

BUSINESS ADMINISTRATION

B.COM. Part III

- Paper - I Functional Management
Paper - II Optional Paper (Any one of the following)
1. Advertising and sales Management
2. Insurance
3. Industrial Laws

Paper I: Functional Management

Time : 3 Hours
Min. Marks 36

Max. Marks : 100

Unit I

Meaning, Scope, Role and Functions of Human Resource Management, Human Resource Planning Recruitment, Selection, Placement and Induction.

Unit II

Job Analysis, Job Enlargement and Job Enrichment, Training and Development, Performance Appraisal.

Unit III

Marketing- Meaning, Scope and Importance, Product Planning and Development; Channels of Distributions; Pricing Policies and Strategies.

Unit IV

Finance Functions; Importance and Scope of Financial management; Functions and Role of Finance Manager; Financial Planning; Sources of Finance.

Unit V

Meaning , Nature, Scope and Importance of Production Management; Production Planning and Control; Quality Control.

Books Recommended:

1. Gupta, C.B.: Human Resource Management, Sultan Chand and Sons, New Delhi
2. P.Subba Rao : Essentials of HRM and Industrial Relations (Himalaya Publishing House)
3. Butta, E.S. : Modern Production Management
4. Dutta, S.K.: Materials Management
5. Gopal Krishnan and Sonderiam: Integrated Material Management
6. Kotler, Keller, Koshy, Jha: Marketing Management (Pearson)
7. शर्मा, शर्मा, सुराणा : मानव संसाधन प्रबन्ध (रमेश बुक डिपो)
8. जी.एस. सुधा : क्रियात्मक प्रबन्ध (रमेश बुक डिपो)
9. भदादा, पोरवाल : विपणन प्रबन्ध के सिद्धान्त एवं व्यवहार (रमेश बुक डिपो)
10. अग्रवाल, अग्रवाल : वित्तीय प्रबन्ध (रमेश बुक डिपो)
11. पोरवाल, सुधान : उत्पादन प्रबन्ध (रमेश बुक डिपो)
12. पोरवाल, सुधार : सामग्री प्रबन्ध के सिद्धान्त एवं व्यवहार (रमेश बुक डिपो)

Only For Session
2020-21


अकादमिक प्रभारी
महाराजा सूरजमल बृज विश्वविद्यालय
भरतपुर (राज.)

Paper II - Optional Paper
1. Advertising and Sales Management
OR

Time : 3 Hours
Min. Marks 36

Max. Marks : 100

Unit I

Advertising Concept; Objectives and Significance of Advertising; Types of Advertising.

Unit II

Advertising Budget, Advertising Campaign Planning.

Unit III

Advertising Media planning; Media Scheduling; Factors Affecting Selection of Media; Measuring Advertising Effectiveness.

Unit IV

Role of Selling in Planned Economy; Selling as a Career; Qualities of a Salesman; Sales Organization; Recruitment and Selection of Salesman; Training, Motivation, Remuneration of Salesman.


Unit V

Sales Forecasting Sales Quotas and Territories; Consumer Psychology; Buying Motives, Control of Sales Operations.

Books Recommended:

1. Batra, Myres and Akar: Advertising Management, Prentice Hall of India, New Delhi
2. Chunawalla and Sethia: Foundations of Advertising, Himalaya Publishing House, New Delhi
3. S. Shyam Prasad & Sumit Kumar: Advertising Management, Ramesh Book Depot, Jaipur
4. Anurag Sharma: Advertising and Sales Management, (Thakur Publications, Jaipur)
5. आर.एल. नौलखा : विक्रय संवर्धन एवं विक्रय प्रबन्ध (रमेश बुक डिपो)
6. जी.एस. सुधा : विक्रय संवर्धन एवं विक्रय प्रबन्ध (रमेश बुक डिपो)

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Paper II - Optional paper

2. Insurance

OR

Time : 3 Hours
Min. Marks 36

Max. Marks : 100

Unit I

Insurance: An Introduction, Risk Management and Insurance, principles of Insurance contract.

Unit II

Fire Insurance, Life Insurance, Development of life Insurance in India.

Unit III

Life Insurance, corporation of India, Life Insurance Agents, Life Insurance Plans.

Unit IV

Settlement of Claims in Life Insurance, General Insurance, The General Insurance Corporation of India.


Unit V

Liberalisation and Insurance, The Insurance Regulatory and Development Authority (IRDA), Prospects and Challenges in Insurance Sector.

Book Recommended:

1. Mishra, M.N. : Principles & Practice of Insurance, S. Chand & Company, New Delhi.

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Paper II - Optional paper
3. Industrial Laws

Time : 3 Hours
Min. Marks 36

Max. Marks : 100

Unit I

The Factories Act, 1948.

Unit II

The Indian Trade Union Act, 1926.

Unit III

The Industrial Disputes Act, 1947.

Unit IV

Workmen's Compensation Act, 1923.

Unit V

Employee's Provident Fund and Miscellaneous Provision Act, 1952.

Gratuity Act, 1972.

Book Recommended:

1. Inderjeet: Labour Laws
2. Sarkar: Labour Laws of India
3. O.P. Gupta: Industrial and Labour Laws
4. Taxmann's Labour Laws
5. शर्मा, सक्सैना, पोरवाल : औद्योगिक सन्नियम
6. कुमावत : औद्योगिक सन्नियम

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