

# RANI CHANGAMA UNIVERSITY BELLEAU

# THE COURSE STRUCTURE & SYLLABUS OF UNDER GRADUATE BACHELOR OF COMMERCE

1<sup>ST</sup> & 2<sup>ND</sup> Semestersw.e.f.

Academic Year 2020-21 and Onwards

Under

CHOICE BASED CREDIT SYSTEM (CBCS)

## RANI CHANNAMMA UNIVERSITY, BELAGAVI

Vidyasangama Bhootaramanhatti, Belagavi-591106

### **COURSE STRUCTURE**

### **Bachelor of Commerce (CBCS)**

Regular

(With Effect from Academic Year 2020-21)

Part-   AECC   MIL   4   3   80   20   100	3 3 3 3
Part-I         AECC   MIL           4         3         80         20         100           AECC   English           4         3         80         20         100           DSC   Financial           5         3         80         20         100           1.3   Accounting-I           Accounting-I         4         3         80         20         100           Part-II           DSC   Company Law and           5         3         80         20         100           DSC   Business           4         3         80         20         100	3 3 3
I       1.1       AECC English       4       3       80       20       100         DSC 1.2       Financial S Accounting-I       5       3       80       20       100         DSC Market Behaviour 1.4 and Cost Analysis       4       3       80       20       100         Part-II       DSC Company Law and 1.5 Administration       5       3       80       20       100         DSC Business       4       3       80       20       100	3 3 3
1.2	3 3 3
1.2	3
1.3   Accounting-I	3
DSC   Market   Behaviour   4   3   80   20   100	3
Part-II         DSC   Company Law and 1.5   Administration         5   3   80   20   100	3
Part-II         DSC   Company Law and 1.5   Administration         5   3   80   20   100	
II         1.5         Administration         4         3         80         20         100	
DSC Business 4 3 80 20 100	
	3
	3
Part- SEC Practicals on Skill 2 2 40 10 50	1
III 1.7 Development	
Part- AECC Indian Constitution 2 2 40 10 50	2
IV 1.8	
CC/EA Extra Co-Curricular - 50 50	1
1.9 Activities	
Total 30 - 560 190 750	22
Second Semester           AECC MIL         4         3         80         20         100	3
Part- 2.1   4   3   80   20   100	3
I AECC English 4 3 80 20 100	3
DSC Financial 5 3 80 20 100	3
2.3 Accounting-II	
DSC   Modern   4   3   80   20   100	3
2.4 Management	
Part- Techniques 20 100	
II DSC Modern Marketing 4 3 80 20 100	3
2.5         Management           DSC         Investment         5         3         80         20         100	3
2.6 Management	3
Part- SEC Practicals on Skill 2 2 40 10 50	1
III 2.7 Development	*

Part-	AECC	Environmental	2	2	40	10	50	2
IV	2.8	Studies						
	CC/EA	Extra Co-curricular	-	-	-	50	50	1
	2.9	Activities						
Total		30	-	560	190	750	22	

### Note:

- 1. The B.Com curriculum is divided into four parts and contains different courses, The courses have been named after **AECC**: Ability Enhancement Compulsory Course; **DSC**: Discipline Specific Course; **SEC**: Skill Enhancement Course; and **CC/EA**: Co-curricular and Extra Co-curricular Activities
- 2. A practicals on skill development subject is a 'hand—on class' which allows students to apply the theories learnt in the class room. One hour practical class is equal to one hour theory class and the class is managed by a single teacher. Practical classes may be conducted in the Business Lab or in Computer Lab or in the class room depending on the requirement. Senior/Experienced/Concerned subject teachers may be allotted the practical workload.
- 3. IA marks for practical on skill development subject shall be awarded on the basis of practical records submitted by the student and on the basis of internal assessment tests.
- 4. Co-curricular and Extension Activities: A student shall opt for one of the following activities offered in the college, in all the four semesters of the undergraduate programme. The activity carries a credit each and will be internally assessed for 50 marks. The activities may include a) N.S.S. / N.C.C b) Sports and Games c) Physical Education or Activities related to Yoga d) Field studies / Industry Inplant Training. e) Community work such as promotion of values of National Integration, Environment, Human rights and duties, Peace, Civic sense etc. f) A Small project work concerning the achievements of India in different fields g) Evolution of study groups/seminar circles on Indian thoughts and ideas. h) Computer assisted/web-based learning and e-library skills Evaluation of Cocurricular and Extension Activities shall be as per the procedure evolved by the university from time to time.
- 5. MIL, English, Indian constitution and Environmental science subjects are studied as per the circulations made by university from time to time. The contents of the syllabus and question papers pattern are also circulated from the university.

