

GUJARAT UNIVERSITY
SYLLABUS FOR --- TY B.COM.

SEMESTER V

Course Code: SS 301 H

NAME OF THE COURSE: Marketing Research

Objectives:

The course is meant to make the student aware of the research angle to marketing at a basic level.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions: 24

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I (25%)

Marketing Research-Basic understanding.

Meaning of Market Research & Marketing Research, Role of Marketing Research in Marketing Management, process of Marketing Research, Ethical Issues in Marketing Research, Nature & contents of Ethical Issues,

Unit II **(25%)**

Branches of Marketing Research.

Consumer Research - Meaning & Scope, Need, Functions.

Product Research - Meaning & Scope, Importance.

Advertising Research - What to Test, When to Test.

Media Research - Functions of Media Research.

Motivational Research - Meaning uses & Limitations.

Techniques - Marketing Research in India.

Unit III **(25%)**

Marketing Research Proposal & Design & Scales of Measurement.

Marketing Research Proposal – Meaning, Elements of Research Proposal.

Marketing Research Design – Its Meaning, Its Importance, Types of Research Design, Criteria of good Research Design.

Scales of Measurement – Meaning of Measurement in Marketing Research, criteria of sound Measurement of Marketing Research.

Unit IV **(25%)**

Sampling in Marketing Research & Marketing Research Report.

Meaning of sampling, steps of sampling process, Types of sampling plans, Meaning of Marketing Research Report, writing criteria of Marketing Research Report, Proforma / Format of a Market Research Report, Types of Research Report.

Reference Books.

1. Essentials of Marketing Research By S.A.Chunawala – Himalaya Publishing House.
2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
3. Marketing Management by Kotler, Keller, Koshy, Jha, (13th Edition Pearson.)

Proposed Syllabus
T.Y.B.com Semester Five
Main Subject Adv. B.M.
Subject Title - Market Research (CE-302C)

Unit One. (25%)

Marketing Research-Basic understanding.

Meaning of Market Research & Marketing Research, Role of Marketing Research in Marketing Management, process of Marketing Research, Ethical Issues in Marketing Research, Nature & contents of Ethical Issues,

Unit Two. (25%)

Branches of Marketing Research.

Consumer Research - Meaning & Scope, Need, Functions.

Product Research - Meaning & Scope, Importance.

Advertising Research - What to Test, When to Test.

Media Research - Functions of Media Research.

Motivational Research - Meaning uses & Limitations.

Techniques - Marketing Research in India.

Unit Three. (25%)

Marketing Research Proposal & Design & Scales of Measurement.

Marketing Research Proposal – Meaning, Elements of Research Proposal.

Marketing Research Design – Its Meaning, Its Importance, Types of Research Design, Criteria of good Research Design.

Scales of Measurement – Meaning of Measurement in Marketing Research, criteria of sound Measurement of Marketing Research.

Unit Four. (25%)

Sampling in Marketing Research & Marketing Research Report.

Meaning of sampling, steps of sampling process, Types of sampling plans, Meaning of Marketing Research Report, writing criteria of Marketing Research Report, Proforma / Format of a Market Research Report, Types of Research Report.

Reference Books.

1. Essentials of Marketing Research By S.A.Chunawala – Himalaya Publishing House.
2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
3. Marketing Management by Kotler, Keller, Gohary, Jha, (13th Edition Pearson.)

B.COM – III

Course Code: CE 302 D

Subject: Computer Application

Paper Title: Data Warehousing & Data Mining

Objectives:

The objective of the course is

- To understand the need of Data Warehouses.
- To conceptualize the architecture of a Data Warehouse.
- To Learn Data Warehouse Technologies.
- To understand the need for Data Mining.
- To understand the concept of Analytical Processing (OLAP).
- To learn the algorithms used for various types of Data Mining problems.

Contents:

Unit – I Introduction to Data Warehousing and Data Mining:

The modern Data warehouse, Data Warehouse roles and structure, need of Data warehouse, The cost of Warehousing Data, Foundation of Data mining, The roots of Data Mining, The Approach to Data Exploration and Data Mining.

Unit –II The Data Warehouse:

Stores, Warehouses and Marts, the Data Warehouse Architecture, Metadata, Metadata Extraction, Implementing Data Warehouse, Data Warehouse technologies.

Unit – III Data Mining:

What is Data Mining, Online Analytical Processing, Techniques used to mine the data, Market Basket Analysis, Limitations and challenges to DM.

Unit – IV Data Analysis and Visualization:

Data Analysis: Correlation, Covariance, Rank and Percentile, Histogram and Moving Average. Data Visualization with advance Charts: Stock Chart, Surface Chart, Donut Chart, Bubble Chart and Radar Chart.

Main Reference Book:

1. George M. Marakas, “Modern Data Warehousing, Mining and Visualization: Core Concepts”, Pearson Education

Suggested Additional Reading:

1. Jiawei Han & Micheline Kamber, “Data Mining: Concepts & Techniques”, Second Edition, Morgan Kaufmann Publishers
2. Alex Berson & Stephen J. Smith, “Data Warehousing, Data Mining & OLAP”, Tata McGraw-Hill
3. Sam Anahory, Dennis Murray , “Data Warehousing in the real World”, Pearson Education

Chapter and Section-Wise Coverage from Main Reference Book:

Chapter	Articles
1	1.1 to 1.7
2	2.1 to 2.6
3	3.1 to 3.5

Accomplishment of Students after Completing the Course

At the end of the course the student will

- Learn and understand the usage, need and cost of Data Warehouse
- Learn various techniques for Data Warehouse and Data Mining.
- Understand Market Basket Analysis.

Practical

- 1 Find correlation between given two set of data.

Roll No	HSC Per%	Graduation Per%
1	77.86	60.67
2	76.00	77.67
3	84.43	77.89
4	67.57	65.89
5	75.00	57.56
6	52.00	58.78
7	82.86	71.44
8	67.29	63.56
9	88.86	72.89
10	77.43	61.56

- 2 Find Covariance for given set of data.

Day	Dollar Price	Nifty Close
1	46.62	5232.20
2	46.58	5277.90
3	46.31	5281.80
4	46.09	5263.10
5	45.83	5244.75
6	45.50	5249.40
7	45.60	5210.40
8	45.62	5233.95
9	45.74	5259.90
10	45.66	5252.20

- 3 Find rank and percentile for given student result.

