

Gondwana University, Gadchiroli
NEP 2020 U.G. PROGRAMME SESSION 2024-25
Faculty of
COMMERCE AND MANAGMENT

B.Com.
Semester – I &
Semester -II
Syllabus

Gondwana University, Gadchiroli
B. Com. Part I Semester I
Introduction to Financial Accounting – I (NEP - 2020)

Theory 80 Marks
Internal Assessment + 20 Marks
Credit - 4

Objectives- To provide basic knowledge and understanding of important of financial accounting to business, society, industry and professions.

Outcomes- 1. Apply the generally accepted accounting principles with recording transactions and preparing financial statements

2. Demonstrate accounting process under computerized accounting system.

3. Measure business income applying relevant Accounting Standards.

4. Apply the generally accepted accounting principles with recording transactions and preparing financial statements

5. Prepare cash book and other Accounts necessary while running a business.

6. Prepare Financial statements of Co-operative Society

7. Preparation of Receipt and Expenditure account and Balance sheet of Profession.

8. Learn about Hire purchase system and Instalment purchase system and their accounting treatment.

Periods Allotments
15

Unit I - An overview of basics of Book keeping and Accountancy, Theory and practice pertaining to recording of transaction in an intergraded manner right from basic rules to Final Accounts (Journal, Ledger, cashbook and 'Trial Balance (rectification error)) Accounting Concepts and Conventions and relevant Accounting standards, Accounting Policies and their discloser.

15

Unit -II Hire purchase and Installment purchase System

Concept of Hire purchase and Installment purchase, distinction between Hire purchase and Installment purchase system, legal provision and rights of vendor and purchaser under both purchases system, accounting treatments in the books of purchaser and vendor under various condition. [excluding repossessions].

15

Unit III - Final Accounts of Trading co-operative societies (As Per Maharashtra State co-operatives societies Act 1960)

15

Unit IV- Accounts of Professionals- Practical problems based on preparation of Receipt and Payment Account and income and Expenditure Accounts and Balance sheet of medical practitioners and professionals accounts

Books Recommended:-

1. Financial Accounting - I Dr. Pradip Wadh, Dr. R. P. Ingole, Dr. Pramod Fating
2. Advance Accountancy Vol 1-R.L.Gupta, M.Radha swami Sultan Chand & Sons.
3. Fundamentals of Accounting Dr. T. P Ghosh, Sultan chand& Sons'
4. Accountancy for C' A. Foundation Course - P C' Tulsian' Tata Mc-graw Hill
5. Advance Accountancy Vol I P.C. tulsian, Pearsons education' New Delhi'
6. Advance Accounts M. C. Shukla, T S Grewal' and S' C' Gupta' Sultan Chand & Co. Ltd.

7. Financial Accounting - A. Mukharji & M. haneef' tata Mc-graw Hill
8. Fundamentals of -accounting Dr. S. N. Maheshwari and Dr. S. K. Maheshwari, Vikas Publishing House New Delhi'
9. Financial Accounting - B. S Raman'
10. Advance Accounting - S. K. Paul'
11. Financial Accounting - Jain & Narang'

Gondwana University, Gadchiroli
B. Com. Part I Semester I
Introduction to Financial Accounting - Paper I
NEP - 2020

Theory 80 Marks
Internal Assessment + 20 Marks
Credit - 4

(Time – Three Hours)

(Max. Marks)

Que. No. 1 on UNIT - I

- a) Theory
- b) Practical

(08 Marks)

(08 Marks)

OR

- c) Practical

(16 Marks)

Que. No. 2 on UNIT - II

- a) Practical
- b) Practical

(08 Marks)

(08 Marks)

OR

- c) Practical

(16 Marks)

Que. No. 3 on UNIT - III

- a) Practical
- b) Practical

(08 Marks)

(08 Marks)

OR

- c) Practical

(16 Marks)

Que. No. 4 on UNIT - IV

- a) Practical
- b) Practical

(08 Marks)

(08 Marks)

OR

- c) Practical

(16 Marks)

Que. No. 5

- a) Theory (From Unit -I)
- b) Theory (From Unit -II)
- c) Theory (From Unit -III)
- d) Theory (From Unit -IV)

(04 Marks)

(04 Marks)

(04 Marks)

(04 Marks)

✓

GONDWANA UNIVERSITY, GADCHIROLI
B. Com. Part I Semester I (NEP)
INTRODUCTION TO
STATISTICS AND BUSINESS MATHEMATICS- I

Theory :- 80 Marks
Internal Assessment :- 20 Marks
Credit :- 4

Course Objectives :-

1. To Impart knowledge of Statistical Concepts like Data Collection, Measure of Central Tendency and Dispersion and Skewness.
2. To Provide basic knowledge and understanding of important Statistical Tools and Statistics and Mathematics elementary application to business example.

Course Outcomes :-

1. Collect, Classify and Represent Data.
2. Analyze Statistical Data using Measure of Central Tendency, Dispersion and Skewness.
3. Understand the have the basic Knowledge on Data Collection and Various Statistical Elementary Tools.
4. Use Simple Interest, Compound Interest and Percentage to do Business Calculations.

Periods Allotments

15

Unit I:-

Introduction:-Concept, Meaning, Definition, Nature and Scope, Functions, Importance, Significance, Merits, Demerits of Statistics.

Statistical Data Collection:-Primary and Secondary Data, Methods of Data Collection, Classification and Tabulation, Frequency Distribution.

Measures of Central Tendency:-Arithmetic Mean, Median, Mode, Geometric Mean, Harmonic Mean.

Unit II:-

Measure of Dispersion:-Meaning, Definition, Feature of Dispersion, Object of Measuring Dispersion, Properties of a good Measure of Dispersion, Merits and Demerits of Measure of Dispersion, Methods of Measuring Dispersion-Range and its Coefficient, Mean Deviation and its Coefficient, Standard Deviation and its Coefficient, Coefficient of Variation.

Unit III:-

Measure of Skewness:- Meaning, Definition of Skewness, Test of Skewness, Characteristics of Skewness, Distinguish between Dispersion and Skewness, Types of Skewness, Measure of Skewness, Relative Measure of Skewness -Karl Pearson's Coefficient of Skewness, Quartile Deviation and Bowley's Coefficient of Skewness.

Unit IV:-

Business Mathematics:-Simple Interest, Compound Interest, Percentage.

Books Recommended:-

1. Statistics-R.S.N. Pillia, V. Bhabavathi, S Chand and Company, New Delhi.
2. Basic of Computer and Statistical Techniques – Dr. Rahul Sawlikar, Dr. R. P. Ingole and Dr. S. B. Kishor, Das Ganu Prakashan, Nagpur. ISBN No. 978-81-921757-8-2
3. Statistical Methods – S. P. Gupta, Sultan Chand & Sons, New Delhi.
4. Standard Problems and Formulae of Statistics – Dr. Rahul Sawlikar and Dr. S. B. Kishor, Das Ganu Prakashan, Nagpur. ISBN No. 978-93-81660-24-9
5. Fundamental of Statistics – A. K. Agrawal & Sahib Singh, Frank Sons, New Delhi.
6. Statistical Analysis – Dr. Rahul Sawlikar, Payal Prakashan, Nagpur. ISBN No. 978-81-922554-3-9.
7. Fundamental of Mathematical Statistics – Gupta and Kapoor, Sultan Chand & Sons Publication, New Delhi. ISBN No. 8180540049
8. Lkkaf;dh & MkW- ,l- ,e- 'kqDy-
9. Statistics – Theory, Methods and Application – Sancheti and Kapoor.

GONDWANA UNIVERSITY, GADCHIROLI
B. Com. Part I Semester I (NEP)
INTRODUCTION TO
STATISTICS AND BUSINESS MATHEMATICS- I

Time: 3 Hours

Theory:- 80 Marks
Internal Assessment:- 20 Marks
Credit:- 4

Que. No. 1	Unit I	A) Theory	-	08 Marks
		B) Problem	-	08 Marks
OR				
Que. No. 2	Unit II	C) Problem		16 Marks
		A) Problem		08 Marks
		B) Problem		08 Marks
OR				
Que. No. 3	Unit III	C) Problem		16 Marks
		A) Problem		08 Marks
		B) Problem		08 Marks
OR				
Que. No. 4	Unit IV	C) Problem		16 Marks
		A) Problem		08 Marks
		B) Problem		08 Marks
		OR		
Que. No. 5	Unit I	A) Theory		04 Marks
	Unit II	B) Theory		04 Marks
	Unit III	C) Theory		04 Marks
	Unit IV	D) Theory		04 Marks

GONDWWNA UNIVERSITY GADCHIROLI

Faculty Of Commerce

Four Years' Honors/Research U.G Programme

Bachelor Of Commerce

B.com Part -1 Semester System

Semester – 1

Digital Marketing

*Theory 40 Marks.
Internal Assessment - 10 Marks
Credit - 2*

Objective: -

The objective of a digital marketing course is to equip students with the skills and knowledge to effectively leverage online platforms for brand promotion, audience engagement, and data-driven decision making. This includes mastering SEO, content marketing, social media, email campaigns, and analytics to drive business growth.

Learning Outcome: -

By the end of the digital marketing course, students will be able to develop and implement comprehensive digital marketing strategies, utilizing SEO techniques to improve website visibility and ranking. They will be skilled in creating engaging content tailored to various digital platforms and executing effective social media and email marketing campaigns. Students will learn to analyse and interpret digital marketing data to optimize performance, understand and apply principles of online advertising and PPC, and use digital marketing tools and technologies for automation and measurement of marketing efforts.

Unit 1) INTRODUCTION TO DIGITAL MARKETING (8 Hours)

- i) Understanding the role of marketing in business strategy**
- ii) digital transformation**
- iii) Need of digital marketing**
- iv) Objective and Importance of digital marketing**

Unit 2) SOCIAL MEDIA MARKETING (7 Hours)

- i) Introduction of social media marketing**
- ii) social media platforms**
- iii) Creating a social media strategy**
- iv) community engagement and Management**
- v) social media and social responsibilities**

Unit 3) ADVERTISING TOOLS (8 Hours)

- i) social media pop up advertising
- ii) search engine advertising
- iii) display advertising
- iv) social media pop up advertising
- v) website advertising.

Unit 4) E-COMMERCE MANAGEMENT (7 Hours)

- i) Digital marketing and E-commerce services
- ii) Product pricing, consumer review system
- iii) listing website through product keyword research.

References: -

- 1) Dr. Prakash Somalkar विपणन व्यवस्थापनाची तत्वे व प्रणाली (Principles and System of Marketing Management) Sahitya Kendra
- 2) Dr. Pawan Ramesh Naik विपणन व्यवस्थापन (Marketing management) Sai Jyoti Publication

Examination Scheme (Question Paper Pattern)
B.Com. Part-I (Semester-I)
CBCS and NEP-2020
Digital Marketing - I

Total Marks:40

credit = 2

Question No. 1:	a) On unit 1		4 Marks
	b) On unit 1		4 Marks
		OR	
	c) On unit 1		8 Marks
Question No. 2:	a) On unit 2		4 Marks
	b) On unit 2		4 Marks
		OR	
	c) On unit 2		8 Marks
Question No. 3:	a) On unit 3		4 Marks
	b) On unit 3		4 Marks
		OR	
	c) On unit 3		8 Marks
Question No. 4:	a) On unit 4		4 Marks
	b) On unit 4		4 Marks
		OR	
	c) On unit 4		8 Marks
Question No. 5:	a) On unit 1		2 Marks
	b) On unit 2		2 Marks
	c) On unit 3		2 Marks
	d) On unit 4		2 Marks

Gondwana University, Gadchiroli.

Faculty of Commerce

Four Years' Honors/ Research

U.G. Programme Bachelor of
Commerce

B.Com. Sem I (NEP)

LABOUR ECONOMICS -I

Theory -40 Marks + Internal Assessment – 10 Marks= Total 50 Marks

Objectives :

1. Get informed about the basics of Labour Economics with labour demand and supply.
2. To understand the Labour Market in developing countries.

Outcomes:

1. Students will be informed about the basics of Labour Economics with labour demand and supply.
2. Students will understand the Labour Market in developing countries.

Unit No.	Topic & Content
1	INTRODUCTION (8 Lectures) 1.1 Nature and scope of Labour Economics. 1.2 Types of Labour (professional, skilled, semi-skilled and unskilled)
2	LABOUR DEMAND AND SUPPLY (8 Lectures) 2.1 Labour Demand 2.2 Labour Supply
3	LABOUR MARKET (8 Lectures) 3.1 Nature and characteristic of Labour Market in developing countries. 3.2 Supply of labour in relation to growth of labour force. 3.3 Labour Market Policies; Mobility and Productivity of labour;
4	LABOUR MARKET (8 Lectures) 4.1 Working condition of Indian Labour Market. 4.2 Paradigms of Labour Market Analysis- Classical, Neo-classical and dualistic economy.

