

B.Com (Honours)
(B) MARKETING GROUP

Time - 3 hours

Full Marks - 100

Paper I

FINANCIAL AND CORPORATE ACCOUNTING

- i. Introduction - Meaning and scope of accounting, Accounting Cycle, Objectives of Accounting, Branches of Accounting, Principles of Accounting.
- ii. Special Accounting Areas - Branch Accounts(except foreign branch), Royalty Accounts, Hire Purchase and Instalment Purchase System.
- iii. Partnership Accounts - Basics, Dissolution of Partnership Firms, Accounting entries, Insolvency of Partner(s) including Garner vs Murray Case decisions.
- iv. Basics of Corporate Accounting- Issue of Shares and Debentures, Forfeiture and Re-Issue of forfeited shares, Final Accounts of company.
- v. Core issues of Corporate Accounting - Amalgamation as per AS-14 and Reconstruction.
Consolidated Balance Sheet of Holding Company, Accounting for winding up of a company (Voluntary only).

Suggested Reading :

1. Gupta R.L.and Radhaswami - Financial Accounting, Sultan Chand

- & Sons, New Delhi.
2. Agrawala A. N. - Higher Science of Accounting, Kitab Mahal, Allahabad.
 3. Maheswari S. N. - Advanced Accounting, Sultan Chand & Sons.
 4. Uchh Vitiya Avam Kampany Lekhankan, Agrawal and Agrawal, Ramesh Book Depot.
 5. Shukla S.M. - Advanced Accounting, Sahitya Bhawan, Agra
 6. Shukla M.C. - Advanced Accounts. S. Chand & Co., New Delhi

Paper II

PRINCIPLES OF MARKETING

- i. Introduction - Nature and scope of Marketing, Traditional and Modern Concepts of Marketing, Selling vs Marketing, Marketing Environment, Marketing Mix.
- ii. Product - Concept of Product, Consumer and Industrial Goods, Product Life Cycle, Development of New Product, Packaging.
- iii. Promotion - Methods of promotion, Optimum Promotion mix, Advertisement, Publicity, Sales Promotion and Personal selling.
- iv. Price - Importance of Price in Marketing mix, Pricing Policy consideration, Factors affecting price of a product/service.
- v. Distribution - Concept, Role and Types of Distribution Channels, Supply chain and Logistics.

Suggested Reading :

1. Kotler Philip - Marketing Management, Prentice Hall, New Delhi
2. Stanton W. J., Etzel and Walken - Fundamentals of Marketing, McGraw Hill, New Delhi.
3. Nanlakhia R. I. - Vipnan ke Shionyat, Ramesh Book Depot.
4. Agrawla, Kolhari - Vipanan Prabandh, Sahitya Bhawan, Agra
5. Jha & Singh - Marketing Management : Indian Perspective, H & H, Bombay.