

Examination 2016-2017-18  
Scheme of Examination

1) The number of papers and the maximum marks for each paper together with the minimum marks required for a pass are shown against each subject separately. It will be necessary for a candidate to pass in the theory part as well as practical part of a subject/paper, wherever prescribed, separately; classification of successful candidates shall be as follows:

|                 |     |   |
|-----------------|-----|---|
| First Division  | 60% | of the aggregate marks prescribed at (a) Part I Examination, (b) Part II Examination, (c) Part III Examination taken together |
| Second Division | 48% |   |

All the rest will be declared to have passed the examination if they obtain the minimum pass mark in each subject viz. 36%. No division shall be awarded at the Part I and the Part II Examination.

2) There will be five questions in all. The candidate will require to attempt all the questions selecting one question from each unit with an internal choice (either/or).

*[Handwritten marks and scribbles]*

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*[Signature]*  
**Dy. Registrar (Acad.)**  
University of Rajasthan  
JAIPUR

B.Com Part III-2017  
Business Administration  
Paper I Functional Management

Unit I

Meaning, Scope, Role and Functions of Human Resource Management,  
Organisation of Human Resources Department, Human Resource  
Planning, Recruitment, Selection, Placement and Induction.

Unit II

Job Analysis, Job Enlargement and Job Enrichment, Training and  
Development, Performance Appraisal and Merit Rating.

Unit III

Marketing-Meaning, Evolution, Modern Concept, Scope and  
Importance, Product Planning and Development; Marketing  
Research; Channels of Distribution; Pricing Policies and  
Strategies.

Unit IV

Finance Functions; Importance and Scope of Financial Management;  
Functions and Role of Finance Manager; Financial Planning and  
Capital Structure; Sources of Finance; Working Capital and its  
Sources.

Unit V

Meaning, Nature, Scope and Importance of Production Management;  
Production Process, Production Planning and Control; Quality  
Control; Product Design and Product Research; Meaning, Scope and  
Functions of Materials Management; Inventory Planning and  
Control.

B.COM. Part II Ird  
Paper II Optional Paper  
1. Advertising and Sales Management

Unit I

Advertising Concepts; Objectives and significance of Advertising;  
DAGMAR Approach; 5M Model; Types of Advertising.

Unit II

Advertising Budget, Advertising Campaign planning; Advertising  
Message.

Unit III

Advertising Media planning; Reach, Frequency, Media Scheduling;  
Factors Affecting Selection of Media; Measuring Advertising  
Effectiveness; Advertising Agency- Structure and Functions.

Unit IV

Role of selling in a Planned Economy; selling as a Career; Qualities  
of a Salesman; Product Knowledge; Effective Speaking; Customer  
Relations; Sales Organisation; Recruitment and selection of Salesman;  
Training, Motivation, Remuneration of Salesman.

Unit V

Planned Selling Approach- steps involved; sales call; Sales  
Forecasting, Sales Quotas and Territories; Consumer Psychology; Buying  
Motives, Control of Sales Operations; Salesman's Reports; Meeting  
Selling Costs and sales Cost Control.

Books Recommended:

1. Batra, Myres and Akar: Advertising Management, Prentice Hall of India, New Delhi
2. Chunawalla and Sethia: Foundations of Advertising, Himalaya Publishing House, New Delhi
3. S. Shyam Prasad & Sumit Kumar: Advertising Management, Ramesh Book Depot, Jaipur
4. Anurag Sharma: Advertising and sales Management, (Thakur Publications, Jaipur)
5. आर एल. नौलखा विक्रय सवर्धन एव विक्रय प्रबन्ध (रमेश बुक डिपो)
6. जी एस सुधा विक्रय सवर्धन एव विक्रय प्रबन्ध (रमेश बुक डिपो)

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B.COM. Part IIIrd

Optional Paper

2. E-Commerce

Unit I :

Meaning, Characteristics, Origin, Process, Key Drivers of E-Commerce, Elements, Traditional Commerce Vs E-Commerce, Benefits, Standards, Technologies, E-Commerce Models, Mobile Commerce, Barriers to E-Commerce.

