

**M.G.S. UNIVERSITY BIKANER,
BIKANER**

SYLLABUS

**SCHEME OF EXAMINATION AND
COURSES OF STUDY**

FACULTY OF COMMERCE

There shall be three (03) Sections in the Question paper. Section A shall consist of ten questions (02 questions from each Unit), of 02 marks each, all compulsory to be answered in around 50 words. Section B shall consist of seven questions (at least 01 question from each Unit) of 08 marks each, to be answered in around 200 words. Five questions must be answered out of given seven. Section C shall consist of four questions (maximum 01 question from one Unit) of 20 marks each, to be answered in around 500 words. Two questions must be answered out of given four. The number of paper and the maximum marks for each paper together with the minimum marks required for a pass are shown against each subject separately. It will be necessary for a candidate to pass in the theory part as Classification of successful candidates shall be as follows : 4 / Syllabus / B.Com. Part - I_II_III First Division 60% of the aggregate marks prescribed at (a) Part I Second Division 48% Examination, (b) Part II Examination, (c) Part II examination, taken together. All the rest shall be declared to have passed the examination, if they obtain the minimum pass marks in each subject viz. 36% no division shall be awarded at the part I and Part II Examination

ECONOMIC ADMINISTRATION AND FINANCIAL MANAGEMENT

(E.A.F.M.)

B.COM. PART- II

EXAMINATION - 2019



B. COM. PART- II

3 - ECONOMIC ADMINISTRATION AND FINANCIAL MANAGEMENT

Scheme

	Duration	Max. Marks	Min. Pass Marks
Two Papers		200	72
Paper I	3 hrs.	100	
Paper II	3 hrs.	100	

PAPER-I : FINANCIAL MANAGEMENT

Unit-I

Financial Management: Meaning, Scope, Importance and Limitations. Functions of Chief Financial Officer (CFO).

Financial Analysis: Financial Statements, Income Statement and Balance Sheet. Techniques of Financial Analysis.

Ratio Analysis: Advantages, Significance and Limitations, Liquidity Ratios, Activity Ratios and Profitability Ratios.

Unit – II

Fund Flow Analysis: A Theoretical Aspect of Sources and uses of Funds. Preparation of Statement of Changes in Working Capital and Statement of Sources and Uses of Funds.

Cash Flow Analysis: Preparation of Cash Flow Statement. Difference between Fund Flow Statement and Cash Flow Statement.

Unit-III

Financial Planning and Forecasting: Meaning, Characteristics, Types, Importance, Limitations and Factors affecting Financial Planning. Advantages and Tools of Financial Forecasting.

Working Capital Management- Concept, Types, Sources, Determinants and Estimation of Working Capital.

Cost-Volume-Profit Analysis.

Unit –IV

Receivables Management: Meaning, Objectives, Importance and Functions.

Inventory Management: Meaning, Objectives, Importance, Factors affecting Inventory Level and Techniques of Inventory Control.

Cost of Capital: Meaning and Significance of the Concept of the Cost of Capital, Cost of Capital for Various Sources of Finance: Cost of Debt Capital, Cost of Preference Share Capital, Cost of Equity Share Capital, Cost of Retained Earnings, Weighted Average Cost of capital.

Unit-V

Capital Budgeting: Meaning, Definitions, Process and Factors affecting Capital Budgeting. Capital Budgeting Evaluation Techniques Under Certainty and Uncertainty.

Dividend Policy: Meaning, Forms of Dividend and Dividend Policy, Essentials of Sound Dividend Policy. Factors affecting Dividend Policy, Dividend Models and Their Relevance.

