

SYLLABUS FOR OFFLINE MID SEMESTER EXAMINATION DECEMBER 2022

FS B.COM III [FIFTH SEMESTER TYBCOM]	
SUBJECT TITLE	BUSINESS LAW-I
SUBJECT CODE	LAW 1507
UNIT-I	THE INDIAN CONTRACT ACT, 1872
	-Nature and object of Contract -Offer and Acceptance -Consideration -Capacity to contract -Free Consent -Legality of object
UNIT-II	INDIAN CONTRACT ACT, 1872 (CONTD.)
	-Void Agreements -Performance of Contract -Discharge of Contract -Remedies for Breach of Contract- -Quasi - Contracts

SYLLABUS FOR OFFLINE MCQ BASED MIDSEMESTER EXAMINATION-DECEMBER 2022

FIRST SEMESTER BCOM III (FSBCOM)	
SUBJECT TITLE	OPERATION RESEARCH TECHNIQUES (INTER DISCIPLINARY ELECTIVE)
SUBJECT CODE	STA1501
UNIT I	<ul style="list-style-type: none"> ➤ Introduction to Operation Research. ➤ Operation Research approach to decision making. ➤ Linear Programming :- Application and Modal formulation. <ul style="list-style-type: none"> - Graphical method for solving Linear Programming (two variables) - Simplex method for solving Linear Programming (three variables)
UNIT II	<ul style="list-style-type: none"> ➤ Transportation Problem. <ul style="list-style-type: none"> -Introduction. -Methods for finding Initial solution:-North West Corner rule. -Vogel's Approximation. Methods for finding Optimal solution:-MODI method. ➤ Assignment Problem. <ul style="list-style-type: none"> -Introduction. -Hungarian Method. -Enumeration Method. -Transportation Method.

SYLLABUS FOR OFFLINE MCQ BASED MIDSEMESTER EXAMINATION – DECEMBER 2022

FIRST SEMESTER BCOM III (FSBCOM III)	
SUBJECT TITLE	STRATEGIC HUMAN RESOURCE MANAGEMENT
SUBJECT CODE	CBM1506
UNIT I	AN OVERVIEW OF STRATEGIC HRM Understanding HRM in Context with Organizational Environment.
UNIT II	ALIGNING SYSTEMS WITH BUSINESS STRATEGY: HR As a Sustained Competitive Advantage-Balance Scorecard-Linking HRM Practices with Organizational Outcomes-Auditing Practices; Strategy Formulation, Strategic Planning- Strategies for Workforce Utilization, Training & Development-Performance Management

**SYLLABUS FOR OFFLINE MIDSEMESTER EXAMINATION - DEC 2022
FIRST SEMESTER BCOM III (FSBCOM III)**

SUBJECT TITLE	DEVELOPING PROFESSIONAL SKILLS IN ENGLISH FOR WORKPLACE
SUBJECT CODE	ENG1503
UNIT- I	Conflict Resolution Skills
	<ol style="list-style-type: none">1) Sources and Effects of Conflict2) Approaches and Strategies to Managing Conflict3) Language for conflict resolution4) Dealing with conflict across Cultures5) Tasks/Activities/Grammar Exercises based on the content of the unit
UNIT-II	Effective Negotiation Skills
	<ol style="list-style-type: none">1) Definition and Phases of Negotiation2) Approaches to Negotiation3) Language for Negotiation4) Handling Problems and Cross-cultural Challenges During Negotiations5) Tasks/Activities/Grammar Exercises based on the content of the unit

SYLLABUS FOR OFFLINE MCQ BASED MIDSEMESTER EXAMINATION – DECEMBER 2022

FIRST SEMESTER BCOM III (FSBCOM III)	
SUBJECT TITLE	MARKETING COMMUNICATION AND ADVERTISING MANAGEMENT
SUBJECT CODE	CBM 1505
UNIT I	INTEGRATED MARKETING COMMUNICATION (IMC): AN OVERVIEW: Integrated Marketing Communication (IMC) [Concept-Elements-Process-Evaluation of IMC], Communication Response Models-Advertising & Strategic Marketing Planning-Advertising Planning Process
UNIT II	ADVERTISING AGENCY & COPY: Advertising Agency [Types-Functions-Structure-Agency - Client Relationship], Creativity in Advertising [Creative Thinking-Process-Creative Theories]-Advertising Copy [Components -In Brief]-Advertising Appeals and Styles

SYLLABUS FOR MID SEMESTER EXAMINATION 2022

FS B. COM. III (FIFTH SEMESTER T. Y. B. COM.)

