

Termination of agency – Revocation and renunciation – Termination by operation of law.

4. Sale of goods – sale and agreement to sell – Formalities of sale – The price – Conditions and warranties (implied and express) – Fundamental breach – Transfers of property – Passing of risk – Effecting the performance of sale of goods – C.I.F. contracts – F.O.B. contracts - Right of buyer against seller – Suits for breach of contract – Rights of unpaid seller – Auction sale and hire-purchase.
5. Partnership – Essentials partnership compared with ownership Company, Joint Hindu Family business and Society – A creation of status – Mode of determining partnership – Firm and firm name – Different types of partnership – Formation of partnership – Partnership property. Partnership by holding out – illegal partnership – Relations of partners to one another and to third parties – Incoming and outgoing partners – Retirement – Dissolution – Settlement of accounts – Sale of goodwill – Registration of firm.

**Prescribed Readings: (With amendments)**

- |    |                                       |   |   |
|----|---------------------------------------|---|---|
| 1. | Sale of Goods Act<br>(Orient Longman) | : | Pullock and Mulla   |
| 2. | The Law of Contracts                  | : | M. Krishnan Nair  |
| 3. | Law of Contracts                      | : | Avtar Singh   |
| 4. | Law of Contracts                      | : | Subba Rao   |
| 5. | Law of Contracts                      | : | Anson   |
| 6. | Laws of England                       | : | Halsbury's (IVed.) Reissue Vol. 1<br>(2) pp 1 – 136. Vol.2. pp 829 – 905. |

**Fourth Semester**  
**PAPER – I**  
**MARKETING MANAGEMENT**

No: of instructional hours per week: 4

**Aim of the course:** To impart the knowledge of various concepts of modern marketing management

**Course objectives:**

- 1) To provide an understanding of the contemporary marketing process in the emerging business scenario.
- 2) To study various aspects of application of modern marketing techniques for obtaining a competitive advantage in business organizations.

**MODULE-I:** Meaning and Definition of Marketing -Evolution of Modern Marketing Concept- Marketing Orientation vs. Selling Orientation- Comparison- Role of Marketing in Modern Organizations- Marketing

Mix- Concept and Components- New Horizons of Marketing- Global Marketing- Service Marketing- Social Marketing or Cause Marketing- Online Marketing- Sustainable Marketing- Micro marketing-Relationship Marketing- Customised Marketing.(12hrs)

**MODULE-II:** Consumer Behaviour- Concept- Process of Consumer Buying- Factors influencing Consumer Buying Decisions- Customer Relationship Management. Market Segmentation- Concept- Process- Bases for Market Segmentation- Requirements of Effective Market Segmentation – Market Targeting- Market Positioning - Concept-Importance (15 hrs)

**MODULE-III:** Product-Meaning and importance- Classification of products-Concept of product item, product line and product mix -Product Life Cycle-stages-Management strategies of different stages of Product Life cycle- New Product Development process Product innovation and product diversification- Branding ,Packaging and Labeling- Factors contributing Brand equity. (15 hrs)

**MODULE-IV:** Pricing Decisions-significance of price-pricing objectives-Factors affecting pricing decisions-internal and external factors in marketing decisions-Approaches to pricing-cost oriented, demand oriented and competition oriented pricing-Different Methods of pricing-Pricing strategies for new products.Distribution Management-Channels of distribution-Meaning-Types of distribution channels-Factors influencing Length of distribution channel-Logistics Management-Logistics decisions-Traditional Logistics management approach Vs Supply chain Management. 15hrs)

**MODULE-V:** Promotion-Nature and Importance-Concept of push and pull mix-Types of promotion: Advertising-Personal selling, sales promotion and public relations-Functions and advantages of Advertising- Advertisement copy-Requirements of good advertisement copy.- Advertising media-Factors influencing selection of advertisement media-personal selling-essentials of effective selling-Sales promotion-Meaning, functions and different methods of sales promotion. (15hrs)

**Recommended Practicals:**

1. Prepare a questionnaire and conduct a mini survey of a few customers for identifying the factors influencing the buying behaviour for any product of your choice.
2. Collect advertisements of leading brands of any five products and identify the unique selling propositions.
3. Trace the brand history of any product.
4. Identify different sales promotion techniques in foreign markets and prepare a report.

