

ADDITIONAL OPTIONAL SUBJECTS

1. Textile Craft

Scheme:

			<u>DURATION</u>	<u>MAX.MARK</u>	<u>MIN.MARK</u>
(i)	Theory:	One paper	3Hrs	60	22
(ii)	Practical:	One	3Hrs	80	28
(iii)	Submission:	Two		60	22

(Theory): Introduction to Textile Craft

UNIT-I

1. Introduction to Textiles
2. Definition of fibre, Properties of textile fibres, Primary & Secondary properties.
3. Classification of fibres
4. Production, manufacturing, properties and uses of Natural vegetable fibres- cotton, linen and jute
5. Yarn manufacture by Takli and Charkha

UNIT-II

1. Warp and Weft, Difference between warp and weft
2. Handloom, Parts of Handloom
3. Warp path on Handloom
4. Motion of Handloom(primary & secondary)
5. Elementary Weaves(Basic weaves): Plain, Twill, Satin & Sateen

UNIT-III

1. Concept of colours, Colour Wheel, Colour schemes, Achromatic & Monochromatic colours
2. Dyes and Pigments (colourless dyes)
3. Classification of Dyes
4. Dyeing of cotton fabric by Tie and Dye process
5. Fabric finishes- Introduction and Importance, basic finishes- bleaching, scouring, singeing, mercerising

(Practical):

Samples preparation

- (i) Tie and Dye (Marbling, pleating & folding, laheria and bandhej)
- (ii) Elementary weaves (plain, twill, satin and sateen) on graph paper
- (iii) Primary colour, secondary colour, colour scheme, achromatic & monochromatic colour
- (iv) Hand painting
- (v) Stencil Preparation and Painting

Submission:

Develop any two products

- (i) Dupatta / scarf/table cover using tie and dye
- (ii) Cushion cover or table mats using hand painting or stencil painting

Examination Scheme:

Major Problem: 50 Marks

Tie and dye/ stencil printing / hand painting on a product

Minor Problem: 30 Marks

Preparation of any weave or colour scheme

Reference books :

Dantiyagi, S. (2012) Fundamental of Textiles, Orient Blackswan private limited.

Gohl, E. P. G. & Vilensky, L.D. (2005) Textile Science, CBS publishers & distributors PVT.Ltd New Delhi

Taggart, W. (1920) Cotton Spinning, London; New York: Macmillan. London

Bannergjee, N.N. (1986) Weaving Technology, 9th edition, Textile book house

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2. GARMENT PRODUCTION & EXPORT MANAGEMENT

PART – I

PAPER- I: UNDERSTANDING TEXTILES

B.A/B.Com. -M.M. 60

Hrs.3

B.Sc. M.M. 50

OBJECTIVES: -

1. To know different textile fibers & their performances.
2. To gain knowledge on different textiles fiber processes and finishes.
3. To become familiar with traditional textiles & embroideries of India.
4. To understand the selection criteria's of clothes

SECTION A: Textile Technology

1. Textile fibers: : General properties of Natural Fibers – Cotton, Wool, Silk, Regenerated – Rayon, Acetate Synthetic Fibers – Nylon, Acrylic
2. Fibers to yarn : The basic process involved in making yarns including blending, carding, combing, mechanical and chemical spinning
3. Fabric construction : Weaving: plain, twill, & satin weave
4. Fabric Finishes : Calendering, mercerization and tentering

SECTION B : Traditional Textile

5. Woven fabrics : Dacca muslin jamdani, chanderi, brocade baluchari, kashmiri shawls, doria, kanjivaram
6. Dyed Fabrics : Bandheji, ikat, patola.
7. Printed Fabrics : kalamkari, madhubani
8. Traditional embroideries of India :
 - a) Kashida of Kashmir
 - b) Kasuti of Karnataka
 - c) Manipuri
 - d) Chamba rumal of Himachal Pradesh
 - e) Kantha of Bengal
 - f) Phulkari of Punjab
 - g) Chikankari of Uttar Pradesh

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SECTION – C
SELECTION CRITERIA

9. Selection of suitable fabrics for infants, toddlers, pre- school children, school going children, adolescents, adults and special needs
10. Buying criteria for readymade garments, definition, origin & evolution of ready to wear garments

References:

1. Corbman, B. P. (1983). Textiles fibre to fabric. Mc Graw Hill education.
2. Phyllis, G. T., & Billie J. C. (2009). Understanding textile. Pearson publication.
3. Naik, S.D. (1996). Traditional Embroideries of India. APH publishing.
4. Bhatnagar, P. (2009). Traditional Indian costumes and textiles. Abhishek publication.
5. Dhantiyagi, S. (2012). Fundamentals of textile and their care. Orient Black swan.
6. Singh, B. Vastra vigyan avam paridhan.
7. Marjory, J. L. (1966). Introductory textile science. Holt McDougal.
8. Marjory, J. L. (1976). Essentials of textiles. Holt McDougal.
9. Jain Ruby and Rathore Girja, Design, Fashion and Garment Production, CBH publication Jaipur 2019.

PAPER -- II
BUSINESS AND GARMENTS INDUSTRIES

B.A/B.Com.-M.M.60

Hrs.- 3

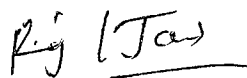
B.Sc.- M.M.50

OBJECTIVES: - To enable students to:-

1. Acquaint with different types of Business ownership.
2. Understand merchandising in Apparel Industries.
3. Understand the garment industry and project planning.

SECTION A
BASICS OF BUSINESS

1. Meaning and scope of business with special reference to garment export trade in India
2. The important factors to be considered at the same time of commencement of business - legal, economical, and social
3. Different types of business-
 - a) individual organization


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- b) partnership
 - c) co-operative
 - d) public sector
 - e) company
4. Objectives, importance and utility of book keeping.

