

**Revised Structure and Syllabi for Three-Year  
B.Com (Vocational) Degree Course.  
(From June 2013)**

**Preamble**

Vocational Education refers to, in addition to general education, the study of technologies and related sciences and the acquisition of practical skills, attitudes, understanding and knowledge relating to occupations in various sectors of economic and social life.

As per the UGC and the Pune University norms, vocational education is an integral part of general education. It is a means of preparing for occupational fields and for effective participation in the world of work and for responsible citizenship. In this sense, it can become an instrument for promoting environmentally sound sustainable development and a method of facilitating poverty alleviation.

In a time of continuous economic, social and technological change, skills and knowledge become quickly out-of-date. There is a need to develop the knowledge and skills that will help the workforce become more flexible and responsive to the needs of local human resources, while competing in the global economy.

Keeping this in mind, the **present structure of B. Com. Vocational of Pune University aims at:**

- Preparing a student for an occupational field.
- Providing the foundation for productive and satisfying careers.
- Imparting broad knowledge and generic skills applicable to a number of occupations within a given field so that the individual is not limited in his/her choice of occupation and is able to transfer from one field to another during his/her working life.
- Offering both a thorough and specialized preparation for initial employment, including self-employment, and also training within employment.

A student, opting for B.Com. Vocational degree will have 2 papers of vocational course he/she chooses at F.Y., S.Y. and T.Y. Other papers will be compulsory and will be same as regular B.Com. course. In this sense a student of B.Com. Vocational degree will choose his/her specialization from FY only. The complete structure will be as follows.

**1) INTRODUCTION**

The revised syllabi for B.Com (Vocational) Degree Course are introduced in the following order

- |      |                    |         |
|------|--------------------|---------|
| i.   | First Year B.Com.  | 2013-14 |
| ii.  | Second Year B.Com. | 2014-15 |
| iii. | Third Year B.Com.  | 2015-16 |

The B.Com. (Vocational) Degree Course (Revised Structure) will consist of three years. The First Year annual examination will be held at the end of the first year. The Second Year annual examination will be held at the end of the second year. The Third Year annual examination shall be held at the end of the third year.

**2) ELIGIBILITY**

- i. No Candidates shall admitted to enter the First Year of the B.Com. (Vocational) Degree Course (Revised Structure) unless he / she has passed the Higher Secondary School Certificate Examination of the Maharashtra State Board of Higher Secondary Education or and equivalent examination of any other statutory Board or University with English as a passing subject.
- ii. No candidate shall be admitted to the annual examination of the First Year B.Com (Vocational) – Revised Structure unless he / she has satisfactorily kept two terms for the course at the college affiliated to this University.
- iii. No candidate shall be admitted to the annual examination of the Second Year unless he/she has kept two terms satisfactorily for the course at the college affiliated to this University.

- iv. No candidate shall be admitted to the Third Year of the B.Com. (Vocational) Degree Course (Revised Structure) unless he/she has passed in all the papers at the First Year B.Com.(Vocational) and has satisfactorily kept terms for the second year and also two terms for the third year of B.Com. satisfactorily in a college affiliated to this University.
- v. Vocational Subject can be chosen at F.Y. level. The same subject has to be taken at S.Y. B.Com. & T.Y. B.Com. The subject change at S.Y. or T.Y. B.Com. is not allowed.

3) (A) Revised Structure of B.Com. (Vocational) Course.

F.Y.B.Com. 2013-14	
Sr.No.	Compulsory Group
101	Functional English
102	Financial Accounting
103	Business Economics
104	Mathematics & Statistics Or Computer Concepts & Programming
105 & 106	<b>Vocational Group (Any one of the following)</b> a) Computer Applications. b) Tax Procedure & Practices. c) Advertising, Sales Promotion & Sales Management.
107	<b>(Any one of the language from the following groups)</b>  <b>Modern Indian Languages (M.I.L.)</b> :- Additional English / Marathi / Hindi / Gujarathi / Sindhi / Urdu / Persian.  <b>Modern European Languages (M.E.L.)</b> :- French / German.  <b>Ancient Indian Languages (A.I.L.)</b> :- Sanskrit.  Arabic.

