Operating Systems and Business Data Processing

Introduction to various categories of softwares. Operating system and its functions. Interaction of operating system with hardware and user programs.

Various components of operating system with reference to DOS.

Single user operating system. Task loader. Memory management.

File management, Directory structure in DOS. Moving, renaming, copying, deleting, and undeleting files under DOS.

Practical

Visit to computer Lab. Introduction to various components of a computer. A simple documentation preparation and printing. Usage of printer and other components.

Physical inspection of IBM PC and internal cards. Introduction to nomenclature (COM1, COM2, etc.) Writing batch files for various purposes. Modifying config.sys files. Creating RAM disk.

Diagnostics on IBM PC. Controlling PC hardware using BASIC programs.
Model for preparation of outline of courses:

1. **Subject Title**: Tax Procedure and Practice  
   **15 weeks**

2. **Subject Objectives**: General Objectives
   (a) To familiarise the students with the Indian Tax system.
   (b) To acquaint the students with the procedure and practice of direct and indirect taxes.

3. **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) Practicing Chartered Accountant Firms.
      (b) Business Houses.
      (c) Industrial undertakings & establishments
      (d) Sales Tax and Income Tax departments
      (e) Customs and Excise departments
      (f) Accounts Department of various Central, State, Local and Government Societies etc.

4. (i) This cannot go with Science Subjects.
   (ii) It can go with commerce (B. Com. Pass)
   (iii) It can go with B.A. provided a student has done 10+2 with Accounting and Business Studies of Commerce.

5. **(i) Contents**:
   (a) Syllabus (Theoretical & Practicals)
   (b) Business Lab should be equipped with the following:
      (i) All Bare Acts related to direct and indirect taxes and various tax forms/returns/documents.
   (ii) **Reference Books**:
      (1) Patilwala-Income Tax, (2) Chaturvedi & Pathisana
   (iii) **Text Books**:
      (1) Sahoo-Direct Taxes
      (2) Har. Mehrotra-Income Tax Law & Practice.
   (iv) **Journals**:
      (1) The Institute of Chartered Accountants of India.
      (2) Central Excise Law System, (3) Taxman
Note: (1) In addition to the above books the new text books should be prepared on the lines of the prescribed syllabus.
(2) Equipment—Computer facilities must be made available in the Business Lab.

(ii) On the Job Training (After 1st year)—
Proper training should be given to students to prepare various returns/forms/documents etc. related to Income-Tax and Sales Tax/Excise duty to enable the students to acquire necessary skills so that they can prepare these documents independently. Students can be attached for the purpose of training with local industrial houses. Excise and Custom departments, Income and Sales tax departments: and practising firms of the Chartered Accountants.

(iii) On the Job Training (After 2nd year)—
Students should be attached for practical training with the organisations as suggested in (ii) Students can prepare the necessary documents/returns/forms, etc. related to direct and indirect taxes.

6. Unit cost for 30 students:
(a) Building as per the norms of the UGC
(b) Rupees one lakh for books, journals and equipments.

7. Modalities of Examination and Evaluation:
(a) Weightage between theory and practicals should be 70% and 30% respectively.
(b) Continuous evaluation-Assignment, surprise test, quiz.

**Paper I: Indian Tax System and Income Tax Law**

Max. Marks: 100 3 hrs. duration Min. Pass Marks: 36

Section-A

**Meaning of Tax Central and State Powers of Taxation. Distribution of revenues between Central and States. Direct and Indirect Taxes.**


**Indirect taxes of the Central Government**—Central Excise, Customs duty, Central Sales Tax.

**Taxes of the State Governments**—Taxes on sales and purchase of goods, Octroi duty; Tax on profession, trade, and business. Tax
Tax—tax on luxuries, entertainment and amusements; Tax on betting and gambling; Tax on electricity; Stamp duty; Agricultural Land revenue.

Section-B
Income Tax Law: Extent and application, Definitions, Previous Year, Residential Status, Incomes which do not form part of Total Income, Computation of Total Income; Heads of Income; Salaries, Income from House Property; Profit and Gain from business and profession.

Section-C
Capital gains, Income from other sources, Income. Aggregation of income and set off and earn, Forward of losses. Deduction from Gross Total Income—under Chapter VI A. Rebate of Income Tax under Section 88.

