

**Course and Examination Scheme**  
**Bachelor of Commerce (B.Com.)**  
**3 year Degree Course in the Faculty of Commerce**  
**Semester –I Examination**

Sr. No.	Subject	Course Scheme			No. of Credits	Examination Scheme							
		L	T	P		Maximum Marks				Minimum Passing Marks			
						ESE	P	IA	Total	ESE	P	IA	Total
1.	Compulsory English – I	4	1	--	2	80	-	20	100	28	--	07	35
2.	Marathi/Hindi/ Supplementary English- I	4	--	-	2	80	-	20	100	28	--	07	35
3.	Business Economics-I	4	--	-	3	80	-	20	100	28	--	07	35
4.	Principle of Management-I	4	--	--	3	80	-	20	100	28	--	07	35
5.	Financial Accounting –I	5	--	--	4	80	-	20	100	28	--	07	35
6.	Statistics Techniques and Business Mathematics- I	5	--	--	3	80	-	20	100	28	--	07	35
7.	<b>Any One Paper from the following Optional Group</b>												
	Group A Marketing Management (Basic Marketing Management- I)	4	--	-	3	80	-	20	100	28	--	07	35
	Group B Human Resource Development (Human Resource Management –I)	4	--	-	3	80	-	20	100	28	--	07	35
	Group C Banking and Insurance (Principle of Banking and Insurance –I)	4	--	-	3	80	-	20	100	28	--	07	35
	Group D Information Technology (Computer Fundamental -I)	2	--	4/ Bat -ch	3	50	30	20	100	18	11	7	35

\*Note: 1. L –Lecture T-Tutorial P- Practical IA-Internal assessment ESE: End Semester Exam.

- The question papers in the subjects Financial Accounting , Statistics Techniques and Business Mathematics will be set in English/Marathi/Hindi. However, the practical/numerical will be set in English only. The students of Marathi/Hindi medium will have the option to attempt the theory part in Marathi/Hindi and practical problems /numerical in English only.
- The students shall opt for any one group of Specialization once a group selected in semester I the same group shall have to be continued in all the semesters. No change of group will be allowed.
- The student shall of any one of the language Marathi/Hindi/Supplementary English once in semester I the same shall have to be continued upto semester IV.

**Bachelor of Commerce (B.Com.)**  
**Semester –II Examination**

Sr.No	Subject	Course Scheme			No.of Credits	Examination Scheme							
		L	T	P		Maximum Marks				Minimum Passing Marks			
						ESE	P	IA	Total	ESE	P	IA	Total
1.	Compulsory English – II	4	1	--	2	80	-	20	100	28	--	07	35
2.	Marathi/Hindi/ Supplementary English-II	4	--	-	2	80	-	20	100	28	--	07	35
3.	Business Economics-II	4	--	-	3	80	-	20	100	28	--	07	35
4.	Principle of Management-II	4	--	--	3	80	-	20	100	28	--	07	35
5.	Financial Accounting –II	5	--	--	4	80	-	20	100	28	--	07	35
6.	Statistics Techniques and Business Mathematics- II	5	--	--	3	80	-	20	100	28	--	07	35
7.	<b>Any One Paper from the following Optional Group</b>												
	Group A Marketing Management (Basic Marketing Management- II)	4	--	-	3	80	-	20	100	28	--	07	35
	Group B Human Resource Development (Human Resource Management –II)	4	--	-	3	80	-	20	100	28	--	07	35
	Group C Banking and Insurance (Principle of Banking and Insurance –II)	4	--	-	3	80	-	20	100	28	--	07	35
	Group D Information Technology (Information Communication Technology)	2	--	4/ Bat -ch	3	50	30	20	100	18	11	7	35

\*Note: 1. L –Lecture T-Tutorial P- Practical IA-Internal assessment ESE: End Semester Exam.

**B. Com. Part-I**  
**Compulsory English - I**  
**Semester I**  
**PAPER I**

**Objective:**

1. The Poems and Prose Passage serve the purpose of developing Reading Skill and to know about the worldly ways of the World.
2. To make students aware about the basic knowledge of English Grammar, and to develop among them an ability of effective communication in English.
3. To make aware about the basics of Business Communication.

**UNIT I- Prose**

**Periods Allotment**

- |                                                    |           |
|----------------------------------------------------|-----------|
| 1. My Financial Career By Stephen Leacock          | <b>16</b> |
| 2. The Child By Premchand.                         |           |
| 3. A Different Kind OF Learning By Jade Snow Wong. |           |
| 4. The Power Of Prayer By A.P.J. Abdul Kalam.      |           |

**UNIT II- Poetry**

**16**

1. Very Indian Poem In English By Nissim Ezekie.
2. No Men Are Foreign By James Kirkup.
3. Stopping By Woods On Snowy Evening By Robert Frost.

**UNIT III- Reading & Comprehension**

**12**

1. Unseen Passage.
2. Developing Paragraph

**UNIT IV- Business Correspondence**

**16**

1. Letters of Enquiry
2. Letters of Order
3. Letters of Complaint
4. Letters of Appointment

**Reference Books**

- 1) PRUDENCE AN ANTHOLOGY FOR DEGREE CLASSES : BOARD OF EDITORS ORIENT BLACK SWAN
- 2) Essentials of Business Communications : Rajendra Pal & J. S. Korlahalli
- 3) Business Communication : U. S. Rai & S. M. Rai
- 4) Business Correspondence & Report Writing : R. C. Sharma & Krishna Mohan
- 5) Synergy : Communication in English and Study Skills : Board of Editors Publ. Orient BlackSwan
- 6) English Grammar Practice : R. N. Bakshi, Pub: Orient Longman.
- 7) Developing Communication Skill : Mohan Pub: Macmillan

**B. Com. Part-I**  
**Compulsory English - II**  
**Semester II**  
**PAPER II**

**Objective:**

1. The Poems and Prose Passage serve the purpose of developing Reading Skill and to know about the worldly ways of the World.
2. To make students aware about the basic knowledge of English Grammar, and to develop among them an ability of effective communication in English.
3. To make aware about the basics of Business Communication.

**UNIT I- Prose**

**Periods**

**Allotment**

- |                                              |           |
|----------------------------------------------|-----------|
| 1. A Talk On Advertising By Herman Wouk      | <b>16</b> |
| 2. Making A Contract By Philip Binham        |           |
| 3. Toasted English By R.K.Narayan.           |           |
| 4. Menaseh's Dream By Issac Bashevis Singer. |           |

**UNIT II- Poetry**

**16**

1. Money Madness By D.H.Lawrence.
2. Hunger By Jayant Mahapatra.
3. Gods By Walt Whitman.

**UNIT III- Writing Skills**

**12**

1. Report Writing
2. Advertisement

**UNIT IV- Basic Language Skill & Grammar Usage**

**16**

1. Tenses
2. Preposition
3. One Word Substitution
4. Idioms and Phrases

**Reference Books**

- 8) PRUDENCE AN ANTHOLOGY FOR DEGREE CLASSES : BOARD OF EDITORS ORIENT BLACK SWAN
- 9) Essentials of Business Communications : Rajendra Pal & J. S. Korlahalli
- 10) Business Communication : U. S. Rai & S. M. Rai
- 11) Business Correspondence & Report Writing : R. C. Sharma & Krishna Mohan
- 12) Synergy : Communication in English and Study Skills : Board of Editors Publ. Orient BlackSwan
- 13) English Grammar Practice : R. N. Bakshi, Pub: Orient Longman.
- 14) Developing Communication Skill : Mohan Pub: Macmillan

गोंडवाना विद्यापीठ, गडचिरोली  
बी. कॉम, भाग १  
मराठी (आवश्यक)

जून : २०१२

पाठयपुस्तक— साहित्यशिल्प

संपादक— डॉ. श्याम मोहरकर

एकूण गुण ८० + २०

प्रकाशक.....

