



MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY
(With effect from Academic Year: 2022-23)

B.Com.
SEMESTER – VI

SOFT SKILL COURSE: Paper No. SS-601

Title of the Paper: **Computer Skill**

Credits: 01

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Marks / Weight
Unit-1	Introduction to Computers: Definition, components of a computer, Applications of computers, Advantage of computers, History of computers, types of computers H/W and S/W.	18
Unit-2	Operating System: Types of S/W, Definition and functionality of OS, types of OS, Introduction to OS – Windows XP, Components of windows, Definition of Desktop, Start button, Icons, Shortcuts, Taskbar, Overview of folders and files, Windows explorer, Windows Accessories, Notepad, WordPad, Calculator, Paint, Windows media Player, Address book.	18
Unit-3	Word Processing: • Introduction to MS Word 2003: Basic features of MS Word like – Create, View, Edit, Save, Copy, Cut, various kind of text documents, Auto features of MS Word, Formatting of word document with font Attributes, Paragraph, Borders and Shading, Bullets and Numbering, Tables, Macros and Mail Merge, Page Setup, Page layout options, Printing document.	17
Unit-4	Spread Sheet: Introduction to MS Excel 2003: Basic features of MS Excel, Creating, Viewing, Editing worksheet by change in columns width, Row height, Hiding, Deleting, Inserting rows and columns, Saving, Copying, Inserting data in worksheet, Editing, Copying, Deleting data in Worksheet, Merging Cells, Wrapping text, Cell references, Address book, Range name, Adding formula and functions in formula bar as well in cell, Charts, Sorting and Filtering. Presentation: Introduction to MS PowerPoint, Creating, Editing, Viewing, Saving presentation, Creating new slides, using design template, Slide layouts, Inserting new slide between two slides, Inserting textbox, Deleting textbox, Deleting slide, Hiding slide, Reordering slides, Use of color scheme, Background images, Formatting text, Applying bullets and numbering, Slide transition, Animation scheme, Working with slide master	17

Internal Evaluation:

Test	15 Marks
Assignment/ Presentation	10 Marks
Seminar/ Attendance	<u>05 Marks</u>
Total:	30 Marks

Major Readings:

Working with Personal Computer Software by R.P.Soni, Harshal Arolkar, Sonal Jain, Wiley India.



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SEMESTER – VI

FOUNDATION COURSE: Paper No. FC-602

Title of the Paper: **International Business**

Credits: 02

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Marks / Weight
Unit-1	Frame work for International Business : <ul style="list-style-type: none">• Globalization: Concept and factors affecting globalization and Restructuring• International Business: Reasons for expansion• Concepts: International Trade, International Marketing, International Investment, International Management and Global Business	18
Unit-2	<ul style="list-style-type: none">• New Trade Theory: Internal and External Economics of Scale• International Political System and Ideologies: Types of Governments, Economies System, Political System, Concept of Embargo and Sanction <ul style="list-style-type: none">• Principles of International Law• Cultural Orientation in International Business	18
Unit-3	Tools for International Business: <ul style="list-style-type: none">• Tools for country Selection - Market Potential Index o Global Competitive Index - FDI Confidence Index - Global Political Risk Index (Only Concepts) - International Product Life Cycle• International Monetary System - Fixed and Floating Exchange Rates - Modes of Payment in International Trade - Advance Payment - Recoverable and Non Recoverable Letter of credit - Consignment Sales – Open Account	17
Unit-4	Strategy and Structure of International Business <ul style="list-style-type: none">• Market Entry Strategies: - Exporting-Contractual Agreement-International SA-Joint Venture-Other Entry Mode• Business Expansion Modes: - Trade Related Modes - Contractual Modes - Investment Modes (Sub-modes are not to be asked separately) Export & Import Procedure: Entire Export and Import Procedure	17

Internal Evaluation:

Test	15 Marks
Assignment/ Presentation	10 Marks
Seminar/ Attendance	<u>05 Marks</u>
Total:	30 Marks

Major readings:

1. International Business: Rakesh Mohan Joshi, Oxford University Press
 2. International Business by: Justin Paul, Tata McGraw Hill
- Global Business : Mike Peng and Deepak Srivastava , Cengage Publications



