

# University Centre for Distance Learning



Syllabi & Scheme of Examination  
B.Com.-3<sup>rd</sup> Year

## Chaudhary Devi Lal University Sirsa (Haryana)

Website:- [www.cdlu.ac.in](http://www.cdlu.ac.in)



**UNIVERSITY CENTRE FOR DISTANCE LEARNING**

**CHAUDHARY DEVI LAL UNIVERSITY, SIRSA**

**Syllabus and Scheme of Examination of**

**B.Com 3<sup>rd</sup> year**

<b>Paper Code</b>	<b>Name of the Paper</b>	<b>Time</b>	<b>Max. Marks</b>
BC21	Income Tax	3 Hours	80+20
BC22	Cost Accounting	3 Hours	80+20
BC23	Mgt. Accounting & Financial Management	3 Hours	80+20
BC24	Business Environment	3 Hours	80+20
BC25	Financial Market Operations	3 Hours	80+20
BC26	Advertising and Sales Management	3 Hours	80+20

## **INCOME TAX (BC21)**

**Max.Marks:80**

**Time:3 Hours**

**Note:** - Ten questions shall be set in the question paper with three questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question but not more than two from each unit.

### **Unit-I**

Basic Concepts; Income, agricultural income, casual income, assessment year, previous year, gross total income, total income, person; Tax evasion, avoidance, and Tax planning.

Basis of Charges: Scope of total income, residence and tax liability, income which does not form part of total income.

Heads of Income : Salaries; Income from house property;

### **Unit-II**

Profit and gains of business or profession, including provisions relating to specific business. Capital gains; Income from other sources.

Computation of Tax Liability: Deduction from Gross total Income, Computation of total income and tax liability of an individual, H.U.F. and firm.

### **Unit-III**

Aggregation of Income; Set-off and carry forward of losses; Tax management; Tax deduction at source; Advance payment of tax; Assessment procedures. Tax Administration; Authorities, appeals, and revision, penalties and prosecution.

### **Suggested Readings:**

Singhania, V.K.: Students Guide to Income Tax.

1. Prasad, Bhagwati : Income Tax law & Practice.
2. Mehlotra, H.C.: Income Tax law & Account.
3. Dinker Pagare: Income Tax law & Practice.
4. Girish Ahuja and Ravi Gupta: Systematic Approach.
5. Chandra, Mahesh and Shukla, D.C.: Income Tax.

## **COST ACCOUNTING (BC22)**

**Max.Marks:80**

**Time:3 Hours**

**Note:** Ten questions shall be set in the question paper with three questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question but not more than two from each unit.

### **Course Inputs**

#### **Unit-1**

Introduction: Nature and scope of cost accounting; Cost concepts and classification; Methods and techniques: Installation of costing system; Concept of cost audit.

Accounting for Material: Material control; Concept and techniques; Pricing of material issues; Treatment of material losses.

Accounting for Labour : Labour cost control procedure; Labour turnover; Idle time and overtime, Methods of wage payment-time and piece rates; Incentive schemes.

#### **Unit-II**

Accounting for Overheads: Classification and departmentalization; Absorption of overheads; Determination of overhead rates; under and over absorption and its formations.

Cost Ascertainment: Unit Costing, job, batch and contract costing.

#### **Unit-III**

Operating costing: Process costing-including inter process profits and excluding equivalent production and joint and by-products. Cost records: Integral and non-integral system: Reconciliation cost and financial accounts. Standard Costing and variance analysis material and labour variance only; Budgetary control. Marginal Costing and Break even analysis.

### **Suggested Readings:**

1. Arora, M.N.: Cost Accounting-Principles and Practice; Vikas, New Delhi.
2. Jain, S.P. and Narang, K.L: Cost Accounting , Kalyani, New Delhi.
3. Anthony Robert, Reece, et al: Principles of Management Accounting; Richard D, Irwin, INC.
4. Homegren, Charles, Foster and Dalar: Cost Accounting- A Managerial Emphasis; Prentice- Hall of India, New Delhi.

