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**SHIVAJI UNIVERSITY, KOLHAPUR-416 004.**

**MAHARASHTRA**

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**शिवाजी विद्यापीठ, कोल्हापूर - ४१६ ००४.**

दुरध्वनी : (ईपीएबीएक्स) २६०९००० BOS. २६०९०९४

फॅक्स : ००९१-०२३१-२६९१५३३ व २६९२३३३. e-mail : [bos@unishivaji.ac.in](mailto:bos@unishivaji.ac.in)

SU/BOS/ Comm/ 6646

Date :- 09-09-2014

The Principal,  
Dhananjayrao Gadgil College of Commerce  
Satara

Subject:- Regarding structure of B.Com. Part-I to III (Sem-I to VI) Bank Management (Entire) and syllabi and nature of question paper of B.Com. Part-I (Sem-I & II) Bank Management (Entire) under the Faculty of Commerce.

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the structure of B.Com. Part-I to III (Sem-I to VI) Bank Management (Entire) and syllabi and nature of question paper of B.Com. Part-I (Sem- I & II ) Bank Management (Entire) under the Faculty of Commerce.

This syllabi shall be implemented from the academic year 2014-2015 (i.e. from June 2014) onwards and the same is enclosed herewith and also made available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in).

You are therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully,

Sd/-  
Dy. Registrar

Encl:- As above

1 Dean, Faculty of Commerce  
2 Chairman, BOS Bus. Economics } for information

3 Appointment Section  
4 P.G. Admission Section  
5 B.Com. Section  
6 Affiliation Section (P.G.)  
7 Computer Centre  
8 Eligibility Section } for information and necessary action.

# **SHIVAJI UNIVERSITY, KOLHAPUR.**



**B**  
(2009)

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Syllabus For  
**Bachelor of Commerce**  
**B.Com. Part-I**  
**Bank Management (Entire)**  
**Sem-I & Sem-II**

Introduced from June 2014 and Onwards

(Subject to the modifications will be made from time to time)

**B.Com. Part-I Bank Management (Entire)  
Course Structure**

Paper No	Sem-I	Paper No.	Sem-II
101	Accountancy Paper-I	201	Accountancy Paper-II
102	Principles of Business Management	202	Principles of Marketing
103	Business Economics Paper-I	203	Business Economics Paper-II
104	Impression Management Paper-I	204	Impression Management Paper-II
105	Banking Paper-I	205	Banking Paper-III
106	Banking Paper-II	206	Banking Paper-IV

**B.Com. Part-II Bank Management (Entire)  
Course Structure**

Paper No	Sem-III	Paper No	Sem-IV
301	Accountancy Paper-III	401	Accountancy Paper-IV
302	Human Recourse Management	402	Organizational Behaviour
303	Business Economics Paper-III	403	Business Economics Paper-IV
304	Business Mathematics	404	Business Statistics
305	Banking Paper-V	405	Banking Paper-VII
306	Banking Paper-VI	406	Banking Paper-VIII
307	Environmental Studies (Additional subject as per University Rules)		

**B.Com. Part-III Bank Management (Entire)  
Course Structure**

Paper No	Sem-V	Paper No	Sem-VI
501	Entrepreneurship Development	601	Modern Management Practices
502	Banking Paper-IX	602	Banking Paper-XIV
503	Banking Paper-X	603	Banking Paper-XV
504	Banking Paper-XI	604	Banking Paper-XVI
505	Banking Paper-XII	605	Banking Paper-XVII
506	Banking Paper-XIII	606	Banking Paper-XVIII

**Shivaji University, Kolhapur**  
**B.Com. Part-I**  
**Bank Management (Entire)**  
**Semester –I & Semester -II**

- 1) **Subject:** Accountancy
- 2) **Year of implementation:** w. e. f. June, 2014 onwards
- 3) **Pattern:** Examination will be semester-wise
- 4) **Medium of instruction:** The medium of instruction shall be English
- 5) **STANDARD OF PASSING:-**  
As Prescribed under rules & regulation for concerned degree/programme.
- 6) **NATURE OF QUESTION PAPER AND SCHEME OF MARKING:-**  
The nature of question paper will be same as B.Com- I other papers.

**Title: B.Com. Part-I Bank Management (Entire)**  
**Semester –I**  
**Paper No- 101**  
**Subject: Accountancy Paper- I**

Objective :-

To know Financial Accounting principles and Practice as applicable to Information Technology.

