

S.Y.B.COM COMMERCE Syllabus Semester III & IV



Hindi Vidya Prachar Samiti's Ramniranjan Jhunjhunwala College of Arts, Science & Commerce

(Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the F.Y.B.Com

Program: B.Com

Program Code: RJCUCOM

(CBCS 2018-19)

S.Y.B.COM COMMERCE Syllabus Semester III & IV

DISTRIBUTION OF TOPICS AND CREDITS

S.Y.B.COM

COMMERCE SEMESTER III

Course	Nomenclature	Credits	Topics (Modules)
RJCUCOM303	COMMERCE- III (MANAGEMENT)	03	1. Introduction to Management. 2. Planning and Decision Making. 3. Organizing. 4. Directing and Controlling.
RJCUCOM305	ADVERTISING - I	03	1. Introduction to advertising. 2. Advertising Agency. 3. Economic and Social Aspects of Advertising. 4. Brand Building and Special Purpose Advertising.
RJCUCOM306	BUSINESS LAW- I	03	1. Indian Contract Act-1872 Part – I. 2. Special Contracts. 3. The Sale of Goods Act- 1930. 4. The Negotiable Instruments (Amendment) Act, 2015 and Information Technology Act, 2000

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COMMERCE SEMESTER IV

Course	Nomenclature	Credits	Topics (Modules)
RJCUCOM403	COMMERCE - IV (Production and Finance Management)	03	<ol style="list-style-type: none"> 1. Production and Inventory Management. 2. Quality Management. 3. Indian Financial system. 4. Recent Trends in Finance.
RJCUCOM405	ADVERTISING - II	03	<ol style="list-style-type: none"> 1. Media in advertising. 2. Planning and Advertising Campaigns. 3. Fundamentals of Creativity in Advertising. 4. Execution and Evaluation of Advertising.
RJCUCOM406	BUSINESS LAW- II	03	<ol style="list-style-type: none"> 1. Indian Companies Act-2013. 2. Intellectual Property Rights. 3. Indian Partnership Act, 1932 and LLP Act, 2008 4. Consumer Protection Act,1986 and Competition Act,2002

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S.Y.B.COM SEMESTER III

Subject Code: **RJCUCOM303**

Title of Course: Commerce - III (Management)

Learning Objectives:

- To make the learners understand about conceptual knowledge and evolution of Management.
- To make the students aware about functions of Management, Principles of Management. Structure of Management.
- To make students aware about importance of Organising and Directing in Business.
- To make them understand the importance of Control & Coordination in Effective Management.

Learning Outcomes:

- ✓ Holistic Application of Management for Business Success.
- ✓ Importance of good Planning, Organising and Delegation
- ✓ Effective communication.
- ✓ Leadership traits
- ✓ Personality development.

Module I: Introduction to Management

(12 Lectures)

Management – Concept, Nature, Functions of Management, *Scope of Management*;
Classical approach: Scientific Management- F W Taylor's Contribution, Classical
Organisation Theory: Henri Fayol's Principles, Neo Classical: Human Relations Approach -
Elton Mayo's Hawthorne Experiments, Modern Approach: Peter Drucker's Dimensions of
Management; Indian Management Thoughts: Origin and Significance of Indian Ethos to
Management, Managerial Skills and Competencies.

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Module II: Planning and Decision Making (11 Lectures)

Planning – Concept, Importance of Planning, Components of Planning, Steps in Planning; Decision Making – Concept, Essentials of Sound Decision Making, Techniques, Impact of technology on Decision Making, Co-ordination – Concept, Importance; MBO – Concept, Process of MBO, Advantages, Management by Exception-Advantages, Management Information System – Components.

Module III: Organising (11 Lectures)

Formal vs Informal Organisation, Line and Staff Organisation – Concept, Features; Matrix Organisation, Virtual Organisation, Tall and Flat Organisation; Departmentation - Concept, Bases of Departmentation, Span of Management – Concept, Factors affecting Span of Management; Delegation - Process of Delegation, Barriers .

