

Compulsory Paper-I

ORGANISATIONAL BEHAVIOUR

Unit 1: Manager and Organizational Behaviour: Managerial Roles and Skills, Environmental Forces: Meaning, Characteristics, key elements and Evolution of Organizational Behaviour (OB); Research on Organizational Behaviour; Biological Foundations of Behaviour; Biological foundation Inherited and Learned Characteristics of Behaviour.

Unit 2: Individual Dimension of OB: Motives and Behaviour; Personality and Behaviour: Perception and Behaviour; Learning and Behaviour; Theories of Motivation; Expectancy Theory; Equity Theory; Reinforcement Theory; Goal Theory; Job Stress: Meaning and Sources; Stress moderators; Consequences and Management of Stress.

Unit 3: Groups and Leadership: Meaning and Classification of Group; Reasons for group formation; Conditions imposed on the Group; Group Member Resource; Group Structure; Group Cohesiveness, Committees: Nature and functions; Advantage and Disadvantage; Guidelines for effectivity. Leadership: Meaning and Roles in Organization; Major approaches; Leadership styles; Distinction between Manager and leader; Theories: Ohio and Michigan studies; Fiedler's Contingency Model; Hersey and Blanchard's model; Path- Goal Theory.

Unit 4: Power, Politics and Conflict: Power; Meaning, Sources and Bases; How Power influences Behaviour; Impression management; Defensive Behaviour; Rational versus Political Behaviour; Acquiring and exercising Political Power, Conflict: Meaning, Nature, Sources and Types; Effect of Inter-Group conflict handling and Resolution; P; Preventing and stimulating conflict.

Unit 5: Organizational Culture: Introduction; Elements of Culture; Identifying Organizational Culture; Functions of Organizational Culture; Diagnosing Organizational Culture; Approaches to Describing Organizational Culture; Managing Organizational Culture; Organizational Culture and Ethics. Organizational Change: Forces for Change; Planned Change; Resistance to Change; Approaches to Managing Organizational Change; Creating a Culture for Change; Organizational Change in Indian Businesses.

BOOKS RECOMMENDED

Luthans, Fred: Organizational Behaviour.

Davis Keith: Human Behaviour at Work.

Stogdill, R.M.: Hand Book at Leadership.

Hersey, Paul and Blanchard, K.H.: Management of Organizational Behaviour.

Korman, Abraham, K: Organizational Behaviour.

Bennis and Thomas(ed): Management of Change and Conflicts.

Drucker, Peter, P: The Effective Executive.

Sharma J.K.: Leadership Styles and Effectiveness of Potential managers. Sheel Write Pvt. Jaipur.

Dr. M.L. Dashora: Sangathan Sidhant and Vyavhar (Hindi).

Dr. P.C. Jain: Sangathanatmak Vyavhar (Hindi).

K. Aswathappa : Organization Behaviour.

K. Aswathappa and G. Sudarsana Reddy: Management and Organization Behaviour.

G.S. Sudha: Management concept and Organization Behaviour.

Compulsory Paper -II

FUNDAMENTALS OF MANAGEMENT RESEARCH

Unit 1: Research: Meaning, Types, Research and the Managerial Process, Management Research and the Social Science, Fundamental/ Applied Approaches: Historical / Experimental / Exploratory Methodology.

Unit 2: Research Problem: Selection and Identification. Hypotheses: Meaning and Formulation. Research Design: Meaning, Types, Essentials.

Unit 3: Data: Types, Methods of Collection, Observation Method, Interview Method, Schedule / Questionnaire. Scientific Method: Meaning, Characteristics, Steps of Scientific Method, Problem of use of Scientific Method in Social Research.

Unit 4: Sampling: Different Types, Determination of Sample Size, Selection of Sample. Case Study: Meaning, assumptions procedure, merits and limitation.

Unit 5: Research Report: General Principles and Practice. Layout of Research Report, Types of Reports, Mechanics of writing Research Report. Computer and Research.

BOOKS RECOMMENDED

Rummel, J.F. and Ballaine, W.C.: Research Methodology in Business, Harper and Row, New York.

Kerlinger. F.N.: Foundations of Behavioural Research.

Hughes, J.: The Philosophy of Social Research, Longman, London.

Blalock, H.M.: An Introduction to Social Research, Prentice Hall, New Jersey.

