

**Business Administration****B.Com. PART - I EXAMINATION**

Paper I : Business Laws

Paper II: Entrepreneurship and Small Business Management

**Paper I - Business Laws**

Time : 3 hours

Min. Marks 36

Max. Marks. 100

**Unit- I**

The Indian Contract Act, 1872: Section 1 to 75.

**Unit- II**

The Indian Contract Act, 1872: Special Contracts- Indemnity, Guarantee, Bailment, Pledge, Agency.

**Unit- III**

The Sale of Goods Act, 1930.

**Unit - IV**

The Indian Partnership Act, 1932.

The Limited Liability Partnership Act, 2008

**Unit- V**

The Competition Act, 2002

The Consumer Protection Act, 1986

**Recommended Books**

1. Elements of mercantile law: N.D. Kapoor, Sultan Chand & Sons, New Delhi.
2. Business Law: P.C. Tulsian, Tata Mchow- Hill Publishing Company, New Delhi.
3. Business Law: S.S. Gulshan, Excel Books, New Delhi.
4. Business Law: Nirmal Singh, Deep & Deep., Publication Pvt. Ltd., New Delhi.

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- 5. Business Law: R.L. Nolakha, R.B.D. Jaipur.
- 6. Mercantile Law: N.M. Sharma, Shivam Book Depot, Jaipur
- 7. Business Law: Sharma, Arya, Gupta, Ajmer Books Company, Jaipur
- 8. व्यापारिक सन्धियम: जे. पी. सिंघल, अजमेरा बुक कम्पनी, जयपुर
- 9. व्यापारिक सन्धियम: आर. एल. नौलखा, आर. बी.डी., जयपुर

**Paper II- Entrepreneurship and small Business Management**

Max. Marks. 100

Time: 3 hours.

Min. Marks 36

**Unit - I**

Concept of Entrepreneurship, Role of Entrepreneurship, Types of Entrepreneurship, Entrepreneurship Traits, Entrepreneurship and Manager, Problem of Entrepreneurship.

**Unit - II**

Entrepreneurship Training and Development, Government Encouragement to Entrepreneurship

**Unit - III**

Concept of Small and Medium Enterprises, Role of SMEs, Policies governing small enterprises in India.

**Unit- IV**

Start up process of small enterprises, organization structure of small scale industries in India. Taxation Benefits and concessions to small scale industries, problems of small scale industries.

**Unit - V**

Management of small business enterprises, Role of Financial Institutions and DIC's in promoting small business.








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**Recommended Books**

1. Small Scale industries and Entrepreneurship Development: C.S.V. Muunshy Himalaya Publishing House Pvt. Ltd.
2. Developing Entrepreneurship : Pareek and Rao.
3. Entrepreneurship Development : Bhansali, HPB
4. Fundamentals of Entrepreneurship : G.S. Sudha, RBD, Jaipur.
5. Fundamentals of Entrepreneurship and Small business management: Drevasant Desai, Himalaya Publishing House Pvt. Ltd.
6. Fundamental of Entrepreneurship: Dr. K.K. Patna, Himalaya Publishing House Pvt. Ltd.
7. Entrepreneurship Development: G.S. Sudha, RBD, Jaipur.
8. A Practical Guide to Industrial Entrepreneurship : S.B. Srivastava, Sultan Chand and Sons.
9. A Practical Guide to Industrial Entrepreneurship : Rajpurohit, Vyas and Sharma, Ajmer Book Company, Jaipur.

  
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BUSINESS ADMINISTRATION

B.COM. Part IInd

B. Com Part-II  
(Business Administration)Paper I Company Law and Secretarial Practice

## Unit I

Meaning, Characteristics of a Company, Lifting of Corporate veil, types of Company, Privileges of a Private Company.

## Unit II

Formation of a Company, Functions and Duties of Promoters, Memorandum of Association : Contents and Alterations, Articles of Association.

## Unit III

Prospectus, Share Capital, Types of Shares and Debentures, Membership, Provisions of Dividend.

## Unit IV

Directors- Qualifications and Disqualifications, Appointment and Removal, Power and Duties, Managing Director, wholetime Director.

Meetings of the Company, Proxy, Agenda, Resolution, Minutes, Methods of winding-up.

## Unit V

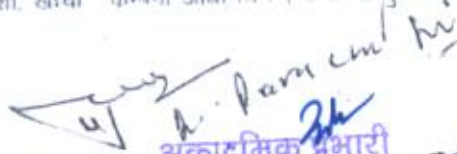
Company Secretary- Qualifications, Role and Position, Secretarial Practice relating to allotment of shares, transfer and transmission of shares, payment of dividend.

Note: All Provisions as per Companies Act, 2013.