### **B.COM FIRST SEMESTER**

### COURSE - DSC-1.3: FINANCIAL ACCOUNTING-I

Weekly Teaching Hours: 5 Examination Duration: 3 Hours
Credits: 3 Maximum Marks: 100

### **Objectives:**

- 1. To make the students to acquire the conceptual and practical knowledge of accounting.
- 2. To equip the students with the knowledge of accounting process and skill for preparation of the books of accounts of various forms of business
- 3. To develop the skills of recording financial transactions and help in preparation of accounts.

Unit	Topics	No of Periods
I	Conversion of Single entry system into double entry system:  Need for conversion, steps involved in conversion; problems relating thereto.	12
II	Accounts of Professionals: Accountants, Lawyers and Doctors only. Fees a/c, Petty Cash book, Clients Ledger, Receipts & Payments a/c, Income & Expenditure a/c & A Balance Sheet.	12
III	Farm Accounting: Meaning, objectives, Books of Accounts to be maintained under Single entry & Double entry for Farm Accounting. Preparation of Farm Revenue Account to ascertain the Profit or Loss: of various sections like Crop, Livestock, Dairy & Poultry. Preparation of B/S for Agriculture, Dairy farming & Poultry Farming.	12
IV	Royalty Accounts:  Meaning and importance - minimum rent, short-workings, recoupment of short-workings, strike period; entries and accounts in the books of lessee and lessor (excluding sub lease)	12
V	Fire Insurance Accounting:  Introduction – Need – Loss of stock Policy - Steps for Ascertaining Fire Insurance claim - Treatment of salvage – Average Clause – Treatment of Abnormal items – Computation of Fire Insurance Claims.	12

- 1. Tulsian: Financial Accounting Pearson Education, New Delhi.
- 2. Ashok Sehgal and Deepak Sehgal -Advanced Accounting Vol. I, Taxmann Publications, New Delhi.
- 3. S. N. Maheshwari & S. K. Maheshwari: Advanced Accountancy Vol. -I & II, Vikas Publications.
- 4. Shukla & Grewal: Advanced Accountancy Vol. -I S. Chand & Sons, New Delhi.
- 5. Jain & Narang: Financial Accounting Kalyani Publishers New Delhi.
- 6. Advanced Accountancy: Arulanandam, Himalaya publishers.
- 7. B. S. Navi & R. A. Sanandi: Financial Accounting –I, Shriniketan Publications

### COURSE - DSC-1.4: MARKET BEHAVIOUR AND COST ANALYSIS

Weekly Teaching Hours: 4 Examination Duration: 3 Hours
Credits: 3 Maximum Marks: 100

**Objective:** To acquaint the students with different dimensions of market behavior and role of cost analysis in decision making