S.Y.B.Com. 2014-15	
Sr.No.	Compulsory Group
201	Business Communication.
202	Corporate Accounting.
203	Business Economics (Macro)
204	Business Management
205 & 206	<b>Vocational Group (Any one of the following. Which has been opted at F.Y. B.Com.)</b> a) Computer Applications. b) Tax Procedure & Practices. c) Advertising, Sales Promotion & Sales Management.

T.Y. B.Com. 2015-16	
Sr. No.	Compulsory Group
301	Business Regulatory Framework (Mercantile Law).
302	Advanced Accounting.
303	Indian & Global Economic Development. Or International Economics.
304	Auditing & Taxation.
305 & 306	<b>Vocational Group (Any one of the following. This has been opted at F.Y. &amp; S.Y. B.Com.)</b> a) Computer Applications.

	b) Tax Procedure & Practices. c) Advertising, Sales Promotion & Sales Management.
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**B.Com. (Vocational) Degree Course**  
**Equivalent Subjects / Courses under the**  
**Revised Syllabus Pattern 2013**  
**F.Y. B.Com.**

F.Y.B.Com. 2008-09		F.Y.B.Com. 2013-14	
Sr. No.	Compulsory / Major	Code No.	Compulsory / Major
1.	Functional English	101	Functional English
2.	Financial Accounting	102	Financial Accounting
3.	Business Economics	103	Business Economics
4.	Mathematics & Statistics Or Computer Concepts & Programming	104	Mathematics & Statistics Or Computer Concepts & Programming
5. & 6.	<b>Vocational Group (Any one of the following)</b> a) Computer Applications. b) Tax Procedure & Practices. c) Advertising, Sales Promotion & Sales Management.	105 & 106	<b>Vocational Group (Any one of the following)</b> a) Computer Applications. b) Tax Procedure & Practices. c) Advertising, Sales Promotion & Sales Management.
7	<b>(Any one of the language from the following groups)</b>  <b>Modern Indian Languages (M.I.L.) -:</b> Additional English / Marathi / Hindi / Gujarathi / Sindhi / Urdu / Persian.  <b>Modern European Languages (M.E.L.) -:</b> : French / German.  <b>Ancient Indian Languages (A.I.L.) -:</b> Sanskrit.  Arabic.	107	<b>(Any one of the language from the following groups)</b>  <b>Modern Indian Languages (M.I.L.) -:</b> Additional English / Marathi / Hindi / Gujarathi / Sindhi / Urdu / Persian.  <b>Modern European Languages (M.E.L.) -:</b> French / German.  <b>Ancient Indian Languages (A.I.L.) -:</b> Sanskrit.  Arabic.

**S.Y. B.Com.**

S.Y.B.Com. 2009-10		S.Y.B.Com. 2014-15	
Sr. No.	Compulsory / Major	Code No.	Compulsory / Major
1.	Business Communication.	201	Business Communication.
2.	Corporate Accounting.	202	Corporate Accounting.
3.	Business Economics (Macro)	203	Business Economics (Macro)
4.	Business Management	204	Business Management
5 & 6	<b>Vocational Group (Any one of the following)</b> a) Computer Applications. d) Tax Procedure & Practices. e) Advertising, Sales Promotion & Sales Management.	205 & 206	<b>Vocational Group (Any one of the following)</b> a) Computer Applications. b) Tax Procedure & Practices. c) Advertising, Sales Promotion & Sales Management.

