

Textile Craft

B.Com. Part-II

SCHEME : B.A/B.Com/B.Sc. PART-II

		Duration	Max mark	Min mark
1. Theory:	Paper-I	3Hrs	30	22
	Paper-II	3 Hrs	30	
2. Practical :	Paper-I	3Hrs	35	25
	Paper-II	3 Hrs	35	
3. Submission	Paper-I		35	25
	Paper-II		35	

Paper-I : Weaving Theory-I

UNIT-I

Yarn numbering system --Indirect (cotton, metric, woollen and worsted count) and Direct (Tex and Denier)

Yarn Twist and their types, Balance of fabric

Methods of fabric construction: Braiding & Lacing, knitting, felting and weaving

UNIT-II

Types of loom- Shuttle & Shuttle less; introduction to shuttleless looms- airjet, waterjet, projectile and rapier loom

Preparation of Warp and Weft for weaving

Draft, Peg plan, Weave, Repeat, Design

UNIT-III

Derivatives of Plain weave- Rib and Basket

Derivative of twill weave- Regular, Irregular, Left hand, Right hand, Pointed and curved twill

Fabric defects, Selvedge, Types of Selvedge's

Paper-II: Dyeing Theory -I

UNIT-I

Difference between dyeing and printing

Mechanical finishes- basic process of beating, singeing, napping, calendaring and embossing.

UNIT-II

Stages of Dyeing (fibre, yarn & fabric)

Wool dyeing and silk dyeing

Dyeing machines- Jigger and Winch dyeing machine

UNIT-III

Steps of printing- preparation of cloth & colour

Methods of Direct printing- Block & Roller printing

Thickeners and types of thickeners

Practical (Paper-I)

1. Thread count and Balance of the cloth
2. Weave samples of derivatives of plain and twill weave

Practical (Paper-II)

1. Introduction to motif, repeat and layout
2. Block printing- samples preparation
3. Batik-spot, crack, scratch and painting (samples)

Submission (Paper-I)

1. Assessment of samples
2. Preparation of weave samples

Submission (Paper-II)

1. Any one article using block
2. Any one article using batik

Examination Scheme:

One Major Problem: 20 Marks

One Minor Problem: 15 Marks

Reference books :

Sahnai, V.A. (1989) Theory of Dyeing, Sevak publications. Mumbai

Trotman, E.R. (1985) Technology of Dyeing, John wiley & sons Inc London. London

Pryag, R.S. (1994) Technology of Printing, India publisher.

Pryag, R.S. (1995) Technology of Finishing, India publisher.

Bucker. (1998) Textiles, Abhishek spublications.

Kulkarni, M.M. Weaving technology, Virindra publication, Jalgon

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Garment Production & Export Management

B.Com. Part-II

B.A/B.Com.– Maximum Marks 40

Hrs.3

B.Sc. Maximum Marks 50

THEORY PAPER – 1

Fashion and Apparel Design

OBJECTIVES :-

1. To Develop Sensitivity & Understanding towards Historical World Costumes.
2. To Focus on Design Elements & Principles and their Details on Garments.
3. To Create Awareness About the Techniques of Pattern Making & Principle of Fittings.

SECTION –A

TRADITIONAL COSTUMES

1. Study of traditional costumes of various regions of India.
2. History of costumes of Indian civilization.
3. Brief knowledge of world costumes ; French , German, Greek, European

SECTION –B

TECHNIQUES IN PATTERN MAKING

4. Eight head theory – principles and advantages.
5. Pattern making techniques- drafting, draping, flat pattern.
6. Colour and colour schemes, psychological effects of colour on clothes.
7. Fitting – principles of fitting, factors to be considered while fitting, common fitting problems, remedying fitting defects of bodice, sleeves, and skirts.

SECTION – C

DESIGN

8. Classification of design – structural and decorative
9. Elements and principles of design.
10. Layout of design of fabric in cutting - floral , checks, plaids, lines.

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References :

1. Erwin, M. D., Kinchen, L.A. & Peters, A. (1979). Clothing for moderns. Macmillan publishing new York.
2. Jo, K. M. (1985). Clothing construction I&II. Prentice Hall.
3. Mathews, M. (1974). Practical clothing construction part I & II. Chennai, Cosmic press.
4. Doogaji, & Deshpandey, R. (1988). Basic process and clothing construction. Raaj Prakashan.

THEORY PAPER – II

ELEMENTS OF MARKETING AND FINANCE

B.A./B.Com.-Maximum Marks 40

Hrs. – 3

B.Sc. – Maximum Marks 50

OBJECTIVES :

1. To create awareness about the procedures to select, proceed & start the Small Scale Industry.
2. To guide the process of product development according to the market needs.
3. To become familiar with the methods of payment in foreign trades & about types or bills.

SECTION A

1. Market structure- Types of market, market survey, elements of cost.
2. History of readymade garment industry, Problem and prospects in global market
3. Branded versus non -branded market.
4. Types of garments exported.