SUBJECT TITLE	Organization Development [Core Elective - Specialization in HRM]
SUBJECT CODE	CBM 1504
UNIT - I	Introduction to Organization Development Meaning, Definitions, Concept of OD - Characteristics of OD - Process of OD – Underlying Values, Beliefs, and Assumptions – The Burke-Litwin Model of Organization Change
UNIT - II	Personal, Interpersonal, and Group Process Interventions in OD Process Consultation Intervention – Sensitivity Training – Life and Career Planning – Third Party Peace-Making Intervention – Transactional Analysis

**SYLLABUS FOR OFFLINE MCQ BASED MID SEMESTER EXAMINATION
DECEMBER 2022**

FIRST SEMESTER BCOM III (FSBCOM III)	
SUBJECT TITLE	INTERNATIONAL MARKETING
SUBJECT CODE	CBM – 1503
UNIT – I	INTERNATIONAL MARKETING: NATURE PROCESS AND BENEFITS AND ENVIRONMENT: Definition, Process of Internationalization, Benefits, Marketing Barriers, Motives of the firms to go for International Marketing
UNIT – II	INTERNATIONAL MARKETING AND WORLD ENVIRONMENT: PESTEL Framework and its implication for International Marketers – International Market Selection Factors and Process – Market Entry Strategies

SYLLABUS FOR OFFLINE MCQ BASED MIDSEMESTER EXAMINATION – DECEMBER 2022

FIRST SEMESTER BCOM III (FSBCOM III)	
SUBJECT TITLE	Organizational Behaviour
SUBJECT CODE	CBM1502
UNIT I	Definition-Need and Importance of Organizational Behaviour [OB]-Nature and scope - Framework of OB- Organizational Behaviour Models
UNIT II	Foundations of Individual Behaviour [Personality, Perceptions & Individual Decision Making- Values, Attitudes & Job Satisfaction]

Department of Banking and Insurance

Syllabus for Mid-Semester Examination of TYBCOM 5th Semester

FSBCOM-III

Subject	Retail Banking BNK1503 (Interdisciplinary Elective)
Programme	Third Year B.COM.
Unit 1	INTRODUCTION TO RETAIL BANKING IN INDIA: Introduction, Meaning, Features and Significance of Retail Banking in India, History, Evolution and Product Models in Retail Banking, Retail Banking v/s Wholesale Banking
Unit 2	RETAIL PRODUCTS: Need and Requirements of Customers -Product Management and Policy, Product Development Process, Branding, Advertisements – Deposit and Credit Products - Stages in New Product Development, Retail Asset Products, Credit Card And Debit Card

SYLLABUS FOR OFFLINE MCQ BASED MIDSEMESTER EXAMINATION – DECEMBER 2022

FIRST SEMESTER BCOM III (FSBCOM III)	
SUBJECT TITLE	Financial Markets & Services
SUBJECT CODE	BNK1501
UNIT I	<u>INDIAN FINANCIAL MARKET - Money Market</u> Structure, Institution and Operating Mechanism- Role in Economic Development -Money Market - Need, Features, Instruments and Measures to Strengthen the Money Market, Money Market Mutual Funds- Recommendations of Various Committee like Vaghul Working Group, Basu Task Force
UNIT II	<u>INDIAN FINANCIAL MARKET - Capital Market</u> Organizational Differences & Functions of NIM and Stock Exchanges Methods of Floating new issues in Capital Market- Capital Market Instruments – Types and Features of Shares, Establishment of SEBI and SEBI Regulations, Guidelines & Capital Market reforms - Working of various Stock Exchanges- BSE, NSE, Stock indices

SYLLABUS FOR OFFLINE MCQ BASED MIDSEMESTER EXAMINATION – DECEMBER 2022

FIRST SEMESTER BCOM III (FSBCOM III)	
SUBJECT TITLE	Banking Laws and Practices
SUBJECT CODE	BNK1502
UNIT I	1 - Definition and meaning of banker and customer 2 - Relationship between banker and customer 3 - Bank procedure and practice in opening account 4 - Nomination facilities 5 - Insurance of bank deposits 6 - Various types of domestic accounts
UNIT II	1 – Minor – Special type of bank customer 2 – Married Women - Special type of bank customer 3 – Lunatic Person - Special type of bank customer 4 – Partnership Firm - Special type of bank customer 5 – Joint Stock Company - Special type of bank customer 6 – Joint Account Holders - Special type of bank customer 7 – Garnishee Orders - Special type of bank customer

SYLLABUS FOR MID SEMESTER EXAMINATION, 2022

	FSBCOM III (TYBCOM Sem V)
SUBJECT TITLE	FUNDAMENTALS OF INVESTMENT ANALYSIS
SUBJECT CODE	BEC 1502
UNIT I	INTRODUCTION AND CONCEPTUAL ANALYSIS Theories of Investment Theories of Interest Rates Term Structure and Determinants of Interest Rates Interest Rates: Features, Trends and Policies
UNIT II	ALLOCATING RESOURCES OVER TIME Compounding, Discounting and Present Value Alternative Discounted Cash Flow Decision Rules Multiple Cash Flows Annuities and Perpetual Annuities

**SYLLABUS FOR OFFLINE MCQ BASED
MID SEMESTERS EXAMINATION - DECEMBER 2022**

FIRST SEMESTER B.COM III FSBCOM III	
SUBJECT TITLE	INTERNATIONAL TRADE
SUBJECT CODE	BEC-1512
UNIT - I	INTERNATIONAL TRADE AND CLASSICAL THEORIES Significance of International Trade Distinction between Internal and External Trade Classical Theories of International Trade (Adam Smith and David Ricardo) Doctrine of Reciprocal Demand (Offer Curve Analysis)
UNIT – II	MODERN THEORIES OF INTENATIONAL TRADE Opportunity Cost Theory Modern Theories -Heckscher-Ohlin Theory New Trade Theory