**Recommended Books**

1. *Marketing management*-Philip Kotler, Kevin Lane Keller, Abraham Koshy and Jha, Pearson Publications.
2. *International marketing*-Philip RCaterop, Tata McGraw Hill Publications.
3. *Marketing Management, 5/Edn* –RajanSaxena, McGraw Hill education, New Delhi.
4. *Marketing Management :Concepts and Cases* – Sherlekar S.A., Himalaya Publishing House, New Delhi.
5. *Marketing Management*- Pillai, R.S.N., S. Chand & Co, New Delhi.
6. *Modern Marketing: Principles & Practices*, Pearson Education , New Delhi
7. *Marketing*,Verma/ Duggel, Oxford University Press, New Delhi.

## PAPER – II ADVANCED FINANCIAL ACCOUNTING

No. of instructional hours per week: 5

**Aim of the course:** To equip the students with the preparation of accounts of various business areas.

**Course Objectives**

1. To create awareness of accounts related to dissolution of partnership firms.
2. To acquaint students with the system of accounting for different branches and departments.
3. To enable students to prepare accounts of consignments.

**Module 1:** Partnership Accounts – Introduction- features- Dissolution of Partnership Firm- preparation of Realisation Accounts and Capital Accounts- insolvency of a partner- application of the decision in Garner vs.

Murray- insolvency of all partners – Piece - meal Distribution-Dissolution of Limited Liability Partnerships. (20 hrs)

**Module 2:** Accounting for consignment- meaning – terms- used in consignment accounting – difference between consignment and sales. Accounting treatment in the books of the consignor and consignee- cost price method and invoice price method – valuation and treatment of unsold stock- loss of stock- normal and abnormal- loss in transit. (20 hrs)

**Module 3:** Joint venture: Meaning- features- difference between joint venture and partnership – joint venture and consignment- Accounting treatment when one of the ventures is appointed to manage the venture- When separate set of books are not maintained for recording joint venture transaction- when separate set of books are kept for the venture – when memorandum method is followed. (15 hrs)

**Module 4:** Branch Accounts- meaning, features and types of branch accounting- accounting for the branches not keeping full system of accounts- Debtors system, Stock and Debtors system, final accounts – wholesale branch-accounting for branches keeping full system of accounts- adjustment for depreciation of fixed assets, expenses met by Head office for the branch and reconciliation- incorporation of branch Trial Balance in the Head Office books.(20 hrs)

**Module 5:** Departmental Accounting- meaning - features- advantages- objectives- methods of departmental accounts- allocation and apportionment of departmental expenses- difference between departmental accounts and branch accounts- inter departmental transfers- preparation of departmental trading and profit and loss account. (15 hrs)

**Structure for preparing question paper:** Theory 30% Problem 70%

### **Recommended Practicals**

1. Visit some branches and identify their accounting methods.
2. Collect data from one or two partnership firms/ joint ventures on the accounting procedure adopted.

### **Books Recommended:**

1. Gupta R.L. and Radhaswamy. M. *Advanced Accountancy*, Sultan Chand & Sons, New Delhi.
2. Shukla M.C.,Grewal T.S and Gupta S.C. *Advanced Accounts*, S. Chand & Co. Ltd., New Delhi.
3. Jain S.P. and Narang. K.L. *Advanced Accountancy*, Kalyani Publishers, New Delhi.
4. Naseem Ahmed, Nawab Ali Khan and Gupta M.L. *Fundamentals of Financial Accounting Theory and Practice*, Ane Books Pvt. Ltd., New Delhi.
5. Maheswari S.N. and Maheswari S.K. *Advanced Accountancy*, Vikas Publishing House, New Delhi.

## **PAPER – III BUSINESS STATISTICS**

No. of instructional hours per week: 4

**Aim of the course:** To develop the skill for applying appropriate statistical tools and techniques in different business situations.

### **Course Objectives:**

1. To enable the students to gain understanding of statistical techniques those are applicable to business.
2. To enable the students to apply statistical techniques in business.

**Module I:** Introduction- Meaning, definition, functions, and importance of statistics.- distrust of statistics – statistical studies - census study vs. sample study - collection of data – primary and secondary - methods of data collection – sampling - theoretical basis for sampling – methods of sampling – probability methods vs.

non- probability methods. Classification, tabulation and presentation of data.Measures of dispersion.–Range, Quartile Deviation, Mean Deviation Standard Deviation. (a review only)  
(17 hrs)

**Module II:** Correlation - Meaning and definition- correlation and causation – types of correlation –methods of measuring correlation for ungrouped data -Karl Pearson’s co-efficient of correlation and its interpretation, Probable error - , Coefficient of determination - Spearman’s rank correlation- co-efficient of Concurrent deviation- application of different measures of correlation in business.(15hrs)

**Module III:** Regression analysis – Meaning, definition andtypes -Regression lines- determination of simple linear regression-. Regression equations and their application in business. Properties of correlation and regression co-efficient – Comparison of regression and correlation (15hrs)

