UNIVERSITY OF RAJASTHAN
JAIPUR

SYLLABUS

B.Com. Part – II

Examination - 2020

Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR
# Distribution of Marks

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of the Subject/Paper</th>
<th>Duration Hours</th>
<th>Max. Marks</th>
<th>Min. Pass Marks</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Accountancy &amp; Business Statistics</td>
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<tr>
<td></td>
<td>Paper I – Income Tax and Practice</td>
<td>3</td>
<td>100</td>
<td>36</td>
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<td></td>
<td>Paper II – Cost Accounting</td>
<td>3</td>
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<td>2.</td>
<td>Business Administration</td>
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<td>Paper I – Company Law &amp; Secretarial Management</td>
<td>3</td>
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<td>Paper II – Management</td>
<td>3</td>
<td>100</td>
<td>36</td>
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<td></td>
<td>Paper I – Economics Environment in Rajasthan</td>
<td>3</td>
<td>100</td>
<td>36</td>
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<td>Paper II – Element of Financial Management</td>
<td>3</td>
<td>100</td>
<td>36</td>
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## Additional Optional Subject

| 1.     | Textile Craft                                        |                |            |                 |
|        | Paper I                                              | 3              | 30         |                 |
|        | Paper II                                             | 3              | 30         | 22              |
|        | Practical                                            | 6              | 70         | 25              |
|        | Submission                                            |                | 70         | 25              |

| 2.     | Garment Production & Export Management               |                |            |                 |
|        | Paper I – Fashion and Apparel Design                 |                | 30         | 13              |
|        | Paper II – Element of Marketing and Finance          | 50             | 18         |                 |
|        | Practical – I & II                                   | 120            | 52         |                 |

## Add on Subject

| 1.     | Computer Application                                 |                |            |                 |
|        | Paper I – Data Base Management System                | 3              | 50         | 8               |
|        | Practical                                            | 70             | 75         |                 |

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<td>2.</td>
<td>Tax Procedure and Practice</td>
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<td>Paper I-Direct Tax-I : Procedure and Practice</td>
<td>3</td>
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<td></td>
<td>Paper II-Direct Tax-II : Procedure and Practice</td>
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<td>3.</td>
<td>Principles and Practice of Insurance</td>
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<td>Paper I-Fire and Marine Insurance</td>
<td>3</td>
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<td>Paper-II-Insurance Finance and Legislation</td>
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<td>4.</td>
<td>Office Management and Secretarial Practice</td>
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<td>Paper I-Office Practice and Office Procedure</td>
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<td>Paper II-Typewriting and Shorthand Theory</td>
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<td>Paper II-Typewriting and Shorthand Practice</td>
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<td>5.</td>
<td>Advertising Sales Promotion and Sales Management</td>
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<td>Paper I-Advertising (!!)</td>
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<td>Paper II-Personal Selling and Salesmanship</td>
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<td>6.</td>
<td>Tourism and Travel Management</td>
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<td></td>
<td>Paper I-Tourism Marketing</td>
<td>3</td>
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<td>36</td>
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<td></td>
<td>Paper II-Travel Agency, Tour Business and Accommodation</td>
<td>3</td>
<td>100</td>
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<td>7.</td>
<td>Foreign Trade Practices and Procedures</td>
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<td>Paper I-Elements of Export Marketing</td>
<td>3</td>
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<td>36</td>
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<td></td>
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<td>8.</td>
<td>Tourism</td>
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<td>Paper I : Tourism Services</td>
<td>3</td>
<td>70</td>
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<td>Paper II : World Tourism</td>
<td>3</td>
<td>70</td>
<td>30</td>
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<td>9.</td>
<td>Principles and Practice of Banking and Insurance</td>
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<td></td>
<td>Paper I : Rural Banking</td>
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<td>Paper II : Insurance Management</td>
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<td>Foreign Trade Procedure</td>
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UG SYLLABUS

B.COM (PASS COURSE) Part – II

EXAMINATION 2020

Economic Administration and Financial Management

Scheme of Examination

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>Division</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>First Division</td>
<td>60%</td>
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<tr>
<td>Second Division</td>
<td>48%</td>
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</table>

of the aggregate marks prescribed at (a) Part I Examination, (b) Part II Examination, (c) Part III Examination taken together

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.

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).
B.COM. PART- II

PAPER - I

INCOME - TAX LAW AND PRACTICE

UNIT - I  Introduction, Resedential Status and Income from Salaries.
UNIT - II  Income from House Property and Income from Business and Profession.
UNIT - III  Income from Capital Gain and Income from Other Sources.
UNIT - IV  Clubbing, Set off and Carry Forward of Losses and Deduction from Gross Total Income, Assessment of Individual.
UNIT - V  Assessement of Hindu Undivided Family and Firms, Advance Payment of Tax, TDS, Procedure of E-Filing of Return.

Books recommended:

- Singhania and singhania: Student's guide to Income tax, taxman.
- Gupta and Gupta: Student's notes to Income Tax, Taxbooks.
- Ahuja and Gupta: Direct Taxes.
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


Unit - II


Unit - III

Unit Costing: Cost sheet, statement of cost per unit, computation of tender price by preparing statement of cost. Operating Costing: Meaning and Objectives. Preparation of statement of operating cost only related to transportation for passengers and goods only.

