S. S. Jain Subodh P.G. (Autonomous) College  
(Department of Business Administration)  

B.Com-I (Pass Course)  
Scheme of Examinations & Syllabus w. e. f. session 2013-14  

(Semester -I)  

<table>
<thead>
<tr>
<th>Paper No.</th>
<th>Nomenclature of the Paper</th>
<th>No. of Hours per week</th>
<th>Theory</th>
<th>Internal</th>
<th>Total Time (end sem. exam)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Business Law- I</td>
<td>03</td>
<td>70</td>
<td>30</td>
<td>100</td>
</tr>
<tr>
<td>2.</td>
<td>Business Organisation-I</td>
<td>03</td>
<td>70</td>
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(Semester - II)  

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<tbody>
<tr>
<td>1.</td>
<td>Business Law- II</td>
<td>03</td>
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<tr>
<td>2.</td>
<td>Business Organisation-II</td>
<td>03</td>
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(Semester - III)  

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<tbody>
<tr>
<td>1.</td>
<td>Corporate Law -I</td>
<td>03</td>
<td>70</td>
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<tr>
<td>2.</td>
<td>Business Management-I</td>
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### (Semester - IV)

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<th>Total</th>
<th>Time (end sem. exam)</th>
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<tbody>
<tr>
<td>1.</td>
<td>Corporate Law -II</td>
<td>03</td>
<td>70</td>
<td>30</td>
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<tr>
<td>2.</td>
<td>Business Management-II</td>
<td>03</td>
<td>70</td>
<td>30</td>
<td>100</td>
<td>3 Hrs.</td>
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### (Semester - V)

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<tbody>
<tr>
<td>1.</td>
<td>Functional Management-I</td>
<td>03</td>
<td>70</td>
<td>30</td>
<td>100</td>
<td>3 Hrs.</td>
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<tr>
<td>2.</td>
<td>Sales Promotion and Sales</td>
<td>03</td>
<td>70</td>
<td>30</td>
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<td>3 Hrs.</td>
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<tr>
<td></td>
<td>Management - I</td>
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### (Semester - VI)

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<tr>
<td>1.</td>
<td>Functional Management-II</td>
<td>03</td>
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<tr>
<td>2.</td>
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<td>3 Hrs.</td>
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<tr>
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<td>Management - II</td>
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### Examination Question Paper Pattern for all semester Exams

**Attempt all questions**

- **I** 10 Questions (very short answer questions)  
  - 10 * 1 Mark  
  - 10

- **II** 5 Questions (short answer questions)  
  - 5 * 3 Marks  
  - 15

- **III** 3 Questions (1 question from each unit with internal choice)  
  - 3 * 15 Marks  
  - 45

**Total of End Sem. Exam**  
- 70

**Internal Assessment**  
- 30

**Maximum Marks**  
- 100

**Minimum Marks**  
- 40
Bachelor of Commerce
Department of Business Administration
Semester I
Paper I Business Law- I

Time: 3 Hours

Theory Marks: 70
Internal Marks: 30

100

Unit- I

Indian Contract Act: - Valid Contract and its Elements; Void and Voidable Agreements; Void and Illegal Agreements; Offer and Acceptance; Contractual Capacity of Parties; Free Consent of Parties; Lawful Consideration and Object, Agreements Expressly Declared as Void, Contingent Contracts; Quasi Contracts; Discharge of Contracts-Methods of Discharge of Contracts; Consequences of Breach of Contracts.

Unit- II


Unit- III

Contract of Agency:- Methods of Creation and Termination of Agency; Extent of Agents Authority; Sub-Agent and Substituted Agent; Agents Duties to Principal and Rights of an Agent Against Principal; Liability of Principal to Third Party and Agents Personally Liable to Third Party. Consumer Protection Act 1986:- Salient Features of Consumer Protection Act; Rights of Consumers; Consumer Protection Councils; Consumer Disputes Redressal Machinery.