घटकीकरण — प्रश्नपत्रिकेचे स्वरूप आणि गुणविभागणी

मूल्यांकन	घटक	गद्य (गुण)	पद्य गुण	अंतर्गत	
	घटक १ + २. दीर्घोत्तरी प्रश्न	१६	+	१६	२०
	घटक ३ + ४. लघुत्तरी प्रश्न	१६	+	१६	
	घटक १,२,३ ४. लघुत्तरी प्रश्न	०८	+	०८	
	एकूण :-	४०	+	४०	+ २०

= १००

प्रथम सत्र :- अभ्यासक्रम

गद्य —	लेखक	संदर्भ ग्रंथ
१. भाषाभिवृद्धीची सामाजिक दृष्टी २. एक राष्ट्र एक जनता भाग ३ ३. श्री गाडगेबाबा ४. जीवनाच्या सुगंधी मिठीसाठी ५. विनोदबुद्धी औरंगाबाद. ६. वैज्ञानिक दृष्टीकोण म्हणजे काय ? डॉ. जयंत नारळीकर	— श्री. म. माटे — डॉ. वि. भि. कोलते — प्रा. मधुकर केचे — बाबा आमटे — डॉ. अ.वा. वटी	‘साहित्यधारा’ — श्री. म. माटे, पुणे. नागपूर आकाशवाणीवरील भाषण — साहित्यसुधा ‘विदर्भाचे शैलीकार’— साहित्यप्रसार केन्द्र, नागपूर ‘उज्वल उद्यासाठी’, गुजर युवक अकादमी, पुणे. ‘विनोद — एक व्याख्यान’, परिमल प्रकाशन, विज्ञान आणि वैज्ञानिक

पद्य —	कवी	संदर्भ
१ पसायदान	— ज्ञानेश्वर	‘ज्ञानेश्वरी’
२ फटका	— अनंत फंदी	
३ नवा शिपाई	— केशवसुत	‘हरपले श्रेय’ कॉन्टि. प्रका. पुणे
४ पृथ्वीचे प्रेमगीत	— कुसुमाग्रज	‘विशाखा’ कॉन्टि. प्रका. पुणे
५ तेथे कर माझे जुळती	— बा. भ. बोरकर	‘बोरकरांची कविता’, मौज प्रका. मुंबई.
६ वसुंधरेचा जन्मसोहळा	— सुधाकर गायधनी	‘मोकाट ग्रहांचा फकीर’, दास गणू प्रका. नागपूर.

उपयोजित मराठी—

- १ मराठी व्याकरण
- २ प्रसार माध्यमासाठी लेखन
- ३ वक्तृत्व कला

प्रश्न पत्रिकेचे स्वरूप द्वितीय सत्र

प्र १ क. ७, ८, ९, १० या गद्यपाठांवर दीर्घोत्तरी प्रश्न (दोन पैकी एक)	१६ गुण
प्र २ क. ७, ८, ९, १० या पद्यावर दीर्घोत्तरी प्रश्न (दोन पैकी एक)	१६ गुण
प्र ३ क. ७, ८, ९, १०, ११, १२ या गद्यपाठांवर लघुत्तरी ४ प्रश्नांचा एक गट (दोन पैकी एक)	१६ गुण
प्र ४ क. ६, ७, ८, ९, १०, ११, १२ या पद्यांवर लघुत्तरी ४ प्रश्नांचा एक गट (दोन पैकी एक)	१६ गुण
प्र ५ वरील ४ घटकांवर ४ प्रश्न अनिवार्य	१६ गुण
	एकूण ८० गुण

अंतर्गत मूल्यांकन—

व्याकरण— रस व अलंका	५ गुण
परिसंवादाचे आयोजन	५ गुण
पत्रलेखन( व्यक्तिगत व कार्यालयीन )	५ गुण
नोकरीसाठी अर्ज	५ गुण
	एकूण २० गुण

### द्वितीय सत्र:— अभ्यासक्रम

गद्य:—	लेखक	संदर्भ ग्रंथ
७. जागतिकीकरण आणि मराठी साहित्य विद्यापीठ	— निशिकांत मिरजकर	भाषादर्पण', बी. कॉम १ रा.तु.म. नागपुर
८. मराठी माणूस उद्योगधंद्यात मागे का ?	— बी. जी. शिर्के	' उद्योगपर्व', राजहंस प्रका. पुणे
९. निरक्षरांची अक्षरलेणी नागपूर	— डॉ. मधुकर वाकोडे	'विदर्भाचे शैलीकार'— साहित्यप्रसार केन्द्र,
१०. डॉ. आंबेडकर आणि सामाजिक आर्थिक लोकशाही	— डॉ. नरेंद्र जाधव	
११. झाडीपट्टीची दंडार : दशा आणि दिशा	— डॉ. हरिश्चंद्र बोरकर	'झाडीपट्टीची दंडार', दास्ताने प्रका. पुणे.
१२. 'वाघ आणि मी'	— अतुल धामनकर	'वाघ', श्रीविद्या प्रका. पुणे
पद्य :-	कवी	संदर्भ ग्रंथ
७. तयास मानव म्हणावे का ?	— सावित्रीबाई फुले	'काव्य फुले'
८. दे वरचि असा दे	— राष्ट्रसंत तुकडोजी महाराज	'राष्ट्रीय भजनावली' श्री गुरुदेव प्रका, गुरुकुंज आश्रम, मोझरी
९ उषःकाल होता होता नागपूर	— सुरेश भट	रंग माझा वेगळा, साहित्यप्रसार केन्द्र,
१० प-हाटी	— विठ्ठल वाघ	काया मातीत मातीत
११. माय नागपूर	— वामन निंबाळकर	गावकुसाबाहेरील कविता, प्रबोधन प्रका.
१२. बाताल मावा देस ?	— उषाकिरण आत्राम	'लेखणीच्या तलवारी', हरीवंश प्रका. चंद्रपूर

उपयोजित मराठी —  
मराठी व्याकरण  
पत्रलेखन, परिसंवाद

प्रश्न पत्रिकेचे स्वरूप द्वितीय सत्र

प्र १ क. ७, ८, ९, १० या गद्यपाठांवर दीर्घोत्तरी प्रश्न ( दोन पैकी एक)	१६ गुण
प्र २ क. ७, ८, ९, १० या पद्यावर दीर्घोत्तरी प्रश्न ( दोन पैकी एक)	१६ गुण
प्र ३ क. ७, ८, ९, १०, ११, १२ या गद्यपाठांवर लघुत्तरी ४ प्रश्नांचा एक गट ( दोन गटांपैकी एक )	१६ गुण
प्र ४ क. ६, ७, ८, ९, १०, ११, १२ या पद्यांवर लघुत्तरी ४ प्रश्नांचा एक गट ( दोन गटांपैकी एक)	१६ गुण
प्र ५ वरील ४ घटकांवर ४ प्रश्न अनिवार्य	१६ गुण
	एकूण ८० गुण

अंतर्गत मूल्यांकन—

व्याकरण— रस व अलंकार

५ गुण

परिसंवादाचे आयोजन

५ गुण

पत्रलेखन (व्यक्तिगत व कार्यालयीन)

५ गुण

नोकरीसाठी अर्ज

५ गुण

एकूण २० गुण

# गोंडवाना विश्वविद्यालय, गडचिरोली

## हिंदी (अनिवार्य)

जून: २०१२

बी.कॉम.प्रथम (प्रथम सत्र)

कुल अंक : ८०+२०

पाठ्यपुस्तक: साहित्य कलश-

### घटकीकरण, प्रश्नपत्र का प्रारूप एवं अंक विभाजन

#### इकाई: एक –

पाठ्यपुस्तक के निर्धारित गद्य खंड में से चार –चार लघुतरी प्रश्नों के दो समूह होंगे, जिनमें से किसी एक ही समूह के सभी प्रश्नों के उत्तर देने होंगे. प्रत्येक प्रश्न ५ अंक के होंगे. कुल अंक होंगे (२०)

#### इकाई: दो –

पाठ्यपुस्तक के निर्धारित कविता खंड में से दो-दो लाघुतरी प्रश्नों के दो समूह होंगे, जिनमें से किसी एक ही समूह के सभी प्रश्नों के उत्तर देने होंगे. प्रत्येक प्रश्न १० अंक के होंगे. कुल अंक होंगे (२०)

#### इकाई: तीन –

व्यावहारिक हिंदी ज्ञान के अंतर्गत कार्यालयीन पत्र से दो प्रश्न १० अंक के होंगे, जिनमें से किसी एक प्रश्न का उत्तर देना अनिवार्य होगा. कुल अंक होंगे (१०)

#### इकाई: चार –

व्यावहारिक हिंदी ज्ञान के अंतर्गत देवनागरी लिपि एवं पदनाम से पांच प्रश्न होंगे, प्रत्येक प्रश्न दो अंक के होंगे. कुल अंक होंगे (१०)

#### इकाई: पांच –

पाठ्यपुस्तक में निर्धारित सम्पूर्ण पाठ्यक्रम से दस अति-लघुतरी प्रश्न होंगे, सभी प्रश्नों का उत्तर अनिवार्य होगा. प्रत्येक प्रश्न २ अंक के होंगे. कुल अंक होंगे (२०)



