

CC 107 Fundamentals of Marketing Management

Objective : The objective of this syllabus is to provide basic knowledge of functional areas of Marketing Management and Marketing research

Note: All units carry equal weightage of marks

Unit:1. Marketing: Meaning- nature-Scope- Different Approaches-Marketing Mix

Market Demand : Meaning-Factors affecting-Marketing in different situation of market demand.

Unit: 2. Main functions of Marketing: (1) Branding: Meaning-Types-Policy decisions-Importance of Branding

(2) Pricing: Meaning-Objectives-factors affecting -Types-Importance

(3)Advertising: Meaning-Objectives-Importance-disadvantages Difference between advertisement and Publicity.

Unit:3. Consumer Behaviour: Factors influencing consumes bahaviour-Buying behaviour Process

Market Segmentation: Meaning-Basis and importance of Markrt Segmentation - Target Market

Unit:4. Marketing research: Meaning of Market Research and Marketing Research - Objectives and Scope of Marketing Research - Stages of Marketing research - Importance and limitations of Marketing Research

Ethical issue in Marketing research: From the view point of Respondents Customers and Researchers

Note: 20% weightage is to be given to objective questions (except M. C. Q.) covering entire syllabus.

Recommended Reading:

1. Marketing Management-Philip Kotler- Prentice Hall of India
2. Fundamentals of Marketing- Stanton-Tata McGraw Hill.

3. Basics of Marketing Management – Dr. R.B.Rudani- S.Chand & Co.

4. Modern Marketing - R.S.N. Pillai & Bagawathi – S.Chand & Co.

CC 108 Accountancy - II

Unit - 1 Investment Accounts: Accounting for interest bearing (Fixed Earning) securities in the Books of Investor only.

Unit - 2 Joint Venture (Excluding Conversion of Consignment into Joint Venture.)

Unit - 3 Computerized Accounting: Introduction; various components of a computer including Hardware and Software, Features of a computer, role of computer in accounting, Accounting information system vs. Management Information system; Selection of the best software for the business; Advantages and disadvantages of a computer system; Tally software (7.2 version)

Unit - 4: Hire Purchase Account

Recommended Reading :

1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal. S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
4. Financial Accounting and Analysis : P. Premchand Babu on Madan Mohan, Himalaya Publication.
5. Financial Accounting : Dr. Sharda Gangwar, D. K. Gangwar, Himalaya Publication.
6. Problems & Solutions in Advanced Accounting : Arulanandan Raman & Sunivasan, Himalaya Publication.
7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.
8. Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

CE 102 A Financial Accounting - II

Unit - 1 (A) Purchase of Business by a Company (Accounting Treatments in the Books of Company)

(B) Indian Accounting Standards AS - 2 Valuation of Inventories AS - 6 Depreciation Accounting AS - 10 Accounting for fixed Assets

Unit - 2 (A) Underwriting of Shares and Debentures (Computation for fixing the liabilities of underwriters) **(B)** Redemption of Debentures (Own debentures from open market)

Unit - 3 (A) Capital Reduction (Excluding preparation of Scheme of internal resolution)

(B) Sub-division / consolidation of shares, conversion of shares into stock and its re-conversion

Unit - 4 Revenue Accounts of General insurance company (In vertical form)

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1. Grewal's Accounting : M.P. Gupta & B. M. Agrwal. S. Chand & Company Ltd.
2. Corporate Accounting : Dr. B. C. Tulsian. S. Chand & Company Ltd.
3. Non Corporate Accounting : Dr. P. C. Tulsian S. Chand & Company Ltd.
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7. Financial Accounting : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.
8. Problems & Solutions in Advanced Accounting Vol. I & II : Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Vikas Publication House Pvt. Ltd.

Gujarat University

B. Com. Programme

SEMESTER-II

COMMERCIAL COMMUNICATION-II

(With Effect from Academic Year 2017-2018)

UNIT- ONE

Forms of Communication

1. Forms of Communication: Verbal and Non-verbal
2. Difference between Oral and Written Communication
3. Oral Communication: Advantages and Disadvantages (Limitations)
4. Written Communication: Advantages and Disadvantages (Limitations)
5. Non-verbal Communication: Advantages and Disadvantages (Limitations)

UNIT- TWO

Basics of Business Letter Writing

1. Physical Appearance of a Business Letter
2. Structure (Layout) of a Business Letter: Regular and Occasional parts
3. Seven Cs of Business Letter Writing

UNIT- THREE

Business Letters

1. Inquiry for goods
2. Reply to an inquiry
3. Placing an order
4. Execution of an order
5. Asking for an extension of time limit to execute the order
6. Offering substitute goods
7. Cancellation of an order (Reason: Delay in execution of order)

UNIT- FOUR
(A) E-mail Writing

* Understanding the Basics of an E-mail (No Theory based questions will be asked. Only Objective Type questions and MCQs can be asked in Q-5.)