Suggested Readings:
9. शार्मा, आर्या, गुप्ता, तिवारी, व्यापारिक विधि, अजमेरा बुक कम्पनी, जयपुर।
10. नैनोलक आर.एल., व्यापारिक सन्नियम, र्मेश बुक डिपी, जयपुर।
11. शिखेल जे.पी.,व्यापारिक एवं आध्यात्मिक विधि, अजमेरा बुक कम्पनी, जयपुर।
12. शार्मा, आर्या, शार्मा, व्यापारिक विधि, अजमेरा बुक कम्पनी, जयपुर।
13. माधुर बी.एस, सक्सेना के.बी, व्यापारिक सन्नियम, र्मेश बुक डिपी, जयपुर।
Bachelor of Commerce
Department of Business Administration
Semester I

Paper II Business Organisation- I

Time: 3 Hours

Theory Marks: 70
Internal Marks: 30
Total: 100

Unit- I

Significance and Establishment of Business Organization, Business Environment and Business Ethics.

Unit- II

Origin and Development of Entrepreneurship in India: problems and suggestions, Role of RIICO and District Industrial Center.

Unit- III

Need and Importance of Finance, Sources of Finance, A Brief Study of RFC.

Suggested Readings:
6. Mathew, Sharma, Mehta: Business Organization (Shell Write Well(P) Ltd, Jaipur)
13. शर्मा, मल्होत्रा, शर्मा, पारीक, व्यावसायिक संगठन, अजमेरा बुक कंपनी, जयपुर।
14. सुधा जी.एस., व्यावसायिक संगठन,रमेश बुक डिपो,,जयपुर।
15. शर्मा, यास, मल्होत्रा, व्यावसायिक संगठन, अजमेरा बुक कंपनी, जयपुर।
16. नीलक्षा आर.एल., व्यावसायिक संगठन,रमेश बुक डिपो,,जयपुर।
17. माधुर बी.एस., नीलक्षा आर.एल, व्यावसायिक संगठन, आदर्श प्रकाशन, जयपुर।
Bachelor of Commerce
Department of Business Administration
Semester II
Paper I Business Law - II

Time: 3 Hours

Theory Marks: 70
Internal Marks: 30
Total: 100

Unit- I

Indian Partnership Act – Nature of Partnership Firm; Test of Partnership; Duties and Rights of Partners; Relations of Partners to Third Parties; Position of Minor in Partnership; Reconstitution of a Partnership Firm; Registration of Firm. Dissolution of Firm: - Modes of Dissolution; Consequences of Dissolution of Firm; Settlement of Accounts after Dissolution.

Unit- II

Sales of Goods Act - Introduction; Formation of Contract of Sale of Goods; Conditions and Warranties; Transfer of Property or Ownership; Performance of Contract-Delivery and Payment; Rights of Unpaid Seller; Suits of Breach of Contract.

Unit- III

Negotiable Instruments Act - Negotiable Instrument - an introduction; Promissory Notes; Bills of Exchange; Cheques, Parties to Negotiable Instruments; Discharge of parties from Liability; Dishonor of Negotiable Instruments. Instruments; Presentation of Negotiable Instrument; Negotiation.

Suggested Readings:
8. नौलखा, व्यापारिक सन्नियाम, रमेश बुक डिपो, जयपुर
9. सिंहल, व्यापारिक एव औद्योगिक विधि, अजमेश बुक डिपो, जयपुर
10. शर्मा, आर्य, शर्मा, व्यापारिक विधि, अजमेश बुक कम्पनी, जयपुर
Bachelor of Commerce
Department of Business Administration
Semester II

Paper II Business Organisation-II

Time: 3 Hours

Theory Marks: 70
Internal Marks: 30

100

Unit-I
Origin, Development and Activities of Stock Exchange in India; A Brief Study of SEBI, OTCE and NSE: Concept, Objectives, Forms and Kinds of Business Combinations, Combination Movement in India.