RECOMMENDED BOOKS:

1. Datt, G. (1996), Bargaining Power, Wages and Employment: An Analysis of Agricultural Labour Markets in India, Sage Publication, New Delhi
2. Hajela, P. D. (1998), Labour Restructuring in India: A Critique of the New Economic Policies, Commonwealth Publishers, New Delhi.
3. Jhabvata, R and R. K. Subrahmanya (Eds.) (2000), The Unorganised Sector: Work Security and Social Protection, Sage Publication, New Delhi.
4. McConnell, C. R. And S. L. Grue (1986), Contemporary Labour Economics, McGraw-Hill, New York.
5. Papola, T.S., Ghosh P.P. and Sharma A. N. (Eds.) (1993), Labour, Employment and Industrial Relations in India, B. R. Publishing Corporation, New Delhi.
6. Rosenzweig M. R. (1987), Labour Markets in Low Income Countries: Distortions, Mobility and Migration, Dept. of Economics - University of Minnesota (Fee Online)

7. Chenery, H.B. and Shrinivasan T. N. (Eds) The Handbook of Development Economics, North-Holland, New York. (5 volumes)
8. Venkata Ratnam, C.S. (2001), Globalisation and Labour-management Relations: Dynamics of Change. Sage Publications/Response Book, New Delhi.
9. Papola, T. S. and Rodgers, G. (Eds.) (1992), Labour Institutions and Economic Development in India, International Institute for Labour Studies, Geneva.
10. Solow, R. M. (1990), Labour Market as an Institution, Blackwell, London.
11. Deshpandey, L. K., Brahmananda P. R., Robinson, E.A.G. (Eds.) (1983) Employment Policy in a Developing Economy, Vol. I & II Macmillan, London.
12. Papola, T. S. and Sharma, A. N. (Eds.) (1999), Gender and Employment in India, Vikas Publishing House, New Delhi.
13. Sharma, A. N. and A. Kundu (Ed) (2001), Informal Sector in India: Emerging Perspectives, Institute for Human Development, New Delhi.
14. Foster, A.D. and Rosenberg M.R. (1993) Information Flows and Discrimination in Labour Markets in Rural Areas in Developing Countries, Annual Conference on Development Economics World Bank, Washington D.C.
15. Mazumdar, D. (1989), Micro-economics Issues of Labour Markets in Developing Countries, EDI Services Paper No. 40. World Bank, Washington D.C.

B.Com. Sem I (NEP)
LABOUR ECONOMICS -I

QUESTION PAPER PATTERN

Total Marks = 40

All questions will carry equal marks. All questions are compulsory.

Q. 1 A) Unit - I 4 Marks

 B) Unit - I 4 Marks

OR

 C) Unit - I 8 Marks

Q. 2 A) Unit - II 4 Marks

 B) Unit - II 4 Marks

OR

 C) Unit - II 8 Marks

Q. 3 A) Unit - III 4 Marks

 B) Unit - III 4 Marks

OR

 C) Unit - III 8 Marks

Q. 4 A) Unit - IV 4 Marks

 B) Unit - IV 4 Marks

OR

 C) Unit - IV 8 Marks

Q. 5

 A) Unit - I 2

 B) Unit - II 2

 C) Unit - III 2

 D) Unit - IV 2

Course Objectives:

- 1) The objective of this subject is to provide basic knowledge of various aspect of Banking System.
- 2) To make the students aware about the careers in the field of Banking Sectors.

Course Outcomes:

- 1) Acquire the knowledge about the Classification and Functions of Banks.
- 2) Acquire the knowledge about the Functions and Role of Central Bank and Co-operative Banks.
- 3) Gain the knowledge about E-Banking.

Period Allotment

UNIT-I: Introduction to Banking

10

Meaning, Definition, Evolution, Features, Function of Banks, Advantages and Limitations of Core Banking, Classification of Banking,

UNIT- II Role and Evolution of Central Bank

10

Meaning, Definition, Evolution, Types, Functions and Role of Central Bank, Cooperative Bank,

UNIT- III: Banking Operation

10

Type of Accounts, Process of Opening a Bank Account, Operating and Closing of a Bank Account, General Precaution for Opening of Account,

UNIT- IV: E - Banking

10

Meaning, E-Banking, Introduction of E-Banking, Evolution of E-Banking in India, Core Banking Emergence and Development of E-Banking, Benefit of E-Banking to Customers and to the Bankers, Legal framework for E-Banking,

Books Recommended:-

1. Indian Banking system (Ramesh book depo Jaipur, New Delhi) Trivedi, Choudhary, Kumar
2. Banking and Financial Market in India 1947-2007 (New Century Publication, New Delhi) NitiBhasin
3. Banking Theory and Practice (Vikas Publication) K.C. Shekhar and LakmiShekhar.
4. बँकव्यवसायाचीमूलतत्त्वे, प्रा. डॉ. आर. के. दातीर, प्रा. डॉ. डी. जी. उशीर, प्रा. जी. जे. लोमटे, निरालीप्रकाशन
5. भारतीयबँकप्रणाली, डॉ. मुकुंदमहाजन, डॉ. पुष्करमहाजन, निरालीप्रकाशन
6. बँकिंगएवंवित्तीयजागरूकता, किरणप्रकाशन, प्रतियोगिताकिरण
7. House, Mumbai. 3. Radhasamy&Vasudevan (2003), A Text Book of Banking, Sultan Chand and Sons, New Delhi.
8. John C. Hull, Risk Management and Financial Institutions, Pearson.
9. Indian Institute of Banking, Amp, Finance (IIBF), Risk Management, Macmillan Publishers India.
10. Risk Measurement Models to Capital Allocation Policies, Wiley, ISBN: 978-0-470-02978 IIBF Material.

GONDWANA UNIVERSITY, GADCHIROLI

B. Com Part-I Semester-I (NEP)

BASICS OF BANKING -I

Theory = 40 Marks

Internal Assessment = 10 Marks

Credit = 2

Time: 2 Hours

Questions	Marks
Q1 Unit I	
A) Theory	4 Marks
B) Theory	4 Marks
	OR
C) Theory	8 Marks
Q2 Unit II	
A) Theory	4 Marks
B) Theory	4 Marks
	OR
C) Theory	8 Marks
Q3 Unit III	
A) Theory	4 Marks
B) Theory	4 Marks
	OR
C) Theory	8 Marks
Q4 Unit IV	
A) Theory	4 Marks
B) Theory	4 Marks
	OR
C) Theory	8 Marks
Q5 Solve all Questions	
Unit-I(A) Theory	2 Marks
Unit-II(B) Theory	2 Marks
Unit-III(C) Theory	2 Marks
Unit-IV(D) Theory	2 Marks

Gondwana University, Gadchiroli.

**Faculty of Commerce
Four Years' Honors/ Research U.G.
Programme Bachelor of Commerce
FYUG
B.Com. Part-I
Semester-I
Stock Marketing-I**

**Theory -40 Marks
Internal Assessment – 10 Marks
Credit-2**

Objectives:-

The objective of the course is to make the student aware of the basic concepts of investment and investment environment in Indian securities markets. The course also aimed to make the student to understand fundamental of stock market operations and enable them to perform security analysis.

Learning outcomes:-

At the end of the course the student will be able to explain the concepts of Stock Market & investment as well as will understand the Indian securities market environment. Students will be able to understand basics of Cash Market & Derivative Market as well as will be able to do fundamental and technical analysis by using various indicators.

Syllabus

Unit No.-I-Introduction of Stock Market(8Hours)

- 1.1-Introduction of Stock Exchange
- 1.2-Bombay Stock Exchange (B.S.E.)
- 1.3 National Stock Exchange in India (N.S.E.)
- 1.4-Various Terminologies in Share Market

Unit No.-II-Investments(7Hours)

- 2.1-Basics & Instruments of Investment- Types of Investing, Investors & Risk
- 2.2-Portfolio Management
- 2.3-Power of Compounding
- 2.4-Role of SEBI

Unit No.-III-Cash Market & Derivative Market(8Hours)

- 3.1- Cash market
- 3.2- Derivative Market Futures and Options
- 3.3-Concept of Hedging & Arbitrage
- 3.4-Demat Account

UnitNo.-IV-Fundamental&TechnicalAnalysis(7Hours)

4.1-IntroductionofTA&TypesofCharts,Timeframe,Trend.4.2-

IntroductionofVariousIndicators &itsUses

4.3-ImportantIndicators

ReferenceBooks:-

- 1) "The Intelligent Investor" by Benjamin Graham ,Publisher -Harper Business , Edition- RevisedEdition (2006)
- 2) "Stock Market 101: From Bull and Bear Markets to Dividends, Shares, and Margins— YourEssential Guide to the Stock Market" by Michele Cagan, Publisher-Adams Media, Edition-IllustratedEdition (2016)
- 3) "TheEssaysofWarrenBuffett:Lessonsfor CorporateAmerica"byWarrenBuffettandLawrence A.Cunningham,Publisher**:TheCunninghamGroup, Edition-5thEdition(2019)
- 4) "The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share ofStock Market Returns" by John C. Bogle- Publisher- Wiley, Edition- 10th Anniversary Edition(2017)
- 5) "शअरबाजाराचीओळख" (ShearBazarachiOlakh)byY.M.Kale,Publisher-ContinentalPrakashan, Edition- 1st Edition(2016)
- 6) "शअरबाजाराचेगणित" (ShearBazarache Ganit)byArvindJoshi,Publisher-RajhansPrakashan, Edition-1stEdition (2011)

ExaminationScheme(QuestionPaperPattern) B.Com.Part- I(Semester- I) CBCSandNEP-2020 StockMarketing-I

TotalMarks:40

QuestionNo.1:	a) Onunit1	4Marks
	b) Onunit1	4Marks
	OR	
	c)Onunit1	8Marks
QuestionNo.2:	a)Onunit2	4Marks
	b)Onunit2	4Marks
	OR	
	c)Onunit2	8Marks
QuestionNo.3:	a)Onunit3	4Marks
	b)Onunit3	4Marks
	OR	
	c)Onunit3	8Marks
QuestionNo.4:	a)Onunit4	4Marks
	b)Onunit4	4Marks
	OR	
	c)Onunit4	8Marks
QuestionNo.5:	a)Onunit1	2Marks
	b)Onunit2	2Marks
	c) Onunit3	2Marks
	d) Onunit4	2Marks

Gondwana University Gadchiroli
Faculty of Commerce
Four Years' Honors/Research U.G. Programme
Bachelor of Commerce
FYUG
B.Com. Part – I Semester System
Semester – I
Corporate Communication

Theory – 40
Internal – 10
Credit – 2

Objective :-

The objectives of the corporate communication Syllabus are multifaceted and encompass a range of goals aimed at ensuring effective communication within and outside of an organization. These objectives are designed to help an organization achieve its mission, foster positive relationships, and enhance its overall performance

Learning outcomes :-

Provide a comprehensive framework for developing the knowledge, skills, and abilities necessary for students to excel in the field of corporate communication and make valuable contributions to organizations. They can be customized to fit the specific goals and focus of a particular corporate communication course.

Unit I Introduction to corporate communication (8 Hours)

- i) Meaning and nature of Corporate Communication
- ii) Objective and importance of effective communication in organisation
- iii) Process of Corporate Communication

Unit II Types of Communication (7 Hours)

- i) Written Communication
- ii) Oral Communication
- iii) Digital and Social Media communication

Unit III Corporate Communication Mode (8 Hours)

- i) Company Manual
 - ii) House Journals
 - iii) Placement Brochure inbox
 - iv) Information Booklets
 - v) Organising Trade Fair and Conference
- (Information and its advantage and disadvantages)

Unit IV Public Relation (7 Hours)

- i) Legal Aspects of Corporate Communication
- ii) Recent Trade in Corporate Communication
- iii) Principle of Public Relation
- iv) Function of Public Relation Officer
- v) Corporate Image
- vi) Creation of Public Image
- vii) Coordinal Relations with the consumer

Reference Book

- 1) Dr Deshmukh Dr Deshmukh Business Communication Pimplapure Book Distributor, Nagpur
- 2) Bhatia R.C. 2008 Business Communication New Delhi Ane Books Pvt. Ltd
- 3) Merery C.D. 2021 Communicating for result Oxford University Press
- 4) Kaul A. 2015 Effective Business Communication Second Edition PHI learning

Examination Scheme (Question Paper Pattern)
B.Com. Part – I (Semester – I)
CBCS and NEP- 2020
Corporate Communication – I

Total Marks : 40

Question No. 1 :	a) On unit 1	4 Marks
	b) On unit 1	4 Marks
	OR	
	c) On unit 1	8 Marks
Question No. 2 :	a) On unit 2	4 Marks
	b) On unit 2	4 Marks
	OR	
	c) On unit 2	8 Marks
Question No. 3 :	a) On unit 3	4 Marks
	b) On unit 3	4 Marks
	OR	
	c) On unit 3	8 Marks
Question No. 4 :	a) On unit 4	4 Marks
	b) On unit 4	4 Marks
	OR	
	c) On unit 4	8 Marks
Question No. 5 :	a) On unit 1	2 Marks
	b) On unit 2	2 Marks
	c) On unit 3	2 Marks
	d) On unit 4	2 Marks

Gondwana University, Gadchiroli.

Faculty of Commerce
Four Years' Honors/ Research
U.G. Programme Bachelor of
Commerce

B.Com. Sem I (NEP)
BUSINESS ECONOMICS -I

Theory -40 Marks + Internal Assessment – 10 Marks= Total 50 Marks
(2 Lectures per week)

Objectives :

1. To expose students to the basic micro economics concepts.
2. To apply economic analysis in the formulation of business policies.
3. To use economic reasoning to problems of business.
4. To understand the economics of population.

Outcomes :

1. Students will know basic micro economics concepts.
2. Ability to apply economic analysis in the formulation of business policies enhanced.
3. Learners will be able to use economic reasoning to problems of business.
4. Learners will understand the economics of population.