Paper II : Central and State Sales Tax—Procedure & Practice
Max. Marks : 100 3 hrs. duration Min. Pass Marks : 36

Section—A

Section—B
Import out terms and definitions.
Dealers, declared goods, goods, place of business, sales, sale price, turnover, Inter-State sale.
Principles for determining—When Central Sales Tax is leviable; the concept of sale and purchase of goods in the course of inter State trade or Commerce.
When does a sale or purchase of goods take place outside the State?
When does the sale or purchase of goods is in the course of import or export?
Regulation of dealers procedures thereof filling and filling of application in Form A for registration; relevant fee payable; security/surety for registration.

Signature Certificate of Registration in Form

Procedure for amendment, cancellation and obtaining duplicate certificate of registration.

Section-C

Rates of Tax:
Concessional rate when an available, kind of forms for availing the concessional rates and maintenance of records related thereto.

(A) Sales to the registered dealers against Form-C
Purchasers obligations: Procedure for obtaining Form-C from Sales Tax authorities and issuing of Form-C to dealers. Application under prescribed form with requisite fee for obtaining Form-C. Maintenance of records for receipts and issue of Form-C. Form 2 Sellers obligations: Obtaining Form 'C' from purchasers. Maintenance of records of "C' Form collected and submission 'C' Form at the time of assessment.

(B) Sales to the Government against D Form.
Form D: Use and custody and maintenance etc. of records of certificates in Form D.

(C) Subsequent sale in the course of Inter-State sale and receipt and issue of Form E-1 and E-2 in connection thereto.
Application for obtaining Form E-1 and E-2 and the relevant fee to be paid therewith, maintenance of records of E-1 and E-2 Forms for receipts.

Branch and Consignment transfer:
Inter State transfer of goods from the office to another or principal agent or agent to principal and issue and receipt of Form F.
Application for obtaining F Form and the relevant fee; maintenance of records of such forms and matters incidentals thereto. Form No. 5

Determination of turnover, deductions from turn over.
Return of Sales Tax payable under the Central Sales Tax Act, 1956.
Form No. 1: Filling and Filing of Form No. 1.
Deposit of Central Sales Tax and Filling and Filing of challan in the prescribed form.
3. PRINCIPLES AND PRACTICE OF INSURANCE

Syllabus: B.Com. Pt. I

Scheme
Max. Marks: 200
Min. Pass Marks: 72

Paper-I 3 hrs. Duration Marks 100
Paper-II 3 hrs. Duration Marks 100

Paper-I: Life Insurance
Max. Marks: 100 3 hrs. duration Min. Pass Marks: 36

Note: Candidates to attempt at least one question each section and five questions in all.

Section-A

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.

Section-B

Distinguishing characteristics, Utmost Good Faith, Insurable Interest, Caveat Emptor, unilateral and aleatory nature of contract. Proposal and application forms, warranties. medical examination, policy contraction 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.

Section-C

Factors governing sum assured; Methods of calculating economic risk in life insurance proposal. Measurement of risk and mortality table; Calculation of premium; Treatment of sub-standard risks. Life Insurance Fund; Evaluation and investment of surplus; Payment of bonus.

Section-D

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

Section-E

Rules of agency; Essential qualities of an ideal insurance salesman.
Suggested Books:
3. Maclean: Life Insurance
4. Gupta, O.S.: Life Insurance, (Frank Brothers, New Delhi)

Paper-II: General Insurance
Max. Marks: 100 3 hrs. duration Min. Pass Marks: 36
Note: Candidates to attempt at least one question from each section and five questions in all.

Section-A
Introduction to risk and insurance—(a) Risk (b) The treatment of risk

Section-B
The structure and operation of the insurance business—
(a) Insurance contract fundamentals.
(b) Insurance marketing.
(c) Insurance loss payment.
(d) Underwriting, rating, reinsurance and other functions.

Section-C
General Insurance Corporation and other Insurance Institutions—
Working of GIC in India; Types of risks assumed and specific policies issued by ECGC.

Section-D
Health Insurance—
(a) Individual health insurance.
(b) Group health insurance.

Section-B
Motor Insurance.
Multiple line and All-Lines insurance—such as Rural Insurance—
Hull Insurance etc.
Recommended course of reading:


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EMPRENENT AND SECRETARIAL PRACTICE
Model for Preparation of outline of courses
Paper-I Shorthand in English/Hindi

(A) Shorthand Theory

- Maximum marks: 35
- Duration: 1½ hours
- (i) Two questions related with rules: 10 marks
- (ii) One question related with grammalogues and phrases: 10 marks
- (iii) One passage containing 100 words to be written in shorthand: 15 marks

(B) Shorthand Practice

- Maximum marks: 65 marks
- Speed
  - Hindi shorthand: 50 w.p.m.
  - English shorthand: 60 w.p.m.
  - Duration-Dictation: 5 Minutes
  - Transcription by hand: 1 hrs.