## सूचना :

१. इकाई एक और दो के अंतर्गत पूछे जाने वाले सभी प्रश्न लघुतरीय होंगे. प्रश्नों के उत्तर लगभग २५ पंक्तियों में अपेक्षित हैं.
२. इकाई एक और दो में पूछे गये सभी प्रश्न विकल्प के साथ होंगे.
३. इकाई तीन के अंतर्गत पूछे गए प्रश्नों के उत्तर कम से कम १५० शब्दों के होने चाहिए.
४. इकाई चार में पूछे गए सभी प्रश्न लघुतरीय होंगे.
५. इकाई पांच के अंतर्गत पूछे गए सभी प्रश्न अति लघुतरी होंगे. जिनके उत्तर ४ से ५ पंक्तियों में देने होंगे.
६. अंतर्गत मूल्यांकन २० अंक
  - गृहपाठ १० अंक
  - परिसंवाद/परिचर्चा १० अंक

## पाठ्यक्रम

**गद्य विभाग :-** १. परदा –यशपाल (कहानी) २. शरणागत-वृन्दावनलाल वर्मा ३. गुंडा –जयशंकर प्रसाद (कहानी) ४. पूस की रात-प्रेमचंद ५. सुसंस्कृत समाज की पृष्ठभूमि सुयोग्य नारी-भगवती शर्मा.

**पद्य विभाग :-** १. कबीर के साखी(१०) २. रहीम के दोहे(१०) ३. पुष्प की अभिलाषा-माखनलाल चतुर्वेदी

४. आ! धरती कितना देती हैं-सुमित्रानंदन पन्त ५. एकता-मैथिलीशरण गुप्त

**व्यावहारिक हिंदी ज्ञान :-**

अ) कार्यालयीन पत्र: नौकरी के लिए आवेदन पत्र, बैंक और ग्राहक के बीच पत्राचार. बीमा अधिकारी, एजेंट आदि को पत्र

ब) देवनागरी लिपि का सामान्य परिचय, पदनाम.

----- सन्दर्भ ग्रन्थ:

१. प्रयोजनमूलक हिंदी संरचना एवं अनुप्रयोग- डॉ. रामप्रकाश गुप्त, राधाकृष्ण प्रकाशन, दिल्ली

२. मानक हिंदी व्याकरण-डॉ. अशोक कुमार उपाध्याय-धनपत राय & कं. दिल्ली ३. राजभाषा शब्दकोष –डॉ. हरदेव बाहरी-

लोकभारती प्रकाशन, इलाहाबाद ४. व्यावहारिक हिंदी ज्ञान –डॉ. शैलेन्द्र कुमार शुक्ल ५. सामान्य हिंदी –पृथ्वी नाथ

पाण्डेय- नालंदा पब्लिशिंग हाउस, इलाहाबाद ६. सम्प्रेषण मूलक व्यावसायिक हिंदी-डॉ. माधव सोनटक्के, ओरिएन्ट

ब्लैकस्वान प्राइवेट लिमिटेड, हैदराबाद. ७. साहित्य कलश-राघव पब्लिशर्स & डिस्ट्रीब्यूटर.

## हिंदी (अनिवार्य)

बी.कॉम. प्रथम (द्वितीय सत्र जनवरी:

कुल अंक: ८०+२०

पाठ्यपुस्तक: अ) साहित्य कलश

ब) व्यावहारिक हिंदी ज्ञान

### घटकीकरण, प्रश्नपत्र का प्रारूप एवं अंक विभाजन

#### इकाई: एक –

पाठ्यपुस्तक के निर्धारित गद्य खंड में से चार –चार लघुतरी प्रश्नों के दो समूह होंगे, जिनमें से किसी एक ही समूह के सभी प्रश्नों के उत्तर देने होंगे. प्रत्येक प्रश्न ५ अंक के होंगे. कुल अंक होंगे (२०)

#### इकाई: दो –

पाठ्यपुस्तक के निर्धारित कविता खंड में से दो-दो लघुतरी प्रश्नों के दो समूह होंगे, जिनमें से किसी एक ही समूह के सभी प्रश्नों के उत्तर देने होंगे. प्रत्येक प्रश्न १० अंक के होंगे. कुल अंक होंगे (२०)

#### इकाई: तीन –

व्यावहारिक हिंदी ज्ञान के अंतर्गत व्यावसायिक पत्र से दो प्रश्न १० अंक के होंगे, जिनमें से किसी एक प्रश्न का उत्तर देना अनिवार्य होगा. कुल अंक होंगे (१०)

#### इकाई: चार –

व्यावहारिक हिंदी ज्ञान के अंतर्गत प्रशासनिक शब्दावली और कंप्यूटर से पांच प्रश्न होंगे, प्रत्येक प्रश्न दो अंक के होंगे. कुल अंक होंगे (१०)

#### इकाई: पांच –

पाठ्यपुस्तक में निर्धारित सम्पूर्ण पाठ्यक्रम से दस अति-लघुतरी प्रश्न होंगे, सभी प्रश्नों का उत्तर अनिवार्य होगा. प्रत्येक प्रश्न २ अंक के होंगे. कुल अंक होंगे (२०)

## सूचना :

१. इकाई एक और दो के अंतर्गत पूछे जाने वाले सभी प्रश्न लघुतरीय होंगे. प्रश्नों के उत्तर लगभग २५ पंक्तियों में अपेक्षित हैं.
२. इकाई एक और दो में पूछे गये सभी प्रश्न विकल्प के साथ होंगे.
३. इकाई तीन के अंतर्गत पूछे गए प्रश्नों के उत्तर कम से कम १५० शब्दों के होने चाहिए.
४. इकाई चार में प्रशासनिक शब्दावली के हिंदी से अंग्रेजी (५) और अंग्रेजी से हिंदी के (५) कुल दस अनिवार्य शब्द दिए जायेंगे.
५. इकाई पांच के अंतर्गत पूछे गए सभी प्रश्न अति-लघुतरी होंगे. जिनके उत्तर लगभग ४ से ५ पंक्तियों में अपेक्षित हैं.

६. अंतर्गत मूल्यांकन	२० अंक
- गृहपाठ	१० अंक
- परिसंवाद/परिचर्चा	१० अंक

### पाठ्यक्रम

गद्य विभाग :- १. सदाचार का ताबीज-हरिशंकर परशाई (व्यंग्य) २. ममता- जयशंकर प्रसाद (कहानी) ३. ईदगाह-प्रेमचंद  
४. दान-डॉ. भदंत आनंद कौशल्यायन ५. पर्यावरण; प्रकृति और प्रदूषण-श्रीराम शर्मा

पद्य विभाग :- १. धर्म है-गोपालदास सक्सेना २. मधुशाला-हरिवंशराय बच्चन ३. वीरों का कैसा हो वसंत-सुभद्राकुमारी चौहान ४. नदी के द्वीप-सचिदानन्द हीरानंद वातस्यायन अज्ञेय ५. क्या पूजा क्या अर्चन रे -महादेवी वर्मा

व्यावहारिक हिंदी ज्ञान :-

अ) व्यावसायिक पत्र: वित्तिय एवं शासकीय संस्थाओं से पत्राचार, आदेश एवं मॉल प्राप्ति की स्वीकृत. शिकायत, दावा एवं समझौता.

ब) प्रशासनिक शब्दावली और कंप्यूटर: अंग्रेजी से हिंदी और हिंदी से अंग्रेजी प्रशासनिक शब्दावली, कंप्यूटर का सामान्य परिचय, प्रकार और उपयोग.

### सन्दर्भ

ग्रन्थ: १. प्रयोजनमूलक हिंदी संरचना एवं अनुप्रयोग- डॉ. रामप्रकाश गुप्त, राधाकृष्ण प्रकाशन, दिल्ली २. व्यावहारिक हिंदी ज्ञान - डॉ. शैलेन्द्र कुमार शुक्ल ३. सामान्य हिंदी -पृथ्वी नाथ पाण्डेय- नालंदा पब्लिशिंग हाउस, इलाहाबाद ४. मानक हिंदी व्याकरण-डॉ. अशोक कुमार उपाध्याय-धनपत रॉय & कं. दिल्ली ५. राजभाषा शब्दकोष -डॉ. हरदेव बाहरी-लोकभारती प्रकाशन, इलाहाबाद ६. सम्प्रेषण मूलक व्यावसायिक हिंदी-डॉ. माधव सोनटक्के, ओरिएन्ट ब्लैकस्वान प्राइवेट लिमिटेड, हैदराबाद. साहित्य कलश-राघव पब्लिशर्स & डिस्ट्रीब्यूटर.