SECTION B

5. Elementary knowledge of working capital factors affecting working capital, operating cycle.
6. Sources of finance.
7. Letter of credit
8. Methods of payment in foreign trade
9. Various typed of bills.
10. Insurance

SECTION C

Brief study of ;

11. ECGC (export credit and guarantee corporation)

12. EIC (export inspection council)
13. IIP (Indian institute of packaging)
14. ICA (Indian of arbitration)

References :

1. Srivastav, & Aggarwal. (). Vipdan prabandh.
2. Mamoria, C.B., Joshi, R. L. & Mulla, N.I. (2003). Principles & practice of marketing in india. Kitab Mahal distributors.
3. Satya narayan; Sales management.
4. Daver R.S. (2009). Salesmanship and Publicity. Vikas publishing house Pvt Limited.

PRACTICAL- 1 APPAREL DESIGNING

B.A/B.Com.–Maxmium Marks 60

Hrs.- 4

B.Sc. – Maxmium Marks 25

OBJECTIVES :

To familiarize with basics of color

To develop expertise in drawing croquis and draping dresses on them.

Contents:

1. Colour wheel and colour scheme.
2. Introduction to eight head theory and stick figure 9.5", 10.5".
3. Developing an adult croquis from block figure.
4. Draping of garments on croquis (at least 8 sheets) using different colours schemes and occasions.
5. Preparation of a portfolio.

Examination Scheme :

B.A./B.COM:-Max Marks:-60

B.SC:-Max Marks:-25

1. Major Problems-30
2. Minor Problems:-20

1. Major Problem:-10
2. Minor Problems:-10

PRACTICAL – II
CLOTHING CONSTRUCTION

B.A./B.Com.–Maxmium Marks 60

Hrs- 4

B.Sc. – Maxmium Marks - 25

OBJECTIVES :

1. To be able to make basic drafts of bodice, sleeve and collar.
2. To learn the knowhow of stitching and all basic processes and ornamentation techniques.

Contents :

1. Pattern making
 1. Child basic block and sleeve block.
 2. Sleeve variations; slash and spread method-puff, bell, legomutton, bishops sleeves.
 3. Sleeve bodice combination; Magyar, raglan, dolman sleeves.
 4. Different types of collars.
 5. Different types of yokes
2. Stitching of each sleeve, collar and yokes on bodice block.
3. Fashion designing (5 each) on sheet baby frocks, a line frocks , rompers. sun suits skirts and tops, bush -shirts with shorts.
4. Redesigning of old garment using the idea such as; to consider factors such as money, creativity, individuality, skills, needs,
 - (i) Patchwork
 - (ii) Ornamental fabric.
 - (iii) Decorative embroideries
 - (iv) Trims
 - (v) Paints and dyes
 - (vi) Introduction of fashion designing in fashion shows.
5. Introduction fashion designing in fashion shows.

References :

1. Jo, K.M. & Beazley. (1985).The sewing book of a complete guide. Prentice Hall.
2. Ireland, P. J. (1982). Fashion designing drawing and presentation. Batsford Ltd. 4th Revised edition.
3. Chase. R.W. (1997). CAD for fashion design. Prentice Hall; Pap/DSKT edition.

Examination Scheme :

B.A.\B.Com.-Max Marks:-60

1. Major Problems-30

2. Minor Problems:-20

Internal:-10

B.Sc:-Max Marks:-25

1. Major Problem:-10

2. Minor Problems:-10

Internal:-5

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Add – On Subjects

1. COMPUTER APPLICATION

Max. Marks

Com.

Paper I Data Base Management System	50
Paper II Structured Programming and Computer Graphics	65
Practical Programming Laboratory On – the-Job training (4 Weeks)	

The Duration of these papers will be 3 hours

Paper I : Data Base Management System

Categorization of DEMS systems. Network.
Hierarchical and relational databases. Application of
DEMS system.

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(b) To acquaint the students with the procedure and practice of direct and indirect taxes.

3. Job Potential :

(i) Self Employment :

Prepare returns and relevant documents, for small traders, small Industries and people engaged in small medium business, necessary under direct and indirect tax law.

(ii) Wage Employment :

Junior level portions in the various organisations such as --

(a) Practising Chartered Accountant firms.

(b) Business Houses.

(c) Industrial undertaking & establishment.

(d) Custom and Excise departments.

(e) Accounts department of various Central, State, Local self Government departments of various Central, State, Local self Government, Societies etc.

4. (i) This cannot be associated with Science subjects.

(ii) It can go with commerce (B.Com. Pass)

(iii) It can go with B.A. provided a student has done 10+2 with Accounting and Business studies of Commerce

5. (i) Contents :

(a) Syllabus (Theory & Practicals - enclosed)

(b) Business Lab should be equipped with the following ;

(i) All Bare Acts related to direct and indirect taxes and various tax forms / returns/ documents.

(ii) Reference Books :

1. Palkiwala – Income Tax

2. Chaturvedi & Pathisana : Income Tax

(iii) Text Books :

1. Singhania – Direct Taxes

2. H.C. Mehrotra : Income Tax Law & Practice

(iv) Journals :

1. The Institute of Chartered Accountant of India.

2. Central Excise Law System.

3. Taxman.

Note : In addition to the above books the new text books should be prepared on the lines of the prescribed syllabi.