* Writing Complaints and their Adjustments on the following situations through E-mail:

1. Late delivery of goods
2. Damaged goods
3. Shortage in quantity of goods
4. Rude behaviour of a salesperson

(B) Vocabulary

Words Commonly Used in Business Communication: (*List is attached)

***List of Words Commonly Used in Business Communication**

- | | |
|-----------------------|------------------------|
| 1. Agenda | 26. Gross |
| 2. At par | 27. Lease |
| 3. Backlog | 28. Liabilities |
| 4. Bankruptcy | 29. Lockout |
| 5. Beneficiary | 30. Margin |
| 6. Bill of Lading | 31. Minimum Wage |
| 7. Black Market | 32. Monopoly |
| 8. Breach of Contract | 33. Mortgage |
| 9. Budget | 34. Negotiable |
| 10. Bullion | 35. Patent |
| 11. Capital | 36. Petty cash |
| 12. Collateral | 37. Pledge |
| 13. Commission | 38. Power of Attorney |
| 14. Consignee | 39. Promissory Note |
| 15. Creditor | 40. Rebate |
| 16. Dead stock | 41. Recession |
| 17. Default | 42. Reimburse |
| 18. Deficit | 43. Revenue |
| 19. Disbursement | 44. Royalty |
| 20. Dock Receipt | 45. Subsidy |
| 21. Entrepreneur | 46. Surplus |
| 22. Exchange rate | 47. Syndicate |
| 23. Fiscal | 48. Trademark |
| 24. Franchise | 49. Volume of business |
| 25. Freight | 50. Waive |

Gujarat University
B. Com. Programme
Structure of Question Paper
SEMESTER-II
COMMERCIAL COMMUNICATION-II
(With Effect from Academic Year 2017-2018)

Q-1. Essay Type Question (From Unit-1)	14
(OR)	
Essay Type Question (From Unit-1)	
Q-2. (A) Short note on any ONE : (out of Two) - (From Unit – 2)	7
(B) Do as directed: (From Unit-2)	7
(Objective type questions having one mark for each item)	
Q-3. Drafting of Business Letter (From Unit- 3)	14
(OR)	
Drafting of Business Letter (From Unit- 3)	
Q-4. (A) E-mail Writing: Complaint [From Unit- 4 (A)]	8
(OR)	
E-mail Writing: Adjustment [From Unit- 4 (A)]	
(B) Match the following words:	6
[Six items from Vocabulary of Unit- 4 (B)]	
Q- 5. Do as directed: (From Unit-1 to 4)	14
(A) Choose the correct option: (Four MCQs)	
(B) State whether the following statements are TRUE or FALSE:	
(Five sentences)	
(C) Match the following: (Five items)	

Gujarat University
Syllabus for B. A., B. Com. and B. Sc.
SEMESTER – II
GENERAL ENGLISH – II
(With Effect from Academic Year 2017-2018)

For Gujarati and Hindi Medium

Unit – I (Text) *Beautiful Minds* (Published by Macmillan)
SECTION TWO (Prose: 1 to 3)

Unit – II (Text) *Beautiful Minds* (Published by Macmillan)
SECTION TWO (Poems: 1 to 3)

For English Medium

Unit – I (Text) *Pinnacle: A Text Book for College Students* (Published by Macmillan)
SECTION TWO (Prose: 1 to 3)

Unit – II (Text) *Pinnacle: A Text Book for College Students* (Published by Macmillan)
SECTION TWO (Poems: 1 to 3)

Common for All Mediums

Unit – III (Grammar)

- (A) Modal Auxiliaries (can, could, shall, should, will, would, may, might, must)
- (B) Prepositions (indicating Place, Time, and Direction only)
- (C) Articles
- (D) Types of Sentences: Assertive (Declarative), Interrogative, Imperative and Exclamatory
(NOTE: Questions should aim at assessing only the students' ability to identify the types of sentences.)