Module IV: Directing and Controlling (11 Lectures)

Motivation –Concept, Importance , Factors influencing Motivation, Communication - Importance , Barriers to effective Communication; Leadership – Concept, Functions of Leadership, Styles of Leadership, Qualities of Good Leader; Controlling - Steps in Controlling, Techniques of Controlling- PERT, CPM, Statistical Control, Management Audit, Budgetary Control.

Reference Books:- Commerce - III

- Management Today Principles& Practice- Gene Burton, ManabThakur, Tata McGraw-Hill, Publishing Co.Ltd.
- Management – JamesA.F.Stoner, Prentice Hall, Inc .U.S.A.
- Management : Global Prospective –Heinz Wehrich& Harold Koontz, Tata McGraw-Hill, Publishing Co.Ltd. Essential of Database Management Systems -AlexisLeon , MathewsLeon
- Vijay Nicole, Imprints Pvt Ltd.
- Management –Task ,Resp, Practices – PetaDruche “willian Heinemann LTD.

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S.Y.B.COM SEMESTER III

Subject Code: RJCUCOM305

Title of Course: ADVERTISING - I

Learning Objectives:

- To acquaint students with the fundamentals of advertising.
- To highlight role of advertising in marketing, economy and society
- To orient students about the developments and issues concerning contemporary advertising.
- To emphasise on the regulatory frame work of advertising in India and the ethics to be followed in advertising.

Learning Outcomes:

- ✓ Understanding the importance of Advertising in today's world
- ✓ Knowledge about different forms of Advertising
- ✓ Functions of Advertising Agency.
- ✓ Job Opportunities in Advertising Industry.

Module 1: Introduction to Advertising

(12 Lectures)

Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC, Features of Advertising, Objectives/Functions of Advertising, Advertising and Publicity, Active Participants, Benefits of advertising to Business firms and consumers, Classification of advertising: Geographic, Media, Target audience and Functions.

Module 2: Advertising Agency

(11 Lectures)

Ad Agency: Features, Structure and services offered, Types of advertising agencies, Agency selection criteria, Careers in advertising, Maintaining Agency–Client relationship, Reasons and ways of avoiding Client Turnover, Creative Pitch, Agency compensation, Skills required career in advertising.

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Module 3: Economic & Social Aspects of Advertising (11 Lectures)

Effect of advertising - consumer demand, monopoly and competition, Price, Ethical and social issues in advertising, Forms of Unethical advertising, Importance of Truth in advertising, positive and negative influence of advertising on Indian values and culture, Pro Bono Advertising, Green advertising, Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP), Role of ASCI (Advertising Standard Council of India)

Module 4: Brand Building and Special Purpose Advertising (11 Lectures)

The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises, Rural advertising, Political advertising, Advocacy advertising, Corporate Image advertising, Financial advertising, Corporate Image Advertising and Product Advertising.

Reference Books for Advertising

1. Advertising and Promotion: An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education
2. Contemporary Advertising, 2017, 15th Edition, William Arens, Michael Weigold and Christian Arens, Hill Higher Education
3. Strategic Brand Management – Kevin Lane Keller, 4th Edition, 2013 – Pearson Education Limited
4. Kleppner's Advertising Procedure – Ron Lane and Karen King, 18th edition, 2011 – Pearson Education Limited
5. Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma – Prentice Hall
6. Advertising Management, 5th Edition, 2002 – Batra, Myers and Aaker – Pearson Education
7. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing

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S.Y.B.COM SEMESTER III

Subject Code: RJCUCOM306

Title of Course: BUSINESS LAW- I

Learning Objectives:

- To provide brief idea about the framework of Indian Business Laws.
- To make the students understand about different business laws applicable in day to day business operations.
- To familiarise the students about the case laws.
- To cover basic laws various laws such as Indian Contract Act, 1872; Partnership Act, 1932; Sale of Goods Act, 1930; Negotiable Instrument Act, 1881;

Learning Outcomes:

- ✓ Better Understanding of the legality behind entering a Valid Contract.
- ✓ Informed consumer in respect of Sale of Goods
- ✓ Transition in Negotiable Instruments about Information Technology Act.