Unit - IV


Unit - V

Marginal Costing: Meaning, concept, significance and limitations of marginal costing as well as BEP analysis. CVP and BEP analysis, Break even charts. (Excluding stock valuation under marginal costing and absorption costing and advanced problems related to managerial decisions). Standard Costing: Meaning, concept, significance and limitations of standard costing. Setting standards and computation of material and labour variances only.

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. Saxena, and Vashist - Cost Accounting
2. B K Bhar - Cost Accounting
3. Agarwal and Chaturvedi - Cost Accounting (Volume I & II)
B.COM. Part IIInd (Pass Course) (2019-20)

Paper I  Company Law and Secretarial Practice
Paper II  Management

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B.COM. Part IIInd (Pass Course)

Paper I Company Law and Secretarial Practice

Unit I

Unit II

Unit III
Prospectus, Share Capital, Types of Shares and Debentures, Membership, Provisions of Dividend.

Unit IV
Directors- Qualifications and Disqualifications, Appointment and Removal, Power and Duties, Managing Director, Wholetime Director.

Meetings of the Company, Proxy, Agenda, Resolution, Minutes, Methods of Winding-up.

Unit V
Company Secretary- Qualifications, Role and Position, Secretarial Practice relating to allotment of shares, transfer and transmission of shares, payment of dividend.

Note: All Provisions as per Companies Act, 2013.

Books Recommended:

1. आर सी अग्रवाल एवं एन. एस. कोठारी : कंपनी अधिनियम एवं सचिवीय पदवी
2. एस.एम. शुक्ला एवं सहाय : कंपनी अधिनियम एवं सचिवीय पदवी
3. S.A. Sharlekar: Secretarial Practice.
5. N.D. Kapoor: Company Law.
7. Avatkar Singh: Company Law
8. मानवर, सहायी. कंपनी अधिनियम एवं सचिवीय पदवी (भारत दूसर दिगम्ब. लखनऊ)
9. साित जोसी, सहायी : कंपनी अधिनियम (अग्रवाल कुंज कंपनी, लखनऊ)
B.COM. Part IIInd (Pass Course)

Paper II    Management

Unit I

Unit II-
Organisation-Goals, Structure, Importance, Process and Principles; Theories of Organisation; Environment and Organisation; Formal and Informal Organisation; Organisational Change and Development; Authority and Responsibility; Power and Authority; Sources of Authority; Delegation of Authority; Centralisation and Decentralisation; Span of Control.

Unit III-
Communication-Significance, Channels, Types, Process, Barriers and Remedies; Co-ordination and Co-operation; Co-ordination as an essence of management; Principles and Techniques of co-ordination; Obstacles in co-ordination; Direction-Essentials of effective co-ordination; Direction-Concept, Importance and Principles.

Unit IV-
Leadership-Functions, Qualities, Styles and Theories; Motivation-Importance, Types, Process and Techniques; Theories of Motivation (Maslow, Herzberg, McGregor); Sound Motivation System.

Unit V-
Recommended:

4. Richard, Hatman Tuwence P. Hogan and John Wholipan: Modern Business Administration
5. S. Sarlekar: Business Management.
7. जे.पी. सिंधूल : प्रबंध, अजनेरा बुक कम्पनी, जयपुर
8. P. Subba Rao: Management-Theory and Practice, HPH.

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B.COM PART - II  
Paper - I  
Economic Environment in Rajasthan

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


Unit-II Planning in Rajasthan, Rajasthan Budget, Rural Development schemes- Evaluation & Impact of Development programmes; Human development Index; Problems of Rajasthan Economy- Poverty and Unemployment, Panchayati Raj Institutions.

Unit-III Agriculture – Agriculture policy of Rajasthan, Significance, new agriculture strategy. Agriculture inputs, food management, major schemes for agriculture sector. Agriculture Finance, Agriculture Insurance, Agriculture productivity, Commercialisation of Agriculture, minimum support price, demand and supply of agriculture products and their effect on general price level with reference to Rajasthan.

Unit-IV Infrastructure Development in Rajasthan: Road, Energy, Water Transport, social Infrastructure-Education, Health, Tourism Development in Rajasthan-Challenges and Prospects, Main Tourist places in Rajasthan, Socio-Economic Impact of Tourism.

Unit-V Industrial Development in Rajasthan – Industrial Policy, Role of cottage and Small industries in Rajasthan, Credit flow to Industrial Sector. 
Rural Finance- Concepts, need and importance, Main source of Rural Finance in Rajasthan, Problems and Prospects of Rural Finance.

Books Recommended:

1. संदर्भ एवं सुचनार : भारतीय अर्थवर्तमान
2. ए.एन. अर्थवर्तमान : भारतीय अर्थवर्तमान
3. लक्ष्मीनारायण नायगुप्त : भारतीय अर्थवर्तमान
4. Rudra Dutt and Sundaram : Indian Economy
5. की.एल. ओग्ना : राजस्थान की अर्थवर्तमान
6. Mishra and Puri : Indian Economy
PAPER – II
Elements of Financial Management

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


Unit-V Receivables and Inventory Management. Elementary Study of Capital Budgeting including Methods of Evaluating Capital Expenditure proposals under uncertainty. Dividend Policy.

Books Recommended:
1. Financial Management: M.R. Agarwal (English & Hindi Version)
2. Elements of Financial Management: M.D. Agarwal & N.P. Agarwal (English & Hindi Version)
3. वित्तीय प्रबंध के मूल तत्त्व: जाट, गुप्ता, मेन्दीरत्ना, मिश्रा, सेनी

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.