SECTION – B

MERCHANDISING THEORY

- 5. Introduction to fashion merchandising. merchandising planning, scheduling, buying and evaluation
- 6. Visual merchandising.
- 7. Careers in Apparel industries.

SECTION – C

GARMENT INDUSTRY

- 8. Project planning for garment production unit.
- 9. Production and storage space, laundry area of garment industry.
- 10. Site selection for unit
- 11. Budgeting for garment production unit.

References :

- 1. Kaplan, S. R. & Anthen A. A. (2014). Management. Darling Kindesley Pearson education.
- 2. Frings, G.S. (2007). Fashion from concept to consumer. Pearson G edition.
- 3. Jindal, R. (1998). Handbook of fashion, best drafting techniques. Mittal publications.
- 4. A.K. Sharma, S. Sharma, R. Nagar, A. Jain, S. A. Bakshi, 2016, Entrepreneurship and small business management (Hindi) 1st ed. Ajmera Book Company, Jaipur

PRACTICAL – 1

BASICS OF GARMENT CONSTRUCTION

B.A./B.Com.- M.M. 80

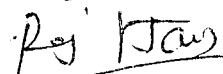
Hrs. 4

B.Sc. - M.M. 50

OBJECTIVES: - To enable students to:-

Develop skill in understanding all stitching technique.

Develop expertise in basic and traditional embroidery which gives creative, decorative and ornamental effect on dress.


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Contents

1. Sample making :

Basic seams - Basting (even, uneven) back stitch, blanket)

Hems – visible, invisible

Lace edging – (machine)

Gathers - (machine), darts

Pleats – knife, box, inverted box

Frills one side, two sided

Tucks – pin, cross, shell

Fasteners – hook , press button, shirt button, button hole, loop with button, zip

Plackets – continuous, two piece

Pockets – patch, bound, inseam, kurta

Edge finishing - piping and facings

2. Basic Embroidery stitches :

Chain, stem, running, lazy-dazy, satin, herring- bone, buttonhole, bullion, feather patch and appliqué work.

3. Make samples of following traditional embroideries :

kashida, kantha, kasuti, phulkari, chamba

Taking body measurements and knowledge of standard measurements from child to adults

Examination Scheme:

B.A.\B.COM:-Max Marks:-80

1. Major Problems:-40

2. Minor Problems:-25

Internal:-15

B.Sc:-Max Marks:-50

1. Major Problems:-20

2. Minor Problems:-20

Internal:-10

3. INVESTIGATIVE BIOTECHNOLOGY

Paper I : Bio-Chemistry and General Bacteriology

Max. Marks 60

3 hrs. duration

Min. Pass Marks 22

Teaching Periods 60

Section-A : Bio-Chemistry (Teaching Period 30)

1. Introduction and Scope of Bio-Chemistry.
2. Simple Analytical techniques : Weighing of solids and liquids; Preparation of solutions : Simple acid-base titration.
3. pH, Buffers types and their uses.
4. Mole, Molar and normal solutions, concentration units.
5. Classification and metabolism of Carbohydrates, Lipids, Proteins, Nucleic acids and Nucleo proteins.
6. Introduction of Vitamins and Enzymes; Clinically important Enzymes and their estimation.
7. Metabolism of inorganic substances like Iodine, Phosphorous, Copper, Iron and Calcium.
8. Electrolytes in various tissue fluids in health and disease.
9. Gastric Analysis-Functional test of Liver, Kidney Pancreas and alkalosis, acidosis.

Section-B General Bacteriology (Teaching Period 30)

1. Microbial World.
2. Structure of bacterial cell; functions of cell organelles.
3. Sterilization and disinfection.
4. Culture media.
5. Cultivation of Bacteria.
6. Identification methods in bacteriology.

Paper II-Elementary Anatomy, Physiology and Halmatology

Max. Marks 60

3 hrs. duration.

Min. Pass Marks 22

Teaching Periods 60

Section-A : Elementary Anatomy and Physiology (Teaching Period 30)

1. Introduction to human body.
2. Important landmarks in surface anatomy for L.M. and I.V. injection in adults, children and infants
3. Musculo-Skeleton and Respiratory system.
4. C.V.S (Cardio Vascular System) circulation.
5. G.I.T (Gastro Intestinal Tract), Liver, Gallblader & Pancreas.
6. Urinary System

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C.N.S. (Central Nervous System) and A.N.S. (Autonomic Nervous System)

8. Endocrines and Reproductive system.
9. Skin and temperature regulation.

Section-B : Haematology (Teaching Period 30)

1. Structure of cell and cell division.
2. Blood forming tissues and Bone-marrow.
3. Formation of RBCs, granulocytes, Mononuclear cells, Platelets and their normal counts.
4. Blood coagulation.
5. Anaemias-classification, diagnosis.

PRACTICALS

Max. Marks 80

(52×3 periods)

Min. Pass marks 28

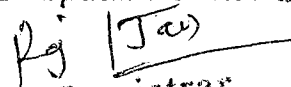
Unit-I Bio-Chemistry

1. Glassware used in Bio-chemistry.
2. Cleaning of Glassware, weighing and measuring volumes.
3. Making and testing of distilled water.
4. Importance of calibration of glass apparatus used in estimation.
5. Collection, coding, preservation and disposal of biological specimen material for biochemical analysis.
6. Principles of Colorimetry and verification of Lambert-Bear's Law.
7. Bio-chemical estimation of-
(a) Sugar, (b) Urine, (c) Stool, (d) Protein, (e) A.G. ratio.
8. Detection of Organic poisons like opium, opium and vomice.
9. Detection of Inorganic poisons like copper, arsenic, antimony, tin, mercury, lead, barium and zinc phosphate, cyanides & insecticides.