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

T.Y.B.Com. . 2010-11		T.Y.B.Com 2015-16	
Sr. No.	Compulsory / Major	Code No.	Compulsory / Major
1	Business Regulatory Framework (Mercantile Law)	301	Business Regulatory Framework (Mercantile Law)
2	Advanced Accounting.	302	Advanced Accounting.
3	Indian & Global Economic Development. Or International Economics.	303	Indian & Global Economic Development. Or International Economics.
4	Auditing & Taxation.	304	Auditing & Taxation.
5 & 6	<b>Vocational Group (Any one of the following)</b> a) Computer Applications. b) Tax Procedure & Practices. c) Advertising, Sales Promotion & Sales Management.	<b>305 &amp; 306</b>	<b>Vocational Group (Any one of the following)</b> a) Computer Applications. b) Tax Procedure & Practices. c) Advertising, Sales Promotion & Sales Management.

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**First Degree Level Subject**

a) **Title : COMPUTER APPLICATION**

**Class: F. Y. B. Com**

**Paper I: Computer Fundamentals and Office Automation**

**Objectives:**

1. To get acquainted with the computer systems
2. To learn and understand the basics of computer hardware, software, data ware and human ware
3. To get introduced to the computer applications in business
4. To get introduced to the concept of office automation
5. To learn the concept of programming

**Unit 1: Introduction to Computer Systems 10 Lectures**

- 1.1. Definition of Computer
- 1.2. Characteristics of Computer,
- 1.3. Evolution of Computers, Generation of Computers
- 1.4. Types of Computer
- 1.5. Applications of Computer
- 1.6. Block Diagram of Computer

**Unit 2: Number Systems 10 Lectures**

- 2.1. a) Binary, b) Octal, c) Decimal, d) Hexadecimal
- 2.2. Conversion of number system
- 2.3. Binary Arithmetic: a) Addition, b) Subtraction, c) multiplication, d) Division, e) 1's compliment, f) 2's complement.
- 2.4. Alphanumeric codes for character representation: a) BCD, b) EBCDIC, c) ASCII, d) Unicode.

**Unit 3: Computer Architecture and Hardware: 10 Lectures**

- 3.1 Central Processing Unit
- 3.2 Computer Memory : Primary Memory - Register, RAM, Cache and ROM Secondary Memory – Magnetic Tape, Magnetic Disks (Floppy and Hard disk, RAID) CD-ROM, DVD, Pen Drive
- 3.3 Input devices: Keyboard, Mouse, Light pen, Touch Screen, Barcode Reader, Optical Scanner, OMR, MICR, Digitizer, Camera, Microphone
- 3.4 Output Devices: Monitor, Printer - Desk jet, Dot matrix, LASER Printers, Plotter

**Unit 4: Computer Software: 10 Lectures**

History and significance, Software fundamentals, Systems Software - System Control Programs and Operating Systems – Significance, Definition and Functions of Operating Systems, Major Desktop Operating Systems - MS DOS, Unix, Linux, Windows and Macintosh Applications Software: Definition, Types of Application Software – Word processing, Spreadsheet, Data Management, DTP, Presentation Graphics, Multimedia

**Unit 5: Widows Operating Environment: 02 Lectures**

GUI, Icons, Toolbars, Taskbar, Control panel, Clipboard, Accessories, Paint brush.

**Unit 6: Introduction to MS Office: (02 Lectures)**

a) MS Word, b) MS Excel, c) MS Power Point (Compete tools of each application.)

**Unit 7: Introduction to Computer Programming Languages 02 Lectures**

**Unit 8:** Introduction to Computer Network: LAN, WAN, Internet - concepts, Services offered by the Internet, Browsers, Search engines, e-mail, chatting and downloading (02 Lectures)

**Reference Books:** 1. Introduction to Computers, Peter Norton, TATA McGraw-HILL 2. Computer Fundamentals: P. K. Sinha

**Vocational Paper I: Practical Time duration: 2 hours**

Journal: 10 marks

Oral / Viva-voce: 10 marks

Practical Questions (using computer systems) : 20 marks Assignment based on MS word, Excel, Power Point such as Preparing Business letters, Memos, Mail Merge... Preparing Sales Register, Purchase Register, Cost sheet... To prepare a presentation (Slide show) on any specific topic / unit such as Company profile, Product information, Employee Training, Teaching and learning, Animation etc.

