

Collective Bargaining and Worker's Participation: Types and Process of Collective Bargaining. A Philosophy of Labor Management Relations, Grievance Procedures. The Contract Labour (Regulation and Abolition) Act, 1970 and Equal Remuneration Act, 1976

Unit - IV

Security Administrations: Social Insurance Workman's Compensation Act, Employees Provident Fund Act. Main provisions of Labour-Prohibition and Regulation Act, 1986 and The Maternity Act, 1961.

Unit - V

Statutory Knowledge of Labour Audit. Labour Administration in India - Central and State. ILO and Labour Legislation - History: Fundamental Rights and its effect on India.

Recommended:

Storey and Myres: Reading in Personnel Administration (McGraw Hill)

श्रीवाला टी.एन.—श्रम अर्थशास्त्र एवं सामाजिक सुरक्षा।

Mamoria: Labor Problems and Social Welfare in India (Hindi & English)

Reddy, V.G.: Law Relating to Industrial Disputes, (Madras Book Company)

Journal: Personnel: American Management Association, New York.

Paper XVII - Strategic Management

Unit-I

Definition: Meaning of Strategic Management, Role of Strategic Management, Process of SM, Limitations of SM, organizational Mission, Objectives, Strategy & Structure, 7s Framework.

UNIT-II

Environmental Scanning: Appraisal of External Environment, Dynamics of External Environment, organizational capabilities and Appraisal, Core Competence.

UNIT-III

Strategy formulation: corporate level strategy, business level strategy, Functional Level Strategy.

UNIT - IV

Implementation: Aspects of strategy Implementation, procedural Implementation, Resource Allocation, organizational Design and Change, Organizational culture.

UNIT - V

Strategic evaluation and control: meaning of strategic Evaluation and Control. Criteria and Techniques of strategic evaluation and Control.

Recommended:

Chaudhary Kazmi : Business Policy and Strategic Management

Chaudhary : Strategic Management

Chaudhary Prasad : Strategic Management

Chaudhary Kumar : Strategic Management

Paper XVIII - Dissertation

Approval of the topic of survey work and the candidate being deemed suitable for undertaking such handwritten work Non-Collegiate students are not eligible to offer dissertation as per Provision of 170-

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

SYLLABUS

FACULTY OF COMMERCE

M.COM. BUSINESS MANAGEMENT

M.Com. Previous Examination-2020

M.Com. Final Examination-2021

M.G.S. UNIVERSITY, BIKANER

2. Grisp, R.D. Marketing Research.
3. Delens, A.H.R.: Principles of Market Research.
4. Boyd, Westfall & Starch: Market Research.
5. Kulkarni, Pradhan, Patil : Modern Marketing Research.

Paper XV - Advertising Management

Unit—I

Meaning and Role of Advertising, Advertising as a management Function, Marketing Process and Advertising, Types of Advertising, Advertising in adopting of new product.

Unit—II

Types of advertising decisions. Organization of Advertising department, functions and importance of advertising department.

Unit-III

Advertising Media- types of media, planning media mix for campaign, media scene in India, advertising strategy, advertising copywriting, formulation, Advertising Budget, Planning and Execution of advertising campaign.

Unit-IV

Measuring Advertising Effectiveness, Need and Scope of Advertising Research, Advertising Research process, Survey tools, sources of advertising media research, copy research, motivational research.

Unit-V

Advertising ethics, Laws affecting advertising in India, International Advertising, Advertising agencies role and functions, Television Advertising in India.

Books Recommended:

1. S.A. Chunawalla and K.C. Sethia: Foundations of Advertising Management and Practice (Himalaya Publishing House, Bombay)
2. B.M. Ahuja: Advertising (Subject Publications, New Delhi)
3. R.S. Rathore : Advertising Management (Himalaya Publishing House, Bombay)
4. M.N. Mishra : Sales Promotion and Advertising Management (Himalaya Publishing House, Bombay)
5. Aaker, Batra and Mayers Advertising Management (Prentice Hall India Pvt. Ltd., New Delhi, India Ed.)
6. Dirksoh, Krooger and Nicosia: Advertising- Principal, Problems and Cases (D.B. Taraporevala Sons & Co. Pvt. Ltd Bombay)

Paper XVI - Industrial Relations and Social Security in India

Unit - I

Trade Unions and Employers Organizations, Role and Functions of Trade Unions, Essentials of a Successful Trade Union, Problems of Trade Unions and suggestions, Recent Trends in Trade Union Movement in India, Employers Organization and their role.