Unit-II General Bacteriology and Hematology

General Bacteriology :

1. Introduction to microscopy, various types of microscopes and their uses.
2. Wet bacterias mount and hanging drop preparation and dark field examination.
3. Preparation of smears for bacterial examination and Gram's Stain.
4. Preparation of various stains.
5. Staining of Smears- Sputum C.S.F. Body fluids, pus, aspirations.


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Hematology

1. Collection of blood from various sites in adult and children.
2. Cleaning of slides and cover slips and identification of various pipettes and their cleaning.
3. Making of stains used in Hematology.
4. Staining and examination of blood films.
5. Differential RBC and WBC counts.
6. Estimation of Haemoglobin by comparator and calorimeter.

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ADD-ON SUBJECTS

I. COMPUTER APPLICATIONS

Scheme :	Min. Pass Marks	Max. Marks
Arts/Commerce	72 (Th 47 Pr. 25)	200
Science	54 (Th. 36 Pr. 18)	150
Paper-I 3 hrs. duration	Computer Fundamentals and Introduction to IBM PC	Arts/Com. 65 Science 50
Paper-II 3 hrs. duration	Operating Systems & Business Data Processing	Arts/Com. 65 Science 50
Paper-III Practical		Arts/Com. 70 Science 50

Paper I : Computer Fundamentals and Introduction to IBM PC

What is Computer? An introduction. Uses of computers in modern society e.g. weather forecasting, census, oil exploration, speech recognition, banking publishing, accounting, research etc.

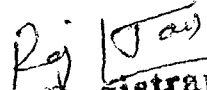
Information concepts and processing-hardware, software-computer capabilities and limitations. Concept of files and directories.

Computer arithmetic and number system. ASCII & EBCDIC character sets.

Components of a computer processing system-hardware, software computer capabilities and limitations. Concept of files and directories.

Hardware features and use-CUP, I/O devices. Storage devices and media.

Introduction to networking, multiprocessing, time sharing, multiprogramming and real time computing.


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Variety of hardware system and features. Various types of computers available in market. Micro, Mini and Main frames, Super computers.

Evolution of personnel computers. Commodore, Atari, Apple, IBM, PC Basic block diagram of computer. Difference between personal and main frames-Simple operating system, Easy to use, Less Memory, Dedicated, Normally single user.

Introduction to microprocessors and associated computers. Timers. display controllers, DMA controllers.

Block diagram of IBM PC. Introduction to 8086 and 8088. Functional description of various modules and cards.

Boot process in IBM PC. System files. Self test.

Various types of displays and other peripherals used in IBM PCs.

Disk Operating System-Introduction. Batch files.

Configuration files. COM, EXE, SYS, BIN and TXT files. Introduction to programming in BASIC. Development of programs in Q BASIC. Use of graphics facilities using Basic.

Diagnostics for IBM PC. Use of Norton Utilities and other packages for undeleting files and other system maintenance jobs.

Advance version of IBM and compatibles.

Paper II : Operating Systems and Business Data Processing

Introduction to various categories of softwares. Operating system and its functions. Interaction of operating system with hardware and user programs.

1. Various components of operating system with reference to DOS
Single user operating system. Task loader. Memory management. File management, Directory structure in DOS. Moving, renaming, copying, deleting and undeleting files under DOS.

Practical

Visit to computer Lab. Introduction to various components of a computer. A simple documentation preparation and printing. Usage of printer and other components.

Physical inspection of IBM PC and internal cards. Introduction to nomenclature (COM1, COM2, etc.) Writing batch files for various purposes. Modifying config-sys files. Creating RAM disk. Diagnostics on IBM PC. Controlling PC hardware using BASIC programs.

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TAX PROCEDURE AND PRACTICE

Model for preparation of outline of courses :

1. Subject Title : Tax Procedure and Practice 15 weeks
2. Subject Objectives : General Objectives
 - (a) To familiarise the students with the Indian Tax system.
 - (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 and medium business, necessary under direct and indirect tax law.
 - (ii) Wage Employment : Junior level positions in the various organisations such as :
 - (a) Practicing Chartered Accountant Firms.
 - (b) Business Houses.
 - (c) Industrial undertakings & establishments
 - (d) Sales Tax and Income Tax departments
 - (e) Custom and Excise departments
 - (f) Accounts Department of various Central, State, Local and Government Societies etc.
4.
 - (i) This can not go 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)
 - (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) Palkhvala-Income Tax. (2) Chaturvedi & Pathisana
 - (iii) Text Books :
 - (1) Sigmundia-Direct Taxes
 - (2) H.S. Mehrotra-Income Tax Law & Practice.
 - (iv) Journals :
 - (1) The Institute of Chartered Accountants of India.
 - (2) Central Finance Law System, (3) Taxman

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Note: (1) In addition to the above books the new text books should be prepared on the lines of the prescribed syllabus.

(2) Equipment-Computer facilities must be made available in the Business Lab.

(i) On the Job Training (After 1st 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 houses, Excise and Custom 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 organisations as suggested in (ii) Students can prepare the necessary documents/returns forms, etc. related to direct and indirect taxes.

6. Unit cost for 30 students :

(a) Building as per the norms of the UGC

(b) Rupees one lakh for books, journals and equipments.

7. 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 : Indian Tax System and Income Tax Law

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

Section-A

Meaning of Tax Central and State Powers of Taxation. Distribution of revenues between Central and States. Direct and Indirect Taxes.

Direct Taxes of the Central Government—Income Tax, Wealth Tax, Interest Tax Act, 1974 with effect from 1.4.93; Expenditure Tax Act, 1987.

Indirect taxes of the Central Government—Central Excise, Customs duty, Central Sales Tax.