SYLLABUS FOR OFFLINE MCQ BASED MID SEMESTER EXAMINATION - DECEMBER 2022

FS B.COM III [FIFTH SEMESTER TYBCOM]	
SUBJECT TITLE	PUBLIC FINANCE
SUBJECT CODE	BEC1505
UNIT-I	<p><u>NATURE AND SCOPE OF PUBLIC FINANCE</u></p> <p>Government Activity in a Modern State- the Principle of Maximum Social Advantage, Public (Social) Goods- Mixed and Merit Goods, Functions of Public Finance- Allocative, Distributive, Stabilization and Development Functions</p>
UNIT-II	<p><u>SOURCES OF GOVERNMENT REVENUE</u></p> <p>Types of Taxes, Principles of Taxation, Incidence of Taxation, Effect of Taxation on Production and Distribution of Goods</p> <p>Public Expenditure: Principles, Classification and Growth of Public Expenditure, Effect of Public Expenditure on Production, Distribution and Employment</p>

SYLLABUS FOR MID SEMESTER EXAMINATION DECEMBER- 2022

F.S. BCOM - III(FIFTH SEMESTER T.Y.BCOM)

SUBJECT	INDIAN INDUSTRIES ISSUES AND CHALLENGES
SUBJECT CODE	(BEC-1504)
UNIT 1	An overview of Indian Industrial Development, General Classification: Size and use based, Organised and unorganized Sector, Public and Private sector. Role of Industries
UNIT 2	Growth Performance of Industries: Small, Medium and Large, Public and Private Industries, Limitation, Causes of Industrial Backwardness- Remedial Measures

SYLLABUS FOR OFFLINE MCQ BASED MIDSEMESTER EXAMINATION – DECEMBER 2022

FIRST SEMESTER BCOM III (FSBCOM III)	
SUBJECT TITLE	TRADE THEORIES & POLICIES
SUBJECT CODE	BEC 1503
UNIT I	INTRODUCTION TO THEORIES Rationale and Importance of Foreign Trade Realist Perspective. Basic Tenets of Realist Analysis Different Perspectives in Realism.
UNIT II	LIBERAL & STRUCTURALIST THEORIES Basic framework Various Forms of Liberal and Structuralist Theories North-South Relations under Various Perspectives.

SYLLABUS FOR OFFLINE MCQ BASED MIDSEMESTER EXAMINATION – DECEMBER 2022

FIRST SEMESTER BCOM III (FSBCOM III)	
SUBJECT TITLE	GST: ACCOUNTING, LAW & PROCEDURE
SUBJECT CODE	ACF 1518
UNIT I	BASIC PROVISIONS FOR CGST, SGST, UTGST & IGST
UNIT IV	ACCOUNTING TREATMENT OF GST

**SYLLABUS FOR OFFLINE MCQ BASED MIDSEMESTER EXAMINATION –
DECEMBER 2022**

FIRST SEMESTER B.COM III [FSBCOM III]

SUBJECT TITLE	FINANCIAL MANAGEMENT
SUBJECT CODE	ACF 1516
UNIT-I	1. Financial Management: Introduction, Core Concepts, Objectives, Finance Functions, Organisation of Finance Functions
	2. Statement of Financial Information and Financial Statement Analysis
	3. Time Value of Money
UNIT-II	1. Working Capital Management

SYLLABUS FOR OFFLINE MCQ BASED

MID SEM EXAMINATION –DECEMBER 2022

FIRST SEMESTER BCOM III[FSBCOM III]	
Subject Title	ADVANCED ACCOUNTING
Subject Code	ACF1517
Unit I	Amalgamation: Meaning- Types of Amalgamation-Legal provisions- Accounting Treatment as per Relevant Accounting Standard Reconstruction of Companies: External Reconstruction - Internal Reconstruction-Legal provisions
Unit II	Holding Company Accounts (with one subsidiary company) Preparation and presentation of Consolidated Statement of Profit & Loss and Balance Sheet as per relevant Accounting Standard

SYLLABUS FOR OFFLINE MCQ BASED MIDSEMESTER EXAMINATION – DECEMBER 2022

FIRST SEMESTER BCOM III (FSBCOM III)	
SUBJECT TITLE	AUDIT AND ASSURANCE
SUBJECT CODE	ACF1502
UNIT I	Principles of Auditing (with reference to SA)- Materiality, True and Fair view, Definition- An overview of Auditing & Assurance Standards (SA) - Objects (with reference to SA) - Advantages and different classes of Audit, Qualities of a Good Auditor
UNIT II	Preparation before commencement of audit, audit programme (with reference to SA) – Audit Notebook- Audit Files- Working papers (with reference to SA), Audit Evidence-Written Representation- External Confirmation