

SKR & SKR GOVT. COLLEGE FOR WOMEN (A), KADAPA
NAAC Reaccredited with “B” Grade

BOARD OF STUDIES MEETING
IN
COMMERCE (CBCS)

I YEAR B.Com (General & C.A) I & II SEMESTERS

I YEAR B.A. Office Management & Secretaryship

I & II SEMESTERS

w.e.f 2020-21

SKR & SKR GOVT. COLLEGE FOR WOMEN (A), KADAPA.

Department of Commerce

First Year BOS

(2020-21)

- 1) Composition of BOS members
- 2) Courses of Study (Domain ,Life Skill and Skill Development Courses) with regards to B.Com General and Computer Applications
- 3) Course of Study Discussion of syllabus with regards to B.A., (Political Science, Economics, Office Management& Secretaryship) group Commerce paper: Office Management& Secretaryship
- 4) External & Internal evaluation 60:40
- 5) Model Question Papers
- 6) Panel of examiners
- 7) Minutes of BOS

SKR & SKR GOVT COLLEGE FOR WOMEN (A), KADAPA

NAAC Reaccredited at level 'B'

Department of Commerce

Board of Studies in Commerce-2020-21

S.No	Category	Name and Designation	Mobile No	Chairman/Member
01	In-Charge of the Department	Sri V.Sreerama Reddy Lecturer in Commerce	9441652263	Chairman
02	One Exepert nominated by the Vice Chancellor YVU Kadapa	Prof S.Raghunatha Reddy Dept of Commerce YV University, Kadapa (List Enclosed)	9985864008	Member
03	Faculty Member	1. Dr.M.Srinivasulu Lecturer in Commerce 2. Sri O.Khajamohiddin Lecturer in Commerce 3. Dr S.Gurappa Contract Lect in commerce	9490782146 9494077086 9949661579	Member Member Member
04	Two experts from outside the college to be nominated by the Academic Council	1. DR.T.Madhusudhana Lecturer in commerce Govt College for Men (A) Kadapa 2. Dr R.Neelaiah Lecturer in commerce Govt College for Men (A) Kadapa	9848726620 9492426281	Member Member
05	One Representative from Industry public corporate sector public allied area relating to placement	Sri D.Raghava Reddy Sri Veeranjanya Vessel industries Industrial Estate, Kadapa	9440013030	Member
06	One PG Meritorious alumnus to be nominated by the Principal	Dr.G.Vijaya Bharathi Associate Professor Dept of Commerce Yogivemana University, Kadapa	9440516153	Co-opt Member

YOGI VEMANA UNIVERSITY: KADAPA

Vemanapuram, Kadapa-516 005



Prof. D. Vijaya Raghava Prasad
REGISTRAR

Phone: +91- (0)8562-225429
Fax: +91-(O) 08562-225419
E-Mail: registraryvu@gmail.com.

No.YVU/CDC/SKR& SKR, KDP/BOS/University Nominee/2020-21

Date: 23-09-2020.

PROCEEDINGS OF THE VICE-CHANCELLOR

Present: Prof.M.Surya Kalavathi

Sub:- Y. V. University-CDC-Affiliated College- SKR & SKR Govt. College for Women (Autonomous) Kadapa – Constitution of Board of Studies for the academic years 2020-2023
Nomination of faculty members from affiliated University - Orders Issued.

Ref: -1) Rc. No. A-2/GDCW(A)/BOS/Syllabi & Regulations/ 2020, date: 05-06-2020 received on 11-09-2020 from the Principal, SKR & SKR Govt. College for Women (A), Kadapa.
2) Vice-Chancellor's Orders dated: 23-09-2020.

ORDER:

With reference cited above, I am direction to inform you that the following faculty members be nominated as Board of Studies in concerned subject to SKR & SKR Govt. College for Women (Autonomous), Kadapa for the academic years 2020 - 2023.

S. No.	Name of the Nominee	Address	Subject
1.	Prof. P. Padma	Department of English, Y.V. University, Kadapa-516005. Contact No.: +91-9441150022 Email ID: puttapdm@gmail.com	English
2.	Dr. G. Bala Subramanyam	Dean of Languages, S.K. University, Anantapur. Contact No.: +91-9000127115	Hindi
3.	Dr. S. Nisar Ahamed	Dr. S. Nisar Ahamed, Assistant Professor, HOD, Department of Urdu, Arabic	Urdu
4.	Dr. P. Ramadevi	Associate Professor, Department of Telugu, Y.V. University, Kadapa-516005. Contact No.: +91-9885991235	Telugu
5.	Prof. K. Gangaiah	Professor, Department of History, Y.V. University, Kadapa – 516005. Contact No.: +91-9490050776	History
6.	Dr. B. Rama Bramham	Assistant Professor, Department of History, Y.V. University, Kadapa – 516005. Contact No.: +91-6301926279	History
7.	Dr. S. Govardhana Naidu	Associate Professor, Department of Political Science, Y.V. University, Kadapa – 516005. Contact No.: +91-9949535645 Email ID: sgvdn@yogivemanauniversity.ac.in	Political Science

8.	Prof. B. Srinivasulu	Professor, Department of Economics, Y.V. University, Kadapa – 516005. Contact No.: +91-9705639110 Email ID: bayineni@gmail.com	Economics
9.	Prof. S. Raghunatha Reddy	Department of Commerce, Y.V. University, Kadapa-516005. Contact No.: +91-9985864008 Email ID: raghunathasamanu@gmail.com	Commerce
10.	Prof. A.G. Damu	Professor, Department of Chemistry, Y.V. University, Kadapa – 516005. Contact No.: +91-9959258339, +91-8562225410 Email ID: agdamu@yogivemanauniversity.ac.in	Chemistry
11.	Prof. P. Chandramati Shankar	Professor, Department of Biotechnology, Y.V. University, Kadapa – 516005. Contact No.: +91-9885277410 Email ID: pchandra20@gmail.com	Biotechnology
12.	Dr. A.T. Venkata Ramana Reddy	Assistant Professor, Zoology, Y.V. University, Kadapa. Contact No.: +91-9490907383	Zoology
13.	Prof. Patan Shaik Sha Valli Khan	Professor, Department of Botany, Y.V. University, Kadapa-516005. Contact No.: +91-8562225436 Email ID: pssvkhan@yahoo.com	Botany
14.	Prof. K. Vali Pasha	Professor, Department of Biochemistry, Y.V. University, Kadapa. Contact No.: +91-9849216278 Email ID: kotwal4pasha@yahoo.co.in	Biochemistry
15.	Prof. D. Vijaya Raghava Prasad	Professor, Department of Microbiology, Y.V. University, Kadapa. Contact No.: +91-9000471788 Email ID: durbaka@gmail.com	Microbiology
16.	Prof. T. Vasanthi	Professor, Department of Applied Mathematics, Y.V. University, Kadapa-516005. Contact No.: +91-9908001654 Email ID: vasanthi_thatimakula@yahoo.com	Mathematics
17.	Dr. B. Sarojamma	Associate Professor, Department of Statistics, S.V. University, Tirupati. Contact No.: +91-8639652810	Statistics
18.	Prof. C. Nagaraju	Professor, Department of Computer Science and Engineering, YSR Engineering College of YVU, Proddatur. Contact No.: +91-9985970009 Email ID: cncrse@yahoo.com	Computer Science and Engineering
19.	Prof. Y. Nazeer Ahammed	Professor, Department of Physics, Y.V. University, Kadapa-516005. Contact No.: +91-9491944454 Email ID: ynahammed@gmail.com	Physics
20.	Prof. M.V. Shankar	Professor, Department of Material Science and Nano Technology, Y.V. University, Kadapa- 516005. Contact No.: +91-9966-8458-99 Email ID: shankar@yogivemanauniversity.ac.in	Electronics
21.	Dr. S. Nazaneen Parveen	Assistant Professor, Dept. of Environmental Science, Y.V. University, Kadapa-516005. Contact No.: +91-9676612110 Email ID: nazneen@yogivemanauniversity.ac.in	Environmental Science

22.	Dr. N. Eswara Reddy	Associate Professor, Department of Telugu, Y.V. University, Kadapa-516 005. Contact No.: +91-9490192228	Telugu
23.	Dr. T. Ramaprasada Reddy	Professor, Department of Telugu, Y.V. University, Kadapa-516005. Contact No.: +91-9440531520	Telugu

(BY ORDER)


REGISTRAR
REGISTRAR
YOGI VEMANA UNIVERSITY
KADAPA-516 005.

To

1). The Principal, Government College for Men (A), Kadapa.

Copy to:

- 1) PA Registrar, Yogi Vemana University, Kadapa for information
- 2).The Principal, Yogi Vemana University College, Kadapa for information.
- 3). File.

From
V.Sreerama Reddy
In-charge, Department of Commerce,
SKR & SKR Government Degree College for Women (A),
Kadapa – 516001.

May 28.05.2020

To
The Principal,
SKR & SKR Government Degree College for Women (A),
Kadapa – 516001.

RC No. A/2/GDCW(A)/Acd/BOS/Syllabi & Regulations/2020 dated 28-5-2020

Madam,

Sub: Department of Commerce - List of panel for nominating one subject expert for Board of Studies for the academic years 2020-23- Submitted –Reg.

Ref: 1. Letter No. F22-1/2016(AC) dated: 24-11-2016 from the Joint Secretary, University Grants Commission, New Delhi addressed to the Registrar, Yogi Vemana University, Kadapa.

2. No. YVU/CDC/SKR&SKR/Nominee/2017 dated 27-4-2017

With reference to the 1st and 2nd cited above, I submit that, the Affiliated Yogi Vemana University (YVU), Kadapa has nominated Prof. S.Raghunatha Reddy, Department of Commerce, YVU, Kadapa as subject expert to the Dept. of Commerce for academic years 2017-2020. Further it is submitted that after completion of his tenure the department is planning to constitute new BOS committee for academic years 2020-23 and to conduct BOS meeting in the month of June 2020.