Unit No.	Topic & Content
1	INTRODUCTION (8 Lectures) 1.1 Meaning, Nature, Scope & Importance of Business Economics , role of business economics in business decision – making. 1.2 Micro and Macro Economics : Meaning, Scope, Merits & Demerits, Difference between Micro and Macro Economics.
2	DEMAND ANALYSIS (8 Lectures) 2.1 Demand & Law of demand : meaning & schedules of demand, factors determining market demands 2.2 Elasticity of Demand: Determinants of Elasticity of Demand; Importance & types of Elasticity of Demand 2.3 Indifference curve: Approaches, Meaning, properties.
3	PRODUCTION FUNCTION (8 Lectures) 3.1 Concept of Production (Marginal, Average and Total Production) 3.1 Law of Variable Proportion
4	POPULATION (8 Lectures) 4.1 Malthus' Theory of population. 4.2 Policy adopted China for Population. 4.3 Current Policy for Population adopted by India.

RECOMMENDED BOOKS:

1. Business Economics: H.L. Ahuja, S.Chand and Company, New Delhi 110055
2. Economics: G.L.Bach, Prentice Hall of India, New Delhi.
3. An Introduction of Micro economics: N.C. Ray, Macmillan Company of India Ltd., Delhi.
4. Basic Economics & Business Environment: Prof. G.M. Kochar, Dr.K.B. Moharir , Gurbir Kaur Khalsa, Dr. Devendra Kawde –Das Ganu Prakashan Nagpur. I.S.B.N. No. 978-93-81660-19-3
5. Micro Economics: D.N. Dwivedi, Pearson Publication, NOIDA (U.P.)
6. व्यावसायिकअर्थशास्त्र: डॉ. प्रभाकरदेशमुख-पिंपळापुरेप्रकाशनरामदासपेठनागपूर.
7. व्यावसायिकअर्थशास्त्र: डॉ. प्रकाशसोमलकर -सुनिलनरांजे, दासगणूप्रकाशन,नागपूर

8. व्यावसायिकअर्थशास्त्र: डॉ. प्रकाशसोमलकर, प्रा. शामहेडाउ, रजणीप्रकाशननागपूर

9. व्यावसायिक अर्थशास्त्र भाग १: डॉ. जी एन झामरे, पिंपळापुरेप्रकाशनरामदासपेठनागपूर

**B.Com. Sem I (NEP)
BUSINESS ECONOMICS -I
QUESTION PAPER PATTERN**

Total Marks = 40

All questions will carry equal marks. All questions are compulsory.

Q.1 A) Unit - I 4 Marks

B) Unit - I 4 Marks

OR

C) Unit - I 8 Marks

Q.2 A) Unit - II 4 Marks

B) Unit - II 4 Marks

OR

C) Unit - II 8 Marks

Q.3 A) Unit - III 4 Marks

B) Unit - III 4 Marks

OR

C) Unit - III 8 Marks

Q.4 A) Unit - IV 4 Marks

B) Unit - IV 4 Marks

OR

C) Unit - IV 8 Marks

Q.5

A) Unit - I 2

B) Unit - II 2

C) Unit - III 2

D) Unit - IV 2

SEC

Gondwana University Gadchiroli
Faculty of Commerce
Four Years' Honors/Research U.G. Programme
Bachelor of Commerce
FYUG

B.Com. Part – I Semester System
Semester – I (NSP-2020)
Marketing Management-I

Theory - 41
Internship - 11
Credit - 2

Objective :-

To impart important basic knowledge of marketing this course is to develop the student's skill in applying the analytical perspective decision to and concept of marketing to decisions involving segmentation targeting and positioning digital marketing pricing distribution channels and marketing communication.

Learning Outcomes :-

students will be able to demonstrate effective understanding of relieving function area of marketing and its application

UNIT I

Introduction of Traditional Marketing - Nature and Scope of Traditional Marketing, Objective of Traditional Marketing, Evaluation of Traditional Marketing, Function of Marketing, Classification of Marketing, Importance of Marketing as a business function and in the economy.

UNIT II

Digital Marketing- Introduction, meaning, significance and benefits in digital Marketing. Key concept of Digital Marketing. Digital marketing process, Future of Digital Marketing, Traditional Marketing vs Digital Marketing

UNIT III

Pricing strategy - Pricing policies, Importance & objective of Pricing Policies, Types of Pricing Policies, Factor affecting on Pricing Policies, Method of Pricing Policy, Product price decision process

UNIT IV

Channel of Distribution- Meaning and Definition of Channel of Distribution, Functions of Channel of Distribution, Factor affecting on Distribution Channel, Intermediate of Distribution Channel, Selection of a proper Channel of Distribution

Reference Books:-

1. Kotler Philip Gary Armstrong Prafulla Agnihotri and intentional
"Principle of Marketing" 13th edition Pearson Education
2. Neeru Kapoor "Principal of Marketing" PHI learning
3. Rajendra Maheshwari "Principal of Marketing" International Book House
4. Dr Purnima Meshram "Basic Marketing Management" Das Ganu
Prakashan, Nagpur
5. "विपणन व्यवस्थापनाची तत्वे व प्रणाली" डॉ. प्रकाश सोमलकर सर साहित्य केंद्र
नागपूर
6. "विपणन व्यवस्थापन" प्रा अनिरुद्ध सुनील गचके, प्रवीण कामथ श्री बालाजी पब्लिकेशन

Examination Scheme (Question Paper Pattern)

B.Com. Part – I (Semester – I)

CBCS and NEP- 2020

Marketing Management – I

Total Marks : 80

Question No. 1 :	a) On unit 1	8 Marks
	b) On unit 1	8 Marks
	OR	
	c) On unit 1	16 Marks
Question No. 2 :	a) On unit 2	8 Marks
	b) On unit 2	8 Marks
	OR	
	c) On unit 2	16 Marks
Question No. 3 :	a) On unit 3	8 Marks
	b) On unit 3	8 Marks
	OR	
	c) On unit 3	16 Marks
Question No. 4 :	a) On unit 4	8 Marks
	b) On unit 4	8 Marks
	OR	
	c) On unit 4	16 Marks
Question No. 5 :	a) On unit 1	4 Marks
	b) On unit 2	4 Marks
	c) On unit 3	4 Marks
	d) On unit 4	4 Marks

Prepared by

Dr Purnima Vilas Meshram

Gondwana University Gadchiroli

Faculty of Commerce

Four Years' Honors/Research U.G. Programme of Bachelor of Commerce FYUG

B.Com. Part – I Semester System

Semester – I (NEP – 2020)

Human Resource Management : Paper I

Thesoy - 40
not exam - 10
Condit - 2

Objectives :

To develop understanding of the concepts of Human Resource Development to gain and insight of the factors which go into the making of an efficient HRD Manager.

Unit – I -

Introduction to Human Resource Management :-

- Concept, Definition, Objective, Scope, Functions and significance of Human Resource management
- **Recruitment and Selection** : Recruitment- Definitions, Types and Sources, Selection- Definitions, Scope, Process and Steps.
- **Interview-** Definition, Objective, Types. Introduction – Definition, Objective, Steps of Induction.

15 Periods

Unit – II -

Training and development :

- **Training-** Definitions, characteristics, Objectives of Training, Needs and importance of training, methods of training on the job and the job training.
- **Management of Development** :- Meaning, Process and Technique of management development.

15 Periods

Unit – III -

Performance Appraisal:

- Concept, Definition and Objectives of Performance Appraisal. Methods and Techniques of Performance Appraisal.
- How to make performance appraisal effective.
- Job Evolution- definition, process and objectives.

15 Periods

Unit – IV -

Motivation, Moral and Productivity :

- Definition, Importance, methods of Motivation.
- Morale, Morale and Productivity
- Job enrichment-Core Dimensions of Job Enrichment
- Executive Stress
- Introduction, objectives and factors effecting wage determination
- Incentive plans

15 Periods

Books recommended :

1. Dr. P. C. Tripathi & N.C. Dapoor, Personal Management & Industrial Laws, Sultan Chand & Son's.
2. C.B. Marmoria, Personal management, Himalaya Publishing House, New Delhi.
3. R.S. Davar, Personal management & Industrial Relation, Vikas Publications, New Delhi.
4. C.S. Venkataratnam & B.K. Shrivastava, Personal management and Human Resources, tata McGraw Hill Publishing Co. Ltd.
5. H.L. Kumar, Practical Guide to Labour management Universal Law Publishing Co. Pvt. Ltd.
6. Arun Monappa, Industrial Relations, tata McGraw Hill Publishing Co. Ltd.

GONDWANA UNIVERSITY , GADCHIROLI
B.Com.-Part I Semester-I
Group D:(Information Technology)
Paper- 7: Information and Communication Technology
Theory = 40 Marks
Internal Assessment =10 Marks
Credit = 2

Course Outcomes:-

- If Bridge the fundamental concepts of computers with the present level of knowledge of the students.
- It Familiarize the student with operating systems, programming languages, peripheral devices, networking, multimedia and internet
- Learn the binary, hexadecimal and octal number systems and their arithmetic.
- Learn how to work internet and networking.

In Practical

- Learners will be able to claim proficiency in Word and PowerPoint.
 - Learners will be able to independently create professional-looking documents and presentations.
 - Learners will be familiar with some advanced Word and PowerPoint functions.
 - Learners will understand how to use Word and PowerPoint in a variety of professional, educational, and personal situations.
-

UNIT-I: Basic of Computer

Introduction to Computer, Types and Classification. **Basic Anatomy of Computer:** Block, Diagram of Computer, Generation of Computers. **CPU:** Function of Each Unit. **Data Representation:** Decimal, Binary, Their Inter conversion.

UNIT-II: Input/ Output Peripherals and Storage Devices

Input Device: Keyboard, Mouse, Touch Screen & Other Input Devices. **Scanning:** MICR, OCR, OMR, Barcode Reader, **Output Devices:** VDU, Speakers, Projector, Other Output Devices, Dot Matrix, Laser and Inkjet Printers.

Memory:- Primary, Secondary

Storage Devices: Pen Drive, Hard Disk, and Optical Disk, Blue Ray Disc.

UNIT-III: Windows

Features of Windows, GUI, Operating with Windows, Desktop, Taskbar, Windows Explorer. **Control Panel:** Administrative Tool-Date and Time, Display, Mouse, Program and Features. My Computer, My Documents, Recycle Bin.

Windows Accessories: Calculator, Notepad, Paint, System Information, Disk Management, Disk Defragmentation, Disk Cleanup

UNIT-IV: Network and PC maintenance

Computer Communication, Need for Networks, Communication device, Types of Network-LAN, WAN, MAN. **PC Maintenance-** Active Software Maintenance, Passive Maintenance. Types of PC Faults: - Diagnosis and Repair Tools Diagnostic. Software Tools- Diagnostic, Hardware Tools- Disassembling PC. Computer Virus, Types Of Viruses, Antivirus

Practical: - MS-Word and MS-PowerPoint

Books:

- 1) Peter Norton's, "Introduction to Computers", 4TH Ed. TMH Pub., ISBN-0070593744
- 2) Alexis and Mathews Leon, "Fundamentals of Information Technology" Leon Press, Chennai & Vikas Publishing House Pvt. Ltd, New Delhi, ISBN: 8182090105

References:

- 1) Kamlesh Agarwal, "WAP the NET", MacMillan Publication.
- 3) Douglas Comer, "The Internet Book", PHI Publication, ISBN: 0132335530
- 4) Dr. S.B Kishor, "Information Technology", Das Ganu Prakashan, ISBN 979-81-921757-9-9
- 4) Dr. Madhulika Jain, Shashank & Satish Jain, "Information Technology Concepts", BPB Publication, New Delhi, ISBN - 8176562769

Practical:-

Practical Should be Perform Using LibreOffice Writer/MS-Word

1. a) Type the Content Heading and then set the Index option using Tab setting. Finally take a print out.

CONTENTS

Chapter	Page No.
Windows -----	1
MS-Word -----	18
MS-Excel-----	27
Power-Point -----	98
MS-Access -----	131

[Chapter names at 1" with left alignment while Page number at 4.5" with right alignment and withleader]

- b) Draw a Block diagram of computer system using auto-shapes, and name them using textbox and join each parts using line-style. At the end give the page border to it. Finally take a print out.
- c) Type the following set of equation. Finally take a printout.
- i. $B^2 - 4AC = 0$
 - ii. H_2SO_4
 - iii. If $(A^2 \geq 0)$
 - iv. $k^2 - 4 = 0$, if $b_0 \neq 0$
 - v. $e^{i\theta} + e^{-i\theta} = 2\cos\theta$

2. Type the following letter and take printout

ABC
SAI Nagar
Mumbai
☎020-1111111

Dear Sir,

Kindly provide the **rate** of following **set of peripherals**,

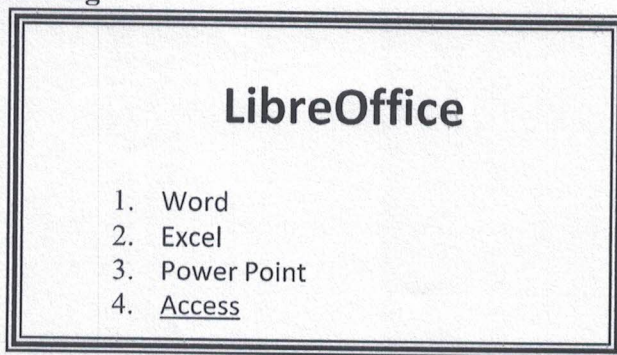
- Computer with following configuration
 - Intel[®] Pentium[®] Processor T4400 (2.2GHz, 1MB L2 Cache, 800 MHz FSB)
 - 250 GB HDD, DVD RW, 35.56cms (14) CSV LED Backlit, 1GB DDR3 RAM
- Floppy disk of 1.44 MB of 12 Box
 - Sony
 - Verbatim
- Button mouse of following 5 each
 - a. i-ball
 - b. Logitech

Thanking you,

Date : < Insert System Date >

Your
XYZ

3. Type the following



- a) **MS-Word:** MS-Word is the application software and one of the most powerful word processor in Windows operating system. It is used for formatting of letters or the text. In simple meaning it is a word processor having various functions for text you may insert different objects like pictures, sound and video or calendar in word file.
- b) **MS-Excel:** MS-Excel is a powerful spreadsheet or worksheet application that can use for managing, analyzing and presenting data in tabular format. It also helps to display data in graphical format using charts.
- c) **MS-Power Point:** MS-PowerPoint is a powerful tool to create professional looking presentation and slide shows.
- d) **MS-Access:** MS-Access is a powerful program to create and manage database.