Module 1: Indian Contract Act – 1872 Part –I

(15 Lectures)

- Contract – Definition of Contract and Agreement, Essentials of Valid Contract, Classification of Contracts including (Contingent Contract, Quasi Contract (Sec. 68-72))
- Offer and Acceptance – Rules of valid offer and acceptance, Types of offer, Revocation of offer and acceptance (Sec. 3, 5)
- Capacity to Contract (Sec. 10-12) – Minor, Unsound Mind, Disqualified Persons.
- Consideration (Sec. 2 & 25) – Concept of consideration, Legal rules of Consideration, Exceptions to the Rule, ‘No Consideration No Contract’ (Sec. 25)
- Consent (Sec.13, 14-18, 39.53, 55, 66)-Agreements in which consent is not free - Coercion, Undue Influence, Misrepresentation Fraud, Mistake.
- Void Agreements (Sec. 24-30) – Concept, Void Agreements under Indian Contract Act.

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- Concept of E- Contract & Legal Issues in formation and discharge of E- Contract. Concept of Performance of Contract (Sec. 37)
- Modes of Discharge of Contract, Remedies on breach of Contract. (Sec. 73-75)

Module 2: Special Contracts

(15 Lectures)

- Law of Indemnity & Guarantee (Sec. 124-125, Ss. 126-129, 132-147) – Concept, Essentials elements of Indemnity and Guarantee, Contract of Indemnity vs. Guarantee, Modes of Discharge of Surety.
- Law of Bailment (S. 148, 152-154, 162, 172, 178, 178A, 179) – Concept, Essentials of Bailment, Kinds of Bailment, Rights and Duties of Bailor and Bailee.
- Law of Agency (Ss. 182-185, 201-209) – Concept, Modes of creation of Agency, Modes of termination of Agency, Rights & Duties of Principal and Agent.

Module 3: The Sale of Goods Act – 1930

(15 Lectures)

- Contract of Sale (S.2) – Concept, Essentials elements of contract of sale, Distinction between Sale and Agreement to sell (S.4) Distinguish between Sale and Hire Purchase Agreement, Types of Goods.
- Conditions & Warranties (Ss. 11-25 & 62, 63) – Concept, Distinguish between Conditions and Warranties, Implied Conditions & Warranties, Concept of Doctrine of Caveat Emptor – Exceptions.
- Unpaid Seller (Ss. 45-54, 55 & 56)- Concept, Rights of an unpaid seller, Remedies for Breach of contract of Sale (Ss. 55-61), Auction sale – Concept, Legal Provisions. (S. 64)

Module 4: The Negotiable Instruments (Amendment) Act 2015 & Information Technology Act, 2000

(15 Lectures)

- Negotiable Instruments – Concept (S13), Characteristics, Classification of Negotiable Instruments (Ss. 11, 12, 17-20, 42, 43, 104, 134, 135) Maturity of Instruments.
- Promissory Note and Bill of Exchange (Ss. 4,5, 108-116)- Concept, Essentials of Promissory Note, Bill of Exchange (Ss. 4,5), Essential features of promissory note and Bill of

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exchange, Kinds Promissory note and Bill of exchange, Cheque (S.6)– Concept, Types & Crossing of Cheque, Distinguish between Bill of Exchange & Cheque, Dishonour of Cheque – Concept & Penalties (Ss. 138, 139,142)

- Information Technology Act, 2000 – Introduction, Objectives, Important Definitions, Digital Signatures, E-Governance,
- Controller of Certifying Authorities, Certifying Authorities, Criminal Offences stipulated by IT Act (Sec 65 – 76), Penalties and Adjudication, Cyber Appellate Tribunal, CERT(Sec. 70B)

REFERENCE BOOKS SEMESTER – III:

1. Law of Contract: Avatar Singh, Eastern Book Company.
2. Merchantile Law: by M.C.Kucchal.
3. Business Law : N.D.Kapoor
4. The Law of Contract: An Outline by Dr. Nilima Chandiramani, Avinash Publications.
5. Law of Sale of Goods and Partnership: A Concise Study by Dr. Nilima Chandiramani, Shroff Publishers.
6. The Sale of Goods Act: P. Ramanatha Aiyar, University Book Agency.
7. The Negotiable Instruments Act: Bhashyam & Adiga, Bharat Law House.
8. The Negotiable Instruments Act: Avatar Singh, Eastern Book Company