Bailey, K.D.: Methods of Social Research, Free Press, New York.

Kothari, C.R.: Research Methodology: Methods and Techniques, Wiley Eastern Ltd., New Delhi.

Campbel : Form and Style in Thesis Writing (William Gileo).

Trivedi, R.N. and Shukla, D.P. : Research Methodology (Hindi Edition) College Book Depot, Jaipur.

Satpal Runela : Sarvekeshan Anusandhan Aur Sankhiki (Hindi Edition) Vikas

Publishing, New Delhi.

Sharma C.L.: Samajik Anushandhan Evam Surveykshan (Hindi Edition) Rajasthan Hindi Granth Acadamy, Jaipur.

Nahar and Khanna: Samajik Anushandhan Evam Surveykshan (Hindi Edition) Jain Book Depot, Jodhpur.

Mukarjee R.N.: Samajik Shodh evam Sankhiki (Hindi Edition) Vivek Prakashan, Delhi.

Optional Paper

GROUP A : HUMAN AREA

PAPER I

HUMAN RESOURCE DEVELOPMENT

- Unit 1: Nature, Concept, Definition, Scope, Objectives, Goals, Importance, Principles, and Functions of HRD; Approaches to HRD. Essentials of a good HRD System; Competencies of HRD Manager; Role and Responsibilities of HRD Manager; Organisation of HRD Function; HRM and HRD. Challenges of HRD. HRD Systems; HRD Strategies; Designing HRD strategy; Future Challenges to HRD Strategy; HRD Model.
- Unit 2: Concept of Training; Definition of Training; Features and objectives of Training, Training Paradigms; Training Category; Training process: Planning, Designing, and Evaluating. Cost of Training; Types and Methods of Training; Responsibility for Training; Essential of Good Training Programme. Concept and Definition of Management Development; Objectives and Principles of Management Development; Identification of Needs for Management Development; Designing Management Development Programmes; General Model of Management Development.
- Unit 3: Concept, Definition and Component of Learning; Learning Cycle; Learning Pyramid; Learning Model; Approaches to and process of learning; Business Priority of learning; Pitfalls of learning. Concept and Definition of Learning Organisation; Organisational Learning Culture; HRD and its role in Learning Organisation; E-Learning, Self-Directed Learning.
- Unit 4: Nature, Concept, Definition, Characteristics, Objectives and importance of Career Planning. Nature, Concept, Definition, Characteristics, Objectives, importance, Principles and Theories of Career Development. Strategies to support career development. Role of HRD function in Career Planning and Development. Career Branding. Nature and Concept of Career Strategy; Career Strategy Process.
- Unit 5: Concept, Definition, Objectives, Elements, Purpose and uses of Performance Appraisal; Performance appraisal model; Designing Performance Appraisal; Performance Appraisal Process; Performance Appraisal Interview; Methods of Performance Appraisal; Performance Appraisal Failures; Essential of Good

Performance Appraisal System; Types and Benefits of Performance Appraisal; Potential Appraisal.

BOOKS RECOMMENDED

Tapomoy Deb, Human Resource Development: Theory and Practice. Ane Books Pvt. Ltd., 2010, New Delhi.

Udai Pareek and T.V. Rao : Designing and Managing Human Resource System, 1981, Oxford and IBM, New Delhi.

T.V. Rao and D.F. Pereira, (eds.): Recent Experiences in HRD 1985, Oxford and IBM, New Delhi.

A.K. Khandelwal : HRD in Bank, 1988, Oxford and IBM, New Delhi.

D.M. Silvera : Human Resources Development, The Indian Experience. Oxford and IBM, 1988.

Santwana Choudhari : Quality Circle-Indian Experience, NIPM, 1992, Calcutta.

Davis Keit : Human Behaviour at Work, New York, McGraw Hill.

Geisler : Manpower Planning : An Emerging Staff Function, American Management Association, New York.

Marvin Karline : The Human use of Human Resources, New York, McGraw Hill.

Sharma, J.K. : Leadership Styles and Effectiveness of potential Managers, Sheel Write Pvt. Ltd. Jaipur.