Taxes of the State Governments Taxes on sales and purchase of goods, Octroi duty; Tax on profession, trade and business. Toll

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Tax on luxuries, entertainment and amusements; Tax on betting and gambling; Tax on electricity; Stamp duty; Agricultural income tax and Land revenue.

Section-B

Income Tax Law : Extent and application, Definitions, Previous Year, Residential Status, Incomes which do not form part of Total Income, Computation of Total Income; Heads of Income; Salaries, Income from House Property; Profit and Gain from business and profession.

Section-C

Capital gains, Income from other sources, Income, Aggregation of income and set off and earn, Forward of losses, Deduction from Gross Total Income under Chapter VI A. Rebate of Income Tax under Section 88.

Paper II : Central and State Sales Tax-Procedure & Practice

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

Section—A

~~Rajasthan~~ Value Added Tax Act, 2003.

Introduction—Definitions, Extent and Commencement. Incidence and Levy of Tax. Registration of Dealers. payment of Tax. Filing of returns and assessment.

Tax liability, Recovery and Refund. Interest. Penalties, Composition and Prosecution.

Section—B

Regularity frame work—An overview of Central Sale Tax, 1956; an overview of Central Sale Tax (Registration and Turnover) Rules, 1957.

Import out terms and definitions.

Dealer, declared goods, goods, place of business. sale, sale price, turnover, Inter-State sale.

Principles for determining—When Central Sales Tax is leviable; the concept of sale and purchase of goods in the course of inter State trade or Commerce.

When does a sale or purchase of goods take place outside the State?

When does the sale or purchase of goods is in the course of import or export ?

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2. Registration of dealers procedure thereof filling and filing of application in Form A for registration; relevant fee payable; security/surety for registration
3. Procedure for amendment, cancellation and obtaining duplicate certificate of registration.

Section-C

Rates of Tax :

Concessional rate when an available, kind of forms for availing the concessional rates and maintenance of records related thereto.

(A) Sales to the registered dealers against Form-C

Purchasers obligations : Procedure for obtaining Form-C from Sales tax authorities and issuing of Form-C to dealers. Application under prescribed form with requisite fee for obtaining Form-C
Maintenance of records for receipts and issue of Form-C. Form Z
Sellers obligations : Obtaining Form 'C' from purchasers. Maintenance of records of "C' Form collected and submission 'C' Form at the time of assessment.

(B) Sales to the Government against D Form.

Form D- Use and custody and maintenance etc. of records of certificates in Form D.

(C) Subsequent sale in the course of Inter-State sale and receipt and issue of Form E-1 and E-2 in connection thereto.

Application for obtaining Form E-1 and E-2 and the relevant fee to be paid therewith, maintenance of records of E-1 and E-2 Forms for receipts.

Branch and Consignment transfer :

Inter State transfer of goods from the office to another or principal agent or agent to principal and issue and receipt of Form F.

Application for obtaining F Form and the relevant fee; maintenance of records of such forms and matters incidentals thereto. Form No. 5

Determination of turnover, deductions from turn over.

Return of Sales Tax payable under the Central Sales Tax Act, 1956.

Form No. 1: Filling and Filing of Form No. 1.

Deposit of Central Sales Tax and Filling and Filing of Challan in the prescribed form

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PRINCIPLES AND PRACTICE OF INSURANCE

Scheme

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

Paper-I : Life Insurance

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

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

Section-A

Need for security against economic difficulties; Risk and uncertainty; Individual value system; Individual Life Insurance. Nature and uses of Life Insurance; Life Insurance as a collateral, as a measure of financing business, continuation, as a protection to property, as a measure of investment.

Section-B

Distinguishing characteristics, Utmost Good Faith, Insurable Interest, Caveat Emptor, unilateral and aleatory nature of contract. Proposal and application form, warranties, medical examination, policy contraction and delivery, policy provision, lapse revival, surrender value, paid-up policies, maturity, nomination and assignment. Suicide and payment of insured amount; Loan to policy holders.

Section-C

Factors governing sum assured; Methods of calculating economic risk in life insurance proposal. Measurement of risk and mortality table; Calculation of premium; Treatment of sub-standard risks. Life Insurance Fund; Valuation and investment of surplus; Payment of bonus.

Section-D

Types and their applicability to different situations, Important Life Insurance Policies issued by the Life Insurance Corporation of India. Life Insurance annuities, Important legal provisions and judicial pronouncements in India.

Section-E

Rules of agency; Essential qualities of an ideal insurance salesman

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... to canvass business from prospective customers. After
... the service to policy holders.

Suggested Books :

1. Hwebner S.S. and Kenneth Black Jr. : *Life Insurance*-(Prentice Hall Inc; Englewood Cliffs, New Jersey)
2. Meher Robert L. : *Life Insurance : Theory and Practice* (Business Publication, Teaxas)
3. Maclean : *Life Insurance*
4. Gupta, O.S. : *Life Insurance*, (Frank Brothers, New Delhi)
5. Mishra, M.N. : *Insurance Principles and Practice*. (Delhi, Vikas Publishing House).

Paper-II : General Insurance

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

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

Section-A

Introduction to risk and insurance-(a) Risk (b) The treatment of risk

Section-B

The structure and operation of the insurance business—

- (a) Insurance contract fundamentals.
- (b) Insurance marketing.
- (c) Insurance loss payment.
- (d) Underwriting, rating, reinsurance and other functions.

Section-C

General Insurance Corporation and other Insurance Institutions-
Working of GIC in India; Types of risks assumed and specific policies issued by ECGC.

Section-D

Health Insurance-

- (a) Individual health insurance.
- (b) Group health insurance.

Section-E

Motor Insurance.

Multiple line and All-Lines insurance-such as Rural Insurance-
Flood Insurance etc.