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12
Textile Craft
B.Com. Part-II 2020

SCHEME : B.A/B.Com/B.Sc. PART-II

<table>
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<tr>
<th></th>
<th>Duration</th>
<th>Max mark</th>
<th>Min mark</th>
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<tbody>
<tr>
<td>1. Theory:</td>
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<tr>
<td>Paper-I</td>
<td>3 Hrs</td>
<td>30</td>
<td>22</td>
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<tr>
<td>Paper-II</td>
<td>3 Hrs</td>
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<td>2. Practical:</td>
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<tr>
<td>Paper-I</td>
<td>3 Hrs</td>
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<td>Paper-II</td>
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<td>3. Submission</td>
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<td>Paper-I</td>
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<td>Paper-II</td>
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Paper-I : Weaving Theory-I

UNIT-I
Yarn numbering system –Indirect (cotton, metric, woollen and worsted count) and Direct (Tex and Denier)
Yarn Twist and their types, Balance of fabric

Methods of fabric construction: Braiding & Lacing, knitting, felting and weaving

UNIT-II
Types of loom- Shuttle & Shuttle less; introduction to shuttleless looms- airjet, waterjet, projectile and rapier loom
Preparation of Warp and Weft for weaving
Draft, Peg plan, Weave, Repeat, Design

UNIT-III
Derivatives of Plain weave- Rib and Basket
Derivative of twill weave- Regular, Irregular, Left hand, Right hand, Pointed and curved twill
Fabric defects, Selvedge, Types of Selvedge’s

Paper-II: Dyeing Theory –I

UNIT-I
Difference between dyeing and printing
Mechanical finishes- basic process of beating, singeing, napping, calendaring and embossing.

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UNIT-II
Stages of Dyeing (fibre, yarn & fabric)
Wool dyeing and silk dyeing
Dyeing machines- Jigger and Winch dyeing machine

UNIT-III
Steps of printing- preparation of cloth & colour
Methods of Direct printing- Block & Roller printing
Thickeners and types of thickeners

Practical (Paper-I)
1. Thread count and Balance of the cloth
2. Weave samples of derivatives of plain and twill weave

Practical (Paper-II)
1. Introduction to motif, repeat and layout
2. Block printing- samples preparation
3. Batik-spot, crack, scratch and painting (samples)

Submission (Paper-I)
1. Assessment of samples
2. Preparation of weave samples

Submission (Paper-II)
1. Any one article using block
2. Any one article using batik

Examination Scheme:
One Major Problem: 20 Marks
One Minor Problem: 15 Marks

Reference books:
Kulkarni, M.M., Weaving technology, Virindra publication, Jalgon

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14
Garment Production & Export Management  
B.Com. Part-II 2020

B.A/B.Com.– Maximum Marks 40  
B.Sc. Maximum Marks 50

THEORY PAPER – 1  
Fashion and Apparel Design

OBJECTIVES :-

1. To Develop Sensitivity & Understanding towards Historical World Costumes.
2. To Focus on Design Elements & Principles and their Details on Garments.
3. To Create Awareness About the Techniques of Pattern Making & Principle of Fittings.

SECTION –A

TRADITIONAL COSTUMES

1. Study of traditional costumes of various regions of India.
2. History of costumes of Indian civilization.
3. Brief knowledge of world costumes; French, German, Greek, European

SECTION –B

TECHNIQUES IN PATTERN MAKING

5. Pattern making techniques- drafting, draping, flat pattern.
6. Colour and colour schemes, psychological effects of colour on clothes.
7. Fitting – principles of fitting, factors to be considered while fitting, common fitting problems, remedying fitting defects of bodice, sleeves, and skirts.

SECTION – C

DESIGN

8. Classification of design – structural and decorative
9. Elements and principles of design.
10. Layout of design of fabric in cutting - floral, checks, plaids, lines.
References:


THEORY PAPER – II

ELEMENTS OF MARKETING AND FINANCE
B.A./B.Com.-Maxmium Marks 40
B.Sc. – Maxmium Marks 50
Hrs. – 3

OBJECTIVES:

1. To create awareness about the procedures to select, proceed & start the Small Scale Industry.
2. To guide the process of product development according to the market needs.
3. To become familiar with the methods of payment in foreign trades & about types or bills.

SECTION A

1. Market structure- Types of market, market survey, elements of cost.
2. History of readymade garment industry, Problem and prospects in global market
4. Types of garments exported.

SECTION B

5. Elementary knowledge of working capital factors affecting working capital, operating cycle.
6. Sources of finance.
7. Letter of credit
8. Methods of payment in foreign trade
10. Insurance

SECTION C

Brief study of;
11. ECGC (export credit and guarantee corporation)

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12. EIC (export inspection council)
13. IIP (Indian institute of packaging)
14. ICA (Indian of arbitration)

References:
1. Srivastav, & Aggarwal. (). Vipdan prabandh.
3. Satya narayan; Sales management.

PRACTICAL- 1
APPAREL DESIGNING
B.A/B.Com.–Maxmium Marks 60
B.Sc. – Maxmium Marks 25

OBJECTIVES:
To familiarize with basics of color
To develop expertise in drawing croquis and draping dresses on them.

Contents:
1. Colour wheel and colour scheme.
2. Introduction to eight head theory and stick figure 9.5”, 10.5”.
3. Developing an adult croquis from block figure.
4. Draping of garments on croquis (at least 8 sheets) using different colours schemes and occasions.
5. Preparation of a portfolio.