- Unit-I - Meaning:- (08 Periods)**  
Book –Keeping, Accounting- Scope of financial Accounting- Accounting , Concepts and Conventions, Accounting Standards Indian and International.
- Unit-II - Basic Accounting terms: (12 Periods)**  
Types of Accounts- -Accounting Rules-Capital and Revenue Items- Journal-Meaning. Importance- Journalising procedure.
- Unit-III - Ledger:- (25 Periods)**  
Meaning-procedure for recording and posting of trans actions- Balancing of Ledger-Preparation of Trial Balance and final Accounts for sole Trader & Partnership Firm
- Unit-IV - Bank Reconciliation Statement - (20 Periods)**

**References:-**

1. Gupta R.L. and Gupta V.K.- principles and Practice of Accountancy.
2. Shuklo and Grewal – Advanced Accounts
3. Khan & Jain – Financial Accounting
4. Maheshwari & Maheshwari- An Introduction to Accountancy.
5. Jain & Narang- Advanced Accounting
6. Arora – Computer Accounts.

**B.Com. Part- I Bank Management (Entire)**

**Semester I**

**Paper-102**

**Principles of Business Management**

- 1) **Subject:** Principles of Business Management
- 2) **Year of implementation:** w.e.f. June, 2014 onwards
- 3) **Pattern:** Examination will be semester-wise
- 4) **Medium of instruction:** The medium of instruction shall be English

**Unit-I Business & Management**

Meaning, Characteristics & Scopes of Business, Meaning, Characteristics & importance of Management, Nature of Management – An art, a Science, Management as a Profession, Principles of Management.

**Unit-II Functions of Management**

Planning, Organizing, Staffing, Directing, Motivation, Leading, Communicating, Co-Ordination-Meaning, Characteristics & importance.

**Unit-III Total Quality Management (TQM)**

Event & Time Management : Meaning of Total Quality Management, Elements of TQM, Meaning & importance of Event & Time Management, Techniques of Time Management.

**Unit-IV Outsourcing & I-T Management**

Business process outsourcing (B.P.O) – concept importance & Scopes - front office and Back other B.P.O Knowledge process Outsourcing (K.P.O.) and Marketing Process outsourcing (M.P.O.) Application of Management Principles of functions in Information Technology Sector.

**Nature of Question Paper**

**Sem-I**

**Principles of Marketing**

**Paper-102**

**Total Mark - 50**

- Instructions- 1) Attempt any five out of seven questions.  
2) All questions carry equal Marks

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Q.1 Short answers (any two out of three)	10 marks.
Q.2 Broad question	10 marks.
Q.3 Broad question	10 marks.
Q.4 Broad question	10 marks.
Q.5 Broad question	10 marks.
Q.6 Broad question	10 marks.
Q.7 Short notes (any two out of three)	10 marks.

**B.Com. Part-I Bank Management (Entire)**  
**Semester I and II**  
**Semester –I**  
**Paper No-103**  
**Business Economics -Paper -I**

- 1) **Subject:** Business Economics - Paper- I and II
- 2) **Year of implementation:** w.e.f. June, 2014 onwards
- 3) **Pattern:** Examination will be semester-wise
- 4) **Medium of instruction:** The medium of instruction shall be English
- 5) **Scheme of Teaching**
- 6) **Scheme of Examination**
  - Examination shall be conducted at the end of each semester.
  - The theory paper shall carry 40 marks each semester

**PREAMBLE** – Business Economics is called as Applied Economics, also it is referred as Managerial Economics. Hence commerce students should know about the Applied Economics. It contains application of pure economic theories to the business. Today Indian economy is rapidly growing. Since economic reforms various changes took place in the economy. Economic and commercial scenario is totally changed. Information and technology sector is playing vital role in service sector and especially in banking and finance, communications, educational and other sectors. This global as well as Indian economy scenario needs the knowledge of Applied Economics to the students of commerce. They should aware regarding to changing picture and needs of economy. In order to find out different opportunities in jobs and business through their education, the knowledge of concepts, principles, and theories in Business Economics to the students is essential. It will strengthen the students to fight out in global market environment.

**Unit I - Introduction of Business Economics**

- A) Definition, Concept, Nature and scope of Business Economics - Business Economics and Business Decisions.
- B) Features of Business Economics – Micro and Macro Economics, Prescriptive Science bridges gap between theoretical Economics.
- C) Goal of Business Firm- Profit maximization.

**Unit II Demand Function –**

- A) Concept of Demand – Demand Function - Types of goods- Consumer's and Producer's goods, Perishable and Non-perishable goods, Autonomous and Derived goods.
- B) Elasticity of Demand –Concept of Price Elasticity of Demand, Types of price elasticity of Demand – Income elasticity of Demand, Cross elasticity of Demand.