cost analysis in decision making.				
Unit	Topics	No of Periods		
I	Firms and Decisions: Firms - Meaning and Goals, Profit Maximization vs Wealth Maximization Dynamics, Decision Making – Features, Process, Strategy, Tactical and Operational Decisions, Game Theory, and Problems.	08		
II	Market Forces:  Demand - Meaning, Law of Demand, Nature of Elasticity of Demand, Determinants of Elasticity of Demand, Derived Demand Relations. Demand Forecasting - Meaning and Methods (Problems on Trend Projection by Method Least Squares); Supply - Law of Supply, and Determinants of Supply	10		
III	Location of a Firm: Locating the Firm, Basic Principles, Selecting an Industrial Location, Primary and Secondary Factors; Sources of Capital, Internal and External Sources; Risk and Uncertainty – Concepts, and Investment Decisions under Uncertainty	10		
IV	Production and Cost Analysis:  Production Function – Concept and Importance, Cost Analysis - Meaning of Short-run and Long-run Costs, Fixed and Variable Costs, Explicit and Implicit Costs, Opportunity Cost and Incremental Costs (concepts only). Total Cost, Average Cost and Marginal Cost Behavior in Short-run and Long-run (including problems). CVP Analysis – Assumptions, Uses, P/V Ratio, BEP, BE Chart, Margin of Safety and Problems.	12		
V	Pricing Practices and Strategies:  Price – Pricing, Pricing Policy, Objectives and Determinants of Pricing Policy, Pricing Methods - Marginal Cost Pricing, Target Rate Pricing, Product Line Pricing, Administered Pricing, Competitive Bidding, Dual Pricing, Transfer Pricing; Price Discrimination - Requirements, Types and Dumping Strategies; Pricing over Product Life Cycle - Skimmed Pricing, Penetration Pricing, Product Line Pricing and Price Leadership; Linear Programming Problems – Problems on Profit Maximization and Cost Minimization using Graphic Method with two Variables.	10		

**Note:** Each unit to be dealt with suitable numerical problems and case studies from the real economic world wherever necessary.

- 1. Dr. B. Mariyappa: Market Behaviour and Cost Analysis, HPH, New Delhi
- 2. R.L Varshney & Maheshwari: Managerial Economics, Sultan Chand & sons. New Delhi
- 3. Dwivedi D.N.: Managerial Economics, Vikas Publishing House, New Delhi.
- 4. Mithani D.M: Managerial Economics, Himalaya publishers, Mumbai
- 5. Lekhi R.K.: Business Economics, Kalyani Publishers, New Delhi.

### **COURSE - DSC-1.5: COMPANY LAW AND ADMINISTRATION**

Weekly Teaching Hours: 5 Examination Duration: 3 Hours Credits: 3 Maximum Marks: 100

**Objective:** To enable the students to get familiarized with the existing Company Law and Company administration.

Unit	Topics	No of
		Periods
I	Joint Stock Companies:  Meaning, Definition and Features Joint Stock Companies, Kinds of Company (concepts only), Public V/c Private Companies- Formation of a Company – Steps viz. Promotion Stage: Meaning of Promoter, Position of Promoter and Functions of Promoter; Incorporation Stage: Steps in incorporation of a company; Meaning and Contents of Memorandum of Association and Articles of Association, Distinction between Memorandum of Association and Articles of Association- Subscription Stage – Meaning, Contents and Types of Prospectus; Commencement Stage – e-filing and Certificate of Commencement of Business.	14
II	Capital of a Company:  Share Capital – Meaning of Shares – Kinds of Shares – Equity V/s  Preference shares; Debentures – Meaning – Features – Types; SEBI guidelines for issue of shares and debentures, Types of Issue of Shares (concepts only), Book Building Process.	12
III	Key Personnel and Administration:  Key Managerial Personnel – Managing Director, Whole time Directors, Company Secretary, Chief Financial Officer, Resident Director, Independent Director; Auditor – Appointment – Powers – Duties and Responsibilities; Managing Director – Appointment – Powers – Duties and Responsibilities; Audit Committee and CSR Committee, Company Secretary – Meaning, Qualification, Appointment, Duties and Liabilities.	10
IV	Corporate Meetings:  Meaning and Definition – Requisites of a valid meeting - Types of Meeting: Statutory Meeting– Annual General Meeting – Extra- ordinary General Meeting – Board Meetings; Resolutions: Meaning and Types- Secretary's Duties in relation to these meetings.	12
V	Structure and Administration of Global Companies:  Meaning – Types – Features – Legal Formalities – Administration- Ethical Practices in Company Administration.	12

- 1. Elements of Corporate Law- S.N Maheshwari, HPH.
- 2. Business Law for Management- Balchandran, HPH
- 3. Principles of Company Law- M.C. Shukla & Gulshan
- 4. Company Law and Secretarial Practice- S.C. Kuchhal.