Examination Scheme:
B.A/B.COM:-Max Marks:-60
1. Major Problems-30
2. Minor Problems:-20
B.SC:-Max Marks:-25
1. Major Problem:-10
2. Minor Problems:-10

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PRACTICAL – II
CLOTHING CONSTRUCTION

B.A./B.Com.–Maximum Marks 60
B.Sc. – Maximum Marks - 25

OBJECTIVES:
1. To be able to make basic drafts of bodice, sleeve and collar.
2. To learn the knowhow of stitching and all basic processes and ornamentation
techniques.

Contents:
1. Pattern making
   1. Child basic block and sleeve block.
   2. Sleeve variations; slash and spread method-puff, bell, legomutton, bishops
      sleeves.
   3. Sleeve bodice combination; Magyar, raglan, dolman sleeves.
   4. Different types of collars.
   5. Different types of yokes.
2. Stitching of each sleeve, collar and yokes on bodice block.
3. Fashion designing (5 each) on sheet baby frocks, a line frocks , rompers. sun suits
   skirts and tops, bush-shirts with shorts.
4. Redesigning of old garment using the idea such as; to consider factors such as money,
creativity, individuality, skills, needs,
   (i) Patchwork
   (ii) Ornamental fabric.
   (iii) Decorative embroideries
   (iv) Trims
   (v) Paints and dyes
   (vi) Introduction of fashion designing in fashion shows.
5. Introduction fashion designing in fashion shows.

References:
2. Ireland, P. J. (1982). Fashion designing drawing and presentation. Batsford Ltd. 4th
   Revised edition.
<table>
<thead>
<tr>
<th>Degree</th>
<th>Max Marks</th>
<th>Component</th>
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<tr>
<td>B.A./B.Com.</td>
<td>60</td>
<td>Major Problems</td>
<td>30</td>
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<td>Major Problem</td>
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Examination Scheme:

Dy. Registrar  
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JAIPUR
Add – On Subjects

1. COMPUTER APPLICATION

Max. Marks

Com.

50

Paper I Data Base Management System

65

Paper II Structured Programming and Computer Graphics

Practical Programming Laboratory

On – the-Job training (4 Weeks)

The Duration of these papers will be 3 hours

Paper I : Data Base Management 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 medium business, necessary under direct and indirect tax law.
   (ii) **Wage Employment**:
       Junior level portions in the various organisations such as --
       (a) Practising Chartered Accountant firms.
       (b) Business Houses.
       (c) Industrial undertaking & establishment.
       (d) Custom and Excise departments.
       (e) Accounts department of various Central, State, Local self Government departments of various Central, State, Local self Government, Societies etc.

4. (i) This cannot be associated 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 (Theory & Practicals - enclosed)
   (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. Palkiwala – Income Tax
       2. Chaturvedi & Pathisana: Income Tax
   (iii) **Text Books**:
       1. Singania – Direct Taxes
       2. H.C. Mehotra: Income Tax Law & Practice
   (iv) **Journals**:
       1. The Institute of Chartered Accountant of India.
       2. Central Excise Law System.
       3. Taxman.

*Note*: In addition to the above books the new text books should be prepared on the lines of the prescribed syllabi.

(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 excise 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 organisation as suggested in (ii).
Students can prepare the necessary documents/returns/forms related to direct and indirect taxes.
5. Unit cost for 30 students—
(a) Building as per the norms of the UGC.
(b) Rupees one lakh for books, journals and equipment.
6. 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 : Direct Tax—I, Procedure and Practice
Max. Marks 100 3 hrs. duration Min. Pass Marks : 36

Section — A
2. Income Tax Authorities.
3. Basis of Charge — who is liable to pay income-tax—person, assessee, assessment year, previous year, residential status and incidence of tax.
4. Permanent Account No. — Procedure for obtaining Permanent Account No. (PAN) — filling and filing of application under form No. 49A.

Section — B
5. Computation of total income for filing of return — Head of Income Deductions under Chapter VIA Computation of Tax in case of individual, Hindu Undivided Family, Firm, Companies, Rebate of Income Tax under Section 88.
   (a) Tax deducted at source : filling and filing of application form for obtaining TDS number under form No. 49B — obligation of the person making payment, who and when the person is liable to deduct tax at source. Procedure and rate of Tax deducted at source on various payments.

Employers Obligations :

Stage—I : Certificate to be issued to the recipients – filing and issue of the various TDS forms (16, 16A and 16B)
Stage-II : deposit of tax deducted at source — filling and filing of the challan and deposit of tax.
Stage-III : Submission of returns of TDS under Form No. 26,26A,26B,26BB,26D, 26E.

Recipients Obligations :
A. To obtain TDS certificate from payer; filling and filing of relevant certificates for lower or no deduction of tax at source (Form No. 13C, 14, 14B, 15, 15A, 15AA, 15B, 15D, 15E, 15F, 15G, 15H, 15I).

2. TAX PROCEDURE AND PRACTICE
MODEL FOR PREPARATION OF
OUTLINE OF COURSES

1. Subject Title; Tax Procedure Practice 15 weeks.

2. Subject Title: General Objectives.
   (a) To familiarise the students with the Indian Tax system.
Section – C

7. Advance Tax – who is liable to pay advance tax, computation of advance tax, instalment and due date of Advance Tax, Interest Payable by the assessee. Filling of challan and deposit of Advance Tax.