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SEMESTER – VI

CORE COURSE: Paper No. CC–603

Title of the Paper: **Business Administration-VI**

Credits: 02

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks / Weight
Unit–1	Strategic Management : Strategy, Meaning, Level of Strategy, Strategic Management, Concepts, Elements, Scope, Value and Risk of Strategic Management		18
Unit–2	Material Management : Concepts, Importance, Scope of Material Management, Sound Purchasing and Purchasing Policies, Inventory Control : Meaning and Importance		18
Unit–3	Production Management and Productivity : Meaning and Definition of Production, Characteristics of Production, Objectives of Production Management Productivity : Meaning, Importance of Productivity, Limitation of Concepts of Productivity		17
Unit–4	Total Quality Management : Meaning of TQM, Three aspects of TQM, Characteristics, Importance, Difference between Quality Control and Total Quality Management, Methods of Total Quality Management		17

Internal Evaluation:

Test	15 Marks
Assignment/ Presentation	10 Marks
Seminar/ Attendance	<u>05 Marks</u>
Total:	30 Marks

Reference / Text – Books / Addition Reading :

1. Brech, E.F.L., The Principles and Practice of Management, Longmans Group Ltd., London.
2. Chndan, J.S., Management: Theory & Practice, Vikas Pub., New Delhi.
3. Druker P.F., Practice of Management, Heinemann, London.
4. Koontz, H. & O'Donnell, Management: A System & Contingency Analysis of Managerial Function, McGraw Hill.
5. Monappa, Arun & Ssaiyaddin, Mirza, Personnel Management, TMH
6. Singh, J.P., Organisational Development: Concepts and Strategies, IIM Ahemedabad. Simon, H.A.,
7. Material Management – N. K. Nayyar
8. Production Management – H. N. Broom
9. Industrial Organization and Management – Lawrence L. A. Bethel, Franklin and Others
10. Factory Organization and Management – S. P. Roy
11. Organizational Behaviour – L. M. Prasad
12. Organizational Behaviour – K. Ashvaththapa



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B.Com.
SEMESTER – VI

CORE COURSE: Paper No. BC-CC-604

Title of the Paper: **Business Communication – VI**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Teaching Hours	Marks / Weight
Unit – 1	<u>I. Notices, Agenda & Resolutions:</u> – Types of Joint Stock Company Meetings – Structure of a notice – Preparation of Agenda –Types of Resolution and its drafting <u>Notices & Agenda of the following Joint Stock Company Meetings:</u> (a) First Board Meeting (b) Routine Board Meeting (c) Statutory Meeting (d) Extraordinary General meeting (e) Meeting held prior to A.G.M. (f) Annual General Meeting <u>II. Minutes Writing: (Joint Stock Cos.)</u> (a) First Board Meeting (b) Routine Board Meeting (c) Statutory Meeting (d) Extraordinary General meeting (e) Meeting held prior to A.G.M. (f) Annual General Meeting	45	18
Unit – 2	<u>Insurance Correspondence: (Fire & Marine)</u> – Types of Fire and marine policies – Losses and claims – Procedures involved in lodging of claims. <u>Fire and Marine Insurance Letters:</u> (a) Letter requesting cover for goods against fire/marine hazard (b) Letter inviting a quotation for premium (c) Insurance Company quoting a rate of premium (d) Request for reduction in premium (e) Notice about increase in premium rates by Insurance Company. (f) Lodging a claim for fire/marine policy (g) Letter granting/refusing a claim (h) Letter contesting a claim made by policy holder. Note: The above letters cover fire and marine insurance topics individually.		18
Unit – 3	<u>Comprehension on Stock Market Reports: (Stocks & derivatives only)</u> – Characteristics of Stock-Exchanges in India–Share market terminology– Role of SEBI– DMAT trading A share market report		17



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	based on current market trend should be given for comprehension to the students. A set of five questions must be asked in the examination to assess the grasping knowledge of the students regarding stocks and securities.		
Unit – 4	<u>Advertising Theory and Practice:</u> – What is advertising? – Advertising as a Tool of Communication – Designing the Message– Advertising as Brand Building – Role of Advertising in Modern Business World – Ethics in Advertising – Benefits of Advertising to Advertisers & Consumers – Types of Advertising – Media Selection and Planning–Internet as a media of Advertisement		17

Note: The students will have to prepare advertisement on fast moving consumer goods (FMCG); White Goods in their own words about popular commodities and products available in market.