Unit - II

Industrial Relations: Causes of Industrial Disputes, Types of Disputes, Consequences of Disputes; machinery for Prevention and Settlement of Disputes.

Unit - III

Management of Finance: Finance function, Meaning, scope and objectives of Financial Management. Capital Budgeting: Concept, nature and importance, Methods and techniques of appraising investment, Proposals, Evaluation and Prioritization.

Unit—II

Cost of Capital: Need and Importance of measuring cost of capital, Determination of cost of various components of capital, Weighted average cost of capital.

Unit-III

Investment Decisions: Key Decisions in capital structure, type of issues, Choice of security mix, income and control, operating and financial leverage. Sources of long terms finance - external and internal.

Unit-IV

Financial Institutions. IDBI, ICICI, IRBI, EXIM Bank, RFC, Bonus Shares. Preference Shares.

Unit-V

Working capital management determinants of working capital, Management of inventories, receivables and cash, Profit: Planning and Control, Break-Even analysis.

Recommended:

- Howard and Upton: Introduction to business Finance.
- Johnson, R.W.: Financial Management.
- Hoanoi : Financial Management & Policy.
- Portone & Bringham Managerial Finance.
- Upton Financial Decision Marketing.
- Patel and Jain : Financial Management.
- Chandey, I.M. : Financial Management.
- Chahal , S.C. : Financial Management.

Paper XIV - Marketing Research

Unit-I

Concept and Nature. Purpose and Importance of Marketing Research, Functions of Marketing Research and Information System Organization of Marketing Research.

Unit-II

Methods of Marketing Research, Basic Methods (Survey, Experimentation, Experiment). Specialized Techniques of Marketing Research (Brand, Barometer).

Unit-III

Qualitative Research, Advertising Research. New Product Research. Determining the General procedure. Internal business records and their analysis. External Research. Sampling Theory-Selecting a sample.

Unit-IV

Questionnaire designing, collection of data-tabulation of data.

Unit-V

Analysis of data, Interpretation and Report writing. Application and Follow-up.

Recommended:

- Lawton L.O: Marketing and Distribution Research.

SCHEME OF EXAMINATION

Each theory paper	3 Hrs. duration	100
Case Study/Dissertation/Thesis/Survey Report/ Field Work, If any		100

1. The number of paper and the maximum marks for each paper shall be shown in the syllabus for the subject concerned. It is necessary for a candidate to pass in the theory part as well as the practical part (Whenever Prescribed) of a subject separately.
2. 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 50 words. Any Five questions must be answered out of given four.
 - Section C** shall consist of four questions (at least 01 question from each Unit) of 20 marks each, to be answered in around 50 words. Any two questions must be answered out of given four.
3. A candidate for a pass at each of the Previous and the Final Examination shall be required to obtain (i) at least 36% marks in the aggregate of all the paper prescribed for the examination and (ii) at least 36% marks in practical(s) whenever prescribed for the examination, provided that if a candidate fails to at least 25% marks in each individual paper work. Wherever prescribed, he/she shall be deemed to have failed at the examination not withstanding he/she has obtained the minimum percentage of marks required in the aggregate for the examination. No division will be awarded at the Final Examination, Division shall be awarded at the end of the Final Examination combined marks obtained at the Previous and the Final Examination taken together, as noted below:

First Division	60%	of the aggregate marks taken together in the Final Examination.
Second Division	48%	of the Previous and the Final Examination.
4. All the rest shall be declared to have passed the examination. If a candidate clears any paper(s)/Practical(s)/Dissertation/Case Study prescribed at the Previous and or Final Examination in a continuous period of three years, then for the purpose of awarding his division the minimum pass marks only viz 25% (36% in case of practical) shall be taken into account in respect of the paper(s) / Practical(s) / Dissertation / Case Study are cleared in the expert of the aforesaid period of three year, provided that where a candidate require more than 25% marks in order to obtain the minimum aggregate as many marks out of those actually obtained by him/her will be taken into account as would enable him/her to meet the deficiency in the requisite minimum aggregate.
5. The Thesis/Dissertation/Survey Report/Field Work/Case Study shall be **hand written** and submitted in triplicate so as to receive the marks.

of the Registrar at least 3 weeks before the commencement of the theory examinations. Only such candidates shall be permitted to offer Case Study/Thesis/Dissertation/ Survey Report/Field Work (as provided in the scheme of examination) in lieu of a paper as have secured at least 55% marks in the aggregate of all scheme and I Semester examination taken in the case of semester scheme, irrespective of the number of papers in which a candidate actually appeared at the examination.