8. Self Assessment Tax - Filling of the challan and depositing of the tax there of, interest under self-assessment. Return of Income: who is liable to file return of income, time limit, return of loss, related return. Revised return, Defective return, Return by who to be signed, filling and filing of Income under:

Form No. 1 in case of companies other than those claiming exemption under section II
Form No. 2 for assesses (other than companies and those claiming exemption under Section 11). Whose total income include profit & gain from business and profession.
Form No. 3A For assesses including companies claiming exemption under  Section 11

Paper – II : Direct Tax – II, Procedure and Practice

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

Section – A : Wealth Tax

2. Wealth Tax Authorities.
3. Important terms and definitions- valuation date, assessment year, meaning of Assets.
5. Return of Wealth tax, limit for filing return, filling and filing of return of Wealth under Form A & B.
6. Assessment and Post Assessment Procedure in brief.

Section – B : Income Tax

7. Assessment Procedure : Inquiring before Assessment. Assessment under Section 143(1). Regular Assessment under Section 143(2). Best Judgement Assessment, income escaping. Assessment, issue of notice where income has escaped assessment, Time limit for Notice. Time limit for compilation of assessment and re-assessment.

Section – C

Post Assessment Procedure :
8. Refund : who can claim refund, Form No. 30 for Refund, Time limit for claiming refund, Refund on appeal, Interest on refunds.
9. Rectification of mistake (s).
10. Appeals and revision : When an assessee can file appeal, appellate authorities, procedure for filing appeal, filling and filing of form No. 35, From No. 36. Time limit for filing appeal. Revision by Income Tax Commissioner.

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Transfer of movable property. Filling and filing of Form No. 37 EE, Form No. 37 G. Form No. 31.

Tax clearance certificate and exemption certificate. Procedure and filling and filing of Form No. 31.
3. PRINCIPLES AND PRACTICES OF INSURANCE

Scheme
Max. Marks – 200
Paper-I
3 hrs duration
Min. Marks -72
Paper-II
3 hrs. duration
100 Marks
Paper-I – Fire and Marine Insurance
Max. Marks 100
3 hrs duration
Min. Marks 36

Section-A - Fire Insurance Contract
Origin of fire insurance; its nature, risks, hazards and indemnity; Legal basis. Stipulation and conditions: Contracts; Full disclosure of material facts : Inspection and termination of coverage.

Section –B - Fire Insurance Policies
Issue and renewal of policies; Different kinds; Risks covered; recovery of claims- insurer’s option Ex-gratia payment and subrogation. Policy double insurance and excess insurance. Types of fire protection policies issued by the General Insurance Corporation of India.

Section – C - Marine Insurance Contract

Section – D
Total loss,, Partial loss particular average loss and general average loss; Preparation of loss statement. Payment of Marine procedure for presentation of claim; Valuation of loss salvage; Limits of liability. Attachment and termination of risk.

Suggested Books :
1. Rodder : Marine Insurance (Prentice Hall, New Jersey)
2. Winter N.D. : Marine Insurance

Notes : Candidates have to attempt at least one question form each section and five question in all.
Paper-II - Insurance Finance and Legislation

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

Section-A

Laws of probability; Forecast of future events; Construction of mortality tables; mortality tables for annuities.

Section-B

Basic factors, Use of mortality tables in premium determination; interest compound, interest function, Net and gross premium; Mode and periodicity of premium payment; Mode of claim payment; Benefits to be provided; Mode of loading for expenses. Gross premium - general considerations, insurer's insurance; Endowment insurance: Level and natural premium plan: Premium calculation for study, of actuarial valuation.

Section-C

Nature, origin and importance of reserves and funds in life and property insurance. Retrospective and Prospective reserve computation. Statutory regulation of reserves. Nature of surrender value; Concept and calculation of surrender value; Standard non-forfeiture law; Non-forfeiture value, reduced paid up values; Settlement options; Automatic premium loan. Nature and sources of insurance surplus; Special form of surplus; Distribution of surpluses - extra dividend, residuary dividend; investment of surplus and reserves-basic principles. Investment policy of LIC and GIC in India.

Section-D

A Brief study of Indian Insurance Act, 1938

Suggested Books:

Note: Candidates have to attempt at least one question from each section and five questions in all.
4. OFFICE MANAGEMENT AND SECRETARIAL PRACTICE

Paper – I : Office Practice and Office Procedure
3hrs duration 
Max. Marks 100
Min. Pass Marks. 30

(Candidates are required to answer five questions out of nine questions. All questions carry equal Marks)

Paper – II : Typewriting and short-hand in Hindi/English

(A) Theory
Max. Marks 35 Marks
Duration 1 1/2 hrs
(Candidates are required to answer five question out of eight questions. All questions carry equal marks)

(B) **Practice**

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**Max. Marks**

**Paper – 1: OFFICE PRACTICE AND OFFICE PROCEDURE**

**Unit – 1**

Office: meaning functions, importance, concept of an organisation, centralisation Vs decentralisation of office services, Principal departments of a modern office-correspondence, typing and duplicating, filing, mailing general office.

Filing and Indexing: Filing-meaning and importance, essentials of a good filing system, centralised Vs decentralised filing system, methods of filing, filing equipments.

**Unit – 2 Office Appliances and Machines**

A study of various types of commonly used appliances and machine – duplicator, accounting mechanism, weighing and folding machine, sealing machine, Dictaphone, cheque protector, cash register, coin sorter, time recorder and such other machines.