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Recommended course of reading :

General Insurance by Bickelhaupt and Magre, Eighth Edition published by Richard D. Irwin, Inc., Homewood, Illinois, Irwin-Dorsey Limited, Georgetown, Ontario, Chapters : 1 to 7, 13, 21, 27 and 28

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MANAGEMENT AND SECRETARIAL PRACTICE

Model for Preparation of outline of courses

Paper-I Shorthand in English/Hindi

(A) Shorthand theory

Maximum marks 35

Duration 1½ hours

(i) Two questions related with rules 10 marks

(ii) One questions related with grammalogues and phrases. 10 marks

(iii) One passage containing 100 words to be written in shorthand. 15 marks

(B) Shorthand Practice

Maximum marks 65 marks

Speed

Hindi shorthand 50 w.p.m.

English shorthand 60 w.p.m.

Duration-Dictation 5 Minutes

Transcription by hand 1 hrs.

(A) Shorthand (Theory) English & Hindi

Unit-1 Introduction

Origin of shorthand with particular emphasis on Pitman Shorthand. definition and importance of stenography, qualities of a successful stenographer, writing techniques and materials.

Unit-2 Consonants

Definition, number, forms, classes, size, thinness, thickness, directions and joining strokes.

Unit-3 Vowels, Diphthongs and Diphones

Vowels-definition, number sounds, signs, places position of outlines, intervening vowels, Introduction of upwards/downwards strokes in Stenography.

Diphthongs-Definition, names, signs, placed joined diphthongs and triphones

Triphones-Definition, signs and application

Use of Vowels-Diphthongs and diphones in plural in Stenography.

Unit-4 Grammalogues and Phesengraphy :

Grammalogues : definition of grammalogues and logogram, list of grammalogues, punctuation signs; Phraseography : definition of phrases, how a phrase is written, qualities of a good phraseogram. list of simple phrases.

Unit-5 Circles, loops and hooks :

Circle : size and direction, application in Phraseography, attachment with straight and curved strokes, exception to the use of circle.

Loops : Size and Direction.

(B) Shorthand (Practicals)

1. Repeated Practice of Consonants, writing each consonant from the text material with particular attention to their formation, length, angle, size and direction.
2. Repeated practice of vowels, diphthongs, diphones and triphones by copying the text materials and other printed shorthand book and reading book the same.
3. Repeated practice of grammalogues and phrases.
4. Repeated practice on the use of circles, loops and hooks.
5. Transcription from Shorthand into longhand.
6. Dictation from unseen passage.
7. Variety of drills : reading shorthand from black-board, copying shorthand from black-board, could not reading, delayed writing, students dictate to the class from shorthand books, two minutes speeches by students, reading printed shorthand matter.

Paper-II Typewriting in English and Hindi

(A) Typewriting Theory

Maximum marks 35
Duration 1½ hours

(Candidates are required to answer five questions out of 8 questions. All questions will carry equal marks)

(B) Typewriting Practice

Maximum marks 65 marks

(This paper will consist of two parts)

(i) Speed Text Maximum Marks

Duration 25
10 Minutes
Speed rate English 30 w.p.m
Speed rate Hindi

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- (ii) Type writing
(Efficiency test)
- | | |
|---------------|------------|
| Maximum marks | 40 |
| Duration | 30 Minutes |
- (This paper will consist of two questions)
- (a) Letter writing 20 marks
(b) Tabulation 20 marks

(A) Type Writing (Theory) (Hindi English)

Unit-1 Typewriter and its Maintenance

- Typewriter-Its use and importance, a standard typewriter.
- Makes and categories of typewriters
- Essential parts of a typewriter and their use
- Care and upkeep of a typewriter
- Ribbon changing and ribbon economy

Unit-2 Methods of typewriting

- Touch
- Sight
- Approach of typing
- Horizontal
- Vertical

Unit-3 Keyboard Operation

- Need for proper type and size of tables and others for use by typist.
- Sitting postures
- Materials required
- Insection and removal of paper
- Learning the second row (Home row) (guide keys and home keys)
- Learning the third row (Upper row)

Unit-4 Keyboard Operation

- Learning the first row (Bottom row)
- Learning the fourth row (Number row)
- Special signs and symbols in the keyboard and their uses

Unit-5 Display in typewriting :

- Centering-horizontal, vertical.
- Types of headings
- Margin and line spacing
- Use of punctuation marks

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Figures-Arabic and Roman

Paragraphs-type and styles, numbering, pagination.

Styles of typing different kinds of letters.

Arrangements of tabular statements.

Syllabification

Foot-notes

(B) Type Writing Practice

Key Board Operations

1. Practising second row, third row, first row and fourth row.
2. Practicing words, sentences, paragraphs and passages.
3. Use of shift keys and other non-character keys.
4. Type writing of special symbols of the key board and Punctuation marks.

Speed Building

1. Different kinds of drills for typing.
2. Graded Speed test leading to accurate speed of about 30 w.p.m.
3. Typing of passages each containing 300 words in ten minutes.

Teaching Guidelines

Attractive hand words, balanced handwords, same letters in different words, drills of common words, drills of alphabetical sentences and words division drills.

Display Techniques

1. Centring-Horizontal and Vertical
2. Ensuring proper margins; line spacing
3. Typing different types of Headings including speed heading.

Letter Typing

1. Typing exercise of personal, official and business letters in different styles with proper display.
2. Typing of application for jobs.
3. Addressing the envelopes.
4. Using Carbon papers for taking out Multiple copies.

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5. ADVERTISING, SALES PROMOTION AND
SALES MANAGEMENT

Scheme :

Max. Marks : 200

Min Pass Marks : 72

Paper	Duration	Marks
Paper-I	3 hrs.	100
Paper-II	3 hrs.	100
Paper-I : Marketing Communication-I		100

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

Nature and Importance of Communication

Communication process. Elements of the Communication process. Application of Communication process in marketing. Steps in developing effective marketing communication.