(i) Non-Collegiate candidates are not eligible to offer dissertation in lieu of a paper as provided in the Provision of 170-A.

M.COM. BUSINESS MANAGEMENT DISTRIBUTION OF PAPERS

There will be 9 papers, in all. Of these 9 papers, 7 will be compulsory and 2 will be optional. A candidate will be required to offer two papers as optional. A candidate will be required to offer four compulsory papers in the previous semester and the remaining three compulsory papers and any two optional papers in the final examination. Each paper will be of 100 marks and 3 hours duration. A Case Study/Dissertation in lieu of a paper can be offered at the final examination provided that a candidate secures at least 55% marks in the aggregate of the previous examination.

M.COM. PREVIOUS

(Four Papers - All Compulsory)

- Paper - I - Modern Management
- Paper - II - Management Thinkers
- Paper - III - Business Environment
- Paper - IV - Managerial Economics & Management Accountancy

M.COM. FINAL

(Compulsory Papers - Three)

- Paper V - Marketing Management
- Paper VI - Human Resources Management
- Paper VII - Production Management

Optional Papers - Any two papers from the given under)

- Paper VIII - Development of Business Entrepreneurship
- Paper IX - Consumer Behavior
- Paper X - Tourism Management
- Paper XI - Tourism Development
- Paper XII - Material Management
- Paper XIII - Financial Management
- Paper XIV - Marketing Research
- Paper XV - Advertising Management
- Paper XVI - Industrial Relations and Social Security in India
- Paper XVII - Strategic Management
- Paper XVIII - Dissertation

(Subject to approval of the topic of survey work and the candidate being adjudged suitable for)

1. Tourism Development - Principles and Practices-A.K. Chatterjee. Published by - Sterling Publishers Pvt. Ltd. - 10, Green Park Extension, New Delhi.
2. ITDC Annual report New Delhi.
3. Annual Progress Report, Tourism Department, Govt. of Rajasthan.
4. Tourism and Hotel Industry in India-Annual, M.M. (New Delhi, India) (Hall of India)

Paper XII - Material Management

Unit-I

Conceptual role and Importance of Materials Management, Scope and functions, Material cycle, Organisation of materials management and objectives of materials organisation, materials planning.

Unit-II

Purchase function : Make or buy decision, purchase procedure affecting purchase organization centralised versus decentralised purchasing, purchasing practices, Legal aspects of purchasing, payment Quality Delivery terms.

Unit-III

Value analysis: Meaning, objects, application and problems. Inventory Management: Inventory classification Inventory control level, safety stock level, Peak and slack level, ABC Analysis of Inventory.

Unit-IV

Stores Management: Functions, Principles of stores, classification, coding and identification, receiving procedure Issuing materials, stores record, physical verification of materials Warehousing: Functions of warehousing manager, location and design of warehouses, warehousing problems.

Unit—V

Materials handling: Objective, Principles, Types and classification of materials handling equipment, selection of materials handling equipment Relationship with flow of materials and plant layout. Obsolete Surplus and Scrap Management: Reasons for generation, Identification and control, Disposal.

Books Recommended:

1. Lee and Delber (ed.) Purchasing and Materials Management
2. Alijan: Purchasing Handbook.
3. England and Leenders: Purchasing and Material Management
4. Dean S. Ammer: Material Management.
5. Lamer and Donald: Purchasing and Materials Management
6. R. Gopalkrishan and Sundersan: Integrated Material Management
7. H.H. West idng, V. Fineen and G.J. Zone: Purchasing Management
8. S.K. Dutta: Material Management.

Paper XIII - Financial Management

Unit—I

Indian Tourism Development Corporation. Problems and prospects of Tourism Industry in India. Hotel Management - Need and importance. Hotel Management Institutes in India. Hotel Planning and Design.

Unit - IV

Importance of Tourism in Rajasthan. Important Tourist Places in Rajasthan. Tourists Facilities, Role organization and Progress of RTDC. Top Hotels in Rajasthan - Importance, present position and prospects.

Unit - V

State in promoting Tourism in Rajasthan. Shortcoming of Tourism Management in Rajasthan. Prospects of Tourism in Rajasthan.