## Books Recommended:

1. आर सी अग्रवाल एवं एन. एस. कोठारी - कम्पनी अधिनियम एवं सचिवीय पद्धति
2. एस.एम. शुक्ला एवं सहाय - कम्पनी अधिनियम एवं सचिवीय पद्धति
3. S.A. Sharlekar : Secretarial Practice.
4. J.C. Bahl : Secretarial Practice.
5. N.D. Kapoor : Company Law
6. M.C. Kuchhal : Secretarial Practice.
7. Awatar Singh : Company Law
8. माथुर सक्सेना - कम्पनी अधिनियम एवं सचिवीय पद्धति (रमेश युफ डिपो जयपुर)
9. रामो जोशी, खीचा - कम्पनी अधिनियम ( प्रजमेश बुक कम्पनी जयपुर )



  
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B.COM. Part IInd ~~Pass~~

Paper II Management

## Unit I

Management: Concept, Nature, Principles, Importance and Process; Schools of Management Thought; MBO; Planning-Importance, Process and Components; Decision Making- Process, Types and Techniques.

## Unit II-

Organisation-Goals, Structure, Importance, Process and Principles; Theories of Organisation; Environment and Organisation; Formal and Informal Organisation; Organisational Change and Development; Authority and Responsibility; Power and Authority; Sources of Authority; Delegation of Authority; Centralisation and Decentralisation; span of Control.

## Unit III-

Communication-Significance, Channels, Types, Process, Barriers and Remedies; Co-ordination and Co-operation; Co-ordination as an essence of management; Principles and Techniques of co-ordination; Obstacles in co-ordination; Direction-Essentials of effective co-ordination; Direction-Concept, Importance and Principles.

## Unit IV-


Leadership-Functions, Qualities, styles and Theories; Motivation-Importance, Types, Process and Techniques; Theories of Motivation (Maslow, Herzberg, McGregor); Sound Motivation System.

## Unit V-

Control-Nature, Process, Techniques and Essentials of Effective Control; Business Process Re-engineering; TQM, Six Sigma.



Dr. Parvati Chaudhary



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Book Recommended:

1. B. S. Mathur: Principles of Management. (1978)
2. Satya Saran Chatterjee : Introduction of Management.
3. Mritunjoy Banerjee : Business Administration
4. Richard, Hatman Tuwence P. Hogan and John Wholipan : Modern Business Administration
5. S. Sarlekar : Business Management.
6. Koontz O' Donnel: Essentials of Management
- 7 जे.पी. सिंघल : प्रबंध, अजमेरा बुक कम्पनी, जयपुर
- 8 P. Subba Rao: Management-Theory and Practice, HPH.

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B.Com Part III-2020

Business Administration

Paper I Functional Management

Unit I

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

Unit II

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

Unit III

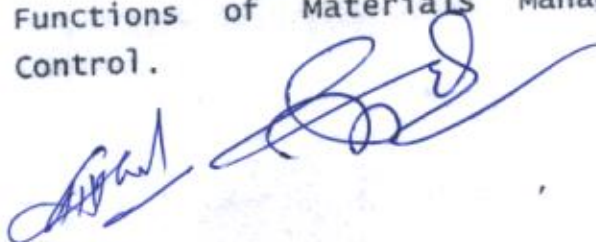
Marketing-Meaning, Evolution, Modern Concept, Scope and Importance, Product Planning and Development; Marketing Research; Channels of Distribution; Pricing Policies and Strategies.

Unit IV

Finance Functions; Importance and Scope of Financial Management; Functions and Role of Finance Manager; Financial Planning and Capital structure; Sources of Finance; Working Capital and its Sources.

Unit V

Meaning, Nature, Scope and Importance of Production Management; Production Process, Production Planning and Control; Quality Control; Product Design and Product Research; Meaning, Scope and Functions of Materials Management; Inventory Planning and Control.



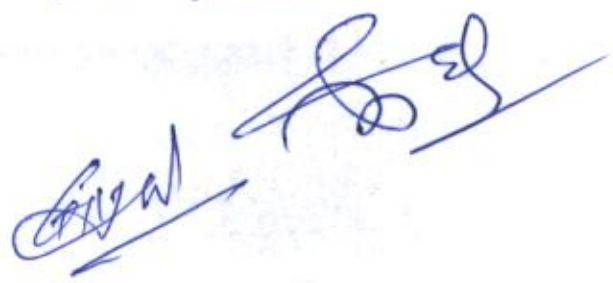
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14  
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Books Recommended:

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 Krishanan 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, सुधार : उत्पादन प्रबन्ध (रमेश बुक डिपो)
12. पोरवाल, सुधार : सामग्री प्रबन्ध के सिद्धान्त एवं व्यवहार (रमेश बुक डिपो)




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**B.COM. Part IIIrd****Paper II Optional Paper****1. Advertising and Sales Management****Unit I**

Advertising Concepts; Objectives and Significance of Advertising; DAGMAR Approach; 5M Model; Types of Advertising.

**Unit II**

Advertising Budget, Advertising Campaign Planning; Advertising Message.