As per the existing UGC XII plan guidelines, the Dept. of Commerce is here with submitting the following list of 6 expert members panel of concerned subject which are going to submit to the Affiliating Y.V. University, Kadapa to nominate one subject expert from the panel as a member of Board of Studies to the Department of Commerce for the three academic years 2020-23. The nominated experts have to render their guidance in framing the syllabi, to suggest the methodologies and other academic related services to achieve desired objectives and goals of the institution.

Panel of Subject Experts

S.No	Name of the Subject Expert and Address, Phone Number and email id	Subject
1	Prof. S.Raghunatha Reddy, Department of Commerce, Y.V. University, Kadapa-516005.Mobile No.9985864008 Email:raghunathasamanu@gmail.com	Commerce
2	Dr. G.Vijaya Bharathi, Associate Professor, Department of Commerce, Y.V. University, Kadapa-516005.Mobile No.9440516153 Email:vijayabharathi_yvu@yahoo.com	Commerce
3	Dr.G.Harinath, Assistant Professor, Department of Commerce, Y.V. University, Kadapa-516005.Mobile No.9440734132 Email:drgharanath@yogivemanauniversity.ac.in	Commerce
4	Prof. B.Ramachandra Reddy, Department of Commerce, S.V. University, Tirupati-517502.Mobile No.9441473614 Email: breddy@svuniversity.ac.in	Commerce
5	Prof. M.Rajasekhar, Department of Commerce, S.V. University, Tirupati-517502.Mobile No.9347036765 Email: mamillarajasekhar@svuniversity.ac.in	Commerce
6	Prof. P.Mohan Reddy, Department of Commerce, S.V. University, Tirupati-517502.Mobile No.9849063909 Email:mohanreddy@svuniversity.ac.in	Commerce

Thanking you,

Yours faithfully,

NAAC Reaccredited at level 'B'

Board of Studies in Commerce-2020-21

Board of Studies in Commerce has been constituted by the Principal, SKR&SKR GOVT COLLEGE FOR WOMEN (A), Kadapa, as per University Grants Commission norms, with the following members to frame the syllabus and regulations for 1 B com (General & Computer) under Choice Based Credit System (CBCS) for the Academic year 2020-21

S.No	Category	Name and Designation	Mobile No	Chairman/Member
01	In-Charge of the Department	Sri V.Sreerama Reddy Lecturer in Commerce	9441652263	Chairman
02	One Exepert nominated by the Vice Chancellor YVU Kadapa	Prof S.Raghunatha Reddy Dept of Commerce YV University, Kadapa	9985864008	Member
03	Faculty Members	1. Dr.M.Srinivasulu Lecturer in Commerce 2. Sri O.Khajamohiddin Lecturer in Commerce 3. Dr S.Gurappa Contract Lect in commerce	9490782146 9494077086 9949661579	Member Member Member
04	Two experts from outside the college to be nominated by the Academic Council	1. DR.T.Madhusudhana Lecturer in commerce Govt College for Men (A) Kadapa 2. Dr R.Neelaiah Lecturer in commerce Govt College for Men (A) Kadapa	9848726620 9492426281	Member Member
05	One Representative from Industry public corporate sector public allied area relating to placement	Sri D.Raghava Reddy Sri Veeranjanya Vessel industries Industrial Estate, Kadapa	9440013030	Member
06	One PG Meritorious alumnus to be nominated by the Principal	Dr.G.Vijaya Bharathi Associate Professor Dept of Commerce Yogivemana University, Kadapa	9440516153	Co-opt Member

Dr. P. Subbalakshumma . M.Com., M Phil.,Ph.D.

Principal

Mobile No. 9951461047

Mail :kadapaw.jkc@gmail.com

Office Ph No. 9441652263

Rc. No.1 Commerce-1 bos/2020-21 dated 21.01.2021

To.

The members

Board of Studies in Commerce

Dear Sirs/ Madam

Sub :- SKR&SKR Govt College For Women(A), Kadapa. Conducting of Board of Studies Meeting in Commerce Department on 24-01-2021 at 9.00 A.M – Acceptance – Request – Regarding

I am pleased to inform you that you have been nominated as chairman / members of the board of studies in commerce for a period of three years (i.e.2020-21 to 2022-23). I request you to kindly accept the assignment and help the college to strengthen the syllabus and regulations of undergraduate courses.

S. No	Category	Name and Designation	Mobile no	Chairman / Member
01	In-Charge of the department of Commerce	Sri. V. Sreerama Reddy Lecturer in commerce	9441652263	Chairman
02	One Exepert nominated by the Vice Chancellor of YVU Kadapa	Prof. S. Raghunatha Reddy Dept. of commerce YV University, Kadapa	9985864008	Member
03	Faculty Member	1. Dr. M Srinivasulu Lecturer in commerce 2. Sri. O. Khajamohidden Lecturer in commerce 3. Dr S.Gurappa Contract Lect in commerce	9490782146 9494077086 9949661579	Member Member Member
04	Two experts from out side the college to be nominated by the Academic Council	1. DR. T Madhusudhana Lecturer in commerce Govt College for Men (A) Kadapa 2. Dr R.Neelaiah Lecturer in commerce Govt College for Men(A) Kadapa	9848726620 8341861763	Member Member
05	One Representative from Industry / corporate sector/ allied area relating to	Sri D.Raghava Reddy Sri Veeranjaneya Vessel industries Industrial Estate, Kadapa	9440013030	Member

	placement			
06	One PG Meritorious alumnus to be nominated by the Principal	Dr. D Vijaya Bharathi Associate Professor Dept of Commerce Yogivemana University, Kadapa	9440516153	Co-Opt Member

Your are requested to kindly acknowledge the receipt of the letter and convey your acceptance. The date of meeting of the board of studies in commerce is going to be conducted on 24-01-2021 at 9.00 AM in the department of commerce.

Agenda

1. Discussion on syllabi with regard to CBCS 1st year B. com Degree courses i.e B.Com (General) and B.Com (Computer Applications)
2. Discussion of syllabus with regards to Life Skill course: Entrepreneurship Development
3. Discussion of syllabus with regards to Skill Development Courses in 1st & 2nd Semesters

I St Semester: 1.Secretaryship 2. Insurance promotion

II nd Semester: 1.Agriculture marketing 2.Business Communication 3.Advertising 4.Logistics and Supply

Chain

4. Discussion of syllabus with regards to B.A., (Political Science, Economics, Office Management& Secretaryship) group Commerce paper: Office Management& Secretaryship
5. Procedure relevant to exams
6. Suggesting panel of names for appointment of paper setters and examiners
7. Any other matter relating to CBCS system 1st year B. com Degree courses i.e B.Com (General) and B.Com (Computer Applications), Life Skill Courses, Skill development Courses and Office Management& Secretaryship paper

Honorarium and conveyance will be paid as per the rules in force.

Yours Faithfully

SKR & SKR Govt. College for Women (A), Kadapa
Structure of B.Com in CBCS Pattern
w.e.f..2020-21
B.Com(General & C.A)- SEMESTER – I

Subject/Course	Hours/ Week Theory	Hours / Week Practicals	Total Hours	Credits	Max Marks Internal Assessment	Max Marks University Exam	Total
Life Skills Course: Basic Computer Applications/ Entrepreneurship Development	02	-	02	02	-0-	50	50
Skill Development Course Office Secretaryship/ Insurance Promotion	02	-	02	02	-0-	50	50
Language Subject English	04	-	04	03	40	60	100
Language Subject Telugu/Hindi/ Urdu	04	-	04	03	40	60	100
Domain Commerce Subject 1. Fundamentals of Accounting	05	-	05	04	40	60	100
Domain Commerce Subject 2. Business Organization and Management	05	-	05	04	40	60	100
Domain Commerce Subject 3. Business Environment(General)/ Information Technology (C.A)	05	-	05	04	40	60	100
TOTAL	27	-	27	22	200	400	600

Evaluation: Internal 40 Marks

Internal exam 20 Marks

Student Seminar 10 Marks

Assignment / Co and

Extra Curricular Activities 10 Marks

External: 60 Marks

Section –A. 5X4=20 Marks

Section – B. 5X8=40 Marks

(Internal choice)

SKR & SKR Govt. College for Women (A), Kadapa
Structure of B.Com in CBCS Pattern

w.e.f..2020-21

B.Com (General & C.A) SEMESTER – II

Subject/Course	Hours / Week Theory	Hours / Week Practicals	Total Hours	Credits	Max Marks Internal Assessment	Max Marks University Exam	Total
Life Skills Course: Any one of the following 1.Information and Communication Technology 2.Indian Culture and Science 3.Elementary Statistics	02	-	02	02	-0-	50	50
Skill Development Course Any two of the following 1.Agriculture Marketing 2.Business Communication 3.Advertising 4.Logistics and Supply Chain	02 02	- -	02 02	02 02	-0- -0-	50 50	50 50
Language Subject English	04	-	04	03	40	60	100
Language Subject Telugu/Hindi/Urdu	04	-	04	03	40	60	100
Domain Commerce Subject 1. Financial Accounting (Gen & C.A)	05	-	05	04	40	60	100
Domain Commerce Subject 2. Business Economics(Gen & C.A)	05	-	05	04	40	60	100
Domain Commerce Subject 3. Banking Theory & Practice (Gen)/ E.Commerce & Web Technology (C.A)	05	-	05	04	40	60	100
TOTAL	29	-	29	24	200	450	650

Evaluation: Internal 40 Marks
 Internal exam 20 Marks
 Student Seminar/
 Project Work 10 Marks

External: 60 Marks
 Section –A. 5X4=20 Marks
 Section – B. 5X8=40 Marks
 (Internal choice)

Assignment / Co and
 Extra Curricular Activities 10 Marks

I B.Com (General & Computer Applications)

Semester-I

Syllabus

**SKR & SKR Government College for Women (Autonomous), Kadapa.
Syllabus under Choice Based Credit System (CBCS)**

PROGRAMME: THREE-YEAR B Com

(General and Computer Applications)

No. of Hours per week: 5

No. of Credits: 4

Max. Marks: 40+60 Marks

Domain Subject: Commerce

Semester-wise Syllabus under CBCS

(w.e.f. 2020-21 Admitted Batch)

I Year B Com (Gen & Computer Applications) – Semester – I

Course1A: Fundamentals of Accounting

Learning Outcomes:

At the end of the course, the student will able to

- Identify transactions and events that need to be recorded in the books of accounts.
- Equip with the knowledge of accounting process and preparation of final accounts of sole trader.
- Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.
- Analyze the difference between cash book and pass book in terms of balance and make reconciliation.
- Critically examine the balance sheets of a sole trader for different accounting periods.
- Design new accounting formulas & principles for business organisations.