(A) Shorthand (Theory) English & Hindi

Unit-1 Introduction

- Origin of shorthand with particular emphasis on Pitman Shorthand, definition and importance of stenography, qualities of a successful stenographer, writing techniques and materials.

Unit-2 Consonants

- Definition, number, forms, classes, size, thinness, thickness, direct and joining strokes.

Unit-3 Vowels, Diphthongs and Diphones

- Vowel: its definition, number sounds, signs, places, position of outlines, intervening vowels, introduction of upwards/downwards strokes in Stenography.
- Diphthongs: Definition, names, signs, placed joined diphthongs and triphones.
Unit-4 Grammolalogues and Phesography:
Grammolalogues: definition of grammolalogues and logogram, list of grammolalogues, punctuation signs; Phraseography: definition of phrases, how a phrase is written, qualities of a good phraseogram. List of simple phrases.

Unit-5 Circles, loops and hooks:
Circle: size and direction, application in Phraseography, attachment with straight and curved strokes, exception to the use of circle. Loops: Size and Direction.

(B) Shorthand (Practicals)

1. Repeated Practice of Consonants, writing each consonant from the text material with particular attention to their formation, length, angle, size and direction.
2. Repeated practice of vowels, dipthongs, diphones and triphones by copying the text materials and other printed shorthand book and reading book the same.
3. Repeated practice of grammolalogues and phrases.
4. Repeated practice on the use of circles, loops and hooks.
5. Transcription from Shorthand into longhand.
6. Dictation from unseen passage.
7. Variety of drills: reading shorthand from black-board, copying shorthand from black-board, could not reading, delayed writing, students dictate to the class from shorthand books, two minutes speeches by students, reading printed shorthand material.

Paper-II Typewriting in English and Hindi
(A) Typewriting Theory
Maximum marks 35
Duration 1½ hours
(Candidates are required to answer five questions out of 8 questions. All questions will carry equal marks)

(B) Typewriting Practice
Maximum marks 65 marks
(This paper will consist of two parts)
(i) Speed Text Maximum Marks
   Duration 25
   10 Minutes
   Speed rate English 30 w.p.m.
   Speed rate Hindi 20 w.p.m.
(ii) Typewriting

(Efficiency test)

Maximum marks 40
Duration 30 Minutes

(This paper will consist of two questions)
(a) Letter writing
(b) Tabulation

(A) Typewriting (Theory) (Hindi English)

Unit-1 Typewriter and its Maintenance
- Typewriter- Its use and importance, a standard typewriter.
- Makes and categories of typewriters
- Essential parts of a typewriter and their use
- Care and upkeep of a typewriter
- Ribbon changing and ribbon economy

Unit-2 Methods of typewriting
- Touch
- Sight
- Approach of typing
- Horizontal
- Vertical

Unit-3 Keyboard Operation
- Need for proper type and size of tables and others for use by typist.
- Sitting postures
- Materials required
- Insertion and removal of paper
- Learning the second row (Home row) (guide keys and home keys)
- Learning the third row (Upper row)

Unit-4 Keyboard Operation
- Learning the first row (Bottom row)
- Learning the fourth row (Number row)
- Special signs and symbols in the keyboard and their uses

Unit-5 Display in typing:
- Centering-horizontal, vertical.
- Types of headings
- Margin and line spacing
- Use of punctuation marks
(A) Type Writing Practice

Key Board Operations
1. Practising second row, third row, first row and fourth row.
2. Practising words, sentences, paragraphs and passages.
3. Use of shift keys and other non-character keys.
4. Type writing of special symbols of the key board and Punctuation marks.

Speed Building
1. Different kinds of drills for typing.
2. Graded Speed test leading to accurate speed of about 30 w.p.m.
3. Typing of passages each containing 300 words in ten minutes.

Teaching Guidelines
Attractive hand words, balanced handwords, same letters in different words, drills of common words, drills of alphabetical sentences and words division drills.

Display Techniques
1. Centring—Horizontal and Vertical
2. Ensuring proper margins; line spacing
3. Typing different types of Headings including speed heading.