### **COURSE - DSC-1.6: BUSINESS ENVIRONMENT**

Weekly Teaching Hours: 4 Examination Duration: 3 Hours
Credits: 3 Maximum Marks: 100

### **Objective:**

- 1. To identify and manage factors influencing business.
- 2. To manage environment by rearranging environmental factors
- 3. To grab the opportunities and handle the threats

Unit	Topics	
		periods
I	Business Environment: Business-meaning- characteristics-objectives of business. Environment- meaning Business Environment- Types – Internal Environment – External Environment – Micro Environment – factors – Macro Environmental – factors – Business decisions and Business Environment.	10
II	Economic and Natural Environment:  Meaning – Economic System – Economic Policies – Economic factors –  LPG – Natural environmental factors.	10
III	Political and Legal Environment:  Political environment – Meaning- factors- Government role in business –  Legal Environment – Meaning, Advantages and disadvantages of  Government intervention in business - Socio-cultural environment –  meaning and features.	10
IV	Business ethics and community services: Business ethics— meaning, benefits, Community services- meaning, benefits, types of community services, limitations of community services.	10
V	<b>Technological environment:</b> Meaning- benefits- impact of technology on society – on economy- on the plant, management of technology.	10

- 1. Bedi Suresh, Business Environment Excel Books, Ansari Road, Darya Ganj, New Delhi
- 2. Ashwatappa K Essential of Business Environment Himalaya Publishing House
- 3. Srivastava O.S. Business Environment KalyaniPublishers
- 4. Chidambaram K and Alagappen V Business Environment Vikash Publishing House
- 5. Joshi Rosy Walia and Kapoor Sangam Business Environment Kalyani Publishers
- 6. Kang K.N.S. Modern Business Environment Deep and Deep Publishers
- 7. Saleem Shaik Business Environment Pearson Education
- 8. Dr. M.L. Guledgudda Business Environment Shri Sai Publications, Gadag

### **COURSE - SEC-1.7: PRACTICALS ON SKILL DEVELOPMENT**

Weekly Practical Hours: 2 Examination Duration: 2 Hours
Credits: 1 Maximum Marks: 100

**Objective:** To enable students to learn practical aspects of business functions and help them to improve their knowledge relating to real practices of business in relations to particular functions.

Unit	Topics
I	<ul> <li>Collect a Trial Balance from a Sole Trader and prepare Final Accounts</li> <li>Collect royalty agreement &amp; prepare of royalty agreement with regard to any suitable situation</li> <li>List out the transactions by local dairies/poultries and prepare final accounts</li> <li>Collect Receipts and Payment Account of a Non-trading Concern</li> <li>Preparation of list of items which comes under Royalty accounts</li> </ul>
	<ul><li>Calculation of policy premium with imaginary figures</li><li>Calculation of fire claims with imaginary figures</li></ul>
II	<ul> <li>Develop a case study on decision making under market uncertainties</li> <li>A practical example with graphical presentation of Elasticity of Demand.</li> <li>Construct a table with imaginary figures showing the relationship of various costs.</li> <li>Practical analysis of product life cycle of a product.</li> <li>List out factors to be considered for location of a new firm.</li> </ul>
III	<ul> <li>Drafting of Memorandum of Association,</li> <li>Drafting of Articles of Association.</li> <li>Drafting Notice of Company Meetings – Annual, Special, Extraordinary and Board meetings.</li> <li>Prepare a prospects of company</li> <li>Prepare Company's Organization Structure.</li> <li>List out the rights and obligations of owners of the company</li> <li>List out code of ethics and governance related aspects of company</li> </ul>
IV	<ul> <li>Identify the internal environment of non-trading organization and prepare the strength and weakness of any non-trading organization</li> <li>Making list of socio-cultural factors of socio-cultural environment of trading organization</li> <li>Identify the important ethical practices of Hotel Industry (visiting to the units).</li> <li>Making list of Community Services of business towards village development.</li> <li>Making list of important business laws that are linked with business.</li> <li>Making list of business organization that are linked marriage seasons.</li> <li>Developing techniques to handle the business threats.</li> <li>Ascertaining impact of Banking Regulations on business.</li> </ul>

### **B.COM SECOND SEMESTER**

### COURSE - DSC-2.3: FINANCIAL ACCOUNTING-II

Weekly Teaching Hours: 5 Examination Duration: 3 Hours Credits: 3 Maximum Marks: 100

### **OBJECTIVES:**

- 1. To appraise the students about the application of accounting knowledge to special business formats
- 2. To impart the skills of preparation of final accounts of business organizations as per Indian accounting standards
- 3. To develop the skills of recording of transactions relating to issue of Consignment, branches, Hire purchase, Co-operative Societies and LLP manually.