Unit – IV (Composition)

(A) Dialogue Writing: (in about 50-60 words)

List:

- (1) Discussion about Semester System
- (2) A talk about a movie
- (3) A conversation on the celebration of days in your college
- (4) A conversation about vacation plans
- (5) A conversation about students' participation in politics

(B) Writing a Biographical Sketch:

List:

- | | |
|-------------------------|----------------------------|
| (1) APJ Abdul Kalam | (5) Shri Ravishankar Raval |
| (2) Rabindranath Tagore | (6) Smt. Sarojini Naidu |
| (3) Dr. B. R. Ambedkar | (7) Amitabh Bachhan |
| (4) Dr. C. V. Raman | (8) Ms. Deepa Malik |

NOTE: A specimen for Writing a Biographical Sketch is given on page no -5.

Recommended Reading: (For Semester 1 & 2)

1. David Green: *Contemporary English Grammar Structure and Usage*
2. M L Tickoo and Subramanian: *Intermediate Grammar, Usage and Composition*
3. Wren and Martin – *High School English Grammar and Composition*
4. Raymond Murphy – *Intermediate English Grammar*
5. Martinet and Thomson – *A Practical English Grammar*

Gujarat University

**Structure of Question Paper for
B. A., B. Com. and B. Sc.
SEMESTER-II**

**GENERAL ENGLISH – II
(Common for All Mediums)**

(With Effect from Academic Year 2017-2018)

Question–1: (From Unit–I)

(A) Write brief answers of any **THREE** of the following: (out of five) 9

(B) Write a short note on any **ONE** of the following: (out of three) 5

Question–2: (From Unit–II)

(A) Write brief answers of any **THREE** of the following: (out of five) 9

(B) Write a short note on any **ONE** of the following: (out of three) 5

Question–3: (From Unit–III)

(A) Fill in the blanks with appropriate modal auxiliary verbs: 4

(B) Insert appropriate prepositions: 4

(C) Fill in the blanks with appropriate articles: 3

(D) Identify the types of sentences given below: 3

(NOTE: Questions should aim at assessing only the students' ability to identify the types of sentences.)

Question–4: (From Unit–IV)

(A) Develop a dialogue on any **ONE** in about 50-60 words: (out of three) 7

(B) Write a short biographical sketch of (name of a person) from the given points in about 100 to 125 words: 7

Question–5: Do as directed: 14

(A) Choose the correct option:

(Nine MCQs with three options from Unit I to III)

(B) Match the words in Column - A with their meanings in Column - B:

(Five Words (from **Textual Glossary** only) will be asked from the stories/poems prescribed in Unit-I & II)

A Specimen of a Biographical Sketch

Q – Write a short biographical sketch of Subhas Chandra Bose from the given points in about 100 to 125 words:

- Name: Subhas Chandra Bose / Netaji
- Freedom fighter
- Birth: 23 January, 1897, Cuttack
- Important leader,
- Career: Civil services
- Achievement: Joined freedom struggle movement, established Indian National Army
- Famous motto: Give me blood and I will give you freedom
- Death: 18 August, 1945, Taipei, Taiwan

ANSWER: Subhas Chandra Bose, popularly known as ‘Netaji’, was a great freedom fighter. He was born in Cuttack on 23rd January, 1897. He was one of the most important leaders in the Indian struggle for freedom. Subhas Chandra Bose had a promising career in the Civil services. But after the massacre of Jallianwalla Bag he gave up his job and joined freedom struggle movement. Subhas Chandra Bose’s famous motto was ‘Give me blood and I will give you freedom’. He established the Indian National Army (INA), supported by Japan and Germany in a bid to overthrow the British Empire. However, the defeat of Japan and Germany from the World War, forced the Indian National Army (INA) to retreat and it could not achieve its objective. Subhas Chandra Bose was reportedly killed in a plane-crash at Taipei, Taiwan on 18th August, 1945.