**Unit III**

Advertising Media Planning; Reach, Frequency, Media Scheduling; Factors Affecting Selection of Media; Measuring Advertising Effectiveness; Advertising Agency- Structure and Functions.

**Unit IV**

Role of Selling in a Planned Economy; Selling as a Career; Qualities of a Salesman; Product Knowledge; Effective Speaking; Customer Relations; Sales Organisation; Recruitment and Selection of Salesman; Training, Motivation, Remuneration of Salesman.

**Unit V**

Planned Selling Approach- steps involved; Sales Call; Sales Forecasting, Sales Quotas and Territories; Consumer Psychology; Buying Motives, Control of Sales Operations; Salesman's Reports; Meeting Selling Costs and Sales Cost Control.

**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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B.COM. Part IIIrdOptional Paper2. E-Commerce

## Unit I :

Meaning, Characteristics, Origin, Process, Key Drivers of E-Commerce, Elements, Traditional Commerce Vs E-Commerce, Benefits, Standards, Technologies, E-Commerce Models, Mobile Commerce, Barriers to E-Commerce.

## Unit II :

Internet and E-Commerce, Networking-LAN, WAN, Business Uses of Internet, www, Protocols, Intranet and Internet, Multimedia Application, Hardware and Software.

## Unit III :

Electronic Payment Systems- Methods, Security Issues, Electronic Banking, Electronic Stock Trading.

## Unit IV :

Data Warehousing, Client-Server Computing, Data Mining, Website Management - Steps.

## Unit V :

ERP - Meaning, Functions, SAP Applications, Business Intelligences, Ethics, Security and E-Governance.

## Books Recommended:

1. C.S. Rayudu: E-Commerce and E-Business, Himalaya Publishing House.
2. V.D. Dudeja: Information Technology : E-Commerce & E-Business, Commonwealth Publisher, New Delhi
3. B. Bhasker: Electronic Consumer Framework- Technologies and Applications, Tata McGraw-Hill
4. Parag Diwan and Sunil Sharma: Electronic Commerce A Managers Guide to E-Business, Vanity Books International, New Delhi

17

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B.COM. Part IIIrdOptional Paper3. Insurance

## Unit I :

Insurance: An Introduction, Risk Management and Insurance, Principles of Insurance Contract, Types of Insurance Contract.

## Unit II :

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

## Unit III :

Life Insurance Corporation of India, Life Insurance Agents, Life Insurance Plans, Life Insurance Selling and Underwriting.

## Unit IV :

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

## Unit V :

Liberalisation and Insurance, The Insurance Act, 1938; The Insurance Regulatory and Development Authority (IRDA), Prospects and Challenges in Insurance Sector.

## Books Recommended :

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





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B.COM. Part IIIrdOptional Paper4. Industrial Laws

## Unit I :

The Factories Act, 1948; The Payment of Wages Act, 1936.

## Unit II :

The Minimum Wages Act, 1948.

The Indian Trade Union Act, 1926.

## Unit III :

The Industrial Disputes Act, 1947

The Payment of Bonus Act, 1965

## Unit IV :

Workmen's Compensation Act, 1923.

Employees State Insurance Act, 1948.

## Unit V :

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

Gratuity Act, 1972. Maternity Benefit Act, 1961

## Books 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, सक्सेना, पोरवाल : औद्योगिक सन्वियम
6. कुमावत : औद्योगिक सन्वियम

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19

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B.COM. Part IIIrdOptional Paper5. Organizational Behaviour

## Unit I :

Meaning and Concept of Organization Behaviour, Role of OB in Today's Business organization, Challenges and Opportunities, Theories of Organizational Behaviour, Scope of Organisational Behaviour.

## Unit II :

Perception, Nature, Importance, Difference between Sensation and Perception; Personality: Meaning, Determinants of Personality, Personality Traits and Types, Values, Attitudes and Job Satisfaction.

## Unit III :

Interpersonal Behaviour, Group Dynamics- Meaning, Norms and Role, Types of Groups, Cohesiveness, Dynamics of Informal Group, Team and Team building.

## Unit IV :

Conflict: Meaning, types process of conflict, approaches to conflict, conflict stimulation and resolution strategies. Stress- causes, effects, management of stress.

## Unit V :

Meaning, Nature and factors of Organizational Change, Planned Change, Resistance to Change, Change Agent, Concept of Organizational Development, Organizational Development Interventions.

## Books Recommended :

1. Prasad, L.M., Organizational Behaviour, S. Chand, New Delhi.
2. Robbins, Stephen P., Organizational Behaviour: Concept, Controversies, Applications, Prentice Hall of India, Pvt. Ltd. New Delhi.
3. Luthans Fred: Organizational Behaviour, McGraw-Hill.
4. P. S. Kumar, Anukriti Sharma and K. S. Krishna: Organizational Behaviour, Jahanvi Publications.
5. Mehta, Anil & Chouhan, Bhumija: Organizational Behaviour, RBD, Jaipur.

20

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