**Unit III - Demand Forecasting –**

- A) Meaning of Demand forecasting – Importance in Business decision making.
- B) Methods of Demand forecasting - Market survey, Time Series and Graphical method.

#### **Unit IV- Production Function -**

- A) Meaning of Production Function – Total, Average, and Marginal production.  
Inputs – fixed and Variable inputs.
- B) Production Theories: Law of variable proportion, Law of Returns to scale. -  
Internal Economies and External Economies.

#### **REFERENCE BOOKS**

##### **Sem I Paper I**

1. Principles of Economics – Alfred Marshall
2. Economic Analysis –Boulding E.K.
3. A Textbook of Economics – A.W Stonier & D.C. Hague.
4. Risk, Uncertainty and Profit. – F.H.Knight.
5. Economic Theory of Monopolistic Competition – Chamberlin E.H.
6. Economic theory and Operations Analysis – Baumol W.L.
7. Managerial Economics – D.Gopalkrishna .
8. Managerial Economics – Dr. M.N.Shinde.
9. Managerial Economics – D.N. Dwivedi.
10. Fundamentals Of Economics – D.N.Elhance.
11. Managerial Economics – H.C. Peterson & Cpislewis.
12. Managerial Economics – J.C.Verma.
13. Principle of Economics – K.P.M.Sundaram & M.C. Vaish.
14. Modern Economic Theory - K.K.Dewett.
- 15.Introduction to Positive Economics – R.J. Lipsey.
- 16.Advanced Economic Theory-M.L. Jhingan.
- 17.Economics of Imperfect Competition – Mrs.Joan Robinson.
- 18.Business Economics – O.M.Agarwal & R.Narayan.
19. Advanced Economic Theory – P.N. Chopra.
20. Methods in Business Statistics – R.J.Shah.
21. Economics – Samuelson.
22. Business Administration and Management – S.C. Saksena.
23. Business Management – Sinha J.C. and Mugali V.N.
24. Statistical Methods – S.P.Gupta.
- 25.Theory of Price – G. J. Stigler.
26. Principles of Economics. – S.M.Israney and N.K.Sastry.
27. Mathematics for Economists – Taro Yamane.
28. Business Economics – S.K.Misra & V.K.Puri.
- 29.व्यावसायिक अर्थशास्त्र – डॉ. एम.एन.शिंदे
- 30.व्यावसायिक अर्थशास्त्र – प्रा.भोसले, प्रा.काटे
- 31.सांख्यिकीय साधने – ल.ग.बापट

**B.Com. Part-I Bank Management (Entire)**  
**Semester I and II**  
**Semester-I**  
**Paper No-104**  
**Impression Management-Paper-I**

- 1) **Subject: Impression Management - Paper- I and II**
- 2) **Year of implementation:** w.e.f. June, 2014 onwards
- 3) **Pattern:** Examination will be semester-wise
- 4) **Medium of instruction:** The medium of instruction shall be English
- 5) **Scheme of Teaching**
- 6) **Scheme of Examination**
  - Examination shall be conducted at the end of each semester.
  - The theory paper shall carry 50 marks each semester

(New syllabus will be implemented from June, 2014 onwards)

**Objectives:**

- 1) To make students familiar with the concept and techniques of impression management
- 2) To espouse the students to acquire the skills of impression management required to improve their employability

**Unit-1: Introduction to Impression Management**

Meaning, Definitions, Motives and Strategies of Impression Management, Techniques of Impression Management-Self Descriptions, Association, Opinion, Conformity, Excuses, Apologies, Acclaiming, Flattery and Favours

**Unit-2: Personality**

Concept, Characteristics of Personality, Factors influencing Personality, Types of Personality, Internal and External Personality

**Unit-3: Soft Skills**

Interpersonal Skills, Motivation, Negotiating and Conflict Resolution, Assertiveness, Leadership, Team-Building, Decision-making, Time Management- Importance and Techniques of Time management

**Unit-4: Communication Skills**

**(A) Oral Communication:** Meaning, Scope, Principles of Oral Communication, Techniques of Effective Speech, Face-to-Face Conversation, Tele-Conferencing, Demonstration, Meetings

**(B) Written Communication:** Purpose of writing, Concept of Electronic Writing Process, Writing Business Letters and Reports

