

**Master of Commerce (Business
Studies) M.com - Sem III**
Course Name: Human Resource Management Course
Type: Core

Course Outcome

C01	Students will be able to understand the concept of Human Resource Management.
C02	Students will know the recruitment and selection process in the organization.
C03	Students will be able to learn about job evaluation and job design.
C04	Students will be able to understand the wages and remuneration rules for the employee.

Unit I: Human Factor in Organization:

Nature Concept and Significance of Human Resource in the organization. Meaning scope and role of human resource management. Image and qualities of HRM Manager. Indian approach Human Resource Management.

Unit II: Recruitment and Selection:

Source of recruitment, Recruitment and selection process; methods of recruitment and types of tests - principles of testing. Interviewing methods and types counseling for selection, placement, promotion and exit. Induction and placement: concept of placement - concept and objectives of induction, orientation. Induction in Indian industries. Inputs of Induction and orientation programmes. How to make induction effective. Advantages of formal induction and orientation.

Promotions and Transfers: Concept, objectives of promotions and transfers. Distinguishing features of promotions, transfers & up gradation. Advantages & significance to organization & employees, promotions & transfers vis-à-vis productivity & efficiency. Job operator & process policies & case studies.

Unit III: Job Evaluation and Job Design:

Concept, importance and objectives; methods and procedures. Job specifications and job descriptions, job design, approaches and methods. Merit rating and performance appraisal: concept of scientific merit rating, methods performance standards and its evaluation. Training and development: concept, assessment of training needs, importance, objectives. Effective evaluation.

Unit IV: Employee Remuneration and Wage Legislation:

Principles and objectives of wage and salary administration employee compensation, rewards, incentives and fringe benefits. Wage level and wage structure. Concept and significance of employee welfare and social security measures. Statutory and voluntary welfare measures in the organization.

Reference Books:-

1. Personnel and human Resource management - Text & cases, P. Subba Rao, Publication - Himalaya Publishing House.
2. Human Resource Management, Ninth Edition, R. Wayne Mondy, Robert M. Noe, Publication - Pearson Education.
3. Human Resource and Personnel Management - Text and cases, K. Aswathappa, Publication - McGraw-Hill Publishing Co. Ltd.
4. A Textbook of Human Resource Management - C. B. Mamoria & S. V. Gankar. Publication - Himalaya Publishing House

*Anand D
(Rushan chandhary)*

MR

QuestionPaperpatternM.com(B
usiness Studies)
3rdSem
HumanResourceManagement

Time:-3Hours

Maximummarks:-80

N.B: -1)Allquestionsarecompulsory.

2)Allquestions carryequal marks.

Q1.(a)Unit -I 8 Marks

(b) Unit- I 8

MarksOR

(c) Unit -I 16Marks

Q2.(a)Unit -II 8 Marks

(b) Unit- II 8

MarksOR

(c) Unit -II 16 Marks

Q3.(a)Unit -III 8 Marks

(b) Unit-III 8

MarksOR

(c) Unit -III 16 Marks

Q4.(a)Unit-IV 8 Marks

(b) Unit-IV 8

MarksOR

(c) Unit-IV 16 Marks

Q5.

(a) Unit- I 4 Marks

(b) Unit- II 4 Marks

(c) Unit- III 4Marks

(d) Unit-IV 4Marks

MM

Anandha
Rustan Chaudhary

**Master of Commerce (Business
Studies) M.com - Sem III**
Course Name: Service Sector Management Course
Type: Core

Course Outcome

C01	Students will be able to learn about the concept of Service sector management.
C02	Students will be able to learn about the various PSU's and Private companies working in India.
C03	Students will be able to gain knowledge about the market of service industry.
C04	Students will know the recent trends and development in service sector.

Unit I:

Introduction to Service Sector Management Nature, Scope & Trends; Importance of service sector in current scenario; The concept of service, characteristics of services, classification of services. Forms of Service Sector and Their Management Aviation Industry, Transportation Industry, Hospital Management, Housing and Construction, Hospitality, BPO, KPO Industry and their management and benefits to modern business. Importance of these service sectors in day to day life. Changing face of these service sectors with technological advancements.