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**Paper II: Programming in C**

**Unit 1:** 04 Lectures

Need and significance of programming languages The evolution of programming languages Types of Programming Language – Machine Language, Assembly Language, Procedural Languages, Non Procedural Languages, Natural Programming Language, Visual Programming Language, Hyper Text, Markup Language and Object oriented programming Languages Assembler, Interpreter and Compiler What is a Computer Program? The process of programming, Programming tools: a) Algorithm, b) Flowcharts.

**Unit 2:** Introduction to structured programming 04 Lectures

Introduction to 'C' History of 'C' Elements of 'C' - The 'C' character set Keywords and identifiers Data types Constants and Variables and Rules for constructing variables and constants

**Unit 3:** Operators and Expressions. 06 Lectures

Arithmetic operators. Logical operators. Assignment operators. Increment and decrement operators. Relational operators. Conditional Operator Bitwise operators. Special operators.  
(e.g. Size of operator)

**Unit 4:** Data Input and Output 02 Lecture

Preliminaries getchar ( ), putchar ( ) printf ( ), scanf ( )

**Unit 5:** Preparing and running a complete C program 02 Lectures

Planning a C Program Writing a C Program Entering the program into the computer Compiling and executing C programming Errors Diagnostic Logical Debugging (A base for conducting Practicals)

**Unit 6:** 'C' statements 10 Lectures

Decision control statement if, if .... else Iterative statement: while, do ... while, for loops. Case Control Statement - switch ....case .... default statement

**Unit 7:** Introduction to 'C' functions 08 Lectures

Definition and purpose of functions Declaration of function. Function call Parameter processing Scope of variables.

**Unit 8:** Array 04 Lectures

Need, Definition, Types of array. Declaration and Initialization of array. A simple program based on one dimensional array.

**Unit 9:** Pointers 04 Lectures

Concept of pointers, declaration of pointers. Pointer Arithmetic Arrays of pointers.

**Unit 10:** String 04 Lectures

String definition String operations

**Reference Books:** 1. Let us C, Yeshwant Kanetkar.

2. Programming with 'C', Byron S. Gottfried, Schaum's outline series, McGRAW-HILL

3. Programming in C, E. Balguruswami

**Vocational Paper II: Practical Time duration: 2 hours**

Journal: 10 marks

Oral / Viva-voce: 10 marks

Practical Questions (using computer systems) : 20 marks

Practical questions based on small business applications such as Bill (Telephone, electricity) calculation and printing, Calculating depreciations, calculating salaries, preparing mark sheet etc.

**Guidelines:** Class: F. Y. B. Com/B.A.

Total marks allotted to paper: 100 Marks

The distribution of 100 Marks for evaluation for both (Voc I and Voc II) the courses are as below:

Term end (Internal): 20

University (External): 40

Practical: 40

**Subject Title:**

**b) TAX PROCEDURE AND PRACTICES**

**Class: F. Y. B. Com**

**Paper I: Indian Tax System & Income Tax:**

**Objectives:**

To get introduced to the Indian Tax system

To learn the basics of Tax procedure

To study various tax practices

To learn the use of computers in the Tax procedure and practices

**Term 1<sup>st</sup>: Indian Tax System -**

**Unit  
No**

**Topics**

**Unit.1** Meaning of tax, Nature, Scope, Objective, Importance, & Future of taxation in India. **4 Lectures**

**Unit 2** Definition of Tax: Characteristics of Taxation. **5 Lectures**

**Unit 3.** Canons of taxation. **5 Lectures**

**Unit 4.** Constitutional background of taxation and distribution of revenue between Central and the States. Articles 245, 246 and 264 to 290A. Schedule Seventh: List I, II and III. **8 Lectures**