**References:**

- 1) Impression Management in the organization-- Robert a. Giacalone and Paul Rosenfeld, Routledge, 1989
- 2) Erving Goffman: The Presentation of Self in Everyday Life--Barnhart, Adam, 1994
- 3) Impression Management: The Self-Concept, Social Identity and Interpersonal Relations-- Schlenker, Barry R, Monterey/ California: Brooks/ Cole, 1980
- 4) Organisational Behaviour-- Stephon Robbins
- 5) Human Behaviour at Work-- Keith Davis
- 6) Human Behaviour-- Dr. Anjali Ghanekar
- 7) Business Communication--The ICFAI Publication (The ICFAI Center for Management Research), 2003



- 8) Business Communication Today--Courtland L. Bovee , John S. Thill and Barbara E. Schatzman, Pearson Education, 2003
- 9) Business Communication- Dr. C.S Rayudu, HH Publication, Eight Revised Edition

**Concerned websites may also be referred.**

**PERIODS ALLOTTED PER UNIT**

<b>Unit</b>	<b>No. of Periods</b>
1	12
2	12
3	16
4	20
<b>Total</b>	<b>60</b>

**NATURE OF QUESTION PAPER**

**Paper No-104**

Total Marks: 50

- Instructions:** 1) Attempt **ANY FIVE** questions out of **SEVEN**  
2) All questions carry **EQUAL MARKS**

Que.-1: Short answer type questions: (Any **TWO** out of **THREE**)

Que.-2: Long question

Que.-3: Long question

Que.-4: Long question

Que.-5: Long question

Que.-6: Long question

Que.-7: Write Short Notes (Any **TWO** out of **THREE**)

**B.COM. PART- I BANK MANAGEMENT (ENTIRE)**

**SEMESTER I**

**Paper- No-105**

**BANK MANAGEMENT PAPER I**

**(PRINCIPLES AND PRACTICE OF BANKING)**

**Preamble:** In order to get universal knowledge of banking system, bank Management paper is introduced at the level of B. Com. Part I. This paper correlates the principles and practice of banking. We hope that students of commerce may be acquire the knowledge of banking system in the globalization era.

**Unit I: An introduction to Banking**

**(15 lectures)**

- A) Evolution and definition of banks
- B) Role and functions of banks
- C) Types of banks
- D) Principles of banking

**Unit II: Banker - Customer Relationship**

**(15 lectures)**

- A) Meaning and definition of banker and customer
- B) Banker, Customer Relationship
- C) Rights of banker and customer
- D) Right of Line and its types.

**Unit III: Accounts and Deposits** (15 lectures)

- A) Current and Saving accounts and deposits
- B) Fixed and Recurring accounts and deposits
- C) D-mat account and Dormant account
- D) NRI account

**Unit IV: Loans and advances** (15 lectures)

- A) Principles of lending
- B) Methods of loans and advances
- C) Agricultural and Industrial loans
- D) Educational and Home loans

**References:**

1. Principles and Practice of Banking – Indian Institute of banking and Finance.
2. Modern banking and Insurance – Jain J. N - Jain R.K.
3. Banking Law and Practice in India- Tanna – Datta C.R.
4. Indian Banking – Nature and Problems – Desai Vasant.
5. Fundamentals of Banking Theory and practice – Basu A.K.
6. Principles & Practices of Banking - By Indian Institute of Banking & Finance Macmillan Publication.

**Nature of question paper:**

As per Business Economics Paper I of B.Com. Part I.

**B.COM. BANK MANAGEMENT (ENTIRE)PART- I  
SEMESTER I  
Paper No-106  
BANK MANAGEMENT PAPER II  
(RURAL BANKING)**

**Preamble:** In order to get universal knowledge of banking system, bank Management paper is introduced at the level of B. Com. Part I. This paper correlates the principles and practice of banking. We hope that students of commerce may be acquire the knowledge of banking system in the globalization era.

**Unit I: An Introduction to Rural banking** (15 lectures)

- A) Role of Rural banking
- B) Lead bank scheme
- C) Regional Rural Banks
- D) NABARD

**Unit II: Rural Financial System** (15 lectures)

- A) Indigenous Bankers
- B) Commercial Banks and Rural Credit
- C) Rural Banking and Financial Intermediaries
- D) Financial inclusion in rural areas

**Unit III: Financing for Agricultural and Allied Activities** (15 lectures)

- A) Crop loan
- B) Term loans for irrigation
- C) Crop insurance
- D) Financing for Horticulture, Dairy and Cold storage.