Recommended:

Anand Chattopadhyaya: Economic Impact of Tourism Development: Indian Experience (New Delhi: Kanishka Publishers)
Rajendra Singh: Tourism Today-Structure, Marketing and Profile in three volumes (New Delhi - Kanishka Publishers)
D. O. Sauza: Tourism Development & Management (Jaipur: Galdeep Publishers, 1998)
S. K. Ghosh and Pennor: Hotel Planning and Design, 1985.
S. K. Ghosh and Deman: Hotel, Management, 1997

Paper XI - Tourism Development

Unit - I

Concepts, Definitions and Historical development of Tourism. Types of Tourist Traveler, excursionist. Forms of Tourism: Inbound, out-bound, Domestic, International - Tourism System nature characteristics and components of Tourism Industry, Tourism Industry and Organization.

Unit - II

Tourism impact in urban and rural Economy. Global Tourism Scenario, Domestic Tourism Scenario. Growth of travel through ages, growth and development of modern tourism. Motivation for travel. The measurement of tourism. Tourism planning and development.

Unit - III

Hotel Marketing and Promotion. Accommodation - define the Hotel, types of Hotel, Supplementary accommodation, Classification, Classification and Gradation, Volume and geographical distribution, Regional Profile of the accommodation sector.

Unit - IV

Role of Travel agency in tourism development. The role of Indian Tourism Development Corporation in development of tourism (ITDC). Functions, Performance of ITDC. Tourism and Hotel Policy of Government of India. Tourism and Hotel Policy of Government of Rajasthan.

Unit - V

Hotel planning at International, National, Regional, State and Local level. Important features of five year tourism plans in India, elements, processes and Typologies of tourism development.

Recommended:

undertaking such work)

M.COM. (PREVIOUS) BUSINESS MANAGEMENT FOUR PAPERS - ALL COMPULSORY PAPER I - Modern Management

Unit - I

Evolution of Management: Pre-scientific and Post Scientific Management. Human Relations Management, Schools of Management. Management approaches-systems and contingency. The Uncertainty concept, comparative management concept, management systems in Japan.

Unit-II

Creativity in management, creative process. Types of creativity and factors for creativity. Management by exception, M.B.O. Design of organization. Theories of organization. The art and process of delegation. Role system, management committees, Matrix structure.

Unit-III

Sources of power, Power and value system, planned organizational Development: Concept and process. Management strategies-Objective and Planning.

Unit-IV

Management communication Interpersonal communication, information system. Transactional analysis, Leadership: Theories, styles, Content and process theories of motivation.

Unit-V

Managerial effectiveness, Criteria of Effectiveness, Managerial effectiveness & its basic tools, Modern trends in management, Professional Management of technology.

Books Recommended:

1. H.G. Hicks and Gueller: Management in Organisations.
2. Claude S. George Jr. The History of Management Thought
3. William G. Ouchi : Theory A- How American Business can meet the Japanese Challenge.
4. M.Y. Yoshino: Japanese Management System tradition & Innovation
5. Richard Panrier Pascale & Anthony G. Athos: The Art of Japanese Management
6. Charles J.M. Millian: The Japanese Industrial System.
7. Management Gurus: Naveen Mathur, National Publishing House, New Delhi.
8. Management: Rajpurohit, Gupta, Ajmera Book Company, Jaipur.
9. Business Management: Gupta, Mathur: Ajmera Book Company, Jaipur.

PAPER II - MANAGEMENT THINKERS

Unit - I

Spirituality and Management- Concept of Spirituality, Indian Ethical Values, Role of Values in Management, Western Values vis a vis Indian Values, Applications of Yoga in Management- Personality Development, Meditation and Management of stress.

Unit - II

Indian Epics and Management- Dimensions of Vedic Management, Bhagwad Gita, Ramayan, Kautilaya's Arthshastra.

Unit- III

Thinkers- Swami Vivekanand, Mahatama Gandhi, S.K. Prabhakar, C.K. Prahlad.

Unit- IV

Thinkers I- F.W. Taylor, Henri Fayol, Elton Mayo, Herbert Simon.

Unit-V

Thinkers II- Peter F. Drucker, William G. Ouchi, Tom Peters, Richard Schonberger.

Recommended :

Prabhakar, S.K. and Bhattacharya, Pradip: Human Values, New Age International (P) Limited Publishers.