PAPER II

LABOUR-MANAGEMENT RELATIONS

Unit 1: Industrial Relations : concept and Parties, Rise and Growth, Industrial Relations and Human Relations, Changing pattern of Industrial settlement, State action

Unit 2: Trade Unions: Problems and remedies, Recent Trends in Trade Union Movement in India, Employers, Organizations and their role

Unit 3: Collective Bargaining: Concept, Need, Process-Collective Bargaining in India: Progress, Prerequisites for success, Wage Boards

Unit 4: Worker's Participation in Management Concept, Need, Objectives of Participation- Indian Scene : Forms, Progress, Barriers, Remedial Measures

Unit5: International Labour Organization: Objectives, Principles, Functions, Organization, impact of ILO on Indian Labour, Labour Productivity : Concept, Causes of low Productivity. Measures for improving productivity

BOOKS RECOMMENDED

Myres, C.A. : Industrial Relations in India
Pigors and Myres : Reading in Personnel Administration
Agrwal, R.D. : Dynamics of Labour Relations
Punekar, S. : Industrial Peace in India
Vaid, K.N. : Labour Management Relation in India
Shrivastava G.L. : Collective Bargaining and Labour Management Relations in India
Agnihotri, V. : Industrial Relations
Sharma, Surana and Srivastava: Prabandh evam Audhyogic Sambandh, Hindi
Tanic Zivan : Participation in Management

PAPER III

INDUSTRIAL AND LABOUR LEGISLATION

Unit 1 : Need for Labour Legislation, Principles of Labour Legislation, Factories Act, 1948
Unit 2 : Concept of Wages; Payment of Wages Act, 1936, Minimum Wages Act, 1948
Unit 3: Industrial Disputes Act, 1947; Machinery for settlement of Industrial Dispute; Provisions regarding Strikes and Lockouts, Retrenchment and Layoff
Unit 4: Social Security : Workman's Compensation Act, 1923, Employee's State Insurance Act, 1948
Unit 5 : Provident Fund Act, 1952
Payment of Bonus Act, 1965
Payment of Gratuity Act, 1972
Trade Unions Act, 1926

BOOKS RECOMMENDED

Bare Acts

Sanaray : Industrial and Labour Laws of India Bhar, B.K. : A Hand Book of Industrial Law Shukla, S.M. : Audhyogic Sanniyam, Hindi
Saxena, S.C. : Audhyogic sanyam, Hindi
Mathur and Sexena : Vyaparik evam Audhyogic Sanniyam, Hindi
Vaid, K.N. : State and Labour in India
Chawla and Garg : A Text Book of Industrial Law

GROUP B : MARKETING AREA

PAPER I

RETAILING AND DISTRIBUTION MANAGEMENT

Unit 1: Introduction, Importance and Functions of Distribution. Role of Marketing Channel: Definition and Importance, Different Forms and Functions of Marketing Channels. Channel Selection Process, Criteria, Compensation, Motivation and Control. Channel Conflicts and Resolution, Channel Effectiveness Evaluation.

Unit 2: Retailing - Definition, Functions, Importance, Types of Retailing- Organized & Unorganized, Store and Non-store; Retailing in India - Current Scenario, Retailing from International Perspectives; Consumer Buying Decision Process, Influencing Factors, Consumer Shopping Behaviour.

Unit 3: Retail Planning - Purpose, Method, Structure and Monitoring the Plan; Retail Marketing mix - Strategies; Retail Brand Management- Positioning, Personality, Merchandise Management: Meaning, Methods, Assortment and Inventory; Purchase Negotiation, Supply Channel and Relationship, SCM.

Unit 4: Retail Location Decisions – Trading Area Analysis, Types of Locations; Site Evaluation; Store Design - Layout and Space Management; Visual Merchandising and Displays; Retail Pricing - Approaches, Influencing Factors. Retail Promotion - Setting Objectives, Role of Advertising, Sales Promotion, Personal Selling, Public Relations and Relationship Marketing in Retailing; Human Resource Issues and Considerations, Customer Service Management.

Unit 5: Impact of Information Technology in Retailing, Integrated Systems and Networking, Customer Database Management. Electronic Retailing - Role of Web, Online Retailing, Factors to be considered in having a Online Store, Limitations of Web and Future Trends, Consumerism and Ethics in Retailing, Social and Green issues. Retail Audit.

BOOKS RECOMMENDED

Michael Levy, Barton Weitz : Retail Management, McGraw Hill.

Chetan Bajaj, Rajnish Arya, Nidhi Varma Srivatava : Retail Management, Oxford Publishing.

