

PART - I

SULLABUS FOR ENVIRONMENTAL STUDIES" FOR UNDER GRADUATE

1. "इन्वाहमेन्टल साईसेस" के पाठ्यक्रम को स्नातक स्तर भाग-एक की कक्षाओं में विश्वविद्यालय अनुदान आयोग के निर्देशानुसार अनिवार्य रूप से शिक्षा सत्र 2003-2004 (परीक्षा 2004) से प्रभावशील किया गया है। स्वशासी महाविद्यालयों द्वारा भी अनिवार्य रूप से अंगीकृत किया जाएगा।
बी.काम. भाग 1, 2 एवं 3 में से किसी वर्ष में पर्यावरण अध्ययन प्रश्न-पत्र उत्तीर्ण करना अनिवार्य है। तभी उपाधि प्रदाय योग्य होगी।
2. पाठ्यक्रम 100 अंको का होगा, जिसमें से 75 अंक सैद्धांतिक प्रश्नों पर होंगे एवं 25 अंक क्षेत्रीय कार्य (Field Work) पर होंगे।
3. सैद्धांतिक प्रश्नों पर अंक - 75 (सभी प्रश्न इकाई आधार पर रहेंगे जिसमें आंतरिक विकल्प रहेगा)
(अ) लघु प्रश्नोंत्तरीय - 25 अंक
(ब) निबंधात्मक - 50 अंक
4. Field Work - 25अंकों का मूल्यांकन आंतरिक मूल्यांकन पद्धति से कर विश्वविद्यालय को प्रेषित किया जावेगा। अभिलेखों की प्रयोगिक उत्तर पुस्तिकाओं के समान संबंधित महाविद्यालयों द्वारा सुरक्षित रखेंगे।
5. उपरोक्त पाठ्यक्रम से संबंधित परीक्षा का आयोजन वार्षिक परीक्षा के साथ किया जाएगा।
6. पर्यावरण विज्ञान विषय अनिवार्य विषय है, जिसमें अनुत्तीर्ण होने पर स्नातक स्तर भाग-एक के छात्र/छात्राओं को एक अन्य विषय के साथ पूरक की पात्रता होगी। पर्यावरण विज्ञान के सैद्धांतिक एवं फील्ड वर्क में संयुक्त रूप से 33% (तैंतीस प्रतिशत) अंक उत्तीर्ण होने के लिए अनिवार्य होंगे।
7. स्नातक स्तर भाग-एक के समस्त नियमित/भूतपूर्व/अमहाविद्यालयीन छात्र/छात्राओं को अपना फील्ड वर्क सैद्धांतिक परीक्षा की समाप्ति के पश्चात 10 (दस) दिनों के भीतर संबंधित महाविद्यालय/परीक्षा केन्द्र में जमा करेंगे एवं महाविद्यालय के प्राचार्य/केन्द्र अधीक्षकों/परीक्षकों की नियुक्ति के लिए अधिकृत रहेंगे तथा फील्ड वर्क जमा होने के सात दिनों के भीतर प्राप्त अंक विश्वविद्यालय को भेजेंगे।

PART - I

SYLLABUS FOR ENVIRONMENTAL STUDIES" FOR UNDER GRADUATE

M.M. 75

UNIT-I THE MULTI DISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES :

Definition, scope and importance

Need for public awarness.

Natural Resources :

Renewable and nonrenewable resources :

Natural resources and associated problems.

(a) Forest resources : Use and over-exploitation, deforestation, case studies, Timber extraction, mining, dams and their effects on forests and tribal people.

(b) Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.

(c) Mineral resources : Use and explocation, environmental effects of extracting and

using mineral resources, case studies.

- (d) Food resources : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- (f) Land resources : Land as a resources, land degradation, man induced landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable life-styles.

(9 Lecture)

UNIT-II ECOSYSTEMS

Concept of an ecosystems.

Structure and function of an ecosystem.

- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystem :
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems (Ponds, streams, lakes, rivers, oceans, estuaries)

(9 Lecture)

UNIT-III Biodiversity and its Conservation

- Introduction - Definition : genetic, species and ecosystem diversity.
- Biogeographical classification of India.
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values.
- Biodiversity at global, National and local levels.
- India as mega-diversity nation.
- Hot-spots of biodiversity
- Threats to biodiversity : habitat loss, poaching of wildlife, man/wildlife conflicts.
- Endangered and endemi species of India.
- Conservation of biodiversity : In situ and Ex-situ conservation of biodiversity

(9 Lecture)

UNIT-IV Environmental Pollution

Definition

- Causes, effects and control measures of -
 - a. Air pollution
 - b. Water pollution
 - c. Soil pollution
 - d. Marine pollution
 - e. Noise pollution
 - g. Nuclear hazards.
- Solid waste management : Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies
- Disaster management : floods, earthquake, cyclone and landslides.

Human Population and the Environment

- Population growth, variation among nations,
- Population explosion - Family Welfare Programme.
- Environment and human health.
- Human Rights.

(9 Lecture)

UNIT-V Social Issues and the Environment

- From Unsustainable to Sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people, its problems and concerns. Case studies.
- Environmental ethics : Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of environmental legislation.
- Public awareness.
- Value Education
- HIV/AIDS
- Women and Child Welfare.
- Role of Information Technology in Environment and Human Health.
- Case Studies.

(9 Lecture)

FIELD WORK

- Visit to a local area to document environmental assets-river/forest/grassland/hill/mountain.
- Visit to local polluted site : Urban/Rural/Industrial/Agriculture.
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)

REFERENCES :

1. Agarwal K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, the Biodiversity of India, Mapin Publishing Pvt. Ltd. Ahmedabad 380 013, India, Email : mapin@icenet.net(R)
3. Bruinner R.C., 1989, Hazardous Waste Incineration, Mc Graw Hill Inc. 480p.
4. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB).
5. Cuningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 200.
6. Dr A.K. Environmental Chemisry, Wiley Estern Ltd.
7. Down to Earth, Centre for Science and Environment (R)
8. Gloick, H.P. 1993 Water in crisis, Pacific Institute for studies in Deve, Environment & Security. Stockholm Eng. Institute. Oxford Univ, Press. 473p.
9. Hawkins R.E. Encyclopedia of Indian Natural History, Bombay Natural History Society, Mumbai (R).
10. Heywood, V.H. & Watson, R.T. 1995 Global Biodiversity Assessment, Cabridge Univ. Press 1140p.
11. Jadhav H. & Bhosale, Y.H. 1995, Environmental Protection and Laws. Himalaya Pub. House. Delhi 284p.
12. Mckinney M.L. & School R.M. 1996, Environmental Science systems & Solutions, Web enhanced editio, 639p.
13. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB).
14. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co. (TB).
15. Odum, E.P. 1971, Fundamentals of Ecology, W.B. Saunders Co. USA, 574p.
16. Rao M.N. & Datta, A.K. 1987, Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
17. Sharma B.K., 2001, Environmental Chemistry, Goel Publ. House, Meerut.
18. Survey of the Environment, The Hidu (M).
19. Townsend C., Harper J., and Michael Begon, Essentials of Ecology, Blackwell Science (TB).
20. Trivedi R.K. Handbook of Environmental Laws, Rules, Guidelines, Compliances and Standards, Vol. I and II, Environment Media (R).
21. Trivedi R.K., and P.K. Goel, Introduction to air pollution, Techno-Science Publications (TB).
22. Wagner K.D., 1998, Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p.

(M) Magazine

(R) Reference

(TB) Textbook.

आधार पाठ्यक्रम

हिन्दी भाषा

प्रथम प्रश्न पत्र

पूर्णांक - 75

(बी.ए., बी.एस.सी., बी.एच.एस-सी., बी.काम., तृतीय वर्ष के पुनरीक्षित

एकीकृत आधार पाठ्यक्रम एवं पाठ्य सामग्री का संयोजन)