(ii) On the Job Training (After Ist year)-

Proper training should be given to students, to prepare various returns/ forms/ documents etc. related to Income Tax and Sales Tax / Excise duty to enable the students to acquire necessary skills so that they can prepare these documents independently. Students can be attached for the purpose of training with local industrial excise departments, income and sales tax departments, and practising firms of the Chartered Accountants.

(iii) On the Job Training (After 2nd year) –

Students should be attached for practical training with the organisation as suggested in (ii). Students can prepare the necessary documents/ returns/ forms etc. related to direct and indirect taxes.

5. Unit cost for 30 students—

- (a) Building as per the norms of the UGC.
- (b) Rupees one lakh for books, journals and equipments.

6. Modalities of examination and evaluation.

- (a) Weightage between theory and practicals should be 70% and 30% respectively.
- (b) Continuous evaluation – assignment surprise test quiz.

Paper-I : Direct Tax-I, Procedure and Practice

Max. Marks 100

3 hrs. duration

Min. Pass Marks : 36

Section – A

1. Regulatory frame work-An overview of Income Tax Act, 1961 and Income Tax Rules, 1962
2. Income Tax Authorities.
3. Basis of Charge – who is liable to pay income-tax –person, assessee, assessment year, previous year, residential status and incidence of tax.
4. Permanent Account No. – Procedure for obtaining Permanent Account No. (PAN) – filling and filing of application under form No. 49A.

Section – B

5. Computation of total income for filing of return – Head of Income Deductions under Chapter VIA Computation of Tax in case of individual, Hindu Undivided Family, Firm, Companies, Rebate of Income Tax under Section 88.
6. Payment of Tax : Tax deducted at source, Advance Tax, Self Assessment Tax.
 - (a) Tax deducted at source : filling and filing of application form for obtaining TDS number under form No. 49B – obligation of the person making payment, who and when the person is liable to deduct tax at source. Procedure and rate of Tax deducted at source on various payments.

Employers Obligations :

Stage-I : Certificate to be issued to the recipients – filing and issue of the various TDS forms (16, 16A and 16B)

Stage-II : deposit of tax deducted at source – filling and filing of the challan and deposit of tax.

Stage-III : Submission of returns of TDS under Form No. 26,26A,26B,26BB,26D, 26E.

Recipients Obligations :

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- A. To obtain TDS certificate from payer; filling and filing of relevant certificates for lower or no deduction of tax at source (Form No. 13C, 14, 14B, 15, 15A, 15AA, 15B, 15D, 15E, 15F, 15G, 15H, 15I).

2. TAX PROCEDURE AND PRACTICE

MODEL FOR PREPARATION OF

OUTLINE OF COURSES

1. Subject Title ; Tax Procedure Practice 15 weeks.
2. Subject Title : General Objectives.
 - (a) To familiarise the students with the Indian Tax system.

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Section – C

7. Advance Tax – who is liable to pay advance tax, computation of advance tax, instalment and due date of Advance Tax, Interest Payable by the assessee. Filling of challan and deposit of Advance Tax.
8. Self Assessment Tax - Filling of the challan and depositing of the tax there of, interest under self-assessment.
Return of Income : who is liable to file return of income, time limit, return of loss, related return. Revised return, Defective return, Return by who to be signed, filling and filing of Income under :

Form No. 1 in case of companies other than those claiming exemption under section II

Form No. 2 for assesses (other than companies and those claiming exemption under Section 11). Whose total income include profit & gain from business and profession.

Form No. 3A For assesses including companies claiming exemption under Section 11

Paper – II : Direct Tax – II, Procedure and Practice

Max. Marks : 100

3 hrs. duration

Min Marks : 36

Section – A : Wealth Tax

1. Regulatory frame work ; An overview of Wealth Tax Act. 1957 and Wealth Tax Rules 1957.
2. Wealth Tax Authorities.
3. Important terms and definitions- valuation date, assessment year, meaning of Assets.
4. Exempted Assets, Valuation of invaluable property and Jewellers computation of Net Wealth, Computation of Wealth Tax, Filling of challan for payment of Wealth Tax, and deposit tax.
5. Return of Wealth tax, limit for filing return, filling and filing of return of Wealth under Form A & B.
6. Assessment and Post Assessment Procedure in brief.

Section – B : Income Tax

7. Assessment Procedure : Inquiring before Assessment. Assessment under Section 143(1). Regular Assessment under Section 143(2). Best Judgement Assessment, income escaping Assessment, issue of notice where income has escaped assessment, Time limit for Notice. Time limit for compilation of assessment and re-assessment.

Section – C

Post Assessment Procedure :

8. Refund : who can claim refund, Form No. 30 for Refund, Time limit for claiming refund, Refund on appeal, Interest on refunds.
9. Rectification of mistake (s).
10. Appeals and revision : When an assessee can file appeal, appellate authorities, procedure for filing appeal, filling and filing of form No. 35, Form No. 36. Time limit for filing appeal. Revision by Income Tax Commissioner.

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11. Penalties & Procedure : Procedure for imposing penalties, waiver of property, nature of default and penalties impossible.

Transfer of movable property. Filing and filing of Form No. 37 EE, Form No. 37 G. Form No. 3 I.

Tax clearance certificate and exemption certificate. Procedure and filling and filing of Form No. 31.