#### **Unit IV: Problems and Prospectus of Rural Banks**

**(15 lectures)**

- A) Problems of rural branches of commercial banks
- B) Emerging trends in rural banking
- C) Micro Credit – Self - Help Groups (SHGs)
- D) Latest guidelines of GOI

#### **References**

1. <http://www.ibf.org.in>
2. Macmillan India ltd, New Delhi and their outlets.
3. Rural Banking in India- An Empirical Study- G. Savaraiah – Daya Publishing House, Delhi N. B. Gosavi –Chandralok Prakashan
4. Commercial Banks and Rural Development, K.C. Padhye-Asian Publication Services, Delhi
5. Role of Financial Institutions in Regional Development of India, Dr. P.K. Kotia-Prateeksha Publication Jaypur.
6. Rural Money Markets in India- Subrata Ghatak , The Macmillan Company, Delhi.

#### **Nature of question paper:**

As per Business Economics Paper I of B.Com. Part I.

**B.Com. Part-I Bank Management (Entire)**

**Semester –II**

**Paper- 201**

**Subject: Accountancy Paper- II**

Objective :-

To know Financial Accounting principles and Practice as applicable to Information Technology.

Unit-I - Non Trading concern Accounts:- (20 Periods)  
Preparation of Receipts and payments Account, Income and expenditure Account and Balance sheet.

Unit-II - Financial Statements:- (15 Periods)  
Meaning & Types- Ratio Analysis- Meaning advantages & limitations – Classification of Ratios- Liquidity Ratios, Solvency Ratios and profitability Ratios.

Unit-III - Working Capital:- (15 Periods)  
Meaning, necessity- Preparation of working Capital Statement and funds flow statement.

Unit-IV - Introduction to Tally Package - (10 Periods)  
Features of Tally- Accounting procedure with Tally-ERP latest version.

**References:-**

1. Gupta R.L. and Gupta V.K.- principles and Practice of Accountancy.
2. Shuklo and Grewal – Advanced Accounts
3. Khan & Jain – Financial Accounting
4. Maheshwari & Maheshwari- An Introduction to Accountancy.
5. Jain & Narang- Advanced Accounting
6. Arora – Computer Accounts.

**Nature of Question Paper  
Paper No-101 & 201  
Accountancy Paper- I & II**

**Total Mark - 50**

Instructions- 1) All questions are Compulsory.  
2) Use of calculator is allowed.

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Q.1 Problem on Common Data	20 marks.
a)	10 Marks
b)	10 Marks
Q.2 Attempt any Two from A.B.C	20 marks.
A) Independent Problem	10 marks
B) Independent Problem	10 marks
C) Independent Problem	10 marks
Q.3 Write Short Notes [ Any Two out of Four]	10 marks

**B.Com. Part-I Bank Management (Entire)**  
**Semester –II**  
**Paper No-202**  
**Principles of Marketing**

- 1) **Subject:** Principles of Marketing
- 2) **Year of implementation:** w.e.f. June, 2014 onwards
- 3) **Pattern:** Examination will be semester-wise
- 4) **Medium of instruction:** The medium of instruction shall be English
- 5) **Scheme of Examination**
  - Examination shall be conducted at the end of each semester.
  - The theory paper shall carry 50 marks each semester

**Objective :-**

To help the students to understand the concepts & principles of Marketing and their applications.

- Unit-I - Introduction to Marketing:- (15 Periods)**  
Meaning & Definition of Marketing, Importance of Marketing, Core concepts of Marketing- Need, want, demand, value & satisfaction, exchange and transactions, seven P's of Marketing- product, price, place, promotion, people, process & physical evidence, Meaning of Marketing Management, Marketing as a functional area of Management.
- Unit-II - Market Segmentation:- (15 Periods)**  
Meaning, definition, Importance, Bases for Market segmentation, Requisites of sound Market segmentation, E-Advertising media's.
- Unit-III - I T Marketing & Marketing Information System (15 Periods)**  
I T Marketing- Meaning, Importance of I. T. in Marketing, concept & forms of E-Marketing MIS-meaning, definition, Importance, Components of MIS
- Unit-IV - Customer Relationship Management (CRM) (15 Periods)**  
Meaning & Process of CRM, Broad areas of CRM, E-CRM & its importance & applications.