Methods of Marketing Communication.

Advertising, personal selling, public relations, sales promotion, their meaning and distinctive characteristics.

- Setting up of Targets-Policies, strategies and methods of achievements.

- Integrated Communication in Marketing.

Suggested Readings :

1. Philip Kotler *Marketing Management* 7th Edition (Prentice-Hall of India, New Delhi-1991)
2. William J. Stanton Charles & Futrell *Fundamentals of Marketing*, 8th Edition (McGraw Hill Chap. 18)
3. Subroto Sengupta : *Case in Advertising and Communication Management in India* (IIM, Ahmedabad)

Paper-II : Advertising-I.

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

- Importance of advertising in modern marketing. Role of advertising in the national economy.

- Type of advertising : Commercial and non-commercial advertising, primary demand and selective demand advertising, classified and display advertising; comparative advertising; co-operative advertising.

- Setting of advertising objectives

- Setting of advertising budget. Factors affecting the advertising expenditure in a company.

- Advertising message. Preparing an effective advertising copy; elements of a print copy, Headlines, illustration, bodycopy, slogan, logo, seal of approval, Role of Colon, Elements of a broadcast copy. Copy for direct mail.

Suggested Readings :

1. Wright, Winters and Zeiglas : *Advertising Management* (McGraw Hill Relevant Chapters)
2. Dura and Darban : *Advertising : Its role in modern marketing* (The Daydon Press) relevant chapters

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3. Anand Mohan : *Advertising* (Tata McGraw Hill) (relevant chapters)
4. Philip Kotler : *Marketing Management* 8th Ed. (Prentice Hall of India) Chap-22
5. Subroto Sen Gupta : *Cases in Advertising and Communication Management in India* (IIM, Ahmedabad)

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TOURISM AND TRAVEL MANAGEMENT

Max. Marks 200	Min. Pass Marks 72
Paper I 3 hrs. duration	Marks 70
Paper II 3 hrs. duration	Marks 70
Internal Assesement	Marks 30
10 Marks for Project and 10 Marks for Viva-Voce)	

Com. Part-I

Paper-I	Tourism Business
Paper-II	Tourism Product

Paper-I Tourism Business Scheme

Max. Marks 200	Min. Pass Marks 72
Paper I 3 hrs. duration	Marks 70
Paper II 3 hrs. duration	Marks 70
Max. Marks : 70	3 hrs. duration Min. Pass Marks : 36

Section-A

Definition, Nature, Importance, Components and Topology of Tourism.

Section-B

Concept of Domestic and International Tourism, recent trends.

Section-C

Tourism as an industry, visitor, tourist, excursionist.

Section-D

Growth and development of Tourism of India.

Section-E

Impacts of Tourism—Economic, Social, Physical and Environmental.

Suggested Readings :

1. Christopher J. Holloway : *The Business of Tourism* Macdonald and Evans, 1983.
2. A.K. Bhatia : *Tourism Development, Principles and Practices* - Sterling Publishers (P) Ltd. New Delhi.
3. Anand, M.M. : *Tourism and Hotel Industry in India* : Sterling Publishers (P) Ltd. New Delhi.
4. Kaul, R.H. : *Dynamics of Tourism : A Terilogy* Sterling Publishers (P) Ltd. New Delhi.
5. IITTM : *Growth of Modern Tourism Monograph* : IITTM, New Delhi 1989.
6. IITTM : *Tourism as an Industry-Monograph* : IITTM, New Delhi, 1989
7. Burhat & Madlik : *Tourism-Past, Present and Future*, Heinemann, London.
8. Wahab, S.E. : *Tourism Management* : Tourism International Press, London, 1984.
9. Brymer, Robert A : *Introduction to Hotel and Restaurant Management*, Hub Publication Co. Lova, 1984.
10. Riccline J.R. Brent : *Travel and Tourism Hospitality Research*, London, 1982.
11. Surinder Aggarwal : *Travel agency Management* : Communication India, 1983.

Paper-II Tourism Product

Max. Marks : 70 3 hrs duration Min. Pass Marks : 36

Introduction

This paper is for the study of the product of India covering the resources both natural and man-made. Historical and Geographical background. The people, the heritage, Ancillary activities like arts, crafts, flora fauna environmental ecology and a study of the suitable development of Tourism connected with planning and development.

Section-A

Tourist Resources Definition and Differentiation.

Tourist Resources of India-types and topologies, cultural resource- Arts and Architecture, Historical moments, religious and spiritual centres, fairs and festivals, craftsmanship, folk customs, costumes and dresses, museum monument and art galleries etc. Natural

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Rich diversity in Land form and landscape, including geographic features, climate waterbodies and flora and fauna

Section-B

Natural Tourist Resource-I

Tourist resource potential in mountain with special reference to Himalaya : Resources and resource use patterns in the past, present and future perspective.

India's main desert areas, their geological structure development as desert tourism-existing trends and facilities available : desert safaris and desert festival.

Coastal areas, Beaches and Islands : Resources and resource pattern. Resources in Island with special reference to Andaman and Nicobar Islands, Overview on Tourism Development strategies.

Section-C

Social Cultural Resource-I

Architectural Heritage of India : Glimpses of India's architectural styles adopted over the ages. Historical monuments of touristic significance-ancient, medieval and modern-their spatial and regional dimensions. Important historical/archaeological sites. Important historical/archaeological sites, museum, art galleries and libraries-their location, asseate and characteristics.

Popular Religious shrines/centres-Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others. Yoga, mediation and other centres.

Section-D

Social Cultural Resources-II

Performing art of India, Classical Dances and Dance Styles : Centre of learning and performances. Indian folk dances. Music and musical instruments : different schools of Indian music; status of vocal and instrumental music; New experiment.