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3. PRINCIPLES AND PRACTICES OF INSAURANCE

Scheme

Max. Marks – 200

Min. Marks -72

Paper-I

3 hrs duration

100 Marks

Paper-II

3 hrs. duration

100 Marks

Paper-I – Fire and Marine Insurance

Max. Marks 100

3 hrs duration

Min. Marks 36

Section-A- Fire Insurance Contract

Origin of fire insurance; its nature, risks, hazards and indemnity; Legal basis. Stipulation and conditions: Contracts; Full disclosure of material facts : Inspection and termination of coverage.

Section –B – Fire Insurance Policies

Issue and renewal of policies; Different kinds; Risks covered; recovery of claims- insurer's option Ex-gratia payment and subrogation. Policy double insurance and excess insurance. Types of fire protection policies issued by the General Insurance Corporation of India.

Section – C- Marine Insurance Contract

Origin and growth; History of Lloyds; Evaluation of Marine insurance business in India. Basic elements – Insurable interest Utmost Good Faith implied warranties; Policy document. Types of marine insurance contract- freight, cargo and vessel. Procedure for conditions. Nature of coastal marine insurance; Perils covered, protection available; Procedure for preparation and presentation of claim; Payment of compensation by insurer.

Section – D

Total loss,, Partial loss particular average loss and general average loss; Preparation of loss statement. Payment of Marine procedure for presentation of claim; Valuation of loss salvage; Limits of liability. Attachment and termination of risk.

Suggested Books :

1. Rodder : Marine Insurance (Prentice Hall, New Jersey)
2. Winter N.D. : Marine Insurance
3. Godwin : Fire Insurance
4. Cable H : The Fire Insurance Contract : Indian Policy (The Rough Notes Co.)

Notes : Candidates have to attempt at least one question form each section and five question in all.

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Paper-II - Insurance Finance and Legislation

Max. Marks 100

3 hrs. duration

Min. Pass Marks

Section-A

Laws of probability; Forecast of future events; Construction of mortality tables; mortality tables for annuities.

Section-B

Basic factors, Use of mortality tables in premium determination; interest compound, interest function, Net and gross premium; Mode and periodicity of premium payment; Mode of claim payment; Benefits to be provided; Mode of loading for expenses. Gross premium - general considerations, insurer's insurance; Endowment insurance; Level and natural premium plan : Premium calculation for study, of actuarial valuation.

Section-C

Nature, origin and importance of reserves and funds in life and property Insurance. Retrospective and Prospective reserve computation. Statutory regulation of reserves. Nature of surrender value; Concept and calculation of surrender value; Standard non-forfeiture law; Non-forefeiture value, reduced paid up values; Settlement options; Automatic premium loan. Nature and sources of insurance surplus; Special form of surplus; Distribution of surpluses - extra dividend, residuary dividend; investment of surplus and reserves-basic principles. Investment policy of LIC and GIC in India.

Section-D

A Brief study of Indian Insurance Act, 1938

Detailed study of Life Insurance Corporation of India Act, 1956. General Insurance Corporation of India Act. 1976. Insurance Regulation and Development Authentic Act, 1999.

Suggested Books :

1. Srivastava, S. S. : Insurance Administration and Legislation in India- (Allhabad, Asia Book Depot.)
2. Govt. of India : Life Insurance Corporation of India Act, 1956.
3. Govt. of India : General Insurance Corporation of India Act, 1956.

Note : Candidates have to attempt at least one question from each section and five questions in all.

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4. OFFICE MANAGEMENT AND SECRETARIAL PRACTICE

Paper – I : Office Practice and Office Procedure

3hrs duration

Max. Marks 100

Min. Pass Marks. 30

(Candidates are required to answer five questions out of nine questions. All questions carry equal Marks)

Paper – II : Typewriting and short-hand in Hindi/
English

(A) Theory

Max. Marks

35 Marks

Duration

1^{1/2} hrs

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(Candidates are required to answer five question out of eight questions. All questions carry equal marks)

(B) Practice

Max. Marks 65 Marks

(i) Speed Test (Typewriting) 25 Marks

Speed : Hindi : 30 w.p.m.

English : 35 w.p.m.

(ii) Shorthand dictation :

Duration 5 minutes Speed : English 80 w.p. m.

Hindi 60 w.p.m.

Transcription in typewriting 30 minutes

Max. Marks

40 Marks

Paper – I : OFFICE PRACTICE AND OFFICE PROCEDURE

Unit – I

Office : meaning functions, importance, concept of an organisation, centralisation Vs decentralisation of office services, Principal departments of a modern office-correspondence, typing and duplicating, filing, mailing general office.

Filing and Indexing : Filing-meaning and importance, essentials of a good filing system, centralised Vs decentralised filing system, methods of filing, filing equipments.

Unit – 2 Office Appliances and Machines

A study of various types of commonly used appliances and machine – duplicator, accounting mechanism, weighing and folding machine, sealing machine, Dictaphone, cheque protector, cash register, coin sorter, time recorder and such other machines.

Unit – 3 Modern Office Machines :

Photocopier, Computer, Word processor, Scanner Their operation and use in the office set up. Introduction of computer-importance, history and types of computer hardware and software, computer operation.

Word Processor – concept of word-processing, roating and editing documents, taking print out, Do's and Don't in details from application point of view. Scanner-Introduction of Scanner, its importance and use in offices.