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PAPER PATTERN FOR ALL THEORY PAPERS

FOR ALL SEMESTER END EXAMINATION

Marks: 60

Duration : 02.00 Hrs

Q1. Answer any one of the following: (Module I) (10 Marks)

a)

b)

Q2. Answer any one of the following: (Module II) (10 Marks)

a)

b)

Q3. Answer any one of the following: (Module III) (10 Marks)

a)

b)

Q4. Answer any one of the following: (Module IV) (10 Marks)

a)

b)

Q5. Write Short Notes on: (Any 4 out of 6) (20 Marks)

(From all modules)

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PAPER PATTERN FOR ALL THEORY PAPERS

FOR ALL INTERNAL EXAMINATION

Marks: 40

2 Internal Tests Of 20 Marks in Each Semester

20 Multiple Choice Questions / True or False/ Match the Following.

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S.Y.B.COM SEMESTER IV

Subject Code: **RJCUCOM403**

Title of Course: Commerce - IV (Production Management & Finance)

Learning Objectives:

- To acquaint the learners with basic concepts of Production Management, Inventory Management, and Quality Management.
- To provide basic information about Indian Financial System, role of Institutions and Instruments in the financial markets..
- To give learners understanding about recent trends in Financial System in India.

Learning Outcomes:

- ✓ Knowledge about Production Planning and Control.
- ✓ Effective Inventory Management System.
- ✓ Knowledge about Internationally accepted Quality Standards.
- ✓ Financial Literacy and virtue of saving through investment.
- ✓ Knowledge about functions of Stock Market, Depositories, Credit Rating Agencies and SEBI.

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Module I: Production and Inventory Management (12 Lectures)

Production Management– Concept, Objectives, Scope of Production Management, Steps in Production Planning and Control, Importance of Production Planning and Control; Production Systems – Types; Productivity- Concept and Factors Influencing Productivity, Measures for Improving Productivity; Inventory Management – Concept and Objectives, Techniques of Inventory Control.

Module II: Quality Management (11 Lectures)

Quality – Concept, Dimensions of Quality, Cost of Quality – Meaning, Types of Costs of Quality; *Quality Control – Concept, Features*, Total Quality Management – Importance, ISO 9000 - Certification Procedure, Six Sigma - Features and Process; Kaizen –Process; Importance of Service Quality Management, SERVQUAL Model - Measures to improve Service Quality.

Module III: Indian Financial System. (11 Lectures)

Structure of Indian Financial Market, IPO – Concept, Process, Stock Exchange –Functions, *NSE, BSE*; Dematerialisation – Concept, Procedure and role of NSDL and CDSL, SEBI – Functions, Investors' Protection Measures of SEBI; Credit Rating – Concept, Advantages, Credit Rating Agencies in India - CRISIL, CARE, and ICRA.

Module IV: Recent trends in Finance (11 Lectures)

Mutual Funds – Concept, Advantages and Limitations, Types of Mutual Funds, Factors Responsible for Growth of Mutual Funds, Systematic Investment Plan (SIP); Commodity Market – Categories, Derivative Market – Concept, Participants, Types of Derivative Instruments; Start-up Ventures – Concept, Sources of Funding, Micro Finance and Self Help Groups – Concept, Importance/Role.