Perform the following operation,

- i. When user presses on Access it should jump to Access Paragraph within page.
- ii. Similarly create a hyperlink for other option within a page.
- iii. Print it.

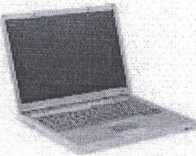
4. Define and write the characteristic of computer and perform following operation,

- Divide the text in two columns
- Insert the picture of computer in the background in each column.
- Insert header with your name
- In footer write name of your college
- Give proper heading for phrase.
- Use Drop Cap for 1st letter of each paragraph
- Define line spacing 1.5 with left margin 1.25" and right margin 0.75"
- Font : Courier New, Font size for heading 14 and for normal text 11

5. Type the following letter exactly as given below, Before start of typing, set up Page in the following format

- 1) Page Size : A4 with Landscape Orientation
- 2) Left Margin: 2" Right Margin: 1" Top Margin: 0.5"

Computer Stream after 12th



- **Science Stream**
 - B.Sc. (Computer Science)
 - B.Sc. (IT)
 - BCA
 - B.E. (Computer Science)
 - B.E. (Information Technology)
- **Commerce Stream**
 - BCCA
 - B.Com (Information Technology)

C
O
M
P
U
T
E
R

[If Computer Picture is not loaded on your computer then simply select one of the pictures loaded in clip-art]

6. Write a letter to publisher for supplying the list of books along with book details.

For ex.

To,
 Publisher,
 Das Ganu Prakasan, Nagpur.
 R/Sir,

Supply following title of books at the earliest.

Sr. No.	Title	Author	No. of Copies
1	Information System	Dr. S.Kishor	10
2	Information Technology	Dr. S. Kishor	15
3	Principle of Business Management	Dr. S. Kishor	12
4	Financial Accounting	Dr.Kishor Mohrir	13

Thanking you,

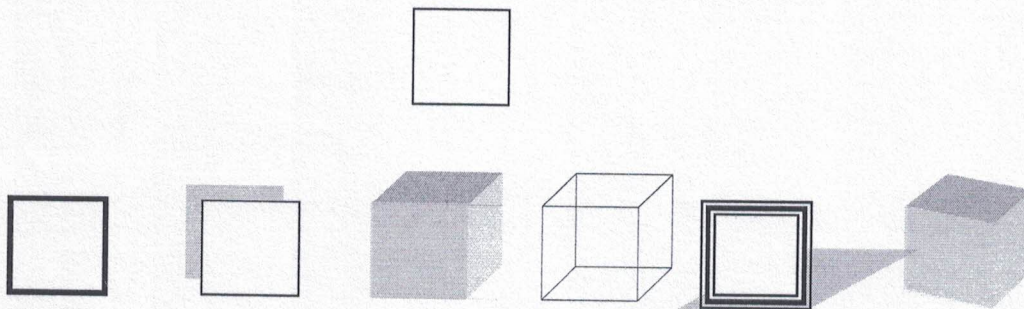
Date: < Insert System Date >

Yours

Principal
 Dr. WWW

Perform following option

- 1) Take a print out
- 2) Assume Librarian forget to enter one of the entry of book so, kindly add it between number 3 and 4 say, 4 Business Economics Gurbir Kaur Khalsa 10
- 3) Replace author name S. Kishor by Dr. S.B. Kishor at once.
- 4) Finally print the copy of this document with following settings,
 - a) Left Margin = 1.75"
 - b) Right Margin = 1"
 - c) Top Margin = 1.5"
 - d) Bottom Margin = 1"
7. Using Mail-Merge write a letter to all selected candidate for their final admission on specific date say (30-June) at XYZ Institute, with necessary documents at 10 AM. (Name should be highlighted while course and date of commencing class should be underlined)
8. Create a document and while saving give a security to open the saved document. Take a screen shot while opening it.
9. Draw the following shape using rectangle option found in Insert Tab.
And generate following types of box by copying and formatting above box.



B) Libre Office Impress/MS-PowerPoint

- 1) Prepare the following slides with the information given below:
 - Select the slide of your choice and write about yourself.
 - Write about your family members name with relation.
 - **Tip:** By using Title and 2 column text.
 - Using Title Content and text slide insert the picture of your favorite hero with the list of their movies.
 - Finally run the slide continuously until Esc key is not pressed.At last, write the steps that you have performed.

2) Create the following slide.

ICAT PVT LTD	
• COURSES	• FEES STRUCTURE
✓ C	❖ 1500
✓ C++	❖ 2500
✓ VB	❖ 2000
✓ ORACLE	❖ 3000
✓ JAVA	❖ 4000

- Change the bullet style in the first and the second level.
- Change the case of the first level text to upper case and second level text to lower case.(By using Change Case option)
- Change the attribute of the text to: Font : Arial, Font Style : Italics, Size:20
- Justify the text.

3) Select the 10 slides of your choice. Apply the following settings and write the steps you have perform in each options.

- Insert page number in each slide
- Timer should be displayed during execution.
- Change the background color of each slide.
- Set the interval time for each slide to be displayed.
- Use Flash bulb animation in your presentation.
- Select a Color Schemes of your choice.
- Insert Chart in one of your slide.
- Insert a table in your presentation

Appendix-3

Pattern of Question Paper

General Rules and Regulations regarding pattern of question paper for the semester end examination is as given below:

1. There will be four units in each paper.
2. Question paper will consist of five questions, each of 12 marks.
3. Four questions will be based on four units with internal choice.
4. Fifth question will be compulsory with questions from each of the four units having equal weightage and there will be no internal choice.

Bachelor of Commerce B.Com – [] Semester – []

Paper Number:

Time: 2 Hours]

Paper: Information Technology

[Max. Marks: 40

- Note:** 1) All questions are compulsory and carry equal marks.
 2) Draw Neat and Labeled diagram and use supporting data wherever necessary.
 3) Avoid vague answers and write specific points/answer related to questions.

Q1 Either (From Unit I)

- | | | |
|-----------|---|---|
| a) Theory | 4 | |
| b) Theory | | 4 |
| Or | | |
| c) Theory | | 4 |
| d) Theory | | 4 |

Q2 Either (From Unit II)

- | | | |
|-----------|--|---|
| a) Theory | | 4 |
| b) Theory | | 4 |
| Or | | |
| c) Theory | | 4 |
| d) Theory | | 4 |

Q3 Either (From Unit III)

- | | | |
|-----------|--|---|
| a) Theory | | 4 |
| b) Theory | | 4 |
| Or | | |
| c) Theory | | 4 |
| d) Theory | | 4 |

Q4 Either (From Unit IV)

- | | | |
|-----------|--|---|
| a) Theory | | 4 |
| b) Theory | | 4 |
| Or | | |
| c) Theory | | 4 |
| d) Theory | | 4 |

Q5 Solve all questions

- | | | |
|-------------------------|--|---|
| a) (From Unit 1) Theory | | 2 |
| b) (From Unit 2) Theory | | 2 |
| c) (From Unit 3) Theory | | 2 |
| d) (From Unit 4) Theory | | 2 |

theory - 60
introduction - 10
credit - 2

B.COM. PART - I (SEMESTER - I)
NEP
PRINCIPLES OF MANAGEMENT - I

Total Marks : 40

- 1) To provide a basis of understanding to the students with reference to working of business organization through the process of Management.
- 2) On completion of the syllabus the student will understand the basic Principles of Management will acquainted himself with management process, functions and principles. student will also get the idea about new development in management.

Unit-I: Introduction to management: Concept, Definition, Nature, Purpose, Importance and functions, Levels of Management, Management as an Art, Science & profession, Concepts of management and administration, social responsibility of management.

-10 Periods

Unit-II: Evolution of management: Contribution of F.W Taylor, Henry Fayol, Elton Mayo, Chester Bernard and Peter Drucker to the management.

-10 Periods

Unit-III: Functions of Management: Planning: Concept, Importance, Types, Advantages & Limitations, 6 P's of planning and process of planning, Business Forecasting: Concept, Need & Techniques, **Decision-making:** Meaning features process of decision making, Types and techniques of decision making, **Organizing:** Elements of organizing and Processes, Types of organizations, Delegation of authority, Need difficulties in delegation-Decentralization.

- 10 Periods

Unit-IV: Organizing: Concept, features & process of organization, Formal and informal organization, Types of organization, **Delegation of authority:** Meaning, Need & Difficulties in delegation. **Centralization & Decentralization:** Meaning, Advantages & Disadvantages.

- 10 Periods

Books recommended:

1. Essentials of Management - Horold Koontz and Iteniz Weibrich -McGraw-Hill's Intemational
2. Management Theory and Praclice- J. N. Chandan
3. Essential of Business Administration - K. Aswathapa Himalaya publishing House
4. Principles and Practice of Management- Dr. L.M. prasad, sultan chand a & Soni New Delhi
5. Business Organization and Management - Dr- y. K. Bhusnan
6. Management Concept and Strategies By J.S. Chandan, Vikas publishing.
7. Principles of Management By Tripathi and Reddy- Tata McGraw Hill
8. Business & Organization & Management by Talloo by Tata McGraw Hill
9. Business Environment and Policy - A Book on strategic Manage menvcorporate planning By Francies Cherunilam Himalaya Publishing House 2001 Edition.
10. Principle of Management - S.B. Kishor, Das Ganu prakashan

B.COM - I (SEMESTER - I)
NEP
PRINCIPLES OF MANAGEMENT - I
QUESTION PAPER PATTERN

Time: 3 Hours

Total Marks: 40
Internal Assessment- 10 marks

Question	Pattern	Marks
Que. No. 1 - Unit -1	A) Theory	04
	B) Theory	04
	OR	
	C) Theory	08
Que. No. 2 - Unit -2	A) Theory	04
	B) Theory	04
	OR	
	C) Theory	08
Que. No. 3 - Unit -3	A) Theory	04
	B) Theory	04
	OR	
	C) Theory	08
Que. No. 4 - Unit -4	A) Theory	04
	B) Theory	04
	OR	
	C) Theory	08
Que. No. 5 - Unit -1	A) Theory	02
	Unit -2	02
	Unit -3	02
	Unit -4	02

GONDWANA UNIVERSITY GADCHIROLI
F.Y.U.G. – B. COM. Sem- I- Syllabus
Open Elective (OE) in
Foundation Course in Communicative English (NEP 2020)

For the session 2024-25 and onwards

Theory - 40
Internal - 10
Credit - 2

Course Objectives:

1. To boost the confidence among the learners to listen and speak in English.
2. To Introduce various situations to encourage learners to communicate.
3. To Inspire the learners to interact with others in English.
4. To enable the learners to face people confidently in different situations.

Course Outcomes:

1. The learners would learn listening and speaking skills.
2. The learners would be able to communicate in different situations.
3. The learners would be able to interact with others in English confidently.

Content

Marks Allotted

Module : 1

20

1. Meeting People, Exchanging Greetings and Taking Leaves
2. Introducing Yourself
3. Introducing People to Others
4. Giving Personal Information
5. Talking About People, Animals and Places
6. Apologising and Responding to an Apology

Appendix- A: The Consonants of English

Appendix- B: The Vowels of English

Module : 2

20

1. Making Requests and Responding to Requests
2. Inviting, and Accepting and Refusing an Invitation
3. Asking for, Giving and Refusing Permission
4. Asking for Directions and Giving Directions
5. Thanking and Responding to Thanks
6. Congratulating and Responding to Congratulations

Appendix- C: Distinguishing between Spelling and Sound

Appendix- D: The Relationship between Spelling and Sound

Book Prescribed for the Course:

Recommended Books-

- i) **A Reference Book for College Students, Board of Editors, 2023, Orient BlackSwan**
- ii) ***Spoken English- A Foundation Course*, Kamlesh Sadanand and Susheela Punitha, 2022, Orient BlackSwan.**

QUESTION PAPER PATTERN FOR SEMESTER-I

Total Marks: 40

Que. 1. (A) Prepare / Complete the Dialogue

(Any One out of Two Based the First Two Situations in Module-1) 1x5= 05

Que. 1. (B) Prepare / Complete the Dialogue

(Any One out of Two Based the Next Two Situations in Module-1) 1x5= 05

Que. 2. A) Prepare / Complete the Dialogue

(Any One out of Two Based the Last Two Situations in Module-1) 1x5= 05

Que. 2. B) Do as directed

(Any Five out of Eight Based on Appendix A & B in Module-1) 1x5= 05

Que. 3. A) Prepare / Complete the Dialogue

(Any One out of Two Based the First Two Situations in Module-2) 1x5= 05

Que. 3. B) Prepare / Complete the Dialogue

(Any One out of Two Based the Next Two Situations in Module-2) 1x5= 05

Que. 4. A) Prepare / Complete the Dialogue

(Any One out of Two Based the Last Two Situations in Module-1) 1x5= 05

Que. 4. B) Do as directed

(Any Five out of Eight Based on Appendix A & B in Module-1) 1x5= 05

The Internal Assessment will be of 10 marks out of which 5 marks will be for Attendance and overall performance, and 5 marks for Unit Test and Oral Test.