Tapan K. Panda, Sunil Sahadev : Sales and Distribution Management, Oxford Publishing.

Suja Nair : Retail Management, Himalaya Publishing House.

Swapna Pradhan : Retailing Management, Tata McGraw Hill.

S.L. Gupta : Retail Management, Wisdom Publications.

Philip Kotler : Marketing Management, Prentice Hall.

Cox, Roger and Paul Brittain : Retail Management, Prentice Hall.

PAPER II

MARKETING RESEARCH AND CONSUMER BEHAVIIPUR

Unit 1: Marketing Research : Definition, Nature, Scope, Significance, Types, Organisation, Scientific Method, Basic Marketing Methods : The Survey, Observational and Experimental Methods.

Unit 2: The Research Design, Types and Sources of Data. Hypothesis Testing, Pre-Testing Pilot Study, Sampling, Questionnaire, Schedules, Place of Marketing Research in India.

Unit 3: Collection of Data, Interpretation of Data, Presentation of Results & Research Report, Motivational Research, Advertising Research, Product Research.

Unit 4: Consumer Behaviour : Nature, Decision Process. Application of Consumer Behaviour in Marketing, Organisational Buying Behaviour : Meaning, Factors Influencing Organisational Buying, The Buying Process.

Unit 5 : Reference Group Influence : Family Buying influences. Family Life- Cycle and buying roles. Social and Sub- Cultural Influences. Models of Consumer Behaviour.

BOOKS RECOMMENDED

Narsh K. Malhotra: Marketing Research: An Applied Orientation. Pearson Education, Asia

Thomas C. Kinnear and James R. Taylor : Marketing Research. Aaker, Kumar and Day : Marketing Research, John Wiley and Sons, 1998

Rechard I. Levin : Statistics For Management : Prentice Hall, New Delhi.

Henry Assaek : Consumer Behaviour And Marketing Action, Kent Publishing Co. Berkman and Gilson : Consumer Behaviour: Concepts And Strategies, (Kent Publishing Co.)

Bennet and Kassarjian : Consumer Behaviour, (Prentice Hall of India) Shiffman and Kanuck : Consumer Behaviour, Pearson Education Asia, 7th Edition. Hawkins, Best and Coney : Consumer Behaviour. Tata McGraw Hill. Kothari, C.R. Wishwa Prakashan, New Delhi

Kulkarni, Pradhan & Patil : Modern Marketing Research. Jain, P.C. :

Vipnan Shodh Prabandh (Hindi)

Srivastava, P.K. : Vipnan Anusandhan (Hindi) Jakhotiya, G.N. :

Vipnan Anusandhan (Hindi)

PAPER- III
MARKETING OF SERVICES

Unit 1: Marketing of Services-Introduction, Growth of Services Sector, The concept of service, characteristic of services, classification of services, Significance of Service Marketing, Designing the services- Blue Printing, Service Marketing environment, Consumer behavior in services, Listening to Customers through Research, Globalisation of Services.

Unit 2: Marketing-Mix in Services Marketing- The Seven P's : Service Product-Product decisions, Service development and Design, Service Standards; The Pricing of services-Framework for Pricing decisions in services; Promotion-Developing the Service Communication Mix; Place-Channel Management issues and distribution, transcending Physical constraints of location; Additional Dimensions of Service Marketing-Mix: People, Physical evidence and process.

Unit 3: Strategic Marketing Management for services: Matching Demand and Supply through capacity Planning, Internal Marketing of Service, Building Customer Relationship, Impact of Technology on service marketing, The service Triangle Management Model, Yield Management System, Target Marketing in services, Positioning of services, Market Segmentation in the marketing of services.

Unit 4: Measuring Service Quality, Dimensions/Components of Service Quality, Service Quality Gaps-Customer Expectation v/s Management Perception, Management Perception v/s Service Quality Specifications, Service Quality Specification v/s Service Delivery, Service Delivery v/s External Communications to Customers, Strategies for closing the Gaps- The Servqual Scale, Bench Marking, Return on Quality (ROQ), Total Quality Management (TQM) in Service Marketing.

Unit 5: Marketing of Services with Special Reference to:

- (A) Financial and Insurance Services.
- (B) Health Services.
- (C) Hospitality Services including Travel, Hotel and Tourism.
- (D) Educational, Software and Other Professional Services.

