MC-401 MARKETING MANAGEMENT

Max. Marks: 100
External : 80%
Internal : 20%


UNIT-II Marketing mix, Marketing planning, Planning process, Market Segmentation; its concept, Nature and bases.


UNIT-V Product pricing decision, Methods of Price Determination, New Product Pricing policies, Resale price maintenance. Challenges before modern Marketing in India, Marketing and Social responsibility, Marketing Ethics
MC-102

ADVERTISING AND SALES MANAGEMENT

Max. Marks: 100
External: 80
Internal: 20

UNIT-I
Introduction: Concept, Scope, Objectives and Functions of Advertising. Role of Advertising in marketing mix and the advertising process. Legal, ethical and social aspect of advertising.

UNIT-II

UNIT-III
Promotional Management: Advertising Department, Role of Advertising Agencies and their Selection, Advertising Budget, Evaluation of Advertising Effectiveness.

UNIT-IV
Personal Selling: Meaning and Importance of Personal Selling, Difference between Personal Selling, Advertising and Sales Promotion. Methods and Procedure of Personal Selling.

UNIT-V
MC-403  RURAL AND AGRICULTURAL MARKETING

Max. Marks: 100
External : 80
Internal : 20


UNIT-IV Regulated Market in India: Regulated market, Genesis of Regulated Market in India, Limitations in present marketing regulation, Advantages and Limitations of regulated market, Organization of Regulated Market, Future of Regulated Markets in India.

MC-404

CONSUMER BEHAVIOUR

UNIT-I
Introduction: Meaning and Significance of Consumer behaviour, Determinants of consumer behaviour, Consumer behaviour Vs. Buyer behaviour, Consumer Buying Process and Consumer Movement in India.

UNIT-II

UNIT-III

UNIT-IV
Personality & Consumer Behaviour: Concept of Personality, Theories of Personality, Personality and understanding consumer Diversity, Self and self-images.

UNIT-V
Social Class and Consumer Behaviour: Meaning of Social Class, Measurement of Social Class, Lifestyle profiles of the social class, Social-class Mobility, Affluent and Non-affluent Consumer, Selected consumer behaviour applications of social class.
UNIT-I  Introduction: Concept of Finance function, Types of financial decision, Importance, objective, organization and responsibility of finance manager.

UNIT-II  Financial Planning, Capitalization, over and under capitalization, Capital Structure, Trading on equity

UNIT-III Operating leverage and financial leverage. Long term, Medium term and Short term requirement, source of fund share, capital and debenture.

UNIT-IV  Dividend decision and policy; Management of Income & ploughing back of profits.

UNIT-I  Investment: Concept, objectives and types, Investment and Speculation, Factors of Sound Investment. Financial Markets: Meaning and Types, Investment opportunities available in India.

UNIT-II  Concept of Return and Risk, Sources and Types of Risk, Measurement of Risk, Concept of Portfolio Management, Portfolio Selection, Markowitz Model, Capital Assets Pricing Model.


UNIT-IV  Stock Exchange in India: B.S.E., N.S.E., O.T.C., Interconnected of Stock Exchange in India, Stock Indices and their Computation, SEBI: Their Power and Functions.

UNIT-V  Emerging Trends in Indian Capital Market: Depositories and Script less Trading, Book Building, Stock Lending Scheme, Rolling Settlement, Green Shoe Option, Responsibilities and code of conduct for Portfolio Manager.
UNIT-I  Project: Meaning, Characteristics and Steps, Project Life Cycle, Causes of Project Failure. Role and Qualities of a Project Manager, Classification of Project, Project Identification, Sources of Project Ideas, Considerations for Initial Selection of Projects.


UNIT-III  Project Finance: Direct Financial Assistance, Bridge Loans, Specific Assistance Scheme of Financial Institutions, Project Organization, Structure, Selection of Project Manager, Authority and responsibilities of a Project Manager.


UNIT-V  Project Audit: Ex-post Project Evaluation, Human aspect of Project Management, Environment Appraisal of Projects (a brief review)


UNIT-IV Credit Rating: Concept and significance, Credit Rating Agencies in India, Factoring and Forfeiting.


UNIT-II  Recruitment: Selection, Induction, Promotion and Transfer of employees.


UNIT-IV Performance Appraisal and Job Evaluation: Concept, Objectives, Significance and Techniques.

MANAGEMENT OF INDUSTRIAL RELATIONS

Max. Marks: 100
External : 80
Internal : 20

UNIT-I Industrial Relations Concept and Approaches, Importance of Industrial Relation, Ind. Relation, and Productivity.

UNIT-II Trade Union and Unionism, Fundamental Structure of Trade Union, Function and Role of Trade Union, The Trade Union Act, 1926.