**Unit – 3 Modern Office Machines**

Photocopier, Computer, Word processor, Scanner Their operation and use in the office set up. Introduction of computer-importance, history and types of computer hardware and software, computer operation.

Word Processor – concept of word-processing, routing and editing documents, taking print out, Do’s and Don’t in details from application point of view. Scanner-Introduction of Scanner, its importance and use in offices.

**Unit – 4 Mailing Department**

Meaning and importance of mail, centralisation of mail, handling of work its advantages, mail room equipment, sorting table and recks, letter openers, time and date stamps, postal franking machine, addressing machine, mailing scales, post office guide.

Handling Mail: Inward mail- Receiving, sorting, opening, recording, marking distributing.

Outward Mail: Folding of letters, preparation of envelopes, sorting scaling, weighing, stamping, entering in letter sent book or peon book, dispatching, Rail parcel service, Air mail service, Courier service.
Unit – 5 Office Correspondence:
Essentials of a good letter, drafting of business letter: enquiry, quotation, order, advice, making payment, trade reference, complaints, circular letters, follows up letters, official letters, demi official,

Assisting Visitors:
Office etiquette, effective use of language, preparation of appointment schedules and maintaining visitors’ diary, finishing desired information instruction co-workers.

Practicals:
Office Practice:
1. Filling and Indexing
   Practice in filing and indexing – Alphabetically, Numerically, arranging files subject wise, searching a particular file, transforming of old files for future reference, weeding out of records, developing card indexing system for the college library.
2. Drafting of the following (on the basis of actual information)
   - Application for a job – Interview letter
   - Appointment letter – Letter of enquiry
   - Letter of order – Office Notes
   - Issue order – Issue of Tenders
3. Recording of inward/outward mail.

Paper II : TYPE WRITING AND SHOTHAND IN HINDI

Unit-I : Carbon Mani folding
Carbon Papers and their kinds, carrying out corrections on carbon copies: use of Eraser, erasing shield, white correcting fluid etc. squeezing and spreading, Carbon economy.

Unit-2 : Stencil Cutting and Duplicating
Techniques of stencil cutting, correction of errors on stencil papers, use of correcting fluid, graft methods and use of Gum-coated paper method, signatures and lining on stencil paper with the help of sylus pen and backing sheet.
Duplicator- kinds of duplicators taking out copies on duplicators, duplicating ink.

Unit-3 : Electric and Electronic Typewriters
Importance and use of Electric typewriters Advantage of Electric Typewriter. Salient features of Electric typewriters.

Unit-4 : Correspondence
- Business
- Official

(A) Shorthand in Hindi (Theory)
Unit-1 : Extended use of certain Consonant;
The Aspirate, tick and dot ‘H’
Downward and upward ‘R’ upward ‘sh’

30
Compound Consonants, Medical Semi-circles.

Unit-2: Halving and doubling Principle:

Unit-3: Prefixes, Suffixes, contractions and, Intersections: Prefixes and Suffixes-meaning and uses, list of prefixes and suffixes, contractions: general rules and list of contractions.
Intersection – Meaning and uses, list of intersection, writing of figures in shorthand. Note taking techniques and transcription on typewriter.

(B) Typewriting (Practice)

Unit-1: Carbon manifolding
Taking out copies with the help of carbon papers. Carrying out corrections on carbon and spreading methods, correction of drafts.

Unit-2: Stencil Cutting and Duplicating
Stencil Cutting, carrying out correction on Stencil paper with different methods. Cyclostyling.

Unit-3: Electric and Electronic Typewriters
Practice on above typewriters.

Unit-4: Correspondence
Typewriting of Business Letters
Typewriting of Official Letters.

Shorthand in Hindi (Practice)
1. Practising the use of halving and doubling principles, suffixes from text book.
2. Repeated practice of contraction and intersection.
3. Taking dictation of passages for five minutes at a speed of 50 w.p.m. and transcription of the same on typewriter.
4. Taking dictation from tape-recorder.
5. Taking dictation from different voices.
6. Recording class lectures in Shorthand.

Stenography
(A) Theory
Maximum Marks 35
Duration 1 ½ hours
(candidates are requested to attempt five questions out of eight questions.
All questions carry equal marks.)

(B) Practice
Maximum Marks 65
(i) Typewriting in Hindi
Speed test
Maximum Marks 25
Duration 10 minutes
(ii) Shorthand in Hindi Practical
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Maximum Marks 40
Dictation 5 minutes
Speed Hindi 60 w.p.m.
Transcription in Longhand in 60 minutes

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Raj Var
5. ADVERTISING SALES PROMOTION
AND SALES MANAGEMENT

Pass Marks - 72
Max. Marks - 200

Paper-I
3 hrs. duration
100 Marks

Paper-II
3 hrs. duration
100 Marks

Paper-I: Advertising (II)

x. Marks - 100
Min. Pass Marks - 36

Advertising Media: Types of Media: Print Media, (News Paper and
Magazines, Pamphlets, posters and brochures), Electronic Media (Radio,
Television, Audio Visuals, Cassettes). Other Media (direct mail, outdoor
media). Their characteristics, merits and limitations, Media scene in India.
Problems of reaching rural audience and markets. Exhibitions and Mela.
Press Conference. Media Planning. Selection of Media Category. Their
reach, frequency and impact. Cost and other factors influencing the choice
of media. Media scheduling.

Evaluation of advertising effectiveness. Importance and difficulties.
Methods of measuring advertising effectiveness. Pre-testing and postesting.
Communication effect. Sales effects.