5. Khan, M.Y. and Jain, P.K. Management Accounting, Tata McGraw Hill.
6. Kaplan, R.S. and Atkinson, A.A. Advanced Management Accounting; P  
India- International.
7. Tulsian, P.C. Practical Costing; Vikas, New Delhi.
8. Maheshwari, S.N. Advanced Problems and Solutions in Cost Accounting,  
Chand and Co. New Delhi.

**MANAGEMENT ACCOUNTING AND FINANCIAL MANAGEMENT  
(BC23)**

**Max.Marks:80**

**Time:3 Hours**

**Note:** Ten questions shall be set in the question paper with the three questions from unit. The candidates will be required to attempt five questions in all, selecting at least one question but not more than two from each unit.

**Unit-I**

Management Accounting: Meaning, nature, scope and functions of management accounting; Role of Management accounting in decision making, management accounting vs. Financial accounting; Tools and techniques of management accounting.

Financial Statements Meaning and types of financial statements; Limited financial statement. Objectives and methods of financial statements analysis.

Classification of Ratios- Profitability ratios- turnover ratios, liquidity solvency ratio; advantages of ratio analysis; Limitation of accounting.

**Unit-II**

Financial Management: financial goal. Profit vs. Wealth maximization Functions- investment financing, and dividend decisions; Financial P overcapitalization and under capitalization.

Capital Budgeting : Nature of Investment decisions, investment evaluation net present value; internal rate of return, profitability index; payback accounting rate of return NPV and IRR comparison, excluding risk analysis. Cost of capital; Significance of cost of capital; calculating cost of debt; preference, Equity and Retained Earning; Combined (weighted) cost of capital.

### **Unit-III**

Capital structure theories and determinants, Dividend Policies: Issues in dividend policies, Walter's Model; Gordon's Model; M.M. Hypothesis; forms of dividends and stability in dividends, determinants management of working capital: Nature of Working Capital, Operating cycle and factors determining of working capital requirements. Estimation of working capital.

#### **Suggested Readings:**

1. Arora, M.N. Cost Accounting: Principles and Practices; Vikas, New Delhi.
2. Jain, S.P. & Narang, K.L. Cost Accounting; Kalyani, New Delhi.
3. Anthony Robert, Reece, et al: Principles of Management Accounting; Richard D, Irwin, INC.
4. Horngren, Charles, Foster and Dalar: Cost Accounting- A Managerial Emphasis; Prentice- Hall of India, New Delhi.
5. Khan, M.Y. and Jain, P.K. Management Accounting, Tata McGraw Hill.
6. Kaplan, R.S. and Atkinson, A.A. Advanced Management Accounting; P India- International.

### **BUSINESS ENVIRONMENT (BC24)**

**Max.Marks:80**

**Time:3 Hours**

**Note:** - Ten questions shall be set in the question paper with three questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question but not more than two from each unit.

#### **UNIT-I**

Business Environment: Concept, Components, and Importance.

Economic Trends (overview): Income; Savings and Investment; Industry; Trade and balance of payments, Money; Finance; Prices.

Problems of growth: Unemployment; Poverty; regional imbalances; Social injustice; Inflation Parallel economy. Industrial sickness.

#### **UNIT-II**

Role of Government in Indian Economy: Monetary and fiscal policy, Industrial policy; Industrial Licensing, Privatization; Devaluation; Export-Import Policy; Foreign Investment; and Collaboration.

Tenth Five Year Plan: Major policies; resource allocation.

### **Unit-III**

International Environment: International Environment (overview); Trends in World trade and the problems of developing countries; foreign trade and economic growth. International Economic Institutions- GATT, WTO, UNCTAD, World Bank, IMF.

#### **Suggested Readings:**

1. Sundaram & Black: The International Business Environment; Prentice Hall, New Delhi.
2. Aggarwal, A.N. : Indian Economy; Vikas Publishing House, Delhi.
3. Khan, Farooq A.L.: Business and Society; S. Chand, Delhi.
4. Dutt, R. and Sundharam K.P.M: Indian Economy; S. Chand, New Delhi.
5. Misra, S.K. and puri, V.K.: Indian Economy; Himalaya Publishing House, New Delhi.
6. Hedge Ianl: Environment Economics; MacMillan, Hampshire.
7. Dutt Ruddar: Economic Reforms in India- A Critique; S. Chand, New Delhi.