Letter Typing
1. Typing exercise of personal, official and business letters in different styles with proper display.
2. Typing of application for jobs.
3. Addressing the envelopes.
4. Using Carbon papers for taking out Multiple copies.
5. ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT

Scheme:
Max. Marks: 200

Paper-I: 3 hrs. Duration
Paper-II: 3 hrs. Duration
Paper-I: Marketing Communication-I

Min Pass Marks: 72
Marks 100

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Max. Marks : 100  3 hrs. duration  Min. Pass : 36

Nature and Importance of Communication
Communication process. Elements of the Communication process.
Application of Communication process in marketing. Steps in
developing effective marketing communication.
Methods of Marketing Communication.
Advertising, personal selling, public relations, sales promotion, their
meaning and distinctive characteristics.
- Setting up of Targets-Policies, strategies and methods of
  achievements.
- Integrated Communication in Marketing.
Suggested Readings:
   (Prentice-Hall of India, New Delhi-1991)
2. William J. Stanton Charles & Futrell *Fundamentals of Marketing*,
   8th Edition (McGraw Hill Chap. 18)
3. Subroto Sengupta : *Case in Advertising and Communication
   Management in India* (IIM, Ahmedabad)

Paper-II : Advertising-I
Max. Marks : 100  3 hrs. duration  Min. Pass Marks : 36
- Importance of advertising in modern marketing. Role of advertising
  in the national economy.
- Type of advertising : Commercial and non-commercial advertising,
  primary demand and selective demand advertising, classified and
display advertising: comparative advertising; co-operative
  advertising.
- Setting of advertising objectives
- Setting of advertising budget. Factors affecting the advertising
  expenditure in a company.
- Advertising message. Preparing an effective advertising copy:
  elements of a print copy, Headlines, illustration, bodycopy, slogan,
  logo, seal of approval, Role of Colon, Elements of a broadcast
  copy. Copy for direct mail.
Suggested Readings:
   Hill Relevant Chapters)
2. Durka and Darban : *Advertising : Its role in modern
   marketing* (the Drydon Press) relevant chapters)
University of Rajasthan

Mahendra Mohan: Advertising (Tata McGraw Hill) (relevant chapters)

Philip Kotler: Marketing Management 8th Ed. (Prentice Hall of India) Chap-22

Subroto Sen Gupta: Cases in Advertising and Communication Management in India (IIM, Ahmedabad)

Dy. Registrar
(Academics)
University of Rajasthan
JAIPUR 11
Paper-I Tourism Business

Scheme

Max. Marks 200
3 hrs. duration
Marks 70

Min. Pass Marks 72

Section-A

Section-B
Concept of Domestic and International Tourism, recent trends.

Section-C
Tourism as an industry, visitor, tourist, excursionist.

Section-D
Growth and development of Tourism of India.

Section-E
Impacts of Tourism—Economic, Social, Physical and Environmental.

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Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR (Raj.)
Suggested Readings:

Paper-II Tourism Product
Max. Marks: 70 3 hrs duration Min. Pass Marks: 36

Introduction
This paper is for the study of the product of India covering the resources both natural and man-made. Historical and Geographical background. The heritage, Ancillary activities like arts, crafts, flora, fauna, environmental ecology and a study of the suitable development of Tourism connected with planning and development.

Section-A
Tourist Resources: Classification and Differentiation.
Tourist Resources of India: types and topologies, cultural resources, arts and architecture, historical moments, religious and spiritual centres, fairs and festivals, craftsmanship, folk customs, costumes and llevées, museum, monument and art galleries etc.
Section-B

Natural Tourist Resource-I
Tourist resource potential in mountain with special reference to Himalaya: Resources and resource use patterns in the past, present and future perspective.
India's main desert areas, their geological structure development as desert tourism-existing trends and facilities available: desert safaris and desert festival.
Coastal areas, Beaches and Islands: Resources and resource pattern. Resources in Island with special reference to Andaman and Nicobar Islands, Overview on Tourism Development strategies.

Section-C

Social Cultural Resource-I
Architectural Heritage of India: Glimpses of India's architectural styles adopted over the ages. Historical monuments of touristic significance—ancient, medieval and modern—their spatial and regional dimensions. Important historical/archaeological sites. Important historical/archaeological sites, museum, art galleries and libraries— their location, asseate and characteristics.
Popular Religious shrines/centres—Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others. Yoga, meditation and other centres.

Section-D

Social Cultural Resources-II
Performing art of India, Classical Dances and Dance Styles: Centre of learning and performances. Indian folk dances. Music and musical instruments: different schools of Indian music; status of vocal and instrumental music; New experiment.