Unit II:

IT and ITES sector Overview of IT industry and its trends, role and importance of ITES, Innovations in IT. Important contributions of IT sector to services industry. Challenges and opportunity in ITES sector. Future of IT industry in India. Banking and Insurance sector. Importance of Banking and Insurance Industry in services sector, challenges and opportunities in financial sectors like banking, insurance and AMC's. The users of Banking services, the behavioral profiles of users. Challenges faced by Insurance companies after LPG. Users of insurance services and their behavioral profiles, role of IRDA. Journey of financial service sector from PSU's to Private companies.

Unit III:

Services Quality Management Development of Quality Management in service sector, Customer Service, Customer focused marketing. The Marketing Concept. Logistics as a Core Strategic Competency, Customer Service Capability, Availability, Operational Performance, Reliability, Value added services, Customer Focused Services, Promotion-Focused Services, Manufacturing Focused Services, Time Focused Services. Basic Service Customer Satisfaction, Cost Effectiveness, Market Access. Market Extension, Market Creation.

Unit IV:

Distribution, Planning and managing service delivery Challenges in distribution of services, advertising and sales promotion in service industry creating delivery systems in price, cyberspace and time. The physical evidence of the service space. Relationship Marketing. The nature of Service Consumption. Understanding customer's needs and Expectations. Monitoring & measuring customer satisfaction. Recent development in service sector.

Reference Books:-

1. Service Sector Management – Sanjay Patnagar – Himalaya Publication House.
2. Total Quality Management: DHBesterfield, CB Michna: Prentice Hall
3. Managing Services – Christopher H. Lovelock
4. services marketing and Management: Balaji A.H. wheeler.

*Anamika
Pushkar Chaudhary*

MS

QuestionPaperpatternM.com(B
usiness Studies)
3rdSem
ServiceSectorManagement

Time:-3Hours

Maximummarks:-80

N.B: -1)Allquestionsarecompulsory.

2)Allquestions carryequal marks.

Q1.(a)Unit -I 8 Marks
(b) Unit- I 8
MarksOR
(c) Unit -I 16Marks

Q2.(a)Unit -II 8 Marks
(b) Unit- II 8
MarksOR
(c) Unit -II 16 Marks

Q3.(a)Unit -III 8 Marks
(b) Unit-III 8
MarksOR
(c) Unit -III 16 Marks

Q4.(a)Unit-IV 8 Marks
(b) Unit-IV 8
MarksOR
(c) Unit-IV 16 Marks

Q5.
(a) Unit- I 4 Marks
(b) Unit- II 4 Marks
(c) Unit- III 4Marks
(d) Unit-IV 4Marks

NM

*Shamsh
(Lushan Chandelbari)*

**Master of Commerce (Business
Studies) M.com-Sem III**
**Course Name: Cooperation and Rural
Development Course Type: Core**

Course Outcome

C01	Students will be able to understand the Maharashtra Co-Operative Act 1960.
C02	Students will be able to evaluate the role of Credit Societies for Nation Development.
C03	Students will know the importance of rural economy.
C04	Students will be able to determine the challenges and problems of cooperative movement.

Unit I: Introduction:

1. Meaning, Definition, Characteristics, Objectives, Scope, Importance of Cooperation.
2. Principles of Cooperation.
3. Cooperative Movement in India: Origin, Development & Progress. Role of Cooperative Movement in Social Economic Development
4. Maharashtra Co-operative Societies Act, 1960.

Unit II: Cooperative Credit Institution in India:

1. Rural Cooperative Credit Institutions- Short & Long Term Credit Structure.
2. Urban Cooperative Banks
3. NABARD & Cooperative Banks
4. Audit of Cooperative Banks

Unit III: Cooperatives & Rural Economy:

1. Rural Artisans & Cooperatives
2. Cooperative Agricultural Production & Marketing in India
3. People's Participation in Rural Development
4. Community Development Programme in India

Unit IV: Globalization & Cooperation:

1. Effects of Globalization on Cooperative movement
2. Challenges & Opportunities before Cooperatives under Globalization
3. Re-engineering of Cooperatives to meet Challenges of Globalization
4. Problems and Prospects of the Cooperative Movement in India under Globalization

Reference Books:-

1. Cooperative Management: Principles and Techniques, By S. Nakkiran, Deep & Deep Publication (2006)
2. Cooperation and Competition in the Global Economy: Issues and Strategies, By Antonio Furino, Harper Business (1 August 1988).
3. The Maharashtra Co-operative Societies Act, 1960 and Rules, 1961, Current Publication, (2015)
4. Cooperative Banking in India, By R. Thirunaryanan, Mittal Publication, New Delhi
5. Cooperation Principles, problems and Practice, By Hajela, Ane Books Pvt. Ltd.; Student Edition, (2015)



*Shreshth
(Rushan Chandelhari)*

QuestionPaperpatternM.com(B
usiness Studies)
3rdSem
CooperationandRuralDevelopment

Time:-3Hours

Maximummarks:-80

N.B: -1)Allquestionsarecompulsory.

2)Allquestions carryequal marks.

Q1.(a)Unit -I 8 Marks

(b) Unit- I 8

MarksOR

(c) Unit -I 16Marks

Q2.(a)Unit -II 8 Marks

(b) Unit- II 8

MarksOR

(c) Unit -II 16 Marks

Q3.(a)Unit -III 8 Marks

(b) Unit-III 8

MarksOR

(c) Unit -III 16 Marks

Q4.(a)Unit-IV 8 Marks

(b) Unit-IV 8

MarksOR

(c) Unit-IV 16 Marks

Q5.

(a) Unit- I 4 Marks

(b) Unit- II 4 Marks

(c) Unit- III 4Marks

(d) Unit-IV 4Marks

Handwritten signature
(Rusban Chaudhary)

Handwritten signature

Master of Commerce (Business Studies) M.com-Sem III
Course Name: Agricultural Economics
Course Type: Elective

Course Outcome

C01	Students will be able to understand the role of Indian agricultural system in Indian Economy.
C02	Students will know the agricultural infrastructure.
C03	Students will be able to learn about the agricultural pricing system of India.
C04	Students will know the agricultural growth in India since independence

Unit I: Introduction to Rural Economy:

- Features of the Indian Rural Economy, Place of Agriculture, Causes for Low Productivity, Rural poverty.
- Agriculture: Special Features and Place of Agriculture in Indian Economy, Causes of Backwardness, Measures for the Development of Agriculture, Progress of Agriculture during the plan period.

Unit II: Agricultural Infrastructure:

- Agricultural Labour and Mechanisation of Agriculture: Agricultural Labour, Meaning, Wages and Income, measures to improve the conditions of labour,
- Green Revolution: Effects, Mechanisation, Problems and Prospects.
- Agricultural Infrastructure: Physical Infrastructure (transport, telecommunication, Irrigation, Power, Markets and storage) - Social infrastructure (Education); Institutional Infrastructure (banking, extension services, FPOs)

Unit III: Agriculture Prices Functions and Fluctuations in India:

- Agriculture Prices Functions and Fluctuations: Cobb-Web Model, Need for Government intervention, Objectives of Price policy,
- Types of Agriculture Prices: Minimum Support Prices and Statutory Minimum Support Price,
- Procurement Prices: Fixation of Minimum Support Price.

Unit IV: Indian Land Tenure system and Land Reforms:

- Land Tenure system in India: Meaning of Land, Types, abolition of intermediaries, Tenancy Legislation, Land ceiling, Effects. Measures to ensure security of Tenure.
- Land Reforms: Importance and Need for land reform, Various Measures.
- Agricultural growth in India since independence, Sources of Growth and instability in Indian agriculture.
- Recent development in Indian Agricultural system.

Reference Books:-

1. Thorat, S., & Sirohi. (2004). Rural infrastructure. State of the Indian Farmer (Vol. 4). Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India and Academic Foundation (New Delhi, India)
2. Acharya and Agarwal (2016). Agricultural marketing. Oxford & IBH Publishing Co. Pvt. Ltd.
3. Bhalla, S. (2015). India: Food Security, Public Policy and the People. Indian Society of Agricultural Marketing. Vol. 29 (2) p. 13-33, Bilgrami, S.A.R. (199) Agricultural Economics, Himalaya Publishing House, Delhi.
4. Singh, A., Sadhu, A., Singh, J. (2011) Fundamentals of Agricultural Economics 11th Edition.

