

**JIWAJI UNIVERSITY
GWALIOR**



Syllabus

SUBJECT

**Bachelor of Commerce
III Year**

**SCHOOL OF STUDIES IN
DISTANCE EDUCATION**



**SCHOOL OF STUDIES IN DISTANCE EDUCATION
JIWAJI UNIVERSITY, GWALIOR**



Syllabus

B. Com. IIIrd Year

Scheme of Maximum and Minimum Marks in
Theory (TH), Assignment (AS) and Practical (PR)

36 % and above but less than 60 %	:	Second Division
60 % and above	:	First Division
75 % and above	:	First Division with Distinction

- (1) Minimum pass marks in each paper shall be as follows:
- | | | |
|-------|--------------------|-----|
| (i) | Assignment | 20% |
| (ii) | Theory examination | 20% |
| (iii) | Total Aggregate | 36% |
- (2) A candidate failing in one subject shall be allowed to appear in (Distance mode) supplementary examination.



आधार पाठ्यक्रम
बी.ए./बी.कॉम./बी.एस.सी. तृतीय वर्ष
हिन्दी भाषा – प्रथम प्रश्न पत्र

इकाई 1

कथन की शैलियों :

1. रचनागत उदाहरण
2. प्रयोग।

इकाई 2

विभिन्न संरचनाएं :

1. घटनाओं, समारोहों का प्रतिवेदन
2. विभिन्न प्रकार के निमंत्रण-पत्र

इकाई 3

कार्यालयीन पत्र एवं आलेख :

1. विभिन्न प्रकार के कार्यालयीन पत्र
2. रचनागत उदाहरण
3. प्रयोग

इकाई 4

अनुवाद :

1. रचनागत उदाहरण
2. हिन्दी अंग्रेजी
3. अंग्रेजी से हिन्दी

इकाई 5

विकासशील देशों की समस्याएं, मानव-विकास प्रतिवेदन :

1. विकासात्मक पुनर्विचार : कल्याण के प्रश्न
2. प्रौद्योगिक एवं नगरीकरण
3. आधुनिक तकनीकी सभ्यता
4. प्रदूषण
5. गरीबी, बेरोजगारी तथा जनशक्तिमानता
6. जनसंख्या, भारतीय सन्दर्भ
7. ऊर्जा
8. पर्यावरण : धारणीय विकास

**Foundation Course
English Language
B.A./B.Sc./B.Com. - III
Paper - II**

The question paper for B.A./B.Sc./B.Com./B.Sc. (Home Sc.) - III Foundation Course, English Language and General awareness shall comprise the following items.

Unit I

Essay type answer in about 200 words, Four essay/ type question to be asked and two to be attempted

Unit II

The writing skills for composition - Essay writing

Unit III

Precis writing

Unit IV

- (a) Reading Comprehension of an unseen passage
- (b) Vocabulary based on test.

Unit V

Grammar Advanced Exercises.

Note : Questions on unit I and IV (b) shall be asked from the prescribed text. Which will comprise of popular create writing and the following items ?

Minimum needs-housing and Transport, Geo-economics

profile of MP communication education and culture. Women and Warm -in-D.....Improvement, Management of change, Physical Quality of life, War and human survival the question of human social value, New Economics, Philosophy, (Recent Liberalization method) democratic. Decentralisation (with reference to 73, 74 constitutional) Amendment.

The text book shall be sponsored by the M.P. Higher Education Department and published the M.P. Hindi Granth, Academy.



B.A. / B. Sc. / B. Com. - III
Paper - III
Basics of Computer and Information Technology

सैद्धान्तिक – 40
परियोजना मूल्यांकन (आन्तरिक) – 10

इकाई 1

कम्प्यूटर आर्गनाइजेशन का परिचय

कम्प्यूटर का इतिहास, कम्प्यूटर सिस्टम विचारधारा, विशेषताएं, योग्यता एवं सीमाएं, कम्प्यूटर की पीढ़ियां, पीसी के प्रकार, डेस्कटॉप के प्रकार, लेपटॉप के प्रकार, नोटबुक, पॉमटॉप, वर्कस्टेशन आदि की विशेषताएं।

कम्प्यूटर ऑर्गेनाइजेशन

कम्प्यूटर सिस्टम के आधार उपकरण, कंट्रोल यूनिट, ए.एल.यू. इनपुट/आउटपुट फंक्शन और विशेषताएं, मेमोरी रैम, रोम, ईपी रोम, पी. रोम और अन्य प्रकार की मेमोरी।