UNIT-IV Problem of industrial Discipline, Grievance handling Machinery, Strike and Lockout.

UNIT-V Industrial Relations in Britain, Germany, Japan, USA & China. Corporate culture & Industrial Relation, National Culture and Ind. Relation. Effective Communication and Industrial Relation.
INDUSTRIAL LAWS

UNIT-I  The Factories Act, 1948.
UNIT-II  The Industrial Dispute Act.
UNIT-III The Minimum Wages Act, 1948
UNIT-IV  The Employees’ Provident Fund and Misc. Act, 1952
UNIT-V  The payment of Gratuity Act, 1972
MC-413

SOCIAL SECURITY AND WELFARE

Max. Marks: 100
External: 80
Internal: 20

UNIT-I
Social Security: Meaning, Essentials, Scope and Importance, Social Assistance and Social security. Need of Social security in India, Social Security Measures in India.

UNIT-II

UNIT-III
Fringe Benefits and Services: Meaning, Element and objectives. Employees Services: Medical, Recreation, Safety and other services.

UNIT-IV

UNIT-V
Factors affecting Job satisfaction, Non monitoring incentives, Concept of Profit Sharing, Profit sharing in India, Co-partnership.


UNIT-IV Conceptual study of Accounting for Changing prices, Segment Reporting, Social Accounting.

UNIT-V Interim Reporting, Human Resource Accounting, Value Added Reporting, Environmental Accounting and reporting.
UNIT-I  Definition, Scope and significance of International Accounting.  
Internationalization of Accounting profession. Factors affecting  
Internationalization. Brief study of Accounting Profession in U.S.A., U.K.,  
Canada, Germany, France, Japan and India.

UNIT-II  International Dimensions of Financial Reporting, Variables that affect  
Translation reporting.  
Harmonization of Accounting Practices: Concept, Needs, Impediments  
and endeavors, Models of uniformity in Accounting Role of International  
Accounting standards committee.

UNIT-III  Foreign Currency Translation: Concept & Needs Accounting Issues in  
International Transactions. Forward Exchange contracts, Foreign currency  
translation. Approaches to Translation. Accounting standards as Foreign  
currency translation.

UNIT-IV  Concept, Nature and Need of consolidates, Financial statements.  
Accounting standards on consolidation. Concept of Transfer price,  
Objectives of Transfer pricing, Transfer pricing and the Indian scenario.

UNIT-V  Issues in International Taxation, Factors that give rise to Double Taxation,  
Relief in India, Concept of Ethics in Accounting. Needs and goal for  
teaching accounting ethics. Ethical standards for Accounting Profession in  
India.
INSTITUTIONAL ACCOUNTING

Max. Marks: 100
External: 80
Internal: 20

UNIT-I  Accounting for Holding Company (with one subsidiary company only)
UNIT-II Accounting for Bank and Insurance Company (including Life Insurance).
UNIT-III Double Accounts System.
UNIT-IV Accounting for Co-operative societies, Hotel Accounting.
UNIT-V Government Accounting, Farm Accounting.
UNIT-I Issue and Forfeiture of shares, Accounting for Redemption of Preference Share and Debenture, Buy back of Equity Share, Bonus Shares.

UNIT-II Company Final Accounts, AS-4, AS-5, Disposal of Profit.

UNIT-III Merger of Companies, AS-14

UNIT-IV Internal Reconstruction of a Company, Liquidation of a company.

UNIT-V Valuation of Goodwill and Shares.

UNIT-II  Tax Planning with reference to location, Nature of business and court decisions.


UNIT-IV  Tax Planning in respect of own or lease, Make of buy decision, Repair, replacement and renewal decision.

UNIT-V  Tax Incentives for Exporters, Tax Planning and Amalgamation of companies, Tax Planning relating to Free Trade Zones.
BUSINESS TAXATION

Max. Marks: 100
External : 80 25
Internal : 20 15

UNIT-I Computation of Income from Business and Profession, Assessment of Hindu undivided family including tax liabilities.

UNIT-II Assessment of firm and Association of Person. Computation of Tax Liabilities.

UNIT-III Assessment of Companies, including tax computation.

UNIT-IV Assessment of Co-operative society, Charitable and other Trust including tax calculation.

UNIT-V Double Taxation Relief, Assessment of Non-Residents.
UNIT-I  Concept of Indirect Taxes, Basic conditions of excise liability, Concept of goods, Excisable goods, Manufacture, Manufacturer. Principles of Classification

UNIT-II  Valuation of Excisable goods. Definition of assessable value, Inclusion and exclusion from assessable value, Concept of CENVAT.

UNIT-III Administrative set-up of central excise, registration of factory, declaration of goods manufactured, Storage, Accounting and clearance of goods from factory.