(Pushan Chaudhary)

NM

**QuestionPaperpatternM.com(Busin
ess Studies)3rdSem
AgriculturalEconomics**

Time:-3Hours

Maximummarks:-80

N.B: -1)Allquestionsarecompulsory.

2)Allquestions carryequal marks.

Q1.(a)Unit -I 8 Marks

(b) Unit- I 8

MarksOR

(c) Unit -I 16Marks

Q2.(a)Unit -II 8 Marks

(b) Unit- II 8

MarksOR

(c) Unit -II 16 Marks

Q3.(a)Unit -III 8 Marks

(b) Unit-III 8

MarksOR

(c) Unit -III 16 Marks

Q4.(a)Unit-IV 8 Marks

(b) Unit-IV 8

MarksOR

(c) Unit-IV 16 Marks

Q5.

(a) Unit- I 4 Marks

(b) Unit- II 4 Marks

(c) Unit- III 4Marks

(d) Unit-IV 4Marks

MM

*Dr. Anand
(Rusban Chaudhary)*

Master of Commerce (Business Studies)
) M.com-Sem III

Course Name: Indian Banking
System Course Type: Elective

Course Outcome

C01	Students will be able to understand the structure of Indian Banking System
C02	Students will be able to learn about various loans and advances facility provided by banks
C03	Students will be able to evaluate the role of NBFCs in Indian Economy.
C04	Students will know the role of technology in banking system.

Unit I: Structure of Indian Banks:

- Bank: Concept, origin, meaning, definition and Importance.
- Banking Regulation Act, 1949
- Reserve Bank of India: Functions, Powers, Department.
- Indian Banking Structure.

Unit II: Loans and Advances:

- Principles of sound lending, methods of granting advances, types of loans, secured advances, classification of securities, modes of creating charges.
- priority sector lending: different segments of priority sector advances.
- Loan Policy: Compliance with RBI guidelines.
- Credit Appraisal and Credit Decision Making: Monitoring and Review of Loan Portfolio, NPAs – Dealing with credit defaults, Stressed assets, Debt Restructuring – SARFAESI Act, 2002, CIBIL Score.

Unit III: Non-banking Financial Companies (NBFC):

- Concept, Functions, role of non-banking financial intermediaries.
- RBI's Directions for NBFCs.
- Investment Policies of non-banking Financial Companies.
- Problems and challenges for NBFCs in India.

Unit IV: Evolving Trends in Modern Banking:

- Internet Banking, Mobile Banking, EFT services, Outsourcing of Non-core Services.
- Role of Technology in Banking services Innovation.
- Mergers and Acquisitions in Banking Sector.
- Merchant banking services
- New reforms in banking sector

Reference Books:-

1. Vijayaragavan Iyengar (2007), Introduction to Banking, (First Ed.), Excel Books, New Delhi, ISBN: 978-81-7446-569-6.
2. Vasant Desai (2010), Bank Management, (First Ed.), Himalaya Publishing House, New Delhi.
3. Gajendran (2012), Banking and Financial System, (First Edition), Vrinda Publications, Delhi. ISBN: 978-81-8281-406-6.
4. Bhartiya Vitteeya Vyavastha, Dr. Arvind Shende, Dr. Devendra Mohture, Anuradha Prakashan, Nagpur.
5. Indian Financial System by Bharti V. Pathak, Pearson Education.

*Anuradha
(Lushar chandhosi)*

AM

**QuestionPaperpatternM.com(Busin
ess Studies)3rdSem
IndianBankingSystem**

Time:-3Hours

Maximummarks:-80

N.B: -1)Allquestionsarecompulsory.

2)Allquestions carryequal marks.