Unit-II

Unit-III

Suggested Readings:

4. Mathew, Sharma, Mehta, Business Organization (Shell Write Well(P) Ltd, Jaipur)
10. शर्मा, मल्होत्रा, शर्मा, पारीक, व्यावसायिक संगठन, अजमेरा बुक कंपनी, जयपुर।
11. सुधा जी.एस., व्यावसायिक संगठन,रमेश बुक डिपो.,जयपुर।
12. नौलखा आर.एल., व्यावसायिक संगठन,रमेश बुक डिपो.,जयपुर।
13. शर्मा, व्यास, मल्होत्रा, व्यावसायिक संगठन, अजमेरा बुक कंपनी, जयपुर।
14. माधुर बी.एस., नौलखा आर.एल, व्यावसायिक संगठन, आदर्श प्रकाशन, जयपुर।
Bachelor of Commerce
Department of Business Administration

Semester III

Paper I Corporate Law-I

Time: 3 Hours

Theory Marks: 70
Internal Marks: 30

Unit- I

Company- Meaning and Characteristics; Features of Company; Advantages and Disadvantages of Incorporation; Lifting of Corporate Veil; Privileges of Private Company.

Unit- II

Formation of Company:- Promotion of Company; Functions of Promoter; Importance of Promoter; Promoter’s Remuneration; Legal Status of Promoter; Rights of Promoters; Duties of Promoters; Liabilities of Promoters; Pre-Incorporation Contracts, Incorporation and Commencement of Business. Prospectus: - Definition; Contents; Statement in Lieu of Prospectus; Misleading Prospectus and its Consequences.

Unit- III

Memorandum of Association: - Meaning; Importance; Clauses of Memorandum of Association and Their Alteration; Doctrine of Ultra - Vires, Articles of Association: - Meaning; Contents; Alteration of Articles of Association; Constructive Notice and Doctrine of Indoor Management.

Suggested Readings:
2. Singh Avtar, Company Law; Eastern Book Company, Lucknow.
9. Kapoor N.D., Company Law - incorporating the provisions of the Companies Amendment Act
10. नैतिक, आरएचएल, कम्पनी अधिनियम एंव संविधानीय पद्धति, रोशन बुक हियो, जयपुर
11. मार्ग, इंसान, बिंगदी, कम्पनी अधिनियम एंव संविधानीय पद्धति, आदर्श प्रकाशन, जयपुर
12. जोशी, खींडा, गोपाल, कम्पनी अधिनियम एंव संविधानीय पद्धति, अजमेरा बुक कम्पनी जयपुर
13. गुप्ता पी.सी., कम्पनियों का वैकल्पिक परिवेश, श्री महावीर हियो, दिल्ली
14. रूपेय कैलाश, कम्पनी विधि, इलाहाबाद ला एजेंटी, इलाहाबाद
Bachelor of Commerce
Department of Business Administration
Semester III
Paper II Business Management-I

Time: 3 Hours

Theory Marks: 70
Internal Marks: 30
Total Marks: 100

Unit- I

Unit- II

Unit- III
Authority and Responsibility, Power and Authority, Sources of Authority, Delegation of Authority, Centralization and Decentralization, Span of Control.

Suggested Readings:
1. Mathew M.J., Management, Sheel Sons, Jaipur.
11. शर्मा, शर्मा, मल्होत्रा एवं पारेक, प्रबंध, अजमेरा बुक कंपनी, जयपुर।
12. सिंघल, जे.पी, प्रबंध, अजमेरा बुक कंपनी, जयपुर।
13. नौलखा आर.एल., कंपनी अधिनियम एवं सचिवीय पद्धति, रमेश बुक डिपो, जयपुर।
14. सुधा जी.एस., प्रबंध अवधारणाएं एवं संगठनात्मक व्यवहार, रमेश बुक डिपो, जयपुर।
15. सुराणा, शर्मा, प्रबंध चित्तन का इतिहास, रमेश बुक पब्लिशिंग हाउस, जयपुर।
16. सुधा श्रीमाली, व्यास, जैन, व्यावसायिक प्रबंध का सिद्धांत, रमेश बुक पब्लिशिंग हाउस, जयपुर।
17. सुधा जी.एस., प्रबंध, यूनिवर्सिटी बुक हाउस, जयपुर।
Bachelor of Commerce
Department of Business Administration
Semester IV
Paper-I Corporate Law-II