**Unit 5** Administrative set up of Indian Tax System & Procedure. **4 Lectures**

**Unit 6** Direct and Indirect taxes:

a) Meaning and definition of Direct and Indirect taxes,

b) Advantages and disadvantages of direct and indirect taxes,

c) Distinction between Direct and Indirect taxes. **6 Lectures**

**Unit 7** Direct and indirect taxes of Central Government. **8 Lectures**

**Unit 8** Direct and indirect taxes of State Government. **8 Lectures**

**Term 2<sup>nd</sup>: Introduction to Income Tax –**

**Objectives**

1) To gain provisional and procedural knowledge about Income Tax Law in force for relevant accounting year,

2) To provide an Insight in to practical aspects for obtaining PAN, TAN and procedural aspects for filling tax returns for various Assesses

**Learning Aims -**

The syllabus aims to test the student ability-

1) To understand basic principles under lying procedural aspect of the Income Tax Act.

2) To compute the taxable incomes and tax liability of an Individual and to assess under five heads of income.

3) To understand procedure for tax return, preparation, filing, Assessment and tax refund.

4) To understand the powers of various assessing authorities

5) To understand appellate procedure.

**Unit.  
No**

**Topics**

**1** Scheme of Income Tax (Sec.1), Important Definitions (Sec.2 to Sec.3), Charge of Income Tax (Sec.5) **6 Lectures**

**2** Scope of Total Income & Residential Status (Sec.5 to 9) **4 Lectures**

- 3 Income which do not form part of Total Income (Sec.10, 10A, 10B and 11 to 13A) **6 Lectures**
- 4 Income under head Salary (Sec.15 to 17) **12 Lectures**
- 5 Examples on Income from Salary and Filing the Return under this head and Penalties. **12 Lectures**
- 6 Income Tax Authorities their Powers and Duties (Sec.116 to 119) **8 Lectures**

**Student should be well acquainted with practical skills and practical work**

- i) Practical on obtaining PAN
- ii) Practical on computation of Income from Salary and Filing of Return
- iii) Preparation of FORM-16, FORM-16A
- iv) Overview of Budget for Income Tax.
- v) Money Bill
- vi) Schedule Seventh
- vii) Exempted Income under Section 10 to 13
- viii) Scope of Taxation in India

Students should complete their practical's under guidance of a Tax Practitioner, C.A. or Income Tax Authorities and obtain certificate to that effect after the completion of FY BCOM Course.

**Books Recommended:**

1. Systematic Approach to Income Tax - By Girish Ahuja and Gupta  
Bharat Publication (New Delhi)
2. The Constitution of India -By M.P. Jain
3. Introduction to Indirect Taxes - By V.S. Date
4. Student Guide to Income Tax- Taxman Publications (New Delhi)
5. Taxation and Auditing- By Nirali Praskashan
6. Ready Reckoner to Income Tax - Mehta, Publications (New Delhi)
7. Taxman Direct Taxes - Vinod K Singhania, Taxman Publications (New Delhi)

NOTE : All Latest Edition.

**MARKING SCHEME**

Total marks allotted to paper: 100 Marks

The distribution of 100 Marks for evaluation for both (Voc I and Voc II) the courses are as below:

Term end (Internal) : 20  
University (External) : 40  
Practical : 40

**Subject Title:**

**b) TAX PROCEDURE AND PRACTICES (VOCATIONAL)**

**Class: F. Y. B. Com**

**Paper II: MVAT 2002 and Central Sales Tax (CST)**

**Term I : MVAT 2002**

<b>Unit No.</b>	<b>No. of Lectures</b>	<b>Topics</b>
1.	2	Introduction a) What is VAT, b) Salient features of State VAT act.
2.	2	Enactment of MVAT: Extent and applicability of MVAT Section 1.
3.	8	Important definitions Section 2: Agriculture, Agriculturist Dealer, Goods Importer, Manufacturer, Non resident dealer, persons, Purchase Sales Price, Purchase Price, Turnover of Sales, Turnover of Purchase, Year, etc.
4.	4	Incidence and levy of tax Section 3(1) to 3(8). Levy Tax section 4 to 9.
5.	6	E-Registration: Section 16(1) to 16(8), Fresh registration: Section 17, Rules 8, Practical; on Registration: form No. 101, Procedure for E - Registration, Amendment in Certificate, Cancellation of Registration.
6.	2	Obtaining TIN number under VAT.
7.	2	Consequences of Non Registration or late application for Registration.
8.	6	Computation of levy of tax under VAT: Section 4 to 9.
9.	4	Filing of returns under MVAT: a) Kinds of Returns, b) e-Filing return
10.	4	Claim of set off and refund under VAT: Assessment under VAT: a) assessment on the basis of return filed, b) Assessment after calling the dealer, c) Best judgment assessment, d) Penalties and interest under VAT.
11.	3	Audit Provision and Rules: Provision Procedure and object of audit under MVAT Act.
12.	2	Miscellaneous Provisions: Tax invoice, Preparation of Sales Register/Purchase Register.
13.	3	Interests and Penalties under MVAT.

**Term II Central Sales Tax 1956:**

<b>Unit No.</b>	<b>No. of Practical</b>	<b>Topics</b>
1.	4	Introduction: Salient features of CST act.
2.	6	Extent, Applicability and Objective of CST act.
3.	6	Important definitions under CST act, Appropriate stock, Business, Dealer etc.
4.	6	Principles for determination of sales or purchase of goods in the course of inter state trade or commerce.
5.	2	Rules for constituting sales or purchase in the course of import or export.
6.	10	Registration under CST: a) Section 7 (1): Compulsory registration,



- b) Section 7 (2): Voluntary registration c) Provisions and Procedures.
7. 8 Computation of tax liability under CST act: Filing of return form III B.
8. 6 Rates of CST: Tax concessional rates and various types of form like Form C, Form E I, E II, Form F.

**Along with this, lab work following skills can be developed in the student.**

1. Practical on Form C, & Form E I & E II
2. Computer literacy (MS word, Power Point, Internet browsing, downloading etc.)
3. Technical and writing skill
4. Personality development related work.

They may select above listed experiment for adopting above skills.

#### **Recommended Books**

1. Students Guide for VAT - Snow White Publication
2. MVAT Act - [Bare Act]
3. Introduction to Indirect Taxes - V.S Date
4. Central Sales Tax - V.S. Date

#### **PRACTICALS:**

##### **Paper I - India Tax System and Income Tax**

1. Budget – On the basis of latest Finance Act.
2. Provisions for tax legislation in India under Constitution of India.
3. Direct and Indirect Taxes of Central and State Government.
4. Permanent Account Number.
5. Computation of Income from Salary.
6. Filing of ITR-1.

##### **Paper II – VAT and Central Sales Tax**

1. E-registration under MVAT.
2. Computation of Tax Liability under MVAT.
3. E-filing of return under MVAT.
4. Registration under CST.
5. Computation of Tax Liability under CST.
6. Filing of return under CST.

#### **MARKING SCHEME**

Total marks allotted to paper: 100 Marks

The distribution of 100 Marks for evaluation for both (Voc I and Voc II) the courses are as below:

Term end (Internal) : 20  
University (External) : 40  
Practical : 40

**c) Subject Title: Advertising Sales Promotion and Sales Management**

**Class : F.Y.B.Com.**

**Paper I : Marketing Communication**

**Objectives:**

1. To understand the concept, need, importance of marketing, sales promotion and advertising.
2. To create awareness among the students to face the modern world of advertising.
3. To develop skills of marketing communication.
4. To get introduced to different advertising skills.