Unit II :

Internet and E-Commerce, Networking-LAN, WAN, Business Uses of Internet, www, Protocols, Intranet and Internet, Multimedia Application, Hardware and Software.

Unit III :

Electronic Payment Systems- Methods, Security Issues, Electronic Banking, Electronic Stock Trading.

Unit IV :

Data Warehousing, Client-Server Computing, Data Mining, website Management - Steps.

Unit V :

ERP - Meaning, Functions, SAP Applications, Business Intelligences, Ethics, Security and E-Governance.

Books Recommended:

1. C.S. Rayudu: E-Commerce and E-Business, Himalaya Publishing House.
2. V.D. Dudeja: Information Technology : E-Commerce & E-Business, Commonwealth Publisher, New Delhi
3. B. Bhasker: Electronic Consumer Framework- Technologies and Applications, Tata McGraw-Hill
4. Parag Diwan and Sunil Sharma: Electronic Commerce A Managers Guide to E-Business, Vanity Books International, New Delhi

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Unit I :

Insurance: An Introduction, Risk Management and Insurance, Principles of Insurance Contract, Types of Insurance Contract.

Unit II :

Fire Insurance, Marine Insurance, Life Insurance, Development of Life Insurance in India.

Unit III :

Life Insurance Corporation of India, Life Insurance Agents, Life Insurance Plans, Life Insurance selling and underwriting.

Unit IV :

Premium Calculation in Life Insurance, Settlement of Claims in Life Insurance, General Insurance, The General Insurance Corporation of India.

Unit V :

Liberalisation and Insurance, The Insurance Act, 1938; The Insurance Regulatory and Development Authority (IRDA), Prospects and Challenges in Insurance Sector.

Books Recommended :

1. Mishra, M.N.: Principles & Practice of Insurance, S.Chand & Company, New Delhi.

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Unit I :

The Factories Act, 1948; The Payment of Wages Act, 1936.

Unit II :

The Minimum Wages Act, 1948.

The Indian Trade Union Act, 1926.

Unit III :

The Industrial Disputes Act, 1947

The Payment of Bonus Act, 1965

Unit IV :

Workmen's Compensation Act, 1923.

Employees State Insurance Act, 1948.

Unit V :

Employee's Provident Fund and Miscellaneous Provision Act, 1952.

Gratuity Act, 1972. Maternity Benefit Act, 1961

Books Recommended :

1. Inderjeet: Labour Laws
2. Sarkar: Labour Laws of India
3. O.P. Gupta: Industrial and Labour Laws
4. Taxmann's Labour Laws
5. शर्मा, सक्सेना, पोखवाल : औद्योगिक सन्नियम
6. कुमावत औद्योगिक सन्नियम

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Unit I :

Meaning and concept of Organization Behaviour, Role of OB in Today's Business organization, Challenges and Opportunities, Theories of Organizational Behaviour, Scope of Organizational Behaviour.

Unit II :

Perception, Nature, Importance, Difference between sensation and Perception; Personality: Meaning, Determinants of personality, Personality Traits and Types, values, Attitudes and Job Satisfaction.

Unit III :

Interpersonal Behaviour, Group Dynamics- Meaning, Norms and Role, Types of Groups, Cohesiveness; Dynamics of Informal Group, Team and Team building.

Unit IV :

Conflict: Meaning, types process of conflict, approaches to conflict, conflict stimulation and resolution strategies. Stress- causes, effects, management of stress.

Unit V :

Meaning, Nature and factors of Organizational Change, Planned Change, Resistance to Change, Change Agent, Concept of Organizational Development, Organizational Development Interventions.

Books Recommended :

1. Prasad, L.M., Organizational Behaviour, S. Chand, New Delhi.
2. Robbins, Stephen P., Organizational Behaviour: Concept, Controversies, Applications, Prentice Hall of India, Pvt. Ltd. New Delhi.
3. Luthans Fred: Organizational Behaviour, McGraw-Hill.
4. P. S. Kumar, Anukriti Sharma and K. S. Krishna: Organizational Behaviour, Jahanvi Publications.
5. Mehta, Anil & Chouhan, Bhumija: Organizational Behaviour, RBD, Jaipur.