Books Recommended:

- 1 Agarwal M.D. & Agarwal NP - Vitiya Prabhandha ke tatva (Ramesh Book Depot, Jaipur)
- 2 Khan & Jain - Financial Management
- 3 Kuchhal S.C. - Corporate Financial Management
- 4 Pandey I.M.- Financial Management
- 5 Chandra Prasanna:Financial ManagementTheory and Practice;Tata McGraw Hill, New Delhi.
- 6 Ravi M. Kishore - Financial Management

- 7 Saxena V.K. & Vashistha C.D. - Financial Management
- 8 कुलश्रेष्ठ आर.एस निगमों का वित्तीय प्रबन्ध ।
- 9 एम.आर. अग्रवाल – वित्तीय प्रबन्ध , गरिमा पब्लिकेशंस, जयपुर

PAPER -II: BANKING & FINANCIAL SYSTEM

Unit-I

Money : Meaning, Functions, Role, Type of Money, Monetary Standard, Methods of note issue, Alternative Measures to Money Supply in India. Value of Money, Quantity Theory of Money, Fisher, Cambridge & Keynes Approach.

Money Market in India: Meaning and Importance of Money Market, Structure, Constituents, Instruments, Characteristics, Defects and Recent Trends in Indian Money Market. Devaluation of Money, Inflation and Deflation.

Unit-II

Financial System and Intermediaries: Meaning, Importance and Main Components of Financial System. Types, Working Process and Functions of Financial Intermediary Institutions in India.

Capital Market in India: Meaning and Significance of Capital Market, Structure, Functions, Main Instruments and Recent Trends in Indian Capital Market.

Unit –III

Credit Creation by Bank: Credit Creation Process, Determination of Money Supply and Total Bank Credit, Monetary Policy and Techniques of Credit Control, Fiscal Policy.

Interest Rates: Various Rates in India (viz. Bond Rate, Bill Rate, Deposit Rates, etc.), Administered Rates and Market Determined Rates, Sources of Difference in Rates of Interest.

Unit-IV

E-Banking: Meaning of core & Internet Banking. Scope, Operations, Importance, Methods, Risk & Precautions in internet Banking, Mobile Banking, Retail Banking.

E-Payment: ATM, Online Shopping, NEFT, RTGS, Electronic Clearing System, Cash less Economy – Meaning, Need, Scope, Importance and challenges in Present Indian Economy.

Electronic Data interchange (EDI): Introduction, Basics, Standards, Advantages, Future, Financial EDI.

Unit-V

Institutional Credit: Problems and Policies of Allocation of Institutional Credit, Problems Between the Government and the Commercial Sector, Inter-Sectoral and Inter-Regional Problems, Problems Between Large and Small Borrowers.

Banking Reforms: Operation of Conflicting Pressure Before and After Bank Nationalization in 1969. Banking and Financial System Reforms, RBI Functions, Credit Policy in Present Setting and its Limitations.

Books Recommended:

1. Bhole L.M.: Financial Markets and Institutions; Tata McGraw-Hill Publishing Company, New Delhi.
2. Kapila Raj and Kapila Uma: Banking and Financial Sector Reforms in India; Vol I, II, III and IV, Academic Foundations, Delhi.
3. Khan M.Y.: Indian Financial System : Theory and Practice; Vikas Publishing House, New Delhi.
4. Madura Jeff: Financial Markets and Institutions: West Publishing Co., New York.
5. Saunders Anthony: Financial Institutions Management a Modern Perspective; Irwin Publication, McGraw Hill Co., New York.
6. Srivastava.R.M.Management of Indian Financial Institutions;Himalaya Pub. House, Mumbai.
7. Saraswat.Sharma,Gupta,Godha;Banking and Financial System, Ramesh Book Depot, Jaipur.
8. Uppal R.K.: Indian Banking Industry and Information Technology (New Century Publications, New Delhi).

3 आर्थिक प्रशासन एवं वित्तीय प्रबन्ध

योजना:

दो प्रश्न पत्र		अधिकतम अंक	200	न्यूनतम उत्तीर्णांक 72
प्रथम प्रश्न पत्र	समय 3 घंटे	अधिकतम अंक	100	
द्वितीय प्रश्न पत्र	समय 3 घंटे	अधिकतम अंक	100	

प्रश्न पत्र— प्रथम : वित्तीय प्रबन्ध

इकाई — 1

वित्तीय प्रबन्ध— अर्थ, क्षेत्र, महत्व और सीमाएँ । मुख्य वित्त अधिकारी के कार्य । **वित्तीय विश्लेषण**— वित्तीय विवरण, आय विवरण और चिट्ठा, वित्तीय विश्लेषण की तकनीक । **अनुपात विश्लेषण**: लाभ, महत्व एवं सीमाएँ । तरलता अनुपात, क्रियाशीलता अनुपात और लाभदायक अनुपात ।

