PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)

(Estd. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

FACULITY OF BUSINESS MANAGEMENT AND COMMERCE

SYLLABI for following Vocational Courses

2014-15

1. PRINCIPLES AND PRACTICE OF INSURANCE
2. ADVERTISING SALES PROMOTION AND SALES MANAGEMENT
3. FOREIGN TRADE PRACTICE AND PROCEDURE
4. TAX PROCEDURE & PRACTICE.
5. OFFICE MANAGEMENT AND SECRETARIAL PRACTICE
Outlines of Tests, Syllabi and Courses of Reading for B.A./B.Sc. (General) First & Second Semester Examinations in the Vocational subject of **ADVERTISING SALES PROMOTION AND SALES MANAGEMENT.**

**ADVERTISING SALES PROMOTION AND SALES MANAGEMENT**

**B.A./B.Sc. (General)**

**Semester-1**

**Paper I- Marketing Communication** 100

**Semester-2**

**Paper II- Advertising** 100

*Note: Practical Training After 1st year (Second Semester) and Viva-Voce: 50*

**Semester-3**

**PAPER -III: ADVERTISING MEDIA** 100

**Semester-4**

**Paper-II: PERSONAL SELLING AND SALESMAINSHP** 100

*Note: Practical Training After 2nd year (Fourth Semester) and Viva-Voce: 50*

**Semester-5**

**PAPER-V : MANAGEMENT OF THE SALES FORCE** 100

**Semester-6**

**PAPER – VI- SALES PROMOTIONS AND PUBLIC RELATIONS-II** 100

Examinations: Paper will be divided into three sections; Section A will consist of six short answer type questions and students would be asked to attempt any four, Section B and Section C will have four essay type questions from Unit-I and Unit-II each. Students will be asked to attempt atleast two from each section.

Duration: 3 Hours-Theory
ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

Objectives:
This course is intended to impart knowledge and develop skill among the participants in the field of marketing communication. So as to equip them to man junior and lower-middle level positions in the fast-growing and challenging business areas of advertising. Sales promotion, selling and sales management and public relations.

Semester-1

Paper I- Marketing Communication

Unit-I

1. Nature and Importance of communication, Types of Communication, Features and objectives of Communication.
3. Marketing Concepts and Evolution (Exchange, Production, Product, Selling and Marketing),
4. Difference between Marketing and Selling, Marketing as a Social process, Entities of Marketing, Marketing Myopia, Features and Importance of Marketing and Internet Marketing.

Unit-II

Paper I- Marketing Communication-II

2. Place – Types of Channel, Channel decisions, Transportations, Warehousing & Inventory.
3. Promotions – Promotion Mix, Promotion decisions, Difference between different elements of Promotion mix and their relative importance.
7. Integrated marketing Communication: the target audience, determining objectives, designing the message, Selecting Communication Channel, Establishing budget, Promotional Tools, Factors in setting the Marketing Communication Mix and Measuring Results.
Suggested Readings:

1. Philip Kotler          Marketing Management (Prentice-Hall of India, New Delhi)
2. William J. Stanton &  Fundaments of Marketing (McGraw Hill)
   Charles Futroll
3. Subroto Sen Gupta     Case in Advertising and Communication Management in India
                         (IIM Ahmedabad).

Semester-II

PAPER II- ADVERTISING

Unit-I

1. Definition, Importance and Functions of Advertising.
2. Importance of Advertising in Modern Marketing,
3. Role of Advertising in the National Economy.
4. Types of Advertising: Commercial, Non-commercial, Primary demand and Selective Demand,
5. Classified and Display advertising, Comparative advertising, Co-operative advertising.

Unit-II

1. PACT and DAGMAR Approaches of advertising
2. Setting of Advertising Objectives.
3. Advertising Appeals.
4. Advertising message: Preparing an effective advertising Copy: Elements of a Print Copy: Headlines
   illustration, body copy, slogan, logo, seal, role of colour. Elements of Broadcast copy.
5. Advertising Budget: Affordable Method, Per unit Method, Percentage Method, Competitive parity
   and Task objective Method. Importance of Advertising Budget.

Suggested Readings:

2. Duna and Darban          Advertising Its role in Modern Marketing, Drydon Press
4. Phillip Kotler           Marketing Management, Prentice Hall of India
5. Subroto Sengupta        Cases in Advertising and Communication
                           Management in India (IIM Ahmedabad).
Outlines of Tests, Syllabi and Courses of Reading for B.A./B.Sc. (General) First & Second Semester Examinations in the Vocational subject of **FOREIGN TRADE PRACTICES & PROCEDURE**.