SS 102 E: INDIAN COSTITUTION-II

UNIT	TOPIC
Unit 1	Local Governments
Unit 2	Constitution as a Living Document
Unit 3	The Philosophy of the Constitution
Unit 4	Miscellaneous Provisions in Indian Constitution

**Reference - Unit 1, 2 & 3 from NCERT book - STD 11
Unit - 4 Indian's Constitution Part - VII,
Author M.V. Pylee, Pubisher: S. Chand**

To be effective from Year 2016-2017

New Syllabus of Gujarat University for B. Com. **Semester - II**

C E 102 B STATISTICS – II (Operations Research)

Unit 1: Introduction of Operations Research (O.R.) and Linear Programming Problem (L.P.P.) (25%)

Meaning, uses and limitations of Operations Research

Meaning of linear programming, uses, assumptions and limitations of LPP, explanation of basic terminology of LP, Mathematical form of LP, solution of LP problem by graphical method only. Simple mathematical & applied problems of two variables only.

Unit 2: Transportation Problem (TP) (25%)

Meaning of balanced and unbalanced Transportation Problem (TP), General Transportation table and its mathematical form for balanced TP, Initial basic feasible solution (IBFS) and its cost by North-West Corner Method (NWCM), Least Cost (Matrix Minima) Method (LCM), Vogel's Approximation Method (VAM), examples based on these methods for balanced and unbalanced TP

Unit 3: Assignment Problem (AP) and Replacement Problem (RP) (25%)

Meaning of balanced Assignment problem (AP), its mathematical form, Hungarian method for solving A.P. in the cases of minimization and maximization problem

Meaning of Replacement Problem, simple examples of Replacement Problem when the units are deteriorating with time and the value of money remains unchanged.

Unit 4: PERT and CPM Techniques (25%)

Meaning and characteristics of PERT, explanation of basic terms like activity, event, dummy activity, optimistic time, pessimistic time, most likely time, expected time. Fulkerson's rules 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 activity, uses and limitations of PERT and CPM and simple examples on the basis of all above

Recommended Reading :

1. H.A.Taha, Operations. Research, Macmillan Publishing Co. Inc.
2. Vohra N.D, Quantitative Techniques in Management Tata Mc Graw Hill, New Delhi.
3. J.K.Sharma : O.R. Theory and Applications, Macmillan India Ltd.
4. Anderson, Sweeney, Williams, An Introduction to Management Science Quantitative Approach to Decision Making, Cengage Learning India Pvt. Ltd. New Delhi.
5. Barry Render, Ralph M. Stair , Michael E. Hanna, Quantitative Analysis for Management, Pearson Education(Singapore) Pte. Ltd.

To be effective from Year 2016-2017

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1. H.A.Taha, Operations. Research, Macmillan Publishing Co. Inc.
2. Vohra N.D, Quantitative Techniques in Management Tata Mc Graw Hill, New Delhi.
3. J.K.Sharma : O.R. Theory and Applications, Macmillan India Ltd.
4. Anderson, Sweeney, Williams, An Introduction to Management Science Quantitative Approach to Decision Making, Cengage Learning India Pvt. Ltd. New Delhi.
5. Barry Render, Ralph M. Stair , Michael E. Hanna, Quantitative Analysis for Management, Pearson Education(Singapore) Pte. Ltd.

GUJARAT UNIVERSITY

SEMESTER : 02 (COMMERCE) (2017-2018)

SYLLABUS FOR UG B. COM ALL SEMESTERS ECONOMICS

NEW SYLLABUS FOR THE SEMESTER – 02 (CORE)

ECONOMICS (PRINCIPLES OF ECONOMICS – 02)

PAPER -102 (CORE)

1. VARIOUS CONCEPTS OF REVENUE AND COST FOR THE FIRM – INTER-RELATIONSHIP BETWEEN AVERAGE COST AND MARGINAL COST – AVERAGE REVENUE AND MARGINAL REVENUE IN THE PERFECT COMPETITION MARKET AND MONOPOLY MARKETS
2. MEANING AND CHARACTERISTICS OF PERFECT COMPETITION MARKET – MEANING OF EQUILIBRIUM – CONDITIONS FOR EQUILIBRIUM – SHORT AND LONG TERM EQUILIBRIUM OF THE FIRM
3. MEANING AND CHARACTERISTICS OF MONOPOLY MARKET – MONOPOLIST EQUILIBRIUM – MEANING AND CHARACTERISTICS OF MONOPOLISTIC COMPETITION MARKET – EQUILIBRIUM OF THE GROUP OF FIRMS
4. MARGINAL PRODUCTIVITY THEORY OF DISTRIBUTION – RICARDIAN AND MODERN THEORY OF RENT – QUASI RENT