Chakrabarty, Rinku and Khanna, Parul: Ethics and Values in Business Management, Ane Books Pvt. Ltd.

Khanna, S. : Vedic Management, Taxman Publications (P) Ltd.

Upanishad Gita as Viewed by Swami Vivekananda: Vedanta Press & Bookshop.

Chandrasekhar, C. : Ramayan, Bhartiya Vidya Bhawan.

Management Gurus: Naveen Mathur, National Publishing House, New Delhi.

PAPER III - Business Environment

Unit - I

Cultural Environment: Environment of business: impact of socio-cultural values, business ethics & morality, social responsibility of business, social audit, various Environmental movements.

Unit - II

Economic Environment : Economic systems, economic organizations in private sector, public sector, Joint sector, unorganized sector, Economic Infra-structures (Transport, Communication, Water & Power)

Unit - III

Government & Government : Economic role of Government - Planning in India and its implications for Business Enterprises, Monetary Policies, Fiscal Policies, Import & Export Policy & Budgeting, Emerging Structure of Indian economy.

Unit - IV

Business & Legal Environment: Main provisions of Industries (Regulation & Control) Act 1951, Consumer's Protection Act, 1930, Control of Stock Exchanges and the role & functions of S.E.B.I.

Unit - V

Foreign Exchange Act, 1969, FEMA, Government policy for foreign collaborations, FDI, FII, Investments, Industrial sickness & Government Rehabilitation

Recommended :

Principles of Business & Government (Himalaya)

Principles of Economics Environment & Public Policy.

प्रकाश और कोठारी : सरकार समाज एवं व्यवहार (त्रिवेणी प्रकाशन, अजमेर)

प्रकाश और शर्मा : सरकार एवं व्यवसाय

प्रकाश और सुधा : व्यवसायिक वातावरण (रमेश बुक डिपो, जयपुर)

3. Agarwal, Vinod K.: Initiative, Enterprises and Economic Change in India: A Study of the Patterns of Entrepreneurship, Munshiram Manoharlal Publishers (P) Ltd., New Delhi
4. Ramakrishnan, P.: New Entrepreneurship in small scale industries in Delhi, Economic and Scientific Research Foundation, New Delhi, 1975.
5. Sharma, Krishana Lal: Entrepreneurial Performance and Business Performance, Abhinave Publishers, New Delhi, 1975.
6. Government of India, Companies News and Notes, Government Publication.
7. Taknet, (Dr.) D.K.: Industrial Entrepreneurship of Shekhawati in India-Jaipur.
8. जी.एस. सुधा – व्यवसायिक उद्यमिता का विकास (रमेश बुक डिपो, जयपुर)

Paper IX - Consumer Behavior

Unit - I

Concept, Nature and Scope, Application and Psychological Research

Unit - II

Buying Behavior - organization, Changes in behavior pattern of Consumer, Individual Influences on buying behavior, Perception.

Unit - III

Motivation - Consumers involvement, Attitude-Development and Learning - memory and personality development.

Unit - IV

Group Influence and Group Dynamics. Family Influence and Influence of Society, cultural influence.

Unit - V

Information and Media affecting behavior, purchase process. Consumer Awareness and change in behavior. Recent developments in Consumer behavior.

Books Recommended:

1. Schiffman; Kanukl; - Consumer Behaviour. Eight Edition, Prentice Hall of India, New Delhi.
2. Hawkins, Eval – Consumer Behaviour - Building Marketing Strategy, Tata McGraw Hill, Delhi.
3. Agarwal P.K., Consumer Behaviour, Eleventh Edition, Prakashan, Merrut.

Paper X - Tourism Management

Unit - I

Tourism and Social cultural correlations, objectives of Tourism Management, Tourism in Socio-Economic Development. Tourism and Transport, Tourism Marketing - Objectives and Strategies.

Unit - II

Role of Advertising and Public Relations in Tourism. Role of Travel Agents and Tourist Guide. Tourism and International Organizations World Tourism and Tourism Council - Objective and Functions. Tourism Programs in India. Tourism Perspective in eighth Five Year Plan onwards.

Unit - III

control & inspection: Place of quality control in modern times, organization of quality control. Statistical quality control on location for inspection, inspection procedure and records. Control on devices.

Unit-V

Control of production budgeting. Break-Even Analysis Standards and Analysis of Variance. Automation — Pre-requisites, Role in Production, Bottlenecks, Role of Operations Research in Production.