इकाई 2

इनपुट, आउटपुट तथा स्टोरेज डिवाइसेस

इनपुट डिवाइस

कीबोर्ड, माउस, ट्रेकबाल, जॉयस्टिक, डिजिटाइजिंग टेबलेट, स्कैनर्स, डिजिटल केमरा, माइक्रो, ओसीआर, ओएमआर, बार कोड रीडर, आवाज को पहचानने वाला, लाइट पेन, टच सीन, आउटपुट डिवाइस।

स्टोरेज डिवाइस

स्टोरेज फंडामेंटल्स प्राइमरी विरुद्ध भिन्न स्टोरेज डिवाइसेस मेग्नेटिक टेप, कार्टेज टेप, डाटा ड्राइव्स, हार्ड डिस्क ड्राइव्स, फ्लॉपी डिस्क, सी.डी., वी.सी.डी., सी.डी.-आर, सी.डी.-आर डब्ल्यू जिप ड्राइव, डी.वी.डी., डी.वी.डी.-आर.डब्ल्यू।

इकाई 3

ऑपरेटिंग सिस्टम का परिचय तथा वर्ड

ऑपरेटिंग सिस्टम का परिचय उसके लक्षण एवं प्रकार, डॉस एवं विन्डोज का मूल कमांड।

ऑपरेटिंग सिस्टम : डिस्क ऑपरेटिंग सिस्टम (डी.ओ.एस.), परिचय, इतिहास एवं वर्जन्स ऑफ डॉस।

डॉस बेसिक्स

फिजीकल स्ट्रक्चर ऑफ डिस्क, ड्राइव नेम, फेट, फाईल एवं डायरेक्ट्री स्ट्रक्चर एवं नेसिंग नियम, बूटिंग प्रक्रिया, डॉस सिस्टम फाईल्स।

डॉस कमाण्ड्स

- आंतरिक कमाण्ड्स DIR, MD, CD, RD, Copy, DEL, REN, VOL, DATE, TIME, CLS, PATH, TYPE आदि।
- बाह्य कमाण्ड्स CHKDSK, SCOPY, PRINT, DISKCOPY, DISKCOMP, DOSKEY, TREE, MOVE, LABEL, APPEND, FORMAT, SORT, FDISK, BACKUP, EDIT, MODE, ATTRIB, HELP, SYS आदि।

वर्ड प्रोसेसिंग :

इंट्रोडक्शन – वर्ड प्रोसेसिंग।

एम.एस.वर्ड : फीचर्स, क्रीएटिंग, सेविंग एवं औपनिंग, मल्टी डॉक्यूमेंट विंडोज, एडिटिंग टेक्स्ट सिलेक्टिंग, इंसर्टिंग, डिलीटिंग, मूविंग टेक्स्ट।

प्रिव्यूविंग डॉक्यूमेंट्स, प्रिंटिंग डॉक्यूमेंट्स, प्रिंट डॉक्यूमेंट फ्राम दि स्टेण्डर्ड टूलबार, प्रिंट डॉक्यूमेंट इन ए फाइल पेज, पेजों को कम करना।

फॉरमेटिंग डॉक्यूमेंट्स : पैराग्राफ फारमेट, अलाइनिंग टेक्स्ट एंड पैराग्राफ, बॉर्डर एवं शेडिंग, हेडर्स एवं फुटर्स, मल्टीपल कॉलम।

इकाई 4

एक्सेल तथा पावर पाइंट का परिचय

एक्सेल एंड वर्कशीट

वर्कशीट का आधार, वर्कशीट बनाना, वर्कशीट में डाटा एन्टर करना, हेडिंग इंफॉर्मेशन, डाटा, टेक्स्ट डेट, अल्फान्यूमेरिक, वेल्यूज, सेविंग और वर्कशीट छोड़ना

पहले बनी हुई वर्कशीट को खोलना तथा चलाना

टूलबार, मीनू और कीबोर्ड के शॉर्टकट

एक एवं अनेक वर्कशीट पर काम करना, कॉपी, निरेमिंग, मूविंग, एडिंग एंड डिलीटिंग, एन्ट्रीज को कॉपी तथा विभिन्न वर्कशीट में ले जाना

फॉर्मूला एवं सेल रिफ्रेन्सिंग के साथ काम करना

ऑटोसम



फॉर्मूला को कॉपी करना
एक्सल्यूट एंड रिलेटिव एड्रेसिंग

पावर पाइंट :