SeatNo	Per%
9	98
3	92
7	89
10	87
1	79
5	78
6	73
8	67
2	64

4 Create histogram for student's marks.

RollNo	Marks
1	29
2	32
3	25
4	25
5	29
6	28
7	32
8	25
9	27
10	26
11	25
12	31
13	29
14	29
15	28
16	28
17	31
18	27
19	30
20	25

5 Find 3 day and 5 day Moving Average for given stock price.

Date	Close Price
01-04-2013	778.75
02-04-2013	793.90
03-04-2013	776.55
04-04-2013	767.55
05-04-2013	780.10
08-04-2013	789.40
09-04-2013	776.95
10-04-2013	779.40
11-04-2013	771.10
12-04-2013	775.35
15-04-2013	793.60
16-04-2013	804.95
17-04-2013	773.70
18-04-2013	781.60
22-04-2013	789.75
23-04-2013	803.70
25-04-2013	819.65
26-04-2013	792.40
29-04-2013	792.65
30-04-2013	788.20

6 Create Stock Chart for Reliance Stock price.

Date	Open Price	High Price	Low Price	Close Price
01-04-2013	781.00	790.80	773.80	778.75
02-04-2013	780.20	796.50	778.30	793.90
03-04-2013	797.80	799.00	771.00	776.55
04-04-2013	772.50	777.95	764.20	767.55
05-04-2013	769.00	782.40	767.70	780.10
08-04-2013	778.10	794.35	778.00	789.40
09-04-2013	792.10	795.60	771.10	776.95
10-04-2013	780.10	783.95	771.60	779.40
11-04-2013	784.00	785.10	764.15	771.10
12-04-2013	767.00	780.40	765.00	775.35
15-04-2013	773.05	799.95	773.05	793.60
16-04-2013	797.00	810.00	785.40	804.95
17-04-2013	805.85	809.60	769.20	773.70
18-04-2013	776.50	785.20	772.65	781.60
22-04-2013	786.00	794.70	778.30	789.75
23-04-2013	791.50	805.80	786.05	803.70
25-04-2013	807.60	826.60	807.60	819.65
26-04-2013	813.00	825.00	789.70	792.40
29-04-2013	793.10	798.90	788.45	792.65
30-04-2013	793.65	796.65	777.15	788.20

7 Demonstrate use of surface chart for given mathematical function $f(x,y) = x^2+y^2$.

	-3.0	-2.5	-2.0	-1.5	-1.0	-0.5	0.0	0.5	1.0	1.5	2.0	2.5	3.0
-3.0	18.0	15.3	13.0	11.3	10.0	9.3	9.0	9.3	10.0	11.3	13.0	15.3	18.0
-2.5	15.3	12.5	10.3	8.5	7.3	6.5	6.3	6.5	7.3	8.5	10.3	12.5	15.3
-2.0	13.0	10.3	8.0	6.3	5.0	4.3	4.0	4.3	5.0	6.3	8.0	10.3	13.0
-1.5	11.3	8.5	6.3	4.5	3.3	2.5	2.3	2.5	3.3	4.5	6.3	8.5	11.3
-1.0	10.0	7.3	5.0	3.3	2.0	1.3	1.0	1.3	2.0	3.3	5.0	7.3	10.0
-0.5	9.3	6.5	4.3	2.5	1.3	0.5	0.3	0.5	1.3	2.5	4.3	6.5	9.3
0.0	9.0	6.3	4.0	2.3	1.0	0.3	0.0	0.3	1.0	2.3	4.0	6.3	9.0
0.5	9.3	6.5	4.3	2.5	1.3	0.5	0.3	0.5	1.3	2.5	4.3	6.5	9.3
1.0	10.0	7.3	5.0	3.3	2.0	1.3	1.0	1.3	2.0	3.3	5.0	7.3	10.0
1.5	11.3	8.5	6.3	4.5	3.3	2.5	2.3	2.5	3.3	4.5	6.3	8.5	11.3
2.0	13.0	10.3	8.0	6.3	5.0	4.3	4.0	4.3	5.0	6.3	8.0	10.3	13.0
2.5	15.3	12.5	10.3	8.5	7.3	6.5	6.3	6.5	7.3	8.5	10.3	12.5	15.3
3.0	18.0	15.3	13.0	11.3	10.0	9.3	9.0	9.3	10.0	11.3	13.0	15.3	18.0

- 8 Create donut chart of percentile for standard 10th students.

Percentile	Students
above 99	8091
above 98	15777
above97	23739
above 96	32135
above 94	48007
above 92	63979
above 90	81396

- 9 Demonstrate use of bubble chart for region wise sale for company.

Branch	Outlets	Sales	Per%
West	5	45789	21.66
East	7	65854	31.15
North	3	15241	7.21
South	5	84555	39.99
Total		211439	100.00

- 10 Create Radar chart displaying mobile sales in two cities for year 2012.

Mobile Sales Details		
Month-Year	Ahmedabad	Baroda
January-2012	8822	5766
February-2012	6110	7513
March-2012	4849	4947
April-2012	9331	2170
May-2012	3099	4585
June-2012	3249	1714
July-2012	5146	2168
August-2012	5166	1068
September-2012	3670	2314
October-2012	7941	2859
November-2012	2341	6671
December-2012	5556	7473

B.Com. Semester V

CE 302 E MARKETING OF BANKING SERVICES

1. Introduction to Marketing Management; Introduction to service marketing;

consumer behavior in services; customer expectations and perceptions; Segmentation; targeting and positioning of services in competitive markets.

2. Introduction to financial and banking services; Communication mix for services;

Pricing and revenue management; distribution of banking services, Retail banking services; Convergence of financial services in banking sector;

3. Concept of marketing in retail banking- delivery channels in retail banking- -delivery models-customer relationship management in retail banking - Service standards for retail banking technology in retail banking.

4. Managing relationship and building loyalty; customer relationship management; Service quality, Productivity & customer perception; Financial and economic impact of service.

REFERENCES

1. Principle of Marketing by Phillip Kotler and Gary Armstrong, PHI, Sixth Edition. Delhi, India.
2. Services Marketing by Christopher Lovelock and John Wirtz, Pearson Education, Fifth Edition, Delhi.
3. Services Marketing by Valarie A Zeithaml et al., The McGraw Hill, Fourth Edition, NewDelhi.
4. Financial Services by Shashi K. Gupta and Nisha Agarwal, Kalyani Publishers.
5. Retail banking –by Indian Institute of Banking & Finance (IIBF)—A MacMillan publication

GUJARAT UNIVERSITY
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SEMESTER V

Course Code: FC-301 A

NAME OF THE COURSE: BUSINESS ETHICS

Objectives:

To Sensitise the Student on the various Ethical Aspects concerning the Functioning of Business Enterprises, within the Organizations and in their Relationship with the External World.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions : 24

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I

- Introduction To Business Ethics
- Ethics and Organizations.
- Employee Duties and Rights.