**GONDWANA UNIVERSITY, GADCHIROLI**

**SYLLABUS : B.Com. Part I**

**SUPPLEMENTARY ENGLISH**

**Semester I**

**Objectives:**

1. The prose pieces, poems and short stories serve the purpose of developing reading skill, to enrich vocabulary and understand men and manners.
2. This will provide the students an opportunity to learn language elements and their application.
3. This will help them to learn the basic knowledge of English Grammar and Business correspondence.

**Semester I :**

**Unit I – Prose**

1. Rising Tide of Urban Chaos by Colin Legum
2. The Gold Frame by R. K. Laxman
3. Good Manners by J. C. Hills
4. With the Photographer by Stephen Leacock

**Unit II – Poetry**

1. Ballad of the Landlord by Langston Hughes
2. Ecology by A. K. Ramanujan
3. When I Set Out for Lyonesse by Thomas Hardy

**Unit III – Short Stories**

1. Umbrella by Guy De Maupassant
2. Lament by Anton Chekov
3. The Last Leaf by O’Henry

**Unit IV – Language Skills: Grammar & Usage**

1. Tenses (Fill in the blanks with appropriate tense form from the verb given in the brackets)
2. Transformation of Sentences
3. One Word Substitution
4. Idioms/ Phrases

**-Reference Books for textual contents - Prose, Poetry and Short Stories**

1. Realms Of Gold (An Anthology of Prose and Poetry)  
Orient BlackSwan
4. Gems of Short Fiction- An Anthology of Short Stories, Orient Blackswan.

**-Recommended reading for Grammar & Composition -**

1. Macmillan English Grammar and Composition by R. C. Jain (Macmillan India LTD)
2. Macmillan Foundation English by R.K Dwivedi & A. Kumar (Macmillan)
3. Contemporary English Grammar & Composition by David Green (Macmillan)
4. Success with Grammar and Composition by K. R. Narayanswami (Orient Longman)
1. Macmillan Phrasal Verbs (Macmillan)

**Semester I : Distribution of Marks**

**Theory Internal Practical**

- |                                            |      |    |    |
|--------------------------------------------|------|----|----|
| 1. Texts ( Prose, Poetry & Short Stories ) | - 64 | 20 | -- |
| 2. Language Skills: Grammar & Usage        | - 16 | -- | -- |

**Semester I : Pattern of Question Paper :**

Que : 1. A) One Long Answer Question out of Two to be answered in about  
150 words (Based on Prescribed Text-unit I) 08

B) One Long Answer Question out of Two to be answered in about  
150 words (Based on Prescribed Text-unit I) 08

Que : 2. A) One Long Answer Question out of Two to be answered in about  
150 words (Based on Prescribed Text-unit II) 08

B) One Long Answer Question out of Two to be answered in about  
150 words (Based on Prescribed Text-unit III) 08

Que : 3. A) Two Short Answer Questions out of Four to be answered in about  
50 words (Based on Prescribed Text-unit I) 08

B) Two Short Answer Questions out of Four to be answered in about  
50 words (Based on Prescribed Text-unit II) 06

C) Two Short Answer Questions out of Four to be answered in about

50 words (Based on Prescribed Text-unit III)	<u>06</u>
Que : 4. A) Fill in the blanks with appropriate verb forms given in the brackets. (Four out of six)	<u>04</u>
B) Four Sentences for Transformation	<u>04</u>
C) Four items for One Word Substitution	<u>04</u>
D) Phrases to be used in sentences (Four out of six)	<u>04</u>
Que : 5. A) Eight very short Answer Question to be answered in one sentence or not more than three lines each : (Based on Prescribed Text-unit I & III)	<u>08</u>
B) Two stanzas for identification of the names of poems and poets (Based on Prescribed Text-unit II)	<u>04</u>

**SYLLABUS : B.Com. Part I**  
**SUPPLEMENTARY ENGLISH**  
**Semester II**

**Semester II**

**Unit I – Prose**

1. A Talk on Advertising by Herman Wouk
2. Making a Contract by Philip Bingham
3. The Scientific Point of View by J. B. S. Haldane
4. The Sun, the Planets and the Stars by C. Jones

**Unit II – Poetry**

1. All in June by W. H. Davies
2. The Best of School by D. H. Lawrence
3. To the Indians Who Died in Africa by T. S. Eliot

**Unit III – Short Stories**

2. Luncheon by W. S. Maugham
3. Fly by Katherine Mansfield
4. The Trail Of Green Blazer by R. K. Narayan

#### **Unit IV - Letter writing, Reading and Comprehension**

1. Writing Application with Bio-Data, Congratulatory or Thanks Giving Letter
2. Precis/Summary writing

#### **-Reference Books for textual contents - Prose, Poetry and Short Stories**

1. Realms Of Gold (An Anthology of Prose and Poetry)  
Orient BlackSwan
4. Gems of Short Fiction- An Anthology of Short Stories, Orient Blackswan.

#### **-Recommended reading for Grammar & Composition -**

1. Macmillan English Grammar and Composition by R. C. Jain (Macmillan India LTD)
2. Macmillan Foundation English by R.K Dwivedi & A. Kumar (Macmillan)
3. Contemporary English Grammar & Composition by David Green (Macmillan)
4. Success with Grammar and Composition by K. R. Narayanswami (Orient Longman)
5. Macmillan Phrasal Verbs (Macmillan)

#### **Semester II : Distribution of Marks**

#### **Theory Internal Practical**

- |                                              |      |    |    |
|----------------------------------------------|------|----|----|
| 1. Texts ( Prose, Poetry & Short Stories )   | – 64 | 20 | -- |
| 2. Letter writing, Reading and Comprehension | - 16 | -- | -- |

#### **Semester II : Pattern of Question Paper :**

Que : 1. A) One Long Answer Question out of Two to be answered in about  
150 words (Based on Prescribed Text-unit I) 08

B) One Long Answer Question out of Two to be answered in about  
150 words (Based on Prescribed Text-unit I) 08

Que : 2. A) One Long Answer Question out of Two to be answered in about  
150 words (Based on Prescribed Text-unit II) 08

B) One Long Answer Question out of Two to be answered in about  
150 words (Based on Prescribed Text-unit III) 08

Que : 3. A) Two Short Answer Questions out of Four to be answered in about  
50 words (Based on Prescribed Text-unit I) 08

- B) Two Short Answer Questions out of Four to be answered in about  
50 words (Based on Prescribed Text-unit II) 06
- C) Two Short Answer Questions out of Four to be answered in about  
50 words (Based on Prescribed Text-unit III) 06
- Que : 4. A) Write application with Bio-Data OR 08  
Congratulatory or Thanks Giving letter  
(Based on Prescribed- Unit IV)
- B) Write précis/ summary of the given passage 08  
(Based on Prescribed- Unit IV)
- Que : 5. A) Eight very short Answer Question to be answered in one sentence or  
not more than three lines each :  
(Based on Prescribed Text-unit I & III) 08
- B) Two stanzas for identification of the names of poems and poets  
(Based on Prescribed Text-unit II ) 04

Prof. Dr. A. V. Dhote

Prof. Dr. H. B. Dhote

### **PREFACE**

The compilation of any anthology is a challenging task, and particularly like this one. In today's world of Liberalization, Privatization and Globalization English Language is playing a very important role. So the main purpose of this anthology is to expose the students of undergraduate classes to basic language skills and to more and more creative uses of English Language. This anthology is also meant to achieve other objectives i.e. strengthening their understanding of the world, making them responsible and responsive to environment, giving them intellectual strength, to advise and guide them how best to face challenges of this modern world.

I would like to express my deep-felt gratitude to...(Please mention the name/names of hon. VC, director of BCUD, Registrar, Dean Dr. R.G. Munghate and others if you want)



Attempts have been made to follow the guidelines of University Grant Commission through the selection of contents on the one hand and to cater the practical needs of the undergraduate students on the other. We hope all the users of the anthology will find this book useful.

Dr. A.V.Dhote.

Dr.H.B.Dhote.

# GONDWANA UNIVERSITY

## B.COM PART I

( Semester – I )

### BUSINESS ECONOMICS I

#### Objective

1. To expose students to basic micro economics concepts.
2. To apply economic analysis in the formulation of business policies.
3. To use economic reasoning to problems of business.