Unit – 4 Mailing Department

Meaning and importance of mail, centralisation of mail, handling of work its advantages, mail room equipment, sorting table and recks, letter openers, time and date stamps, postal franking machine, addressing machine, mailing scales, post office guide.

Handling Mail : Inward mail- Receiving, sorting, opening, recording, marking distributing.

Outward Mail : Folding of letters, preparation of envelopes, sorting scaling, weighing, stamping, entering in letter sent book or peon book, dispatching, Rail parcel service, Air mail service, Courier service.

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Unit – 5 Office Correspondence :

Essentials of a good letter, drafting of business letter : enquiry, quotation, order, advice, making payment, trade reference, complaints, circular letters, follows up letters, official letters, demi official,

Assisting Visitors :

Office atiquetee, effective use of language, preparation of appointment schedules and maintaining visitors diary, finishing desired information instruction co-workers.

Practicals :

Office Practice :

1. Filling and Indexing
Practice in filing and indexing – Alphabetically, Numbercally, arranging files subject wise, searching a particular file, transforming of old files for future reference, weeding out of records, developing card indexing system for the college library.
2. Drafting of the following (on the basis of actual information)
 - Application for a job – Interview letter
 - Appointment letter – Letter of enquiry
 - Letter of order – Office Notes
 - Issue order - Issue of Tenders
3. Recording of inward/outward mail.

Paper II : TYPE WRITING AND SHORTHAND IN HINDI

Unit-I : Carbon Mani folding

Carbon Papers and their kinds, carrying out corrections on carbon copies : use of Eraser, erasing shield, white correcting fluid etc. squeezeing and spreading, Carbon economy.

Unit-2 : Stencil Cutting and Duplicating

Techniques of stencil cutting, correction of errors on stencil papers, use of correcting fluid, graft methods and use of Gum-coated paper method, signatures and lining on stencil paper with the help of sylvus pen and backing sheet.

Duplicator- kinds of duplicators taking out copies on duplicators, duplicating ink.

Unit-3 : Electric and Electronic Typewriters

Importance and use of Electric typewriter: Advantage of Electric Typewriter.
Salient features of Electric typewriters.

Unit-4 : Correspondence

- Business
- Official

(A) Shorthand in Hindi (Theory)

Unit-I : Extended use of certain Consonant ;
The Aspirate, tick and dot 'H'
Downward and upward 'R' upward 'sh'

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Compound Consonants, Medical Semi-circles.

Unit-2 : Halving and doubling Principle :

Halving – general principles and their exception, use of halving principle in phrascography. Doubling – general principle and their exception, use of doubling principle in phrascography.

Unit-3: Prefixes, Suffixes, contractions and, Intersections : Prefixes and Suffixes-meaning and uses, list of prefixes and suffixes, contractions : general rules and list of contractions.

Intersection – Meaning and uses, list of inter section, writing of figures in shorthand. Note taking techniques and transcription on typewriter.

(B) Typewriting (Practice)

Unit-I : Carbon manifolding

Taking out copies with the help of carbon papers. Carrying out corrections on carbon and spreading methods, correction of drafts.

Unit-2 : Stencil Cutting and Duplicating

Stencil Cutting, carrying out correction on Stencil paper with different methods. Cyclostyling.

Unit-3 : Electric and Electronic Typewriters

Practice on above typewriters.

Unit-4 : Correspondence

Typewriting of Business Letters

Typewriting of Official Letters

Shorthand in Hindi (Practice)

1. Practising the use of halving and doubling principles, suffixes from text book.
2. Repeated practice of contraction and intersection.
3. Taking dictation of passages for five minutes at a speed of 50 w.p.m. and transcription of the same on typewriter.
4. Taking dictation from tape-recorder.
5. Taking dictation from different voices.
6. Recording class lectures in Shorthand.

Stenography

(A) Theory

Maximum Marks 35

Duration 1^{1/2} hours

(candidates are requested to attempt five questions out of eight questions.

All questions carry equal marks.)

(B) Practice

Maximum Marks 65

(i) Typewriting in Hindi

Speed test

Maximum Marks 25

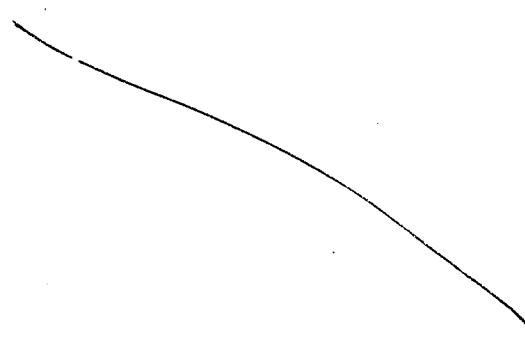
Duration 10 minutes

(ii) Shorthand in Hindi Practical

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Maximum Marks 40
Dictation 5 minutes
Speed Hand. 60 w.p.m.
Translation Longhand in 60 minutes



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5. ADVERTISING SALES PROMOTION AND SALES MANAGEMENT

Min. Pass Marks - 72		Max. Marks-200
Paper-I	3 hrs. duration	100 Marks
Paper-II	3 hrs. duration	100 Marks

Paper-I: Advertising (II)

Max. Marks - 100 3 hrs. duration Min. Pass Marks -36

Advertising Media : Types of Media : Print Media, (News Paper and Magazines, Pamphlets, posters and brochures), Electronic Media (Radio, Television, Audio Visuals, Cassettes). Other Media (direct mail, outdoor media). Their characteristics, merits and limitations, Media scene in India. Problems of reaching rural audience and markets. Exhibitions and Mela, Press Conference. Media Planning. Selection of Media Category. Their reach, frequency and impact. Cost and other factors influencing the choice of media. Media scheduling.