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Reference Books:- Commerce - IV

- Production and Operations Management –ProfL.C.Jhamb, Event Publishing House.
- Production Planning & Control- ProfL.C.Jhamb, Event Publishing House
- Production & Operation Management (Text & Cases)- K.Ashwathappa & G.Sudeshana Reddy, Himalaya Publication.
- Launching New Ventures : An Entrepreneurial Approach-Kathleen R. Allen, Cengage Learning
- Essentials of Inventory Management-Max Muller, Amacon Publishes
- Indian Financial System—Bharathi Pathiak, Pearson Publication
- Financial Institutions and Markets : Structure Growth& Innovations – L.M. Bhole , Jitendra Mahakad, Tata McGraw Hill.
- The Indian Financial System and Financial Market Operator-Vasant Desai, Himalaya Publishing
- Indian Financial System – M.Y.Khan, Tata McGraw –Hill
- Production and Operations Management –Anand kumar Sharma, Anmol Publication
- Mutual Funds in India: Emerging Issues-Nalini Prava Tripathy, Excel Books New Delhi.
- Start up Stand up: A step by step guide to Growing your Business, Nandini Vaidyanathan, Jaico Publishing House, Mumbai

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S.Y.B.COM SEMESTER IV

Subject Code: RJCUCOM405

Title of Course: ADVERTISING - II

Learning Objectives:

- To highlight the role of advertising in the current competitive business environment for the success of brands and its importance in the marketing functions of a company.
- To orient learners towards the practical aspects and techniques of advertising.
- To prepare learner's to lay down a foundation for advanced post graduate courses in advertising.
- To arouse the use of creativity talent, artistic skills and innovative ideas in ad creation.

Learning Outcomes:

- ✓ Different Medias used in Advertising.
- ✓ Drafting of Advertising Copy.
- ✓ Creative Thinking
- ✓ Will learn to evaluate Adverting Effectiveness.

Module 1: Media in Advertising

(11 Lectures)

Print, Broadcasting, Outdoor advertising and films - advantages and limitations of all the above traditional media, Digital Media / Internet Advertising – Forms, Significance and Limitations, Media Research-Concept, Importance, Tool for regulation - ABC and Doordarshan Code

Module 2: Planning Advertising Campaigns

(11 Lectures)

Concept, Advertising Campaign Planning –Steps, Determining advertising objectives - DAGMAR model, Factors determining advertising budgets, Methods of setting advertising budgets, Media objectives - Reach, Frequency and GRPs, Media Planning - Concept, Process, Factors considered while selecting media, Media Scheduling Strategies.

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Module 3: Fundamentals of Creativity in Advertising (11 Lectures)

Concept and Importance, Creative Process, Concept of Creative Brief, Techniques of Visualization, Buying Motives - Types, Selling Points- Features, Appeals – Types, Concept of Unique Selling Proposition (USP), Celebrity Endorsements.

Module 4: Execution and Evaluation of Advertising (12 Lectures)

Essentials of Copywriting, Copy– Elements, Types, Layout- Principles, Illustration – Importance, Execution Styles, Need of Advertising Evaluation, Pre-testing and Post-testing of Advertisements – Methods and Objectives.

Reference Books for Advertising

1. Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing
2. Brand Equity & Advertising- Advertising's role in building strong brands, 2013- David A. Aker, Alexander L. Biel, Psychology Press
3. Brand Positioning – Strategies for Competitive Advantage, Subroto Sengupta, 2005, Tata McGraw Hill Publication.
4. The Advertising Association Handbook - J. J. D. Bullmore, M. J. Waterson, 1983 - Holt Rinehart & Winston
5. Integrated Advertising, Promotion, and Marketing Communications, Kenneth E. Clow and Donald E. Baack, 5th Edition, 2012 – Pearson Education Limited
6. Kotler Philip and Eduardo Roberto, Social Marketing, Strategies for Changing Public Behaviour, 1989, The Free Press, New York.
7. Confessions of an Advertising Man, David Ogilvy, 2012, Southbank Publishing

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S.Y.B.COM SEMESTER IV

Subject Code: RJCCOM406

Title of Course: BUSINESS LAW- II

Learning Objectives:

- To make students aware about Indian Companies Act, 2013, with amendments up till date; IPR Act, LLP Act, 2008; Competition Act, 2002.
- To acquaint students with the procedure for filing a consumer complaint and informing them about their rights.
- To inform students about the recent developments in IPRs

Learning Outcomes:

- ✓ Better knowledge about company laws
- ✓ Awareness about Rights of Patent holder, Copyright holder, Trademark holder etc.
- ✓ Knowledge about different forms of partnership
- ✓ Information about consumer rights and Dispute Redressal Forums.

