

1. Law of Contract: Contract and its Essentials - Different Types of Contracts - Offer and Acceptance - Capacity of parties to contract - Consideration - Consent - Coercion - Undue Influence - Misrepresentation - Fraud - Mistake - Legality of Objects - Unlawful and Illegal Agreements - Wagering Agreements - Agreements opposed to public policy - Agreements in restraint of trade- Quasi Contracts - Breach of Contract.
2. Law of Sale of Goods: Contract of Sale - Conditions and Warranties - Transfer of Property in and Title of Goods - Rights and Duties of Seller and Buyer - Rights of Unpaid Vendor.
3. Law of Agency: Creation of Agency - Classification of Agents - Relation of Principal & Agent - Relation of Principal with Third Party - Personal Liability of Agent - Termination of Agency.
4. Law of Partnership: Effects of Registration - Formation of Partnership - Tests of Partnership - Classes of Partners - Duties and Responsibilities - Dissolution of Firm and Settlement of Accounts.
5. Company Law: Formation of Companies - Kinds of Companies - Doctrine of Ultra Vires - Memorandum of Association - Articles of Association - Prospectus - Share Capital - Transfer and Transmission of Shares - Borrowing Powers - Meetings and Resolutions - Managerial Remuneration - Re-construction and Amalgamation - Accounts and Audit.

Suggested Readings:

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| 1. K. K. Kateshan, E. | : | Hand Book of Mercantile Law                              |
| 2. H. D. Kapoor       | : | Elements of Mercantile Law                               |
| 3. A. C. Shukla       | : | A Manual of Mercantile Law                               |
| 4. H. D. Kapoor       | : | Elements of Company Law, Sultan Chand & Sons, New Delhi. |
| 5. A. C. Kuchhal      | : | Mercantile Law, Vikas Publishing House, New Delhi.       |
| 6. H. D. Artar        | : | Company Law.   |
| 7. H. D. Artar        | : | Lectures on Company Law                                  |

2

B.A. III YEAR : Paper-I : COMPUTER APPLICATIONS-II (NEW)

1. Elementary Concepts about Business Organizations:- Types of Business Organisations and their Basic Operations.
2. Information Systems, Design and Evaluation:- Definition of Systems Information Handling - System framework and objectives, Principles of System Design and System Analysis.
3. Data Collection and Validation:- Input form - Design, Punched cards, Disk and Magnetic Tape Systems.
4. Cobol Programming:- Elements of Programme Structure - Divisions - Basic COBOL Instructions used in the Divisions.
5. Direct Access Storage and Retrieval - File Organization Techniques Sequential, Random and Relative File Organisations.
6. Use of COBOL for Transaction files, file processing, Sorting Searching, Merging and Report Generations.

Suggested Readings:

Information Systems through COBOL, Philippakis and Kazmier.

1. The Role of Consumer in Marketing - Nature and Characteristics of Consumers with special reference to India - Meaning of Consumer Behaviour - Inter-disciplinary dimensions of consumer behaviour - Perspectives in Consumer Behaviour.
2. Consumer Decision Process: Theories of Consumer Behaviour - Models of Consumer Behaviour - Determinants of Consumer Behaviour.
3. Fundamental Process of Motivation - Perception and Learning - Personality Characteristics.
4. Social Class - Social Stratification - Characteristics of Social Class - Social Influence on Consumer - Culture, Sub-culture - Problems of cross cultural marketing.
5. Group Dynamics and Consumer Reference Groups - Definition of Group - Group Dynamics including roles, norms, cohesiveness, leadership and conformity - Reference groups - Family decision-making.
6. Diffusion of innovation - Consumer decision-making for new products - Brand loyalty.
7. Organising buyer behaviour - Buying decision process - Buyer behaviour and promotional strategy implications.
8. Consumer Research: Nature, Scope and Limitations of Consumer Research - Complexities in designing the consumer research - Motivation research - Techniques of motivation research.

Suggested Readings:

- 1) Bennet Peter D., & Harold H. Kassarian : Consumer Behaviour, Prentice Hall of India, New Delhi.
- 2) Mehta, Subjas : Consumer Behaviour.
- 3) Syam Babu : Consumer Behaviour in India.
- 4) General Zaltman & Melanie Wallendorf : Consumer Behaviour, John Wiley & Sons, New York.
- 5) Flemming Hansen : Consumer Choice Process.
- 6) Howard John & Jadish Sheth : The Theory of Buyer Behaviour

1. Cost Accounting: Nature, Meaning, Scope and Importance of Cost Accounting, Concepts, Analysis and Elements of Cost - Distinction between Cost, Financial and Management Accounting.
2. Material: Purchasing, Storing and issuing procedures - Methods of inventory valuation - Material Accounting.
3. Labour: Computation of Labour Cost - Treatment of idle-time - Overtime Wages - Leave with Wages, etc. - Labour Turnover - Principal methods of remuneration - Various incentive wage systems.
4. Overhead Cost: Classification - Collection - Allocation - Apportionment and absorption of overheads, Need for Using estimated overhead rates - Machine hour Rate - Treatment of under and over absorption of over heads.
5. Cost Sheet - Preparation of Cost Sheet and Quotation of Tenders.
6. Job Costing - Batch Costing - Contract Costing - Process Costing Unit and Output Costing.
7. Integral Accounting - Reconciliation of Cost and Financial Accounting.
8. Marginal Costing: Basic Concepts - Cost Volume - Profit Analysis - Differential Costing and application of Marginal Costing in decision-making.