Evaluation of advertising effectiveness. Importance and difficulties. Methods of measuring advertising effectiveness. Pre-testing and posttesting. Communication effect. Sales effects.

Regulation of advertising in India. Misleading and deceptive advertising and false claims.

Advertising agencies. Their role and importance in advertising. Their organisation patterns, Functions, Selection of advertising agency. Agency Commission and fee.

Advertising Department. Its functions and organization.

Suggested Readings :

Same as for Paper-II (relevant chapters)

Paper-II Personal Selling and Salesmanship

Max. Marks - 100 3 hrs. duration Min. Pass Marks - 36

Nature and importance of personal selling. Door to door selling. Situations where personal selling is more effective than advertising. Cost of advertising Vs. Cost of Personal selling.

AIDA model of selling. Types of selling situations. Types of sales persons.

Buying motives. Types of markets. Consumer and industrial markets. their characteristics and implications for the selling function.

Process of effective selling : prospecting. Pre-approach. approach.

Presentation and demonstration, handling and objections, closing and sale post – sale activities.

Qualities of the successful sales person with particular reference to consumer services.

Selling as a career, advantage and difficulties

Measures for making selling an attractive career.

Distribution network relationship

Reports and documents; Sale Manual, Order book, Cash Memo, tour diary, daily and periodical reports.

Other problem in selling.

Tentative Suggested Reading :

- | | |
|-------------------------------|---|
| 1. Russel, Beach and Brskrk | : Selling (McGraw-Hill) |
| 2. Still, Cundiff and Goveni | : Sales Management (Prentice Hall of India) |
| 3. J.S.K. Patel | : Salesmanship and Publicity (Sultan Chand & Sons. N. Delhi) |
| 4. C.A. Krikpatrick | : Salesmanship (South Western Publishing ; Indian Reprint by J. Taraporewala, Bombay) |
| 5. Johhson Kirtiz and Schuing | : Sales Management (McGraw Hill) |

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6. TOURISM AND TRAVEL MANAGEMENT I

136 Com. Part-II

1000

Min. Pass Marks-72

Min. Marks 200

Paper-I

3 hrs. duration

4

70 Marks

Paper-II

3 hrs. duration

70 Marks

Paper-I Tourism Marketing

Max. Marks 70

3 hrs duration

Min. Pass Marks 36

Internal Assessment Marks 30 (20 Project report, 10 Viva Voce)
Introduction

This Course covers analysis of the markets and their possible developments
Packaging of the product, Pricing policies and their publicity and advertising
in the media-print and Electronic.

Section-A

The concept marketing. Nature, Classification and characteristics of
services and their marketing, implications, developing marketing strategies
for services firm

Section-B

Linkage in tourism and other sectors (Travel Agency, Accommodation,
Food Nutrition Catering).

Section-C

Tour Packaging; Concept Characteristic Methodology considerations and
development of tour package, Designing and printing of Tour Brochure

Section-D

A Study of the marketing and publicity aids like books periodicals, brochures, posters, hand outs, press release Audio visuals

Section-E

The paper would also include promotional public relations methods employed in tourism Marketing.

Suggested Readings:

1. Kotler, Philip : Marketing Management. Universal Publications, New Delhi
2. Maccarthy, D.K.J. : Basic Marketing - A Management approach.
3. Doughles Foster : Travel and Tourism Management.
4. Negi, M.S. : Tourism and Heterliering.
5. Wahab, S. Grampter, L & Fibbs : Tourism Marketing : Tourism International Press, London 1976.
6. Stephan F. Witt & Luiz Mountinch : Tourism Marketing and Management Handbook, Prentice Hall, New York. 1985.
7. Renal, A Nykiel : Marketing in Hospitality Industry (2nd Ed.) Ven Nestrand Reinhd 1986.
8. Meclean, Hunger : Marketing Management (Tourism in your business). Candian Hotel and Restaurant Ltd. 1984.

Paper-II Travel Agency, Tour Business and Accommodation

Max. Marks. 100

3 hrs. duration

Min. Pass Marks 36

Introduction

The Study includes the functions, differentiation regulations, organization recognition of Travel Agents, Tour Operators and Excursion Agents.

The role in details of Sectors like airline : International, Domestic, Air taxis, Ticketing, Cargo, Railway-Transport operations the allied business of Travel agencies has been included in the course. A study of Tours or accommodations their organisations and management.

Section-A

Definition, Main functions, Organizational structure of a Travel Agency and the Tour operations. Different types of travel agents and their responsibilities, procedures for becoming a travel agent and tour operator in India.