Unit	Topics	No of
	•	Periods
I	Consignment Accounts:  Meaning of consignment and important terms used in consignment.  Valuation of stock, normal loss, abnormal loss; problems relating to consignment in the books of consignor and consignee, cost-price method and invoice-price method – theory and practical problems.	12
II	Branch Accounts:  Dependent Branches: Features - Books of accounts - Methods of accounting of dependent branches: Debtors System, Stock and debtors (Cost price & Invoice Price) theory and practical problems excluding independent Branch.	12
III	Hire Purchase Accounting: (excluding Repossession) Hire Purchase System: Features – Accounting Treatment in the Books of Hire Purchaser and Hire Vendor - and practical problems.	12
IV	Partnership: The concept of limited liability partnership: Meaning — Objectives features — Merits in conversion of joint stock companies into Ltd. Liability partnership.	12
V	Cooperative Society Accounting – (Theory only) Introduction - Need - Registration, Types of Societies, Books of accounts to be maintained, Accounting standards applicable, Types of audit, Provisions of Co-op Societies Act.	12

- 1. Tulsian: Financial Accounting Pearson Education, New Delhi.
- 2. Ashok and Deepak Sehgal -Advanced Accounting Taxmann Publications, New Delhi.
- 3. S. N. Maheshwari & S. K. Maheshwari: Advanced Accountancy Vikas Publications,
- 4. Shukla & Grewal: Advanced Accountancy Vol. -I, S. Chand & Sons, New Delhi.
- 5. Jain & Narang: Financial Accounting Kalyani Publishers New Delhi.
- 6. Advanced Accountancy: Arulanandam, Himalaya publishers
- 7. Introduction to Accountancy: T.S.Grewal, S. Chand and Co.
- 8. Financial Accounting : Ashok Banarjee, Excel publications
- 9. B. S. Navi & R. A. Sanadi: Financial Accounting-II, Shriniketan Publications
- 10. Cooperative Accounting and Auditing: Y. K. Rao, Mittal Publications
- 11. Cooperative Accounting: M.Kartikeyan and R. Karunakaran

### **COURSE - DSC-2.4: MODERN MANAGEMENT TECHNIQUES**

Weekly Teaching Hours: 4 Examination Duration: 3 Hours
Credits: 3 Maximum Marks: 100

**Objective:** To help students to understand the conceptual framework of management and their applicability in industrial and other organizations.

Unit	Topics	No of Periods
I	Introduction: Concept and nature - types of managers- responsibilities and skills of professional managers - functions of management - Fayol's Principles of management - Administration vs Management, management process-Levels of management - Challenges of managing 21 <sup>st</sup> century corporations & organizations.	8
II	Management Functions: Planning - meaning & Importance, types, Organizing - concept, principles, theories, types of organizations, Authority, responsibility, power, Delegation, Decentralization, Staffing, Directing, Controlling, Coordinating, Control - nature, process & techniques.	12
III	Human Resources Management:  Meaning, objectives, functions, HRM process, job analysis, job design, recruitment, selection, placement, Training and development, retention of employees, employee morale, performance appraisal.	10
IV	Setting Up a New Business Enterprise:  Managerial decisions of setting up a new enterprise - Determination of objectives - Discovery of an idea and its preliminary investigation - Pricing of the product-Marketing of the product- Size of business enterprise - Location - Plant and equipment - Plant layout.	10
V	Office Management:  Meaning, functions of modern office, duties and responsibilities of office manager, Managerial functions on the office - Planning and organization of an office - Controlling office activities - co-ordination - office layout, techniques and objectives of office layout - locations of departments.	10