Unit II

- Discriminatory and Prejudicial Employee Practices.
- Downsizing the Workforce.
- Handling Ethical Dilemmas at Work.

Unit III

- Marketing Strategy and Ethics.
- Ethical Practices in Market Place.
- Ethics and Finance.

Unit IV

- Business and the Environment.
- Corporate Responsibility, Social Audit and Ethical Investing.
- Computers and Ethics.
- Case Studies.

Reference:

1. Business Ethics, Ethical Decision Making & Cases, Ferrell, O.C., Fraedrich, John, and Ferrell, Linda. 7th Edition. Prentice Hall.
2. Business Ethics for the 21st Century, D. Adams & E. Maine (eds.), Mayfield Publishing Company, 1998
3. Ethical Choices in Business, R.C. Sekhar, Response Books, 1997
4. Ethics of International Business, Thomas Donaldson, Oxford University Press, 1989
5. Business ethics and managerial values, Bhatia SK, Deep and Deep Publications, 2001.

GUJARAT UNIVERSITY
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SEMESTER V

Course Code: FC-302 B

NAME OF THE COURSE: RURAL MARKETING

Objectives:

The objective of this course is to expose the student to various aspects of rural, event and direct marketing as an integral part of marketing management, and develop an understanding of rural, event and direct marketing

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions : 24

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I

- Introduction to Rural Marketing
- Structure and types of agricultural markets
- Rural production and products
- Agricultural and non-agricultural products

Unit II

- Types of rural production and products
- Market functionaries
- Information system for rural marketing
- Product strategy for rural marketing

Unit III

- Concept of supply chain management and Value Addition
- Involved in marketing of agricultural and non-agricultural products (with special reference to artisanal products)

Unit IV

- Problems of marketing;
- Role of co-operative agencies in marketing of agricultural and non-agricultural product.
- Promotion towards rural audience
- Case Study

Reference:

1. Rural Marketing - Text and Cases, CSG Krishnamacharyulu and Lalitha Ramakrishnan, Pearson Education.
2. Event Marketing & Management, S.S. Gaur and S.V. Saggre, Vikas
3. Rural Marketing - Environmental Problems and Strategies, T.P. Gopalswamy, Wheeler Pub
4. Rural Development: Putting the last first, Robert Chambers, Pearson education
5. The Growing Rural Market Market in India. Ganguly A.S. (1985). Grameen Foundation: New Delhi.

GUJARAT UNIVERSITY
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SEMESTER V

Subject Code: FC 301 D

NAME OF THE COURSE: TOURISM MARKETING

Objectives:

The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principals, study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism.

Number of credits: 3

Lectures per week: 3 of one hour each

Total sessions: 45

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit – I

Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing.

Analysis and selection of market: Measuring and forecasting tourism demand; Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP)

Unit – II

Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New Product development. product life cycle, Customer satisfaction and related strategies in internal and' external marketing; Interactive and relationship marketing.

Unit – III

Product and product strategies; Product line, Product mix Branding and packaging. Pricing considerations. Approaches and strategies. Distribution channels and strategies.

Unit – IV

Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix.

Marketing of Tourism Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services-Challenges and strategies..

Reference:

1. Kotler, Philip : Marketing Management & Hospitality and Tourism Marketing
2. Jha S.M. – Service marketing – Himalaya Publishing House, Mumbai.
3. Singh Raghubir, Marketing and Consumer Behaviour
4. Tourism Management -Wahab and Salah-Tourism International Press London

GUJARAT UNIVERSITY
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SEMESTER V

Subject Code: FC 301 E

NAME OF THE COURSE: DISASTER MANAGEMENT

Objectives:

Introductory-level concepts and practical aspects involved in disaster management. Relating personal or community experiences of disasters. To define and describe disaster management, hazard, emergency, disaster, vulnerability, and risk;

Number of credits: 3

Lectures per week: 3 of one hour each

Total sessions: 45

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I Understanding disaster

Concept of disaster - Different approaches - Concept of Risk - Levels of disasters
Disaster phenomena and events (*Global, national and regional*)

Unit II Hazards and Vulnerability

Natural and man-made hazards; response time, frequency and forewarning levels of different hazards - Characteristics and damage potential of natural hazards; hazard assessment - Dimensions of vulnerability factors; vulnerability assessment- Vulnerability and disaster risk - Vulnerabilities to flood and earthquake hazards

Unit III Disaster management mechanism

Concepts of risk management and crisis management - Disaster management cycle
Response and Recovery - Development, Prevention, Mitigation and Preparedness
Planning for relief

Unit IV Planning for disaster management

Strategies for disaster management planning - Steps for formulating a disaster risk reduction plan - Disaster management Act and Policy in India - Organizational structure for disaster management in India - Preparation of state and district disaster management plans

Reference:

1. Alexander, D. Natural Disasters, ULC press Ltd, London, 1993.
2. Carter, W. N. Disaster Management: A Disaster Management Handbook, Asian Development Bank, Bangkok, 1991.
3. Chakrabarty, U. K. Industrial Disaster Management and Emergency Response, Asian Books Pvt. Ltd., New Delhi 2007.
4. Disaster Management Act. (2005), Ministry of Home Affairs, Government of India, New Delhi, 2005

**GUJARAT UNIVERSITY
SYLLABUS FOR --- TY B.COM.**

**SEMESTER V
Course Code: SS 301 A
NAME OF THE COURSE: Market Research**

Objectives:

The course is meant to make the student aware of the research angle to marketing at a basic level.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions: 24

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I (25%)

Marketing Research-Basic understanding.

Meaning of Market Research & Marketing Research, Role of Marketing Research in Marketing Management, process of Marketing Research, Ethical Issues in Marketing Research, Nature & contents of Ethical Issues,

Unit II (25%)

Branches of Marketing Research.

Consumer Research - Meaning & Scope, Need, Functions.

Product Research - Meaning & Scope, Importance.

Advertising Research - What to Test, When to Test.

Media Research - Functions of Media Research.

Motivational Research - Meaning uses & Limitations.

Techniques - Marketing Research in India.

Unit III (25%)

Marketing Research Proposal & Design & Scales of Measurement.

Marketing Research Proposal – Meaning, Elements of Research Proposal.

Marketing Research Design – Its Meaning, Its Importance, Types of Research Design, Criteria of good Research Design.

Scales of Measurement – Meaning of Measurement in Marketing Research, criteria of sound Measurement of Marketing Research.

Unit IV (25%)

Sampling in Marketing Research & Marketing Research Report.

Meaning of sampling, steps of sampling process, Types of sampling plans, Meaning of Marketing Research Report, writing criteria of Marketing Research Report, Proforma / Format of a Market Research Report, Types of Research Report.