Time: 3 Hours

Theory Marks: 70
Internal Marks: 30
100

Unit- I
Shares: - Share and Stock; Allotment of Shares; Share Certificate and Share Warrant; Transfer and Transmission of Shares; Calls and Forfeiture of Shares. Surrender of Shares. Share Capital: Meaning and Forms of Capital; Alteration of Share Capital; Reduction of Share Capital; Further Issue of Share Capital; Rights of Pre-Emption of Shares.

Unit- II
Shareholders and Members:-Difference Between Shareholders and Members; Modes of Acquiring Membership; Termination of Membership; Who May Be Members? Rights and Liabilities of Members, Secretarial Practice in India, Meeting of Company:-Essentials of Valid Meeting; Meetings of Shareholders:-Statutory Meeting; Annual General; Meeting; Extra-Ordinary General Meeting; Meetings of Board of Directors; Proxy; Voting, Notice, Agenda and Minutes of Meetings.

Unit- III
Directors:-Duties, Powers, Liabilities, Appointment and Removal of Directors. Winding Up:-Meaning; Compulsory Winding up; Voluntary Winding up; Winding up Under the Supervision of Court; Consequences of Winding up.

Books Recommended:
9. नोलिका, आर.एल., कम्पनी अधिनियम एवं संचितीय पद्धति, रमेश बुक डिपो, जयपुर
10. माधुर, सनकेना, बिनानी, कम्पनी अधिनियम एवं संचितीय पद्धति, आदर्श प्रकाशन, जयपुर
11. जोशी, खूंचा, गोयल, कम्पनी अधिनियम एवं संचितीय पद्धति, अजमेरा बुक कं., जयपुर
12. गुप्ता श्री.सी., कम्पनियों का वैचारिक परिवेश, श्री महावीर डिपो, दिल्ली
13. राय कैलाश, कम्पनी विभि, इलाहाबाद लों एजेंसी, इलाहाबाद
Bachelor of Commerce
Department of Business Administration
Semester IV
Paper II Business Management–II

Time: 3 Hours

Theory Marks: 70
Internal Marks: 30

Unit- I
Communication, Significance, Channels of Communication, Types and Process of Communication, Barriers and Remedies. Leadership, Function, Qualities, Styles and Theories of Leadership

Unit- II

Unit- III

Suggested Readings:
2. M.J. Mathew: Management, Sheel Sons, Jaipur.
4. Sharma, Sharma, Gupta, Malhotra, Business Management, Ajmera Book Co., Jaipur
12. शर्मा, शर्मा, गुप्ता एवं मलेहस्कर, विभाग, अजमेरा बुनक कंपनी, जयपुर।
13. नौलका आर.एल., कंपनी अधिनियम एवं सादिकीय पद्धति, रमेश बुनक डिपो, जयपुर।
14. अग्रवाल आर.सी., विभाग कॉलेज बुनक हाउस, जयपुर।
15. पोरवाल बी.एल., विभाग, आदर्श प्रकाशन, जयपुर।
16. उपाध्याय, शर्मा, उसल, राठौड़, विभाग के सिद्धांत, रमेश बुनक डिपो, जयपुर।
17. सुधा जी.एस., विभाग, गूनिवसिंघी, बुनक हाउस, जयपुर।
18. राजपुरोहित आर.एस.एस., शर्मा अशोक, शर्मा सरला एवं गुप्ता अंजु, विभाग, अजमेरा बुनक कंपनी, जयपुर।
19. सिंहाल जे.पी, विभाग, अजमेरा बुनक कंपनी, जयपुर।
Bachelor of Commerce
Department of Business Administration
Semester V
Paper I Functional Management-I

Time: 3 Hours

Unit-I


Unit-II

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

Unit-III


Suggested Readings:

2. Yoder Dale : Personnel Management & Industrial Relations, Prentice Hall
5. शर्मा, शर्मा, सुराणा, मानव संसाधन प्रबंध, रमेश बुक डिपो, जयपुर
6. सुधा जी.एस., क्रियात्मक प्रबंध, रमेश बुक डिपो, जयपुर
7. नौलखा आर.एल, क्रियात्मक प्रबंध, रमेश बुक डिपो, जयपुर
Bachelor of Commerce
Department of Business Administration
Semester V
Paper II Sales Promotion and Sales Management-I

Time: 3 Hours

Theory Marks: 70
Internal Marks: 30

Unit- I
Sales Promotion: Nature of Sales Promotion, Distinction with Advertising Personal Selling, Role and Importance. Functions of Sales Promotion Department, Limitations in Shortage Economy.

Unit- II
Type of Sales Promotion: Internal Organization, Dealer Promotions, Consumer Promotion Sales Promotion, Sales Promotion of Industrial and Consumer Products.

Unit III
Export Sales Promotion: Types and Importance of Export Sales Promotion and their Relevance in Modern Context. Evaluations of Sales Promotion Programme

Suggested Readings:
1. Cundiff, Still & Govani, Sales Management, Prentice Hall of India Pvt. Ltd. New Delhi
2. Carter Tony, Sales Force Management, Jaico Publishing House, Mumbai
5. David Jobber, Geoff Lancaster, Selling and Sales Management, Pearson Education, New Delhi
8. Tosdal, Harry R. :Introduction to Sales Management
9. Dr. M. J. Mathew: Sales Promotion and Sales Management
10. सुधा जी.एस., विक्रय संचार एवं विक्रय प्रबंध, रमेश बुक डिपो, जयपुर।
11. नौलखा आर.एल., विक्रय संचार एवं विक्रय प्रबंध, रमेश बुक डिपो, जयपुर।
Bachelor of Commerce  
Department of Business Administration  
Semester VI  

Paper I Functional Management-II  

Time: 3 Hours  

Unit-I  

Unit-II  
Production: Meaning, Nature, Score and Importance of Production Management, Production Process, Production Planning and Control, Quality Control, Product Design and Product Research.  

Unit-III  

Suggested Readings:  

2. Yoder Dale: Personnel Management & Industrial Relations, Prentice Hall  
3. शर्मा, शर्मा, सुराणा : मानव संसाधन प्रबंध, रमेश बुक डिपो, जयपुर  
4. सुधा जी.एस., क्रियात्मक प्रबंध, रमेश बुक डिपो, जयपुर  
5. नौलखा आर.एल., क्रियात्मक प्रबंध, रमेश बुक डिपो, जयपुर
Bachelor of Commerce

Department of Business Administration

Semester VI

Paper II Sales Promotion and Sales Management-II

Time: 3 Hours

Unit I

Sales Management: Role of Selling Planned Economy, Selling as a Career, Qualities of a Sales Force, Product Knowledge, Effective Speaking, Customer Relations.

Sales Organization, Branch Setup, Recruitment and Selection of Sales Force, Training, Motivation, Remuneration.

Unit-II

Planned Selling Approach, Pre-Approach, Meeting, Objections, Closing Sale, Sales Call, Sales Forecasting, Sales Quotas and Territories.

Unit-III

Consumer Psychology, Buying Motives of Consumers, Control of Sales Operations, Salesman Reports, Meeting Selling Costs and Sales Cost Control.

Suggested Readings

1. Cundiff, Still & Govani, Sales Management, Prentice Hall of India Pvt. Ltd. New Delhi
2. Carter Tony, Sales Force Management, Jaico Publishing House, Mumbai
5. David Jobber, Geoff Lancaster, Selling and Sales Management, Pearson Education, New Delhi
8. Tosdal, Harry R. :Introduction to Sales Management
11. सुधा जी.एस., विक्रय संविद्धन एवं विक्रय प्रबंध, रमेश बुक डिपो, जयपुर।
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