Internal Evaluation:

Test	15 Marks
Assignment/ Presentation	10 Marks
Seminar/ Attendance	<u>05 Marks</u>
Total:	30 Marks

Reference / Text –Books / Additional Reading:

1. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
3. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
4. Business Communication – Rai & Rai, Himalaya Publishing House, Mumbai
5. Business Communication – Homai Pradhan, Bhende D.S., Thakur Vijaya
6. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
7. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
8. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
9. Business Communication and Organisational Management – Rohini Aggrawal – Taxman
10. Business Communication Strategies – Monipally Mathukutty M.- Tata McGraw –Hill Publishing Company Limited, New Delhi.
11. Handbook of Communication – Narula Uma
12. A Handbook of Commercial Correspondence – A . Ashley – Oxford University Press
13. Business Communication and Organisational and Management – C.B. Gupta
14. Comprehensive Business Communication – Saroj Karnik, P.P. Mehta, -P.V .Kulkarni



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B.Com.
SEMESTER – VI

CORE COURSE: Paper No. ECO-CC-605

Title of the Paper: **Managerial Economics**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Marks
1	Nature and scope of Managerial Economics: Characteristics of managerial economics Nature and scope of managerial economics Importance of managerial economics Basic economic tools in managerial economics Managerial economist role and responsibility	18
2	Demand Estimation and forecasting: Meaning and significance Objectives-methods of demand estimation Demand estimations for major consumer durables and non-durable products Survey and statistical methods (numerical examples on trend analysis)	17
3	Price techniques and Price Policies: Short run and long run objectives Influencing Factors to price policy Different price techniques: full cost pricing, rate of return technique, Direct cost pricing, Going rate pricing, Experimental pricing, Cyclical pricing, Multiple product pricing, Product line pricing	18
4	Cost concepts: Accounting cost and economic cost, implicit and explicit cost, social and private cost, historical cost and replacement cost, sunk cost and incremental cost -fixed and variable cost - total, average and marginal cost, Cost Output Relationship in the Short Run and Long Run- (hypothetical numerical problems to be discussed) Extension of cost analysis: Cost reduction through experience- LAC and Learning curve and Break Even Analysis (with business application)	17

- * (1) Five questions of equal marks shall be drawn by the paper setter.
(2) Four questions shall be drawn from four units (1 question from each unit)
(3) The 5th questions shall be of short notes drawn from the four units. Four short-notes shall be given out of which two short-notes have to be answered.



Internal Evaluation:

Test	15 Marks
Assignment/ Presentation	10 Marks
Seminar/ Attendance	<u>05 Marks</u>
Total:	30 Marks

Reference Books:

- 1) Managerial Economics - Analysis, Problem and Cases : P L Mehta, S. Chand & Sons
- 2) Managerial Economics: M. Hirche, Thomson South western Publication
- 3) Managerial Economics in a global economy: D. Salvatore, Thomson South Western Publication
- 4) Principles of Economics: Gregory Mankiw, Thomson South western Publication
- 5) Managerial Economics cases and concepts: Sumitra Pal, Macmillan publication
- 6) Managerial Economics: Craig H Peterson and Jain, Pearson education
- 7) Managerial Economics: Gupta, Tata McGraw Hill
- 8) Managerial Economics: Maheshwari and Gupta, Sultan Chand & Sons
- 9) Managerial Economics: Dr. P.C. Thomas, Kalyani Publishers
- 10) Managerial Economics: H.L. Ahuja, S. Chand and Company
- 11) Managerial Economics: Mithani, Himalaya Publications
- 12) Managerial Economics: R.L. Varshney and K.L. M Maheshwari, Sultan Chand
- 13) Managerial Economics: P. Venkataiah and Surya Prakash, Vaagdevi Publishers
- 14) Managerial Economics: P.L. Mehta, Tata McGraw Hill
- 15) Managerial Economics: R.N. Chopra, Kalyani Publishers
- 16) Managerial Economics: D.N. Dwivedi, Vikas Publishers
- 17) Managerial Economics: Thomas, Maurice, Sarkar, Tata McGraw Hill
- 18) Managerial Economics: Yogesh Maheshwari, PHI Learning Pvt. Limited
- 19) Managerial Economics: P.K. Mehta, Tax Mann Publications.