- फीचर्स एंड अलग-अलग वर्जन
- प्रेजेंटेशन तैयार करना स्लाइड मास्टर एवं टेम्पलेट इन वेरियस कलर स्कीम
- पाँवर पाइंट के भिन्न व्यू के साथ काम करना एवं पाँवर पाइंट के मेन्यू।
- स्लाइड के साथ काम करना, नये स्लाइड तैयार करना एवं मूव करना, कॉपी करना, डिलीट करना, डुप्लीकेट स्लाइड तैयार करना, ले-आउटिंग करना, जूम इन और आउट करना।
- एडिटिंग एवं फॉरमेटिंग टेक्सट : अलाइनमेंट, एडिटिंग, इनसर्टिंग, डिलीटिंग, सिलेक्टिंग, फॉरमेटिंग ऑफ टेक्सट, फाईड एवं रिप्लेस टेक्सट।
- बुलेट्स, फुटर, पेराग्राफ फॉरमेटिंग, स्पेल चेकिंग।
- प्रिंटिंग प्रेसेंटेशन, प्रिंट स्लाइड्स, नोट्स, हेण्डआउट एवं आउटलाईंस।
- इंसर्टिंग ऑब्जेक्ट्स, ड्राइंग एवं इंसर्टिंग ऑब्जेक्ट्स क्लिप आर्ट पिक्चर्स एवं चार्ट्स का प्रयोग करना।
- स्लाइड सोटर, स्लाइड ट्रांसिशन के प्रभव एवं अन्य ऐनिमेशन प्रभाव।
- प्रजेन्टिंग शो मेकिंग स्टण्ड अलोन प्रजेन्टेशन, पेक एवं गो विजार्ड।

इकाई 5

इंटरनेट का परिचय

इवोल्यूशन, प्रोटोकॉल, विचारधारा, इंटरनेट, इंटरनेट, डायल अप कनेक्टिविटी, लीज्ड लाइन, वीएसटी, ब्रोड बेण्ड, यू.आर.एल्स, डोमेन नेम्स, पोस्टल्स, ई-मेल, पॉप एवं बेब बेस्ड ई-मेल, बेसिक्स ऑफ सेंडिंग एवं रिसीविंग, ई-मेल, ई-मेल एवं इंटरनेट एथिक्स, कम्प्यूटर वायरस एंटीवायरस सोफ्टवेयर वेज, वेब ब्राउसर्स।

पुस्तकें :-

1. कम्प्यूटर फंडामेंटल्स : पी.के. सिन्हा, बीपीबी पब्लिकेशन्स।
2. माइक्रोसोफ्ट ऑफिस: रौन मेन्सफील्ड, बीपीबी पब्लिकेशन्स।
3. इंटरनेट टु कम्प्यूटर्स : ए. लियोन एवं एम. लियोन।
4. माइक्रोसोफ्ट ऑफिस बाई गिनी कोरचर एवं एनिट्स मारक्विस, बीपीबी पब्लिकेशन्स।

इकाईयो की कुल संख्या — 05 इकाईया।

कुल अंक — 100 अंक (थ्योरी 50, प्रोजेक्ट 25, प्रायोगिक 25)

प्रायोगिक कार्य के लिये — 2 पीरियड/सप्ताह 3 महीनों के लिये — आवश्यक घंटे कुल 24

Practicals Based :

Dos :

1. DOS commands: Internal & External Commands.
2. Special batch file : Autoexec. Bat hard disk setup.

Windows 98 :

1. Desktop setting - new folder, rename, recycle bin operations, briefcase, function, control panel utility.
2. Display properties : Screen saver, background settings.

Ms-Word :

1. Creating file : Save, save as, savesas IITMI, save as Text, template, RTF formate.
2. Page setup utility : Margin settings, paper size setting. paper source, layout.
3. Editing : cut, paste, paste special, undo, redo, find, replace, goto etc.
4. View file : page layout, Normal outling, master document, ruler, header, footer, footnote, full screen.
5. Insert : break, pagegraph, symbol, date & time, auto text, caption file, object, hyperlink. picture etc.
6. Fortmate : font, paragraph, bullets & numbering, border & shading, chage case, columns.
7. Table : Draw label, insert table, cell handling, table autoformate, sort formula.

Ms-Power Point :

Creating new slide, formatting slide, slide layout, slide show & sorter, Inserting new slide, slide no., date, time, chart, formatiing slide, tool operation.