Recommended:

Chandrasekhar, E.S.: Modern Production Management. .

Chandrasekhar, P.R.: Production Management.

Chandrasekhar, H.N.: Production Management.

Chandrasekhar, J.: Principles of Industrial Management.

Chandrasekhar, J.L.: Effective Industrial Management.

Chandrasekhar, S.K.: Seah, K.C. and Datt. N.K.: Works Organisation and Management

OPTIONAL PAPERS (Any two papers from the given under Paper VIII - Development of Business Entrepreneurship)

Unit - I

Content: Economic development and entrepreneurship; concept; context; psychological factors in entrepreneurship; characteristics, & pre-requisites of entrepreneurs; environmental factors affecting entrepreneurship.

Unit - II

Personal finance and entrepreneurship; mobility of entrepreneurs; various aspect of entrepreneurial organization and performance of entrepreneurs; entrepreneurial skills, effectiveness of entrepreneurs; new enterprises; economic and sociological view-point.

Unit - III

Employment need and mode; methods and procedures to start and run one's own business; relation between large and small enterprises; setting up ancillary units for quality production and cost-effectiveness.

Unit - IV

Selection of new project-demand, analysis and market potentials, cost saving and project costing, working-capital requirement; determination of break-even point; profit making in perspective.

Unit - V

Coverage of project proposal-technical, commercial and economic, financial and managerial feasibility proforma on cost of production and profitability; entrepreneurs before independence and entrepreneurial development after independence under planning system, role of Marwari community in industrial entrepreneurship.

Recommended Readings:

Chandrasekhar R.A.: Entrepreneurial Change in Indian Industry, Sterling Publishers (P) Ltd.

Chandrasekhar, Uday & Venkatesh ware Rao, T.: Developing Entrepreneurship - A Handbook on Learning Systems, 1978.

PAPER IV - Managerial Economics & Management Accounting

Unit - I

Managerial Economics - Concept, Nature and Scope, Role of Managerial Economics, Managerial Decisions and Economics, Micro & Macro Economics, Economic Growth - Stages and Theories.

Unit - II

Demand Analysis, Demand Forecasting, Cost Analysis, Cost-Volume-Relationship. Price Decision under different market structures: Perfect Competition, Monopoly, Monopolistic competition, Price Discrimination. Theories of Profit, National Income Analysis.

Unit - III

Definition, scope and objects of Management Accountancy, Financial Accounting, Planning, Working Capital, Ratio Analysis.

Unit - IV

Fund Flow Analysis, Cash Flow Analysis, Analysis of Long Term Investment, Capital Structure, Trend Analysis.

Unit - V

Preparation of Cash Budget, Capital Budget, Financial Budget, Long Term Budget, Performance Budgeting, Flexible Budgeting, Break-Even Analysis, Analysis of Variances.

Books Recommended :

1. Varshney : Managerial Economics - Sultan Chand.
2. Boulding : Economic Analysis.
3. Meade : Economic Analysis & Policy.
4. Man Mohan & Goyal : Management Accountancy.
5. S. P. Gupta : Management Accountancy.
6. Khan & Jain : Management Accountancy.
7. बी.एल.ओझा : प्रबन्धकीय अर्थशास्त्र
8. सिंह, चौधरी, शर्मा : प्रबन्धकीय अर्थशास्त्र (रमेश बुक डिपो, जयपुर)
9. अग्रवाल, अग्रवाल : प्रबन्धकीय लेखांकन (रमेश बुक डिपो, जयपुर)

M.COM. (FINAL) BUSINESS MANAGEMENT COMPULSORY PAPERS (Three)

PAPER V – Marketing Management

Unit-I

Introduction: Nature and scope of Marketing, importance of marketing in liberalized Economy, Marketing environment, Approaches to marketing, Marketing concept.

Product Planning: Process of Product planning and Development. Product Differentiation, Brand and Trade Marks, Packaging, Labeling, Product line Policy. Product life cycle.

Unit-II

Marketing Research: Meaning of Market Research, Nature and importance of Marketing Research, Area of Marketing Research, Techniques of Marketing Research, Planning the General Program. Models of consumer behavior and Motivation Research.

Planning Outlets: Various channels for Consumer and Business Products, selection of the Channels of distribution.