<b>Unit No</b>	<b>Topic</b>
<b>1</b>	<b>INTRODUCTION</b>
	1.1 Meaning, Nature and Scope of Business Economics 1.2 Micro and Macro Economics; Meaning , Scope, Merits & Demerits, 1.3 Difference Between Micro and Macro Economics.
<b>2</b>	<b>DEMAND ANALYSIS</b>
	2.1 Demand : Meaning and Schedules of Demand, Factors Determining Market Demand 2.2 Elasticity of Demand and their types 2.3 Determinants of elasticity of demand; Importance of Elasticity of demand.
<b>3</b>	<b>Production Function</b>
	3.1 Concept of Production 3.2 3.2 Factors Of Production 3.3 Law of variable proportions,
<b>4</b>	<b>POPULATION</b>
	4.1 Malthus' Theory of population. 4.2 A Policy adopted China for Population. 4.3 Current Policy for Population adopted by India

GONDWANA UNIVERSITY

B.COM -I

( SEMESTER II )

BUSINESS ECONOMICSII

Unit No	Topics
<b>1</b>	<b>PRICING UNDER VERIOUS MARKET CONDITION</b>
	1.1 Perfect Competition : Equilibrium of Firm and Industry under Perfect Competition 1.2 Monopoly – Price Determination under Monopoly. 1.3 Monopolistic Competition – Price and Output Determination under Monopolistic Competition.
<b>2</b>	<b>COST ANALYSIS</b>
	2.1 Accounting Costs and Economic Costs 2.2 Short Run Cost Analysis : Fixd, Variable and Total Cost Curves Average and Marginal Costs. 2.3 Long Run Cost Analysis : Economies and Diseconomies of Scale and long Run Average and Marginal Cost Curves
<b>3</b>	<b>RENT AND WAGES</b>
	3.1 Rent : Concept of Economic Rent 3.2 Ricardian Theory of Rent , Modern Theory of Rent and Quasi Rent 3.3 Wages : Money-Wages and Real Wages- causes of wage Differentials.
<b>4</b>	<b>INTEREST AND PROFIT</b>
	4.1 Interest: Concept and theories of interest-Loanable Funds Theory, Liquidity Preference Theory. 4.2 Profit : Nature and concepts, Theories of Profit – Innovation Theory, Risk Theory, Uncertainty Bearing Theory,
	<b>TOTAL</b>

**Recommended Books**

1. Business Economics H.L.AhujaS.Chand and Company New Deelhi 110055
2. Economics G.L.BachPrentice Hall of India New Delhi.
3. An Introduction of Micro economics N.C. Ray Macrillan Company of India Ltd. Delhi.

4. Basic Economics and Business Environment G.M.Kochar, Dr. K.B.Moharir, Gurbir - KaurKhalsa, Dr. DevendraKawde Das GanuPrakashan, Nagpur.i.S.B.N.No. No. 978-93-81660-19-3

5. Micro Economics – D.N. Dwivedi Pearson Publication NOIDA (U.P.)

6. व्यावसायिक अर्थशास्त्र –डॉ. प्रभाकर देशमुख –पिंपळापूरे प्रकाशन रामदासपेठ नागपूर.

७. व्यावसायिक अर्थशास्त्र –डॉ. प्रकाशसोमलकर–सुनिलनरांजेदास गणू प्रकाशन झाशी राणी चौक सिताबर्डी नागपूर.

## B.Com. Part – I

### PRINCIPLES OF MANAGEMENT - I

#### Semester - I

#### Objectives:

- 1) To provide a basis of understanding to the students with reference to working of Business Organization through the Process of Management.
- 2) On completion of the syllabi the student will understand the basic Principles of Management- will acquainted himself with management process, functions and principles. Student will also get the idea about new development in management.

**Unit-I : Nature of management :** Meaning, Definition, Nature, Purpose, Importance and functions. Management as an Art, Science & Profession- Management as Social System Concepts of Management- Administration - Organisation. - 15 Periods

**Unit-II : Evaluation of management:** Contribution of F.W.Taylor, Henry Fayol, Elton Mayo chester Barhard and Peter Drucker to the management (i.e School of management thought) Indian Management Thought. - 15 Periods

#### Unit-III : Functions of Management:

**Planning :** Meaning, Need and Importance, Types, Levels, Advantages & Limitations. Forecasting – Need & Techniques, **Decision-making:** Types- process rational decision-making and techniques of decision making. **Organizing:** Elements of Organizing and Processes. Types of Organizations, Delegation of authority, Need difficulties in delegation- Decentralization. - 15 Periods

**Unit-IV : Recent Trends in Management :** Social Responsibility of Management- environment friendly Management. Management of Change, Management of Crisis, Total Quality Management, Stress Management, International Management. - 15 Periods

#### Books recommended

1. Essentials of Management – Horold Koontz and Iteniz Weibrich –McGraw-Hill’s International
2. Management Theory and Practice- J. N. Chandan
3. Essential of Business Administration – K. Aswathapa Himalaya Publishing House
4. Principles and Practice of Management- Dr. L.M. Prasad, Sultan chand a & Sons – New Delhi
5. Business Organization and Management – Dr- Y. K. Bhushan
6. Management Concept and Strategies By J.S. Chandan, Vikas Publishing.
7. Principles of Management By Tripathi and Reddy- Tata McGraw Hill
8. Business & Organization & Management by Talloo by Tata McGraw Hill
9. Business Environment and Policy – A Book on Strategic Management/Corporate Planning By Francies Cherunilam Himalaya Publishing House 2001 Edition.
- 10 Principle of Management – S.B. Kishor, Das Ganu Prakashan

## **B.Com. Part – I Semester System**

### **Semester-II**

## **Principles of Management : Paper-II**

### **Objectives:**

1. To acquaint the Students with the basic concept, Principles and functions of Management.
2. To make students aware about the recent trends in management.

### **Unit-I : Direction and Communication**

Direction- Meaning, Principles, Techniques, Process of Communication of as Management Functions, Barriers to Communication, Essentials of Organizational Communication.

- 15 Periods

### **Unit-II : Motivation and Leadership –**

Motivation- Meaning, importance, Theories of motivation- (Maslow's need Hierarchy Theory, -Herzberg's Theory, Douglas, McGregor's Theory, 'x' and Theory 'y', McClelland's Theory) Leadership – Meaning and Importance, Qualities, Functions of leader, Leadership styles.

- 15 Periods

**Unit-III : Co-ordination and Control –** Co-ordination – Meaning, Need, Requisites for excellent Co-ordination Techniques of Co-ordination. Control – Need, Steps in the process of Control Techniques. - 15 Periods

### **Unit-IV: New Trends in Management :**

1. **Business Ethics and Social Responsibility.**
2. **Disaster Management.**
3. **Management of Change.**
4. **Event Management.**

- 15 Periods

### **Books recommended**

1. Principles of Management- Koontz & O'Donnel
2. The Management Process- R.S. Davar
3. Essentials of Management- Koontz & O'Donnel TraleMc-Grow Hill Publishing House
4. Business Administration- Mritunjooy Banerjee
5. Principles and Practice – T.N. Chhabra, Dhanapat Rai & Co. of Management
6. Management- Prasad
7. Ancient Indian Commerce – Dr. Ambedkar
8. Makers of Modern India- NBT Pblishers
9. Economics Thought of Dr. B.R.Ambedkar- Dr. Narendra Jadhav
10. Articles & Speeches of Dr. B. R. Ambedkar, Mahatma Gandhi, Pandit Nehru
- 11 Principle of Management – S.B. Kishor, Das Ganu Prakashan

# B. com. Part I

## Semester – I

### Financial Accounting- Paper I

**Theory - 80 Marks**

**Internal Assessment - 20 Marks**

#### Objectives –

Periods  
Allotments

The Course aims at acquainting the students with the emerging issues in business, trade and commerce regarding recording, maintaining and presenting the accounting and financial facts.