**References:-**

1. S.A. Sherlekar "Marketing Management" Himalaya Publishing House, Mumbai
2. Suri, "Marketing Management"
3. Philip Kotler, "Marketing Management" Prentice Hall of India Ltd, New Delhi.
4. Marchand & B. Vardharajan, "An Introduction to Marketing" Vikas publishing House, 5 Ansaid New Delhi
5. Maurice & Mondell & Larry Rosenberg – Marketing
6. Dr. C.N. Sontakk ; Marketing Management
7. Arun Kumar & Meenakshi Marketing management
8. Davis- Olsan, Marketing Information System
9. Namkumari – Marketing Management
10. Stanton- Marketing Management

**Nature of Question Paper**  
**Principles of Marketing Sem-II**  
**Paper No-202**

**Total Mark - 50**

- Instructions- 1) Attempt any five out of seven questions.  
2) All questions carry equal Marks
- 

Q.1 Short answers (any two out of three)	10 marks.
Q.2 Broad question	10 marks.
Q.3 Broad question	10 marks.
Q.4 Broad question	10 marks.
Q.5 Broad question	10 marks.
Q.6 Broad question	10 marks.
Q.7 Short notes (any two out of three)	10 marks

**B.Com. Part I Bank Management (Entire)**  
**Semester –II**  
**Paper-203**  
**Business Economics (Paper -II)**

**PREAMBLE** – Business Economics is called as Applied Economics, also it is referred as Managerial Economics. Hence commerce students should know about the Applied Economics. It contains application of pure economic theories to the business. Today Indian economy is rapidly growing. Since economic reforms various changes took place in the economy. Economic and commercial scenario is totally changed. Information and technology sector is playing vital role in service sector and especially in banking and finance, communications, educational and other sectors. This global as well as Indian economy scenario needs the knowledge of Applied Economics to the students of commerce. They should aware regarding to changing picture and needs of economy. In order to find out different opportunities in jobs and business through their education, the knowledge of concepts, principles, and theories in Business Economics to the students is essential. It will strengthen the students to fight out in global market environment.

**Unit I – Cost of production and Revenue –**

- A) Concepts of costs: Money and Real cost, Opportunity cost, Social cost, Total, Average, and Marginal costs. Short run and long run cost curves.
- B) Revenue - Meaning of Revenue – Total, Average, and Marginal Revenue. Average, Marginal Revenue Curves in Perfect Competition and Monopoly market.
- C) Break Even Analysis.

**Unit II - Product Pricing I –**

- A) Perfect competition: - Characteristics – Price and output determination of firm in short and long run.
- B) Monopoly: - Characteristics – Price determination – Concept and types of Price discrimination.

### **Unit III- Product Pricing II –**

- A) Monopolistic Competition – Characteristics – price and output determination of firm in short and long run.
- B) Oligopoly – Characteristics.

### **Unit IV- Factor Pricing-**

- A) Rent- Ricardian theory and modern theory of rent.
  - B) Wages – Money and real wage – wage determination under imperfect market- Exploitation of labour.
  - C) Interest – Neo - Classical and Keynesian theory of profit.
  - D) Profit –Risks –Bearing and Uncertainty theories of Profit.
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## **REFERENCE BOOKS**

### **Sem II Paper II**

1. Principles of Economics – Alfred Marshall
2. Economic Analysis –Boulding E.K.
3. A Textbook of Economics – A.W Stonier & D.C. Hague.
4. Risk, Uncertainty and Profit. – F.H.Knight.
5. Economic Theory of Monopolistic Competition – Chamberlin E.H.
6. Economic theory and Operations Analysis – Baumol W.L.
7. Managerial Economics – D.Gopalkrishna .
8. Managerial Economics – Dr. M.N.Shinde.
9. Managerial Economics – D.N. Dwivedi.
10. Fundamentals Of Economics – D.N.Elhance.
11. Managerial Economics – H.C. Peterson & Cpislewis.
12. Managerial Economics – J.C.Verma.
13. Principle of Economics – K.P.M.Sundaram & M.C. Vaish.
14. Modern Economic Theory - K.K.Dewett.
- 15.Introduction to Positive Economics – R.J. Lipsey.
- 16.Advanced Economic Theory-M.L. Jhingan.
- 17.Economics of Imperfect Competition – Mrs.Joan Robinson.
- 18.Business Economics – O.M.Agarwal & R.Narayan.
19. Advanced Economic Theory – P.N. Chopra.
20. Methods in Business Statistics – R.J.Shah.
21. Economics – Samuelson.
22. Business Administration and Management – S.C. Saksena.
23. Business Management – Sinha J.C. and Mugali V.N.
24. Statistical Methods – S.P.Gupta.
- 25.Theory of Price – G. J. Stigler.
26. Principles of Economics. – S.M.Israney and N.K.Sastry.

