

M. COM. (PREVIOUS)
BUSINESS ADMINISTRATION

There will be five papers in M. Com. (Previous) Annual Syllabus is as follows:

M. Com. Previous

Paper-1.1 Business Management

Paper-1.2 Marketing Management

Paper-1.3 Personnel Management

Paper-1.4 Research Methodology and Business Statistics

Paper-1.5 Business & Economic Environment

M. COM. (PREVIOUS)

PAPER-1.1: BUSINESS MANAGEMENT

Unit – I

Development of Management Thought

Taylor	:	Scientific Management
Fayol	:	Principles of General Management
McGregor	:	Theory-X and Theory-Y
Maslow's	:	Need Hierarchy Theory
Rensis Likert	:	Link Pin-Model

Unit – II

Management by objectives: Concept, Nature, Process, Benefit & Weakness and Recommendations to make MBO Successful.

Unit – III

Committees and Group decision-making: Nature of Committees, reasons for using Committee, Disadvantages of Committees, misuse of Committee, Successful operation of Committee.

Managing Group Dynamics: Concept, Importance, Uses & limitation.

Unit – IV

Relationship between person and organisation: Organisational conflict, Causes and management of conflict, Organisational culture and its impact.

Unit – V

Organisational change and development: Approaches to organizational change, introducing change successfully, Organisational development.

Suggested Readings

1. Dwivedi, R.S.: Human Relations of Organisationl Behaviour (Oxford & IBH).
2. Koontz O'Donnell and Weirhich: Management, McGraw Hill, New Delhi.
3. Luthans: Organisational Behaviour – An Outline of Organisational Principles of Management.
4. Rajpurohit, Sharma, Sharma Gupta: Management Ajmera Book, Jaipur.
5. Singh, Kavita: Organisational Behaviour (Prentice Hall). Study
6. Shrimali, Sudha, Vyas, Jain: Principle of Business Management, RBD Publication, Jaipur.
7. Sudha, G.S.: Management
8. Tripathi, P.C.: Principles of Management (Tata McGraw Hill, New Delhi).

PAPER-1.2: MARKETING MANAGEMENT

Unit – I

Marketing: Definition, Old and new concepts of marketing, Demarketing function, Importance and relevance of marketing in India.

Marketing Organisation: Meaning, Type of Organisation – product-wise, territory-wise, customer-wise, market-wise etc.

Unit – II

Marketing Environment: Meaning and Importance, Major components of marketing environment, Organisational environment, Market environment and macro-environment.

Market Segmentation: Meaning, Ways to segment a market, requirements for effective segmentation, basis for segmenting markets, strategies towards market segmentation.

Unit – III

Sales Forecasting: Meaning and Importance, Market: potential, Demand and Forecast, Factors influencing sales forecast, techniques of sales forecasting.

Product Planning and Development: Basic product concepts, Development of a new product, product life cycle, Merchandising function.

Unit – IV

Pricing: Meaning, Pricing Objectives, Factors influencing Pricing Decisions.

Channels of Distribution: Marketing Channels and Intermediaries; Types of channels, Selection of channels, Future of Wholesaler.

Unit – V

Consumer Behaviour: Consumer Buying motives, Buyer behavioural model.

Marketing Research: Meaning, Scope and importance of Marketing Research and Marketing Information System.

Suggested Readings

1. Bhadada, B.M. and Porwal, B..L.: Vipran Prabandh.
2. Gandhi, J.C.: Marketing Management.
3. Jain, S.C.: Vipran Prabandh, Sahitya Bhawan, Agra.
4. Kotler, Philip: Marketing Management, Prentice Hall.
5. Stanton, William J.: Fundamentals of Marketing, McGraw Hill.
6. Srivastava, P.K.: Marketing Management in a Developing Economy, Sterling Publishers, New Delhi.
7. Srivastava, P.K.: Vipran Prabandh, Himalaya Publishing House, Bombay.

5.

PAPER-1.3: PERSONNEL MANAGEMENT

Unit – I

Definitions: Functions, Evolution and Growth of Personnel Management in India, Professionalisation, Future of Personnel Management in India.