Unit —III

Strategy: Factors to be considered in pricing, pricing objectives, Pricing strategies, Break even analysis, Price maintenance.
Sales Forecast: Market and Sales: Sales forecast period, Uses of sales forecast, Accuracy of sales forecast, Market segmentation. Planning sales territories: Establishing sales Quotas. Assigning sales territories, Routing of salesmen.

Unit-IV

Promotion Mix: Determining the sales promotion programme, Selection of sales promotion process qualities of a salesman. Advertising (Media selection, Good copy, timing, Budgeting, Testing Efficiency). Sales Promotion (dealer aids, consumer stimulation), Public Relations (Publicity). Marketing Organization: Purpose of marketing, Basis of Marketing Organization, Relation of the marketing departments with other departments.

Unit-V

Control of Marketing Operations: Need for control, phase of Control, Methods of controlling (Budgeting, Sales analysis Distribution cost analysis, Marketing audit. Marketing of Service: Marketing of Service, Insurance and Transport.

Recommended :

Cundiff and Govani : Fundamental of Modern Marketing
Cundiff, Philip: Marketing Management-Analysis, Planning and Control
Cundiff, W.J. : Fundamentals of Marketing
Cundiff, R.S. : Modern Marketing Management
Cundiff, L.K.: Sales and Marketing Management
Cundiff, S. (Ed.) : Marketing Management and the Indian Economy
Cundiff, P. Kumar : Marketing in India
Cundiff, D.M. and Westing, J.H. : Marketing Management
Cundiff, J.C. : Marketing : A Management Approach Stand, T.A.
Cundiff, Taylor, D.A: A Management Approach of Marketing
Cundiff, Mathur: Marketing Management: Ajmera Book Company
Cundiff के सिद्धान्त : राजपुरोहित, अजमेरा बुक कम्पनी, जयपुर।

Paper VI - Human Resources Management

Unit - I

Introduction: Organization and Functions of Personnel Management, Personnel Department in the organizational Set-up, Personnel Management and procedures. Procuring Human Resources: Manpower Planning, Job Analysis, Recruitment and Selection, Use of interviews and Psychological tests.

Unit - II

Human Resource Development: Induction and Training Performance Appraisal, Merit Rating, Techniques of Management. Compensation: Methods of Compensation, Method of Job Evaluation, Incentive Wages, Employee Benefits.

Unit - III

Integration: Motivation and Morale, Employee Leadership, Human Relations, Organizational Conflicts, Grievance Procedure, Handling disciplinary cases.

Unit - IV

Industrial Psychology: Human Relations approach, Inter-Departmental Relation, Group Dynamics, Psychological Determinates of Individual Efficiency.

Unit - V

Separation: Separation Processes-Lay off, Retrenchment, dismissal, discharge. Personnel Management in Indian Perspective.

Books Recommended:

1. Personnel Management – CB Mamoria.
2. Lakaria: Personnel Administration and Labor Relations in India.
3. Manappa & Saiyyadri - Personnel Management TMH.
4. एच. नार्थकोट : कार्मिक प्रबन्ध, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर।
5. अग्निहोत्री : भारत में औद्योगिक सम्बन्ध।
6. अग्रवाल व पोरवाल : सेवीवर्गीय प्रबन्ध नवयुग साहित्य सदन, आगरा।

Paper VII - Production Management

Unit-I

Fundamentals of production management, Nature, Scope, Functions, Problems, Production and Productivity organizing for production, Design of manufacturing systems. Production Planning, Objectives, Factors affecting Production Planning. Planning future activities, forecasting Qualitative & Quantitative forecasting Methods, long-range forecasting planning method (P.E.R.T. and C.P.M.) Process Planning : Objectives, Techniques of process planning: Assembly charts, Process charts make or buy analysis.

Unit-II

Process design, Factors affecting design Relation with time, manufacturing plant location and layout: Factors affecting location and layout of plans layout, evaluation of alternative layout Management of inventory power. Work measurement and work standards. Uses of work measurement date, procedure for work measurement. Direct work measurement. Time study, activity sampling, Indirect work measurement. Synthetic timing, Predetermined motion time system, and estimating.

Unit-III

Methods analysis: Areas of application, Approaches to methods analysis, Tools of methods analysis, work simplification programme. Product design and Engineering Designing the product, product research, product development, product improvement engineering product simplification. Diversification and standardization, Patent legislation in India.

Unit-IV

Production Control- Control functions: Routing Loading, Scheduling, Dispatching, Follow up.