27. Mathematics for Economists – Taro Yamane.  
28. Business Economics – S.K.Misra & V.K.Puri.  
29. व्यावसायिक अर्थशास्त्र – डॉ. एम.एन.शिंदे  
30. व्यावसायिक अर्थशास्त्र – प्रा.भोसले, प्रा.काटे  
31. सांख्यिकीय साधने – ल.ग.बापट

**Nature of Question Paper  
Paper No-103 & 203**

**Total Mark - 50**

All questions carry 8 marks.  
Attempt any five questions out of seven

- 
- |  |           |
|--|-----------|
| Q.1 Write short answers (any two out of three) | 10 marks. |
| Q.2 Broad question                             | 10 marks. |
| Q.3 Broad question                             | 10 marks. |
| Q.4 Broad question                             | 10 marks. |
| Q.5 Broad question                             | 10 marks. |
| Q.6 Broad question                             | 10 marks. |
| Q.7 Write short notes (any two out of three)   | 10 marks. |

**B.Com. Part-I Bank Management (Entire)  
(Semester-II)  
Paper No-204**

**Impression Management -Paper-II**

(New syllabus will be implemented from June, 2014 onwards)

**Objectives:**

- 1) To acquaint the students with the concept and techniques of self-presentation skills
- 2) To espouse the students to acquire the various soft skills required to improve their employability

**Unit-1: Self-Presentation**

Physical appearance, Factors affecting Physical Appearance, Self-Introduction, Self-Confidence, Body Language, Interaction Skill, Argumentation Skill

**Unit-2: Interview Techniques**

Meaning and definitions of Interview, Types of Interview, Preparing for job interview, Verbal and non-verbal communication during job interview, Observation session and role play techniques to be used to demonstrate interview strategies



### **Unit-3: Group Discussion**

Concept, Features and Scope of Group Discussion, Process of Group Discussion, Dynamics of group behavior, Techniques of effective participation in GD

### **Unit-4: Business Etiquettes**

Meaning and Definitions of Etiquette and Business Etiquettes, Etiquettes during Business Meetings, Etiquettes during Conference, Dining Table Etiquettes, Common Etiquette Mistakes

### **References:**

- 1) Impression Management: The Self-Concept, Social Identity and Interpersonal Relations-- Schlenker, Barry R, Monterey/ California: Brooks/ Cole, 1980
- 2) Organisational Behaviour-- Stephon Robbins
- 3) Human Behaviour at Work-- Keith Davis
- 4) Human Behaviour-- Dr. Anjali Ghanekar
- 5) Business Communication--The ICFAI Publication (The ICFAI Center for Management Research), 2003
- 6) Business Communication Today--Courtland L. Bovee , John S. Thill and Barbara E. Schatzman, Pearson Education, 2003
- 7) Business Communication- Dr. C.S Rayudu, HH Publication, Eight Revised Edition

**Concerned websites may also be referred.**

#### **PERIODS ALLOTTED PER UNIT**

<b>Unit</b>	<b>No. of Periods</b>
1	15
2	15
3	15
4	15
<b>Total</b>	<b>60</b>

#### **NATURE OF QUESTION PAPER**

**Paper No-204**

Total Marks: 50

- Instructions:** 1) Attempt **ANY FIVE** questions out of **SEVEN**  
2) All questions carry **EQUAL MARKS**

Que.-1: Short answer type questions: (Any **TWO** out of **THREE**)

Que.-2: Long question

Que.-3: Long question

Que.-4: Long question

Que.-5: Long question

Que.-6: Long question

Que.-7: Write Short Notes (Any **TWO** )

**B.COM. PART- I BANK MANAGEMENT (ENTIRE)**

**SEMESTER II**

**Paper-No-205**

**BANK MANAGEMENT PAPER III**

**(CENTRAL BANKING)**

**Preamble:** In order to get universal knowledge of banking system, bank Management paper is introduced at the level of B. Com. Part I. This paper correlates the principles and practice of banking. We hope that students of commerce may be acquire the knowledge of banking system in the globalization era.