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2. Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
3. Marketing Management by Kotler, Keller, Koshy, Jha, (13th Edition Pearson.)

SEMESTER V
Course Code: SS 301 B
NAME OF THE COURSE: PRESENTATION SKILL

Objectives:

The subject is focused on improving of communication and presentation skills. To develop student ability to present self-confidently and professionally, manage verbal and nonverbal parts of the speech, be able to deal with stage-fright and to work with the audience – how to get attention and how to interest.

Number of credits: 2

Lectures per week: 2 of one hour each

Total sessions: 24

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit-I

Preparation of presentation – 1st part – what, how, for whom, structure, principles and presentation technique, business presentation specifications, Report Writing, Developing Effective Presentation Skills.

Oral Presentation: Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills.

Slide Presentation: Craft your message, Make a visuals, Include proper Content of your presentation

Unit-II

Verbal communication – jawbreakers, argumentation, usable and unsuitable phrases
Communication skills – listening, empathic reaction, how to question, stealing the show, opening door question
Conflict situation solving, attack from the audience – communication skills as a work experience, vicious circle of attack and defense

Nonverbal communication during presentation – how to manage stress, what to do with hands, legs, activating the audience with nonverbal communication, body language

Unit-III

Work with audience – ice-breaking, get them in the mood, work with emotions, visualization tools, nonstandard situations Improvisation and unprepared presentations Personal typology, professional typology, social aspect, man-woman view

Unit-IV

Feedback – appreciation and critique, Paradigm of human cooperation – why there could be problems to start the communication and what to do with it – Defense against manipulation, how to say NO, stress management, Image and etiquette

Reference:

1. Effective Presentation Skills – Robert Dilts, Meta Publication
2. Business Communication Today - Bovee and Thill: Tata McGraw Hill,
3. Presentation Skills 201

T. Y. B. COM.

SEMESTER V ADVANCED ACCOUNTING & AUDITING CE 301 A COSTS AND FINANCIAL ACCOUNTING

Unit 1: Process Costing - I:

[25%]

- a. Meaning, Definition and Features; Job Costing vs. Process Costing; processes losses and gains; Accounting of waste, scrap, defectives and spoilage;
- b. Meaning of Joint Products and By-Products; Objectives of allocation of joint costs and Methods of Accounting for Joint Products; Methods of Accounting for By-Products.

Unit 2: Process Costing - II:

[25%]

- a. Inter Process Profit and Transfer Price (valuing Process Stocks under FIFO and Average Cost Methods).
- b. Valuation of Work-in-Progress (under FIFO and Average Cost Methods);

Unit 3: Marginal Costing:

[25%]

- a. **Break-even and CVP Analysis:** Meaning and definition of Marginal Cost, Marginal Costing and Contribution; Marginal Costing vs. Absorption Costing; Features of Marginal Costing; Situations where Marginal Costing Technique is useful in managerial decision making;
- b. **Methods of determination of Break-even point:** Graphical Method: Traditional Break-even Chart and Contribution Break-even Chart; Algebraic Method; Limitations of C/S Ratio; Margin

of Safety, Angle of incidence and assumptions of Break-Even Analysis; Cost-Volume Profit Analysis; Key or Limiting Factors Analysis (analysis where more than one limiting factors exist is not expected); Optimizing of Product Mix (basic problems to highlight its application and limitations).

- c. Meaning of the following terms relating to '**Decision-making process**' (*only short objective type theoretical questions are expected*): Relevant Cost, Incremental Cost, Sunk Cost, Opportunity Cost, Avoidable/unavoidable costs, Imputed or Notional Cost, Discretionary Costs, Common Costs, Traceable Costs, Joint Costs and Step Costs;

Unit 4: Amalgamation of Companies:

[25%]

- **In the nature of merger:** Under Pooling of Interests Method (AS 14).
- **in the nature of purchase:**
*Note: Includes additional points arising on Amalgamation/
Absorption: Inter-company transactions (except Inter-company Holdings and exchange of shares based on 'intrinsic values').*

- Notes:** (1) Practical problems carrying not less than 80% marks shall be asked. This percentage is inclusive of 20% weightage to be given to a multiple choice question divided into **7** sub-questions (at least one sub-question from each Unit shall be drawn). The students are required to provide justification for selecting the correct option out of four options given for each MCQ.
- (2) Question from any sub-unit shall not be asked in option of any other sub-unit.
- (3) Similarly, questions from any main Unit shall not be set in option of questions from any other main Unit.

References:

1. Ravi M. Kishore; "Cost & Management Accounting"; Taxmann Allied Services (P.) Ltd..
2. Paresh Shah; "Management Accounting"; Oxford University Press.
3. Jawahar Lal & Seema Srivastava; "Cost Accounting"; Tata McGraw-Hill Publishing Company Ltd.
4. **Cost Accounting**
Author: Charles T. Horngren (Hardback | ISBN10: 0132329018;
ISBN13: 9780132329019)
5. Ravi M. Kishore; "Cost and Management Accounting",
Taxmann's Publications.
6. Horngren, C.T., **Cost Accounting – A Managerial** Emphasis,.
Prentice – Hall
7. Advanced Accounting By R. L. Gupta Pub. S. Chand & Co.
8. Corporate Accounting: By S. N. Maheshwari [Vikas Publishing House]
9. Cost Accounting By P. C. Tulsian [S. Chand & Co.]
10. Cost Accounting By Dr. Murthy & S. Gurusamy [Tata McGraw Hill Publication]
11. Corporate Accounting (Theory and Practice) By K. L. Shah [Shree Niwas Pub.]

T. Y. B. COM.

SEMESTER V ADVANCED ACCOUNTING & AUDITING CE 302 A MANAGEMENT ACCOUNTING I

Unit 1: Introduction to Management Accounting and Analysis of Financial Statements: [25%]

1. Definition, scope, objectives, functions, tools and techniques, limitations of Management Accounting, Installation of Management Accounting system, difference between Management Accounting and Cost Accounting;
2. Nature and limitations of Financial Statements, Essentials of good financial statements, Analysis and interpretation, Tools of financial analysis (methods, Comparative financial statements, procedure for interpretation, objectives of analysis and interpretation, Common size statements, Trend analysis.)

Unit 2: Interpretation and Analysis through Financial Ratios: [25%]

Meaning, Importance and limitations of ratio analysis, Calculation and interpretation of the following ratios only: Gross Profit Ratio, Net Profit Ratio, Stock Turnover Ratio, Operating Ratio, Expense Ratios, Return on Investment (ROI), Earning per share (EPS: including concept of EPS as per AS 20), Current Ratio, Liquid Ratio, Acid Test Ratio, Proprietary Ratio, Debt-equity Ratio, Long-term Funds to Fixed Assets Ratio, Capital Gearing Ratio, Coverage Ratio (interest and total), Debtors Ratio (velocity), Creditors Ratio (velocity), Fixed Assets to Turnover Ratio, Total Assets to Turnover Ratio, Debt-service coverage Ratio, Cash earning per share, Dividend pay-out Ratio, Dividend Yield Ratio, Price Earning Ratio, Market Price to book value Ratio.