Planning the personnel function, Personnel policies.

Unit – II

Procurement of Personnel: Performance Appraisal Methods.

Employee Learning and Development, Concepts and Methods.

Unit – III

Wage and Salary Administration.

Job change: Promotion, Demotion, Separation etc. Discipline.

Unit – IV

Safety, Health and Employees Service Programmes, Grievance Records and Reports.

Unit – V

Trade Unions, Collective Bargaining, Industrial Disputes, Workers Participation in Management.

Suggested Readings

1. Fillppo, E.B.: Principles of Personnel Management.
2. Memoria, C.B.: Personnel Management, Himalaya.
3. Memoria and Dashora: Sevivargia Prabandh
4. Shrimali, Vijay, Prajapat, Mukesh, Sharma, Anushree: Human Resource Management.
5. Tripathi, P.C.: Personnel Management, Sultan Chand & Sons, New Delhi.

PAPER-1.4

RESEARCH METHODOLOGY AND BUSINESS STATISTICS

Unit – I

Meaning of Research, Scope of Research in Business, Research Designs, Research Process, Defining the Research Problem, Hypothesis.

Unit – II

Types of Data, Collection of Data, Analysis and Interpretation of Data, Report Writing.

Unit – III

Bi-variate Linear Regression

Analysis of time series: Meaning, Components of time series, Measurement of trend by the moving

Average and Leas: Square Method

Unit – IV

Interpolation and Extrapolation, Moments, Kurtosis and Sheppards corrections.

Unit – V

Association of Attributes and Consistency of data.

Suggested Readings

1. Agarwal, B.L.: Basic Statistics, Wiley Eastern Ltd., 1988.
2. Elhance, D.N.: Fundamentals of Statistics.
3. Gupta, B.N.: An Introduction of Statistics (English & Hindi).
4. Gupta, S.C.: Fundamentals of Statistics.
5. Gupta, S.P.: Statistical Methods (English & Hindi).
6. Kataria, N.L.: Statistics.
7. Nagar, K.N.: Sankhyiki ke Mool Tatva (Hindi).
8. Sancheti and Kapoor: Statistics – Theory, Methods and Applications.
9. Shukla, S.M.: Principles of Statistical (Hindi).

PAPER-1.5
BUSINESS AND ECONOMIC ENVIRONMENT

Unit – I

Environmental of Business, Impact of Socio-cultural values, Business ethics and Morality, Social responsibilities of business.

Unit – II

World Trade Organisation: Brief introduction of its organisation and working, Important Multilateral Trade Agreements and India *viz.* GATT-1994, AOA, Agreements on TRIPS, TRIMS, SPS measure & GATS.

Unit – III

Economic Infrastructure (Transport, Communication, Water, Power), Basic Concepts of Public-Private Partnerships, Build-own Operate and Transfer Schemes, Autonomous Regulatory Authorities.

Unit – IV

Economic Environment: Liberalization of Indian Economy, Features, Recent Trends and Impact on Trade Industry and Agriculture, Economic Globalization, Regional Trade Agreements and SAFTA.

Unit – V

Foreign Direct Investment: Concept, progress and impact, Multinational corporations, concept and role in Indian Economy.

Suggested Readings

1. Adhikarey, M.: Economic Environment of Business.
2. Cherunilam, Francis: Business and Govt. Himalaya.
3. Clark, J.M.: Social Control of Business, New York, McGraw Hill.
4. Committee for Economic Development: Social Responsibilities of Business Corporation, New York, C.E.D.
5. Ghosh, B.: Economic Environment of Business, Vikas Publishing House Pvt. Ltd., New Delhi.

6. Ozbekhan Hasan and Gane E. Teberteed.: Business Government, R.I. Institute of Management Service.
7. Reports of the Monopoly Inquiry Commission, Report of Dutia Licensing Committee.
8. Rogene A. Buvhols: Business Environmental and Public Policy, Prentice Hall, 1982.
9. Singh, P.K.: Business Environment.
10. Stoner George: A case in Business and Society, New York, Random House, 1975.