॥ सम्प्रेषण कौशल, हिन्दी भाषा और सामान्य ज्ञान ॥

आधार पाठ्यक्रम की संरचना और अनिवार्य पाठ्य पुस्तक- हिन्दी भाषा एवं समसामयिकी- का संयोजन इस तरह किया गया है कि सामान्य ज्ञान की विषय वस्तु- विकासशील देशों की समस्याओं- के माध्यम, आधार और साथ-साथ हिन्दी भाषा का ज्ञान और उसमें सम्प्रेषण कौशल अर्जित किया जा सके। इसी प्रयोजन से व्याकरण की अन्तर्वस्तु को विविध विधाओं की संकलित रचनाओं और सामान्य ज्ञान की पाठ्य सामग्री के साथ अन्तर्गुर्कित किया गया है। अध्ययन-अध्यापन के लिए पुस्तक की पाठ्य सामग्री है और अभ्यास के लिये विस्तृत प्रश्नावली है। यह प्रश्नपत्र भाषा का है अतः पाठ्य सामग्री का व्याख्यात्मक या आलोचनात्मक अध्ययन अपेक्षित नहीं है। पाठ्यक्रम और पाठ्य सामग्री का संयोजन निम्नलिखित पाँच इकाइयों में किया जाता है। प्रत्येक इकाई दो भागों में विभक्त होगी :

इकाई - 1 (क) भारत माता : सुमित्रानंदन पंत, परशुराम की प्रतिज्ञा : रामधारी सिंह दिनकर, बहुत वहा सवाल : मोहन राकेश, संस्कृति और राष्ट्रीय एकीकरण : योगेश अटल।

(ख) कथन की शैलियाँ : रचनागत उदाहरण और प्रयोग।

इकाई -2 (क) विकासशील देशों की समस्याएँ, विकासात्मक पुनर्विचार, औप प्रौद्योगिकी एवं नगरीकरण।

(ख) विभिन्न संरचनाएँ।

इकाई - 3 (क) आधुनिक तकनीकी सभ्यता, पर्यावरण प्रदूषण तथा धारणीय विकास।

(ख) कार्यालयीन पत्र और आलेख।

इकाई - 4 (क) जनसंख्या : भारत के संदर्भ में और गरीबी तथा बेरोजगारी।

(ख) अनुवाद।

इकाई - 5 (क) ऊर्जा और शक्तिमानता का अर्थशास्त्र।

(ख) घटनाओं, समारोहों आदि का प्रतिवेदन और विभिन्न प्रकार के निमंत्रण-पत्र।

मूल्यांक योजना : प्रत्येक इकाई से एक-एक प्रश्न पूछा जायेगा। प्रत्येक प्रश्न में आंतरिक विकल्प होगा। प्रत्येक प्रश्न के 15 अंक होंगे। प्रत्येक इकाई दो-दो खंड (क्रमशः 'क' और 'ख' में) विभक्त है, इसलिए प्रत्येक प्रश्न के भी दो भाग, (क्रमशः 'क' और 'ख') होंगे। 'क' अर्थात् पाठ एवं सामान्य ज्ञान से संबद्ध प्रश्न के अंक 8 एवं 'ख' अर्थात् भाषा एवं सम्प्रेषण कौशल से संबद्ध प्रश्न के अंक 7 होंगे। इस प्रकार पूरे प्रश्न पत्र के पूर्णांक 75 होंगे।

Foundation Course - III

English Language

B.A./B.Sc./B.Com./B.H.Sc./III

M.M. 75

The question paper for B.A./B.Sc./B.Com./B.H.Sc. III Foundation course, English Language and General Answers shall comprise the following items :

Five question to be attempted, each carrying 3 marks.

UNIT-I	Essay type answer in about 200 words. 5 essay type question to be asked three to be attempted.	15
UNIT-II	Essay writing	10
UNIT-III	Pracis writing	10
UNIT-IV	(a) Reading comprehension of an unseen passage	05
	(b) Vocabulary based on text	10
UNIT-V	Grammar Advanced Exercises	25

Note : Question on unit I and IV (b) shall be asked from the prescribed text. Which will comprise of popular create writing and the following items. Minimum needs housing and transport Geo-economic profile of M.P. communication Educate and culture. Women and Worm in Empowerment Development, management of change, physical quality of life. War and human survival, the question of human social value survival, the question of human social value, new Economic Philosophy Recent Diberaliation Method) Demoration docontralisation (with reference to 73, 74 constitutional Amendment.

