

## **HONS. 2<sup>ND</sup> YEAR**

### **PAPER - III**

#### **GROUP-A : FINANCIAL MANAGEMENT**

**(50)**

1. Objectives, goals and scope of Financial Management, Financial Markets, Time value of money, Risk and return analysis. Sources of Industrial & Business finance.
2. Definition and basic elements of financial planning, determination of quantum and pattern of funds requirements, theories of capitalization.
3. Equity capital, preference share capital, debenture and term loans, trade credit and bank credit.
4. Ratio Analysis, Time series and Common size analysis, fund flow and cash flow analysis, Leverages-concept, operating, financial and total average, financial forecasting-preparation of performance, Income statement and Balance sheet.



## COLLEGE OF COMMERCE, ARTS & SCIENCE



### GROUP-B : BUSINESS ACCOUNTING

(50)

1. Introduction to Accounting, Meaning, Nature and Importance of Accounting, Generally Accepted Accounting Practices (GAAP), Accounting equation. Accounting process.
2. Accounting Mechanics, Double entry system, Debit-Credit recording, Transaction in primary books, journal, cash book, Ledger, Trial Balance & Final Accounts with adjustment for trading concerns.
3. Rectification of error, Self-Balancing Ledgers, Depreciation Accounting, Important methods of charging depreciation, accounting from incomplete records.
4. Distinction between capital and revenue income, expenditure account, receipts and payments accounts.
5. Investment account, Partnership Goodwill valuation admission, retirement.
6. Accounting standards, general understanding of Indian and International accounting standards. 1 . Financial Organization and Management of Business.

### BOOKS RECOMMENDED

- |  |   |                  |
|--|---|------------------|
| 1. Financial Organization and Management of Business | : | Gerstenburg      |
| 2. Financial Management                              | : | Weston & Brigham |
| 3. Financial Management                              | : | S. C. Kuhchal    |
| 4. Basic Business Finance                            | : | Hunt             |
| 5. Financial Management                              | : | Kulkarni         |
| 6. Corporate   | : | Mohsin           |
| 7. Management Accounting                             | : | I. M. Pandey     |





## COLLEGE OF COMMERCE, ARTS & SCIENCE



### PAPER - IV

#### GROUP-A : MARKETING MANAGEMENT

(50)

1. Nature and scope of marketing, Marketing and Sales, Marketing in a developing economy.
2. Determinant of consumer behaviour, Consumer behaviour models.
3. Market segmentation, Marketing decision making, planning of marketing mix, Marketing organization, Marketing research and its applications.
4. Price policies and practices, Marketing communication, advertising and sales promotion, marketing strategies and policies, channels of distribution types of intermediaries.
5. Product life-cycle, Different types of product, Branding and Packaging.
6. Social responsibilities of marketing managers, Consumerism.





## COLLEGE OF COMMERCE, ARTS & SCIENCE



### GROUP-B : SALES PROMOTION AND ADVERTISING

(25)

1. Sales promotion-meaning, Purpose and Strategy.
2. Publicity objective, Selection of publicity, Message and Vehicles, Planning and managing promotional campaign.
3. Sales promotion at the point of sale and out of shop, Promotion modelling.
4. Advertising-its importance, Methods and Types, Advertising as mass communication, Economics effects, Social and ethical issues in advertising.
5. Elements of creating message, copy writing print-media and other media.

### GROUP-C :

### PROJECT WORK ON MARKETING, SALES OR ADVERTISING

(25)

### BOOKS RECOMMENDED

- |                                  |   |                                       |
|----------------------------------|---|---------------------------------------|
| 1. Marketing Management          | : | Philip Kotler                         |
| 2. Marketing                     | : | Philips & Duncan                      |
| 3. Modern Marketing Management   | : | Darvar                                |
| 4. Basic Marketing               | : | Condifff & Still                      |
| 5. Cases in Marketing Management | : | Palph, Westfall & Harper<br>W. Beyond |
| 6. Marketing Communication       | : | Subrato Sen Gupta                     |
| 7. Brand Positioning             | : | Subrato Sen Gupta                     |
| 8. Advertising Management        | : | Aaker & Myers                         |