List of suggested practical work ;

1. Under standing of a dial up connection through modem.
2. Configuring a computer for an e-mail and using Outlook Express or Netscape Messenger.
3. Registration an e-mail address.
4. Understanding of address book maintenance for e-mail.
5. Understanding of e-mail drafting.
6. Understanding of different Mail program tools.



7. Send and receive functions of e-mail.

Note : Minimum laboratory teaching of six hours in a week.

BASIC OF COMPUTER AND INFORMATION TECHNOLOGY

Unit I

Introduction to Computer Organisation

History of development of computers, Computer system concepts. Characteristics. Capability and limitations, Generation of computers, Type of PC's desktop, Laptop, Notebook, Palmtop. Workstation & their Characteristics.

Computer Organizations :

Basic components of a computer system, Control Unit. ALU, Input/ Output function and characteristics, memory RAM, ROM, EPROM, PROM.

Unit II

Input Devices :

Keyboard, Mouse, Prackball, Joystick, Digitizing tablet, Scanners, Digital Camera, MICR, OCR, OMR, Bar-code Reader, Voice Recognition, Light pen, Touch Screen.

Output Devices :

Monitors Characteristics and types of monitor, Video Standard VGA, SVGA, SGA, LCD Screen etc. Printer, Daisy wheel, Dot Matrix, Inkjet, laser, Line Printer.

Plotter

Sound Card and Speakers

Storage Devices :

Storage fundamentals primary Vs Secondary, Various Storage Devices Magnetic Tape, Cartridge Tape, Data Drives, Hard Disk Drives, Floppy Disks, CD, VCD, CD-R, CD-RW, Zip Drive, DVD, DVD-RW.

Unit III

Introudction To Operating System And Word

Introduction to operating systems, its functioning and types. Basic commands of DOS & Windows Operating System.

Disk Operating System (DOS)

Introduction, History and Versions of DOS.

DOS Basic

Physical structure of disk, drive name, FAT, file & directory structure and naming rules, booting process, DOS system files.

Dos Commands :

Internal DIR, MD, CD, RD, Copy, DEL, REN, VOL, DATE, TIME, CLS, PATH, TYPE etc.

External CHKDSK, SCOPY, PRINT, DISKCOPY, DISKCOMP, DOSKEY, TREE, MOVE, LABEL, APPEND, FORMAT, SORT, FDISK, BACKUP, EDIT, MODE, ATTRIB, HELP, SYS etc. Executable V/s Non executable files in DOS

Wordk Processing : Word

Introduction to word processing.

MS Word : Features, Creating, Saving and Opening Multi document windows, Editing TExt Selecting, Inserting, deleting, moving text.

Previewing documents, Printing documents, Print a document from the standard toolbar, Print a document from the menu, shrinking a document to file page, Reduce the number of pages by one.

Formatting Documents : Paragraph formats, Aligning Text and Paragraph, Borders and Shading, Headers and Footers, Multiple Columns.

Unit IV

Introduction to Excel and Power Point

Excel & Worksheet :

Worksheet basics.

Creating worksheet, entering data into worksheet, heading information, data, text, dates, alphanumeric, values, saving & quitting worksheet.

Opening and moving around in an existing worksheet.

Toolbars and Menus, Keyboard shortcuts.

Working with single and multiple workbook coping, renaming, moving and deleting coping entries and moving between workbooks.

Working with formulas & cell referencing.

Autosum

Coping formulas



Absolute & Relative addressing.

Power Point :

Features and various versions.

Creating presentation using Slider master and template in various colour scheme.

Working with different views and menus of Power Point.

Working with slides Make new slide move, copy, delete, duplicate, lay outing of slide, Zoom in or out of a slide.

Editing and formatting text : Alignment, editing, inserting, deleting, selecting, formatting of text, find and replace text.

Bullets, footer, paragraph formatting, spell checking.

Printing presentation Print Slides, notes, handouts and outlines.

Inserting objects Drawing and Inserting objects using Clip Arts pictures and charts.

Slide sorter, slide transition effects and other animation effects.

Presenting the show making stand alone presentation, Pack and go wizards.

Unit V

Introduction to Internet :

Evolution, Protocol, Concept, Internet, Intranet, Dial-up connectivity leased line, VSAT, Broad band, URLs, Domain names, Portals, E-mail, Pop & web based Email, Basics of sending and receiving Emails, Email & Internet Ethics, Computer virus, Antivirus software, Web Browsers.