**Subject of Title : FOREIGN TRADE PRACTICES & PROCEDURE**

**SUBJECT : OBJECTIVE**

1. To familiarize the students with the basic principles of foreign trade and the environment in which foreign trade takes place.
2. To familiarize the students with the position of India’s foreign trade, Import and export policies and various export promotion measures adopted by the Government.
3. To familiarize the students with the nature and scope of International Marketing as also the four Ps of International Marketing.
4. To familiarize the students with the various methods and procedure of foreign trade, financing, foreign exchange, rates, costing and pricing for exports and the various institutions involved in export finance.
5. To make the students aware of the shipping and insurance practices and procedure which constitute the essential services for the operation of foreign trade.
6. To familiarize the students with the basic documents involved in foreign trade, processing of an export order, customs clearance of export and import cargo and negotiation of documents.

**Job Potential:**

- Self-employment can start an export business either singly or in partnership with fellow students,
- Can take up export documentation work for others.
- Can take up employment in exporting firms, firms, banks, Insurance companies or with freight forwarders.
FOREIGN TRADE PRACTICES & PROCEDURE

B.A./B.Sc. (General)

Semester-1

Paper I: BASICS OF FOREIGN TRADE  100

Semester-2

Paper-II:  INDIA’S FOREIGN TRADE  100

Note: Practical Training After 1st year (Second Semester) and Viva-Voce:  50

Semester-3

Paper-III:  ELEMENTS OF EXPORT MARKETING  100

Semester-4

PAPER -IV:  FOREIGN TRADE FINANCING AND PROCEDURE  100

Note: Practical Training After 2nd year (Fourth Semester) and Viva-Voce: 50

Semester-5

PAPER-V:  SHIPPING AND INSURANCES PRACTICES AND PROCEDURES  100

Semester-6

PAPER – VI- FOREIGN TRADE DOCUMENTATION AND PROCEDURES  100

Examinations: Paper will be divided into three sections; Section A will consist of six short answer type questions and students would be asked to attempt any four, Section B and Section C will have four essay type questions from Unit-I and Unit-II each. Students will be asked to attempt at least two from each section.

Duration: 3 Hours-Theory
FOREIGN TRADE PRACTICES AND PROCEDURES

Contents for Semester Courses

Semester-I

Paper1 - BASICS OF FOREIGN TRADE

Objectives: to familiarize the students with the basic principles of foreign trade and the environment in which foreign trade takes place.

Unit-I

- Foreign Trade: Definition, objectives and importance
- Theories of International trade
- Balance of trade and Balance of Payments
- Objectives of Trade Policy and role of foreign trade in economic growth
- International economic institutions - GATT, UNCTAD, IMF and World Bank.

Unit-II

- Instruments of trade Policy tariffs, quantitative restrictions, exchange etc.
- Control and exchange rate adjustments.
- Trade Blocs and Regional Economic Cooperation
- Cultural Aspects in International Business

Suggested Readings

- International economics by P.T. Ellsworth
- International Economics by C.P. Kindelberger
Semester-II

Paper –2  INDIA’S FOREIGN TRADE

Unit-I

- Analysis of India’s Foreign – Trade Growth trends, composition and direction.
- India’s Balance of Payments including invisibles
- Assessment of Prospects – Products and markets
- India’s Trade agreements

Unit-II

- Salient features of India’s export-import policy
- Institutional set-up for export promotion
- Export Assistance measures, free trade zones and 100%EOUs
- State trading in India
- Sources and analysis of foreign trade Statistics

Suggested reading

Annual Reports of the Ministry of Commerce, Annual Economics : Surveys, Import and Export Policy
Outlines of tests, syllabi and courses of reading for B.A/ B.Sc. (General) Semester-I & Semester-II examinations in the vocational subject of OFFICE MANAGEMENT AND SECRETARIAL PRACTICE

**SCHEME OF STUDIES**

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<th>Name of the Paper</th>
<th>Period/week</th>
<th>Examination</th>
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<td>Computer Application and Shorthand</td>
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<td><strong>Project &amp; Viva-Voca on Organizational Behaviour &amp; Personality Development in the form of presentation</strong></td>
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Examinations: Paper will be divided into three sections; Section A will consist of six short answer type questions and students would be asked to attempt any four, Section B and Section C will have four essay type questions from Unit-I and Unit-II each. Students will be asked to attempt atleast two from each section.