Note: Preparation of Financial Statements from given ratios is not expected. Emphasis is to be given on interpretation rather than calculation.

Unit 3: Cash Flow Statement: [25%]

Concept and significance of Funds Flow Statement; Sources and Application of Cash; Cash from Operation; Income and Expenditure Approach and Net Profit Approach; Difference between Fund Flow Statement and Cash Flow Statement; Preparation of Cash Flow Statement as per AS 3.

Unit 4: BUDGETING: [25%]

(A) Budgets and Budgetary Control:

Definition, Objectives, Merits and de-merits of Budgetary Control, Fixed and Flexible Budgets (Theory only), Control Ratios, Zero base Budgeting; Preparation of following Functional Budgets only: Sales Budget, Selling and Distribution Cost Budget, production Budget, cost of Production Budget (Materials, Labour and Overheads).

(B) Cash Budget:

Introduction, Advantages and limitations of Cash Budget, Methods of preparing Cash Budget: Cash Receipts and Disbursement Method, Adjusted Earnings Method, Balance Sheet Projection Method and Working Capital Differential Method.

Notes: (1) Practical problems carrying not less than 80% marks shall be asked. This percentage is inclusive of 20% weightage to be given to a multiple choice question divided into 7 sub-questions (at least one sub-question from each Unit shall be drawn). The students are required to provide justification for selecting the correct option out of four options given for each MCQ.

- (2) Question from any sub-unit shall not be asked in option of any other sub-unit.
- (3) Similarly, questions from any main Unit shall not be set in option of questions from any other main Unit.

Reference Books:

1. **Management and Cost Accounting**
Author: Colin Drury Publisher: Pat Bond (U. K.)
- 2 **Cost Accounting**
Author: Charles T. Horngren (Hardback | ISBN10: 0132329018;
ISBN13: 9780132329019)
3. Ravi M. Kishore; “Cost and Management Accounting”,
Taxmann’s Publications.
4. Jawahar Lal; “Advanced Management Accounting”,
S.Chand Publications.
- 5 Paresh Shah; “Management Accounting”, Oxford Publication
6. **Horngren, C.T., Cost Accounting – A Managerial Emphasis,.**
Prentice – Hall

Gujarat University
B. Com. Programme

SEMESTER - V

COMMERCIAL COMMUNICATION - V
(With Effect from Academic Year 2013-2014)

UNIT - ONE

Text

Gems of Wisdom - (Part One)
Published by: Macmillan India Ltd.

UNIT – TWO

Questionnaires

1. Lifestyle and Socio-economic Conditions of:

- (i) Primary School Teachers
- (ii) Farmers
- (iii) Slum-dwellers
- (iv) Working Women
- (v) Factory Workers

2. College Students' Views or Habits:

- (i) College Students' views on CBCS-Semester System
- (ii) College Students' views on participation in the Extra Curricular Activities
- (iii) College students' Study Habits
- (iv) College students' habits of using Social Media
- (v) Smoking and Tobacco chewing habits and Cancer Awareness among College students

3. Consumer Market Research Survey:

- (i) Prospect of Launching a new Washing Machine in the market
- (ii) Prospect of Launching a new Detergent Powder in the market
- (iii) Consumers' Preference for a Tooth-paste
- (iv) Consumers' Preference for a Mobile Phone
- (v) Consumers' Views on Online Shopping

UNIT - THREE

Insurance Correspondence

(Letters written to Insurance Companies only)

1. Soliciting information about a Life Insurance Policy
2. Inquiring about a Medical Insurance Policy
3. Asking for a loan against an existing Life Insurance Policy
4. Claiming full benefits due to death of the policy holder by the nominee
5. Claiming medical re-imburement on the policy
6. Intimating the change of nomination
7. Intimating the change of correspondence address
8. Asking for the surrender value of a life insurance policy

UNIT - FOUR

Cloze Test and Vocabulary

(A) Cloze Test

(Intermediate Level with Multiple Choices)

N. B.: The passage should be of about 200 words aiming at testing the students' intermediate level proficiency in language. The students are expected to write the answers only instead of reproducing the whole passage in the examination. A Specimen for Cloze Test is given on page No.-3.

(B) Vocabulary: Foreign Words in Common Use

List of Foreign Words in Common Use

- | | | |
|-------------------------------|-------------------------|---------------------|
| 1. Ad hoc (L) | | 36. Prima facie (L) |
| 2. Ad interim (L) | | 37. Pro forma (L) |
| 3. Alibi (L) | 20. Front à front (F) | 38. Pro rata (L) |
| 4. Bona fide (L) | 21. Id est (i.e.) – (L) | 39. Proximo (L) |
| 5. Caveat emptor (L) | 22. In camera (L) | 40. Senor (Sp) |
| 6. Consensus (L) | 23. In toto (L) | 41. Senorita (Sp) |
| 7. Corrigendum (L) | 24. Intra vires (L) | 42. Sine die (L) |
| 8. De facto (L) | 25. Ipso facto (L) | 43. Status quo (L) |
| 9. De jure (L) | 26. Lacuna (L) | 44. Sub- judice (L) |
| 10. Debris (F) | 27. Locus standi (L) | 45. Ultimo (L) |
| 11. Emeritus (L) | 28. Mala fide (F) | 46. Ultra vires (L) |
| 12. En masse (F) | 29. Modus operandi (L) | 47. Via media (L) |
| 13. En route (F) | 30. Nota bene (L) | 48. Vice (L) |
| 14. Eureka (Gk) | 31. Per annum (L) | 49. Vice versa (L) |
| 15. Exempli gratia (e.g.) (L) | 32. Per capita (L) | 50. Viva voce (L) |
| 16. Ex-gratia (L) | 33. Per centum (L) | |
| 17. Ex-officio (L) | 34. Per contra (L) | |
| 18. Ex-parte (L) | 35. Per diem (L) | |
| 19. Fait accompli (F) | | |

(L= Latin, F=French, Gk =Greek, Sp= Spanish)

Note: The format of the questions for this unit is as under:

- (1) Match the following:
- (2) Give meanings of the following:

A Specimen for Cloze Test

Q - Read the following passage and select the correct options:

Mahatma Gandhi ___ (1) ___ born in Gujarat and lived some years in England, ___ (2) ___ he studied law, and in South Africa, where he practised as a lawyer. He returned to India from South Africa to join the Freedom Movement against the British rule. Gandhi was one of those people who, from an early age, felt deeply about life and questioned its value. He wanted to know and experience life deeply. As he went through life, a pattern emerged and he was constantly searching for the answers to his questions. He called his ___ (3) ___ *My Experiment with Truth*. In fact, his ___ (4) ___ life was centred around the search for truth and how to put it into practice in one's daily life. In South Africa, he came across racial prejudices for the ___ (5) ___ time. Once, on a train journey to Pretoria, Gandhi was asked to ___ (6) ___ first class compartment even though he had a ticket for this. The White train conductor insisted ___ (7) ___ a non-White passenger could not travel in a first class compartment. But Gandhi refused to accept this. For this defiance, the conductor pushed him out of the train. It is said that this was one of the incidents that started him off on his search for justice.