GONDWANA UNIVERSITY, GADCHIROLI

F.Y.U.G. – B. COM. Sem- I- Syllabus

Open Elective (OE)

Foundation Course in Content Writing in English (NEP-2020)

For the session 2024-25 and onwards

Theory - 40
Internal - 10
Credit - 2

Course Objectives:

5. To introduce the learners with original and engaging content for an online or internet platform to generate profit.
6. To educate the learners in World Wide Web.
7. To introduce various situations to encourage learners to express themselves.
8. To inspire the learners to interact with others on different platforms in English.

Course Outcomes:

4. The learners would know original and engaging content for an online or internet platform to generate profit.
5. The learners would learn listening and speaking skills.
6. The learners would be able to communicate in different situations.

Content

Marks Allotted

Module : 1

7. Research Writing:
Nature and Conventions
8. Writing a Research Proposal:
Research Proposal Format, Strategies for Effective Research Proposals
9. Writing Research Paper:
Format of Research Paper, Strategies for Writing Effective Research Papers

Module ; 2

1. Introduction to Content Writing
Applications and Types of Content Writing
Guidelines for Effective Content Writing
2. Writing Blog Posts and Online Articles
Types of Blogs

Tips and Strategies for Effective Blogging

Online Articles, Tips and Strategies for Writing Effective Online Articles

3. Writing for Website

Effective Strategies for Web Content Writing

4. Writing for Social Media Platforms

Tips and Strategies for Effective Social Media Writing

Book Prescribed for the Course :

i) *Aspirations: English for Careers*, Board of Editors, 2011, Hyderabad, Orient Black Swan.

Pattern of Question Paper

Que. 1. One Long Answer Questions out of Two to be answered in about 150 words
(Based on Module-I) **10 Marks**

Que. 2. One Long Answer Questions out of Two to be answered in about 150 words
(Based on Module-II) **10 Marks**

Que. 3. Two Short Answer Question out of Four to be answered in about 50 words
(Based on Module-I) **10 Marks**

Que. 4. Two Short Answer Question out of Four to be answered in about 50 words
(Based on Module-II) **10 Marks**

The Internal Assessment will be of 10 marks out of which 5 marks will be for Attendance and overall performance, and 5 marks for Unit Test and Oral Test.

Gondwana University, Gadchiroli
B. Com. Part I Semester II
Financial Accounting – II
NEP - 2020

Theory 80 Marks
Internal Assessment + 20 Marks
Credit - 4

Objectives- To impart basic Accounting knowledge and understanding of important of financial accounting to business and organization.

Outcomes - 1. Preparation of Receipt and Expenditure account and Balance sheet of Non-trading organisation.
2. Accounting treatment under annuity method, investment method, insurance policy method, depreciation fund method.
4. Prepare accounts for Indian Branches and Nonprofit organization.
4. Prepare of various accounts of Consignment.

Periods Allotments
15

Unit-I Consignment Account – Preparation of Accounting & Journal Entries in the books of Consignor & Consignee, Valuation of Abnormal loss, Value of stock, Invoice Price on cost & Profit of sale. **15**

Unit II - Depreciation Accounting- Concept of Depreciation. Causes' Methods of recording depreciation' accounting treatments under Annuity method' Depreciation Fund investment method. Depreciation Fund insurance policy method' **15**

Unit - III Branch Accounts (excluding foreign branch)- Preparation of Branch Account, Branch Debtor Account, Branch Trading & Profit & Loss Account (Invoice Price) **15**

Unit - IV Final Accounts of Non Trading Organization (institutions) Meaning objectives and need of Non Trading organization, Cash System of Accounting, kinds of Income and Expenditure, difference between receipt and payment and Income and Expenditure Accounts, Preparation of Receipt and Payment Accounts Income and Expenditure Accounts and Balance Sheet.

Books Recommended

1. Financial Accounting - I Dr. Pradip Vadh, Dr. R. P. Ingole, Dr. Pramod Fating
2. Advance Accountancy Vol. I - R. L. Gupta, M. Radha swani Sultan Chand & Sons
3. Fundamentals of Accounting - Dr. T. P. Ghosh, Sultan chand& sons.
4. Accountancy for C.A. Foundation – P. C. Tulsian, Tata Mc_graw Hill course
5. Advance Accountancy Vol. I- P. C. Tulsian, pearsons Education, New Delhi.
6. Advance Accounts - M. C, Shukla, T.S. Grewal Sultan chand& co. ltd. and S.C,6upta,
7. Financial Accounting - A, Mukharji & M. Haneef, Tat Mc-graw Hill T
8. Fundamentals of Accounting - Dr. S. N. Maheshwari and Vikas publishing House New Dr. S, K. maheshwari, Delhi
9. Financial Accounting - B. S. Raman
10. Advance Accounting - S. K. paul
11. Financial Accounting - Jain & Narang

Gondwana University, Gadchiroli
B. Com. Part I Semester II
Financial Accounting - Paper II
NEP - 2020

Theory 80 Marks
Internal Assessment + 20 Marks
Credit - 4

(Time – Three Hours)

(Max. Marks)

Que. No. 1 on UNIT - I

- a) Theory
- b) Practical

(08 Marks)

(08 Marks)

OR

- c) Practical

(16 Marks)

Que. No. 2 on UNIT - II

- a) Practical
- b) Practical

(08 Marks)

(08 Marks)

OR

- c) Practical

(16 Marks)

Que. No. 3 on UNIT - III

- a) Practical
- b) Practical

(08 Marks)

(08 Marks)

OR

- c) Practical

(16 Marks)

Que. No. 4 on UNIT - IV

- a) Practical
- b) Practical

(08 Marks)

(08 Marks)

OR

- c) Practical

(16 Marks)

Que. No. 5

- a) Theory (From Unit -I)
- b) Theory (From Unit -II)
- c) Theory (From Unit -III)
- d) Theory (From Unit -IV)

(04 Marks)

(04 Marks)

(04 Marks)

(04 Marks)

GONDWANA UNIVERSITY, GADCHIROLI
B. Com. Part I Semester II (NEP)
STATISTICS AND BUSINESS MATHEMATICS-II

Theory:-80 Marks
Internal Assessment:- 20 Marks
Credit: - 4

Course Objectives :- To Provide basic knowledge and understanding of important Statistical Tools and Statistics and Mathematics elementary application to business example.

Course Outcomes: -

- 1) Apply concepts of Index Numbers to understand Market situation.
- 2) Calculate and Interpret the Correlation between two variables.
- 3) Calculate the Simple Linear Regression Equation for a set of data.
- 4) Estimate future values by using concepts of Time Series.
- 5) Compute Ratio and Proportion, Profit or Loss are used in the Business World.

Periods Allotments

Unit I: -

15

Index Number :- Definition, Characteristics, Uses, Importance, Types, Limitation of Index Number, Laspeyre's Method, Pasche's Method, Dorbish and Bowley's method, Fisher Ideal Method, Cost of Living Index Number, Uses and Limitation of Cost of Living Index Number, Test of Index Number-Time Reversal Test (TRT) and Factor Reversal Test (FRT).

Unit II: -

15

Correlation Analysis :- Meaning and Definition of Correlation, Function of Probable Error (P.E.) of Coefficient of Correlation, Types of Correlation, Methods of Determining Correlation, Simple Problems on Coefficient of Correlation (Ungrouped Data) by Karl Pearson Method, Spearman Rank Correlation Coefficient.

Regression Analysis :- Meaning and Definition of Regression, Object of Regression Analysis, Function of Regression Lines, Distinguish Between Regression and Correlation, Simple Problems on Regression (Two Series, Arithmetic Mean and Standard Deviation and Equation Methods Including One Equation Methods).

Unit III: -

15

Time Series and Forecasting :- Meaning, Definition, Uses of Time Series, Components of Time Series-Estimation of Trends and Seasonal Components, Moving Average Methods (Problems on 3,4 and 5 Yearly Moving Average), Problems on At Least Square Method.

Unit IV: -

15

Business Mathematics:- Ratio and Proportion, Profit and Loss.

Books Recommended:-

1. Statistics-R.S.N. Pillia, V. Bhabavathi, S Chand and Company, New Delhi.
2. Basic of Computer and Statistical Techniques -Dr. Rahul Sawlikar, Dr. R. P. Ingole and Dr. S. B. Kishor, Das Ganu Prakashan, Nagpur. ISBN No. 978-81-921757-8-2
3. Statistical Methods- S. P. Gupta, Sultan Chand & Sons, New Delhi.
4. Statistical Analysis - Dr. Rahul Sawlikar, Payal Prakashan, Nagpur. ISBN No. 978- 81-922554-3-9.
5. Standard Problems and Formulae of Statistics - Dr. Rahul Sawlikar and Dr. S. B.Kishor, Das Ganu Prakashan, Nagpur. ISBN No. 978-93-81660-24-9
6. Fundamental of Statistics -A. K. Agrawal & Sahib Singh, Frank Sons, New Delhi.
7. Fundamental of Mathematical Statistics -Gupta and Kapoor, Sultan Chand & SonsPublication, New Delhi. ISBN No. 8180540049

GONDWANA UNIVERSITY, GADCHIROLI
B. Com. Part I Semester II(NEP)
STATISTICS AND BUSINESS MATHEMATICS-II

Time: 3 Hours

Theory:- 80 Marks
Internal Assessment:- 20 Marks
Credit:- 4

Que. No. 1	Unit I	A) Theory	-	08 Marks
		B) Problem	-	08 Marks
			OR	
		C) Problem		16 Marks
Que. No. 2	Unit II	A) Problem		08 Marks
		B) Problem		08 Marks
			OR	
		C) Problem		16 Marks
Que. No. 3	Unit III	A) Problem		08 Marks
		B) Problem		08 Marks
			OR	
		C) Problem		16 Marks
Que. No. 4	Unit IV	A) Problem		08 Marks
		B) Problem		08 Marks
			OR	
		C) Problem		08 Marks
		D) Problem		08 Marks
Que. No. 5	Unit I	A) Theory		04 Marks
	Unit II	B) Theory		04 Marks
	Unit III	C) Theory		04 Marks
	Unit IV	D) Theory		04 Marks

GONDWWNA UNIVERSITY GADCHIROLI

Faculty Of Commerce

Four Years' Honors/Research U.G Programme

Bachelor Of Commerce

(NEP-2020)

B.com Part -2 Semester System

Semester – 2

Digital Marketing - II

Theory - 40
Internal
Assessment - 10
Credit - 2

Objective: -

The objective of a digital marketing course is to equip students with the skills and knowledge to effectively leverage online platforms for brand promotion, audience engagement, and data-driven decision making. This includes mastering SEO, content marketing, social media, email campaigns, and analytics to drive business growth.

Learning Outcome: -

By the end of the digital marketing course, students will be able to develop and implement comprehensive digital marketing strategies, utilizing SEO techniques to improve website visibility and ranking. They will be skilled in creating engaging content tailored to various digital platforms and executing effective social media and email marketing campaigns. Students will learn to analyse and interpret digital marketing data to optimize performance, understand and apply principles of online advertising and PPC, and use digital marketing tools and technologies for automation and measurement of marketing efforts.

Unit 1) PLANNING AND CREATING WEBSITE (8 Hours)

- i) Basic marketing website
- ii) Website and its target audience
- iii) Website structure
- iv) Website platform.

Unit 2) E - MAIL MARKETING (7 Hours)

- i) Introduction of e-mail and e-mail Marketing
- ii) Business promotion and building relationships with consumers
- iii) Types of email marketing (Transactional, Promotional, Newsletter and Retention)
- iv) Objectives and importance of e-mail marketing

Unit 3) SEARCH ENGINE OPTIMISATION (8 Hours)

- i) The process of search engine marketing.
- ii) Pay- Per - Click model.
- iii) Creation of product campaign.
- iv) Keyword research.

Unit 4) CONTENT MARKETING AND COPYRIGHTING (7 Hours)

- i) What is content marketing.
- ii) Types of content.
- iii) Content distribution.
- iv) Creating content.
- v) Content marketing and copyright marketing, content marketing
- vi) Content marketing, strategy.

References: -

- 1) Dr. Prakash Somalkar विपणन व्यवस्थापनाची तत्वे व प्रणाली (Principles and System of Marketing Management) Sahitya Kendra
- 2) Dr. Pawan Ramesh Naik विपणन व्यवस्थापन (Marketing management) Sai Jyoti Publication

*Paper
question pattern as per Sem-I*

Gondwana University, Gadchiroli.

Faculty of Commerce

Four Years' Honors/ Research

U.G. Programme Bachelor of
Commerce

B.Com. Sem II (NEP)

LABOUR ECONOMICS-II

Theory -40 Marks + Internal Assessment – 10 Marks= Total 50 Marks

Objectives :

1. To understand collective bargaining and unemployment.
2. To get aware of Labour Welfare, regulations for labourers, and policies adopted for labour.

Outcomes :

1. Students will understand collective bargaining and unemployment.
2. Students will get aware of Labour Welfare, regulations for labourers, and policies adopted for labour.