Section-E

Handicrafts of India as a potential tourist resources. Fairs and Festivals—Social, religious and commercial fairs—festivals; promotional (Tourism) fairs, viz: Kite festival, White water festival, Snake best race etc.
Indian folk culture—folk custom and costumes, settlement patterns, religious observations, folk lore and legends. Created tourist destinations, Academic, Scientific and industrial institutions.
Syllabus: B.Com. Pt.-I

Suggested Readings:

3. Bhartiya Vidya Bhawan : *Imperial Unity*.
4. Bhartiya Vidya Bhawan : *Classical Age*.

Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR
7. FOREIGN TRADE: PRACTICES AND PROCEDURES

Subject Objectives:

1. To familiarise the students with the basic principles of trade and the environment in which foreign trade takes place.

2. To familiarise 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 familiarise the students with the nature and scope of International marketing and also with the four Ps of international marketing.

4. To familiarise 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.

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.

To familiarise the students with the basic documents involved in foreign trade, processing of an export order, customs clearance and other aspects of international trade. 
potential:

- 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 employments in exporting firms, banks, insurance companies or with freight forwarders.

3. (i) Permissible combination of subjects:
(ii) Prerequisites of admission:
10+2 preferably with Economics or Commerce.

Contents for Non-Semester Courses

Paper-I. Basis of Foreign Trade

Unit-I
Why trade takes place? Theories of International trade 6
Balance of Trade and Balance of Payments 4

Unit-II
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

Unit III
International Economic Institutions-GATT, W.T.O. UNCTAD.
IMF and World Bank. 6
Trade Blocks and Regional Economic Cooperation 3

Paper-II: Indian's Foreign Trade

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

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
Part II

Unit-II
Trade agreements
Recent features of India’s export-import policy
Institutional set-up for export promotion

Unit-III
Export Assistance measures, free trade zones and
100% EOUs State trading in India
Sources and analysis of foreign trade statistics
Sources and analysis of foreign trade statistics

Books For:
Paper-I  International Economics by P.T. Ellsworth
Paper-II  Annual Reports of the Ministry of Commerce
          Annual Economic Surveys
[Import and Export Policy 1992-93]

SUMMARY CHART

Academic Programme-Examination Scheme

Annual Examination

I Year (2 papers)
30 hours Trade

Basics of Foreign Trade

(ii) India's Foreign Trade

B for each examination

(ii) Export Finance &

Marketing for each examination

(i) Elements of

(i) Shipping and

30 periods 3 hours

(ii) Foreign Trade

30 periods 3 hours

Practical Training-3 to 4 weeks each at the end of I & II years
100 marks each. The candidates are required to submit a small
monograph of 4,000 words in Triplicate within two months from
the last date of examination.

Dr. Jasch
Dy. Registrar
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University of Rajasthan
Jaipur
8. TOURISM

Paper I: Tourism in India

Theory Paper: Max. Marks 70
Project Report: Max. Marks 30

3 hrs. duration for Theory Paper

- Historical evaluation and development of tourism in India. Tourism phenomenon, forms of tourism alternative tourism (i.e. Health & Medical Tourism, Spiritual Tourism, Adventure Tourism, Rural Tourism, Ethnic Tourism). Objectives & importance of tourism in India. Domestic Tourism.
- Tourism Administration in India. Ministry of tourism at centre and state level. India Tourism Development Corporation (ITDC), State tourism development corporations and informal tourism sector.
- Historical Monuments in India (Taj Mahal), Museums. Important fairs & festivals. Cultural heritage in India (Khajuraho), Dance, Music, Painting, Handicrafts.
- Geography and Tourism: Hill station in India, wildlife, parks and sanctuaries, Maps & charts, Biodiversity, Land Scape Destination and Ecology.
- Tourism Impact: Economic impact, social impact, political impact and environment impact. Threats & obstacles.
- Recent Tourism Policy in India.

References:
1. Mukherjee, R.K.: The Cultural and Art of India.
Paper B : Rajasthan Tourism

Theoretical Paper : Max. Marks 70
Project Report : Max. Marks 30

Instructions for Theoretical Paper:
- History, Geography and Topology of Rajasthan.
- Historical Monuments, Forts, Palaces and Havelies in Rajasthan.
- Cultural heritage in Rajasthan.
- Living style of People, Religions, Cuisine & Customs of the people.
- Fairs & Festivals in Rajasthan: Puskar, Nagaur, Kaila Devi Ramdevara, Uras.
- Wild Life and Sanctuaries in the State: Ranthambore, Sariska, Talchhaper, Dara, Kovaldev.
- Architecture & Painting in Rajasthan (Bradbury, Bhojpur).