**Unit I: An Introduction to Central banking (15 lectures)**

- A) Evolution of Central Banking
- B) Organization and Structure of Central Banking in India
- C) Functions of Central Banking
- D) Role of Central Banking in Economy

**Unit II: Central Banking and Credit Control Policies (15 lectures)**

- A) Concept and significance of Credit Control
- B) Quantitative Credit controls
- C) Qualitative Credit controls
- D) Limitations of Credit Control

**Unit III: Central Banking and Monetary Policy (15 lectures)**

- A) Meaning and Objectives
- B) Reconciling of dual objectives
- C) Limitations of Monetary Policy
- D) Bankers International Settlement and Central Banking

**Unit IV: Regulatory framework of Central Banking (15 lectures)**

- A) Reserve Bank of India Act - 1934
- B) Banking Regulation Act- 1949
- C) Narsinhman Committee I - 1991
- D) Narsinhman Committee II - 1998

**References**

1. Bank Lending- Prasad S. Vipradas and Prof. Dr. J.K. Syan, Himalaya Publication House
2. Banking Reforms in India- Managing Change- K. Subramanian, T.K. Velayudham, Tata Mcgraw-Hill Publication
3. Indian Financial System- Reena Madhav-Sublime Publication Jaypur.
4. Money, Banking, International Trade and Public Finance- Dr. D.M. Mithani, Himalaya Publishing

**Nature of question paper:**

As per Business Economics Paper I of B.Com. Part I.

**B.COM. PART- I BANK MANAGEMENT (ENTIRE)**

**SEMESTER II**

**Paper No-206**

**BANK MANAGEMENT PAPER IV**

**(COOPERATIVE BANKING)**

**Preamble:** In order to get universal knowledge of banking system, bank Management paper is introduced at the level of B. Com. Part I. This paper correlates the principles and practice of banking. We hope that students of commerce may be acquire the knowledge of banking system in the globalization era.

**Unit I: An Introduction to Cooperative banking (15 lectures)**

- A) Origin and Evolution of Cooperative Banking in India
- B) Principles and Laws of Cooperative Banking
- C) Priority Sector Lending and Cooperative Banks
- D) Role of Cooperative Credit in Economic Development

**Unit II: Structure of Cooperative Banking in India (15 lectures)**

- A) Short and Medium Term Cooperative Credit Institutions
- B) Long Term Cooperative Credit Institutions
- C) Urban Cooperative Banks
- D) Problems of Dual Control on Urban Cooperative Banks

**Unit III: Institutional Support to Cooperative Banks (15 lectures)**

- A) RBI and Cooperative Banks
- B) SBI and Cooperative Banks
- C) NABARD and Cooperative Banks
- D) NCDC and Cooperative Banks

**Unit IV: Report of Cooperative Committees (15 lectures)**

- A) Khusro Committee
- B) Vaidyanathan Committee
- C) Kurian-Alagh Committee
- D) Shivajirao Patil Committee

**References**

1. *Co-Operative Banking*, published by Macmillan,
2. **Jump up**^ [http://www.rbi.org.in/scripts/BS\\_SpeechesView.aspx?Id=820](http://www.rbi.org.in/scripts/BS_SpeechesView.aspx?Id=820)
3. **Jump up**^ <http://www.rbi.org.in/scripts/AboutUsDisplay.aspx?pg=RegionalRuralBanks.htm>
4. **Jump up**^ [http://time4education.com/bankexams/List\\_of\\_RRBs.aspx](http://time4education.com/bankexams/List_of_RRBs.aspx)
5. Reserve Bank of India:<http://www.rbi.org.in/scripts/AboutUsDisplay.aspx?pg=RegionalRuralBanks.htm>
6. NABARD Website [http://www.nabard.org/pdf/report\\_financial/Chap\\_V.pdf](http://www.nabard.org/pdf/report_financial/Chap_V.pdf)
7. AAPTGYAN [http://aaptgyan.com/regional-rural-banks-conception-present-scenario#Regional\\_Rural\\_Banks\\_CONCEPTION\\_AND\\_THE\\_BRIEF\\_HISTORY\\_PRESENT\\_SCENARIO-1](http://aaptgyan.com/regional-rural-banks-conception-present-scenario#Regional_Rural_Banks_CONCEPTION_AND_THE_BRIEF_HISTORY_PRESENT_SCENARIO-1)
8. NABARD DEPARTMENTS <http://www.nabard.org/departments/rrbs.asp>

9. Legal Existence of RBI <http://indiacode.nic.in/fullact1.asp?tfnm=197621>

10. Organizational Structure and Human Resource Management in

RRB's: <http://www.nabard.org/pdf/rrb/chap%205.pdf>

11. [indiankanoon.org/doc/857753](http://indiankanoon.org/doc/857753)

12. Speech from finance minister of India

13. Laws of co-operative banking 1st edition

14. Co-operative Agriculture and Rural Development Banking in India- Dr. N.B. Gosavi- Chandralok Prakashan

**Nature of question paper:**

As per Business Economics Paper I of B.Com. Part I