Unit No.	Topic & Content
1	LABOUR UNION (8 Lectures) 1.1 Trade Union - Nature and function of trade union; 1.2 Role of trade union is Ironic Development in India; 1.3 wage determination collective bargaining.
2	UNEMPLOYMENT (8 Lectures) 2.1 Employment and development relationship – Poverty and unemployment in developing countries. 2.2 Unemployment – concept, types, causes and remedies; educated unemployment.
3	LABOUR WELFARE 3.1 Labour welfare in India – Measurement and measures and social security. 3.2 Industrial Disputes - causes and measure for promoting industrial peace, conciliation, Arbitration and workers participation in management.
4	LABOUR REGULATIONS AND POLICIES 4.1 Labour Laws in India. 4.2 Employment policy in Five Year Plans and its evaluation.

RECOMMENDED BOOKS:

1. Datt, G. (1996), Bargaining Power, Wages and Employment: An Analysis of Agricultural Labour Markets in India, Sage Publication, New Delhi
2. Hajela, P. D. (1998), Labour Restructuring in India: A Critique of the New Economic Policies, Commonwealth Publishers, New Delhi.
3. Jhabvata, R and R. K. Subrahmanya (Eds.) (2000), The Unorganised Sector: Work Security and Social Protection, Sage Publication, New Delhi.
4. McConnell, C. R. And S. L. Grue (1986), Contemporary Labour Economics, McGraw-Hill, New York.

5. Papola, T.S., Ghosh P.P. and Sharma A. N. (Eds.) (1993), Labour, Employment and Industrial Relations in India, B. R. Publishing Corporation, New Delhi.
6. Rosenzweig M. R. (1987), Labour Markets in Low Income Countries: Distortions, Mobility and Migration, Dept. of Economics - University of Minnesota (Fee Online)
7. Chenery, H.B. and Shrinivasan T. N. (Eds) The Handbook of Development Economics, North-Holland, New York. (5 volumes)
8. Venkata Ratnam, C.S. (2001), Globalisation and Labour-management Relations: Dynamics of Change. Sage Publications/Response Book, New Delhi.
9. Papola, T. S. and Rodgers, G. (Eds.) (1992), Labour Institutions and Economic Development in India, International Institute for Labour Studies, Geneva.
10. Solow, R. M. (1990), Labour Market as an Institution, Blackwell, London.
11. Deshpandey, L. K., Brahmananda P. R., Robinson, E.A.G. (Eds.) (1983) Employment Policy in a Developing Economy, Vol. I & II Macmillan, London.
12. Papola, T. S. and Sharma, A. N. (Eds.) (1999), Gender and Employment in India, Vikas Publishing House, New Delhi.
13. Sharma, A. N. and A. Kundu (Ed) (2001), Informal Sector in India: Emerging Perspectives, Institute for Human Development, New Delhi.
14. Foster, A.D. and Rosenberg M.R. (1993) Information Flows and Discrimination in Labour Markets in Rural Areas in Developing Countries, Annual Conference on Development Economics World Bank, Washington D.C.
15. Mazumdar, D. (1989), Micro-economics Issues of Labour Markets in Developing Countries, EDI Services Paper No. 40. World Bank, Washington D.C.

**B.Com. Sem II (NEP)
LABOUR ECONOMICS -II**

QUESTION PAPER PATTERN

Total Marks = 40

All questions will carry equal marks. All questions are compulsory.

Q. 1 A) Unit - I 4 Marks

B) Unit - I 4 Marks

OR

C) Unit - I 8 Marks

Q. 2 A) Unit - II 4 Marks

B) Unit - II 4 Marks

OR

C) Unit - II 8 Marks

Q. 3 A) Unit - III 4 Marks

B) Unit - III 4 Marks

OR

C) Unit - III 8 Marks

Q. 4 A) Unit - IV 4 Marks

B) Unit - IV 4 Marks

OR

C) Unit - IV 8 Marks

Q. 5

A) Unit - I 2

B) Unit - II 2

C) Unit - III 2

D) Unit - IV 2

Gondwana University, Gadchiroli.

Faculty of Commerce

Four Years' Honors/Research U.G. Programme

Bachelor of Commerce

FYUG

B.Com. Part – I

Semester – II

Stock Marketing –II

Theory -40 Marks

Internal Assessment – 10 Marks

Credit-2

Objectives:-

The objective of the course is to make the student aware of the basic of Buying & Selling of Stocks, Investments in Mutual Funds. The course also aimed to make the student to understand Advance Option Analysis & Advance Technical Analysis

Learning outcomes:-

At the end of the course the student will be able to explain the concepts of Buying & Selling of Stocks & Financial analyst as well as will understand the Investments in Mutual Funds & its types & benefits. Students will be able to understand Advance Option Analysis, Volatility, Its Types & uses of Volatility and will be able to do Advance Technical Analysis.

Syllabus

Unit No.-I- Buying & Selling of Stocks(8 Hours)

- 1.1- Brokerage Account
- 1.2- Financial Analyst & Role of Analyst
- 1.3- Online trading of stock
- 1.4- Limit Order & Market Order

Unit No.-II- Investments in Mutual Funds(7 Hours)

- 2.1-History of mutual funds
- 2.2- Benefits of investing in mutual funds
- 2.3- Types of Mutual Fund
- 2.4- Factors Affecting the Choice of Mutual Fund

Unit No.-III- Advance Option Analysis(8 Hours)

- 3.1- History of Options
- 3.2- Volatility and Types of Volatility
- 3.3- Historic Vs Implied
- 3.4- Uses and Limits of Volatility

Unit No.-IV-Advance Technical Analysis(7 Hours)

- 4.1- Introduction to Technical Analysis
- 4.2- Types of Charts
- 4.3- Technical analysis indicators
- 4.4- Stop loss

Reference Books :-

- 1)) The Little Book of Common Sense Investing: The Only Way to Guarantee Your Fair Share of Stock Market Returns" by John C. Bogle- Publisher- Wiley, Edition- 10th Anniversary Edition (2017)
- 2) "Security Analysis" by Benjamin Graham, David Dodd, **Publisher:** McGraw-Hill Education, **Edition:** 6th Edition (2008)
- 3) The Essays of Warren Buffett: Lessons for Corporate America" by Warren Buffett and Lawrence A. Cunningham, **Publisher****: The Cunningham Group, Edition- 5th Edition (2019)
- 4) The Intelligent Investor" by Benjamin Graham ,**Publisher** -Harper Business , Edition- Revised Edition (2006)
- 5) "शेअर बाजार आणि गुंतवणूक) "Share Bazar AaniGuntavanuk), **Author:**डॉ. अनिल लांजेकर (Dr. Anil Lanjekar), **Publisher:**मॅजेस्टिक पब्लिशिंग हाऊस (Majestic Publishing House), **Edition:** 2nd Edition (2019)

6) "शेअर बाजारातील बेस्ट स्ट्रॅटेजी" "Share Bazaratil Best Strategy), Author:सुदेश जोशी (Sudesh Joshi),

Publisher:रोहन प्रकाशन (Rohan Prakashan), Edition: 1st Edition (2020)

7) Stock Market 101: From Bull and Bear Markets to Dividends, Shares, and Margins—Your Essential Guide to the Stock Market" by Michele Cagan, Publisher-Adams Media, Edition-Illustrated Edition (2016)

**Examination Scheme (Question Paper Pattern) B.Com. Part – I
(Semester – II)**

CBCS and NEP- 2020

Stock Marketing -II

Total Marks : 40

Question No. 1 :a) On unit 1 4 Marks
b) On unit 1 4 Marks
OR
c) On unit 1 8 Marks

Question No. 2 :a) On unit 2 4 Marks
b) On unit 2 4 Marks
OR
c) On unit 2 8 Marks

Question No. 3 :a) On unit 3 4 Marks
b) On unit 3 4 Marks
OR
c) On unit 3 8 Marks

Question No. 4 :a) On unit 4 4 Marks
b) On unit 4 4 Marks
OR
c) On unit 4 8 Marks

Question No. 5 : a) On unit 1 2 Marks
b) On unit 2 2 Marks
c) On unit 3 2 Marks
d) On unit 4 2 Marks

BASICS OF INSURANCE-I

Theory = 40 Marks

Internal Assessment = 10 Marks

Credit = 2

Objectives:

- 1) The objective of this subject is to make familiar with Operations and Functioning of the Insurance Sector.
- 2) To help students understand various concepts in Insurance.
- 3) To make students apply conceptual skills in Insurance Practices.

Period Allotment

UNIT- I: An Overview of Insurance Sector

10

Meaning, Definition, Evolution of Insurance, Functions and Characteristics of Insurance, Rights and Responsibilities of Insurer and Insured.

UNIT- II: Types of Insurance

10

Introduction, Classification, Types of Life Insurance Policies, Types of General Insurance Policies. Features of Insurance Coverage, Benefits of Insurance Coverag,

UNIT- III: Principles of Insurance

10

Introduction, What is Insurance Principles, General Principles of Essentials of Insurance Contract, Specific Principles of Insurance Contract, Miscellaneous Principles.

UNIT- IV: Social Security and Insurance

10

Introduction, Meaning, Role of Insurance in Social Security, Advantages, Features of Social Insurance, Principles of Social Insurance, Types of Social Security of Insurance, Insurance Organization and their Types.

Books Recommended :-

1. Insurance Principal and Practice (S. chand and Company New Delhi) M.N. Mishra
2. Insurance Principal and Practice (S. Chand and company New Delhi) Vinayakam N. Radhaswamy and Vasudevan S.V
3. Insurance theory & Practice (Pearls Book Delhi) Bhargava B.D.
4. Insurance Management (Principles and Practices) Deep & Deep PublicaionPvt. Ltd. (F-159 Rajouri Garden, New Delhi- 110027) Karmal Pal, B.S. Bodla, M.C. Garg.
5. व्यवसाय विमा. प्रा. सुभाष खोत, सेठ
6. बीमा, सिध्दांत एवं व्यवहार, बालचंद्र श्रीवास्तव, साहित्य भवन पब्लिकेशन, आगरा.
7. बीमा के तत्व, बालचंद्र श्रीवास्तव, साहित्य भवन पब्लिकेशन, आगरा.
8. विमा कायदा, कौस्तुभ खोरवाल, आरती पब्लिकेशन.
9. विमा आणि विम्याचे प्रकार, डॉ. मेधा कानेटकर, श्री. साईनाथ प्रकाशन, नागपूर

Time: 2 Hours

	Questions	Marks
Q1 Unit I	A) Theory	4 Marks
	B) Theory	4 Marks
	C) Theory	8 Marks
	OR	
Q2 Unit II	A) Theory	4 Marks
	B) Theory	4 Marks
	C) Theory	8 Marks
	OR	
Q3 Unit III	A) Theory	4 Marks
	B) Theory	4 Marks
	C) Theory	8 Marks
	OR	
Q4 Unit IV	A) Theory	4 Marks
	B) Theory	4 Marks
	C) Theory	8 Marks
	OR	
Q5 Solve all Questions	Unit- I (A) Theory	2 Marks
	Unit -II (B) Theory	2 Marks
	Unit-III (C) Theory	2 Marks
	Unit-IV (D) Theory	2 Marks

Gondwana University
Faculty of Commerce
Four Years' Honours/ Research U.G. Programme
Bachelor of Commerce
FYUG (NEP - 2020)
B.Com Part I Semester II
Corporate Communication

Theory - 40
Internal - 10
Credit - 2

Objective of the course:

1. To understand the concepts and evolution of corporate communication in the context of organisations
2. To discuss the role and scope of CC in corporate brand management and image factors
3. To review media especially the trade media and its relevance to the practice of CC

Unit I [Understanding Organisational Communication] 9 Hours

- 1.1 Defining structure of an organisation
- 1.2 Various kinds of organisations
- 1.3. Management hierarchy
- 1.4 Various kinds of communication in an organisation
- 1.5 Role and scope of corporate communication
- 1.6 Interface of corporate communication department with various management disciplines

Unit II [Understanding Corporate Communication] 9 Hours

- 1.1 Definitions, concept and genesis of Corporate Communication
- 1.2 Difference and similarities between Personal Relation (PR) and Corporate Communication (CC)
- 1.3 Publics in Corporate Communication - Financial publics, media, opinion makers, government, elected representatives
- 1.4 Present state of Corporate Communication
- 1.5 Organising corporate communication activities
- 1.6 Areas of strategic thinking in corporate communication
- 1.7 Ethics and laws in corporate communication

Unit III [Corporate Communication Tools] 9 Hours

- 3.1 Lobbying
- 3.2 Sponsorship
- 3.3 Financial communication
- 3.4 Corporate reputation
- 3.5 . Corporate identity
- 3.6 Media mileage

Unit IV [Financial Communication] 9 Hours

- 4.1 Defining financial communication
- 4.2 Growth and role of financial communication in present context
- 4.3 Overview of Indian financial system
- 4.4 Capital market – stock exchanges, SEBI- functioning and mandate
- 4.5 Financial institutions
- 4.6 Legal and ethical aspects in financial communication
- 4.7 Financial communication campaigns

Reference Books

- 1 Richard R Dolphin: The Fundamentals of Corporate Communication, Butterworth Heinmann
- 2 Pitman Jackson : Corporate Communication for Managers, Pitman Publishing
- 5 Paul Argenti Paul: The Power of Corporate Communication, NY: McGraw Hill
- Sukul Lomash & P.K.Mishra : Business policy and strategic management, Vidya Vikash Publishing house, New Delhi
- 10 H.R. Machiraju : Indian Financial System, Vidya Vikash Publishing house, Delhi

Examination Scheme (Question Paper Pattern)

B.Com. Part – I (Semester – II)

CBCS and NEP- 2020

Corporate Communication – II

Total Marks : 60

Question No. 1 :	a) On unit 1	6 Marks
	b) On unit 1	6 Marks
	OR	
Question No. 2 :	c) On unit 1	12 Marks
	a) On unit 2	6 Marks
	b) On unit 2	6 Marks
	OR	
Question No. 3 :	c) On unit 2	12 Marks
	a) On unit 3	6 Marks
	b) On unit 3	6 Marks
	OR	
Question No. 4 :	c) On unit 3	12 Marks
	a) On unit 4	6 Marks
	b) On unit 4	6 Marks
	OR	
Question No. 5 :	c) On unit 4	12 Marks
	a) On unit 1	3 Marks
	b) On unit 2	3 Marks
	c) On unit 3	3 Marks
	d) On unit 4	3 Marks

Prepared by

Dr. Bina Madhukar Moon

Gondwana University, Gadchiroli.