BOOKS RECOMMENDED

Nargundkar Rajendra, Services Marketing, The MC Graw-Hill, New Delhi.

Shajahan S., Services Marketing, Himalaya Publishing House, New Delhi.

Bhattacharjee C., Services Marketing, Excel Books, New Delhi.

Valarie A Zeithmal, Dwayne D Gremler, Mary Jo Bitner & Ajay Pandit : Services Marketing, The MC Graw-Hill, New Delhi.

Mehta and Khinvasara : Marketing of Services, Ramesh Book Depot, Jaipur.

Christopher H. Lovelock : Service Marketing : People, Technology Strategy, Pearson Education Asia.

Zethaml, Parasuraman and Berry : Delivery of Quality Services, The Fress Press, Macmillan.

Audrey Gilmore : Services Marketing and Management, Response Books, Sage Publications.

Raghu and Vasnathi Venugopal : Service Marketing.

GROUP C : FINANCE AREA

PAPER I

WORKING CAPITAL MANAGEMENT

- Unit 1: Concept of Working Capital: Estimating and analysing working capital requirements, Working Capital Management : Overall consideration.
- Unit 2: Sources of Financing short-term requirements, Financing current assets, Internal financing vs. external financing.
- Unit 3: Receivable Management : Credit Policies and collection system; Goals of Credit Management : Optimum Credit Policy : Costs of Credit; Aspects of Credit Policy; Credit terms, credit standard, collection policy, credit analysis, collection procedure.
- Unit 4 : Inventory Management and Control : Objectives of Inventory Management, Inventory Management Techniques; Economic Order Quantity, Re-order point, computation of Safety stocks, Selective Inventory Control, ABC Analysis; Finance Manager's Role in Inventory Management.
- Unit 5: Cash Management : Facts of Management, Cash Planning and Budgeting Cash Forecasting, Cash flows; Accelerating cash collections, Controlling disbursements, Determining the optimum. Cash Balance/Minimum Bank Balance.

BOOKS RECOMMENDED

Beranek, W.: Working Capital Management (Wordsworth, Belmont)

Pontenfield, J.T.S. : Investment Decisions and Capital Costs (Prentice Hall)

Soloman, E. (ed.) : The Management of Corporate Capital

Kuchhal, S.C. : Financial Management-Analytical and Conceptual Approach (Chaitanya Publishing House)

PAPER II

FINANCIAL ANALYSIS AND INVESTMENT MANAGEMENT

Unit 1: Analysis and interpretation of published statements; Interfirm/Intra-firm comparisons through ratio analysis, fund flow analysis; Trend analysis

Unit 2: Analysis of financial health : Financial Sickness, its symptoms and prediction; Capital gearing; Trading on equity; Over and under-capitalisation and their impact on share market prices

Unit 3: Security Evaluation : Investment Setting, investment criteria : Stock Market in India; Analysis of Economy and industry; Technical Analysis, General Market Analysis, Price Charts and Stock selection techniques

Unit 4: Investment Management: Objectives and Constraints : Traditional Portfolio Management, Modern Portfolio Theory, Investment Timing

Unit 5: Application of computers to Investment Management : Investment Policies of Individuals, Institutions and Investment Companies

BOOKS RECOMMENDED

Foulke, R.A. : Practical Financial Statement Analysis, Tata McGraw Hill

Ponterfield, J.T.S. : Investment Decisions and Capital Costs, Prentice Hall

Chaudhary, S.B. : Analysis Financial Statements, Asia Publishing House

Mayer, N. John : Financial Statement Analysis, Prentice Hall

William, E.E. and Findly, M.C. : Investment Analysis, Prentice Hall

Lev. B. : Financial Statement Analysis, A New Approach, Prentice Hall

PAPER III

ADVANCED FINANCIAL MANAGEMENT

Unit 1 : Financial Planning and Forecasting System- Mergers and Amalgamations

Unit 2 : Capital Structure Management - Dividend and Bonus policy

Unit3: Quantitative techniques for Current Assets Management; Negotiation for Working Capital Finance

Unit 4 : Inflation and Financial Management; International Financial Management

Unit 5: Financial Management of Public Sector Undertakings: Financial Management of Small firms and sick units

BOOKS RECOMMENDED

Bierman, H. : Financial Policy Decisions, Macmillan

Bierman, H. and Smidts : The Capital Budgeting Decisions, Macmillan

Fama, E.F. and Millar, M.H. : The Theory of Finance , Holt, Rinehart and Winston

Hunt, P., Williams, C.M. and Donaldson G. : Basic Business Finance, Richard D. Irwin

Van Horne, J.C.: Financial Management and Policy, Prentice Hall

Kuchhal, S.C. : Financial Management - An Analytical Approach, Chaitanya Publishing House

Ramachandran, H.: Financial Planning and Control, S.Chand and Co.