Books Prescribed :

Aspects of English Language And Development - Published by M.P. Hindi Granth Academy, Bhopal.

COMPULSORY CORE COURSE

PAPER - I

INCOME TAX

M.M. 75

OBJECTIVE

It enables the students to know the basics of Income Tax Act and its implications.

COURSE INPUTS

UNIT-I Basic Concepts : Income, agricultural Income, casual income, assessment year, previous year, gross total income; total income, person.

Basis of charge : Scope of total income, residence and tax liability, income which does not form part of total income.

UNIT-II Heads of Income : Salaries; Income from house property.

UNIT-III Profit and gains of business or profession, including provisions relating to specific business; Capital gains, Income from other sources.

UNIT-IV Computation of Tax Liability : Set-off and carry forward of losses; Deduction from gross total income.

Aggregation of income; Computation of total income and tax liability of and individual, H.U.F., and firm.

UNIT-V Tax Management : Tax deduction at source; Advance payment of tax; Assessment procedures; Tax planning for individuals.

Tax evasion, Tax Avoidance and Tax planning.

Tax Administration : Authorities, appeals, penalties.

Suggested Reading :

1. Singhania V.K. : Students Guide to Income Tax; Taxmann, Delhi.
2. Prasad, Bhagwati : Income Tax Law & Practice; Wily Publication, New Delhi.
3. Mehrotra H.C. : Income Tax Law & Accounts : Sahitya Bhawan, Agra.
4. Girish Ahuja and Ravi Gupta : Systematic approach to income tax : Sahitya Bhawan Publications, New Delhi.
5. Chandra Mahesh and Shukla D.C. : Income Tax Law and Practice; Pragati Publications, New Delhi.
6. R.K. Jain : Income Tax & Law (Hindi & English) Shahitya Bhavan, Publication, Agra,

PAPER - II
INDIRECT TAXES

M.M. 75

OBJECTIVE

This course aims at imparting basic knowledge about major indirect taxes.

UNIT-I Central Excise : Nature and scope of Central Excise; Important terms and definitions under the Central Excise Act; General procedures of central excise; Clearance and excisable goods; Concession to small scale industry under Central Excise Act.

UNIT-II State Excise, CENVAT.

Detail study of State Excise during calculation of Tax.

UNIT-III Customs : Role of customs in international trade; Important terms and definitions goods; Duty; Exporter; Foreign going vessel; Aircraft goods; Import; Import Manifest; Importer; Prohibited goods; Shipping bill; Store; Bill of lading; Export manifest; Letter of credit; Kinds of duties - basic, auxiliary, additional or countervailing; Basics of levy- advalorem, specific duties; Prohibition of export and import of goods, and provisions regarding notified & specified goods; Import of goods - Free import and restricted import; Type of import - import of cargo, import of personal baggage, import of stores.

Clearance Procedure - For home consumption, for warehousing for re-export; Clearance procedure for import by post; Prohibited exports; Canalised exports; Export against licensing; Type of exports export of cargo, export of baggage; Export of cargo by land, sea, and air routes.

UNIT-IV Central Sales Tax : Important terms and definitions under the Central Sales Tax Act 1956 - Dealer, declared good, place of business, sale, sale price, turnover, year, appropriate authority; Nature and scope of Central Sales Tax Act; Provisions relating to inter-state sales; Sales in side a state; Sales/purchase in the course of imports and exports out of India. Registration of dealers and procedure thereof; Rate of tax; Exemption of subsequent sales; Determination of turnover.

UNIT-V State Commercial Tax (Chhattisgarh) Definition, Registration, Tax liability, Procedure of Computation & Collection of Tax, Penalties & Prosecution calculation of Tax. VAT- Preliminary Knowledge.

Suggested Reading :

1. Malhotra & Goyal (Hindi & English).
2. Shripal Saklecha. - अप्रत्यक्ष कर
3. Commercial Tax Act. (C.G.)
4. Central Excise Act.
5. Sales Tax Act.

PAPER - III
MANAGEMENT ACCOUNTING

M.M. 75

OBJECTIVE

This course provides the students an understanding of the application of accounting techniques for management.