Book Recommended :

- I. Computer fundamentals : P.K. Sinha, BPB publication.
- II. Microsoft Office : Ron Mansfield, BPB publication.
- III. Introduction to Computers : A. Leon & M. Leon.
- IV. Microsoft Office by Gini Courter & Annettes Marquis, BPB publication.

Course Plan :

- No. of Units - 5 units
No. of Marks - 100 marks (Theory 50, Project 25, Practical 25)
Total No. of Lectures Required- 08 lectures/unit = Total 40
Hours of Practical work required - 2 Periods/weekfor

Practical Based Upon :

DOS :

1. DOS Commands : Internal & External Commands.
2. Special batch file : Autoexec. Bat Hard Disk Setup.

Windows :

1. Desktop setting- new folder, rename, recycle bin operations, briefcase, function, control panel utility.
2. Display properties : Screen saver, background settings.

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1. Creating file : Save, Save as, Save as HTML, Save as Text, Teplate, RTF format.
2. Page setup utility : Margin settings, paper size setting. paper source, layout.
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4. View file : page layout, Normal Outlien, Master document , ruler, header, footer, footnote, full screen.
5. Insert : break, pagenumber, symbol, date & time, auto text, caption file, object, hyperlin, picture etc.
6. format : font, paragraph, bulltets & numbering, border & shading, change case, columns.
7. Table : Draw label, insert table, cell handling, table autoformat, sort formula.

Ms-PowerPoint :

Creating new slide, formatting slide, slide layout, slide show & sorter, Inserting new slide, slide no., date, time, chart, fomatting slide, tool operation.

List of suggested Practical Work (Internet) :

1. Under standing of a dial up connection through modem.
2. Configuring a computer for an e-mail and using Outlook Express or Netscape Messenger.
3. Registration an e-mail address.
4. Understanding of address book maintenance for e-mail.
5. Understanding of e-mail drafting.
6. Understanding of different Mail program tools.
7. Send and receive functions of e-mail.

Note : Minimum laboratory teacing of six hours in a week.



B. Com. IIIrd Year
Group I : Accounting (Paper I) (Compulsory)
Income Tax

Objective : It enables the students to know the basics of Income Tax Act and its implications.

Unit – 1.

Basic Concepts : Income, Agricultural income, casual income, assessment year, previous year, person, gross total income, total income.

Basic of charge : Residence and tax liability, income which does not form part of total income.

Unit – 2.

Heads of Income : Salaries Income, income from House Property.

Unit – 3

Profit and gains of Business or Profession, including provisions relating to specific business; Capital Gains; Income from other sources. Aggregation of Income, Setoff & Carry forward of losses.

Unit – 4

Deductions from Gross Total Income, computation of Total Income and tax liability of an Individual, H.U.F., and firm.

Unit – 5

Concept of Tax Planning, objectives and significance, Tax planning-tax evasion and tax avoidance. Tax Assessment procedure, Income Tax Authorities. Appeals, Revision & Penalties.

B. Com. IIIrd Year
Group I : Accounting (Paper II)
Indirect Taxes

Objective : This Course aims at imparting basic knowledge about major Indirect Taxes.

Unit – 1.

Central Excise Duty : Concept, Basic Conditions, Important Definitions: Goods, Excisable Goods, manufacturer. Classification of Goods. Principles of classification. Valuation under Central Excise. Ad valorem Duty. Valuation Rules, concept of CENVAT, Exemption to small scale Industries, Administrative set-up of Central Excise.

Unit – 2.

Customs Duty : nature and types of customs duty, valuation Rules, under Customs duty. Procedure for Import and Export. Export Promotion schemes-Export oriented unit (EOU), Export Processing Zone (EPZ), Special Economics Zone (SEZ).

Unit – 3

Central Sales Tax : Introduction, Important terms and definitions under the Central Sales Tax Act, 1956-Dealer, Declared Goods, Place of Business, Sale, Sale price, turnover. Provisions relating to Inter-State sale, Sales against form 'C' and 'D'. Determination of Gross Turnover and Taxable Sale.

Unit – 4

M.P. Commercial Tax : Introduction. Tax Free Goods. Registration and licensing of Dealer. Computation of Taxable Turnover and Commercial Tax.

Unit – 5

M.P. Commercial Tax : Assessment Procedure, Payment and Recovery of Tax, Commercial Tax Authorities; Power and Duties. Appeals and Revisions, Concept of value added Tax.



B. Com. IIIrd Year
Group II : Management (Paper I)
Management Accounting

Objective : This Course provides the students an understanding of the application of accounting techniques for management.

Unit – 1.