Section-E

Handicrafts of India as a potential tourist resources. Fairs and Festivals- Social, religious and commercial fairs : festivals; promotional (Tourism) fairs, viz : Kite festival, White water festival, Snake boat race etc.

Indian folk culture-folk custom and costumes, settlement patterns, religious observations, folk lore and legends. Created tourist destinations, Academic, Scientific and industrial institutions

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List of Readings :

1. Bhanu Prasad - *Indian Architecture-Hindu and Buddhist period*
2. Bhanu Prasad - *The Art and Architecture of Indian Sub-Continent*
3. Bhanu Prasad - *Imperial Unity.*
4. Bhanu Prasad - *Classical Age.*
5. Acharya Ram : *Tourism & Cultural Heritage of India* : RBSA Publication (Jaipur, 1986)
6. Bachan A.L. : *The Wonder that was India*, Rupa and Co.), Delhi-1988
7. Becham A.L. : *The Gazette of India : History and Culture*, Vol. 2, Publication Division, Ministry of Information and Broadcasting, Government of India 1988.
8. Hussain, A.A. : *The National Culture of India*, National Book Trust, (New Delhi-1987)
9. Mukerjee R.K. : *The Culture and Art of India* : George Allen Urwin Ltd., London, 1959.
10. *The Treasure of Indian Museums* : Marg Publication, Bombay.

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7. 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 and also with 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 which 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.

Potential :

After employment, can start an export business either singly or in partnership with fellow students; can take up export documentation work for others

can take up employments in exporting firms, banks, insurance companies or with freight forwarders.

(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.

Contents for Non-Semester Courses

Paper-I. Basis of Foreign Trade

Unit-I	Periods
Why trade takes place ? Theories of International trade	6
Balance of Trade and Balance of Payments	4
Unit-II	
Objectives of Trade policy and role of foreign trade in economic growth.	2
Instruments of trade Policy-tariffs, quantitative restrictions, exchange control and exchange rate adjustments.	9
Unit III	
International Economic Institutions-GATT, W.T.O. UNCTAD. IMF and World Bank.	6
Trade Blocks and Regional Economic Cooperation	3

Paper-II : Indian's Foreign Trade

Objectives :

To familiarise the students with the position of India's foreign trade, import and export policies and various promotion measures adopted by the Government.

Unit-I

Analysis of India's Foreign Trade, Growth trends, Composition and direction
India's Balance of Payments including invisibles
Assessment of Prospects-Products and markets

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Part-II		
(a) Free trade agreements		3
(b) Features of India's export-import policy		4
(c) Institutional set up for export promotion		3
Part-III		
Export Assistance measures, free trade zones and 100% EOUs State trading in India		2
Sources and analysis of foreign trade statistics		2
Sources and analysis of foreign trade statistics		2

Books For :

Paper-I	<i>International Economics</i> by P.T. Ellsworth
	<i>International Economics</i> by C.P. Kindleberger
Paper-II	<i>Annual Reports of the Ministry of Commerce</i>
	<i>Annual Economic Surveys</i>
	<i>Import and Export Policy 1992-97</i>

SUMMARY CHART

Academic Programme-Examination Scheme

Annual Examination

I Year (2 papers)	(i) Basics of Foreign Trade	30 Periods	3 hours
	(ii) India's Foreign Trade for each examination		
II Year (2 papers)	(i) Elements of Marketing	30 periods	3 hours
	(ii) Export Finance & Procedures	for each examination	
III Year (2 papers)	(i) Shipping and Insurance Practices & Procedures	30 periods	3 hours
	(ii) Foreign Trade Documentation and Procedures	for each examination	paper

Practical Training-3 to 4 weeks each at the end of I & II years 100 marks each. The candidates are required to submit a small mono graph of 4,000 words in Triplicate within two months from the last date of examination.

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B TOURISM

Paper I : Tourism in India

Theory Paper : Max. Marks 70
Project Report : Max. Marks 30

3 hrs. duration for Theory Paper

- Historical evaluation and development of tourism in India. Tourism phenomenon, forms of tourism alternative tourism (i.e. Health & Medical Tourism, Spiritual Tourism, Adventure Tourism, Rural Tourism, Ethnic Tourism). Objectives & importance of tourism in India. Domestic Tourism.
- Tourism Administration in India. Ministry of tourism at centre and state level. India Tourism Development Corporation (ITDC), State tourism development corporations and informal tourism sector.
- Tourism Regulations in India : Passport & Visa Requirements, Special Permits, Health Regulations, Law & order Regulation, Accommodation & Catering Regulation and Environment Regulations.
- Tourism Information : Source of tourism information : Government Agencies, Travel Agencies, Hotels & Media.
- Historical Monuments in India (Taj Mahal), Museums. Important fairs & festivals. Cultural heritage in India (Khajuraho), Dance, Music, Painting, Handicrafts.
- Geography and Tourism : Hill station in India, wildlife, parks and sanctuaries, Maps & charts, Biodiversity, Land Scape Destination and Ecology.
- Tourism Impact : Economic impact, social impact, political impact and environment impact. Threats & obstacles.
- Recent Tourism Policy in India.

References :

1. Mukherjee, R.K. : The Cultural and Art of India.
2. Bhatta, A.K. : Tourism Development, Principles & Practices.
3. Kaul, R.H. : Dynamics of Tourism.

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Paper II : Rajasthan Tourism

Theory Paper : Max. Marks 70

Project Report : Max. Marks 30

Duration for Theory Paper

History, Geography and Topology of Rajasthan.

Historical Monuments, Forts, Palaces and Havelies in Rajasthan.

Cultural heritage in Rajasthan.

Living style of Peoples, Religions, Cuisine & Customs of the people

Fairs & Festivals in Rajasthan : Puskar, Nagaur, Kaila Devi
Ramdevvara, Uras.