**Module IV:**--Index numbers - Meaning and importance-Problems in construction of index numbers-Methods of constructing of index numbers- Simple aggregative, Average of Price relatives, Laspeyer’s, Paasche’s, Dorbisch- Bowley’s, Marshall-Edge worth’s and Fisher’s ideal index numbers, Test of Consistency: Time Reversal Test and Factor Reversal Test. Chain Base Index Nos. Shifting of Base year. Cost of living Index and its use in determination of wages –Wholesale Price Index Number, Population index, inflation index, Operational indices- Sensex and Nifty. (15hrs)

**Module V:**-Time series analysis - Meaning and definition- components- Measurement of long term trend-Moving average method- Method of Least squares- Application in business. (10hrs)

**Books Recommended:**

1. Gupta.S.P. *Statistical Methods*, Himalaya Publishing House, Mumbai.
2. Elhance.D.L .*Fundamentals of Statistics*, KitabMahal, Allahabad.
3. Gupta.B.N. *Statistics - Theory and Practice*, SahityaBhawan Publications, Agra.
4. Sanchetti D.C and Kapoor V.K .*Statistics - Theory, Methods and Application*, Sultan Chand & Sons, New Delhi.
5. Nabendu Pal and HadedSarkarS.A .*Statistics - Concept and Application*, PHI, NewDelhi.
6. Agarwal.B.M. *Business Mathematics and Statistics*, Ane Books Pvt.Ltd., New Delhi.
7. Richard I.Levin and David S. Rubin, *Statistics for Management*, Prentice Hall of India, latest edition.

## **Paper – IV**

### **CONSTITUTIONAL LAW – I**

**Outcome :-** This paper acquaint the students with the fundamental law of the land, preamble, basic structure, citizenship, freedoms, rights, directives, duties and constitutional remedies.

1. Introduction: - Historical Background – The nature of the Constitution – Salient features of the Constitution. Preamble: - Significance and importance – Declaration of the objectives of the State - Preamble and interpretation of the Constitution. Union and its territory (Art. 1-4): - formation of new States – Ceding of Indian Territory to foreign country - Citizenship (Art: 5-11) – Meaning of citizenship – Various Methods of

acquiring citizenship – Termination of citizenship – Relevant provisions of the Citizenship Act, 1955. The Citizenship Amendment Act, 2019.

2. Fundamental Rights (Art 12-35): - (a) General – Definition and nature of Fundamental Rights – Balance between individual liberty and collective interest – Definition of State (Art :12). (b) Violation of Fundamental right (Art. 13) – Doctrine of ultravires – Pre-constitution Laws – Doctrine of severability – Doctrine of eclipse – Post Constitutional Laws – Doctrine of waiver – “Law” and “Law in Force”. (c) Equality (Art.14-18) – Introduction – Equality before Law and equal protection of Laws classification – Test of reasonable classification Rule against arbitrariness – No discrimination on grounds of Religion, Race, Caste etc. Special provisions for Women and Children – Special provisions for advancement of Backward classes – Equality in Public Employment – Reservation for Backward Classes – Abolition of untouchability – Abolition of Titles.

3. Right to Freedom (Art. 19) – Meaning and Scope – Test of Reasonableness – freedom of speech and expression, Assembly, Association, Movement, Residence, Freedom of Profession, Occupation, trade or business – Right to know and Right to Information Act, 2005 - Protection in respect of conviction for offences (Art. 20) – Nature and Scope – Doctrine of *expost facto Law* – prohibition against double jeopardy – protection against self incrimination - Right to life and personal liberty (Art. 21) – “Personal liberty” – Meaning and Scope – Interrelation of Art. 14, 19 and 21 – New judicial trends in interpretation of Art. 21 “Due Process of Law” and “Procedure established by Law” – Concept of Liberty and Natural Justice – Emergency and Art. 21 - Right to Education Art. 21 A - Protection against Arbitrary Arrest and Detention (Art. 22) – Rights of detinue – Rights to be informed of grounds of arrest, right to be defended by a lawyer of his own choice, right to be produced before a magistrate – Preventive detention Laws - Right against exploitation (Art. 23-24) – “Traffic in Human beings” and “Forced Labour” – Prohibition of employment of children in factories etc.

4. Freedom of Religion (Art. 25, 26, 27, 28) – Concept of “Secular State” – Secular but not anti – religious – Restriction of Freedom of Religions - Cultural and Educational rights (Art. 29-30) – Protection of Minorities – Right to establish and manage their Educational Institutions - Saving of certain laws (Art. 31 A-31 B) – Savings of laws providing for acquisition of estates – Validation of certain Acts and Regulations - Constitutional Remedies (Art. 32-35&226) – Public

Interest Litigation – Scope of Writ Jurisdiction of the Supreme Court and High Courts – Distinction between Art.32 and 226.