Q1.(a)Unit -I 8 Marks

(b) Unit- I 8

MarksOR

(c) Unit -I 16Marks

Q2.(a)Unit -II 8 Marks

(b) Unit- II 8

MarksOR

(c) Unit -II 16 Marks

Q3.(a)Unit -III 8 Marks

(b) Unit-III 8

MarksOR

(c) Unit -III 16 Marks

Q4.(a)Unit-IV 8 Marks

(b) Unit-IV 8

MarksOR

(c) Unit-IV 16 Marks

Q5.

(a) Unit- I 4 Marks

(b) Unit- II 4 Marks

(c) Unit- III 4Marks

(d) Unit-IV 4Marks



*Traveling
(Lusbar Chandelbari)*

Course Name:-

Entrepreneurship Development Course
Type: Core

Course Outcome

C01	Students will be able to determine the factors influencing entrepreneurship development.
C02	Students will be able to learn about trends in entrepreneurship.
C03	Students will be able to understand the concept and issues in small business marketing
C04	Students will be able to identify various financial incentives for the business.

Unit I

Entrepreneurship - Creativity and Innovation, Relationship with the Economic Development, Barriers to Entrepreneurship (Factors affecting Growth of Entrepreneurship), Women Entrepreneurship, social Entrepreneurship, Entrepreneurship in India - Entrepreneurship Development in India: Issues and Opportunities, Small-Scale Sector in India, Entrepreneurial behaviour-, Socio-psychological factors influencing entrepreneurship development

Unit II

Entrepreneurship Trends - Types of Entrepreneurship, Career Planning, Choice of Entrepreneurship as a Career.

Opportunity scouting and idea generation: role of creativity & innovation and business research. Sources of business ideas. Entrepreneurial opportunities in contemporary business environment. Developing Entrepreneurial Potential, Business Ideas Generation Process, Evaluation of Business Idea. Business Plan- The EDC Cycle, Building the Business Plan, Venturing an Enterprise, Financial Considerations (Cash Flow Management, Financial Plan, Business Plan). Cases from Indian Industries

Unit III

The concept and issues in small business marketing. The idea of consortium marketing, competitive bidding/tender marketing, negotiation with principal customers. The Industry and Ancillarization Entrepreneurship & Industry, Ancillarization, Ancillarization in India, Ancillaries & Industrial Development, Ancillary Opportunities in different Economic Sectors: Agro Industries, Logistics, BPO, Banking and Finance, Sub-contracting System, Supplier Organization Network Global Aspect of Entrepreneurship.

Unit IV

Financial incentives - Backward area benefits, Schemes for educated unemployed, Fiscal incentives, Procurement of industrial equipment, marketing support. Government Policy packages, MSME, SIDO, NSIC, Government Financial Institutions, Business incubators and facilitators. Various forms of business organization-sole proprietary, partnership, private and public Ltd. Companies.

Reference Books:-

1. Kuratko- Entrepreneurship – A Contemporary Approach, (Thomson Learning Books) Chary-Business Gurusspeaks (Macmillan)
2. Entrepreneurship 6th edition. Robert D. Hisrich, Tata McGraw-Hill.
3. Bhidé, Amar V., The Origin and Evolution of New Businesses, Oxford University Press, New York, 2000.
4. Desai, Vasant, Small Scale Enterprises Vols. 1-12, Mumbai, Himalaya Publishing House. (Latest edition)

(Anand Chandel)

NM

QuestionPaperpatternM.com(B
usiness Studies)4thSem
EntrepreneurshipDevelopment

Time:-3Hours

Maximummarks:-80

N.B: -1)Allquestionsarecompulsory.

2)Allquestionscarryequalmarks.

Q1.(a)Unit -I 8 Marks

(b) Unit- I 8

MarksOR

(c) Unit -I 16Marks

Q2.(a)Unit -II 8 Marks

(b) Unit- II 8

MarksOR

(c) Unit -II 16 Marks

Q3.(a)Unit -III 8 Marks

(b) Unit-III 8

MarksOR

(c) Unit -III 16 Marks

Q4.(a)Unit-IV 8 Marks

(b) Unit-IV 8

MarksOR

(c) Unit-IV 16 Marks

Q5.

