

FOUR YEARS B.COM(Hons)
Domain Subject: COMMERCE
IV YEARS B.COM(HONS)-SEMESTER-V
COURSE 18A: MANAGEMENT ACCOUNTING AND PRACTICE

TOTAL MARKS: 75

UNIT 1: Introduction

Nature & Scope of Management Accounting – Management Accounting Principles – Significance of Management Accounting - Difference between management accounting, financial accounting and Cost accounting – Limitations of Management Accounting – Installation of Management Accounting – Tools of Management Accounting.

UNIT 2: Ratio Analysis

Meaning - Advantages and Limitation of Ratio Analysis – Types of Ratios – Profitability Ratios – Gross Profit Ratio (GPR) – Net Profit Ratio (NPR) – Operating Ratio – Solvency Ratios- Current Ratio – Liquidity Ratio – Debt-Equity Ratio – Turnover Ratios – Fixed Assets Turnover Ratio – Working Capital Turnover Ratio – Debtors Turnover Ratio – Creditors Turnover Ratio - Stock Turn Over Ratio - Return on Investment (ROI) – Calculation and interpretation. – (Simple Problems)

UNIT 3: Fund Flow statement –

Meaning and Concept of Working Capital (Fund) – Fund Flow Statement – Meaning and Uses of Funds Flow Statement – Preparation of Funds Flow Statement. (Simple Problems)

UNIT 4 Cash Flow Statement –

Meaning and Uses of Cash Flow Statement – Preparation of Cash Flow Statement – Difference between Cash Flow Statement and Funds flow Statement. (Simple Problems)

UNIT 5: Budgeting and Budgetary Control

Meaning of Budget – Forecast and Budget - Elements of Budget – Features – objectives and budget procedure – Classification of Budgets - Meaning of Control – Meaning of Budgetary control – objectives of Budgetary control system – Advantages and Limitations of Budgetary control system. Prepare cash budget, fixed budget and flexible budget. (Simple Problems)

V. Suggested Question Paper Pattern:

Max. Marks 75

Time: 3 hrs

SECTION A (Total 25 marks)

Answer any FIVE Questions (5×5 Marks)

OUT OF TEN COVERING IN ALL UNITS

SECTION - B (Total 50 marks)

Answer any One Question in Each Unit (5×10=50 Marks)

OUT OF TEN Questions COVERING IN ALL UNITS

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Four-Year B. Com. (Hons) Domain Subject: COMMERCE IV YEAR

B. COM. (HONS) –

Semester -V

Max Marks: 100

Course19 A: COST CONTROL TECHNIQUES (Skill Enhancement Course (Elective) 4 credits)

Unit 1: Introduction-

Nature and Scope Introduction: Meaning of Cost Control – Cost Control Techniques – Requisites of effective Cost Control System – Cost Reduction – meaning – essentials for an effective cost Reduction Program – Scope of cost reduction - Difference between Cost Control and Cost Reduction –Meaning of cost audit – Types of Cost Audit – Auditing techniques.

Unit 2: Activity Based Costing and overheads

Concept of ABC – Characteristics of ABC – Categories of ABC – Allocation of Overheads under ABC – Cost Reduction under ABC – advantages of implementing ABC –Application on overhead allocation on the basis of ABC-(Theory Only)

overheads concepts – Features, Classification, Methods of allocation and apportionment of overheads (Simple Problems)

Unit 3: Cost Volume Profit Analysis (CVP Analysis) and BEP Analysis Applications of Marginal Costing – profit planning – Evaluation of Performance-fixing selling price – Key Factor –Make or Buy decision – Accept or Reject - closing down or suspending activities – (Simple Problems)

Unit-4: Contract Costing –Meaning –Work in progress-work certified – work uncertified-notional profit-preparation of contract account(Simple Problems)

Unit 5: Standard Costing and Variance Analysis Concept of Standard Cost and Standard Costing – Advantages and limitations – analysis of variances-importance of Variance Analysis - computation and application of variances relating to material. (Simple Problems)

V. Suggested Question Paper Pattern:

Max. Marks 75

Time: 3 hrs

SECTION A (Total 25 marks)

Answer any FIVE Questions (5×5 Marks)

OUT OF TEN COVERING IN ALL UNITS

SECTION - B (Total 50 marks)

Answer any One Question in Each Unit (5×10=50 Marks)

OUT OF TEN Questions COVERING IN ALL UNITS

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Skill Enhanced Courses

IV Year B Com (Hons)– Semester-V

Course- 16- B. ADVERTISING AND MEDIA PLANNING

(Skill Enhancement Course (Elective), 4 Credits)

II: SYLLABUS: Total 75hrs (Teaching 60, Training 10, Others 05 including IE etc.)**UNIT-I: Introduction, Nature and Scope** Advertising- Nature and Scope- Functions - Impact on Social, Ethical and Economical Aspects - Its Significance – Advertising as a Marketing Tool and Process for Promotion of Business Development - Criticism on advertising

* Acquire the necessary skills for planning an advertising media campaign.