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B.Com.
SEMESTER – VI

CORE COURSE: AC Paper No. CC– 608

Title of the Paper: Accountancy – VI (GST Practices-II)

Credits: 03

Total Marks: 100 Marks
Semester End Examination: 70 Marks
Internal Evaluation: 30 Marks

Objective: To provide students with a operational knowledge of principles and provisions of GST to under the relevance of GST in the present Indian accounting system. and its contribution for academic and corporate development.

Unit	Detailed Syllabus	Marks/ Weight
Unit- I	Prepare a register for Calculation of GST: (1) GST calculation on purchase transactions (2) GST calculation on sales transactions	18
Unit- II	Input tax credit (ITC) & payment of tax (1) Calculation of tax liabilities (2) Calculation of ITC available (3) Calculation of net tax liabilities (4) Statement of excess credit available in various types of GST	18
Unit- III	Registration under GST: person liable to get registered, registration procedure, reverse charges, Documents under GST: tax invoice-bill of supply-debit note-credit note, Input service distributor (ISD) (Only theory)	17
Unit- IV	Assessment and Administration of GST: GST returns, assessment procedure, GST council, Tax deduction at source, tax collection at source, refund of tax, Job work (Only theory)	17

Breakup of Continues Internal Evaluation:

Assignment / Presentation 10 Marks
Seminar / Attendance 05 Marks
Test 15 Marks
Total: 30 Marks

Reference / Textbooks/Additional Reading:

1. Agrawal, Raj. K. Advance handbook on GST
2. CA J.S & J.T., Atul prakashan, Basics of GST
3. Chaudhary. Vashishtha: Dalmiya, Ashu. Girdharwal, “GST practical approach”, Taxman Publication
4. Jha R. K. & Singh P. K. A, Birds eye view of GST, Asia law house
5. Majmudar, Sumit Dutt, GST in India, IInd edition, Centex Publication Pvt. Ltd.
6. Taxation, B.S. Shah Publication



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B.Com.
SEMESTER – VI

CORE COURSE: Paper No. STAT-CC-607

Title of the Paper: **Business Statistics – II**

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Objective: The objective of this course is to enable the students to have such minimum knowledge of statistics as is applicable to business and economic situations.

UNIT	DETAILED SYLLABUS	TEACHING HOURS	MARKS / WEIGHT
UNIT-1	Theory of Probability: Introduction, Short history, Terminology, Permutation and combination, Mathematical and classical or 'a Priori' probability, Statistical or empirical probability, Addition theorem of probability, Addition law of probability for mutually exclusive events, Theorem of compound probability of multiplication law of probability. Random Variable And Mathematical Expectation: Random variable, Probability distribution of random variable, Mathematical expectation, Variance of X in terms of expectation.	12	18+8
UNIT-2	Theoretical Distribution: Introduction of theoretical distribution, Binominal distribution, Probability functions of Binominal distribution. Properties and uses of Binomial distribution. Poisson distribution, properties of Poisson distribution, Utility or importance of Poisson distribution, Normal distribution, Equation of normal probability curve, Properties of normal distribution, How to compute areas of under normal probability curve, importance of normal distribution.	12	18+8
UNIT-3	Test of significance Based on t Distribution: Introduction, Student's 't' distribution, Students 't' (definition) Properties of student's t- distribution, application of t-distribution, Test for single Mean, t-test for difference Means, Paired t-test for difference of Mean, t-test for significance of an observed sample correlation coefficient	11	17+7
UNIT-4	F Test:-F- Distribution, Assumptions, Properties and Uses of 'F' distribution. Variance Ratio Test (F-Test). Chi Square Test: Introduction to χ^2 distribution, Assumptions, Properties and Uses of ' χ^2 ' distribution. Goodness of Fit Test: Fitting of Binomial and Poisson Distribution, Independence of Two Attributes (2 X 2 contingency table)	10	17+7