Syllabus:

Unit-I – Introduction

Need for Accounting – Definition – Objectives, – Accounting Concepts and Conventions – GAAP - Accounting Cycle - Classification of Accounts and its Rules – BookKeeping and Accounting - Double Entry Book-Keeping - Journalizing - Posting to Ledgers, Balancing of Ledger Accounts (including Problems).

Unit-II: Subsidiary Books:

Types of Subsidiary Books - Cash Book, Three-column Cash Book- Petty Cash Book (including Problems).

Unit-III: Trial Balance and Rectification of Errors:

Preparation of Trial balance - Errors – Meaning – Types of Errors – Rectification of Errors – Suspense Account (including Problems)

Unit-IV: Bank Reconciliation Statement:

Need for Bank Reconciliation - Reasons for Difference between Cash Book and Pass Book Balances- Preparation of Bank Reconciliation Statement - Problems on both Favourable and Unfavourable Balance (including Problems).

Unit -V: Final Accounts:

Preparation of Final Accounts: Trading account – Profit and Loss account – Balance Sheet – Final Accounts with Adjustments (including Problems).

References:

1. Ranganatham G and Venkataramanaiah, Fundamentals of Accounting, S Chand Publications
2. T.S.Reddy& A. Murthy, Financial Accounting, Margham Publications
3. S N Maheswari and SK Maheswari, Financial Accounting, Vikas Publications
4. R L Gupta & V K Gupta, Principles and Practice of Accounting, Sultan Chand & Sons
5. S.P. Jain & K.L Narang, Accountancy-I, Kalyani Publishers
6. Tulasian, Accountancy -I, Tata McGraw Hill Co.
7. V.K.Goyal, Financial Accounting, Excel Books
8. K. Arunjothi, Fundamentals of Accounting; Maruthi Publications
9. Prof EChandraiah : Financial Accounting Seven Hills International Publishers

Suggested Co-Curricular Activities:

- ◆ Bridge Course for Non-commerce Students
- ◆ Practice of Terminology of Accounting
- ◆ Quiz, Word Scramble
- ◆ Co-operative learning
- ◆ Seminar
- ◆ Co-operative learning
- ◆ Problem Solving Exercises
- ◆ Matching, Mismatch

- ◆ Creation of Trial Balance
- ◆ Visit a firm (Individual and Group)
- ◆ Survey on sole proprietorship and prepare final accounts of concern
- ◆ Group Discussions on problems relating to topics covered in syllabus
- ◆ Examinations (Scheduled and surprise tests)
Any similar activities with imaginative thinking beyond the prescribed syllabus

SKR & SKR Government College for Women (Autonomous), Kadapa.
Syllabus under Choice Based Credit System (CBCS)

PROGRAMME: THREE-YEAR B COM

(General and Computer Applications)

No. of Hours per week: 5

No. of Credits: 4

Max. Marks: 40+60 Marks

Domain Subject: Commerce

Semester-wise Syllabus under CBCS

(w.e.f. 2020-21 Admitted Batch)

I Year B Com (Gen & Computer Applications) – Semester – I

Course 1B: Business Organization and Management

Learning Outcomes:

At the end of the course, the student will be able to

- Understand different forms of business organizations.
- Comprehend the nature of Joint Stock Company and formalities to promote a Company.
- Describe the Social Responsibility of Business towards the society.
- Critically examine the various organizations of the business firms and judge the best among them.
- Design and plan to register a business firm. Prepare different documents to register a company at his own.
- Articulate new models of business organizations.

Syllabus:

Unit-I –Introduction Concepts of Business, Trade, Industry and Commerce: Business – Meaning, Definition, Features and Functions of Business - Trade Classification – Aids to Trade – Industry Classification and Commerce - Factors Influencing the Choice of Suitable form of Organisation

Unit –II– Forms of Business Organizations: Features, Merits and Demerits of Sole Proprietor Ship and Partnership Business - Features Merits and Demerits of Joint Stock Companies - Public Sector Enterprises (PSEs) - Multinational Corporations (MNCs)- Differences between Private Limited Public Limited Company

Unit-III -Company Incorporation: Preparation of Important Documents for Incorporation of Company - Certificate of Incorporation and Certificate of Commencement of Business - Contents of Memorandum and Articles of Association - Contents of Prospectus

Unit-IV- Management: Meaning Characteristics - Fayol's 14 Principles of Management - Administration Vs Management - Levels of Management

Unit-V-Functions of Management: Different Functions of Management - Meaning – Definition – Characteristics Merits and Demits of Planning - Principles of Organisation – Line and staff of Organisation

Reference Books:

1. Industrial Organization and Management, C.B. Guptha, Sultan Chand.
2. Business Organization - C.D. Balaji and G. Prasad, Margham Publications, Chennai.
3. Business Organization - R.K. Sharma and Shashi K Gupta, Kalyani Publications.
4. Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers
5. Business Organization & Management: C.R. Basu, Tata McGraw Hill
6. Business Organization & Management: M.C. Shukla S. Chand,
7. Business Organisation and Management, Dr. Neeru Vasishth, Tax Mann Publications.
8. Business Organisation and Management, Dr B E V L Naidu, Seven Hills International Publishers, Hyderabad

Suggested Co-Curricular Activities:

- ✧ Book Reading
- ✧ Student Seminars, Debates
- ✧ Quiz Programmes
- ✧ Assignments
- ✧ Co-operative learning
- ✧ Individual / Group Field Studies
- ✧ Group Discussions on problems relating to topics covered by syllabus
- ✧ Collecting prospectus of different companies through media
- ✧ Collection of news reports and maintaining a record of paper-cuttings relating to topics covered in syllabus

- ✧ Talk on current affairs about business, industry etc.
- ✧ Simple project work on development of Certificate of Incorporation, Prospectus and Certificate of commencement of business
- ✧ Biography of well-known management thinkers and managers of gigantic companies
 - ✧ Examinations (Scheduled and surprise tests)

SKR & SKR Government College for Women (Autonomous), Kadapa.
Syllabus under Choice Based Credit System (CBCS)

PROGRAMME: THREE-YEAR B COM

B.COM General

No. of Hours per week: 5

No. of Credits: 4

Max. Marks: 40+60 Marks

Domain Subject: Commerce

Semester-wise Syllabus under CBCS

(w.e.f. 2020-21 Admitted Batch)

I Year B Com (Gen) – Semester – I

Course 1C: Business Environment

Learning Outcomes:

At the end of the course, the student will able to;

- Understand the concept of business environment.
- Define Internal and External elements affecting business environment.
- Explain the economic trends and its effect on Government policies.
- Critically examine the recent developments in economic and business policies of the Government.
- Evaluate and judge the best business policies in Indian business environment.
- Develop the new ideas for creating good business environment.

SYLLABUS:

Unit-I:Overview of Business Environment: Business Environment – Meaning – Characteristics – Scope -Macro and Micro Dimensions of Business Environment - Environmental Analysis.

Unit – II:Economic Environment: Economic Environment – Nature of the Economy – Structure of Economy – Economic Policies & Planning the Economic Condition – NITI Ayog – National Development Council – Five Year Plans

Unit–III: Economic Policies: Economic Reforms and New Economic Policy – New Industrial Policy – Competition Law – Fiscal Policy – Objectives and Limitations – Monetary Policy and RBI

Unit – IV:Social, Political and Legal Environment: Concept of Social Responsibility of Business towards Stakeholders - Demonetisation, GST and their Impact - Political Stability - Legal Changes.

Unit–V:Global Environment :Globalization – Meaning – Role of WTO – WTO Functions - IBRD– Trade Blocks, BRICS, SAARC, ASEAN in Globalisation

Suggested Readings:

1. K. Aswathappa : Essentials of Business Environment, Himalaya Publishing House
2. Francis Cherunilam : Business Environment,Himalaya Publishing House
3. Dr S Sankaran: : Business Environment, MarghamPublications
4. S.K. Mishra and V.K. Puri : Economic Environment of Business, HPH
5. Rosy Joshi and Sangam Kapoor : Business Environment, Kalyanai Publications
6. A C Fernando: Business Environment, Pearson
7. Dr V Murali Krishna, Business Environment, Spectrum Publications
8. Namitha Gopal, Business Environment, McGraw Hill

Suggested Co-Curricular Activities:

- ◆ Seminar on overview of business environment
- ◆ Debate on micro v/s macro dimensions of business environment
- ◆ Co-operative learning
- ◆ Seminar on Monetary policies of RBI
- ◆ Debate on social, political and legal environment
- ◆ Group Discussions on Global environment and its impact on business
- ◆ To learn about NITI Ayog and National Development Council
- ◆ Seminars on Economic policies like New Industrial policy, Fiscal policy etc.
- ◆ Reports on WTO,BRICS, SAARC etc.
- ◆ Examinations (Scheduled and surprise tests) on all units

I B.Com (General & Computer Applications)

Semester-I

Model Question papers

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21
Programme: Ist B.Com (General & Computer applications)
Semester -I

COURSE I A: Fundamentals of Accounting

Model Question Paper

Time : 3 Hrs.