Faculty of Commerce

Four Years' Honors/ Research

U.G. Programme Bachelor of

Commerce

B.Com. Sem II (NEP)

BUSINESS ECONOMICS -II

Theory -40 Marks + Internal Assessment – 10 Marks= Total 50 Marks
2 Lectures per week

Objectives :

1. To expose the basics of price decisions in various market situations.
2. To be able to analyse the cost in the short run and long run.
3. To understand the various factors of production.

Outcomes :

1. Students will be aware of the basics of price decisions in various market situations.
2. Students will be able to analyse the cost in the short run and long run.
3. Students will understand the various factors of production.

Unit No.	Topic & Content
1	PRICING DECISION UNDER VARIOUS MARKETS (8 Lectures) 1.1 Perfect Competition: Equilibrium of Firm and Industry under Perfect Competition 1.2 Monopoly Price Determination under Monopoly. 1.3 Monopolistic Competition Price and Output Determination under Monopolistic Competition
2	COST ANALYSIS (8 Lectures) 2.1 Short Run Cost Analysis : Fixed, Variable and Total Cost Curves, Average and Marginal Costs. 2.2 Long Run Cost Analysis : Economies and Diseconomies of Scale; Long Run Average and Marginal Cost Curves
3	LAND AND WAGES (8 Lectures) 3.1 Ricardian Theory of Rent, Modern Theory of Rent and Quasi Rent 3.2 Wages: Money-Wages and Real Wages- causes of wage Differentials.
4	INTEREST AND PROFIT(8 Lectures) 4.1 Interest: Loanable Funds Theory, Liquidity Preference Theory. 4.2 Profit: Innovation Theory, Risk Theory, Uncertainty Bearing Theory.

RECOMMENDED BOOKS:

1. Business Economics: H.L. Ahuja, S.Chand and Company, New Delhi 110055
2. Economics: G.L.Bach, Prentice Hall of India, New Delhi.
3. An Introduction of Micro economics: N.C. Ray, Macmillan Company of India Ltd., Delhi.
4. Basic Economics & Business Environment: Prof. G.M. Kochar, Dr.K.B. Moharir , Gurbir Kaur Khalsa, Dr. Devendra Kawde –Das Ganu Prakashan Nagpur. I.S.B.N. No. 978-93-81660-19-3
5. Micro Economics: D.N. Dwivedi, Pearson Publication, NOIDA (U.P.)
6. व्यावसायिकअर्थशास्त्र: डॉ. प्रभाकरदेशमुख-पिंपळापुरेप्रकाशनरामदासपेठनागपूर.

7. व्यावसायिकअर्थशास्त्र: डॉ. प्रकाशसोमलकर -सुनिलनरांजे, दासगणूप्रकाशन, नागपूर
8. व्यावसायिकअर्थशास्त्र: डॉ. प्रकाशसोमलकर, प्रा. शामहेडाउ, रजणीप्रकाशननागपूर
9. व्यावसायिक अर्थशास्त्र भाग १: डॉ. जी एन झामरे, पिंपळापुरेप्रकाशनरामदासपेठनागपूर

**B.Com. Sem II (NEP)
BUSINESS ECONOMICS -II
QUESTION PAPER PATTERN**

Total Marks = 40

All questions will carry equal marks. All questions are compulsory.

Q. 1 A) Unit - I 4 Marks

B) Unit - I 4 Marks

OR

C) Unit - I 8 Marks

Q. 2 A) Unit - II 4 Marks

B) Unit - II 4 Marks

OR

C) Unit - II 8 Marks

Q. 3 A) Unit - III 4 Marks

B) Unit - III 4 Marks

OR

C) Unit - III 8 Marks

Q. 4 A) Unit - IV 4 Marks

B) Unit - IV 4 Marks

OR

C) Unit - IV 8 Marks

Q. 5

A) Unit - I 2

B) Unit - II 2

C) Unit - III 2

D) Unit - IV 2

Gondwana University, Gadchiroli
Faculty of Commerce
Four Years' Honors/Research U.G. Programme
Bachelor of Commerce
FYUG

(NBP - 2020)

B.Com. Part – I Semester System
Semester –II

Marketing Management – II

Theory - 40
Internal - 10
Credit - 2

Objective :-

To impart basic knowledge of marketing this course is to develop the student's skill in applying the analytical perspective decision to and concept of marketing to decisions involving segmentation, targeting and positioning digital marketing, pricing, distribution channels and marketing communication.

Learning Outcomes :-

Students will be able to demonstrate effective understanding of relieving function area of marketing and its application

UNIT I

Market Segmentation- Concept and Reason for market Segmentation, Base on Market Segmentation (Consumer and Industrial), Segmentation & Marketing Mix (4Ps)

Consumer Behavior- Concept of Consumer Behavior, Factor affecting on Consumer Behavior, Buyer Behavior of Indian Consumer.

UNIT II

Recent Trend for Digital Marketing - Procedure for creating blog, Creating YouTube tube channel, Setting up Facebook advertising account, Starting free launch service, using Podcast for selling product, Procedure for selling product on Instagram Procedure for creating a seller account on the various Digital marketing platforms like Amazon, Flipkart

UNIT III

Communication in Marketing – Importance of Communication in Marketing, Principal of Communication in Marketing, Steps in developing effective Marketing in Communication, Barriers and Overcoming the barriers of Communication in Marketing, Communication Process

UNIT IV

Marketing Research- Meaning, Definition, Scope and Objective of Marketing Research, Steps involved in Marketing Research ,Area of Marketing Research, Methods of Marketing Research (Survey Method, Observation Method ,Experimental method)

Reference Books:-

1. Kotler Philip Gary Armstrong Prafulla Agnihotri and intentional "Principle of Marketing" 13th edition Pearson Education
2. Neeru Kapoor "Principal of Marketing" PHI learning
3. Rajendra Maheshwari "Principal of Marketing" International Book House
4. Dr Purnima Meshram "Basic Marketing Management" Das Ganu Prakashan, Nagpur
5. "विपणन व्यवस्थापनाची तत्वे व प्रणाली" डॉ. प्रकाश सोमलकर सर साहित्य केंद्र नागपूर
6. "विपणन व्यवस्थापन" प्रा अनिरुद्ध सुनील गचके, प्रवीण कामथ श्री बालाजी पब्लिकेशन

Examination Scheme (Question Paper Pattern)

B.Com. Part – I (Semester – II)

CBCS and NEP- 2020

Marketing Management – II

Total Marks : 80

Question No. 1 :	a) On unit 1	8 Marks
	b) On unit 1	8 Marks
	OR	
	c) On unit 1	16 Marks
Question No. 2 :	a) On unit 2	8 Marks
	b) On unit 2	8 Marks
	OR	
	c) On unit 2	16 Marks
Question No. 3 :	a) On unit 3	8 Marks
	b) On unit 3	8 Marks
	OR	
	c) On unit 3	16 Marks
Question No. 4 :	a) On unit 4	8 Marks
	b) On unit 4	8 Marks
	OR	
	c) On unit 4	16 Marks
Question No. 5 :	a) On unit 1	4 Marks
	b) On unit 2	4 Marks
	c) On unit 3	4 Marks
	d) On unit 4	4 Marks

Prepared by

Dr Purnima Vilas Meshram

Gondwana University Gadchiroli

Faculty of Commerce

Four Years' Honors/Research U.G. Programme of Bachelor of Commerce

FYUG

B.Com. Part – I Semester System

Semester – II

Optional Group B

Basics of Human Resource Management : Paper II

(NBP - 2021)

Theory - 40
Internal - 10
Credit - 2

Objectives :

To develop understanding of the concepts of Human Resource Development to gain and insight of the factors which go into the making of an efficient HRD Manager.

Unit – I -

Promotion, Demotion and Transfer :-

- **Promotion** : Meaning, Types, Principals of Promotion policy, Importance, Objective and Basis of Promotion.
- **Demotion** : Meaning, Policy, Causes of Demotion and Principles of Demotion Policies.
- **Transfer** : Meaning, Objectives, Types of Transfer, Principles of Transfer policies.

15 Periods

Unit – II -

Workers absenteeism, Labour turnover and Lay-off :-

- **Absenteeism** : Meaning and causes of Absenteeism, Effects of Absenteeism of workers, Measures to reduce absenteeism of Industrial workers.
- **Labourturnover** : Meaning, Causes, Bad effects of Labour turnover, Measures to reduce to the rate of labour turnover.
- **Lay-off** : Meaning, Causes and Bad effects of Lay-off.

15 Periods

Unit – III -

Role of Human Resource Development Manager:

- The need for separate department for human resource development, Function of human resource manager, The quality of successes full human resource manager.

- **Professionalization of Human Resources Development in India** : Main causes of Indian managerial movement, Causes of slow speed of the development of managerial movement in India.
- **Indian management institutions** :- Development, Establishment and Objectives of Indian management institutions

15 Periods

Unit – IV -

Human Resource Development:

- Concept, Meaning, Objective and Importance of human Resources development.
- **Human Resource Planning** :- Meaning, Objectives and Advantages of Human Resource planning
- Human Resource Accounting

15 Periods

Books recommended :

1. C.B. Marmoria, Personal management, Himalaya Publishing House, New Delhi.
2. Edwin Floppo, Personal Management
3. Aswathappa K. Human Resource Management
4. SubhaRao, Human Resource Management
5. Michael Porter, HRM and Human Relations
6. BiswanathGhosh, Human Resource Development and Management

Paper- 7: Data Analytic Using MS-Excel with MS-Access

Theory = 40 Marks

Internal Assessment =10 Marks

Credit = 2

Course Outcomes:-

- Discuss the main features and application of Spread Sheet emphasizing Microsoft Excel.
- Examine spreadsheet concepts and explore the Microsoft Office Excel environment.
- Modify a worksheet and workbook.
- Learn to use functions and formulas.
- Create and edit charts and graphics.
- Filter and sort table data.
- Examine database concepts and explore the Microsoft Office Access environment.
- Design a database.
- Build a new database with related tables.
- Manage the data in a table.
- Query a database using different methods.
- Design a form.
- Generate a report.

UNIT-I : Working with Spreadsheet

Introduction to Spreadsheet, Features of MS-Excel, Basic of MS-Excel, Navigating around the Worksheet, Ribbon, and Ribbon Tab, Formatting Features, Copying Data between Worksheets, Entering and Editing Cell Entries. Sorting and Filtering, Protect a worksheet

UNIT-II: Functions and Charts

Basic Functions: - Sum, Average, Max, Min, Count, Absolute, Mixed and Relative Referencing.

Text Functions: Upper, Lower, Proper, Left, Mid, Right, Trim, Len, Exact, Find.

Date and Time Functions: - Today, Now, Day, Month, Year, Date, Weekday.

Charts: -Introduction to Charts, Various type of Charts (Column Chart, Pie Chart, Line chart, Bar chart), Creation of Charts, Editing and Formatting Charts, Goal Seek.

UNIT-III: Working With MS-Access

Elements of an Access database - Tables, Queries, Forms, Reports, Macros. Introduction to MS-Access, Designing Database, Crating Database using Wizard, Working with Table.

Field types– Auto number, Date/Time, Number, Text, Yes/No, Hyperlink. Creating Tables using Design View and Using wizard, Editing Table, Editing Records

UNIT-IV: Query and Form Designing

Query: Filtering Data, Studying different types of Queries, Specifying Criteria in Queries, Filter using multiple criteria. **Forms, Report and Macro:** Procedure to create a form, Reports and Macros.

Books:

- 1) K.K. Bajaj, "Office Automation", Mac Millan, ISBN 13: 9780333929278
- 2) Sanjay Saxena, "MS Office 2007 in a Nutshell", Vikas Publication, 2011, ISBN-978-81-259-5036-3
- 3) Rutkosky, Seguin, Audrey "Microsoft Office 2007", BPB, ISBN-10:81-8333-228-5/13:978-81-8333-228-6
- 4) Dr. S.B.Kishor, "MS-Office", Das Ganu Publication
- 5) Dr. S.B. Kishor, "Database Management System &MS-Access", Das Ganu Prakashan, ISBN 978- 93-81660-92-8

References:

- 1) Gini Courier, Annulet Marquis, "Microsoft Office-2000", BPB, ISBN: 8176560839
- 2) S. Jaiswal, "IT Today Encyclopedia", Galgotia, ISBN: 9788175152700
- 3) Sanjay Saxena, "A First Course in Computers", Vikas Publication, ISBN: 9788125914440

Practical

LibreOffice Calc. /MS-Excel

- 1) Prepare following table in a worksheet using MS-Excel.