Duration: 3 Hours-Theory

Semester-I

PAPER – A : TYPOGRAPHY & COMPUTER APPLICATIONS (ENGLISH) THEORY

Exam Hours : 3 Max. Marks : 40

Objective:The course enables the students to have working knowledge of different parts of the typewriter and to acquire typing speed of minimum 30 w.p.m. on manual typewriter. The course also enables the students to understand the fundamentals of Computer System and hardware & software components

UNIT - I


Introduction to Computers : Introduction, Characteristics of computer; Hardware, Software, firmware, History of computer; Applications of Computers; Input, Process and Output; classification of computers on size, working principles, generations; Input/Output devices; Secondary storage devices; Types of software; System and Application Software

UNIT- II

Key-Board Operations: Sitting posture, Touch and Sight methods, Learning home row, upper row, bottom row, learning number row, special signs and symbols & Roman numbers

Display Techniques : Types of headings, Margins & line spacing, Spacing after punctuation sings, Paragraphs – types, styles, numbering and pagination; Styles of typing different kinds of business letters, foot notes; Tabulation: Definition, Important Parts of tabulation, Procedure for typing tabular statement

References :

1. R.C.Bhatia : Typewriting (Theory & Practice)
2. O.P.Gupta : Typewriting (Theory & Practice)
3. Walmsley : Pitman Commercial Typewriting Horizontal Method
4. KartarSingh : Typewriting Instructor (Theory & Practice)
Note: Students will be trained on manual typewriters and will be taught various functions as listed below:

- Sitting posture while using typewriter
- Inserting & removing paper
- Second row (home row), upper row & bottom row of typewriter
- Top row (signs, figures & symbols) of typewriter
- Typing of words & simple sentences & paragraphs
- Uses of shift keys & other non-printing keys & ensuring proper margins & line spacing
- Centring heading
- Envelop addressing
- Margin and line spacing
- Use of punctuation sings
- Typing Arabic & Roman numeric figures
- Paragraphs – types, styles, numbering and pagination
- Letter typing – Personal, Official & Business letters
- Simple tabular statements, syllabification and foot notes

**Semester-II**

**PAPER – II: SHORTHAND (ENGLISH) THEORY**

Objectives: The course enables the students to acquire knowledge and understand uses of Shorthand which is required to perform the duties of Stenographer/ Private Secretary.

**UNIT- I**

- Introduction: Origin of Shorthand with particular emphasis on Pitman Shorthand, definition and importance of Stenography, qualities of a successful stenographer, writing techniques and materials;
- Consonants: Definition, their classification, arrangement and directions of consonantal strokes, joining of strokes
- Vowels: Long & short, places, following and preceding, intermediate vowels, place of joined strokes and vowels
- Diphthongs: Definition and places, triphones, abbreviated W
UNIT-II

- Grammalogues: Definition of grammalogues and logograms, list of grammalogues, punctuation signs
- Phraseography: Definition of phrase, how a phrase is written, qualities of a good phraseogram, list of simple phrases
- Circles, Loops & Hooks: Size and direction, application in phraseography, attachment with straight and curved strokes, exception to the use of circle, loops and hooks

Suggested reading

1. New Era, Wheeler Publishing : Pitman Shorthand Instructor and Key

SHORTHAND (ENGLISH) PRACTICAL

Max. Marks: 60 
Exam Hours: 3

- Practice of consonants, writing each consonant from the text material with particular attention to their formation, length, angle, size and direction.
- Practice of vowels, diphthongs, triphones by coping the text materials and other printed shorthand book and reading the same.
- Practice of grammalogues and phrases
- Practice of circles, loops and hooks
- Transcription from Shorthand into longhand
Outlines of Tests, Syllabi and Courses of Reading for B.A./B.Sc. (General) First & Second Semester Examinations in the Vocational subject of PRINCIPLES AND PRACTICE OF INSURANCE

PRINCIPLES AND PRACTICE OF INSURANCE

SEMESTER SYSTEM

Semester-I

Paper I: Life Insurance

Semester-II

Paper II: General Insurance

Semester-III

Paper III: Fire & Marine Insurance

Semester-IV

Paper IV: Insurance Finance & Legislation

Semester-V

Paper V: Property & Liability Insurance

Semester-VI

Paper VI: Group Insurance & Retirement Benefit Schemes

Examinations: Paper will be divided into three sections; Section A will consist of six short answer type questions and students would be asked to attempt any four, Section B and Section C will have four essay type questions from Unit-I and Unit-II each. Students will be asked to attempt atleast two from each section.

Duration: 3 Hours-Theory
1st Semester

Paper I: Life Insurance

UNIT-I

Introduction

Need for security against economic difficulties: Risk and uncertainty, Individual value system; Individual Life Insurance. Nature and uses of Life Insurance: Life Insurance as a collateral, as a measure of financing business continuation. As a protection to property, as a measure of investment.