इकाई— 2

कोष प्रवाह विश्लेषण : कोषों के स्रोत और उपयोग का सैद्धान्तिक पहलू, कार्यशील पूंजी में परिवर्तन का विवरण और कोषों के स्रोतों और उपयोग का विवरण तैयार करना ।

रोकड़ प्रवाह विश्लेषण : रोकड़ प्रवाह विवरण तैयार करना । कोष प्रवाह विवरण एवं रोकड़ प्रवाह विवरण में अन्तर ।

इकाई— 3

वित्तीय नियोजन और पूर्वानुमान: अर्थ, विशेषताएं, प्रकार, महत्व, सीमाएं और वित्तीय नियोजन को प्रभावित करने वाले घटक। **कार्यशीलपूंजी का प्रबन्ध:** अवधारणा, प्रकार, स्रोत, निर्धारित तत्व एवं कार्यशील पूंजी का अनुमान। **लागत—मात्रा—लाभ विश्लेषण।**

इकाई—4

प्राप्तों का प्रबन्ध : अर्थ, उद्देश्य, महत्व और कार्य।

स्कन्ध का प्रबन्ध : अर्थ, उद्देश्य, महत्व स्कन्ध स्तर को प्रभावित करने वाले घटक और स्कन्ध नियंत्रण की प्रविधियां।

पूंजी की लागत : अर्थ एवं पूंजी की लागत अवधारणा का महत्व, विभिन्न वित्तीय साधनों की पूंजी की लागत, ऋण पूंजी की लागत, पूर्वाधिकार अंश पूंजी की लागत, समता अंश पूंजी की लागत, प्रतिधारित आय की लागत, पूंजी की भारित औसत लागत।

इकाई — 5

पूंजी बजटन : अर्थ, परिभाषा, प्रक्रिया एवं पूंजी बजटन को प्रभावित करने वाले घटक। निश्चितता व अनिश्चितता के अन्तर्गत पूंजी बजटन मूल्यांकन की प्रविधियां।

लाभांश नीति— लाभांश व लाभांश नीति का अर्थ, प्रकार व सुदृढ़ लाभांश नीति के आवश्यक तत्व, लाभांश नीति को प्रभावित करने वाले तत्व, लाभांश मॉडल्स और उनकी प्रासंगिकता।

प्रश्न पत्र— द्वितीय : अधिकोषण एवं वित्तीय प्रणाली

इकाई—1

मुद्रा: अर्थ, कार्य एवं भूमिका, मुद्रा के प्रकार, मौद्रिक मान, नोट निर्गमन की विधियाँ, भारत में मुद्रा आपूर्ति के वैकल्पिक उपाय। मुद्रा का मूल्य, मुद्रा का परिमाणात्मक सिद्धान्त, फिशर, कैम्ब्रिज एवं कीन्स दृष्टिकोण।

भारत में मुद्रा बाजार: मुद्रा बाजार का अर्थ एवं महत्त्व, भारतीय मुद्रा बाजार की संरचना एवं अंग, उपकरण, विशेषताएँ, दोष एवं आधुनिक प्रवृत्तियाँ, मुद्रा का अवमूल्यन, मुद्रा प्रसार एवं मुद्रा संकुचन।

इकाई—2

वित्तीय प्रणाली एवं मध्यस्थ संस्थाएँ : वित्तीय प्रणाली का अर्थ, महत्त्व और मुख्य अंग। भारत में वित्तीय मध्यस्थ संस्थाओं के प्रकार, कार्य प्रणाली और कार्य।

भारत में पूँजी बाजार : पूँजी बाजार का अर्थ एवं महत्त्व, भारतीय पूँजी बाजार की संरचना, कार्य, प्रमुख उपकरण और आधुनिक प्रवृत्तियाँ।