Regulation of advertising in India. Misleading and deceptive
advertising and false claims.

Advertising agencies. Their role and importance in advertising.
Their organisation patterns. Functions, Selection of advertising agency.
Agency Commission and fee.

Advertising Department. Its functions and organization.

Advised Readings:
Same as for Paper-II (relevant chapters)

Paper-II Personal Selling and Salesmanship

v. Marks - 100
Min. Pass Marks - 36

Nature and importance of personal selling. Door to door selling. Situations
where personal selling is more effective than advertising. Cost of
advertising Vs. Cost of Personal selling.

AIDA model of selling. Types of selling situations. Types of sales
persons.

Buying motives. Types of markets. Consumer and industrial markets,
their characteristics and implications for the selling function.

Process of effective selling: prospecting - Pre-approach - approach
Presentation and demonstration, handing and objections, closing and sale post – sale activities.

Qualities of the successful sales person with particular reference to consumer services.
Selling as a career, advantage and difficulties
Measures for making selling an attractive career.
Distribution network relationship
Reports and documents; Sale Manual, Order best, Cash Memo, tour diary, daily and periodical reports.
Other problem in selling.

Tentative Suggested Reading:

1. Russel, Beach and Brskrk : Selling (McGraw-Hill)
2. Still, Cundiff and Goveni : Sales Management (Prentice Hall of India)
3. J.S.K. Patel : Salesmanship and Publicity (Sultan Chand & Sons, N. Delhi)
4. C.A. Krikpatrick : Salesmanship (South Western Publishing ;
Indian Reprint by J. Taraporewala, Bombay)
5. Johson Kirtiz and Schuing : Sales Management (McGraw Hill)
6. TOURISM AND TRAVEL MANAGEMENT

B.Com. Part-II
Min. Pass Marks-72 Max. Marks-200
Paper-I 3 hrs. duration 70 Marks
Paper-II 3 hrs. duration 70 Marks
Paper-I Tourism Marketing
Max. Marks 70 3 hrs duration Min. Pass Marks 36
Internal Assessment Marks 30 (20 Project report, 10 Viva Voce)

Introduction
This Course covers analysis of the markets and their possible developments. Packing of the product, Pricing policies and their publicity and advertising in the media-print and Electronic.

Section-A
The concept marketing. Nature, Classification and characteristics of services and their marketing, implications, developing marketing strategies for services firm.

Section-B
Linkage in tourism and other sectors (Travel Agency, Accommodation, Food, Nutrition, Catering).

Section-C
Tour Packaging: Concept, Characteristic Methodology considerations and Pricing of Tour packing, Designing and printing of Tour Brochure.
Section-D

A Study of the marketing and publicity aids like books, periodicals, brochures, posters, handouts, press release, audio visuals.

Section-E

The paper would also include promotional public relations methods employed in tourism marketing.

Suggested Readings:
3. Doughles Foster: Travel and Tourism Management.

Paper-II Travel Agency, Tour Business and Accommodation
Max. Marks: 100 3 hrs. duration Min. Pass Marks: 36

Introduction

The Study includes the functions, differentiation regulations, organization recognition of Travel Agents, Tour Operators and Excursion Agents.

The role in details of Sectors like airline: International, Domestic. Air taxies. Ticketing, Cargo, Railway-Transport operations the allied business of Travel agencies has been included in the course. A study of Tours or accommodations their organisations and management.

Section-A

Definition, Main functions, Organizational structure of a Travel Agency and the Tour operations. Different types of travel agents and their responsibilities, procedures for becoming a travel agent and tour operator in India.

Section-B

Role of Indian Airline, Indian Railways, Air India and Vayudoot in the growth of travel agency and tour operators business.

Section-C

Accommodation - Types, Organisation and Management.

Suggested Readings:
Agrawal, Surinder. Travel Agency Management (Communication India-1983).


William Cordve: Travel in India.


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FOREIGN TRADE PRACTICES AND PROCEDURES

Subject Objectives
1. To familiarise the students with the basic principles of foreign 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 as also 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 with constitute the essential services for the operation of foreign trade.
6. To familiarise the students with the basic documents involved in foreign trade, processing of an export order, customs clearance of export and import cargo and negotiation of documents.

Job Potential
1. Self – employment – can start an export business either singly or in partnership with fellow students; can take up export documentation work for others.
2. Can take up employment 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.

Paper – I Elements of Export Marketing

Objectives: To familiarise the students with the nature and scope of
International marketing and also the four Ps of International marketing.

Unit-I
- Role of exports, scope of export marketing and why should a firm export 6
- Selection of export products. 2
- Selecting export markets 4

Unit-II
- Direct and indirect export and role of export houses 3
- Channel of selection and appointment of agents, agency agreement and payment of agency commission. 3
- Promotion abroad, use of mailing lists, advertisement abroad, and participation in trade fairs and exhibitions 4

Unit-III
- Legal aspects of export contracts including INCO terms 4
- Arbitration and settlement of disputes 4

Books:
(1) Export Management by T.A.S. Balagopal
(2) Export Management by S.K. Ullal.
(3) International Marketing Management by Varsney and Bhattacharyya.

Paper-II Foreign Trade Financing and Procedures
Objectives: 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 financing.