<b>Unit I</b>	An overview of basic of Book Keeping and Accountancy, Theory and practice pertaining to recording of transaction in an intergraded manner right from basic rules to Final Accounts (Journal, Ledger, Cashbook and Trial Balance). Accounting Concepts and Conventions and relevant Accounting standards, Accounting Policies and their discloser.	15
<b>Unit II</b>	Final Accounts of Trading Co-operative societies (As per Maharashtra State co- operatives societies Act 1960).	15
<b>Unit III</b>	<b>Depreciation Accounting</b> Concept of Depreciation, Causes, Methods of recording depreciation, Accounting treatments under Annuity method, Depreciation Fund investment method, Depreciation Fund insurance policy method.	15
<b>Unit IV</b>	<b>Accounts of Professionals</b> Practical problems based on preparation of Receipt and Payment Account and Income and Expenditure Accounts and Balance sheet	15

### **Books Recommended**

1. Advance Accountancy Vol I - R. L. Gupta, M. Radhaswami Sultan chand & sons.
2. Fundamentals of Accounting – Dr T. P. Ghosh, Sultan chand & sons.
3. Accountancy for C. A. Foundation course - P. C. Tulsian, Tata Mc-graw Hill
4. Advance Accountancy Vol-I P. C. Tulsian ,Pearsons Education, New Delhi.
5. Advance Accounts – M. C. Shukla, T. S. Grewal , and S. C. Gupta, Sultan chand & co. ltd.
6. Financial Accounting- A. Mukharji & M. Haneef , Tata Mc-graw Hill.
7. Fundamentals of Accounting – Dr S. N. Maheshwari and Dr. S. K. Maheshwari, Vikas Publishing House New Delhi.
8. Financial Accounting- B. S. Raman
9. Advance Accounting-S. Kr Paul
10. Financial Accounting-Jain & Narang

# B.com - part I

## Semester –II

### Financial Accounting Paper II

Theory 80 marks  
marks

Internal assessment 20

Objectives	Periods Allotmwnt
To impart basic Accounting knowledge as applicable to business.	
<b>Unit I Hire purchase and Instalment purchase System</b>	
Concept of Hire purchase and Instalment purchase, distinction between Hire purchase and Instalment Purchase system, legal provision and rights of vendor and purchaser under both purchases system, Accounting treatments in the books of purchaser and vendor under various condition. [excluding repossessions].	16
<b>Unit II Consignment Account</b>	14
<b>Unit III Branch accounts excluding foreign branch.</b>	16
<b>Unit IV Royalty A/c (excluding sub lease) only minimum rent account method.</b>	14

#### Books Recommended

1. Advance Accountancy Vol I - R. L. Gupta, M. Radhaswami Sultan chand & sons.
2. Fundamentals of Accounting – Dr T. P. Ghosh, Sultan chand & sons.
3. Accountancy for C. A. Foundation course - P. C. Tulsian, Tata Mc-graw Hill
4. Advance Accountancy Vol-I P. C. Tulsian ,Pearsons Education, New Delhi.
5. Advance Accounts – M. C. Shukla, T. S. Grewal , and S. C. Gupta, Sultan chand & co. ltd.
6. Financial Accounting- A. Mukharji & M. Haneef , Tata Mc-graw Hill.
7. Fundamentals of Accounting – Dr S. N. Maheshwari and Dr. S. K. Maheshwari, Vikas Publishing House New Delhi.
8. Financial Accounting- B. S. Raman
9. Advance Accounting-S. Kr Paul
10. Financial Accounting-Jain & Narang



**B.Com.Part I**

**Semester-I**

**Statistics techniques and Business mathematics-Paper I**

Theory -80Marks

Internal Assessment -20 Marks

**Objectives-**

To provide basic knowledge and understanding of important statistical tools and statistics and Mathematics elementary application to business example.

		Periods Allotments
<b>Unit – I</b>	Concept, Nature and Scope, Functions, Significance, Limitation of statistics Statistical data collecting – Primary and secondary data, methods of collecting primary data, Sources and secondary data. Presentation of Statistical data- classification, tabulation, frequency distribution, diagrams and graphs. Concept of central tendency Measures of central tendency – arithmetic mean, median, mode, geometric mean and harmonic mean.	16
<b>Unit - II</b>	Concept, Objective, Nature of dispersion, measures of dispersion – Range, Standard deviation and its Co-efficient, Co-efficient of Variation, Mean deviation.	16
<b>Unit – III</b>	Concept, Type, Causes and different Measures of Skewness, Concept, Merit, Demerits, and Measures of Inter quartile Rang and Quartile deviation	16
<b>Unit – IV</b>	Business mathematics- Simple and compound interest, Percentages.	12

## Books Recommended

1. Fundamentals of Information technology	Deepak Bharihoke	Excel Books, New Delhi
2. Statistics for Business and economics	Hooda R.P.	Macmillan, New Delhi.
3. Statistics Methods	S.P.Gupta	Sultan chand & Sons, New Delhi
4. Basic of Computer & Statistical Technique	Dr. Rahul Sawlikar, Dr. S. B. Kishor	Das Ganu Prakashan, Nagpur ISBN - 978-81-921757-8-2
5. Statistics	R.S.N. Pillia V. Bhagvathi	S.Chand & Company, New Delhi.
6. Fundamental of Statistics	A.K.Agrawal & Sahib Singh	Frank Sons, New Delhi
7. Standard Problems and Formulae of Statistics	Dr. Rahul Sawlikar, Dr. S. B. Kishor	Das Ganu Prakashan, Nagpur ISBN - 978-81-81660-24-9
8. Statistics for Management	Lewin and Rubin	Prentice-Hall of India, New Delhi.
९. सांख्यिकी	डॉ.एस.एम.शुल्क	

### B.Com.Part I

### Semester-II

## Statistics techniques and Business mathematics-Paper II

Theory -80Marks

Internal Assessment -20 Marks

### Objectives-

To provide basic knowledge and understanding of important statistical tools and statistics and Mathematics elementary application to business example.

<b>Unit – I</b>	Correlation and Regression - Karl Pearson Co-efficient for Ungrouped & Grouped data	Periods Allotments
	Spearman's rank correlation Co-efficient Regression (Simple)	16

<b>Unit - II</b>	Index Number	– Fisher’s Ideal Index Number, Dorbish and Bowle’s method, Pasche method, Lasprey’s method	16
<b>Unit – III</b>	Chi-Square Tes		16
<b>Unit – IV</b>	Business mathematics- Ratio and Proportion , Profit & Loss .		12

## Books Recommended

1. Fundamentals of Information technology	Deepak Bharihoke	Excel Books, New Delhi
2. Statistics for Business and economics	Hooda R.P.	Macmillan, New Delhi.
3. Statistics Methods	S.P.Gupta	Sultan chand & Sons, New Delhi
4. Basic of Computer & Statistical Technique	Dr. Rahul Sawlikar, Dr. S. B. Kishor	Das Ganu Prakashan, Nagpur ISBN - 978-81-921757-8-2
5. Statistics	R.S.N. Pillia V. Bhagvathi	S.Chand & Company, New Delhi.
6. Fundamental of Statistics	A.K.Agrawal & Sahib Singh	Frank Sons, New Delhi
7. Standard Problems and Formulae of Statistics	Dr. Rahul Sawlikar, Dr. S. B. Kishor	Das Ganu Prakashan, Nagpur ISBN - 978-81-81660-24-9
8. Statistics for Management	Lewin and Rubin	Prentice-Hall of India, New Delhi.
९. सांख्यिकी	डॉ.एस.एम. शुल्क	

# GONDWANA UNIVERSITY, GADCHIROLI

## B. Com

### Semester I

#### BASIC MARKETING MANAGEMENT (Paper-I)

##### **Objectives:**

1. To acquaint the Students with the basic knowledge of Marketing.
2. To make students aware about the modern trends in marketing.

##### **UNIT –I: Introduction:**

Meaning & Definition of Market and Marketing, Pre Independence and post Independence Marketing in India, Nature, Scope, Function of Marketing in India in Libraries Marketing.  
- 15 Periods

##### **UNIT –II: Consumer Behaviors :**

Meaning, definition, Importance and Characteristics of consumer Behavior, Determinants (Factors) effecting the consumer behavior- Psychological factors, personal factor, Social factor cultural factor, Buying Motives of Consumer behaviors  
- 15 Periods

##### **UNIT- III : Marketing Mix :**

Meaning and Significance of price, Meaning and objectives of Pricing, decision factors, influencing pricing decision.  
- 15 Periods

##### **UNIT –IV: Channels of Distribution :**

Meaning and definition of channel of Distribution, Importance of channel of Distribution, Distribution policies, Types of channel of Distribution. - 15 Periods

##### **Reference books-**

1. Marketing Management- Philip kotlers, McGraw hill Co.
2. Marketing Management- Prof. Milind Kothari, Ramesh Book Depot, Jaypur, New Delhi
3. Marketing Management - Prof. Kothari, Mehta, Sharma, Ramesh Book Depot, Jaypur, New Delhi
४. गतिशील विपणन — डॉ. सुधीर बोधनकर, साईनाथ प्रकाशन
५. विपणनाची तत्वे — डॉ फडके, पिंपळपुरे प्रकाशनए नागपूर
- 6- Consumer Behavior by Schiffman – Kanuk

# GONDWANA UNIVERSITY, GADCHIROLI

## B Com

### Semester II

#### BASIC MARKETING MANAGEMENT (Paper-II)

##### Objectives:

1. To acquaint the Students with the basic concept, Principles of Marketing.
2. To make students aware about the recent trends in marketing.