COURSE INPUTS

- UNIT-I** Management Accounting : Meaning, nature, scope, and functions of management accounting; Role of management accounting in decision making; Management accounting vs financial accounting; Tools and techniques of management accounting; Financial statement; Objectives and methods of financial statements analysis; Ratio analysis; Classification of ratios - Profitability ratios, turnover ratios, liquidity ratios, turnover ratios; Advantages of ratio analysis; Limitations of accounting ratios.
- UNIT-II** Funds Flow Statement as per Indian Accounting Standard 3, cash flow statement.
- UNIT-III** Absorption and Marginal Costing : Marginal and differential costing as a tool for decision making - make or buy; Change of product mix; Pricing, Break-even analysis; Exploring new markets; Shutdown decisions.
- UNIT-IV** Budgeting for profit Planning and control : Meaning of budget and budgetary control; Objectives; Merits and limitations; Types of budgets; Fixed and flexible budgeting; Control ratios; Zero base budgeting; Responsibility accounting; Performance budgeting.
- UNIT-V** Standard Costing and Variance Analysis : Meaning of standard cost and standard costing; Advantages and application; Variance analysis - material; Labour and overhead (Two-way analysis); Variances.

Suggested Reading :

1. Arora M.N. : Cost Accounting - Principles and Practice, Vikas, New Delhi.
2. Jain S.P. & Narang K.L. : Cost Accounting, Kalyani, New Delhi.
3. Anthony, Rogert & Reece, at al : Principles of Management Accounting; Richard Irwin Inc.
4. Horngren, Charles, Foster and Datar et al : Cost Accounting - A Managerial Emphasis; Prentice Hall, New Delhi.
5. Khan M.Y. and Jain P.K. : Management Accounting : Tata McGraw Hill, New Delhi.
6. Kaplan R.S. and Atkonson A.A. : Advanced Management Accounting; Printice Hall India, New Delhi.
7. J.K. Agrawal & R.K. Agrawal : Jaipur (English & Hindi).
8. Dr. M.R. Agrawal : Minakshi Prakashan Meruth.
9. Dr. S.P. Gupta - Agra (Hindi & English).

PAPER - IV
AUDITING

M.M. 75

OBJECTIVE

This course aims at imparting knowledge about the principles and methods of auditing and their applications.

COURSE INPUTS

- UNIT-I** Introduction : Meaning and objectives of auditing; Types of audit; Internal audit.
Audit Process : Audit programme; Audit note books; Working papers and evidences.
- UNIT-II** Internal Check System : Internal control.
Audit Procedure : Vouching : Verification of assets and liabilities.
- UNIT-III** Audit of Limited Companies :
- a. Company auditor - Appointment, powers, duties, and liabilities.
 - b. Divisible profits and dividend.
 - c. Auditor's report - standard report and qualified report.
 - d. Special audit of banking companies.
 - e. Audit of educational institutions.
 - f. Audit of Insurance companies.
- UNIT-IV** Investigation : Investigation; Audit of non profit companies,
- a. Where fraud is suspected, and
 - b. When a running a business is proposed.
 - c. Verifications & Valuation of assets.
- UNIT-V** Recent Trends in Auditing : Nature and significance of cost audit; Tax audit; Management audit. Company auditing - Qualification, Appointment, Resignation and liabilities.

Suggested Reading :

1. Gupta KaPal : Contemporary Auditing : Tata Mcgraw Hill, New Delhi.
2. Tandon B.N. : Principles of Auditing : S. Chand & Co., New Delhi.
3. Pagare Dinkar : Principles and Practice of Auditing : Sultan Chand, New Delhi.
4. Sharma T.R. : Auditing Principles and Problems, Sahitya Bhawan, Agra.
5. Shukla S.M. : Auditing - Shahitya Bhavan, Agra, (Hindi)
6. Batliboy : Auditing.

OPTIONAL GROUP A
Combination - I (Finance Area)
PAPER - I
FINANCIAL MANAGEMENT

M.M. 75

OBJECTIVE

The objective of this course is to help students understand the conceptual framework of financial management.