इकाई—3

बैंकों द्वारा साख सृजन : साख सृजन की प्रक्रिया, मुद्रा आपूर्ति और कुल बैंक साख का निर्धारण, मौद्रिक नीति एवं साख नियंत्रण की तकनीकें, राजकोषीय—नीति।

ब्याज—दरें— भारत में प्रचलित विभिन्न ब्याज दरें (जैसे बाण्ड दर, बिल दर, जमा दर आदि) प्रशासनिक दरें एवं बाजार निर्धारित दरें, ब्याज की दरों में अन्तर के विभिन्न स्रोत।

इकाई—4

ई—बैंकिंग : मुख्य एवं इंटरनेट बैंकिंग का अर्थ, क्षेत्र, कार्य, महत्त्व, विधियाँ, इंटरनेट बैंकिंग में जोखिम व सावधानियाँ, मोबाईल बैंकिंग, खुदरा बैंकिंग।

ई—भुगतान : एटीएम, ऑनलाईन खरीददारी, एनईएफटी, आरटीजीएस, इलेक्ट्रॉनिक समाशोधन प्रणाली। नगद विहिन अर्थव्यवस्थाएँ अर्थ, आवश्यकता, क्षेत्र, महत्त्व एवं वर्तमान भारतीय अर्थव्यवस्था में चुनौतियाँ।

इलेक्ट्रॉनिक डाटा अन्तः परिवर्तन— परिचय, आधार, मानक, लाभ, भविष्य, वित्तीय ईडीआई।

इकाई—5

संस्थागत साख : संस्थागत साख के आवंटन की समस्याएँ एवं नीतियाँ : सरकार एवं वाणिज्यिक क्षेत्र के मध्य समस्याएँ, अन्तर्वर्गीय और अन्तर्क्षेत्रीय समस्याएँ, वृहद और लघु ऋणगृहिताओं के बीच की समस्याएँ।

बैंकिंग सुधार: 1969 में बैंको के राष्ट्रीयकरण के पूर्व तथा पश्चात् बैंको के क्रियाकलापों के सम्बन्ध में विवादित दबाव, बैंकिंग एवं वित्तीय व्यवस्था सम्बन्धी सुधार, भारतीय रिजर्व बैंक के कार्य, वर्तमान परिपेक्ष्य में साख नीति एवं सीमाएँ।

7. FOREIGN TRADE MANAGEMENT

Scheme	Duration	Max. Marks	Min Pass Marks
Two Papers		200	72
Paper-I	3 hrs.	External Marks 85 + Internal Marks 15=100	
Paper – II	3 hrs.	External Marks 85 + Internal Marks 15= 100	

Note: Each paper will consist of five units. Two questions will be set from each unit. Candidates are required to attempt five questions in all selecting one question from each unit.

PAPER -1 : FOREIGN TRADE FINANCING & PROCEDURES

Unit-I

Foreign Trade Financing Methods & Terms of Payment : Methods of Payment, Negotiations of Export Bills, Documentary Credit and Collection Procedure, Pre and Post Shipment Export Credit, Bank Guarantees, Foreign Exchange Regulations.

Unit-II

Sources of Finance for Foreign Trade : Import and Export Credit by Commercial Banks, Export-Import Bank of India, Export-Credit Guarantee Corporation of India. IDBI - Export Finance for Small Scale Industries.

Unit-III

International Financial Market Instruments : GDRs, ADRs, IDRs, Euro-. Bonds, Euro-Loans, Repos. CPs, Derivatives, Loan syndication and Euro – deposits.

Unit-IV

Foreign Exchange Rates : Meaning, Types, Importance and Determination of Foreign Exchange Rates. Fluctuations in the rates of Exchange.

Unit-V

International Monetary System : International Monetary Funds - Objectives, Sources of Funds, Lending Operations, Standby Arrangements, International Monetary Reforms, Problems of International Liquidity, Special Drawing Rights, Procedure of SDRs Allocation, SDRs in India.