Max. Marks: 60

SECTION-A

I. Answer any 5 of the following questions

Marks : 5x4=20

1. Double Entry System
2. Difference between debit Note and credit Note
3. Contra Entry
4. Petty Cash Book
5. Overdraft
6. Suspense Account
7. Closing Stock
8. Deferred Revenue Expenditure
9. Opening Entry
10. Trial Balance

SECTION :B

Answer one question from each unit of the following

5x8=40 Marks

Unit I

11. Classify the following accounts into **Personal, Real and Nominal**;

- (a) Drawings (b) Bank (c) Cash (d) Discount (e) Patents (f) Arihant Industries Ltd. (g) Goodwill (h) Salaries (i) Bad debts (j) Capital (k) Machinery (l) Salary outstanding (m) Unexpired Insurance (n) Stock (o) Bank Overdraft (p) Purchases (q) Bills Receivables (r) Reserve for discount on Creditors (s) Buildings (t) Rent

OR

12. Journalise the following transactions in the books of Gopi

Dec 2020

- 1 Started business with Rs.45,000
- 1 Paid into bank Rs.25,000
- 2 Goods purchased Rs. 15,000
- 3 Purchase of furniture and payment by cheque Rs. 5,000
- 4 Sold goods for cash Rs.8,500
- 5 Goods purchased from Amitab Rs.7,000
- 6 Goods returned to Amitab Rs.1,000
- 7 Goods returned by Aravind Rs.200
- 8 Withdraw from bank for private use Rs.1,000
- 9 Rent paid Rs.2,000

Unit II

13..Prepare simple cash book from the following transactions;

Jan, 2021

- 1 Cash in hand 5,100
- 3 Cash sales 5,600
- 4 Received from Vinay 800
- 6 Paid into bank 10,000
- 7 Paid for postage 200
- 7 Paid for wages 100
- 8 Received interest on investment 200
- 9 Withdraw from bank for expenses 2,200
- 15 Cash purchases 3,000
- 16 Cash sales 2,400
- 17 Received from Raju 1,100
- 20 Drew for personal use 900
- 21 Deposited into bank 2,200

OR

14.Prepare a three column cash book from the following transactions;

2020 April

- 1 Cash in hand 2,500; Cash at Bank 10,000
- 2 Paid into Bank 1,000
- 5 Bought furniture and issued cheque 2,000
- 8 Purchased goods for cash 500
- 10 Received from Mahinder 980 and discount allowed 20
- 11 Cash sales 4,000
- 16 Paid to Amarnth by cheque 1,450 discount allowed 50
- 18 Paid into bank 400
- 19 Withdrew from bank for private expenses 600
- 24 Received from Patel 1,430 allowed discount 20
- 30 Paid rent by cheque 800

Unit III

15. After the preparation of the Trial Balance Pass the rectification entries and show the suspense account for the following errors, detected

(a) A cheque for Rs. 220 received from a tenant for rent has been entered in the cash book, but the double entry has not been completed.

(b) The account of Rama Rao, a debtor for Rs. 160 had been written off as bad, but the entry has been made only in the personal account.

(c) The discount column on the debit side of the Cash book Rs.200 had been posted to the credit of Discount Received Account.

(d) The Sales day book is undercast by Rs.3,150.

(e) Rs.95 received for commission is not posted to commission account.

(f) Goods returned Rs.27, to R.K. and Company, though entered in the Returns Book, is left unposted.

OR

16. There was an error in the Trial Balance of Mr. Arora on 31st December, 2020 and the difference in books was carried to a Suspense Account. On going through the books you find that;

- (i) Rs. 5,400 received from Mr. Rajiv was posted to the debit of his account.
- (ii) Rs. 1,000 being purchases returns were posted to the debit of Purchases Account.
- (iii) Discount of Rs. 2,000 received was posted to the debit of Discount Account.
- (iv) Rs. 2,740 paid for Repairs to Motor Car was debited to Motor Car Account as Rs 1,740.
- (v) Rs. 4,000 paid to R. Sanjai was debited to S. Sanjai's Account.

Give journal entries to rectify the above errors and ascertain the amount transferred to Suspense Account, on 31st December, 2020 by showing the Suspense Account, assuming that the Suspense Account is balanced after the above corrections.

Unit IV

17. On 31st March, 2020 the cash book of a firm showed a bank balance of Rs. 3,000. From the following information, prepare a Bank Reconciliation Statement, showing the balance as per Pass Book.

- (i) Cheques have been issued for Rs. 2,500 out of which cheques worth Rs.2,000 only were presented for payment.
- (ii) Cheques worth Rs.700 were deposited on 28th March, 2020 but had not been credited by the bank. One cheque for Rs.250 was entered in the cash book on 30th March but was banked on 2nd April, 2020.
- (iii) A cheque from Mohan for Rs.200 was paid in on 26th March but was dishonoured and the advice was received on 2nd April, 2020.
- (iv) Pass book showed bank charges Rs.10 debited by the bank. It also showed Rs.400 collected by the bank as interest.
- (v) One of the debtors deposited a sum of Rs.250 in the account of the firm on 20th March. Intimation in this respect was received from the bank on 2nd April, 2020.

OR

18. From the following particulars ascertain the balance that would appear in the cash book of J & K Co. as on 31st March,2020 before and after making the necessary adjustments;

- (i) Overdraft as per pass book as on 31st March, 2020 Rs.540.
- (ii) Cheques drawn but not presented upto 31st March, 2020 Rs.2,800.
- (iii) Cheques paid into bank but not cleared upto 31st March, 2020 Rs. 3,900.
- (iv) Interest on overdraft as per pass book, not entered in the cash book Rs.20.
- (v) Insurance premium paid by the bank not entered in the cash book Rs.400.
- (vi) Interest on investments collected by the bank appeared in the pass book Rs. 500.

Unit V

19. From the following Trial Balance prepare Trading and Profit and Loss Account for the year ended 31st December, 2020 and Balance Sheet as on that date;

Particulars	Debit Rs.	Credit Rs.
Drawings	10000	
stock on 1-1-2020	46000	
purchases and purchases returns	150200	600
cash in hand	3400	
bank balance	22660	
free hold premises	38600	
Trade expenses	840	
Printing, stationery and advertising	1640	
Professional charges	280	
Commission received		3300
Investments	4000	
Interest on deposits		200
Sundry debtors and creditors	36000	29000
Wages	25000	
Salaries	14000	
Capital		114000
Income Tax	1600	
Discount allowed and received	6300	4600
Sales returns and sales	500	208950
Bills Receivables/Bills payable	3200	10000
Office furniture	3050	
Rent, rates and insurance	4000	
Bad debts provision		670
Total	371320	371320

Adjustments;

- Provide for wages Rs.5,000
- Write off 5% depreciation on freehold premises and 10% on office furniture
- Insurance to the extent of Rs.200 relates to 2019
- Stock on 31-12-2020 is Rs.52,000
- Charge interest on capital at 5% and on drawing Rs.300

OR

20. The following Trial Balance of M/s Gayatri Agencies prepare Trading and Profit and Loss Account for the year ended 31st March, 2020 and Balance Sheet as on that date;

Particulars	Dr. Rs.	Cr. Rs
Capital		100000
Drawings	18000	
Buildings	15000	
Furniture & Fittings	7500	
Motor van	25000	
Loan from Hari		15000
Interest paid	900	
Sales		100000
Purchases	75000	
Opening stock	25000	
Establishment Expenses	15000	
Wages	2000	
Insurance	1000	
Commission received		4500
Sundry debtors	28100	
Bank balance	20000	
Sundry creditors		10000
Interest		3000
Total	232500	232500

Adjustments; (a) the value of stock on 31st March, 2020 was Rs.32,000

(b) Outstanding Wages Rs.500

(c) Prepaid Insurance Rs.300

(d) Commission received in advance Rs.1,300

(e) Depreciate; Building 5%, Furniture & Fittings 10%, Motor Van 10%

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21
Programme: Ist B.Com (General & Computer applications)
Semester -I

COURSE I B:Business Organization and Management

Model Question Paper

Time: 3Hrs

Max Marks: 60

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Section – A

Answer any FIVE questions.

5 x 4 = 20

1. Features of Business
2. AIDS to Trade
3. Explain MNCs
4. Partnership Deed
5. Certificate of commencement of Business
6. Contents of Prospectus
7. Characteristics of Management
8. Explain Administration
9. Line staff Organisation
10. Define Management

Section – B

Answer ALL questions.

5 x 8 = 40

UNIT – I

11. What is Industry? Explain the types of Industries
(Or)
12. Define Business and explain its features.

UNIT – II

13. Explain the Advantages and Disadvantages of Sole Proprietary ship.
(Or)
14. Explain differences between Private and Public Company.

UNIT – III

15. Write the clauses of Memorandum of Association
(Or)
16. What are the contents of Articles of Association.

UNIT – IV

17. Explain the Fayol's 14 principles of Management. .
(Or)
18. Write about Administration Vs. Management.

UNIT – V

19. Explain the merits and demerits of Planning.
(Or)
20. What are the different functions of Management.

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21
Programme: Ist B.Com (General)
Semester -I
Course Code 1C: Business Environment

Model Question Paper

Time: 3Hrs

Max. Marks: 60

Section- A

I. Answer any five of the following questions

Marks : 5x4=20

1. Elements of External Environment
2. Economic Reforms
3. Nature and Scope of Environemnt
4. Economic Growth and development
5. Consumerism
6. Objectives of Economic Planning
7. NRI
8. Elements of International Environment
9. Explain ASEAN
10. Reserve Bank of India.

Section-B

Answer one question from each unit

Marks : 5 X8=40

Unit-1

11. Explain the concept and significance of business environment

OR

12. Explain micro and macro environment of business

Unit-II

13. Explain different economic systems

OR

14. Explain salient features of present industrial policy of India

Unit-III

15. What do you mean by consumerism ? Explain the salient features of The Consumer Protection Act, 1986.

OR

16. Explain the elements of socio- cultural environment

17. Explain the elements of technological environment

OR

18. Explain the procedure of fiscal policy

Unit-V

19. Explain WTO and Its functions

OR

20. Role of BRICS and SAARC in Globalization

I B.Com (General & Computer Applications)

II Semester

Syllabus

SKR & SKR Government College for Women (Autonomous), Kadapa.