Module I: Indian Companies Act – 2013

(15 Lectures)

- Company –Concept, Features, Classification of Companies, Distinction between Private Company and Public Company, Common Procedure for Incorporation of Company.
- Memorandum of Association (MOA) & Article of Association(AOA) – Concept , Clauses of MOA, AOA- Contents, Doctrine of constructive notice, Doctrine of Ultra Vires, Doctrine of Indoor Management, Lifting of Corporate Veil.
- Member of a Company –Concept, Modes of acquiring membership, Cessation of membership, Right & Liabilities of Members.
- Director – Classification, Director Identification Number (DIN), Types of Meeting
- **SEBI and NCLT- Power and Constitution**

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Module II: INTELLECTUAL PROPERTY RIGHTS

(15 Lectures)

- Intellectual Property rights in India Introduction, Concept of Patents, General principles applicable to working of patented inventions, Term of Patent. Infringement of Patent Rights & Remedies. (Sec. 104-115)
- Copyrights Concept of Copyright (Sec. 14, 16, 54,) (Sec.2) Ownership of Copy right (Sec.17) Duration or term of Copy right. (Sec. 22-27), Original work and fair use, Rights of Copyright holder, Infringement of Copyrights & Remedies. (Sec. 51, 52). Meaning of Fair use.
- Trade marks: Meaning Concept, functions of Trade mark, Types of Trade Marks, Trademarks that cannot be registered Registration of Trade Mark, Procedure for Registration of TM, Infringement and remedies,
- **Geographical Indications and Plant Varieties.**

Module III: Indian Partnership Act – 1932

(15 Lectures)

- Partnership – Concept, Essentials, Types of Partnership, Rights and Duties of Partners, types of partners, Partnership Deed.
- Dissolution – Concept, Modes of Dissolution, Consequences of Dissolution.
- Limited Liability Partnership (LLP) 2008 – Concept, Characteristics, Advantages & Disadvantages, Procedure for Incorporation.
- Extent of L.L.P.- Conversion of LLP, Winding up of LLP, Distinction between LLP and Partnership and company.

Module IV: Consumer Protection Act, 1986 & Competition Act 2002 (15 Lectures)

- Consumer Protection Act – Concept , Objects, Reasons for enacting the Consumer Protection Act, Definition of Consumer, Consumer Dispute, Complaint, Complainant, Defect, Deficiency, Consumer Dispute, Unfair Trade Practices, Goods and Services.
- Consumer Protection Councils & Redressal Agencies – District, State & National and Procedure to settle a complaint
- Competition Act 2002 – Concept, Salient Features, Objectives & Advantages.

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- Abuse of Dominant Position, Competition Commission of India, Anti-Competition Agreements.

REFERENCE BOOKS SEMESTER IV:

- 1) The companies Act, 2013 Professional book publishers.
- 2) Company law, Avtar singh, Eastern Book Company.
- 3) Intellectual property Rights, Dr. M. K. Bhandari, central law publications.
- 4) Company law and practice, taxman.
- 5) Law relating to intellectual property rights, V.K.Ahuja, Lexis Nexis.
- 6) SEBI Guidelines & Listing of Companies – V.A. Avadhani. Himalaya publishing House, Mumbai.
- 7) Business Law, Kalaivani Venkatraman, Vipul prakashan.
- 8) Business Law II, K. R. Bulchandani, Himalaya publishing house.

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PAPER PATTERN FOR ALL THEORY PAPERS
FOR ALL SEMESTER END EXAMINATION

Marks: 60

Duration : 02.00 Hrs

Q1. Answer any one of the following: (Module I) (10 Marks)

a)

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Q4. Answer any one of the following: (Module IV) (10 Marks)

a)

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Q5. Write Short Notes on: (Any 4 out of 6) (20 Marks)

(From all modules)

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FOR ALL INTERNAL EXAMINATION

Marks: 40

2 Internal Tests Of 20 Marks in Each Semester

20 Multiple Choice Questions / True or False/ Match the Following.