**Unit 1 : Introduction to Marketing Communication** 10 Lectures

- 1.1. Meaning and Definition of Marketing
- 1.2. Approaches to Marketing- study approaches and functional approaches
- 1.3. Importance of Marketing
- 1.4. Marketing Communication Process
- 1.5. Marketing Communication Mix

**Unit 2 : Concept of communication** 8 Lectures

- 2.1 Nature and concept of communication
- 2.2 Role of communication
- 2.3 Various types of communication
- 2.4 Means of communication

**Unit 3 : Communication Process** 6 Lectures

- 3.1 Elements of Communication Process
- 3.2 Barriers to Communication
- 3.3 Effective Communication Process
- 3.4 Principles of Communication

**Unit 4 : New concepts in Marketing Communication** 6 Lectures

- 4.1 E- Marketing
- 4.2 Internet Marketing
- 4.3 Relationship marketing
- 4.4 Virtual Marketing
- 4.5 Multi-level Marketing
- 4.6 Direct Marketing

**Unit 5 : Public Relations** 4 Lectures

- 5.1 Meaning of Public Relations
- 5.2 Types of Public relations
- 5.3 Significance of Public Relations

**Unit 6 : Sales Promotion** 4 Lectures

- 6.1 Concept of Sales Promotion
- 6.2 Need and importance of Sales Promotion
- 6.3 Techniques of Sales Promotion
- 6.4 Relationship between Sales Promotion and Advertising

**Unit 7 : Event Management** 4 Lectures

- 7.1 Meaning of Event Management
- 7.2 Various types of events
- 7.3 Ways for the Effective Management of Events

**Unit 8 :** Communication skills , Presentation and Personality Development 6 Lectures

- 8.1 Meaning and significance of Communication skills
- 8.2 Presentation, Composition of Presentation
- 8.3 Concept of Personality Development
- 8.4 Five pillars of Personality Development

**Note – Case Studies on Effective Marketing Communication should be referred by the Teacher touching the broader concepts to make the subject Interesting for the students.**

**Reference Books :**

1. Marketing Management, Philip Kotler.
2. Marketing and Salesmanship, S.A. Sherlekar, Himalaya Publishing House.
3. Sales Promotion and Advertising Management, M.N. Mishra, Himalaya Publishing House.
4. Advertising, Sales and Promotion Management, S.A. Chunawala, 2<sup>nd</sup> Edition, Himalaya Publishing House.
5. Communication Skills, Dr. Urmila Rai, S.M. Rai, Himalaya Publishing House.
6. Personality Development, Elizabeth B. Hurlock, Tata McGraw- Hill Publishing Company Limited, New Delhi, TMH Edition.
7. Personality Development, Dr. Sadhana Natu, Nirali Prakashan, June 2009.

**Marking Scheme**

1. University Theory Paper : 60
2. Term End Exam : 60 marks converted to : 20
3. Practical-Viva/ Journal & Internal Assessment : 20

**LIST OF PRACTICALS**

<b>Sr.No.</b>	<b>Title</b>	<b>Methodology</b>
01	Significance of Marketing	Collect Information outlining Importance of Marketing at National & International Level
02.	A study on sales promotion	Collect information about sales promotion techniques used today (Case Study).
03.	PPT Presentation of Barriers to Communication	Make a Power point presentation Printout of the same, paste in Journal.
04.	Preparation of report on various media of communication like laptop, fax, telex, internet, website, E-mail etc.	Take pictures of all of them and write description in brief.
05.	Event Management	Collect Information on Importance of Event Management (with suitable examples).
06.	E-Marketing	Collect Information – Briefly describe with examples of E-Marketing
07.	Role of public relations in different organizations	List out three different types of organizations and state the Importance of public relations in each one of them.
08.	Communication skills	Make a Power point presentation on importance of communication skills and take a printout and stick in Journal.
09.	Ways of improving the Effectiveness of Communication skills	Collect Information on different ways through which communication skills can be made more effective.