Syllabus under Choice Based Credit System (CBCS)

PROGRAMME: THREE-YEAR B COM

(General and Computer Applications)

Domain Subject: Commerce

Semester-wise Syllabus

(w.e.f. 2020-21 Admitted Batch)

I Year B Com (Gen & Computer Applications)

Semester – II

Course 2A: Financial Accounting

Learning Outcomes:

At the end of the course the student will be able to;

- Understand the concept of consignment and learn the accounting treatment of the various aspects of consignment.
- Analyze the accounting process and preparation of accounts in consignment and joint venture.
- Distinguish Joint Venture and Partnership and to learn the methods of maintaining records under Joint Venture.
- Determine the useful life and value of the depreciable assets and maintenance of Reserves in business entities.
- Design an accounting system for different models of businesses at his own using the principles of existing accounting system.

Syllabus

Unit-I: Depreciation: Meaning and Causes of Depreciation - Methods of Depreciation: Straight Line – Written Down Value – Annuity and Depletion Method (including Problems).

Unit-II: Provisions and Reserves: Meaning – Provision vs. Reserve – Preparation of Bad Debts Account – Provision for Bad and Doubtful Debts – Provision for Discount on Debtors

– Provision for Discount on Creditors - Repairs and Renewals Reserve A/c (including Problems).

Unit-III: Bills of Exchange: Meaning of Bill – Features of Bill – Parties in the Bill – Discounting of Bill – Renewal of Bill – Entries in the Books of Drawer and Drawee (including Problems).

Unit-IV: Consignment Accounts: Consignment - Features - Proforma Invoice - Account Sales – Del-credere Commission - Accounting Treatment in the Books of Consigner and Consignee - Valuation of Closing Stock - Normal and Abnormal Losses (including Problems).

Unit-V: Joint Venture Accounts: Joint Venture - Features - Difference between Joint- Venture and Consignment – Accounting Procedure – Methods of Keeping Records–One Vendor Keeps the Accounts and Separate Set off Books Methods (including Problems).

Reference Books:

1. Ranganatham G and Venkataramanaiah, **Financial Accounting-II**, S Chand Publications, New Delhi.
2. T. S. Reddy and A. Murthy - **Financial Accounting**, Margham Publications.
3. R.L. Gupta & V.K. Gupta, **Principles and Practice of Accounting**, Sultan Chand.
4. SN Maheswari and SK Maheswari – **Financial Accounting**, Vikas Publications.
5. S.P. Jain & K.L Narang, **Accountancy-I**, Kalyani Publishers.
6. Tulsan, **Accountancy-I**, Tata McGraw Hill Co.
7. V.K. Goyal, **Financial Accounting**, Excel Books
8. T.S. Grewal, **Introduction to Accountancy**, Sultan Chand & Co.
9. Haneef and Mukherjee, **Accountancy-I**, Tata McGraw Hill.
10. Arulanandam and Ramana, **Advanced Accountancy**, Himalaya Publishers.
11. S.N.Maheshwari&V.L.Maheswari, **Advanced Accountancy-I**, Vikas Publishers.
12. Prof E Chandraiah, **Financial Accounting**, Seven Hills International Publishers.

Suggested Co-Curricular Activities:

- ★ Quiz Programs
- ★ Problem Solving Exercises
- ★ Co-operative learning

- ★ Seminar
- ★ Group Discussions on problems relating to topics covered by syllabus
- ★ Reports on Proforma invoice and account sales
- ★ Visit a consignment and joint venture firms (Individual and Group)
- ★ Collection of proforma of bills and promissory notes
- ★ Examinations (Scheduled and surprise tests)
- ★ Any similar activities with imaginative thinking beyond the prescribed syllabus

SKR & SKR Government College for Women (Autonomous), Kadapa.

Syllabus under Choice Based Credit System (CBCS)

PROGRAMME: THREE-YEAR B COM

(General and Computer Applications)

Domain Subject: Commerce

Semester-wise Syllabus under CBCS

(w.e.f. 2020-21 Admitted Batch)

I Year B Com (Gen & CA)– Semester – II

Course 2B: Business Economics

Learning Outcomes:

At the end of the course, the student will able to;

- Describe the nature of economics in dealing with the issues of scarcity of resources.
- Analyze supply and demand analysis and its impact on consumer behaviour.
- Evaluate the factors, such as production and costs affecting firms behaviour.
- Recognize market failure and the role of government in dealing with those failures.
- Use economic analysis to evaluate controversial issues and policies.
- Apply economic models for managerial problems, identify their relationships, and formulate the decision making tools to be applied for business.

Syllabus

Unit-I: Introduction: Meaning and Definitions of Business Economics - Nature and Scope of Business Economics -Micro and Macro Economics and their Interface.

Unit-II: Demand Analysis: Meaning and Definition of Demand – Determinants to Demand –Demand Function -Law of Demand – Demand Curve – Exceptions to Law of Demand - Elasticity of Demand – Measurements of Price Elasticity of Demand

Unit – III: Production, Cost and Revenue Analysis: Concept of Production Function – Law of Variable Proportion -Law of Returns to Scale - Classification of Costs -Break Even Analysis - Advantages

Unit-IV: Market Structure: Concept of Market – Classification of Markets -Perfect Competition – Characteristics – Equilibrium Price -Monopoly – Characteristics – Equilibrium Under Monopoly.

Unit-V: National Income:Meaning – Definition – Measurements of National Income - Concepts of National Income -Components of National Income-Problems in Measuring National Income

References:

1. Business Economics -S.Sankaran, Margham Publications, Chennai.
2. Business Economics - Kalyani Publications.
3. Business Economics - Himalaya Publishing House.
4. Business Economics - Aryasri and Murthy, Tata McGraw Hill.
5. Business Economics -H.L Ahuja, Sultan Chand & Sons
6. Principles of Economics -Mankiw, Cengage Publications
7. Fundamentals of Business Economics -Mithani, Himalaya Publishing House
8. Business Economics -A.V. R. Chary, Kalyani Publishers, Hyderabad.
9. Business Economics -Dr K Srinivasulu, Seven Hills International Publishers.

Suggested Co-Curricular Activities:

- ◆ Assignments
- ◆ Student Seminars
- ◆ Quiz , JAM
- ◆ Study Projects
- ◆ Group Discussion
- ◆ Graphs on Demand function and demand curves
- ◆ Learning about markets
- ◆ The oral and written examinations (Scheduled and surprise tests),
- ◆ Market Studies
- ◆ Individual and Group project reports,
- ◆ Annual talk on union and state budget
- ◆ Any similar activities with imaginative thinking beyond the prescribed syllabus

SKR & SKR Government College for Women (Autonomous), Kadapa.

Syllabus under Choice Based Credit System (CBCS)

PROGRAMME: THREE-YEAR B COM

B.Com (General)

Domain Subject: Commerce

Semester-wise Syllabus under CBCS

(w.e.f. 2020-21 Admitted Batch)

I Year B Com (Gen)– Semester – II

Course 2C:Banking Theory and Practice

Learning Outcomes:

At the end of the course, the student will able to;

- Understand the basic concepts of banks and functions of commercial banks.
- Demonstrate an awareness of law and practice in a banking context.
- Engage in critical analysis of the practice of banking law.
- Organize information as it relates to the regulation of banking products and services.
- Critically examine the current scenario of Indian Banking system.
- Formulate the procedure for better service to the customers from various banking innovations.

Syllabus:

Unit-I: Introduction:

Meaning & Definition of Bank – Functions of Commercial Banks – Credit Creation with Examples - Kinds of Banks – Central Banking Vs. Commercial Banking.

Unit-II: Banking Systems:

Unit Banking, Branch Banking, Investment Banking - Innovations in Banking – E banking - Online and Offshore Banking, Internet Banking - Anywhere Banking - ATMs – RTGS- NEFT – Mobile Banking

Unit-III: Types of Banks:

Indigenous Banking - Cooperative Banks, Regional Rural Banks, SIDBI, NABARD - EXIM bank

Unit-IV: Banker and Customer:

Meaning and Definition of Banker and Customer – Types of Customers – General Relationship and Special Relationship between Banker and Customer - KYC Norms.

Unit-V: Collecting Banker and Paying Banker:

Concepts - Duties & Responsibilities of Collecting Banker – Holder for Value – Holder in Due Course – Statutory Protection to Collecting Banker - Responsibilities of Paying Banker - Payment Gateways.

Books for Reference:

1. Banking Theory: Law & Practice : K P M Sundram and V L Varsheney, Sultan Chand & Sons.
2. Banking Theory, Law and Practice : B. Santhanam; Margam Publications.
3. Banking Theory and Practice, Seven Hills International Publishers, Hyderabad.
4. Banking and Financial Systems: Aryasri, Tata McGraw-Hill Education India.
5. Introduction to Banking : Vijaya Raghavan, Excel books.
6. Indian Financial System : M.Y. Khan, McGraw Hill Education.
7. Banking Theory and Practice, Jagroop Singh, Kalyani Publishers.

Suggested Co-Curricular Activities:

- ◆ Debates
- ◆ Student Seminars
- ◆ Quiz Programmes
- ◆ Visit to Bank premises
- ◆ Guest Lecture by Banking Official
- ◆ Prepare a statement on periodical declarations of RBI like SLR, REPO etc
- ◆ Collection, display and Practicing of filling of different forms used in banks
- ◆ Survey on customers satisfaction of Banking services
- ◆ Know about KYC norms
- ◆ Talk on latest trends in banking industry
- ◆ Online Banking

- ◆ Individual and group project reports
- ◆ Current Affairs of Banking Sector
- ◆ Examinations (Scheduled and surprise tests)
- ◆ Any similar activities with imaginative thinking beyond the prescribed syllabus

I B.Com (General & Computer Applications)

Semester-II

Model Question papers

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

Programme: Ist B.Com (GEN & Computer Applications) Semester-II

COURSE II A: FINANCIAL ACCOUNTING

Model Question Paper

Time: 3 Hrs .

