MC-BM – 401 : MANAGEMENT OF SALE PROMOTION & ADVERTISING

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
Pre-Launch Advertising Decision :
Determination of target audience, Advertising media and their choice, Advertising measures. Layout of advertisement and advertising appeal, Advertising copy.

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
Sales Management :
Concept of sales management, Objectives and Functions of sales management. Sales Organization, Management of sales force and Sales force objectives. Sales force recruitment, selection, training, compensation and evaluation.

Suggested Readings :
- R.R. Still, Sales Management - Decision Strategies & Cases
- J.C. Sinha, Principles of Marketing & Salesmanship
- K.R. Balan, Marketing & Sales Management
- D.A. Aaker, Advertising Management
- M. Mohan, Advertising Management: Concepts & Cases
MC- BM - 402 : MANAGEMENT OF RURAL & AGRICULTURAL MARKETING

Max. Marks : 100
External : 85
Internal : 15

Unit - I  Rural Marketing
Image of Indian rural marketing and Approach to rural markets of India. Rural consumer and demand dimensions and Market segmentations, Channels of distribution and physical distribution, Product Management, Marketing communication and sales force tasks.

Unit - II  Agricultural Marketing:
Concept, Nature, Scope and Subject matter. Classification of agricultural products and their difference with manufactured goods.
Agriculture market - Meaning, Components, Dimensions and Classification.
Market structure - Dynamics of market structure, Components of market structure and Market forces.

Unit - III  Market Management and Channel Strategy:

Unit - IV  Regulated Market in India
Regulated market, Genesis of regulated market in India, Limitations in present marketing regulations, Advantages and Limitations of regulated market, Organization of regulated market, Future of regulated markets and Regulated markets in India.

Unit - V  Marketing of Farm Product:

Suggested Readings:
- Rajani Vohra, Seema Chopra, Rural and Agricultural Marketing.
MC-BM - 403: STRATEGIC MANAGEMENT

- Max. Marks: 100
- External: 85
- Internal: 15

UNIT I
Course Overview; Course Objectives; Evolution of Business Strategy & Policy; Business Strategy & Policy: Strategic Vision & Mission; Establishing Objectives; Crafting A Strategy; Analysis of the External Environment; Methods for scanning the external environment Structural Analysis; Porters' Principles of Industry Competition, Strategic Management process.

UNIT II
Evaluating Company Resources And Competitive Strengths: Swot Analysis; Situational Analysis in Health Sector, Michael Porters Value Chain Approach to Operational Analysis; HRM; The Difference between Traditional Cost Accounting & Activity Based Cost Accounting, Internal Growth Strategies; External Acquisition Growth; Disinvestments; Grand Strategies of Disinvestments; Retrenchment.

UNIT III
Positioning of the Business Portfolio: Strategic Business Units; Product Life Cycles; The Experience Effect; A Matrix Representation for the Business Portfolio The BCG Method; Evaluating the strategies of Diversified Companies; Using A Nine-Cell Matrix To Simultaneously Portray Industry Attractiveness And Competitive Strength; Strategic - Fit Analysis; Resource Fit Analysis.

UNIT IV
Strategy And Competitive Advantage: The Five Generic competitive strategies; low-cost provider Strategies; Differentiation Strategies; The Strategy of being A best cost provider; Focused Or Market Niche Strategies; Cooperative Strategies; Alliances An Competitive Advantage, A Framework for implementing Strategy; The Principal Strategy-Implementing Tasks; Leading the implementation Process; Building A Capable organization; matching Organization Structure to strategy; Organization Design; Types of Organization Structures.

UNIT V
Strategic Evaluation And Control: Importance of Strategic Evaluation; barriers In Evaluation; Designing Strategic Control Systems: Using A Balanced Scorecard Approach to measure Performance.

Suggested Readings:

MC-BM-404 : INTERNATIONAL MARKETING

Max. Marks : 100
External : 85
Internal : 15

Unit – I

Unit - II

Unit - III
Direct Trading and Indirect Trading : Meaning and methods, Methods of Payment in International Marketing.

Unit - IV

Unit - V
Export and Import Procedure, Documentation in foreign trade, Bilateral and Multilateral Trade Agreements, Its meaning objective, types and significance; SAARC, Role of WTO in Foreign Trade.
Unit - I  The industries Development and Regulation Act 1951
          Consumer protection Act 1986

Unit - II Essential Commodities Act 1953
          The standard of weight and measures Act 1976

Unit - III Foreign Trade (Development and Regulation Act 1992)
          Foreign contribution (Regulation Act 1976.

Unit - IV Securities and exchange Board of India Act 1992.
          Industrial companies (Special Provision Act).

Unit - V Copyright Act 1957
          Trade and Merchandise mark Act 1958. Registration Act 1983

Suggested Readings :

MC-AE-402 : INDUSTRIAL LAW

Max. Marks : 100
External : 85
Internal : 15

Unit - I  The factories Act 1948

Unit - II  Industrial Disputes Act

Unit - III  The Minimum Wages Act 1948
           The Workman Compensation Act 1923.

Unit - IV  The Employee Provident Fund and Misc. Act 1052.
           The Maternity Benefit Act 1961

Unit - V  The Payment of Gratuity Act 1972
           The Payment of Bonus Act 1965
           The Trade Union Act 1926.