Lawrence, D. Schall and Chanles, W. Haley : Introduction to Financial Management, McGraw Hill

GROUP D : INSTITUTIONAL AREA

PAPER I

MANAGEMENT OF PUBLIC ENTERPRISES

- Unit 1: Management : Concept, Significance, Present State of Management : Gaps in management; Adhocism in organisation; Role of executives and Policy marks
- Unit 2 : Ministerial Control and Bureaucratic intervention: Management at the unit level; Decentralisation; Delegation; Span of control; Line and staff relationship
- Unit 3: Management of managerial efficiency : A relative concept; Some tests of efficiency : financial ratios, Profitability Profile, rate of growth and productivity; Reasons of poor efficiency; Suggestions for Improvement
- Unit 4 : An exposition to different functional areas of public enterprise: Finance, Personnel, Marketing & Project appraisal management.
- Unit 5 : A study of Public Undertaking in India :
1. Steel Authority of India
 2. Coal India Limited
 3. Indian Oil Corporation of India
 4. Fertilizer Corporation of India
 5. Rajasthan State Industrial Development and Investment Corporation Ltd.

BOOKS RECOMMENDED

Arora, R.S. : Administration of Government Industries, Indian Institute of Public Administration, New Delhi, 1969

Basu, P.K.:Public Enterprises : Policy, Performance and Professionalisation, Allied, New Delhi, 1989

Hanson, A.K. : Public Enterprises and Economic Development, Routledge and Kegan Paul, London, 1960

Laxmi Narain : Principles and Practice of Public Enterprises Management, S. Chand and Co., New Delhi, 1980

Om Prakash : Theory and Working of State Corporations, Orient Longman, New Delhi. 1971

Centre for Public Sector Studies : Profitability, Accountability and Social Responsibility of Public Enterprises, New Delhi. 1980

Jagdish Prakash and Matabadal Shukla : Public Enterprises in India, Hindi

Mathur, B.L. : Public Enterprises in India

PAPER II
PRINCIPLES OF INSURANCE

Unit 1: Insurance and Socio-Economic Progress : Business risk and role of insurance as risk control device; Insurance behaviour in an under-developed economy and life insurance; Criteria of economic progress; Sociology of life insurance; Theory of Insurance: Selection of risk; Sources effecting risk, Sources of information regarding these factors, Classification of risk, Methods of risk classification

Unit 2: Measurement of risk, the inductive method of risk determination.

Theory of probability, Simple and compound probability. Law of average, use of theory of probability, and law of average in insurance, Mortality tables : their types, construction and use; Calculation of net Premium in life policies; Net signal premium and net level premium in various types of single life policies and multiple life policies, Calculation of net premium in various types of annuities; Treatment of substandard risk loading; Classification of expenses and their dependence on net premium and policy amount, various methods of loading ; their description and assessment as a scientific method of loading life insurance reserve : meaning and need, method of calculation, factors affecting the amount of reserves types of reserves and their uses

Unit 3: Elements of 'Protections' and 'Investment' in life insurance and 'Net amount and Risk'. 'Investment' of life fund : Canons of Investment and their application to various life insurance investment; Surrender values and its utilisation; Valuation and surplus sources of surplus and its utilisation; Bases of bonus distribution and types of bonus

Unit 4: Basic Insurance Law: Principle of indemnity, Doctrine of subrogation; Insurable interest; Utmost good faith; Doctrine of Causa Proxima: Nomination and assignment; Return of premium

Unit 5 : Insurance Administration : Office administration, Office systems, Organisation, Office Management, Officer and staff, Equipment and mechanisation, Field administration, Branch and agency organisation, Agency department, Appointment, training, supervision and motivation of Agents; Agency contracts, Agency, Costs; Department administration, Administration of Life Insurance Department, Salesmanship; Insurance as a profession; Qualities of a successful agents; Canvassing; Hints for obtaining prospect, Lapsation of policies, Classes of prospects and their requirements; Duties and responsibilities of an insurance agent