##### UNIT- I: Product life cycle :

Meaning and Concept of Product, New product development process, Stages of Product life cycle- Introduction, Growth, Maturity, Saturation, Decline. Importance of Product innovation.

-15 Period

##### UNIT- II : Sales promotion :

Meaning and definition of Sales promotion, objective of sales promotion. Tools of Sales promotion – Advertising, Publicity and personal selling.

-15 Period

##### UNIT- III : Marketing Mix:

Approaches of Marketing – Product concept, selling concept, and marketing concept elements (4 Ps) of marketing mix – Product, Price, Place and Promotion. .

-15 Period

##### UNIT- IV : Sales Forecasting :

Meaning and definition and characteristic of sales forecast, Factors affecting sales forecast, methods of sales forecasts – Survey of Consumers Opinion Method, Executives Opinion Method, Expert's Opinion Method, Market test Method, Trend analysis Method, Sales force Opinion Method.

-15 Period

##### Reference books-

1. Marketing Management- Philip Kotler, McGraw Hill Co.
2. Marketing Management- Prof. Milind Kothari, Ramesh Book Depot, Jaypur, New Delhi
3. Marketing Management - Prof. Kothari, Mehta, Sharma, Ramesh Book Depot, Jaypur, New Delhi
४. गतिशैल विपणन – डॉ. सुधीर बोधनकर, साईनाथ प्रकाशन
५. विपणनाची तत्वे – डॉ फडके, पिंपळापुरे प्रकाशन नागपूर
- 6- Consumer Behavior by Schiffman – Kanuk

B Com I  
Semester I

**HUMAN RESOURCE MANAGEMENT (Paper-I)**

**Objectives :** To develop understanding of the concepts of Human Resource Development To gain and insight of the factors which go into the making of an efficient HRD Manager

Unit – I

**Introduction to Human Resource Management :**

- Concept, Definition, Objectives, Scope, Functions & Significance of Human Resource Management.

**Recruitment and Selection :**

- Recruitment – definition, types, sources
- Selection – definition, process, steps
- Job analysis – steps and techniques
- Interview Types
- Placement
- Induction

Unit – II

**Training and development :**

- Definition, Need, objectives.
- Methods of Training on the job & of the job training
- Management Development- Meaning process & techniques.

**Performance Appraisal :**

- Concept, definition and objectives of Performance Appraisal.
- Methods and Techniques of Performance Appraisal.
- How to make Performance Appraisal effective
- Job Evaluation – definition, process
- Promotion Demotion and Transfer Policies
- Layoff, Absenteeism Labour Turn-over

Unit – III

**Motivation, Moral and Productivity :**

- Definition, importance, methods of Motivation.
- Morale, Morale and Productivity
- Job enrichment-Core Dimensions of Job Enrichment

- Executive Stress
- Introduction, objectives and factors effecting Wage determination
- Incentive plans
- Profit sharing
- Fringe benefits

#### Unit – IV

#### **Human Resource Management :**

- Introduction, evaluation, objectives, scope & significance of Human Resource Development.
- Distinction between Personal Management & Human Resource Development Process of Human Resource Planning/Man Power Planning.

#### Books Recommended :

1. Dr. P.C. Tripathi & N.C. Dapoor, Personal Management & Industrial Laws, Sultan Chand & Sons.
2. C.B. Mamoria, Personnel Management, Himalaya Publishing House, New Delhi
3. RS. Davar, Personnel Management & Industrial Relation, Vikas Publications, New Delhi
4. C.S. Venkata Ratnam & B.K. Shrivastava, Personnel Management and Human Resources, Tata McGraw Hill Publishing Co. Ltd.
5. H.L. Kumar, Practical Guide to Labour Management Universal Law Publishing Co. Pvt. Ltd.
6. Arun Monappa, Industrial Relations, Tata McGraw Hill Publishing CO. Ltd.

**B Com I**  
**Semester- II**

**HUMAN RESOURCE MANAGEMENT (Paper-II)**

Objectives : To develop understanding of the concepts of Human Resource Development

To gain and insight of the factors which go into the making of an efficient HRD Manager

Unit – I

Promotion and Transfers :

- Purpose of Promotion, basis of Promotion, meaning of Transfer, Reasons for Transfer, Types of Transfer, right sizing of work force, Need for right sizing.

Unit – II

Wok Environment :

- Meaning of Work Environment, fatigue implications kof fatigue, causes and symptoms of fatigue, Monotony and boredom, Factors contributing to monotony and boredom, Industrial accidents, Employee safety, Morale, Grievance and Grievances handling Personnel records and Personal Audits.

Unit – III

Human Resource Development :

- Meaning of HRD, Role of training in HRD, Knowledge Management, Knowledge Resources, Impact to Globalizations of Human Resource Management, Problems in relation to transnational and multinational.

Unit – IV

Human Resource Development :

- Career Planning & Career Development
- Qualit Circle
- Human Resource Accounting
- Role of a Personal Manager/HRD Manager
- Professionalization of Personnel Management in India

Books Recommended :

1. C. B. MMORIA, Personnel Management.
2. Edwin Floppo, Personnel Management.
3. Aswathappa K. Human Resource Management.
4. Subba Rao, Human Resources Management.
5. Michael Porter, HRM and Human Relations.
6. Biswanath Ghosh, Human Resource Development and Management.



# **B. Com part I**

## **( Semester - I )**

### **Principles of Banking and Insurance - I**

#### **Objective**

- 1) The objective of this subject is to provide in depth knowledge on various aspect of banking system and insurance .
- 2) To make the students aware about the careers in the beeld of banking and insurance.

#### **Unit I : Banking meaning and functions**

Concept, Meaning , Evaluation of banking, Function of bank Tradition and modern.

#### **Unit II : Indian Banking system and their classification**

Unit banking system

Branch banking system

Chain banking system

Correspondent banking system

Mixed banking system

Universal banking system.

#### **Unit III : Concptualisation of Insurance.**

Introduction, Meaning of Insurance, Definition of Insurance, Types of Insurance, Evolution of Insurance, Why Life Insurance.

#### **Unit IV : Types of Insurance**

Introduction, Classification on the basis of Nature of Insurance, Classification of Insurance from Business Point of View, Classification of Insurance from Risk Point of View.

### **Books Recommended :-**

- 1) Indian Banking system ( Ramesh book depo Jaipur, New Delhi)  
Trivedi, Choudhary, Kumar
- 2) Banking and Financial Market in India 1947-2007  
( New Century Publication, New Delhi )  
Niti Bhasin
- 3) Banking Theory and Practice  
( Vikas Publication)  
K.C. Shekhar and Lakmi Shekhar.
- 4) Banking Theory Law and Practice ( S. Chand)  
K.P.M. Sundaram, DN.Varshney
- 5) Insurance Principal & Practice ( S. chand and Company New Delhi)  
M.N. Mishra
- 6) Insurance Principal & Practice ( S. Chand and company New Delhi)  
Vinayakam N. Radhaswamy & Vasu devan S.V
- 7) Insurance theory & Practice ( Pearls Book Delhi)  
Bhargava B.D.
- 8) Insurance Management ( Principles and Practices)  
Deep & Deep Publicaion Pvt. Ltd. ( F-159 Rajouri Garden, New Delhi- 110027)  
Karmal Pal, B.S. Bodla, M.C. Garg.

# Question Paper scheme

Time 3 hours

Max Marks 80

**Que - 1 From Unit I**

- a) Short Question 8
- b) Short Question 8

OR

**From Unit I**

- c) Long Question 16

**Que - 2 From Unit II**

- a) Short Question 8
- b) Short Question

OR

**From Unit II**

- c) Long Question 16

**Que -3 From Unit III**

- a) Short Question 8
- b) short Question 8

OR

**From Unit III**

- c) Long Question 16

**Que - 4 From Unit IV**

- a) Short Question 8
- b) Short Question

OR

**From Unit IV**

- c) Long Question 16

**Que- 5 All questions Compulsary (marks 4x4) 16**

From Unit I, II, III, IV

**B.Com Part I**  
**Semester II**  
**Principle of Banking and Insurance - II**

**Unit I: Banking Operation**

Type of Account

Process of Opening Operating and closing of a bank account

General Precaution for opening of account.

**Unit II : E - Banking**

Meaning of e-banking and core banking emergence and development of e-banking.