Section-B

Role of Indian Airline, Indian Railways, Air India and Vayudoot in the growth of travel agency and tour operators business.

Section-C

Accommodation - Types, Organisation and Management.

Suggested Readings:

1. Merissen Jome, W : Travel Agents and Tourism.
2. David H. Howel : Principles and Methods of Scheduling Reservations (National publisher) 1987.

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3. Agrawal Surinder : Travel Agency Management (Communication India-1983).
4. Geo Chack : Professional Travel Agency Management : Prentice Hall, London, 1990
5. Bhatia, A. K. : Tourism Development - Principles and Policies Sterling Publisher, 1991, New Delhi.
6. William Cordve : Travel in India.
7. National Publishers, Delhi : The World of Travel, 1979, Field Trip Report. Practical Field Trip Report

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FOREIGN TRADE PRACTICES AND PROCEDURES

Subject Objectives

1. To familiarise the students with the basic principles of foreign trade and the environment in which foreign trade takes place.
2. To familiarise the students with the position of India's foreign trade, import and export policies and various export promotion measures adopted by the Government.
3. To familiarise the students with the nature and scope of International Marketing as also the four Ps of International marketing.
4. To familiarise the students with the various methods and procedures of foreign trade financing, foreign exchange rates, costing and pricing for exports and the various institutions involved in export finance.
5. To make the students aware of the shipping and insurance practices and procedures with constitute the essential services for the operation of foreign trade.
6. To familiarise the students with the basic documents involved in foreign trade, processing of an export order, customs clearance of export and import cargo and negotiation of documents.

Job Potential

1. Self – employment – can start an export business either singly or in partnership with fellow students; can take up export documentation work for others.
2. Can take up employment in exporting firms, banks, insurance companies or with freight forwarders.
3. (i) Permissible combination of subjects :
B.A. – any subject preferably with Economics, Psychology, Social Work, Foreign Languages.
(ii) prerequisites of admission
10+2 preferably with economics or commerce.

Paper – I Elements of Export Marketing

Objectives : To familiarise the students with the nature and scope of

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International marketing and also the four Ps of International marketing.

Unit-I		Periods
-	Role of exports, scope of export marketing and why should a firm export	6
-	Selection of export products.	2
-	Selecting export markets	4

Unit-II		
-	Direct and indirect export and role of export houses	3
-	Channel of selection and appointment of agents. agency agreement and payment of agency commission.	3
-	Promotion abroad, use of mailing lists, advertisement abroad, and participation in trade fairs and exhibitions	4

Unit-III		
-	Legal aspects of export contracts including INCO terms	4
-	Arbitration and settlement of disputes	4

Books :

- (1) Export Management by T.A.S. Balagopal
- (2) Export Management by S.R. Ullal.
- (3) International Marketing Management by Varsney and Bhattacharyya.

Paper-II Foreign Trade Financing and Procedures

Objectives : To familiarise the students with the various methods and procedures of foreign trade financing, foreign exchange rates, costing and pricing for exports and the various institutions involved in export financing.

Unit-I		Periods
-	Export payment Terms including letters of credit and their operation	4
-	Pre-shipment and post-shipment finance	4
-	Import finance and letter of credit and operation there of	3

Unit-II		
-	Role of Banks in foreign trade finance	1
-	Obtaining ECGC Policy and filing claims	2
-	Obtaining long term export credit from EXIM Bank	3

Unit-III		
-	Costing and Pricing for exports.	6
-	International capital markets, foreign exchange rates, exchange fluctuations and obtaining forward cover.	6

- Books . (1) Finance of Foreign Trade by Keshkamat
 (2) Finance of foreign Trade by G.S. Lall.



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8. TOURISM

PAPER I : TOURISM SERVICES

Theory Paper : Max. Marks 70

Project Report : Max. Marks 30

3 hrs. duration for Theory Paper

- Tourism infrastructure : Travel & Transport, Accommodation, Food Beverage and Catering, Entertainments & shopping.
- Development of means of travel & transport : Road, Rail, Water and Air transport. Role of Air India in Tourism Promotion, travel agencies and tour operator, place on wheel (POW).
- Accommodation : Form of Accommodation Hotel (Star & Non Star) Motels, Palaces, Heritage Hotels, Guest House, Dharmshalas etc. Hospitality.
- Catering and Food Beverages : Important Indian Cuisines and Food beverage in the different part of the country Hygienic and Nutritious Food. Coffee House & Cafe.
- Entertainment : Sightseeing, Folklore, Pilgrimage, Fair & Festival Beach & Island Resorts. Camel riding, elephant riding, Kite Festival, Cinema, Theatre & sport events Adventure, Fashion show, Magic & Yoga.
- Tourist Guide and Escorts : City Tour, Mountain Guide, Sherpa Street Guide

References :

1. Riccline J.R. Brent : Travel and Tourism Hospitality
2. Brymer. Robert A : Introduction to Hotel & Restaurant Management.