Unit-I
- Export payment Terms including letters of credit and their operation 4
- Pre-shipment and post-shipment finance 4
- Import finance and letter of credit and operation there of 5

Unit-II
- Role of Banks in foreign trade finance 1
- Obtaining ECGC Policy and filing claims 3
- Obtaining long term export credit from EXIM Bank 3

Unit-III
- Costing and Pricing for exports. 6
- International capital markets, foreign exchange rates, exchange fluctuations and obtaining forward cover. 6

Books:
(1) Finance of Foreign Trade by Keshkumat
(2) Finance of foreign Trade by G.S. Lall.
3. TOURISM

PAPER I : TOURISM SERVICES

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

3 hrs. duration for Theory Paper

- Tourism infrastructure: Travel & Transport, Accommodation, Food Beverage and Catering, Entertainments & shopping.
- Development of means of travel & transport: Road, Rail, Water and Air transport. Role of Air India in Tourism Promotion, travel agencies and tour operator, place on wheel (POW).
- Accommodation: Form of Accommodation Hotel (Star 8 Non Star) Motels, Palaces, Heritage Hotels, Guest House, Dharmshalas etc. Hospitality.
- Catering and Food Beverages: Important Indian Cuisines and Food beverage in the different part of the country Hygienic and Nutritious Food. Coffee House & Cafe.
- Tourist Guide and Escorts: City Tour, Mountain Guide, Sherpa Street Guide

References:
1. Riccline J. R. Brent: Travel and Tourism Hospitality

PAPER II : WORLD TOURISM

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

3 hrs. duration for Theory Paper

- World Tourism organisation (WTO): Objectives & Functions of WTO, Regional offices and operation of WTO. Working of Pacific Area Travel Association (PATA) Travel Corporation of India (TCI).
- World Travel Agency SITA Operation of SITA. Challenges faced
Tourism Development in South East Asia: Singapore, Malasiya, Thailand, Nepal, Cambodia.
- Tourism Promotion on Japan.
- Tourism Development in Greece, Spain, Italy, Germany, Australia, France and United Kingdom.

References:
METHODOLOGY AND PRACTICE OF BANKING AND INSURANCE

UNIT 1: RURAL BANKING

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

Duration for Theory Paper

Concept & definition of Rural Banking. Function and Importance of Rural Banking.

Classification of Rural Banks NABARD, RBI, RRBs, Cooperative Banks and Commercial Banks.

Role of Commercial banks in the rural development. Type and norms of loan & advances in rural sector, assessment of credit needs for rural sector loaning.

Formalities & procedure of loan disbursement.

Genesis of Regional Rural Banks in India objectives and function of RRBs. Progress and Problem of RRBs.


Refinance and Credit Guarantee facilities of cooperative banks and India.

Current Issues and problems of Cooperative Banks – A detailed study of the working of NABARD.

References:


NABARD, Annual Reports.
PAPER II : INSURANCE MANAGEMENT

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

3 hrs. duration for Theory Paper

Introduction : Savings and investment schemes like shares, units, capital, markets, mutual funds, etc. vis-a-vis insurance; Tax benefits under insurance policies; Life cycle needs: including solutions, matching of the customer's needs and requirements to available products; Comparison between different products offered vis-a-vis chargeable premium, and coverage.

Computation of Premiums/Bonuses : Premium calculation including rebates, mode rebate, large-sum assured policies rebate. Extra premium; Under premiums; Computation of benefits. Surrender value; Paid-up value.

Insurance Documents : Insurance documents, including proposal forms and other relevant forms; First premium receipt/renewal premium receipt; Policy contract; Endorsements; Renewal notice/bonus notices; Other insurance documents related to receipt.

Life Insurance Products : Traditional Unit Linked Policies, Individual and Group Policies; With profit and without-profit policies. Different types of insurance products Whole life products, interest sensitive products, term-assurance annuities, Endowment; Assurance.

Options and Guarantees
Group Insurance and Pension Plans
Health Related Insurance

Suggested Readings

3. Life Insurance Corporation Act 1956
5. Vinayakam N., Radhaswamy and Vasudevan S V Insurance-Principles and Practice, S. Chand & Co, New Delhi
10. FOREIGN TRADE PROCEDURE

PAPER I : ELEMENTS OF EXPORT MARKETING
Theory Paper : Max. Marks 70
Project Report : Max. Marks 30
3 hrs. duration for Theory Paper
- Role of exports, scope of export marketing and why should a firm export.
- Selection of Export Products
- Selecting export markets.
- Direct and indirect export and role of export houses.
- Channel selection and appointment of agents, agency agreement and payment of agency commission.
- Promotion abroad, use of mailing lists, advertisement abroad and participation in trade fairs and exhibitions.
- Legal aspects of export contract including INCO terms.
- Arbitration and settlement of disputes.

Books:

PAPER-II : FOREIGN TRADE FINANCING AND PROCEDURES
Theory Paper : Max. Marks 70
Project Report : Max. Marks 30
3 hrs. duration for Theory Paper
- Export payment terms including latters of credit and their operation
- Pre-shipment and post-shipment finance.
- Import finance and letters of credit and operation.
- Role of Banks in foreign trade finance.
- Obtaining ECGC Policy and filing claims.
- Obtaining long term export credit from EXIM Bank.
- Costing and Pricing for exports.
- International capital markets, foreign exchange rates, exchange fluctuations and obtaining forward cover.

Books:
1. Keshkamat, Finance of Foreign Trade. G.S. Lall, Finance of Foreign Trade
2. टेंडन, जे.के. : अंतर्राष्ट्रीय व्यापार एवं वित्त, मलिक एण्ड कॉम्पानी, जयपुर।