BOOKS RECOMMENDED

Wilattee, A.H. : The Economic Theory of Risk and Insurance

Auebner, S.S. : The Economics of Life Insurance

Woods, E.A. : Sociology of Life Insurance

Agarwal, A. N. : Life Insurance of India

Macllon : Life Insurance

Magee, I. H. : Life Insurance

Mehra and Osler : Modern Life Insurance

Huebner, S.S. : Life Insurance

Dingman : Selection of Risks

Haycocks, H. M. And Parks, M. : Mortality and other Investigations

Hurb, H.B. : Law and Practice of Marine Insurance

Victor, Done : A Handbook of Marine Insurance

Rameshwar Dayal : Insurance Law

Disdale : Insurance Law

Melson and Sheriff : Insurance Organisation and Management

Lewis and Handershot : Life Insurance and Organisation

PAPER III

INSURANCE PRACTICES IN INDIA

- Unit 1: Principles and Practice of Miscellaneous Insurance : Burglary robbery and theft insurance; Liability insurance; Credit and title insurance; Automobile insurance; Cattle insurance, Group insurance, and aviation insurance, Export credit insurance; Deposit insurance
- Unit 2: Insurance Legislation in India : Source and history of Insurance Law in India; Insurance Legislation in India; A study of the Indian Insurances Act, 1938 and the of the Life Insurance Corporation Act, 1956
- Unit 3: Insurance in India : History of Life Insurance before Nationalisation; Growth of Life Insurance in India-Brief historical review- The Life Insurance Market in India : The price and cost factors; efficiency and size; Structure of Life Insurance Enterprise in India; Life Insurance finance in India Improvement in the Financial Administration of Life Insurance
- Unit 4 : Life Insurance Nationalisation : Nationalisation of Life Insurance; Working of Life Insurance Corporation in India; Present position in Life Insurance of India
- Unit 5 : Advanced Problems of Property Insurance : Prevention of loss; Adjustment of loss; York Antwerp Rules, Contribution and average; Retention and re-insurance

BOOKS RECOMMENDED

- Mages, I. H. : General Insurance*
- Colding : Burglary Insurance*
- Macken, A.C. : Insurance of Profits*
- Woodroof : Insurance Against Theft*
- Welson : Public Liability Insurance*
- Batton and Dinsdale : Third Party Insurance*
- Millan, M.C. : Fidelity Guarantee*
- Shenkman : Insurance Against Credit Risk*
- Legg, J.C. : Loss of Profit Insurance*
- Bendall : Insurance of Profits*
- While, E.H. : Business Insurance*
- Gilbert, G.W. : Motor Insurance*
- Batton and Dinsdale : Motor Insurance*

Michelbacher : Multiple Life Insurance
Ray, P.K. : Principles and Practice of Agricultural Insurance
Agarwal, A.N. : Life Insurance in India
Elderton, W.P. and Fippard, R.C. : The Corporation of Sickness Tables
Knight, C.K. : Advanced Life Insurance
Menge and Guber : Mathematics of Life Insurance
Larson, Gaumnitx : Life Insurance of Mathematics
Harper, Parks : Elementary Mathematics Insurance
Lockhead, R.K. : Valuation and Surplus
Huebner and David : Life Insurance as Investment
Chan, C : Investment of Life Insurance Funds
Raynes : Insurance Fund and their Investment
Reed : Adjustment of Property Losses
Mawbary and Blanchard : Insurance
Minnion :Average Clauses and Fire Loss Apportionment
Doner : General Average and the Tork Antwerp Rules, 1950 including their Application to Marine Insurance
Kutak, I F. : Principles of Claim Adjusting
Golding : Law and Practice of Re-Insurance
Patterson, E.W. : Essentials of Insurance
Hobesman. D : Law of Life Insurance
Horns, H.M. and Mansfield, D S. : The Life Insurance Contract
Taylor : Fire Insurance Law
Reports and Accounts of Life Insurance Corporation of India
Annual Reports of India Re-Insurance Corporation Limited
Problems of Corp. Insurance under Indian Conditions, Ministry of Agriculture
Indian Insurance Year Books
The Indian Insurance Corporation Act, 1956
Annual Reports of Export Credit Risk Insurance Corporation