COURSE INPUTS

- UNIT-I** Financial Management : Financial goals; Profit vs wealth maximization; Financial functions-investment, financing, and dividend decisions; Financial planning.
- UNIT-II** Capital Budgeting : Nature of investment decisions, Investment evaluation criteria, payback period, accounting rate of return, net present value, internal rate of return profitability index; NPV and IRR comparison.
- UNIT-III** Cost of Capital : Significance of cost of capital; Calculating cost of debt; Preference shares, equity capital, and retained earnings; Combined (weighted) cost of capital. Operating and financial Leverage : Their measure; Effects on profit, analyzing alternate financial plans, combined financial and operating leverage.
- UNIT-IV** Capital Structure : Theories and determinates.
Dividend Policies : Issues in dividend policies; Walter's model; Gordon's model; M.M. Hypothesis, forms of dividends and stability in dividends, determinats.
- UNIT-V** Management of Working Capital : Nature of working capital, significance of working capital, operating cycle and factors determining of working capital requirements, Management of working capital - cash, recevables, and inventories.

Suggested Reading :

1. Van Home J.C. : Financial Management and Policy; Prentice Hall of India, New Delhi.
2. Khan M.Y. and Jain P.K. : Financial Management, Text and Problems; Tata McGraw Hill, New Delhi.
3. Prasanna Chandra L Financial Management Theory and practice; Tata McGraw Hill, New Delhi.
4. Pandey I.M. : Financial Management Vikas Publishing Hous, New Delhi.
5. Brigham E.F. Gapenski L.C., and Ehrhardt M.C. : Financial Management - Theory and Practice; Harcourt College Publishers, Singapore.
6. Bhalla V.K. : Modern Working Capital Management, Anmol Pub. Delhi.
7. वित्तीय प्रबंध : एस. सी. जैन
8. वित्तीय प्रबंध : अग्रवाल एवं अप्रवाल, रमेश बुक डिपो, जयपुर
9. वित्तीय प्रबंध : एस. डी. सी. शर्मा, मेरठ

OPTIONAL GROUP A
(Finance Area)
PAPER - II
FINANCIAL MARKET OPERATIONS

M.M. 75

OBJECTIVE

This course aims at acquainting the students with the working of financial markets in India.

COURSE INPUTS

UNIT-I Money Market : Indian money market's composition and structure; (a) Acceptance houses, (b) Discount houses and (c) Call money market; Recent trends in Indian money market.

UNIT-II Capital Market : Security market - (a) New issue market, (b) Secondary market; Functions and role of stock exchange; listing procedure and legal requirements; Public issue - pricing and marketing; Stock exchanges - National Stock Exchange and over the counter exchanges.

UNIT-III Securities contract and Regulations Act : Main provisions.

Investors Protection : Grievances concerning stock-exchange dealings and their removal; Grievance cells in stock exchanges; SEBI; Company Law Board; Press; Remedy through courts.

UNIT-IV Functionaries on Stock Exchanges : Brokers, sub brokers, market makers, jobbers, portfolio consultants, institutional investors, and NRIs.

UNIT-V Financial Services : Merchant banking - Functions and roles; SEBI guide-lines; Credit rating - concept, functions, and types.

Suggested Reading :

1. Chandler M.V. and Goldfeld S.M. : Economics of money and Banking, Harper and Row, New Delhi.
2. Gupta Suraj B. Monetary Economics; s. chand and Co. New Delhi.
3. Gupta Suraj B. Monetary Planning in India; Oxford, Delhi.
4. Bhole L.M. : Financial Markets and Institutions : Tata McGraw Hill, New Delhi.
5. Hooda R.P. : Indian Securities Market - Investors view point; Excell Books, New Delhi.
6. R.B.I. : Functions and Working.
7. R.B.I. : Report in Currency and Finance.
8. R.B.I. : Report of the Committee to Review the working of the Monetary system : Chakravarty committee.
9. R.B.I. : Report of the Committee on the Financial System, Narsimham Committee.
10. वित्तीय बाजारों की कार्यप्रणाली - साहित्य भवन पब्लिकेशन, आगरा

OPTIONAL GROUP B
(Marketing Area)
PAPER - I
PRINCIPLES OF MARKETING

M.M. 75

OBJECTIVE

The Objective of this course is to help students to understand the concept of marketing and its applications.