Max. Marks: 60

Part A

I. Answer any five of the following questions

Marks : 5x4=20

1. Depreciation
2. Difference between Provision and Reserve
3. Noting Charges
4. Proforma Invoice
5. Abnormal Loss
6. Renewal of Bill
7. What is Joint Venture?
8. Memorandum Joint Venture
9. Valuation of closing stock
10. Account Sales

Part B

Answer any one question from each Unit of the following

Marks : 5x8=40

Unit I

11. On July1, 2018 Granites Ltd. purchased second hand machine for Rs. 40,000 and reconditioned the same by spending Rs. 6,000. On January1, 2019 a new machine was purchased for Rs. 24,000. On June 30, 2020 the machine purchased on January 1, 2019 was sold for Rs. 16,000 and another machine was installed at a cost of Rs. 30,000. The company writes off 10% on original cost every year on March 31. Show the machinery for 3 years.

OR

12. A manufacturing concern, whose books are closed on 31st March, purchased Machinery for Rs. 1, 50,000 on 1st April 2016. Additional machinery was acquired for Rs. 40,000 on 30th September 2017 and for Rs. 25,000 on 1st April, 2019. Certain machinery, which was purchased for Rs. 40,000 on 30th September, 2017 was sold for Rs. 34,000 on 30th September, 2019. Give the machinery account for the year ending 31st March, 2020 taking into account depreciation at 10% per annum on the written down value method.

Unit II

13. A trader maintained a Provision for Doubtful Debts @ 5%, a provision for discount @ 2% on Debtors and a Reserve for Discount @ 2% on Creditors which on 1st January, 2018 stood at Rs.1,500, Rs. 500 and Rs. 400 respectively. His balances on 31st December, 2018 and 2019 were as follows;

	31 st Dec. 2010	31 st Dec. 2011
Bad Debts written off	Rs. 1,800	300
Discount allowed	600	200
Sundry Debtors	20,000	6,000
Discount received	300	50
Sundry Creditors	15,000	10,000

Show the necessary accounts in the ledger.

OR

14. What do you mean by 'Provision' and 'Reserve' and what are the differences between them.

Unit III

15. On 1st January, 2020, Himabindu buys goods from Sanjay priced at Rs.50,000 subject to a deduction of 20% trade discount. Himabindu accepts a bill for the amount payable 3 months after January 1. The bill is duly met on the maturity date. Pass journal entries in the books of drawer and drawee.

OR

16. On 1st January, 2020, A sold goods to B for Rs.60,000 and drew a bill on B for 4 months. B accepted the bill for Rs.60,000 and returned it to A who discounted it on 3rd January, 2020 with his bank at 12% p.a. B met his acceptance on the due date. Pass journal entries in the books of both the parties.

UNIT-IV

17. M/s Jaipuria & Co. of Delhi consigned 45 cases of glassware (cost price Rs.41,235) to Reddy & Co. of Hyderabad for sale on commission @ 5% on gross sale proceeds. The consignor paid freight and carriage amounting to Rs. 539. The goods arrived at Hyderabad and Reddy & Co. paid clearing charges Rs. 235; sundry charges Rs. 59; carriage Rs. 102 and godown charges Rs. 90. The goods were sold by Reddy & Co. as under;

15 cases @ Rs. 1,003 per case, 22 cases @ Rs. 1,050 per case and the remainder for Rs. 10,000.

Reddy & Co. sent a draft for Rs. 10,000 to M/s Jaipuria & Co. on account. Reddy & Co. forwarded account sales together with a bill of exchange for the balance.

Show the necessary ledger accounts in the books of M/s Jaipuria & Co.

OR

18. Swastik Ltd. Forwarded 100 bicycles to Narinder & Co. of Delhi to sold on behalf of Swastik Ltd. The cost of one bicycle was Rs. 250, but the invoice price was Rs.300. Swastik Ltd. Incurred Rs.1,000 on freight and insurance and received Rs.10,000 as advance from Narinder & Co. Narinder & Co. paid Rs.500 as octroi and carriage, Rs.400 as rent and Rs.300 as insurance and had disposed of 80 bicycles for Rs.25,000. Narinder & Co. is entitled to commission on sale at 5 per

cent on proforma invoice price and 25% of any surplus price realised. Narinder & co remitted the amount due from them by a bank draft. Prepare necessary ledgers in the books of Swastik Ltd.

UNIT V

19. Ram, Mohan and Rahim were partners in joint venture each contributing Rs.5,000. Ram purchased goods for Rs.13,000 and also supplied goods worth Rs.1,000 from his stock. Rahim also supplied goods to the value of Rs.1,500 from stock and his expenses in connection with the supplying of goods on account of joint venture amounted to Rs.50. Ram paid Rs.250 for expenses in connection with the joint venture. Ram sold goods on behalf of the joint venture and realised Rs.20,800. Ram was entitled to a commission of 5 per cent on sales. Unsold goods amounting to Rs.500 were taken over by Mohan. Ram settled accounts of Mohan and Rahim by Bank Draft. Prepare Joint Venture Account and Mohan and Rahim Accounts in the books of Ram.

OR

20. A and B enter into joint venture. A agrees to bring capital in cash. Accordingly a Joint Bank Account is opened by A for a sum of Rs.80,000. B buys goods worth Rs.50,000 as part of his share of capital. Further goods worth Rs.1,18,000 were purchased from C paying Rs.60,000 and balance by a promissory note signed by A and B. The goods were sent to Calcutta for sale. Expenses totaling Rs.5,000 were incurred in sending the goods. Part of goods were damaged and a sum of Rs.25,000 were recovered from the insurance company. The balance goods were sold for Rs.2,20,000.

Prepare Joint Venture Account, Joint Bank Account and accounts of A and B assuming that the promissory note was duly honoured.

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

Programme: Ist B.Com (GEN & Computer Applications) Semester-II

Course 2B – BUSINESS ECONOMICS

Time: 3Hrs

Max Marks: 60

Section – A

Answer any FIVE questions.

5 x 4 = 20

1. Define Business Economics
2. Nature of Business Economics
3. Law of Demand
4. Giffen paradox
5. Break even Point
6. Classification of costs
7. Characteristics of Perfect competition
8. Classification of markets
9. Concept of National Income
10. Net National Income.

Section – B

Answer ALL questions.

5 x 8 = 40

UNIT – I

11. Define Business Economics. Explain the scope of Business Economics
(Or)
12. Differences between Micro and Macro Economics.

UNIT – II

13. Explain the determinants of Demand
(Or)
14. Explain the measurements of Price Elasticity of Demand.

UNIT – III

15. Explain Law of Variable Proportions.
(Or)
16. What are the advantages of Break Even Analysis

UNIT – IV

17. Explain price discrimination of Perfect Competition.
(Or)
18. Explain Equilibrium under Monopoly.

UNIT – V

19. What are the measurements of National Income.
(Or)
20. What are the problems in measuring National income.

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21
Programme: Ist B.Com (General) Semester-II

Course 2C – Banking Theory and Practice

Time: 3 Hrs

Max. Marks: 60

SECTION-A

Answer any Five of the following questions.

5X4=20 M

1. Meaning and Definition of Bank
2. Kinds of Banks
3. E Banking
4. Unit Banking
5. Regional Rural Banks
6. Cooperative Bank
7. Definition of Banker and Customer
8. EXIM Bank
9. Types of Customers
10. Collecting Banker

SECTION – B

Answer any ONE question from each unit. Each question carries 8 marks

5X8= 40 M

UNIT - I

11. Define Commercial Bank. Discuss the functions of a commercial bank
 .or
12. Explain the role of banks in economic development of country

UNIT – II

13. What is mobile banking?. Discuss Mobile Banking Service
 or
14. What is e-Banking? Explain advantages of e-banking.

UNIT – III

15. What do you mean by Regional Rural Banks? Discuss the main functions of RRBs.

Or

16. What are the functions of SIDBI and discuss its role in business domain

UNIT –IV

17. Explain salient features of Banker Customer relationship
 Or

18. Explain the KYC norms

UNIT –V

19. Define Collecting Banker. What are the duties and responsibilities of Collecting Banker?

Or

20. Define Payment Gateway. What are the benefits of Payment Gateway?

PROGRAMME: THREE-YEAR B.A./B. Sc./B. Com.

LIFE SKILLS COURSE

FOR

**SEMESTER-I
(W.E.F.2020-21)**

ENTREPRENEURSHIP DEVELOPMENT

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

PROGRAMME: THREE-YEAR B.A./B. Sc./B. Com.

LIFE SKILL COURSE

ENTREPRENEURSHIP DEVELOPMENT

*(With Learning Outcomes, Unit-wise Syllabus, References, Co-curricular Activities
& Model Question Paper*

(To be Implemented from 2020-21 Academic Year)

Sl. No	Code	Sem	Course	Name of Life Skill Course (Course consists 3 Units)	Hours/ Week	Credits	Marks (Sem- end)
1		I		Entrepreneurship Development	2	2	50

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

PROGRAMME: THREE-YEAR B.A./B. Sc./B. Com.

Syllabus

ENTREPRENEURSHIP DEVELOPMENT

(Total 30Hrs)

Course Objective: A Generic Course that is intended to inculcate an integrated personal Life Skill to the student.

Learning Outcomes:

After successful completion of the course the student will be able to;

- Understand the concept of Entrepreneurship, its applications and scope.
- Know various types of financial institutions that help the business at Central, State and Local Level
- Understand Central and State Government policies, Aware of various tax incentives, concessions
- Applies the knowledge for generating a broad idea for a starting an enterprise/start up
- Understand the content for preparing a Project Report for a start up and differentiate between financial, technical analysis and business feasibility.

Syllabus:

Unit-I: Entrepreneurship: Definition and Concept of entrepreneurship - Entrepreneur Characteristics

– Classification of Entrepreneurs –Role of Entrepreneurship in Economic Development –Start-ups.