(a) Unit- I 4 Marks

(b) Unit- II 4 Marks

(c) Unit- III 4Marks

(d) Unit-IV 4Marks

Shanellho
(Rushan Chandelhari)

MR

Course Name: - Corporate Social
Responsibility Course Type: Core

Course Outcome

C01	Students will be able to evaluate the factors affecting the growth of CSR.
C02	Students will be able to understand various rules and legislation for CSR.
C03	Students will be able to understand the concept of corporate governance.
C04	Students will know the recent trends and opportunities in CSR.

Unit I: Introduction:

- Meaning and Definition of CSR, History and Evolution of CSR, Factors affecting the growth of CSR.
- Reasons for Social Responsibility, Chronological evolution of CSR in India
- CSR activities –
Nature, types, impact on development programme, Corporate responsibility towards various group of stakeholders.
- Arguments in favour and Against of Corporate Social Responsibility

Unit II: CSR-Legislation in India and the world:

- Provision for Corporate Social Responsibility in Companies Act 2013 – Section 135.
- Scope for CSR activities under Schedule VII.
- Problems and challenges for CSR in India.

Unit III: Corporate Governance:

- Introduction, Historical Background, Factors behind the origin of Corporate Governance, Important issues and Need of Corporate Governance.
- SEBI Code of Corporate Governance.
- Corporate Governance in India.
- Global issues in corporate Governance.

Unit IV: Current Trends and Opportunities in CSR:

- Review of Current Trends and Opportunities in CSR.
- CSR as Strategic business tool for sustainable development.
- Review of successful corporate initiatives and challenges of CSR.
- Case Studies of major CSR activities by any two industrial units in India

Reference Books:-

1. Corporate Social Responsibility: Concepts and Cases: The Indian – C.C. Bai, Ajit Prasad.
2. Handbook of Corporate Sustainability: Framework, Strategies and Tools – M.A. Muhammad Abu B. Siddique.
3. Handbook on CSR in India, CII
4. Management Theory and Practice, C.B. Gupta, Sultan Chand & Sons

Shanell
(Pushkar Chaudhary)

NM

QuestionPaperpatternM.com(B
usiness Studies)4thSem
CorporateSocialResponsibility

Time:-3Hours

Maximummarks:-80

- N.B: -1)Allquestionsarecompulsory.
2)Allquestionscarryequalmarks.

Q1.(a)Unit -I 8 Marks
(b) Unit- I 8
 MarksOR
(c) Unit -I 16Marks

Q2.(a)Unit -II 8 Marks
(b) Unit- II 8
 MarksOR
(c) Unit -II 16 Marks

Q3.(a)Unit -III 8 Marks
(b) Unit-III 8
 MarksOR
(c) Unit -III 16 Marks

Q4.(a)Unit-IV 8 Marks
(b) Unit-IV 8
 MarksOR
(c) Unit-IV 16 Marks

Q5.
(a) Unit- I 4 Marks
(b) Unit- II 4 Marks
(c) Unit- III 4Marks
(d) Unit-IV 4Marks



anandh
(Rushar chandelbari)

**Master of Commerce (Business
Studies) M.com-Sem IV**

**Course Name: - Marketing
Management Course Type: Co
re**

Course Outcome

C01	Students will be able to understand the concept of marketing management.
C02	Students will be able to learn about research in marketing.
C03	Students will be able to understand product decisions and promotion decision.
C04	Students will know the various issues in marketing.

Unit I:

Introduction, meaning and definition of marketing management.

Nature and Scope of Marketing: marketing tasks, Corporate Orientations towards Scanning. Different philosophies of marketing, various demand states and the marketplace.

Unit II:

Marketing Information System and Marketing Research: Understanding consumer and industrial markets, Market segmentation, Targeting and positioning.

Unit III:

Product Decisions: Product mix, product life cycle, new product development, branding and packaging, decisions, Pricing methods and strategies.

Promotion Decisions: Promotion mix, advertising, sales promotion, public relation personal selling; Channel management – selection, emergence of new channels

Unit IV:

Vertical Marketing Implementation and Systems: Organizing and implementing marketing in the organization; Evaluation and control of marketing efforts; New issues in marketing – Globalization, Consumerism, Green marketing.