PAPER II : WORLD TOURISM

Theory Paper : Max. Marks 70

Project Report : Max. Marks 30

3 hrs. duration for Theory Paper

- Historical Development of World Tourism, Silk Route, Mass Tourism Grand Tour. Trends in world Tourism.
- World Tourism organisation (WTO) : Objectives & Functions of WTO, Regional offices and operation of WTO. Working of Pacific Area Travel Association (PATA) Travel Corporation of India (TCI).
- World Travel Agency SITA Operation of SITA. Challenges faced

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- Tourism Development in South East Asia : Singapore, Malasiya, Thailand, Nepal, Cambodia.
- Tourism Promotion on Japan.
- Tourism Development in Greece, Spain, Italy, Germany, Australia, France and United Kingdom

References :

1. Report on World Tourism Organization.

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THEORY AND PRACTICE OF BANKING AND INSURANCE

PART I: RURAL BANKING

Theory Paper : Max. Marks 70

Practical Report : Max. Marks 30

Duration for Theory Paper

Concept & definition of Rural Banking. Function and Importance of Rural Banking

Classification of Rural Banks NABARD, RBI, RRBs, Cooperative Banks and Commercial Banks.

Role of Commercial banks in the rural development, Type and terms of loan & advances in rural sector, assessment of credit needs for rural sector loaning.

Normalities & procedure of loan disbursement

Genesis of Regional Rural Banks in India objectives and function of RRBs. Progress and Problem of RRBs.

Cooperative Sector Banks. Organisational Structure and management of Cooperative Banks. Working of State Cooperative Banks and Central Cooperative Banks Organisation and functions of Land Developments Banks.

Refinance and Credit Guarantee facilities of cooperative banks and India.

Current Issues and problems of Cooperative Banks – A detailed study of the working of NABARD.

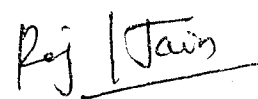
References :

Mathur, B. S. Co-operation, Sahitya Prakashan, Agra.

Jha, S. M. Bank Management, Himalaya Publishing House, Delhi.

NABARD, Annual Reports.

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PAPER II : INSURANCE MANAGEMENT

Theory Paper : Max. Marks 70

Project Report : Max. Marks 30

3 hrs. duration for Theory Paper

Introduction : Savings and investment schemes like shares, units, capital markets, mutual funds, etc. vis-a-vis insurance; Tax benefits under insurance policies; Life cycle needs including solutions, matching of the customers needs and requirements to available products; Comparison between different products offered vis-a-vis chargeable premium, and coverage.

- Computation of Premiums/Bonuses : Premium calculation including rebates, mode rebate, large-sum assured policies rebate, Extra premium; Under premiums; Computation of benefits, Surrender value; Paid-up value.
- Insurance Documents : Insurance documents, including proposal forms and other relevant forms; First premium receipt/renewal premium receipt; Policy contract; Endorsements; Renewal notice/bonus notices; Other insurance documents related to receipt.
- Life Insurance Products : Traditional Unit Linked Policies, Individual and Group Policies; With profit and without-profit policies. Different types of insurance products Whole life products, interest sensitive products, term-assurance annuities, Endowment Assurance.
- Options and Guarantees
- Group Insurance and Pension Plans
- Health Related Insurance

Suggested Readings

1. Mishra M.N : Insurance Principles and Practice, S. Chand & Co., New Delhi
2. Insurance Regulatory Development Act 1999 and other relevant Acts.
3. Life Insurance Corporation Act 1956
4. Gupta O.S. : Life Insurance, Frank Brothers, New Delhi.
5. Vinayakam N., Radhaswamy and Vasudevan S.V. Insurance-Principles and Practice, S. Chand & Co. New Delhi
6. Mishra M.N : Life Insurance Corporation of India, Vols I, II & III Raj Books, Jaipur

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10. FOREIGN TRADE PROCEDURE

PAPER I : ELEMENTS OF EXPORT MARKETING

Theory Paper : Max. Marks 70

Project Report : Max. Marks 30

3 hrs. duration for Theory Paper

- Role of exports, scope of export marketing and why should a firm export.
- Selection of Export Products
- Selecting export markets.
- Direct and indirect export and role of export houses.
- Channel selection and appointment of agents, agency agreement and payment of agency commission.
- Promotion abroad, use of mailing lists, advertisement abroad and participation in trade fairs and exhibitions.
- Legal aspects of export contract including INCO terms.
- Arbitration and settlement of disputes.

Books :

1. Balagopal, T.A.S. : Export Management.
2. Ullal, S.R. : Export Management.
3. Varshney and Bhattacharya : International Marketing Management.

PAPER-II : FOREIGN TRADE FINANCING AND PROCEDURES

Theory Paper : Max. Marks 70

Project Report : Max. Marks 30

3 hrs. duration for Theory Paper

- Export payment terms including letters of credit and their operation
- Pre-shipment and post-shipment finance.
- Import finance and letters of credit and operation.
- Role of Banks in foreign trade finance.
- Obtaining ECGC Policy and filing claims.
- Obtaining long term export credit from EXIM Bank.
- Costing and Pricing for exports.
- International capital markets, foreign exchange rates, exchange fluctuations and obtaining forward cover.

Books :

1. Keshkamat, Finance of Foreign Trade. G.S. Lall, Finance of Foreign Trade
2. टंडन, जे.के. : अन्तर्राष्ट्रीय व्यापार एवं वित्त, मलिक एण्ड कंपनी, जयपुर :
3. Mammur, H.G. : International Economics