

# **GUJARAT UNIVERSITY**

## **SYLLABUS OF**

### **FIRST YEAR MASTER OF COMMERCE EXAMINATION**

## **ACCOUNTANCY**

**(M.Com. Part – I)**

- Packaging- functions and usefulness  
(NOTE: types of packaging not expected)
  - Pricing- objectives- cost oriented, demand oriented and competition- oriented pricing
  - Promotion mix in marketing
  - Advertising - objectives, message, media selection of message and media, evaluating advertising effectiveness.
  - Publicity- meaning, objectives, importance.
  - Sales promotion- Types, tools and objectives of sales promotion for consumer goods
  - public relations- tools and decisions
  - Personal selling- Meaning, functions, process
  - Physical Distribution- Retailing and wholesaling their nature, importance, marketing decisions for the same
  - Physical distribution- nature, objectives order processing, warehousing, inventory, Transportation- organisational responsibility
- NOTE: of the five questions one question may cover topics from both production management and Marketing Management

#### REFERENCE BOOKS

- Production Management- B. p. m (D. B. Taraporewala & Sons)  
Manufacturing Management- Moore (D. B. Taraporewala & Sons)  
Statistical Quality Control- Grant & Leavenworth  
(McGraw Hill)
- Manufacturing organisation & Management, Amrin, Ritchey, Hulley (Prentice Hall of India)
- Marketing Management- Kotler (Prentice Hall of India)
  - Fundamentals of Marketing by Stanton (Tata McGraw)

NEW SYLLABUS FOR BUSINESS ORGANISATION MANAGEMENT - III

FOR T.Y. B. COM. (EFFECTIVE JUNE 1998)

- I Production Management : 25%
- Meaning of Production
  - Types of Manufacturing Process
  - Production planning and control Routine, Scheduling, Despatching, follow up
  - Purchase function  
Objectives of Purchase function; classification of purchases  
Purchase Procedure  
Centralised V.s. Decentralised Purchase
  - Inventory control  
Meaning of Inventory control  
understanding of Inventory control Techniques--  
Reorder level, E O Q ABC Analysis  
Value Analysis
  - Statistical Quality control including control chart and acceptance sampling (Exemplifying not repetition)
- II Marketing Management: 75%
- The Marketing function- four Ps in Marketing-
  - Different concepts in marketing; Production concept, Product concept, selling concept, Marketing concept, societal marketing concept, core concepts of marketing  
Marketing in different demand situations  
Market Demand: Estimating Market Potential; Methods forecasting of Demand (Note: Examples on measurement forecasting not expected)
  - Product, concept of product, product line and product mix- Product Life Cycle and appropriate strategies for different stages of product life cycle
- Consumer markets and consumer behaviour:
- major factors influencing consumer behaviour, the Buying decision process
  - Market segmentation mainly importance, bases market targeting; product Positioning
  - Branding- types of branding and important decisions in branding

**T. Y. B. Com**

**Economics Paper : III  
(New Course)  
(N.B. : Each Topic carries 10% marks)**

- 1 (a) Characteristics of Indian economy as an underdeveloped economy.  
(b) Nature and magnitude of population pressure effects of increasing population - Population Policy.
- 2 (a) Unemployment and Under employment. Nature and magnitude - Cause of unemployment and under employment - policy measures to relieve - unemployment and under employment.  
(b) Indicators of poverty - Analysis of problem of poverty- causes of poverty and eradication of poverty.
3. (a) Price trends during the last decade - cause of price rise - government policy to control price - rise.  
(b) Deficit financing - its effects on Indian economy
- 4 (a) Technological and institutional changes in agriculture.  
(b) Marketing of agricultural produce in India  
(c) Institutional changes in agricultural finance.
- 5 (a) Industrial policy after 1990.  
(b) Role and significance of public sector - Critical view of working of the public sector - Privatisation.
- 6 (a) Trends in the quantum, direction and composition of foreign - trade during last decade - balance of trade.  
(b) Import Liberalisation and export promotion policy and their evaluation.
- 7 (a) Recent trends in commercial banks in India.  
(b) Critical evaluation of the monetary policy of the Reserve Bank of India.
- 8 (a) India's tax structure and tax policy.  
(b) Federal finance in India - 10th Finance Commission.
- 9 (a) Meaning and Indicators of Economic Development  
(b) Strategy of Planning - Human development v/s Economics development.  
(c) Main features of 8th Plan - objectives size and pattern of investment - sources of finance - 9th five year plan.
- 10 (a) Lessons of planning in India  
(b) Evaluation of planning in India.

**T. Y. B. Com.**

**Business Laws**

1. The Indian Contract Act, 1872.
2. The Sale of Goods Act, 1930, excluding sections relating in suits for breach of contracts and miscellaneous provisions.
3. The Indian Partnership Act, 1932.
4. The Negotiable Instruments Act, 1881. Chapter I to IV (Section 1 to 60) and Sec. 118.
5. The Companies Act, 1956. Provisions relating to formation of companies- Memorandum and Articles of Association, Prospectus, Directors and Private Companies.
6. The Trade Union Act, 1926. Provisions relating to registration of trade unions and rights and liabilities of such trade unions.
7. The Industrial Disputes Act, 1947:
  - (a) Industrial Disputes
  - (b) Provisions relating to settlement of disputes by conciliation
  - (c) Provisions relating to reference to Industrial disputes to Courts or Tribunal for Adjudication.
  - (d) Powers of the courts and tribunals on reference.

*Allocation of marks*

1.	Indian Contract Act, 1872, The Sale of Goods Act, 1930 The Indian Partnership Act, 1932	60%
2.	The Negotiable Instruments Act, 1881	10%
3.	The Companies Act, 1956	15%
4.	The Trade Unions Act, 1926 The Industrial Disputes Act, 1947	<u>15%</u> 100%

Reference Books:

- Production Management – B. Poom (D.R. Taraporawala & Sons)
- Manufacturing Management – Moore (D.B. Taraporawala & Sons)
- Statistical Quality Control – Grant & Leavenworth (McGraw Hill)
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(B) Demographic Methods:

Meaning and scope of demography, computation of mortality rates (1) CDR (2) SDR (3) IMR computation of fertility rates (2) CBR (2) SBR (3) GFR (4) Age SFR (5) TFR, Construction of Life tables and examples. [20%]

4 (A) Co-ordinate Geometry :

Co-ordinates of a point, slope and intercepts of a line joining two points, general form of a equation of straight line  $Ax + By - C = 0$ , Equation of the straight line of the form.

$$(1) y = mx + c \quad (2) y - y_1 = m(x - x_1) \quad (3) \frac{x}{a} + \frac{y}{b} = 1 \quad (4) \frac{y - y_1}{y_2 - y_1} = \frac{x - x_1}{x_2 - x_1}$$

Length of a line segment joining two points, slope of paralleled and perpendicular lines and examples.

(B) Linear Programming:

Linear inequality of two variables and its graph – idea of lattice point. Meaning and uses of Lp, formulation of LP for two variables only. Solution of LP problems by graphical method only.

[20%]

5 (A) Matrix Algebra:

Definition of matrix and types of matrices, addition, subtraction and multiplication of two or more matrices, determinant of the square matrices of order two and three of real elements, inverse of a square matrix, solution of simultaneous equation (for two and three variables only. using inverse of a matrix and examples.)

(B) Arithmetic & Geometric Progressions:

Meaning of progression & series. The nth term and sum of the first n terms of AP and GP (without proof), Arithmetic and Geometric mean between two variables, simple business application of AP & GP.

[20%]