Dances of Rajasthan : 'Ghoomer', 'Kalbelia Dance', 'Tehra Tali'

Wild Life and Sanctuaries in the State : Ranthambore, Sariska,
Talehpur, Dara, Kawaladev.

Architecture & Painting in Rajasthan (Bundi and Kishangarh).

Important Tourist Destinations :

Hill Resort - Mount Abu

Desert Resort - Jaisalmer

Pink City - Jaipur

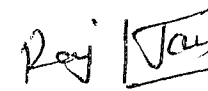
Venis of Rajasthan - Udaipur

Sun City - Jodhpur

References :

1. झालाणी, सीताराम : राजस्थान वार्षिकी ।

2. राजस्थान सरकार (सूचना एवं जनसम्पर्क निदेशालय) : राजस्थान सुजस संचय ।


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9. PRINCIPLES AND PRACTICE OF BANKING AND INSURANCE

Paper I : Bank Lending : Policy and Techniques

Theory Paper : Mar. Marks 70

Project Report : Mar. Marks 30

3 hrs. duration for Theory Paper

- Establishing bank ~~lending~~ policies under changing socio-economic and legal environment.
- Types analysis techniques for bank lending.

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- Financial analysis techniques for bank lending.
- Assessment of credit needs for term assets.
- Assessment of credit needs for working capital.
- Credit Disbursement - Terms and conditions; Documentation, Scheduling.
- Monitoring of advances.
- Renewal and recovery of advances.
- Nursing of problem accounts, including non-performing assets.
- Present credit policy and various schemes of bank lending to industry, commerce and trade and agriculture in India.
- Refinance and credit guarantee facilities for banks in India.
- Current issues and problems of bank lending in India.

References :

1. Jha, S.M. : Bank Marketing, Himalaya Publishing House, Delhi.
2. Mithani and Gordon : Banking theory and Practice, Himalaya Publishing House, Delhi.
3. Suneja, S.R. : Management of Bank Credit, Himalaya Publishing House, Delhi.
4. Varshency, P.N. : Banking Law and Practice, Sultan Chand & Sons, New Delhi.
5. Parameswaran, R. and Natarajan, S. : Indian Banking, S. Chand & Sons, New Delhi.
6. Sethi : Marketing of Banking Services, Macmillan India Ltd., New Delhi.
7. Nanda, K.C. : Credit and Banking, Response Books (A division of Sage Publications), New Delhi.

Paper II : Fundamentals of Insurance

Theory Paper : Max. Marks 70

Project Report : Max. Marks 30

3 hrs. duration for Theory Paper

Introduction to Insurance : Purpose and need of insurance; Insurance as a social security tool; Insurance and economic development.

Fundamentals of Agency Law Definition of an agent; Agents' regulations; Insurance intermediaries; Agents' compensation

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Procedure for becoming an Agent - Pre-requisite for obtaining a license, Duration of License; Cancellation of license; Revocation or suspension/termination of agent appointment; Code of conduct; Utmost practices

Functions of the Agent : Proposal form and other forms for grant of cover; Financial and medical underwriting; Material Information; Nomination and assignment; Procedure regarding settlement of policy claims.

Company Profile : Organizational set-up of the company; Promotion strategy; Market share; Important activities; Structure Product; Actuarial profession; Product pricing-actuarial aspects; Distribution channels.

Fundamentals/principles of Life Insurance/Marine/Fire/Medical/General Insurance. Contracts of various kinds; Insurable Interest.

Suggested Readings

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

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10. FOREIGN TRADE PROCEDURE

Paper-I : Basis of Foreign Trade

Theory Paper

: Max. Marks 70

Project Report

: Max. Marks 30

3 hrs. duration for Theory Paper

- Concept and Importance of International Trade Theories of International trade, Gain from International trade.
- Current trends & issues in International trade.
- Balance of Trade and Balance of Payments.
- Objectives of Trade Policy and role of foreign trade in economic growth.

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- Instruments of trade Policy - tariffs, quantitative restrictions, exchange control and exchange rate adjustments.
- International economic institutions - WTO, IMF, Asian Development Bank and World Bank.
- Multinational Corporation : Nature, Role Types & Operations.

References :

1. Keshkamat, Finance of Foreign Trade.
2. Lall, G.S., Finance of Foreign Trade.
3. Ellsworth, P.T., International Economics.

Paper-II : Indian's Foreign Trade

Theory Paper : Max. Marks 70

Project Report : Max. Marks 30

3 hrs. duration for Theory Paper

- Analysis of India's Foreign-Trade, Growth trends, composition and direction
- India's Foreign Trades in Global Context.
- India's Balance of Payments including invisibles.
- Assessment of Prospects. - Products and markets
- India's trade agreements
- Salient features of India's export-import policy
- Institutional set-up for export promotion.
- Export Assistance Measures, Free trade zones and 100% EOUs.
- State trading in India.
- Sources and analysis of foreign trade statistics.
- Foreign Investment Policy : Indian Joint Venture in abroad, Multilateralism and Bilateralism in India's foreign trade.

References :

1. टंडन, जे.के. : अन्तर्राष्ट्रीय व्यापार एवं वित्त, मलिक एण्ड कम्पनी जयपुर।
2. अग्रवाल एम.डी. सिंह, गोपाल एवं गुप्ता, ओ.पी. : अन्तर्राष्ट्रीय व्यापार एवं वित्त, रमेश बुक डिपो, जयपुर।
3. Government of India, Import Export Policy (Latest).
4. Government of India, Annual Reports of Ministry of Commerce.
5. टंडन, जे.के. : अन्तर्राष्ट्रीय व्यापार एवं वित्त, मलिक एण्ड कम्पनी जयपुर।

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