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Internal Evaluation:

Test	15 Marks
Assignment/Presentation	10 Marks
Seminar/Attendance	05 Marks
TOTAL	30 Marks

Reference / Text –Books / Additional Reading:

1. Business Statistics, B.S.SHAH PRKASHAN.
2. Business Statistics, C.JAMANADAS PRKASHAN.
3. Fundamentals of Statistics, S.C.Gupta, Himalaya Publishing house.
4. Fundamentals of Statistics, Gupta and Kapoor, S.chand& company.



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B.Com.

SEMESTER – VI

CORE ELECTIVE : F&A - Paper No. CE-608

Title of the Paper: Finance & Accounts – XI (Cost Accounting – II)

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Objective: The objective of this course is to be unable the students to have such minimum knowledge of finance and accounting as it is applicable to business and corporate situations.

Unit	Detailed Syllabus	Marks/ Weight
Unit- I	<u>Process Costing:</u> <ul style="list-style-type: none">➤ Normal and abnormal wastage and abnormal gain➤ Byproduct➤ Oil mill process	18
Unit- II	<u>Contract Costing:</u> <ul style="list-style-type: none">➤ Contract Completed Method➤ Contract Incomplete Method<ul style="list-style-type: none">○ Just Started Contract○ Reasonably Goods Account Work is done+○ Major part of work is done	18
Unit- III	<u>(Only theory):</u> <u>Operating or Service costing :</u> <ul style="list-style-type: none">➤ Theories of operating or service costing of various sectors	17
Unit- IV	<u>(Only theory):</u> <u>Job and Batch costing</u> <ul style="list-style-type: none">➤ Meaning, Definition, Characteristics, Distinguish of job and Batch, Importance advantage and limitations.➤ Batch Costing- meaning, examples and fetchers <u>Cost Records</u> <ul style="list-style-type: none">➤ Cost Audit ConceptReconciliation of cost and financial account	17

Breakup of Continues Internal Evaluation:

Assignment / Presentation 10 Marks

Seminar / Attendance 05 Marks

Test 15 Marks

Total: 30 Marks

Reference / Textbooks/Additional Reading:

- M.E. Thukaram Rao, – Cost accounting – New age publication, New Delhi.
- Talasian P.C. – Practical costing Vikas, New Delhi.
- Khan M.Y., Jain P.K. – Management Accounting, Tata.
- Nigam Sharma – Advanced cost Accounting, Himalaya.



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B.Com.
SEMESTER – VI

CORE ELECTIVE: F&A - Paper No. CE-609

Title of the Paper: Finance & Accounts – XII (Management Accounting – II)

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Objective: The objective of this course is to be unable the students to have such minimum knowledge of finance and accounting as it is applicable to business and corporate situations.

Unit	Detailed Syllabus	Marks/ Weight
Unit- I	<u>Ratio Analysis:</u> ➤ Theory and practices of various accounting ratio	18
Unit- II	<u>Marginal Coasting:</u> ➤ Theory and practices of marginal costing	18
Unit- III	<u>(Only theory):</u> <u>Accounting and Reporting of the effect of changing prices</u> ➤ CPP and CCA Method analysis <u>Differential Costing:</u> ➤ Analysis and methods of deferential costing	17
Unit- IV	<u>(Only theory):</u> <u>Reporting:</u> ➤ Introduction, Meaning , types of report and MIS <u>Cost management</u> ➤ Introduction, Meaning, Definitions, objectives, four pillars, postulates, Quality, time and constrains.	17

Breakup of Continues Internal Evaluation:

Assignment / Presentation 10 Marks

Seminar / Attendance 05 Marks

Test 15 Marks

Total: 30 Marks

Reference / Textbooks/Additional Reading:

- S.P. Gupta – Management Accounting –Sahitya Bhavan, Agra.
- Ravi M. Kishor –Advanced Management Accounting, Taxman
- Pander I.M, –Essential Of Management Accounting, Vikas.
- Anthony Robert–Principles Of Management Accounting, Irwin.
- Kalpana R. S., Atkinson A. - Advanced Management Accounting, Prentice



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SEMESTER – VI

CORE Elective : STAT - Paper No. CE-608

Title of the Paper: Statistics – XI (Operation Research –II)

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Marks / Weight
Unit-1	Assignment Problem: Mathematical formulation of Assignment Problem. Hungarian method of solving Assignment Problem, Maximization case of Assignment Problem, Unbalanced Assignment problem and its solution. Simple examples based on various models	18+8
Unit-2	Sequencing Models: Notation – Terminology & Assumptions of sequencing problem, processing n – jobs through 2 machines problem, processing n – jobs through 3 machines sequencing problem & simple Examples based on the above models	18+8
Unit-3	PERT and CPM Techniques: Meaning and characteristics of PERT, Explanation of basic terms – activity, event, dummy activity, Fulkerson's rule for numbering the events, Meaning of Critical Path Method (CPM), Differences between PERT and CPM, Earliest start time, Earliest finish time, Latest start time, Latest finish time, Total float time of activities, Uses and Limitations of PERT and CPM and simple examples.	17+7
Unit-4	Replacement problem: Meaning of Replacement problem (R.P.), Simple examples of replacement problem when the units are deteriorate depending on time and money value remains same.	17+7

Internal Evaluation:

Test 15 Marks

Assignment/Presentation 10 Marks

Seminar/Attendance 05 Marks

TOTAL 30 Marks

Reference / Text –Books / Additional Reading:

1. J.K.Sharma: O.R.: Theory & Application – Macmillan India Ltd
2. Kantiswaroop, Gupta and Manmohan: Operations Research- Sultan Chand & Sons
3. Hamdy A. Taha: Operations Research-Prentice Hall of India Private Ltd.
4. R.Panneerselvam: Operations Research –Prentice Hall of India Private Ltd.
5. V. K. Kapoor: Operations Research (Techniques for Management), Sultan Chand & Sons.



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SEMESTER – VI

CORE Elective: STAT - Paper No. CE-609

Title of the Paper: Statistics – XII (Statistics in Research-II)

Credits: 03

Total Marks: 100 Marks

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Unit	Detailed Syllabus	Marks / Weight
Unit-1	Presentation of Data <ul style="list-style-type: none">- Representation of Data by diagram and graph- Types of Charts- Importance of Charts- Graphs for frequency distribution- Steam and Leaf Graph	18+8
Unit-2	Measurement of central tendency <ul style="list-style-type: none">- Meaning of Measurement of Central Tendency- Uses of Average- Characteristics of good average- Measures of Central Tendency: Mean, Median, Mode, Geometric Mean, Harmonic Mean	18+8
Unit-3	Measures of Dispersion <ul style="list-style-type: none">- Meaning of dispersion- Advantages and Disadvantages of dispersion- Different measures of Dispersion	17+7
Unit-4	Measurements of Skewness <ul style="list-style-type: none">- Meaning of Skewness- Test of Skewness- Types of Skewness- Properties of Skewness- Methods of finding Skewness	17+7

Internal Evaluation:

Test 15 Marks

Assignment/Presentation 10 Marks

Seminar/Attendance 05 Marks

TOTAL 30 Marks

Reference / Text –Books / Additional Reading:

1. Research Methodology by C. R. Kothari

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CORE ELECTIVE: Paper No. BI-CE-608



MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY
(With effect from Academic Year: 2022-23)

Title of the Paper: **Banking & Insurance-XI (Commercial Bank Management – II)**

Credits: 03

Teaching Hours: 45

Total Marks: **100 Marks**

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Objective: The course aims to acquaint students with the basics & practices by commercial banks