- Blank 1 : (A) was (B) has (C) were (D) is
Blank 2 : (A) their (B) where (C) when (D) wherever
Blank 3 : (A) story (B) history (C) biography (D) autobiography
Blank 4 : (A) Part (B) whole (C) half (D) broken
Blank 5 : (A) last (B) best (C) first (D) fast
Blank 6 : (A) stay (B) leave (C) repair (D) live
Blank 7 : (A) that (B) this (C) these (D) those

N.B.: The students are advised to write the answers in the following manner instead of reproducing the whole passage in the examination.

ANSWERS:

- Blank 1 : (A) was
Blank 2 : (B) where
Blank 3 : (D) autobiography
Blank 4 : (B) whole
Blank 5 : (C) first
Blank 6 : (B) leave
Blank 7 : (A) that

Gujarat University

B. Com. Programme

Structure of Question Paper with Allocation of Marks

SEMESTER - V

COMMERCIAL COMMUNICATION - V

(With Effect from Academic Year 2013-2014)

- Q-1. (A) Answer any **FOUR** questions in brief: (out of six) (UNIT-I) **12**
- (B) State whether the following statements are TRUE or FALSE: **02**
(Only **TWO** statements) (UNIT-I)
- Q-2. (A) Write a short note on any **ONE**: (out of three) (UNIT-I) **08**
- (B) Choose the appropriate options: (only **Six** MCQs) (UNIT-I) **06**
- Q-3. Write a simple questionnaire on any **ONE**: (out of three) **14**
- (1) One from Unit – II - 1
(2) One from Unit – II - 2
(3) One from Unit – II - 3
- Q-4. A Letter from Insurance Correspondence (UNIT-III) **14**
OR
A Letter from Insurance Correspondence (UNIT-III)
- Q-5. (A) Read the following passage and select the correct options: **07**
(Cloze Test – UNIT-IV- (A) - Passage with SEVEN blanks each carrying ONE mark - Options must be given below the passage as mentioned in the specimen of Cloze Test)
- (B) Do as directed: (From Vocabulary of UNIT-IV – (B) only) **07**
- (1) Match the following: (**Four** items)
(2) Give meanings of the following: (**Three** items)

Gujarat University
Choice Based Credit System (CBCS)
Syllabus for B.Com Semester V (Statistics)
Effective from June 2013
CC 305

Fundamental Statistics - III

HOURS: 3/WEEK

CREDIT: 3

EXAM HRS: 3

Objective: - Students should be aware with the basics of advanced mathematical statistics.

1. Discrete Probability Distributions -1: [25%]

definition of probability distributions and distribution function, Probability mass function of Poisson distribution, It's properties and applications, Numerical examples, Probability mass function of Hyper-geometric distribution, properties and simple applications based on it. (without any mathematical proofs).

2. Discrete Probability Distributions -2: [25%]

Probability mass function of Negative Binomial distribution Its properties and applications, Numerical examples and Geometric distribution, simple applications and their properties and simple examples based on it

3. Process Control Technique: [25%]

Meaning of quality control and its uses in industry, Variations in quality, Theory of control chart, revised control chart, Theory of run, Control charts for variables (\bar{x} and R) and its examples, Control charts for attributes (np for fixed sample size, p and c) (No derivation of control limits), Examples related to the charts.

4. Product Control Technique: [25%]

Meaning of product control and its advantages, Definition of Single sampling plan, Explanation of the terms AQL, LTPD, Producer's risk, Consumer's risk, O.C function, ASN, ATI, AOQ, Simple examples based on Binomial, Hyper-geometric and Poisson distributions

References Books:

- (1) Grant E.L.: Statistical Quality Control, McGraw Hill.
- (2) Duncan A.J.: Quality Control and Industrial Statistics. Taraporewalaand Sons.
- (3) Levin and Rubin: "Statistics for Management", Prentice Hall of India Pvt. Ltd. New Delhi
- (4) Sancheti & Kapoor : Business Statistics. Sultan Chand & Sons, New Delhi.
- (5) Sancheti & Kapoor : Business Mathematics, Sultan Chand Sons, New Delhi.

Semester-V

CC302 - Marketing Management in Practice

Unit-1 : Services Marketing & Customer Relationship Management (25%)

- Services Marketing in Indian Context
- Meaning, Tasks and Benefits of CRM
- Loyalty programmes, Relationship Marketing and CRM
- Designing and Operating a CRM programme
- Components of a CRM programme
- Significance of customer selection and order selection
- Measuring customer satisfaction

Unit-2: Retailing in India (25%)

- Nature and Scope of Retailing
- Main activities in Retailing
- Retailing in India –The contemporary scene, growth and formats
- Spread of Retail chain in India
- Spread of Shopping malls in India

Unit:3 Rural Marketing in India (25%)

- Significance of Rural marketing
- Rural Marketing Environment: Consumer, Demand and Drivers
- Challenges and Solutions in delivering values in the Rural Market
- Segmentation
- Product and Pricing strategy
- Distribution
- Sales force Management
- Marketing Communication

Unit:4 Case Studies in Marketing (25%)

- Objectives of the case method
- Benefits of the case method

- Developing a case study
- Cases (i) Gujarat State Tourism Development Corporation Ltd. (GSTDC)
 - (ii) RUDI- The Gujarat Model of Rural Distribution Network
 - (iii) FMCG in small packs are driving sales in rural India

NOTE FOR UNIT 4: Questions from cased should be asked as an option to part A of Q-4 (6 Marks)

References

- (i) “Marketing Management –Global Perspective Indian context” by V.S.Ramaswami and S.namakumari. Macmillan.
- (ii) “Case Studies in Marketing –The Indian Context by R.Shrinivasan . PHI learning Pvt. Ltd.
- (iii) Rural Marketing –Text and Cases by C.S.G. Krishnamacharyulu and lalitha Ramakrishnan. Pearson Education
- (iv) Marketing Management by Philip Kotler and others for Services Marking Topic (Unit-1)

Websites: www.ruralmarketing.org

www.managementparadise.com

www.rajeshithal.blogspot.in

Proposed Syllabus

T.Y.B.Com Semester Five

Adv. Business Management (Core elective subject)

Subject Title: Strategic Management (Subject code: CE 301 C)

Unit One.