Unit-II: Idea Generation and Project Formulation: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for Generating Ideas – Preparation of Project Report –Contents; Guidelines for

Report preparation – Project Appraisal Techniques –Economic Analysis-Financial Analysis-Market Analysis.

Unit-III: Institutions Supporting and Taxation Benefits: Central level Institutions: NABARD; SIDBI, – State Level Institutions –DICs – SFC - Government Policy for MSMEs - Tax Incentives and Concessions.

Reference Books:

1. Arya Kumar, Entrepreneurship, Pearson, Delhi
2. Poornima MCH, Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi
3. Sangeetha Sharma, Entrepreneurship Development, PHI Learning
4. Kanishka Bedi, Management and Entrepreneurship, Oxford University Press, Delhi
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi
7. Peter F. Drucker, Innovation and Entrepreneurship
8. A.Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges & Opportunities
9. Dr B E V L Naidu, Entrepreneurship. Seven Hills Publishers

Suggested Co-Curricular Activities(As far as possible)

1. Group Discussion
2. Debate
3. Seminar
4. Visit to an SSI and preparing of an outline Report
5. Invited Lecture by a Bank Employee on the Bank Support to a Start Up.
6. Chart showing tax concessions to SSI, MSME both direct and indirect.

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

ENTREPRENEURSHIP DEVELOPMENT

Model Question Paper

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

Section -A(Total: 4x5=20 Marks)

(Answer any **four questions**. Each answer carries **5 marks**)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Section- B(Total: 3x10 = 30 Marks)

(Answer any **three questions**. Each answer carries **10 marks**)

- 1.
- 2.
- 3.
- 4.
- 5.

PROGRAMME: THREE-YEAR B.A./B. Sc./B. Com.

SKILL DEVELOPMENT COURSES

FOR

**SEMESTER-I
(W.E.F.2020-21)**

OFFICE SECRETARYSHIP

INSURANCE PROMOTION

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

SYLLABUS OF

OFFICE SECRETARYSHIP

AS PART OF SKILL DEVELOPMENT COURSES

PROGRAMME: THREE-YEAR UG PROGRAMME

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

SKILL DEVELOPMENT COURSE

COMMERCE STREAM

OFFICE SECRETARYSHIP

SYLLABUS

Learning Outcomes:

By the successful completion of course, the student will be able to;

1. *Understand the organizational hierarchy and outlines of functioning*
2. *Comprehend the role of office secretaryship in a small and medium organization*
3. *Acquire knowledge on office procedures and interpersonal skills*
4. *Apply the skills in preparing and presenting notes, letters, statements, reports in different situations.*

Syllabus

UNIT I: 06 hrs

Introduction – Organisational structure of a small and medium organization – Types of offices - Kinds of secretaries - The scope of office secretaryship

UNIT II: 10 hrs

The role of an office secretary -Duties and responsibilities- Usage of different devices - Flowchart and office manuals – Coordinating different wings of an office/organisation – Arranging common meetings - Operations of banking and financial services - travel and hospitality management services

UNIT III: 10hrs

Office procedures – Filing– Circulating files - Preparation of notes, circulars, agenda and minutes of meetings – Issue of press notes - Maintenance of files and records - Inventory, office, human resources, financial and confidential - maintaining public relations.

Co curricular Activities: 04 hrs

1. Visit various organizations (Hospitals, Hotels, Hospitality centers)
2. Preparation of appointment letters, dismissal letters, memos, Issue of appreciation/ motivation letters,
3. Releasing of Press notes, notices and circulars
4. Arranging invited lectures from office executives, auditors and managers
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Rapidex Professional course - PustalMahal Group
2. James Stromen, Kevin Wilson and Jennifer Wauson - American Management Association
3. M.C.Kuchal, Secretarial Practice - S.Chand Publications
4. Charles K.B 1856 Ober - The Association of Secretaryship - Nabu Press
5. Websites on Office secretaryship

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

SKILL DEVELOPMENT COURSE

OFFICE SECRETARYSHIP

MODEL QUESTION PAPER

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks)

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SECTION B (Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks)

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SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

SKILL DEVELOPMENT COURSE

COMMERCE STREAM

SYLLABUS OF

INSURANCE PROMOTION

AS PART OF SKILL DEVELOPMENT COURSES UNDER CBCS

PROGRAMME: THREE-YEAR UG PROGRAMME

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

SKILL DEVELOPMENT COURSES

COMMERCE STREAM

Syllabus of

INSURANCE PROMOTION

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

By successful completion of the course, students will be able to;

1. *Understand the field level structure and functioning of insurance sector and it's role in protecting the risks*
2. *Comprehend pertaining skills and their application for promoting insurance coverage*
3. *Prepare better for the Insurance Agent examination conducted by IRDA*
4. *Plan 'promoting insurance coverage practice' as one of the career options.*

SYLLABUS:

Section I: 06 Hrs

Introduction of Insurance - Types of insurances. Growth of Insurance sector in India - Regulatory mechanism (IRDA) - Its functions

Section II: 10 Hrs

Life Insurance plans. Health insurance plans. Products and features. Contents of documents – Sales Promotion methods - Finding prospective customers –Counselling – Helping customers in filing - Extending post-insurance service to customers.

Section III : 10 Hrs

General Insurance - It's products (Motor, Marine, Machinery, Fire, Travel and Transportation) and features. Contents of documents. Dealing with customers – Explaining Products to Customers - Promoting Customer loyalty. Maintenance of Records.

Co-curricular Activities Suggested: (4 hrs)

1. Collection of pamphlets of various insurance forms and procedures
2. Invited Lectures by Development Officers concerned
3. Mock practice of selling of insurance products
4. Preparation of working documents
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Principles of Insurance, Himalaya publishing House
2. Principles and Practice of Insurance, "
3. Fundamentals of insurance, "
4. Life and General Insurance Management, "
5. Financial services, Tata McGraw hill
6. Insurance Principles and Practices, Sultan Chand & Sons
7. Websites on insurance promotion

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

INSURANCE PROMOTION

MODEL QUESTION PAPER

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks)

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SECTION B (Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks)

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SKILL DEVELOPMENT COURSES

FOR

SEMESTER-II
(W.E.F.2020-21)

AGRICULTURAL MARKETING

BUSINESS COMMUNICATION

ADVERTISING

LOGISTICS AND SUPPLY CHAIN

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)

SYLLABUS OF

AGRICULTURE MARKETING

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-2021

PROGRAMME: THREE-YEAR UG PROGRAMME

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

SYLLUBUS

COMMERCE STREAM

AGRICULTURAL MARKETING

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

By the successful completion of this course, the student will be able to;

1. *Know the kinds of agricultural products and their movement*
2. *Understand the types, structure and functioning of agricultural marketing system*
3. *Comprehend related skills and apply them in sample situations*
4. *Extend this knowledge and skills to their production/consumption environment*

SYLLABUS:

Unit- I: 06hrs

Introduction of Agriculture and agricultural products (including agriculture, horticulture, sericulture, floriculture, aquaculture- genetic culture and dairy product) - Agricultural Marketing

- Role of marketing - Concepts - Goods and services - Movement of product from farm to consumer –Middlemen – Moneylenders - Types of agricultural markets (basic classification).

Unit- II: 09hrs

Basic structure and facilities of an agricultural market – Primary, secondary and tertiary markets–Functioning of Market Yards–Market information - RythuBharosaKendras (RBK) - Govtmarket policies and regulations- Contract farming -Govt Apps for marketing of agri products.

Unit- III: 10hrs

Planning production – assembling – grading - transportation– storage facilities.Price fixation. Dissemination of market information –and role of ICT.Marketing - Mix- Product element- Place element- Price element- Promotion element. Selection of target market. Government programs in support of Agricultural marketing in India.

Suggested Co-curricular Activities: 05hrs

1. Study visit to agricultural markets and Rythu Bharosa Kendras (RBK)
2. Invited lecture by field expert
3. Survey of various involved activities e.g assembling, grading, storage, transportation and distribution
4. Identify the demand for food processing units
5. Application of Govt Apps as one Nation and one Market
6. Assignments, Group discussion, Quiz etc.

Reference books

1. S.S.Acharya & N.L. Agarwala, Agricultural Marketing in India - Oxford and IBH Publications
2. K.S.Habeeb - Ur - Rahman Rural Marketing in India - Himalaya publishing
3. S.S.Chinna Agricultural Marketing in India - KALYANI publishers
4. Publications of National Institute of Agricultural Marketing, Odisha
5. Wikipedia and other websites on Agricultural Marketing.

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

Agricultural Marketing

MODEL QUESTION PAPER

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks)

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SECTION B (Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks)

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SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

SYLLABUS OF

BUSINESS COMMUNICATION

AS PART OF SKILL DEVELOPMENT COURSES UNDER CBCS

PROGRAMME: THREE-YEAR UG PROGRAMME

SKILL DEVELOPMENT COURSE

COMMERCE STREAM

BUSINESS COMMUNICATION

Total 30 hrs (02hrs/wk), 02 Credits, Max 50 marks

Learning Outcomes:

After successful completion of this course, students will be able to;

1. *Understand the types of business communication and correspondence*
2. *Comprehend the processes like receiving, filing and replying*
3. *Acquire knowledge in preparing good business communications*
4. *Acquaint with organizational communication requirements and presentations.*

SYLLABUS:

UNIT I : 06hrs

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

UNIT II: 10hrs

Types of Business Communications –Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organisational Hierarchy - Various levels of communication in an organization – Top-down, Bottom-up and Horizontal- Business reports, presentations– Online communications.

UNIT III: 10hrs

Receiving business communications -Filing and processing -Sending replies. Routine cycle of communications – Writing Communications - Characteristics of a good business communication

-Preparation of business meeting agenda – agenda notes - minutes –circulation of minutes – Presentations of communication using various methods.

Recommended Co-curricular Activities (04hrs):

1. Collection of various model business letters
2. Invited lecture/field level training by a local expert
3. Reading of various business reports and minutes and its analysis
4. Presentations of reports, charts etc.
5. Assignments, Group discussion, field visit etc.