### **FINANCIAL MARKET OPERATIONS (BC25)**

**Max.Marks:80**

**Time:3 Hours**

**Note:** - Ten questions shall be set in the question paper with three questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question but not more than two from each unit.

#### **Unit-I**

An overview of financial markets in India.

Money Market; Indian Money Market's composition and structure; (a) Acceptance houses, (b) discount houses, and (c) Call money market; Recent trends in Indian Money Market.

Capital Market: Security- (a) New issue market, (b) Secondary market; Functions and role of stock exchange; Listing procedure and legal requirements; Public issue-pricing and marketing; Stock exchange- "National Stock Exchange and over-the-counter exchange.

## **Unit-II**

Securities Contract and Regulations Act: Main Provisions

Investors Protection: Grievances concerning stock exchange dealing and their removal; grievance cells in stock exchanges; SEBI; Company Law Board; Press; Remedy through courts.

## **Unit-III**

Functionaries on stock Exchanges: Brokers, Sub-Brokers market makers, Jobbers, portfolio consultants, institutional investors, and NRIs.

Financial Services: Merchant banking-functions and roles, SEBI guidelines; Credit rating-concept, functions, and types.

### **Suggested Readings:**

1. Chandler, M.V. and Goldfeld, S.M.: Economics of Money and Banking; Harper and Row, New York.
2. Gupta, Suraj B.: Monetary Economics; S. Chand and Co., New Delhi.
3. Gupta, Suraj B.: Monetary Planning in India; Oxford, Delhi.
4. Bhole, L.M.: Financial Markets and Institutions; Tata McGraw Hill, New Delhi.
5. Hooda, R.P.: Indian securities Market-investors view point; Excell Books, New Delhi.
6. R.B.I.: Functions and Working.
7. R.B.I.: Report on Currency and finance.
8. R.B.I.: Report of the committee to Review the working of the Monetary system; Chakravarty Committee.

## **ADVERTISING AND SALES MANAGEMENT (BC26)**

**Max.Marks:80**

**Time:3 Hours**

**Note:** - Ten questions shall be set in the question paper with three questions from each unit. The candidates will be required to attempt five questions in all, selecting at least one question but not more than two from each unit.

## **Unit-I**

Communication Process: Basic Communication Process, role of source; Encoding and decoding of message, media, audience, feedback and noise.



Advertising and Communication Mix: Different advertising functions: Types of advertising; Economic Social aspects of advertising; advertising process- an overview, setting advertising objectives and budget.

### **Unit-II**

Creative aspects of Advertising: Advertising appeals, copy writing her illustration, message, copy types.

Advertising Media; different types of media; Media planning and schedule.

Impact of Advertising: Advertising agency roles; relationship with advertising department; measuring advertising effectiveness; Legal and aspects of advertising.

### **Unit-III**

Sales Management: Sales Management, Personal Selling and salesman organising the sales efforts; Sales force management: Recruitment, Training, Motivation, Compensating and Controlling sales personnel, Budget, Sales quotas and Sales Territories.

#### **Suggested Readings:**

1. Asker, David and Myers, John G. et al.: Advertising Management; Prentice Hall Of India, New Delhi.
2. Boardel, W.H.: Advertising; John Wiley, N.Y.
3. Ogivy, D: Ogivy on Advertising; Longman Publication.
4. Anker Daind A, Batra Rajeev, Myers, G: Advertising Management; Prentice Hall India, New Delhi.
5. Sengupta Subroto: Brand Positioning Strategies for Competitive Advantages McGraw Hill; New Delhi.
6. Coundiff Still and Govani: Sales Management; Prentice Hall, New Delhi.
7. Rorsiter John R., Percy Larry: Advertising and Promotion Management; McGraw Hill; New York.
8. Sundage Fryburger, Rotzoll : Advertising Theory and Practice: AITBS, New.....
9. Skill, Richards, R., Cundiff, Edwards W. & Gosvani, Norman, A.P.: Management, PM.