- 1. Ivancevich; Jhon and Micheal T. Matheson; organizational behavior and Management.
- 2. Koontz Harold, Cyril O' Donnell, and Hienz Weihrich: Essentials of Management, Tata Mc Graw Hill, New York.
- 3. A. K. Choudhary; Modern Management Techniques, Commonwealth publications
- 4. S. L. Goel; Modern Management Techniques, Deep and Deep publications
- 5. Dr. Pankaj Madan and Dr. Ashotosh; Principles and Practice of Modern Management, Global Vision Publishing House.

### COURSE - DSC-2.5: MODERN MARKETING MANAGEMENT

Weekly Teaching Hours: 4 Credits: 3

**Objective:** The objective of this course is to familiarize the students with the concepts, dimensions and trends in modern marketing practices.

**Examination Duration: 3 Hours** 

Maximum Marks: 100

Unit	Topics	No of Periods
I	Introduction:  Meaning and Definition - Evolution of Marketing - Marketing Philosophies - Concepts of Marketing - Functions of Marketing - Importance of Marketing-Marketing Mix - Customer Relationship Management - Job Opportunities in Marketing Field - Ethics in Marketing Field.	10
II	Marketing Environment And Buyer Behaviour:  Types of Environments - Demographic, Economic, Natural, Political, Legal and Socio - Cultural Environments - Market Segmentation - Meaning and Definition - Basis of Market Segmentation, Buyer Behaviour - Factors Influencing Consumer Behaviour - Buying Decision Process.	10
III	Marketing Mix:  Meaning and Elements, Product, Product Mix, Product Line, Product Life Cycle, Product Planning, New Product Development- Pricing – Factors Influencing Pricing - Methods of Pricing (meaning) and Pricing Policy, Physical Distribution – Meaning - Factors affecting Channels of distribution - Types of Marketing Channels, Promotion – Meaning and Significance of Promotion-Personal Selling and Advertising.	10
IV	Recent Developments In Marketing: Introduction - Online Marketing - Direct Marketing - Social Marketing - Green Marketing - Grey Marketing - Mobile Marketing-Market Forces - e- Business Domain - Marketing in Digital Age - Challenges and Suitability of Digital Marketing in India.	10
V	Services Marketing:  Meaning - Nature and Characteristics of Services - Types of Service - Reasons for Growth of Indian Service Scenario-Services Marketing - Products Marketing V/s Services Marketing - Services Gap Model -7 Ps of Services Marketing - Changing Women's Role in Services marketing - Challenges of Services Marketing.	10

- 1. Philip Kotler Marketing Management, PHI.
- 2. Davar: Marketing Management.
- 3. Rekha. M.P. & Vibha V Marketing & Services Mgt VBH.
- 4. Sunil B. Rao Marketing & Services Mgt –HPH.
- 5. Janardhan T.G., Leelavathy AM, Bhagya G.B. Marketing & Service Management, Kalyani Publications.

### **COURSE – DSC-2.6: INVESTMENT MANAGEMENT**

Weekly Teaching Hours: 5 Examination Duration: 3 Hours
Credits: 3 Maximum Marks: 100

**Objective:** To familiarize the students with different investment alternatives, introduce them to the framework of their analysis and valuation and highlight the role of investor protection

Unit	Topics	No. of periods
I	Investment Environment:  The investment decision process - Types of Investments - Commodities - Real Estate and Financial Assets - the Indian securities market - the market participants and trading of securities - security market indices - sources of	12
	financial information - Concept of return and risk - Impact of Taxes and Inflation on return.	
II	Fixed Income Securities:  Bond features - types of bonds, estimating bond yields - Bond Valuation types of bond risks - default risk and credit rating. (with practical problems)	12
III	Approaches to Equity Analysis: Introductions to Fundamental Analysis - Technical Analysis and Efficient Market Hypothesis - dividend capitalization models - and price-earnings multiple approach to equity valuation. (with practical problems)	12
IV	Portfolio Analysis and Financial Derivatives: Portfolio and Diversification - Portfolio Risk and Return - Mutual Funds - Introduction to Financial Derivatives - Financial Derivatives Markets in India (with practical problems)	12
V	Investor Protection: Role of SEBI and stock exchanges in investor protection - Investor grievances and their redressal system - insider trading - investors' awareness and activism.	12