10.	A study on the importance of personality development	Collect Information on personality development, its usefulness in making your career successful.
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**c) Subject Title : Advertising Sales Promotion And Sales Management**

**Paper II : Advertising**

<b>Unit 1 : Concept of Advertising</b>	8 Lectures
1.1 Meaning and Definition of Advertising	
1.2 Nature and elements of Advertising	
1.3 Scope of advertising	
1.4 Functions of Advertising	
<b>Unit 2 : Significance of Advertising</b>	6 Lectures
2.1 Advantages of Advertising to the Manufacturers	
2.2 Advantages of Advertising to the Customers	
2.3 Advantages of Advertising to the Society	
2.4 Role of Advertising in International Economy	
2.5 Limitations of Advertising	
<b>Unit 3 : Types of Advertising</b>	6 Lectures
3.1 Commercial	
3.2 Non Commercial	
3.3 Institutional	
3.4 Others	
<b>Unit 4 : Advertising Objectives</b>	4 Lectures
4.1 Types of Advertising Objectives	

- 4.2 Role of Various organizations for self- control -
- Advertising standards Council of India (ASCI),
  - The Indian Advertisers Society,
  - Advertising Club, Mumbai,
  - All India Manufacturer's Organization.

**Unit 5 : Ad Creation**

10 Lectures

- 5.1 Meaning of Advertising Layout  
 5.2 Essentials of good Advertising Layout  
 5.3 Components of Advertising Layout  
 5.4 Meaning of Appeals in Advertising  
 5.5 Different types of Appeals

**Unit 6 : Advertising Budget**

4 Lectures

- 6.1 Meaning and concept of Advertising Budget  
 6.2 Methods of Budget  
 6.3 Factors affecting Advertising Budget

**Unit 7 : Career Avenues And Ethical aspects in Advertising**

4 Lectures

- 7.1 Various career avenues in Marketing and advertising  
 7.2 Role of Women in advertising  
 7.3 Ethics in Advertising

**Unit 8 : Rural Advertising**

6 Lectures

- 8.1 Meaning of Rural Advertising  
 8.2 Need and importance of Rural Advertising in India  
 8.3 Difficulties faced in Rural Advertising  
 8.4 Suggestions to make Rural Advertising Effective

**Note – Case Studies on Advertising should be referred by the teacher by touching the broader concepts to make the subject interesting for the students.**

**Reference Books :**

1. Advertising Management, Dr. Verma M.M. and Agrawal R.K. Forward Book Depot.
2. Advertising- A Critical Approach, Dr. Keval J. Kumar, Nirali Prakashan.
3. Advertising Management, U.C. Mathur, New Age International Publishers.
4. Advertising Management, Dr. Shaila Bootwala, Nirali Prakashan.
5. Advertising Management, Shubhangi Gaikwad, Khushali Oza, Dr. Bal Saraf, Nandini M. Deshpande, Success Publications.

**LIST OF PRACTICALS**

**Subject Title : Advertising Sales Promotion And sales Management**

**Paper : II Advertising**

S.No.	Title	Methodology
01	Types of Advertising	Collect Pictures & Paste in Journal.
02.	A study on appeals in Advertising	Collect different types of Advertisements based on different appeals.
03.	Role of women in Advertising	Collect Information relating to different Roles played by Women in Advertising.
04.	Layouts in Advertising	Collect pictures of all the layouts in Advertisements such as, Decoration, Background, Price, Product etc.

05.	Rural Advertising	By collecting the information & pictures showing the Importance of Rural Advertising.
06.	Role of Advertising Agency	Collect data of any 5 Advertising Agencies.
07.	Multimedia in Advertising	By collecting information regarding role of Animation and Graphics in Advertising.
08.	Media of Advertising	By collection of advertisements using different Media for promoting their products.
09.	Critical Evaluation of Selected Advertisement	Any 5 Advertisements Describe in Brief.
10.	Career Avenues in Advertising	By collecting information of different Avenues in Advertising such as being a Model, Copywriter, Creative Director etc.

**Marking Scheme**

1. University Theory Paper : 60
2. Term End Exam : 60 marks converted to : 20
3. Practical-Viva/ Journal & Internal Assessment : 20

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