Suggested Readings:

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|-------------------------|---|---|
| 1) Jain Narang          | : | Cost Accounting, Ludiana, Kalyani Publishing House.                             |
| 2) Prasad, M.K.         | : | Cost Accounting, Calcutta, Academic Press.                                      |
| 3) Gupta Charya         | : | Cost Accounting, Calcutta, Academic Press.                                      |
| 4) Gupta & Sharma       | : | Cost Accounting, Principles and Application, Bombay, Himalaya Publishing House. |
| 5) Gupta, M.N.          | : | A Text Book of Cost Accountancy   |
| 6) Gupta, Narang Sehgal | : | Principles and Practice of Cost Accounting, Delhi & Chand.                      |

1. Money - Evolution - Barter System - Paper money - Characteristics of money - Functions and role of money - Standard systems of note issue.
2. Value of Money - Price and Value of Money - Changes in the value of money - Fisher's Quantity Theory of Money - Cambridge Equation - Keynes Incomes and Expenditure Theory - Measurement of Changes in the value of money - Construction of Index Numbers - Inflation - Deflation.
3. Commercial Banking: Functions - Their role in Economic Development - Structure of assets and liabilities - Liquidity - Credit creation - Investment policy of commercial banks - Unit Banking Vs. Branch Banking.
4. Central Banking: Central Bank - Functions - Credit Control Methods - Quantitative and Qualitative Credit Control.
5. Indian Banking: Indian Money Market and its constituent parts - Moneylenders and Indigenous Bankers - Rural Banks - Co-operative Banks, Land Development Banks - Nationalisation of Commercial Banks - Recent Trends in Indian Banking - Advances to priority sectors.
6. Reserve Bank of India - Constitution and Functions, Monetary policy - Credit Control - Rural Credit - Industrial Finance, State Bank of India - Its Constitution and Working.
7. Definition of Banker and Customer - Relationship between Banker and Customer, Special features of their relationship - Bankers lien and right to set off.
8. Types of Accounts: Fixed, Current and Savings Deposit Accounts - Special Types of Customers.
9. Cheques: Features, Crossing and Endorsement - Marking - Material Alteration.  
Payment of Cheques: Duties and responsibilities of paying Banker - When a banker can refuse payment - Payment in due course - Statutory Protection given to paying banker - Dishonour of Cheques.  
Collection of Cheques: Procedure for collection, Banker

B.B.M. III YEAR : Paper-V : PRODUCTION MANAGEMENT (NEW)

1. Plant Location and Layout:- Factors affecting Location - Cost factors in location - Plant layout principles - Specific layout for different products - Space requirement.
2. Production Planning and Control: Objectives and Concepts - Capacity Planning, Production Planning, Controlling, Scheduling - Routing.
3. Materials Management: Purchasing, Inventory Management Material handling - Principles - Economic Considerations - Criteria for selection of material handling equipment - Codification, Standardisation, simplification, Inventory Controls.
4. Quality Control: Quality Management - Types of Inspection - Control Charts - Quality Circles.
5. Maintenance Management: Types of Maintenance - Breakdown, Spares Planning and control - Preventive Routine - Relative advantages - Maintenance Scheduling.
6. Work Study, Methods of Study, Time and Motion Study, Charts and Diagrams - Work Measurement.
7. Project Implementation, Monitoring and Evaluation.

Suggested Readings:

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| 1. Chary                       | : | Production and Operation Management, Tata McGraw Hill, New Delhi.                 |
| 2. Banga & Sharma              | : | Production Management   |
| 3. Gopalakrishnan & Sundaresan | : | Materials Management - An Integrated Approach, Prentice-Hall of India, New Delhi. |
| 4. Raymond R. Meyer            | : | Production and Operation Management, McGraw-Hill, Tokyo.                          |
| 5. Harding, H.A.               | : | Production Management.  |
| 6. William J. Stevenson        | : | Production/Operation Management.  |
| 7. A.K. Datta                  | : | Materials Management : Text and Cases, Prentice Hall of India, New Delhi.         |
|                                | : | Integrated Materials Management : A   |

1. Introduction - Evaluation of Sales Management - Place of Sales Management in Marketing Management - Sales Organisation and purpose - Basic Types of Sales Organisation.
2. Salesmanship - Definition - Theoretical Aspects of Salesmanship - Characteristics of Successful Salesman - Selling systems and terms.
3. Sales Planning - Estimating Sales Potential and forecasting Sales - Sales quotas, Territory Allocation - Sales territory control and sales routing.
4. Management of Sales Force - Recruitment and Selection - Training - Motivation and Evaluation.
5. Sales Budgets - Purpose of Sales Budget - Salesman Expenses control - Estimating the cost of distribution.
6. Marketing intelligence and Sales Management - Benefits of Marketing-Research in Sales Management - Sales Control Research.
7. Importance of Advertising to Sales - Defining advertising goals - Advertising Budget - Advertisement Copy - Media Selection - Managerial Aspects of Advertising.
8. Role of Sales Promotion - Tools in Sales Management - Free Samples - Below the line Contests, coupon offer, price off, Bonded offers, Display contests - Consumer involvement in company promotions, idea seeking, etc.

Suggested Readings

- 1) Still Cundiff & Govani : Sales Management, Prentice-Hall of India, New Delhi.
- 2) Sherlekar : Marketing and Salesmanship, Himalaya Publishing House, Bombay.
- 3) Simons : Successful Sales Management.
- 4) David and Maynard : Sales Management
- 5) Dispatrick, C.A. : Salesmanship.
- 6) Aaker and Myers : Advertising Management, Prentice Hall of India, New Delhi.
- 7) James S. Norris : Advertising, Prentice Hall of India, New Delhi.