Life Insurance Contract

Distinguishing characteristics, Utmost Good Faith, Insurable Interest, Caveat Emptor, unilateral and alleatory nature of contract. Proposal and application form, warranties, medical examination, policy construction and delivery, policy provision, lapse revival, surrender value, paid-up policies, maturity, nomination and assignment. Suicide and payment of insured amount, Loan to policy holders.

UNIT-II

Life Insurance Risk


Life Insurance Policies

Types and their applicability to different situations. Important Life insurance Policies issued by the Life Insurance Corporation of India. Life insurance enquiries. Important legal provisions and judicial pronouncements in India.

Life Insurance Salesmanship

Rules of agency: Essential qualities of an ideal insurance salesman, Rules to canvass business from prospective customers: After sale service to policy holders.

Suggested Books:

3. Meclean: Life Insurance
2\textsuperscript{nd} Semester

Paper II: General Insurance

UNIT-I

Introduction

Introduction to risk and insurance risk. The treatment of risk.
The structure and operation of the insurance business.
a) Insurance contract fundamentals
b) Insurance marketing
c) Insurance loss payment
d) Underwriting, reinsurance and other functions.

Insurance Companies

General Insurance Corporation and other Insurance Institutions.
Working of GIC in India. Types of risks assumed and specific policies issued by ECGC.

UNIT-II

Health Insurance:

Individual health insurance and Group health insurance

Motor Insurance

Multiple line and All Lines Insurance-Such as Rural Insurance, Full Insurance, etc.

Suggested Reading

Outlines of Tests, Syllabi and Courses of Reading for B.A./B.Sc. (General) Semester Examinations in Vocational subject of TAX PROCEDURE & PRACTICE.

**TAX PROCEDURE & PRACTICE**

**B.A./B.Sc. (General)**

Semester – I

Paper-1: Income Tax Law and Practice - I 100 Marks

Semester - II

Paper-2: Income Tax Law and Practice II 100 Marks

Semester – III

Paper-3: Tax Procedure and Practice 100 Marks

Semester – IV

Paper-4-Wealth Tax and Central Sale Tax 100 Marks

Practical training and Viva Voce 50 Marks

Semester – 5

Paper:5: Custom Law Procedure and Practice 100 Marks

Semester – 6

Paper-6 Central Excise Procedure and Practice 100 Marks

Practical training and Viva Voce 50 Marks

**TAX PROCEDURE & PRACTICE**

**B.A./B.Sc. (General)**

1. **Subject objectives general objectives**

   (a) To familiarize the students with the Indian Tax System.

   (b) To acquaint the students with the procedure and practice of direct and indirect taxes.
2. **Job Potential:**

(i) **Self/ Employment**

Prepare returns and relevant documents, for small traders, small industries and people engaged in small and medium, business, necessary under direct and indirect tax law.

(ii) **Wage Employment**

Junior level positions in the various organisations such as:

(a) Practising Chartered Accountant Firms

(b) Business Houses

(c) Industrial Undertakings and establishments,

(d) Sales Tax and Income Tax departments.

(e) Custom and Excise departments.

(f) Accounts department of various Central, State, local, self, Govt. Societies etc.

(i) This can not go with Science subjects.

(ii) It can go with Commerce (B.Com. Pass)

(iii) It can go wit B.A. Provided as student has done 10+2 with Accounting and Business Studies or Commerce.

3. **Contents**

(a) **Syllabus (Theory and Practicals) – enclosed**

(b) **Business lab should be equipped with the following.**

All Bare Acts related to direct and indirect taxes and various tax forms/returns/documents.

iv) **Journals**

The Institute of Chartered Accountants of India

Central Excise Law System Taxman
Semester – I

Paper-I: Income Tax Law and Practice – I

100 Marks

Income Tax- Basic Concepts, Distinction between Capital and Revenue, Basis of Charge (Residential Status), Incidence of tax, Exempted incomes, Heads of Income: Computation of Income from Salaries, Income from House Property, Income from Business and Profession including depreciation, Income from Capital Gains and Income from Other Sources.

Semester – II

Paper-2: Income Tax Law and Practice – II

100 Marks

Income of other persons included in Assesses’s total Income (clubbing of Income), Setoff and carry forward of Losses, Deductions out of Gross total Income, Computation of Total Income of Individual, H.U.F. partnership firm and A.O.P.

Suggested Readings:

Direct Taxes, V.K Singhania, Taxmann Publications
Income Tax Law & Practice, H.C. Mehrotra, SahityaBhawan Publications
Systematic Approach to Income Tax, Girish Ahuja, Bharat Law Publications
Indirect tax, V.S Date, Taxmann Publications

iv) Journals

The Institute of Chartered Accountants of India
Central Excise Law System Taxman