Name	Basic	DA	HRA	Gross Pay	PF	Net Pay
Rahul	10000					
Sachin	20000					
Nilesh	15000					
Bharti	25000					

Perform following operations:-

- a) Complete the table using formulas
 - $DA = \text{Basic} * 27 \%$
 - $HRA = \text{Basic} * 10 \%$
 - $PF = \text{Basic} * 12.5 \%$
 - $\text{Gross Pay} = \text{Basic} + DA + HRA$
 - $\text{Net Pay} = \text{Gross Pay} - PF$
- b) Give the Proper Heading.
- c) Take the printout in landscape orientation

- 2) Enter following data in MS-Excel worksheet.

Name	Date of joining	Salary	Designation
Rahul	Jan-05	10000	Peon
Sachin	Oct-10	20000	Accountant

Nilesh	Jan-05	15000	Clerk
Bharti	Dec-09	25000	Manager

Perform following operations:-

- Copy the above data and place in sheet2 and sort the table in the ascending order or date of joining and give proper heading.
- Copy the above data and place in sheet3 and sort the table in the ascending order or date of joining followed by order of name and give proper heading.
- Copy all the above data to sheet4 and take printout

3) Prepare following using MS-Excel.

Players	Match 1	Match 2	Match 3	Average	Highest Score	Sum
Sehwag	78	43	91			
Sachin	45	77	62			
Yuvraj	65	80	37			
Dhoni	34	15	46			
Raina	23	75	55			

Perform following:-

- Calculate Average and High score of each player using AVERAGE & MAX function
 - Calculate total score of each match using SUM function.
 - Sort above records in descending order on the basis of average.
 - Take the printout in landscape orientation.
- 4) Prepare the Mark sheet of IT subject on the basic of 3 Unit test. Each of 30 Marks and perform following,
- Calculate total marks, Average and Grade
 - Auto format to the above table.
 - Take the printout
- 5) Prepare the multiplication using
- Relative cell reference
 - Absolute cell reference.

Multiplicand	Multiplier	Product using Relative	Product using Absolute
13	1		
	2		
	3		
	:		
	:		

	10		
--	----	--	--

6) Create profit and prepare a column chart in MS-EXCEL using the data.

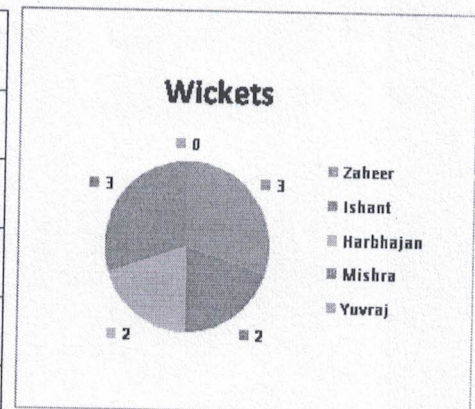
Month	Net Sales	Actual Cost	Profit
Jan. 10	22000	18000	
Feb. 10	245005	9555	
Mar. 10	32450	24850	

Perform following operations:-

- Find the profit
- Give a chart title "Profit Report"
- Take the printout.

7) Draw Pie chart of following excel sheet.

Bowler	Over	Maiden	Runs	Wickets
Zaheer	10	2	22	3
Ishant	10	1	36	2
Harbhajan	10	0	48	2
Mishra	10	0	37	3
Yuvraj	10	0	43	0



Practical: MS-ACCESS

Create table Student (Student no, Student name, and Course) in MS-ACCESS with the following details and perform following operations.

Student_no	Student_name	Course
101	Sunil	Vb
102	Anshu	Vb.Net
103	Sonam	Tally
104	Shital	Vb.Net

- 1) Use Column width as best fit.
- 2) Set Student no as a Primary Key.
- 3) Insert at least 10 students' records.
- 4) Display all the students whose name begin with letter 'S'.
- 5) Display the query view and takeout the print out.
- 6) Add new fields such as Fees, Date_adm, Date_of_birth, and Address)
- 7) Add data to above newly fields.
- 8) Select Student name, Course and Fees from student table.
- 9) Delete all the students who were admitted on specific date.
- 10) Update fees to increase it by thrice.
- 11) Select all the students' of VB.NET paying course fees of 4000.
- 12) Update table by replacing the course name to TALLY wherever the course fees is 3500.
- 13) Delete the record where Student name is SONAM.
- 14) Display the student name, student no who was born on „14/6/1996“
- 15) Replace the Address of student say, ANSHU to PUNE.
- 16) Remove all the records where number of students is less than 2 for particular course.

Appendix-3
Pattern of Question Paper

General Rules and Regulations regarding pattern of question paper for the semester end examination is as given below:

1. There will be four units in each paper.
2. Question paper will consist of five questions, each of 12 marks.
3. Four questions will be based on four units with internal choice.
4. Fifth question will be compulsory with questions from each of the four units having equal weightage and there will be no internal choice.

Bachelor of Commerce B.Com – [II] Semester – []	
Paper Number:	Paper: Information Technology
Time: 2 Hours]	[Max. Marks: 40
Note: 1) All questions are compulsory and carry equal marks.	
2) Draw Neat and Labeled diagram and use supporting data wherever necessary.	
3) Avoid vague answers and write specific points/answer related to questions.	
Q1 Either (From Unit I)	
a) Theory	4
b) Theory	4
Or	
c) Theory	4
d) Theory	4
Q2 Either (From Unit II)	
a) Theory	4
b) Theory	4
Or	
c) Theory	4
d) Theory	4
Q3 Either (From Unit III)	
a) Theory	4
b) Theory	4
Or	
c) Theory	4
d) Theory	4
Q4 Either (From Unit IV)	
a) Theory	4
b) Theory	4
Or	
c) Theory	4
d) Theory	4
Q5 Solve all questions	
a) (From Unit 1) Theory	2
b) (From Unit 2) Theory	2
c) (From Unit 3) Theory	2
d) (From Unit 4) Theory	2

Theory - 40
Internal - 10
Credit - 2

B.COM. PART - II (SEMESTER - II)
NEP - 2020
PRINCIPLES OF MANAGEMENT - II

Total Marks : 40

- 1) To provide a basis of understanding to the students with reference to working of business organization through the process of Management.
- 2) On completion of the syllabus the student will understand the basic Principles of Management will acquainted himself with management process, functions and principles. student will also get the idea about new development in management.

Unit-I: Staffing: Meaning, Need and Importance of staffing, Concept & source of recruitment. **Selection-** Meaning, Importance and selection procedure. **Training-** Meaning, need, objectives and advantages, Types of training.

-10 Periods

Unit-II: Direction: Meaning, nature, Importance. **Communication-** Concept, process of communication, advantages & disadvantages, Types of communication, barrier to communication. **Motivation-** Introduction, Significance, Types of motivation, Maslow's need Hierarchy Theory of motivation. **Leadership-** Concept, Leadership style, functions of leader. **Supervision-** Concept, Objectives, Importance & functions, Role of supervisor.

-10 Periods

Unit-III: Co-ordination: Meaning, Need, Techniques of coordination, Principles of excellent coordination **Control:** Concept, need, importance, limitation, process of controlling, Control Techniques.

- 10 Periods

Unit-IV: New trends in management: **Business ethics-** Concept and element, Types of Ethical Actions- Destructive actions & Constructive actions, Ethical issues in organizations. **Stress management-** Concept, Types of stress- environmental, organizational, episodic acute, individual, Stress at workplace, Impact of stress on performance. **Disaster management-** Types of Disaster- Natural & man made, Disaster preparedness and Response. **Event management-** meaning, nature, opportunities, Types of events-Competitive events, Artistic expression, Cultural celebrations; Exhibition events; Charitable events; Special business.

- 10 Periods

Books recommended:

1. Essentials of Management - Horold Koontz and Iteniz Weibrich -McGraw-Hill's International
2. Management Theory and Praclice- J. N. Chandan
3. Essential of Business Administration - K. Aswathapa Himalaya publishing House
4. Principles and Practice of Management- Dr. L.M. prasad, sultan chand a & Soni New Delhi
5. Business Organization and Management - Dr- y. K. Bhusnan
6. Management Concept and Strategies By J.S. Chandan, Vikas publishing.
7. Principles of Management By Tripathi and Reddy- Tata McGraw Hill
8. Business & Organization & Management by Talloo by Tata McGraw Hill
9. Business Environment and Policy - A Book on strategic Manage mencycorporate planning By Francies Cherunilam Himalaya Publishing House 2001 Edition.
10. Principle of Management - S.B. Kishor, Das Ganu prakashan

B.COM - I (SEMESTER - II)
NEP
PRINCIPLES OF MANAGEMENT - II
QUESTION PAPER PATTERN

Time: 3 Hours

Total Marks: 40
Internal Assessment- 10 marks

Question	Pattern	Marks
Que. No. 1 - Unit -1	A) Theory	04
	B) Theory	04
	OR	
	C) Theory	08
Que. No. 2 - Unit -2	A) Theory	04
	B) Theory	04
	OR	
	C) Theory	08
Que. No. 3 - Unit -3	A) Theory	04
	B) Theory	04
	OR	
	C) Theory	08
Que. No. 4 - Unit -4	A) Theory	04
	B) Theory	04
	OR	
	C) Theory	08
Que. No. 5 - Unit -1	A) Theory	02
	Unit -2	02
	Unit -3	02
	Unit -4	02

GONDWANA UNIVERSITY GADCHIROLI

F.Y.U.G. – B. COM. Sem- II- Syllabus

Open Elective (OE)- Group- A- in (NEP - 2020)

Foundation Course in Spoken English

For the session 2024-25 and onwards

Theory - 40
Internal - 10
Credit - 2

Course Objectives:

9. To introduce the learners with basics of spoken English.
10. To boost the confidence among the learners to listen and speak in English.
11. To Introduce various situations to encourage learners to express themselves.
12. To Inspire the learners to interact with others in English.

Course Outcomes:

7. The learners would know the basics of spoken English
8. The learners would learn listening and speaking skills.
9. The learners would be able to communicate in different situations.

Content

Marks Allotted

Module : 1

20

10. The Production of Speech
11. The Sounds of English
12. Phonetic Transcription
13. Syllable and Stress
- Appendix- A: The Consonants of English
- Appendix- B: The Vowels of English

Module : 2

20

14. Intonation
15. English in Use
16. English for Routine Communicative Functions
17. English in Common Interactive Situations
18. Speech Practice
- Appendix- C: Distinguishing between Spelling and Sound

Appendix- D: The Relationship between Spelling and Sound

Book Prescribed for the Course:

- i) **Paths to Success: A Course book in Functional English, Board of Editors, 2024, Orient BlackSwan**
- ii) ***Spoken English- A Foundation Course, Kamlesh Sadanand and Susheela Punitha, 2022, Hyderabad, Orient Black Swan.***
- iii) ***Written and Spoken Communication in English, Board of Editors, 2007, Hyderabad, Orient Black Swan.***

Pattern of Question Paper

- Que. 1. Two Short Answer Questions out of Four to be answered in about 75 words
(Based on Module-I) **10 Marks**
- Que. 2. Two Short Answer Questions out of Four to be answered in about 75 words
(Based on Module-II) **10 Marks**
- Que. 3. Five Very Short Answer Questions out of Seven to be answered in one or two sentences.
(Based on Module-I) **10 Marks**
- Que. 4. Five Very Short Answer Questions out of Seven to be answered in one or two sentences.
(Based on Module-II) **10 Marks**

The Internal Assessment will be of 10 marks out of which 5 marks will be for Attendance and overall performance, and 5 marks for Unit Test and Oral Test.

GONDWANA UNIVERSITY GADCHIROLI

F.Y.U.G. – B. COM. Sem- II- Syllabus

COMPULSORY ENGLISH

Open Elective (OE)- Group- B in

(NRP 2020)



Introduction to Basic Language Skills

Theory - 40
Internal - 10
Credit - 2

For the session 2024-25 and onwards

Course Objectives:

6. To introduce the learners to basic language skills in English.
7. To inform the learners about the importance of receptive skills as language listening and reading skills.
8. To introduce the learners about the importance of productive skills such as speaking and writing.

Course Outcomes:

4. The learners would get aware of the basics of English language learning skills.
5. The learners would learn to speak and write in English in different contexts.
6. The learners would be able to grasp the essence of English language.

Contents

Marks Allotted

Module : 1

20

1. Listening
 - a. Listening to announcements
 - b. Listening to short talks
2. Speaking
 - a. Role play
 - b. Narration

Module : 2

20

3. Reading
 - a. Types of reading
 - b. Comprehension
4. Writing
 - a. Paragraph writing
 - b. Report writing

Recommended Books-

1. Paths to Success: A Course book in Functional English, Board of Editors, 2024, Orient BlackSwan

Pattern of Question Paper

- Que. 1. One Long Answer Questions out of Two to be answered in about 150 words
(Based on Module-I) **10 Marks**
- Que. 2. One Long Answer Questions out of Two to be answered in about 150 words
(Based on Module-II) **10 Marks**
- Que. 3. Two Short Answer Question out of Four to be answered in about 50 words
(Based on Module-I) **10 Marks**
- Que. 4. Two Short Answer Question out of Four to be answered in about 50 words
(Based on Module-II) **10 Marks**

The Internal Assessment will be of 10 marks out of which 5 marks will be for Attendance and overall performance, and 5 marks for Unit Test and Oral Test.