Nature of strategic Management. (25%)

Meaning of strategy, characteristics of strategy, meaning of strategic management, characteristics of strategic management, Importance of strategic management, its limitations, challenges for strategic management, process of strategic management.

Unit Two.

Strategy Formulation. (25%)

Defining the company mission, formulation of the mission, Assessing the External Environment, Remote & operating environment, conducting Industry Analysis, Michael porter's concept of Industry Environment, Formulation of strategy with reference to competitive forces, Importance of Environmental forecasting, stages of Environment forecasting process.

Unit Three.

Strategy Implementation. (25%)

Meaning & steps of strategy Implementation, what are functional strategies, its objective and its importance.

Organisational structures for strategy implementation, importance of organisation culture in strategy implementation.

Unit Four.

Strategic Control - Guiding & evaluating the strategy. (25%)

Meaning of strategic Evaluation & control, Establishing strategic control, Methods of strategic control, stages of operating controls, Reward system Motivating execution & control.

Reference Books -

1. Strategic Management by John A. Pearce Richard B. Robinson -A.I.T.B.S. Publishers and Distribution, Delhi.
2. Strategic Management - Concepts and Cases by Upendra Kachru. – Excel Books.(2005)
3. Strategic Management and Business Policy (Third Edition) by Azhar Kazmi. Tata McGraw Hill. (2010)
4. Business Policy and Strategic Management by William F. Glueck, Mcgraw Hill, International Book Company.

B.COM – III

Course Code: CE 301 D

Subject: Computer Application

Paper Title: Computer Networks

Objectives:

- To introduce the basics of Computer Networks
- To understand the components of Network.

Contents:

Unit – I Basics of Communication Networks:

Communication Networks – Channels and Circuits – Signals, Transmission, Speed and Rate – Interactive – Non Interactive Systems

Unit –II Introduction to Computer Networks:

Need – Advantages – Uses of Computer Network – Network Models categories (LAN, MAN, WAN and VWAN – Definition and Advantages) – Topology (BUS, RING, STAR and TREE (Definition, Advantages and Disadvantages)

Unit – III Network Concepts:

Network Concept – Wireless Networks, Services, Protocols (Definition and functions) – Network Components NIC, Routers, Bridges, Switches, Hubs and Repeaters (Definition and functions)

Unit – IV Network Tools:

Introduction to Security – SNMP – DNS – E-mail – HTTP – HTML (Concept and its uses)

Main Reference Book(s):

- (i) S.S. Shinde “Computer Network” New Age International Publisher

Suggested Additional Reading Book(s):

- (i) Ed Tittel “Computer Networking”, Tata McGraw Hill

Chapter-wise coverage from main reference book:

Chapters: 1, 4, 5, 12 (12.1, 12, 7, 12, 8, 12.9, 12.10)

Accomplishments of the Student after completing the Course:

After completion of this course Student would be able to

- Understand the basics of Network Communication and Computer Networks.
- Understand and use Network Devices
- To be able to use Network Tools.

List of Practicals (Sample Guide line):

1. Demonstration of network devices (Router, Switch, Server, RJ 45 connector, Hub, NIC etc and explaining its functions.
2. Use of following network commands (i) ping (ii) ipconfig (iii) pathping (iv) tracert / traceroot (v) netstate (vi) nslookup (vii) route (viii) arp (ix) Hostname (x) winpcfg
3. Connect the server and node with a network wire with RJ 45 connector and establish a network connectivity with ‘ ping’ command and its option like ping – t
4. Create and manage the user profile
5. How to share of file, folder printer and other peripherals etc.
6. Configuration of TCP/IP network by applying IP number, subnet mask.
7. Use of ‘Team viewer’ and download, upload a file.
8. Use of ‘Ammey’ to capture the remote screen and use it to download or configure a system
9. Use of ‘VNC / Ultra VNC’ to see the file of remote computer.

B.Com. Semester V

CE 301 E BANKER CUSTOMER RELATIONSHIPS

1. Definition of a customer-Banker-customer relationship- Types of customers- precautions for opening accounts of-Lunatics- drunkards- Minors-agents-married women-corporate-Termination of relationship.

2. Retail banking-

Retail banking –introduction-role within bank operations-concept of retail banking, wholesale banking, corporate banking-Retail products- credit cards, debit cards-remittance products-recovering of retail loans.

3. Micro finance-

Meaning & significance-self help groups-Micro finance Institutions (MFI) Model- Micro finance in India- state bank of India & priority sector-export credit, microfinance, agricultural finance/credit

4. Cyber crimes & banking sector in India- Introduction-Common cyber crime risks of financial Institutions- Denial of services(DoS) – Debit & credit card cloning-Hacking-Email Bombing-Data Diddling-Logic bombs-Web Jacking-Money Laundering- control & prevention of electronic crimes in Banks.

REFERENCES

1. Banking in India, past, present & future by Ujjwala shahi (page 193 to 204)
2. Retail Banking –Indian Institute of Banking & Finance(IIBF)-Macmillan publication
3. Banking theory & practice-K.S.Shekhar & Lekshmy Shekher
4. General bank management- Indian Institute of Banking & finance(IIBF)- Macmillan publication

GUJARAT UNIVERSITY
SYLLABUS FOR --- TY B.COM.

SEMESTER V

Subject Code: CE 301 G

NAME OF THE COURSE: BASICS OF LOGISTICS MANAGEMENT

Objectives:

Introduce principles and approaches to enhance knowledge and experience in management decision-making in business logistics.