- 1. C.P. Jones, Investments Analysis and Management, Wiley, 8th edition.
- 2. Prasanna Chandra, Investment Analysis and Portfolio Management, McGraw Hill Education.
- 3. R.P. Rustogi, Fundamentals of Investment, Sultan Chand & Sons, New Delhi.
- 4. N.D. Vohra and B.R. Bagri, Futures and Options, McGraw Hill Education
- 5. Mayo, An Introduction to Investment, Cengage Learning

### COURSE – SEC-2.7: PRACTICALS ON SKILL DEVELOPMENT

Weekly Practical Hours: 2 Examination Duration: 2 Hours Credits: 1 Maximum Marks: 100

**Objectives:** The objectives of the course is to enable students to learn practical aspects of business functions and help them to improve their knowledge relating to real practices of business in relations to particular functions.

Unit	Topics
I	<ul> <li>Collect the copy of consignment and analyze the different books maintained</li> <li>Visit a branch, prepare the report on the method of their accounting</li> <li>Visit a nearby industry and study the process for hire purchase system of their installations</li> <li>Draft the accounting procedure of conversion of partnership into joint stock company</li> <li>Visit a nearby cooperative society, list out the books maintained and accounting standards applicable to them.</li> </ul>
II	<ul> <li>List out the principles and functions followed by the nearby organizations.</li> <li>Identify the management values practiced by the organization</li> <li>Collect the methods/techniques followed by an organization relating to performance appraisal.</li> <li>List out the contributions of an organization towards society</li> <li>Draft an advertisement copy for recruitment of candidates for an organization</li> <li>Identify the requirements of office management and draft a note by selecting any organization.</li> </ul>
Ш	<ul> <li>Study of consumer behavior for a product of your choice</li> <li>Suggest strategies for development of a product</li> <li>Identify the product of your choice and describe in which stage of the product digital marketing shall be adopted</li> <li>Prepare a chart for distribution network for different products</li> <li>Develop an advertisement copy for a product</li> </ul>
III	<ul> <li>Collect capital structure of any five companies and analyze</li> <li>List out the financial functions of hotel industry</li> <li>Draft a note on financial sources of small scale industry</li> <li>Name the 50 companies whose equities are covered under NIFTY,</li> <li>Collect information on NCFM (National Certification in Financial Market) and prepare a brief report on the same</li> </ul>

QUESTION PAPER PATTERN			
Maxi	mum Marks: 80	Exam Duration: 3 Hours	
Section – A (10X2=20)			
1.	Answer any ten sub questions, each su	ıb question carries two marks	
	a.		
	<b>b.</b>		
	с.		
	d.		
	<b>e.</b>		
	f.		
	g.		
	h. :		
	i. :		
	j. k.		
	l.		
	Section – B	(3X5=15)	
		on carries five marks (in case of practical	
	papers four problems and one theory qu	estion)	
2.			
3.			
4.			
5.			
	-		
	Section – C		
	• • •	n carries fifteen marks (in case of practical	
	papers three problems and one theory qu	lestion)	
_			
6.			
7.			
8.			
9.			

Section - D (1X15=15)
Compulsory question (Case study/problems)

11.

10.

# **QUESTION PAPER PATTERN**

Maximum Marks: 40	Exam Duration: 2 Hours		
Wiaximum Warks. 40	Exam Duration, 2 Hours		
<b>Section – A (5X2=10)</b>			
1. Answer any five sub questions, each sub question carries two marks			
a.			
b.			
с.			
d.			
<b>e.</b>			
f.			
g.			
Section – B (2X5=10)			
Answer any two questions; each question			
2.			
3.			
4.			
5.			
Section – C	C (2X10=20)		
Answer any two questions; each question			
This wer any two questions, each question	ouries ton marks		

6. 7. 8. 9.