Management Accounting : meaning, nature, scope, and functions of management accounting; Role of management accounting in decision making; Management accounting VS Financial accounting and cost accounting : Tools and techniques of management accounting.

Unit – 2.

Financial Statements : Meaning ; Limitations of financial statements; Objectives and methods of financial statements analysis; Ratio analysis; Classification of ratios-Profitability ratios, turnover ratios, and Financial ratios; Advantages of ratio analysis; Limitations of accounting ratios.

Unit – 3

Funds Flow Statement, Cash Flow Statement, as per Indian Accounting Standard 3.

Unit – 4

Absorption and marginal Costing : marginal and differential costing as a tool for decision making, make or buy; Change of product mix; Pricing ; Break-even analysis; Exploring new markets; Shutdown decisions.

Unit – 5

Budgetary Control : Meaning of budget and budgetary control; objectives; merits and limitations; Types of budgets; Fixed and flexible budgeting ; Control Ratios, Zero base budgeting; Performance budgeting.

B. Com. IIIrd Year
Group II : Management (Paper II)
Auditing

Objective : This Course aims at imparting knowledge about the principles and methods of Auditing and their applications.

Unit – 1.

Introduction: Meaning and objectives of auditing: Types of audit; Internal audit. Audit Process : Audit programme ; Audit and books; Working papers and evidences; Consideration for commencing an audit; routine checking and Test checking.

Unit – 2.

Internal Check System : Internal control. Audit Procedure.

Unit – 3

Vouching : Verification of assets and liabilities.

Unit – 4

Audit of Limited Companies :

- (a) Company auditor-Appointment, powers, duties, and liabilities.
- (b) Divisible profits and dividend.
- (c) Auditor's report-standard report and qualified report.

Unit – 5

Special Audit of :

- (a) Banking Companies.
- (b) Educational and non-profit institutions.
- (c) Insurance companies.

Investigation –

- (i) Where fraud is suspected, and
- (ii) When running a business is proposed.

Recent Trends in Auditing : Nature and significance of Cost audit; Tax audit; Management audit.



B. Com. IIIrd Year
(Specialisation) Group (B) : Marketing & International marketing (Paper I)
Principles of Marketing

Objective : The objective of this course is to help students to understand the concept of marketing and its applications.

Unit – 1.

Introduction : nature and scope of marketing, Importance of marketing as a business function, and in the economy, Marketing concept-traditional and modern, Selling Vs. marketing, marketing mix, marketing environment.

Unit – 2.

Consumer Behaviour and market segmentation : Nature, scope, and significance of consumer behaviour, market segmentation concept and importance, Bases for market segmentation.

Unit – 3

Product : Concept of product, consumer, and industrial goods, Product planning and development, Packaging-role and functions, Brand name and trade mark, after-sales service, Product life cycle concept.

Unit – 4

Price : Importance of price in the marketing mix, Factors affecting price of a product/service, Discounts and rebates. Distributions Channels and Physical Distribution, Distribution channels-concept and role. Types of distribution channel, Factors affecting choice of distribution channel, Retailer and wholesaler, Physical distribution of goods, Transportation, Warehousing.

Unit – 5

Promotion : Methods of promotion, Optimum promotion mix, Advertising media-their relative merits and limitations, Characteristics of an effective advertisement, Personal selling, Selling as a career, qualities of a successful sales person, Functions of salesman.

B. Com. IIIrd Year
(Specialisation) Group (B) : Marketing & International marketing (Paper II)
International Marketing

Objective : The course aims at acquainting the students with the Operations of Marketing in International Environment.

Unit – 1.

International Marketing : Nature, definition, and scope of international marketing, Domestic marketing vs. international marketing, International Marketing environment-external and internal. Identifying and selecting foreign marketing : Foreign market entry mode decisions.

Unit – 2.

Product Planning for International Market, Product designing, Standardization vs adaptation. Branding, and packaging, Labeling and quality issues. After sales service.

Unit – 3

International Pricing : Factors influencing international price, and payment terms. Promotion of product/services abroad: Methods of international promotion, Direct mail and sales literature.

Unit – 4

Advertising: Personal selling, Trade fairs and exhibitions. International Distribution, Distribution channels and logistics decisions, selection and appointment of foreign sales agents.

Unit – 5

Export Policy and practices in India, Exim Policy –an overview, Trends in India's foreign trade, steps in starting an export business, product selection, market selection, Export pricing, Export finance, Documentation, Export procedures, Export assistance and incentives.