Suggested Readings :

- R.C. Agrawal, Industrial law
- Handbook to Companies Act, Taxmann' Allied Services (P) Ltd.,
- R.P. Maheswari, Industrial Law
MC-AE-403: INDIAN FINANCIAL SYSTEM

Max. Marks : 100
External : 85
Internal : 15

Unit - I  Introduction to Financial System: Component functions, Nature and Role, Relationship between financial system and Economic growth.


Unit - III  Depositories and Custodians: Depository system - NSDL, CDSL, Stock holding corporation of India, Derivative Market: Concept, Benefits and needs, Types of Financial Derivatives, Forward and future Contracts, Option, Futures, types and benefits.

Unit - IV  Credit Rating: Concept, need, objectives and significance, credit rating agencies in India, factoring and forfaiting.

Unit - V  Mutual Funds: Introduction, History, Types, Organization, Regulation.

Suggested Readings:

- Christy G.A. and Elenderin, Introduction to Investments
- Benston G.J., Corporate Financial Disclosure
- Goldsmith, Institutional Investments.
- Statistical Survey of the Indian Economy, The Economic Times (Ed)
# MC- AE-404 : FOREIGN TRADE POLICIES – DOCUMENTATION AND PROCEDURE

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Foreign Trade Policy - Need, objectives, significance rationale types of documentation, obtaining export and import licence.</td>
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<tr>
<td>II</td>
<td>Processing an export order, pre-shipment inspection and quality control.</td>
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<tr>
<td>III</td>
<td>Foreign Exchange and GR Formalities Excise and Custom Clearance of export cargo.</td>
</tr>
<tr>
<td>IV</td>
<td>Shipment of goods and pot procedures customers clearance of import cargo.</td>
</tr>
<tr>
<td>V</td>
<td>Pot shipment formalities and procedures claiming duty drawbacks and other benefits.</td>
</tr>
</tbody>
</table>

**Suggested Readings:**

- India’s Foreign Trade, Anmol Publications.
- R K Sen, S Pan, Foreign Direct Investment and Trade in India Deep & Deep Publications.
MC-AF-401: INDIAN FINANCIAL SYSTEM

Max. Marks : 100
External : 85
Internal : 15


Unit - II  Money Market in India : Meaning, functions, Development of Money Market in India, Money Market Instruments, capital Market : Meaning, functions and Reforms.

Unit - III  Depositories and Custodians : Depository System - NSDL, CSDL, Stock holding corporation of India, derivative Market : Concept, Benefits and needs, Types of Financial Derivatives, forward and future contracts, options, futures, types and benefits.

Unit - IV  Credit Rating : Concept, Need, objectives and significance, credit rating agencies in India, factoring an forfeiting.


Suggested Readings:
  • M.Y. Khan, Indian Financial System
  • M.Y. Khan, Indian financial system 6ED
  • HR Machiraji, Indian Financial System
  • B. Pathak, Indian Financial System

JIWAI UNIVERSITY, GWALIOR (MP), M.COM. SYLLABUS 2013-2015 25
Unit - I  
Accounting for Holding Company (with one subsidiary company only)

Unit - II  
Accounts relating to Bank and Insurance Company (General & Life Insurance).

Unit - III  
Double Accounts System - need, purpose form of presentation of final Account of Electricity Companies, Gas, Water & Railway Company.

Unit - IV  
Government Accounting, Local Government, (Municipalities & Panchayat), Accounting for co-operative societies

Unit - V  
Inflation Accounting, Human Resources Accounting.

Suggested Readings:
- R.G. Gupta & M Radhawamy, Sultan Chua & Sons
- A Mukherjee, M. Hanif, Tata Macgraw
- Khandelwal & Khandelwal, Ramesh Book Depot.
- S.M. Shukla, Special A/c, Sahitya Bhawan
- Shukla & Gerrewal Ad-A/c.
MC: AF-403 : STRATEGIC FINANCIAL MANAGEMENT

Max. Marks : 100
External : 85
Internal : 15

Unit - I  

Unit - II  

Unit - III  

Unit - IV  
Ethical Aspects of strategic Financial Management. Meaning, Concept & components. Ethical brand Equity Entrepreneurship and Ethical F.M.

Unit - V  
Mutual Funds. Regulatory framework. Evaluation of various schemes of mutual funds.

Suggested Readings :
- S.P. Gupta : Financial Management (Hindi)
- V.K. Bhal: Instrument Management S. Chand & Sons.
- Preeti Singh : Instrument Management, Himalayan
- P.V. Kulkarni : Financial Management
- Khan & Jain : Financial Management

JIWAJI UNIVERSITY, GWALIOR (MP), M.COM. SYLLABUS 2013-2015
MC-AF-404 : INDIRECT TAXES

Max. Marks : 100
External : 85
Internal : 15


Unit - II  Custom Duty - Introduction, Definition procedure of custom duty. Computation of custom duty.

Unit - III  Central Sales Tax - Introduction, Important Term of Defunction Interstatis Sales, Pinions. Determination of Interstate Sales, Determination of Gross and Taxable Turnover.


Unit - V  Introduction, Objectives, Service Tax - Basic of service Tax, Table sources, Valuation of taxable services for charging, Service Tax, Computation of Service Tax, Tax Return, Payment & Credit.

Suggested Readings:

- Dr. HC Malhotra, Indirect Taxes (Hindi/English)
- Dr. Sakkhele, Sripul (Hindi/English)