5. Directive Principles of State Policy (Art. 36-51) – Underlying Principles behind Directive Principles Social and Economic Charter – Social Security Charter – Community Welfare Charter – Relation between Fundamental Rights and Fundamental Duties (Art. 51 A) – Need for fundamental duties – Enforcement of Fundamental Duties.

**Prescribed Readings: (With amendments)**

- |   |   |                           |
|---|---|---------------------------|
| 1. Shorter Constitution<br>(Wadhwa and Co.)   | : | D.D. Basu                 |
| 2. Constitutional Law of India<br>(N.M. Tripathi Pvt. Ltd.1993)   | : | H.M.Seervai               |
| 3. Constitutional Law of India<br>(Wadhwa and Co.)  | : | Jain, M.P.                |
| 4. Constitutional Law of India  | : | J.H. Pandey               |
| 5. Law of Indian Constitution   | : | Prof. P.S.Achuthan Pillai |
| 6. Constitution of India  | : | V.N. Shukla               |
| 7. Working a Democratic Constitution :<br>(Oxford University Press, 1999)   | : | Austin,G.                 |
| 8. Directive Principles of State Policy :<br>in the Indian Constitution (A.B.S.<br>Publications, Jalandhar 1987). | : | K.C. Markandan            |
| 9. Constitutional Questions in India. :<br>(Oxford University Press 2000)   | : | Noorani,                  |

**Paper – V**

**FAMILY LAW – I**

**Outcome :-** This paper endow the students with the knowledge of Hindu, Muslim and Christian Law in respect of marriage, divorce, adoption, guardianship and maintenance.

1. Nature and Sources – The study will include the nature and sources (traditional and modern) of personal laws.
2. Laws of marriage - This course will comprise, Hindu, Muslim and Christian Law of marriage and divorce. Emphasis should be laid on the nature of marriage and its development, Hindu Law of marriage and divorce and the changes brought about by modern legislation – Special Marriage Act – Indian

Divorce Act - Muslim Women (protection of Rights on Marriage) Act, 2019 – Matrimonial remedies – Hindu, Muslim and Christian Laws

3. Law of adoptions – Hindu law of adoption will include special reference to the juristic concept and development of case laws & changes brought about by the Hindu Adoptions and Maintenance Act, 1956. The study will also include the Muslim law of Legitimacy. Parentage and Doctrine of Acknowledgement.
4. Law of Guardianship – Hindu Law of Minority and Guardianship with the changes brought about by the modern legislation. Provisions in the Muslim Law of Minority and Guardianship.
5. Maintenance – Hindu Law relating to maintenance – Muslim law relating to maintenance with reference to the Muslim Women (Protection of Rights on Divorce Act, 1986) - Maintenance and Welfare of Parents and Senior Citizens Act, 2007 – Matrimonial Remedies through Family Courts.

**Statutory materials: (With amendments)**

1. The Hindu Widows Remarriage Act, 1856.
2. The Prohibition of Child Marriage Act, 2006.
3. The Special Marriage Act, 1954.
4. The Hindu Marriage Act, 1955.
5. The Hindu Adoptions and Maintenance Act, 1956.
6. The Hindu Minority and Guardianship Act, 1956.
7. Guardian's and Wards Act, 1890.
8. The Dissolution of Muslim Marriage Act, 1939.
9. The Christian Marriage Act, 1872.
10. The Indian Divorce Act, 1869.
11. Dowry Prohibition Act, 1961.
12. Family Courts Act, 1984.

**Prescribed Readings: (With amendments)**

- |    |   |   |                      |
|----|---|---|----------------------|
| 1. | Hindu law<br>(N.M.Tripathi Pvt. Ltd.)                                     | : | Mulla                |
| 2. | Mohammedian Law   | : | Mulla                |
| 3. | Introduction to Modern Hindu Law  | : | Duncan M. Derrett    |
| 4. | Hindu Law – I   | : | Paras Diwan          |
| 5. | Family Law  | : | Prof.M.Krishnan Nair |
| 6. | Muslim Law  | : | A.A.A. Fyzee         |
| 7. | Outlines of Muhammedan Law  | : | Asaf.A.A. Fyzee      |
| 8. | Marrriage and Divorce<br>(5 <sup>th</sup> Edition Eastern Law House 1987) | : | A.N. Saha            |