Reference books:

1. Chaturvedi. P.D.Chaturvedi.M - Business Communication concepts, Cases and applications - Pearsons Education
2. Kaul Asha - Effective Business Communication - PHI Learning pvt Ltd
3. www.swayam.gov.in
4. Websites on business communication

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

Business Communication

MODEL QUESTION PAPER

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks)

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SECTION B (Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks)

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SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

SYLLABUS OF

ADVERTISING

AS PART OF

SKILL DEVELOPMENT COURSES

PROGRAMME: THREE-YEAR UG PROGRAMME

SKILL DEVELOPMENT COURSES

COMMERCE STREAM

ADVERTISING

Total 30 hrs (2hrs/wk) 02 credits & Maximum 50 Marks

Learning Outcomes:

After Successful completion of this course, the students are able to;

- 1. Understand the field of Advertising*
- 2. Comprehend opportunities and challenges in Advertising sector*
- 3. Prepare a primary advertising model*
- 4. Understand applying of related skills*
- 5. Examine the scope for making advertising a future career*

Syllabus**UNIT I: 06hrs**

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

UNIT II: 10 hrs

Role of advertising agencies and their responsibilities - scope of their work and functions -
- Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

UNIT III: 10hrs

Types of advertising – Basic characteristics of a typical advertisement – Reaching target groups - Local advertising – Feedback on impact of advertisement - Business promotion.

Recommended Co-curricular Activities (04 hrs):

1. Collection and segmentation of advertisements
2. Invited Lectures/skills training on local advertising basics and skills
3. Visit to local advertising agency
4. Model creation of advertisements in compliance with legal rules
5. Assignments, Group discussion, Quiz etc.

Reference books and Websites:

1. Bhatia. K. Tej - Advertising and Marketing in Rural India - Mc Millan India
2. Ghosal Subhash - Making of Advertising - Mc Millan India
3. JethWaneyJaishri& Jain Shruti - Advertising Management - Oxford university Press
Publications of Indian Institute of Mass Communications
4. Websites on Advertising

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

Advertising

MODEL QUESTION PAPER

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks)

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SECTION B (Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks)

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SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

SYLLABUS OF

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

AS PART OF SKILL DEVELOPMENT COURSES

PROGRAMME: THREE-YEAR UG PROGRAMME

SKILL DEVELOPMENT COURSES

COMMERCE STREAM

Syllabus of **LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

Total 30 hrs (02h/wk), 02 Credits & Max 50 Marks

Learning Outcomes:

At the successful completion of the course, the student will be able to;

1. Summarize relationship between marketing and Logistic Management
2. Understand the concepts of Supply Chain Management in connection with products.
3. Understanding various types of seller and suppliers
4. Evaluate best logistic method among all means of transport operations
5. Analysis of different distribution strategies - online and physical distribution
6. Compare the Logistics in National and International Scenario.
7. Design and develop new methods and models of Logistics in SCM

SYLLABUS:

Unit-1: Introduction to Logistics and Supply Chain Management (SCM):

Functions of Logistics - Structure of logistics - Logistics Costs - Modes of Logistics - Logistics in 21st Century -- Role of Supply Chain Management - Design and Development of Supply Chain Network - Different types of Supply Chain Networks

Unit-II: Logistics:

Customer Selection - Process -Customer Service and Customer Retention – Relationship Management - Integrating Logistics and Customer Relationship Management

Unit-III: Supply Chain Management:

Managing and Estimating Supply Chain Demand – Forecasting Techniques – Supplier Networks –Skills to Manage SCM - Recent Trends in SCM

Suggested Co-curricular Activities:

1. Invited lecture from Domain/Industry Experts
2. Field Visit (Manufacturing units, Suppliers)
3. Assignments, Seminars, Group Discussion, Quiz and Role Play
4. Poster presentations on SCM
5. Case Study Development

References:

1. Shailesh Kasande, Materials and logistics Management, NiraliPrakashan
2. Jhamb LC, Materials and logistics Management, Everest Publishing House.
3. Martin Christopher, Logistics & Supply Chain Management, Prentice Hall.
4. Alan Rushton, Phil Croucher & Peter Baker (CILT), Logistics and Distribution Management, Kogan Page Ltd.
5. G. Raghuram , Logics and Supply Chain Management, Macmillan.
6. Dr. Gopal Krishnan – Material Management Rearview, Pearson New Delhi.
7. B.S. Sahay, Macmillan, Supply Chain Management, Pearson Education.
8. Bowersox, Closs & Cooper, Supply Chain Logistics Management, McGraw-Hill.
9. Websites on Logistics and supply chain management.

SKR & SKR Government College for Women (Autonomous), Kadapa
Syllabus under Choice Based Credit System (CBCS)
With effect from Academic Year 2020-21

Logistics and Supply Chain

MODEL QUESTION PAPER

Max. Marks: 50

Time: 1 1/2 hrs (90 Minutes)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks)

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SECTION B (Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks)

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SKR & SKR GOVT COLLEGE FOR WOMEN (A), KADAPA.**Department of Commerce****List of Question Paper Setters and Examiners**

S.No	Name of the examiner	Designation	College	Phone
1	Sri Venkata Narasaiah	Lec in Commerce	Govt Degree College, Rajam Peta	9985038507
2	Dr.T.Madhusudhana	Lec in Commerce	Govt College for Men (A) Kadapa	9848726620
3	Dr.R.Neelaiah	Lec in Commerce	Govt College for Men (A) Kadapa	9492426281
4	Dr A.Naga Raju	Lec in Commerce	Govt College for Men (A) Kadapa	9949053362
5	Dr.D.Jayarami Reddy	Lec in Commerce	Govt Degree College A Ananthapuram	9440333703
6	Sri R.Sreeramulu	Lec in Commerce	Govt Degree College A Ananthapuram	9440689129
7	Dr G.Ranganath	Lec in Commerce	Govt Degree College(A), Anantapuram	8555028090
8	Dr.D.Naganna	Lec in Commerce	Govt Degree College for Men, Kurnool	9440583053
9	Dr.M.Mallikarjuna	Lec in Commerce	Govt Degree College Anantapur, Ananthapur Dist	9391523336
10	Dr.D.Bhaskar	Lec in Commerce	Govt Degree College, Puttur, Chittoor	9440095961
11	Dr.P.Venugopal	Lec in Commerce	Govt Degree College, Puttur, Chittoor	9393887222
12	Dr N.V. Krishnaiah	Lec in Commerce	Silver Jubilee Govt Degree College, Kurnool District	9440971169
13	Dr U.Prabhakar Reddy	Lec in Commerce	Govt Degree College(A), Anantapuram	9965574101
14	Dr.A.Reddeppa	Lec in Commerce	DAW Degree College for Women, Proddatur, Kadapa	9949283205
15	Sri R.V.Subba Reddy	Lec in Commerce	Govt Degree College, Puttur, Chittoor	9440534166
16	Dr M.Reddy Nayak	Lec in Commerce	Govt Degree College, Puttur	7013596146
17	Dr N.Sankar Reddy	Lec in Commerce	Govt Degree College, Pakala, Chittoor	
18	Sri A.Adinarayana Reddy	Lec in Commerce	Govt Degree College Dharmavaram, Ananthapuram	9866781650
19	Dr N.Murali	Lec in Commerce	Govt Degree College, Puttur, Chittoor	9440267842
20	Sri G.Sekhar	Lec in Commerce	SCNR Govt Degree College, Proddatur, YSR Kadapa Dt	9346449359

Approved :

S.No	Name	Designation	Signature
1	Sri V.Sreerama Reddy	Chairman	
2	Prof S.Raghunatha Reddy	Member	
3	Dr.M.Sreenivasulu	Member	
4	Sri O.Khaja Mohidden	Member	
5	Dr S.Gurappa	Member	
6	Dr.T.Madhusudhana	Member	
7	Dr R.Neelaiah	Member	
8	Sri D.Raghava Reddy	Member	
9	Dr.G.Vijaya Bharathi	Member	

SKR & SKR GOVT COLLEGE FOR WOMEN (A), KADAPA.

Department of Commerce

Minutes of Board of Studies in Commerce

The Board of studies Meeting in Commerce was held in the department of commerce SKR & SKR GOVT COLLEGE FOR WOMEN (A), KADAPA. On 02-05-2017 at 10 AM to discuss the agenda given below.

Agenda

1. Discussion of syllabi with regard to CBCS 1st year B.Com Degree courses i.e. B.Com (General) and B.Com (Computer Applications)
2. Procedure relevant to exams
3. Suggesting panel of names for appointment of paper setters and examiners
4. Any other matter relating to CBCS system 1st year B.Com Degree courses

All the members of BOS meeting are unanimously resolved to implement the following points to be considered.

1. Syllabi mentioned for B.Com (Gen & CA) on CBCS is found appropriate and approved.
2. It is resolved to implement 60 : 40 ration for external and internal exams, evaluation.
3. The above mentioned names are approved as a panel of examiners
4. The Internal marks of 40 has been divided into the following proportion.
 - (a) Written exam 20 marks
 - (b) Student seminar 10 marks
 - (c) Assignment 10 marks

With regard to the external marks of 60 has been divided into two sections i.e., Section A and Section B

Section : A : Consists of 10 questions. Out of which the student has to answer any 5 questions. Each question 4 marks.

Section B cover 5 units. From each unit 2 questions will be given with internal choice, each question carries 8 marks.

Members present :

S.No	Name	Designation	Signature
1	Sri V.Sreerama Reddy	Chairman	
2	Prof S.Raghunatha Reddy	Member	
3	Dr.M.Sreenivasulu	Member	
4	Sri O.Khaja Mohidden	Member	
5	Dr S.Gurappa	Member	
6	Dr.T.Madhusudhana	Member	
7	Dr R.Neelaiah	Member	
8	Sri D.Raghava Reddy	Member	

9	Dr.G.Vijaya Bharathi	Member	
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