Important Tourist Destinations:
- Hill Resort - Mount Abu
- Desert Resort - Jaisalmer
- Pink City - Jaipur
- Venis of Rajasthan - Udaipur
- Sun City - Jodhpur

References:

1. झालामी, सीताराम : राजस्थान वार्षिकी।
2. राजस्थान सरकार (सूचीकृत जनसभ्य निदेशालय) : राजस्थान सुजस संचय।

[Signature]
Dy. Registrar (Academic)
University of Rajasthan
JAIPUR
9. Principles and Practice of Banking and Insurance

Paper I: Bank Lending: Policy and Techniques

Theory Paper: Max. Marks 70
Project Report: Max. Marks 30

3 hrs. duration for Theory Paper

- Establishing bank lending policies under changing socio-economic and legal environments.
- Types analysis techniques for bank lending.
Fundamental analysis techniques for bank lending.
Assessment of credit needs for term assets.
Assessment of credit needs for working capital.
Credit Disbursement: Terms and conditions; Documentation; Scheduling.
Monitoring of advances.
Renewal and recovery of advances.
Nursing of problem accounts, including non-performing assets.
Present credit policy and various schemes of bank lending to industry, commerce and trade and agriculture in India.
Refinance and credit guarantee facilities for banks in India.
Current issues and problems of bank lending in India.

References:

Paper II: Fundamentals of Insurance

Theory Paper: Max. Marks 70
Project Report: Max. Marks 30

3 hrs. duration for Theory Paper

Introduction to Insurance: Purpose and need of insurance; Insurance as a social security tool; Insurance and economic development.
Fundamentals of Agency Law: Definition of an agent; Agents' regulations; insurance intermediaries; Agents' compensation.
Procedure for becoming an Agent: Pre-requisite for obtaining a license; Duration of License; Cancellation of license; Revocation or suspension/termination of agent appointment; Code of conduct; Unfair practices.

Functions of the Agent: Proposal form and other forms for grant of cover; Financial and medical underwriting; Material Information; Nomination and assignment; Procedure regarding settlement of policy claims.

Company Profile: Organizational set-up of the company; Promotion strategy; Market share; Important activities; Structure Product; Actuarial profession; Product pricing-actuarial aspects; Distribution channels.

Fundamentals/principles of Life Insurance/Marine/Fire/Medical/General Insurance. Contracts of various kinds; Insurable Interest.

Suggested Readings

10. FOREIGN TRADE PROCEDURE

Paper-I: Basis of Foreign Trade

Theory Paper : Max. Marks 70
Project Report : Max. Marks 30

3 hrs. duration for Theory Paper

- Concept and Importance of International Trade
- International trade, Gain from International trade
- Current trends & issues in International Trade
- Balance of Trade and Balance of Payments.
- Objectives of Trade policy and role of foreign trade in growth.
Instruments of trade Policy - tariffs, quantitative restrictions, exchange control and exchange rate adjustments.
- Multinational Corporation: Nautre, Role Types & Operations.

References:
1. Keshkamat, Finance of Foreign Trade.
2. Lall, G.S., Finance of Foreign Trade.

Paper-II: Indian's Foreign Trade

Theory Paper: Max. Marks 70
Project Report: Max. Marks 30
3 hrs. duration for Theory Paper

- Analysis of India's Foreign-Trade, Growth trends, composition and direction
- India's Foreign Trades in Global Context.
- India's Balance of Payments including invisibles.
- Assessment of Prospects - Products and markets
- India's trade agreements
- Salient features of India's export-import policy

Institutional set-up for export promotion.
- Export Assistance Measures, Free trade zones and 100% EOU's.
- State trading in India.
- Sources and analysis of foreign trade statistics.
- Foreign Investment Policy: Indian Joint Venture in abroad, Multilateralism and Bilateralism in India's foreign trade.

References:
1. रंझन, जे.के. : अन्तर्राष्ट्रीय व्यापार एवं वित्त, मलिक पढ़ाई जयपुर।
2. अयावल एम.डी. सिंह, गोपाल एवं युवा, ऑ.पी. : अन्तर्राष्ट्रीय व्यापार एवं वित्त, रेशा बुक हिन्दी, जयपुर।
5. रंझन, जे. के. : अन्तर्राष्ट्रीय व्यापार एवं वित्त, मलिक पढ़ाई जयपुर।