UNIT-II: Strategies of Advertisements

- II Types of Advertising Agencies and their Strategies in Creating Advertisements - Objectives - Approach - Campaigning Process - Role of Advertising Standard Council of India (ASCI) - DAGMAR approach

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UNIT-III: Process of Advertisement

Creativeness and Communication of Advertising –Creative Thinking – Process – Appeals –

- U Copy Writing - Issues in Creation of Copy Testing –Slogan Elements of Design and Principles of Design

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UNIT-IV: Media Planning

Advertising Media - Role of Media - Types of Media - Print Media - Electronic Media and other

- U Media - Advantages and Disadvantages – Media Planning - Selection of Media

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UNIT-V: Analysis of Market Media

- D Media Strategy – Market Analysis -Media Choices - Influencing Factors - Target, Nature, Timing, Frequency, Languages and Geographical Issues - Case Studies

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V. Suggested Question Paper Pattern:

Max. Marks 75

Time: 3 hrs

SECTION A (Total 25 marks)

Answer any FIVE Questions (5×5 Marks)

OUT OF TEN COVERING IN ALL UNITS

SECTION - B (Total 50 marks)

Answer any One Question in Each Unit (5×10=50 Marks)

OUT OF TEN Questions COVERING IN ALL UNITS

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ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

(A Statutory body of the Government of Andhra Pradesh)

PROGRAMME: FOUR-YEAR B Com. (Hons)

Domain Subject: Commerce

Semester-wise Syllabus under CBCS (w.e.f. 2020-21 Admitted Batch)

Skill Enhanced Courses IV Year B Com (Hons)– Semester-V

Course Code:

Max Marks: 100

Course:17- B. SALES PROMOTION AND PRACTICE

(Skill Enhancement Course (Elective), 4 Credits)

5. Develop the skills of designing of sales promotion events

II: SYLLABUS: Total 75hrs (Teaching 60, Training 10, Others 05 including IE etc.)

UNIT-I: Introduction to Sales Promotion: Nature and Scope of Sales Promotion- Influencing Factors - Sales Promotion and Control - Strengths and Limitations of Sales Promotion – Sales Organization - Setting-up of Sales Organization - Types of Sales Organization.

UNIT-II: Sales Promotion and Product Life Cycle: Types of Sales Promotion - Consumer Oriented - Trade Oriented - Sales Oriented - Various Aspects -Sales Promotion methods in different Product Life Cycle – Cross Promotion - Sales Executive Functions- Theories of Personal Selling - Surrogate Selling.

UNIT-III: Strategies and Promotion Campaign: Tools of Sales Promotion - Displays, Demonstration, Fashion Shows, Conventions - Conferences, Competitions –Steps in designing of Sales Promotion Campaign – Involvement of Salesmen and Dealers – Promotional Strategies - Ethical and Legal issues in Sales Promotion.

Unit-IV: Salesmanship and Sales Operations: Types of Salesman - Prospecting - Pre-approach and Approach - Selling Sequence - Sales budget, Sales territories, Sales Quota's - Point of Sale – Sales Contests - Coupons and Discounts - Free Offers - Showrooms and Exhibitions - Sales Manager Qualities and functions.

Unit-V: Sales force Management and Designing: Recruitment and Selection - Training - Induction - Motivation of sales personnel - Compensation and Evaluation of Sales Personnel - Designing of Events for Enhancing Sales Promotion

V. Suggested Question Paper Pattern:

Max. Marks 75

Time: 3 hrs

SECTION A (Total 25 marks)

Answer any FIVE Questions (5×5 Marks)

OUT OF TEN COVERING IN ALL UNITS

SECTION - B (Total 50 marks)

Answer any One Question in Each Unit (5×10=50 Marks)

OUT OF TEN Questions COVERING IN ALL UNITS

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MODEL QUESTION PAPER PATTERN

SECTION-A

(5X5=25 Marks)

ANSWER ANY FIVE QUESTIONS

- 1
- 2
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- 6
- 7
- 8
- 9
- 10

SECTION-B

5X10=50 Marks

Answer FIVE QUESTIONS Choosing ONE from Each Unit

UNIT-I

- 11
- Or
- 12

UNIT-II

- 13
- Or
- 14

UNIT-III

- 15
- OR
- 16

UNIT-IV

- 17
- OR
- 18

UNIT-V

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- OR
- 20

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