Number of credits: 3

Lectures per week: 3 of one hour each

Total sessions: 45

Unit	Weightage
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit I

Introduction to Logistics

Introduction to logistics management-Definition, scope, functions, objectives -Integrated logistics management, Logistics & customer service

Unit II

Inventory and related models

Inventory planning, inventory costs, classifying inventory, Nature & importance of warehousing, types of warehouses, warehousing functions, warehouse layout & design. Material handling- objectives, guidelines & principles, selection of material handling equipments. Packaging-role of packaging, packaging materials, consumer & industrial packaging, material handling efficiency

Unit III

The Total Transportation Concept

Transportation- role of transportation in logistics, transportation selection decision, basic modes of transportation- Rail, Road, Water, Air, Pipeline- characteristics of different modes- transport economics - Inter modal operations, Containerization-concept, types, benefits, Types of carriers- indirect & special carriers, Role of intermediaries- shipping agents, brokers- freight management- route planning Role of ports, ICDs, CONCOR - Global shipping options

Unit IV

Study and application of logistics

Role of logistics in competitive strategy, Logistics organization & performance measurement

Introduction to supply chain – Role of Logistics in supply chain

Reverse logistics- scope, design, e-logistics- logistics information system-application of IT in logistics- automatic identification technologies- bar coding, RFID, Logistics outsourcing- 3PL & 4PL, Global logistics- operational & strategic issues

Reference:

1. Logistics Management, Ailawadi C Sathish & Rakesh Singh, , PHI, 2005
2. Textbook of Logistics & Supply Chain Management, Agrawal D K, MacmillanIndia Ltd, 2003
3. Logistical Management- The Integrated Supply Chain Process, Bowersox Donald J, TMH, 2000

SEMESTER - V

PAPER NO: 303: INTERNATIONAL ECONOMICS

Unit- 1: THEORIES OF INTERNATIONAL TRADE

Introduction of international trade – internal and external trade – merits and demerits. Basic concept of Adam Smith's Absolute Cost Advantage Theory. Ricardo's Comparative Cost Advantage Theory. Multilateral trade and trade with market imperfection. Heckscher-Ohlin Factor Endowment Theory.

Unit- 2: TERMS OF TRADE

Meaning, types and its importance. Factors affecting terms of trade. Mill's theory of reciprocal demand. Marshall's theory of offer curves. Concept of balance of trade and balance of payments. Favorable and unfavorable balance of payments. Measures to correct unfavorable balance of payments.

Unit- 3: TRADE POLICIES

Free Trade vs. protection policy. Arguments for protection policy. Tariffs: types and its effects—optimum tariff and protective tariff. Basic concept of dumping and anti-dumping policies. Non-tariff barriers.

Unit- 4: EXCHANGE RATE

Meaning and types of exchange rates-pegged, partial and flexible exchange rate. Exchange rate policies and determination of exchange rate. Purchasing power parity theory of exchange rate. Inter-relationship between exchange rate, interest rate and inflation rate.

References

- 1) Kindiberger C.P.: International Economics
- 2) Krugmen P.R. & m. Obstgeld: International Economics
- 3) Money,Banking,International Trade & Public Finance: D.M. Mithani
- 4) Intrnational Economics: Francis Cherunilam
- 5) International Economics: M.C.Vaish & Sudama Singh
- 6) Sodersten Bo: International Economics

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CE 301 B
Statistics VII

HOURS: 3/WEEK

CREDIT: 3

EXAM HRS: 3

1. Inventory Control : **[25%]**

Introduction, Meaning of Inventory Control, Advantages of Carrying Inventory, Terms of Inventory Controls, Various Deterministic Inventory Models: Economic Order Quantity (EOQ) without Shortages (derivation of the model), EOQ with Shortages, EOQ with finite production rate, EOQ with Price Discounts, simple examples based on these models.

2. Queuing Theory: **[25%]**

Introduction, Essential features of Queuing Systems (Input source, Queue configuration, Queue discipline, Service pattern), Operating characteristics of Queuing System (Expected waiting time in queue and system, expected number of customers in queue and system, busy period of server), Probability distribution in Queuing Systems ,Queuing Models: M/M/1 with unlimited and limited queue length, simple examples based on these models.

3. Sequencing Problems: **[25%]**

Introduction, Notations, Terminology and Assumptions of Sequencing Problem, Processing n jobs through two machines, processing n jobs through three jobs, simple examples based on these models, simple examples based on these models.

4. Game Theory: **[25%]**

Introduction, Two person Zero Sum Games, Pure Strategies: Games with Saddle Point, Mixed Strategies: Games without Saddle Point, The rules of Dominance, Solution Methods of Games without Saddle Point - Algebraic Method, Graphical Method. Conversion of any game problem in to LLP form (Not solution by Simplex method), simple examples only.

Reference Books:

1. H.A.Taha, Operations. Research, Macmillan Publishing Co. Inc.
2. Vohra N.D, Quantitative Techniques in Management Tata McGraw Hill, New Delhi.
3. J.K.Sharma : O.R. Theory and Applications, Macmillan India Ltd.
4. Anderson, Sweeney, Williams, An Introduction to Management Science Quantitative Approach to Decision Making, Cengage Learning India Pvt. Ltd. New Delhi.
5. Barry Render, Ralph M. Stair , Michael E. Hanna, Quantitative Analysis for Management, Pearson Education(Singapore) Pte. Ltd.

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Statistics VIII

HOURS: 3/WEEK

CREDIT: 3

EXAM HRS: 3

1. Student's t Test: [25%]

Introduction to t-distribution, its probability density function (statement only), assumptions for small sample tests, applications of t-test (both one and two tailed): (1) testing mean of a small sample, (2) comparing means of two samples (independent samples), (3) paired t-test for dependent samples, simple examples based on these tests.

2. Chi-square Test: [25%]

Introduction to chi-square distribution, its probability density function (statement only), applications of chi-square test: (1) testing variance of a small sample, (2) testing independence of attributes using $m \times n$ contingency table, using the formula for 2×2 contingency table with Yate's correction (without proof), (3) testing goodness of fit (Binomial and Poisson distributions only), simple examples based on these tests.

3. Variance Ratio Test and Experimental Design: [25%]

Introduction to F-distribution, its probability density function (statement only), applications of F-test: (1) comparing variances of 2 small samples, (2) testing means of several small samples – ANOVA (one way and two way analysis). Concept of design of experiments, principles of design of experiment – randomization, replication and local control, concepts of CRD, RBD and LSD with illustrations

4. Non Parametric Tests: [25%]

Meaning - Importance of NP test, Sign test, Median test, Run test, Mann-Whitney test, Wilcoxon's test, Kruskal-Wallis test, Kolmogorov - Smirnov test (without derivation). Simple examples (table value given), simple examples based on these tests.

Reference Books:

1. Goon. Gupta, Dasgupta : "An outline of Statistical Theory" Vol-1 and II. World Press, Calcutta
2. Sancheti & Kapoor : Business Statistics. Sultan Chand & Sons, New Delhi.
3. S.C. Gupta: "Fundamentals of Mathematical Statistics" Sultan Chand & Sons, New Delhi.
4. Levin and Rubin: "Statistics for Management", Prentice Hall of India Pvt. Ltd. New Delhi.
5. Parimal Mukhopadhyay : "Mathematical Statistics" Books & Allied (P) Ltd.