Electronic banking product/service

- i) Electronic payment system
- ii) ATM
- iii) Phone and Tele banking
- iv) Internet banking
- v) Electronic Fund transfer

Benefits of e-banking to customer and to the banker.

**Unit III : INSURANCE PRINCIPLES**

Introduction,

General Principles of Essentials of Insurance Contract

Specific Principles of Insurance contract

Miscellaneous Principles.

**Unit IV : SOCIAL SECURITY AND INSURANCE**

Introduction, exalation of Insurance Organization, insurance Organization in India., Insurance and Social Security, Different Schemes of Social Security in Insurance.

**Books Recommended :-**

- 1) Indian Banking system ( Ramesh book depo Jaipur, New Delhi)  
Trivedi, Choudhary, Kumar
- 2) Banking and Financial Market in India 1947-2007  
( New Century Publication, New Delhi )  
Niti Bhasin
- 3) Banking Theory and Practice  
( Vikas Publication)  
K.C. Shekhar and Lakmi Shekhar.
- 4) Banking Theory Law and Practice ( S. Chand)  
K.P.M. Sundaram, DN.Varshney
- 5) Insurance Principal & Practice ( S. chand and Company New Delhi)  
M.N. Mishra
- 6) Insurance Principal & Practice ( S. Chand and company New Delhi)  
Vinayakam N. Radhaswamy & Vasu devan S.V
- 7) Insurance theory & Practice ( Pearls Book Delhi)  
Bhargava B.D.
- 8) Insurance Management ( Principles and Practices)  
Deep & Deep Publicaion Pvt. Ltd. ( F-159 Rajouri Garden, New Delhi- 110027)  
Karmal Pal, B.S. Bodla, M.C. Garg.

**B.Com. (Information Technology)**  
**SEMESTER-I**  
**Paper- 7: Computer Fundamental**

**UNIT-I: Basic of Computer**

**Introduction to Computer**, Types and Classification. **Basic Anatomy of Computer:** Block, Diagram of Computer, Generation of Computers. **CPU:** Function of Each Unit.  
**Data Representation:** Decimal, Binary, Their Interconversion.

**UNIT-II: Input/ Output Peripherals**

**Input Devices:** Keyboard, **Locator Device:** Mouse, Joy Stick Digitizing Tablet **Pick Device:** Light Pen, Touch Screen Track Ball, **Voice Recognition:** Microphone, **Scanning:** MICR, OCR, OMR, Barcode Reader, **Vision Capturing:** Webcam, Digital Camera Point of Scale, Touch Pad, Smart Card, **Output Devices:** VDU, Dot Matrix, Laser and Inkjet Printers, Plotters.

**UNIT-III: Storage Device**

**Memory:** Primary, Cache, Flash, **Storage Classification:** Sequential, Random, **Storage Devices:** Pen Drive, Hard Disk, and Optical Disk, Blue Ray Disc.

**UNIT-IV: Windows**

Features of Windows, GUI, Operating with Windows, Desktop, Taskbar, Windows Explorer, Control Panel, My Computer, My Documents, Recycle Bin. **Windows Accessories:** Calculator, Notepad, Paint, System Information, Disk Management, Disk Defragmentation, Disk Cleanup

**Books:**

- 1) Peter Norton's, "Introduction to Computers", 4<sup>TH</sup> Ed. TMH Pub., ISBN-0070593744
- 2) Alexis and Mathews Leon, "Fundamentals of Information Technology" Leon Press, Chennai & Vikas Publishing House Pvt. Ltd, New Delhi, ISBN :8182090105

**References:**

- 1) S.B Kishor," Information Technology", Das Ganu Prakashan, ISBN 979-81-921757-9-9
- 2) Kamlesh Agarwal,"WAP the NET", MacMillan Publication.
- 3) Douglas Comer, "The Internet Book", PHI Publication, ISBN: 0132335530
- 4) Dr. Madhulika Jain, Shashank & Satish Jain , "Information Technology Concepts", BPB Publication, New Delhi, ISBN - 8176562769

## Practical - I based on IT, Windows

1. Study of various input devices with troubleshooting.
  - a. To study and installation of keyboard.
  - b. To study and installation of mouse.
2. Study of various output devices.
  - a. To study the installation of printer.
3. To study the installation of multimedia.
4. Study of different operating system.
5. Study of booting process.
6. To study assembling and deassembling the PC.
7. To study and installation of antivirus software
8. Procedure to cleanup Disk, Disk fragmentation
9. Things to know while purchasing the computer.
10. Procedure to Copy and move the files from one location to another
11. Procedure to delete the files and restoring files and deleting files permanently.
12. Creating User accounts and setting personal environments
13. Creating files using notepad.
14. Switching between two application for example performing certain calculation using calculator and copy the result in notepad
15. Create some graphical images using paintbrush

**B.Com. (Information Technology)**  
**SEMESTER-II**  
**Paper- 7: Information Communication Technology**

**UNIT-I: Network**

Computer Communication, Need for Networks, Types of Network- LAN, WAN, MAN, Concept of Network Topology, Types of Topologies and its Advantages and Limitations.

**UNIT-II: Internet and Open Source Terminologies**

Basic Internet terms, Internet Addressing, Services provided by Internet, detail about E-mail, Search Engine. Social and Ethical Issue, YouTube, FaceBook, LinkedIn, Orkut. **Open Source Terminologies:** Open Source Software, Freeware, Shareware, Proprietary Software, FLOSS, GNU, FSF, OSI

**UNIT-III: Computer Virus**

Computer Virus, Types of Viruses, Properties and Characteristic of Virus, Some Popular Virus, Prevention method of Virus, Antivirus

**UNIT-IV: PC Maintenance**

**PC Maintenance-** Active Software Maintenance-Passive Maintenance Procedures-

**Trouble Shooting-Introduction-**Types of Pc Faults- Diagnostic and Repair Tools

**Diagnostic Software Tools-** Diagnostic Hardware Tools-Advanced Testing Tools-Hand Tools for Service Engineers-Disassembling PC.

**Books:**

- 1) Peter Norton's, "Introduction to Computers", 4<sup>TH</sup> Ed. TMH Pub., ISBN-0070593744
- 2) Alexis and Mathews Leon, "Fundamentals of Information Technology" Leon Press, Chennai & Vikas Publishing House Pvt. Ltd, New Delhi, ISBN :8182090105
- 3) Troubleshooting Your Pcs for Dummies 3rd Edition – Dan Gookin, Willey Publishing Inc. ISBN : 9780470230770

**References:**

- 1) Kamlesh Agarwal,"WAP the NET", MacMillan Publication.
- 2) Douglas Comer, "The Internet Book", PHI Publication, ISBN: 0132335530
- 3) S.B Kishor," Information Technology", Das Ganu Prakashan,ISBN-979-81-921757-9-9
- 4) Troubleshooting Your Pcs for Dummies 3rd Edition – Dan Gookin, Willey Publishing Inc. ISBN : 9780470230770
- 5) Dr. Madhulika Jain, Shashank & Satish Jain ,"Information Technology Concepts", BPB Publication, New Delhi, ISBN - 8176562769



## Practical based on PC-Maintenance

- 1) Create personal E-Mail ID and send a successful message of creation to your lab incharge/HOD.
- 2) Set your E-Mail Settings like appearance, vacation, signature etc.
- 3) Change your E-Mail Id Password
- 4) Write a procedure to search the information and note down the differences between simple search, exact search, multiple search,
- 5) Procedure to download the information of required contents.
- 6) Write a procedure to Upload the file.
- 7) How To Install Memory (Ram)
- 8) How To Install Monitors & Resolution
- 9) How To Install Graphics Cards.
- 10) How To Perform Adjusting Display Setting in Windows
- 11) How To Perform Installing CD-ROM Drive , Keyboard & Mouse , Sound Card
- 12) How To Perform Installing Front Panel Indicators And Speakers
- 13) How To Perform Installing Various Types of Printers
- 14) How To Perform Installing Operating System in PC.
- 15) How To Identify Faults For Using Trouble Shooting
- 16) How To Identify To Common Printer Problem.
- 17) When I switch on the Computer it Gives Error Message “**Disk Boot Failure**”, Trouble Shoot the Problem And Suggest the Corrective Measure.
- 18) During Booting Process, Machine Shows a Warning Message For Cpu Fan, Solve the Problem.
- 19) When I Switch on the Computer Monitor Displays Nothing Only Its Led is Continuously Blinking, Trouble Shoots the Problem?
- 20) Machines Restart Continuously, Rectify the Problem?
- 21) Audio is Not Available in the System, Solve the Problem?