UNIT	DETAILED SYLLABUS	MARKS / WEIGHT
Unit – I	Indian money market, Investment policy & management of banks, nature of bank investment, liquidity and profitability, preparation of cheque-types of cheques, bills, endorsement, types of endorsement, railway receipt-bill of lading	18
Unit – II	Management of deposits and advances, deposit mobilization-classification and nature of deposit accounts, brief history, deposit mobilisation by commercial banks, factor influencing deposit growth in India, diversification in banking, developments in retail banking, advances, types of advances, bank accounts, reports, evaluation of loan applications, profit and loss account, balance sheet, consumer protection act	18
Unit – III	Short detail about top 20 banks which are currently operating in India under the guidelines of reserve bank of India (RBI), bank act, concept of liquidity & profitability, modernisation in banks, NBFC	17
Unit – IV	Securities, motives for investment policy, technology in banking ATM, credit card, tele-banking, net-banking, etc, bank records, banker-customer relations.	17

Internal Evaluation:

Test 15 Marks

Assignment/Presentation 10 Marks

Seminar/Attendance 05 Marks

TOTAL 30 Marks

Reference / Text –Books / Additional Reading:

1. Tannan ML: Banking-Law and practices in India: Indian Law House, New Delhi.
2. Sundharam&Varshney : Banking Theory & Practice: Sultan Chand & Sons new Delhi
3. Radhaswarnim and Basudevan: A Text book of Banking; S.Chand& Co. New Delhi
4. PanikarK.K: Banking Theory and System; S.Chand& Co. New Delhi
5. PathakBharati (2008) : The Indian Financial System, Pearson Education
6. M Y Khan (2007) : Indian Financial System, The McGraw - Hill Companies

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CORE ELECTIVE: Paper No. BI-CE-609



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Title of the Paper: **Banking & Insurance-XII (Legislative Insurance Framework – II)**

Credits: 03

Teaching Hours: 45

Total Marks: **100 Marks**
Semester End Examination: 70 Marks
Internal Evaluation: 30 Marks

Objective: The Course will make the students learn about Insurance law and the legal environment in which the life Insurance business runs. It also highlights important aspects of salesmanship.

UNIT	DETAILED SYLLABUS	MARKS / WEIGHT
Unit – I	Insurance Act 1938, IRDA guidelines, assignment, nomination, policy construction, latest trends in insurance sector,	18
Unit – II	LIC Act, marketing & its principles, personal insurance, underwriting, death claim, annuities, first premium receipt, renewal premium,	18
Unit – III	IRDA-rules & regulations to become an agent, agency law, code of conduct for insurance agents and consultants,	17
Unit – IV	Rural insurance, Introduction of salesmanship, essential qualities of an ideal insurance salesman, rules to canvas business, personal development, concept of marketing, consumer behaviour, selling process, handling objections, service building relationships	17

Internal Evaluation:

Test 15 Marks
Assignment/Presentation 10 Marks
Seminar/Attendance 05 Marks
TOTAL 30 Marks

Reference / Text –Books / Additional Reading:

1. Mishra M .N : Insurance Principles and Practises; S.Chand& Co; New Delhi
2. KshitijPatukale: Insurance for Every One; Macmillan India Ltd
3. Insurance Regulatory Development Act 1999
4. IC-79 Liability & Engineering Insurance , Insurance Institute of India
5. Vinayakam N, Radhaswamy and VasudevanSV: Insurance – Principles and Practice, S. Chand and Co., New Delhi.
6. Mishra M .N : Life Insurance Corporation Of India VolsI,II&III Raj Books,Jaipur
7. McCarthy J.E. : Basic Marketing –A Managerial Approach :McGraw Hill ,New York.
8. The Growing Rural Market Market in India. GangulyA.S. (1985). Grameen Foundation: New Delhi
9. Rural Marketing - Environmental Problems and Strategies, T.P. Gopalswamy,Wheeler Pub



MAHARAJA KRISHNAKUMARSINHJI BHAVNAGAR UNIVERSITY
(With effect from Academic Year: 2022-23)

B.Com.
SEMESTER – VI

CORE ELECTIVE: Paper No. MKT-CE-608

Title of the Paper: **Marketing-XI (Agriculture and Rural Marketing – II)**

Total Marks:100

Credit: 03

Semester End Examination: 70 Marks

Internal Evaluation: 30 Marks

Objective: The objective of this course is to acquaint students with distribution methods and retailing system.