Reference Books:-

1. Marketing Management-P.Kotler-Prentice Hall Inc.
2. Marketing Management-Planning, Implementation and Control-
V.S.Ramaswamy and S.Nama Kumari- McMillan
3. Marketing Management-Rajan Saxena-Tata McGraw-Hill
4. Introduction to Marketing Management by Adrian Palmer-Oxford University Press.
5. Basic Marketing 15th edition by William D Perreault R,-Tata McGraw-Hill

NP

(Chanelbari)
(Rushan Chanelbari)

QuestionPaperpatternM.com(B
usiness Studies)4thSem
MarketingManagement

Time:-3Hours

Maximummarks:-80

- N.B: -1)Allquestionsarecompulsory.
2)Allquestionscarryequalmarks.

Q1.(a)Unit -I 8 Marks
(b) Unit- I 8
MarksOR
(c) Unit -I 16Marks

Q2.(a)Unit -II 8 Marks
(b) Unit- II 8
MarksOR
(c) Unit -II 16 Marks

Q3.(a)Unit -III 8 Marks
(b) Unit-III 8
MarksOR
(c) Unit -III 16 Marks

Q4.(a)Unit-IV 8 Marks
(b) Unit-IV 8
MarksOR
(c) Unit-IV 16 Marks

Q5.
(a) Unit- I 4 Marks
(b) Unit- II 4 Marks
(c) Unit- III 4Marks
(d) Unit-IV 4Marks

*Chander
(Rushan Chandelbhai)*



**Master of Commerce (Business
Studies) M.com-Sem IV**

**Course Name: - International
Marketing Course Type: Elective**

Course Outcome

C01	Students will be able to understand the concept of International Marketing.
C02	Students will be able to learn about strategies for international market entry.
C03	Students will know the product, price and promotion strategies used in international marketing.
C04	Students will know the recent development in International market.

Unit I: Introduction to International Marketing:

- Concept, Meaning, Need, Scope, Tasks, Contrast in domestic and international marketing.
- Scope and Size of International Markets, Reasons for companies going global.
- Cultural and Social Environment: meaning, elements of culture, culture analysis,
- Political & Legal Environment: Embargoes & sanctions, Political risk, legal factors.
- Ethical and social issues in International Marketing.

Unit II: International Business Entry & Development:

- Global Market Entry Strategies – Export/Import, International Intermediaries – EMC's, Trading Companies, Licensing, Franchising, FDI, Local presence – Inter firm co-operation, MNC's and Globalisation, Mergers and Acquisitions.
- International conflicts and their resolutions.
- Strategies employed by Indian companies to sustain globally.
- Recent development in International Marketing.

Unit III: Product, Price and Promotion Strategy in International Marketing:

- The international product and its lifecycle, Global product policy.
- Global branding and different positioning of the same brand in different countries.
- Role of Services in global economy.
- International Pricing strategies.
- Key factors in global pricing & methods.

Unit IV: India's International Policy and Impact on Economy:

- Government measures and export incentives.
- Exim policy, ECGC services.
- Role of Indian banks & Financial Institutions.
- Balance of trade/payments.
- India's position in International Market,

Reference Books:-

1. Global Marketing (3rd Edition) by Warren J. Keegan, Mark Green, Paperback: 666 pages, Publisher: Prentice Hall.
2. International Marketing with Power Web by Philip R. Cateora, John Graham, Hardcover, Publisher: McGraw-Hill/Irwin.
3. Global Marketing: Foreign Entry, Local Marketing, and Global Management by Johny K. Johansson, Publisher: McGraw-Hill/Irwin.
4. International Marketing Export Management - Edwin Duerr, Jesper Strandskov, Gerald Albaum
5. Jain, S.C. – International Marketing, CBS publications, New Delhi

(Anand)
(Rushan Chaudhary)

NR

QuestionPaperpatternM.com(B
usiness Studies)4thSem
InternationalMarketing

Time:-3Hours

Maximummarks:-80

N.B: -1)Allquestionsarecompulsory.