Books Recommended:

1. Bhole L.M. : Financial Markets and Institutions; Tata McGraw-Hill, New Delhi.
2. Avadhani, V, A. : International Finance : Theory and Practice, Himalaya Publishing House, Delhi.
3. Chaudhari, B. K. : Finance of Foreign Trade and Foreign Exchange, Himalaya Publishing House, Delhi.
4. Sundharam, K.P;M. : Money, Banking and International Trade, Sultan Chand & Sons, New Delhi.
5. Sethi, T. T. : Money, Banking and International Trade, S. Chand & Co., New Delhi.
6. Jain : International Financial Management, MacMillan India Ltd., New Delhi.
7. Verghese, S.K. : Foreign Exchange and Financing of Foreign Trade, Vikas Publications, New Delhi.
8. Adhikary, Manab : Global Business Management, MacMillan, New Delhi.
9. Buckley, Ardin : The Essence of International Money, Prentice Hall of India, New Delhi.
10. Tayeb, Monis H : The Global Business Environment - An Introduction, Sage Publication, New Delhi.
11. Parvez Asheghian and Bahman Ebrahim : International Business; Harper Collins, London.
12. Buckley, Adrian: Multinational Finance, Prentice Hall of India, New Delhi. —
13. Eitman, D. K. and A. I. Stenehill : Multinational Business Cash Finance, Addison Wesley, Massachusetts.
14. Wood, D. and J Byrne ; International Business Finance, McMillan, New York.
15. Zeneff, D. and J. Zwick : International Financial Management, Prentice Hall, Int. Ed. New York.

PAPER - II : ELEMENTS OF EXPORT MARKETING

Unit-I

Introduction : Need and Role of Exports, Basic Concepts of Export Marketing, Analysis of Market Opportunities and Market Information, Modes of entering overseas markets.

Unit-II

Instruments of Export Promotion: Planning International Marketing Operations, Product Policies, Distribution Channels, Promotion Abroad, Use of Mailing lists, Advertisements and Publicity Abroad, Participation in Trade Fairs and Exhibitions.

Unit-III

Process and Techniques: International Marketing Process and Techniques - Direct Exporting, Indirect Exporting, Counter Trade, Licensing, Sub-Contracting, Joint Ventures, Project and Consultancy Exports.

Unit-IV

Organisation and Control: Organisation of International Marketing Operations, International tendering, Procurement for Exports. Control over International Marketing Operations - Tariffs, Quotas, Antidumping / Countervailing Duties, Technical Standards, Exchange Controls and Other Non-Tariff Measures.

Unit-V

International Product and Pricing Decisions ; Product Selection for Global Markets, Standardisation v/s Product Adaptation, New Product Development, Management of International Brands, Packaging and Labelling.

Factors influencing Pricing Decisions, International Pricing Policies and Strategies.

Arbitration and Settlement of Disputes.

Books Recommended:

1. Stanton W. J., Etzel Michael J. and Walker Bruce J. : Fundamentals of Marketing; McGraw-Hill, New York
2. Kotler Philip and A. Gary : Principles of Marketing; Prentice-Hall of India, New Delhi.
3. Fulmer R. M.: The New Marketing; McMillan, New York.
4. Cundiff, Edward W. and Stiu R. R.: Basic Marketing - Concepts, Decisions and Strategies; Prentce-Hall, New Delhi.

5. Bhattacharya R. L. and Varshney B. : International Marketing Management; Sultan Chand, New Delhi
6. Bhattacharya B : Export Marketing Strategies for Success; Global Press, New Delhi.
7. Keegan W. J : Multinational Marketing Management; Prentice Hall, New Delhi.
8. Kriplani V. : International Marketing; Prentice Hall, New Delhi.
9. Taggart J. H and Moder Mott M. C. : The Essence of International Business;, Prentice Hall, New Delhi.
10. Kotler Philip : Principles of Marketing; Prentice Hall, New Delhi.
11. Fayer Weather John : International Marketing; Prentice Hall, NJ.
12. Paliwala, Stanley J. : The Essence of International Marketing; Prentice Hall, New Delhi.
13. Cherunilam Francis : International Marketing (Text and Cases); HPH, Mumbai.
14. Gupta, R. K. : Antidumping and Countervailing Measures, Sage Publications, New Delhi.
15. Ram, Paras : Exports : What, Where and How ?; Anupam Publications, New Delhi.