COURSE CONTENTS

- UNIT-I** Introduction : Nature and scope of marketing; Importance of marketing as a business function, and in the economy; Marketing concepts - traditional and modern; Selling vs. marketing; Marketing mix; Marketing environment.
- UNIT-II** Consumer Behaviour and Market Segmentation : Nature, scope, and significance of consumer behaviour; Market segmentation - concept and importance; Bases for market segmentation.
- UNIT-III** Product : Concept of product, consumer, and industrial goods; Product planning and development; Packaging role and functions; Brand name and trade mark; after sales service; Product life cycle concept.
Price : Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates.
- UNIT-IV** Distributions Channels and Physical Distribution; Distribution channels - Concept and role; Types of distribution channels. Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation, Warehousing, Inventory control; Order processing.
- UNIT-V** Promotion : Methods of promotion; Optimum promotion mix; Advertising media - their relative merits and limitations; Characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of successful sales person; Functions of salesman.

Suggested Reading :

1. Philip Kotler : Marketing Management Englewood Cliffs; Prentice Hall, N.J.
2. William M. Pride and O.C.-Ferrell : Marketing : Houghton - Mifflin Boston.
3. Stanton W.J. Etzel Michael J., and Walker Bruce J. Fundamentals of Marketing; McGraw Hill, New York.
4. Lamb Charles W., Hair Joseph F. and McDaniel Carl : Principles of Marketing; South-Western-Publishing, Cincinnati, Ohio.
5. Cravens David W. Hills Gerald E., Woodruff Robert B : Marketing management : Richard D. Irwin, Homewood Illinois.
6. Kotler Philip and Armstrong Gary : Principles of Marketing; Prentice Hall of India, New Delhi.
7. Dr. R.C. Agrawal, Agra.
8. Dr. S.C. Saxena Agra.
9. Dr. S.K. Jain, Hindi Granth Academi. M.P. भोपाल
10. Dr. N.C. Jain

OPTIONAL GROUP - B
(Marketing Area)
PAPER - II
INTERNATIONAL MARKETING

M.M. 75

OBJECTIVE

This course aims at acquainting student with the operations of marketing in international environment.

COURSE CONTENTS

- UNIT-I** International Marketing : Nature, definition, and scope of international marketing; Domestic marketing vs. International marketing; International environment external and internal.
- UNIT-II** Identifying and Selecting Foreign Market : Foreign market entry mode decisions. Product Planning for international Market : Product designing; Standardization vs. adaptation; Branding and packaging; Labeling and quality issues; After sales service. International Pricing : Factors Influenceing International price; Pricing process-process and methods; International price quotation and payment terms.
- UNIT-III** Promotion of Product/Services Abroad : Methods of international promotion; Direct mail and sales literature; Advertising; Personal selling; Trade fairs and exhibitions.
- UNIT-IV** International Distribution : Distribution channels and logistics decisions; Selection and appointment of foreign sales agents.
- UNIT-V** Export Policy and Practices in India : Exim policy - an overview; Trends in India's foreign trade; Steps in starting an export business; Product selection; Market selection; Export pricing; Export finance; Documentation; Export procedures; Export assistance and incentives.

Suggested Reading :

1. Bhattacharya R.L. and Varshney B. : International Marketing Management; Sultan Chand, New Delhi.
2. Bhattacharya B. : Export Marketing Strategies for Success; Global Press, New Delhi.
3. Keegan W.J. : Multinational Marketing Management; Prentice Hall, New Delhi.
4. Kriplani V. : International marketing; Prentice Hall New Delhi.
5. Taggart J.H. and Morder Mott. M.C. : The Essence of International Business; Prentice Hall New Delhi.
6. Kotler Phillip : Principles of Marketing; Prentice Hall New Delhi.
7. Fayer Weather John : International Marketing; Prentice Hall N.J.
8. Caterpra P.M. and Keavenay S.M. : Marketing an international Perspective; Erwin Homewood, Illinois.
9. Paliwala, Stanely J. The Essence of International marketing; Prentice Hall, New Delhi