Unit	Detailed Syllabus	Marks
Unit: 1	Rural Marketing Strategies-1 Product: Product planning for rural markets/scope, competitive product strategies; quality, and size; Packaging and branding decisions. Rural Marketing Strategies-2 Pricing Decisions: Concepts and significance, pricing objectives, pricing policies, pricing strategies.	18
Unit: 2	Rural Marketing Strategies-3 Promotion Decisions: Concepts and significance, exploring media, profiting target audience, designing right promotion strategy-Media scene in India, Media and copy decisions; Problems of reaching rural audience and markets. Exhibitions, Mela, Press Conference.	18
Unit: 3	Rural Marketing Strategies-4 Distribution Decisions: Distribution in Rural Markets: Introduction and significance, Distribution channels – the old setup, the new players, the new approaches, logistics in rural markets.	17
Unit: 4	Rural Marketing Strategies-5 Rural Retailing Decisions: Accessing rural markets, rural consumer and retailing, rural retail system, rural channel behaviour, retailer-consumer reinforcing behaviour.	17

Internal Evaluation:

Test	15Marks
Assignment/ Presentation	10Marks
Seminar/ Attendance	<u>05Marks</u>
Total:	30Marks

Reference / Text –Books / Additional Reading:

1. Rajagopal: Management Rural Business; Wheeler Publications, New Delhi.
2. Neel Meghan S: Marketing in India: Cases and Readings; Vikas Publishing House, New Delhi.
3. Gopala Swamy TP: Rural Marketing; Wheeler Publishers, New Delhi.
4. Nayyar H and Ramaswamy P: Globalization and Agricultural Marketing; Rawat Publications, Jaipur.
5. Memoria CB: Agriculture Marketing; Himalaya Publishing House, New Delhi.
6. C.S.G. Krishnamacharyulu & Lalitha Ramakrishnan: Rural marketing: Text and cases; Pearson Edu, Delhi.



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SEMESTER – VI

CORE ELECTIVE: Paper No. MKT-CE-609

Title of the Paper: **Marketing-XII (Advertising and Sales Promotion-II)**

Total Marks:100

Credit: 03

Semester End Examination:70 Marks

Internal Evaluation: 30 Marks

Objective: The objective of this course is to acquaint students with distribution methods and retailing system.

Unit	Detailed Syllabus	Marks
Unit: 1	Marketing Communication: Basic, the role of marketing communication, developing effective marketing communication. Sales Promotion: Meaning, nature, and functions; Limitation of sales promotion; Types of sales promotion schemes.	18
Unit: 2	Consumer and trade sales promotion: Meaning, nature, functions, methods of consumer sales promotion, methods of trade sales promotion.	18
Unit: 3	Sales Promotion Schemes: Sampling; Coupon; Price off; Premium plan; consumer U contests and sweeps takes; POP displays; Demonstration: Trade fairs and exhibitions; Sales promotion techniques and sales force.	17
Unit: 4	Customer oriented selling – concepts, significance and principles, relationship marketing-concept and issues, interactive marketing- issues.	17

Internal Evaluation:

Test	15Marks
Assignment/ Presentation	10Marks
Seminar/ Attendance	<u>05Marks</u>
Total:	30Marks

Reference / Text –Books / Additional Reading:

1. Aaker, David and Myers John G., et.al: Advertising Management; Prentice Hall of India, New Delhi.
2. Border W.H: Advertising: John Wiley, NY.
3. Ogivy D.: Ogivy on Advertising; Longman Publication.
4. Aaker Daind A, Batra Rajeev, Myers G: Advertising Management; Prentice Hall of India, New Delhi.
5. Sengupta Subroto: Brand Positioning Strategies for Competitive Advantage; Tata McGraw Hill, New Delhi.
6. Cundiff Still and Govani: Sales Management; Prentice Hall, New Delhi
7. Rorsiter John R, Percy Larry: Advertising and Promotion Management; McGraw Hill, New York.
8. Sundage, Fryburger, Rotzoll: Advertising Theory and Practice: AITBS, New Delhi.