2)Allquestionscarryequalmarks.

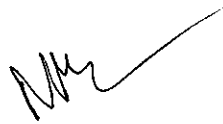
- Q1.(a)Unit -I 8 Marks
(b) Unit- I 8
 MarksOR
(c) Unit -I 16Marks

- Q2.(a)Unit -II 8 Marks
(b) Unit- II 8
 MarksOR
(c) Unit -II 16 Marks

- Q3.(a)Unit -III 8 Marks
(b) Unit-III 8
 MarksOR
(c) Unit -III 16 Marks

- Q4.(a)Unit-IV 8 Marks
(b) Unit-IV 8
 MarksOR
(c) Unit-IV 16 Marks

- Q5.
(a) Unit- I 4 Marks
(b) Unit- II 4 Marks
(c) Unit- III 4Marks
(d) Unit-IV 4Marks



Chandhu
(Chusban Chaudhary)

**Master of Commerce (Business
Studies) M.com-Sem IV**

Course Name:-

Insurance Procedures and Practices Co

Course Outcome

urse Type: Elective

C01	Students will be able to understand the concept of Insurance.
C02	Students will learn about rules and regulations of Insurance industry in India.
C03	Students will know the various insurance products available in the market.
C04	Students will be able to understand the insurance claim settlement process.

Unit I: Introduction:

- Insurance – Meaning, definition, nature, Importance, need and types – Insurance as a social security tool, Insurance and economic development, significance of insurance, history of Insurance.
- principles of Insurance – Insurable interest, principles of utmost good faith, principle of indemnity etc. – meaning and application. Theory of probability.
- Insurance contract – meaning, features, factors affecting the contract, essentials of valid contract, types of insurance contract, defective contracts. Insurance and wager.

Unit II: Regulation of Insurance in India

- IRDA: Introduction, Structure, Functions, Importance, and its role in regulation of insurance industry
- LIC and GIC: Introduction, Structure, Functions & Importance.
- Problems and challenges of Insurance Industry in India.
- Impact of LPG on Insurance Industry in India.

Unit III: Insurance Products and Risks:

- Life insurance products: meaning definition and types of life insurance products, Ascertaining Human Life Value, individual life cycle, risk and Life insurance
- General insurance products: meaning definition and types of General insurance products, Risk and general insurance.
- Understanding the types of risk.

Unit IV: Policy Documents and Claims:

- Stages in policy documentation process.
- Types of claims and claims procedure.
- Importance of customer service.
- Various issues in claims Settlement.

Reference Books:-

1. K.B. Agrawal, Insurance Law in India, Kluwer Law International.
2. E. Gordon, P.K. Gupta, Banking and Insurance, Himalaya Publishing House.
3. Banking, Risk & Insurance Management – Mohan Prakash N.R.
4. D.C. Srivastava, Shashank Srivastava - Indian Insurance Industry: Transition and Prospects - New Century Publications, New Delhi, 2001
5. Taxman, "Insurance Law Manual with IRDA Guidelines", Taxman Publication. (2002)

(Ramesh Chandra)
(Ramesh Chandra)

NR

QuestionPaperpatternM.com(B
usiness Studies)4th Sem
InsuranceProceduresandPractices

Time:-3Hours

Maximummarks:-80

N.B: -1)Allquestionsarecompulsory.

2)Allquestionscarryequalmarks.

Q1.(a)Unit -I 8 Marks

(b) Unit- I 8

MarksOR

(c) Unit -I 16Marks

Q2.(a)Unit -II 8 Marks

(b) Unit- II 8

MarksOR

(c) Unit -II 16 Marks

Q3.(a)Unit -III 8 Marks

(b) Unit-III 8

MarksOR

(c) Unit -III 16 Marks

Q4.(a)Unit-IV 8 Marks

(b) Unit-IV 8

MarksOR

(c) Unit-IV 16 Marks

Q5.

(a) Unit- I 4 Marks

(b) Unit- II 4 Marks

(c) Unit- III 4Marks

(d) Unit-IV 4Marks

*Armel
(Rushan Chaudhary)*

MM