UNIT-IV Nature of customs duty. Types of customs duties, valuation for customs duty, inclusion and exclusion, valuation under in customs act, Procedures for import and export under duty.

UNIT-V Export incentives, Duty drawback, Powers of customs officers, penalties, confiscation of goods.
UNIT-I  Basic Concepts and Definitions, Residential Status and Tax Incidence, Exempted Income, Deemed Income, Clubbing of Income, Deductions under Section 80.

UNIT-II  Computation of Tax Liabilities of Individual. Taxation on Agriculture Income.

UNIT-III  Return of Income and Assessment, Various Types of Return, Types of Assessment.

UNIT-IV  Advance payment of Tax, Tax Deducted at Source, Penalties and Prosecution, Refund of Excess Payment.

UNIT-V  Income Tax Authorities, Appeal and Revisions, Settlement of cases.
UNIT-I  Bank: Concept, Functions and Services, Prohibited Business, Nature of Banking, Qualities of Banker, Bank Customer Relationship, Concept of Customer, general Relationship, Bankers, Rights and Obligations, Termination of Relationship.

UNIT-II  Accounts of Customers: Various Customers’ Accounts, Opening an account, Nomination facility, Special Types of Customers Minors, Pardanashin Women, Lunatics, Intoxicated Persons, Joint Account, Trustees, Executors and Administrators, Partnership account, Joint Hindu Family, Limited Companies and Non Trading Concern.


UNIT I
Indian Banking System, Indigenous Banks, Money Lenders, Nationalization of Commercial Bank and their Effects, Classification of Banking Institutions, Commercial Banks, Regional Rural Banks, Cooperative Banks.

UNIT II
Development Banking in India, FCI, ICICI, SIDBI, Credit Guarantee Institutions, Export Credit Guarantee Corporation of India, Deposit Insurance and Credit Guarantee Corporation of India.

UNIT III
RBI: Organization, Functions, Central Banking Functions, Promotional Functions, Control of Credit by RBI, NBFC and RBI, Commercial Banks and RBI, Power of RBI.

UNIT IV

UNIT V
Emerging Trends in Banking Sector: Nirmala Sitharaman Committee Report, Committee on Banking Sector Reforms, Bridge Loan, Privatization of Banks.


UNIT-IV  Credit Rating: Concept and significance, Credit Rating Agencies in India, Factoring and Forfeiting.

UNIT-I  Concept of Services, Need for Marketing of Services, Significance of Service Marketing, Market Segmentation and Market Mix for Services. Key areas of Services.

UNIT-II  Marketing of Bank and Insurance Services: Concept, various Users, Buyers, Psychology, product planning and segmentation, Marketing mix, Personnel Selling.

UNIT-III Transport Marketing: Concept, uses, product planning, market segmentation, Marketing mix, Price Policy, Significance of Marketing Management for Rail and Road Transport.

UNIT-IV Hotel and Hospital Marketing: Concept, users and their behaviour, Hotel Product, Market Segmentation, Market mix, pricing decision, Hotel Marketing in India, Hospital Marketing in India.

UNIT-V Consultancy Marketing: Concept and need, Users and their behaviour, Product Planning and Development, Marketing Segmentation, Role of MIS, Marketing Mix, Concept and need of Personal Care Services, Education services - Indian scenario.
UNIT-I  Project: Meaning, Characteristics and Steps, Project Life Cycle, Causes of Project Failure, Role and Qualities of a Project Manager, Classification of Project, Project Identification, Sources of Project Ideas, Considerations for Initial Selection of Projects.


UNIT-III  Project Finance: Direct Financial Assistance, Bridge Loans, Specific Assistance Scheme of Financial Institutions, Project Organization Structure, Selection of Project Manager, Authority and responsibilities of a Project Manager.


UNIT-V  Project Audit: Ex-post Project Evaluation, Human aspect of Project Management, Environment Appraisal of Projects (a brief review)
MANAGEMENT OF NON-PROFIT ORGANISATION

UNIT-I  Non-Profit Organization: Concept and objectives. Environmental Influences on NPO, Product life cycle of NPO, Donors and NPO, Behaviour of beneficiary, Marketing mix for N.P.O.

UNIT-II  Total Quality Management: Meaning, Concept of TQM for NPO, constituents of TQM. Features of TQM for Educational Institutions, Health care Organization, Red cross services, NGO and police services.


UNIT-V  Non Government Organisation: Concept, UN accredited NGOs, Types of Societies, marketing for NGO’s, Product and promotion mix to NGOs, Red Cross Society in India, Red Cross Marketing: Concept and rationale, Red Cross information system. Challenges before NPO. Future prospects of NPO in India.


UNIT-IV  Credit Rating: Concept and significance, Credit Rating Agencies in India, Factoring and Forfeiting.