

**KAKARAPARTI BHAVANARAYANA COLLEGE**

**(AUTONOMOUS)**

Kothapeta, Vijayawada – 520 001



**SYLLABUS (R20)**

**DEPARTMENT OF  
COMMERCE & MANAGEMENT**

# KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

## DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.Com. General, TP, Computers and Logistics	I	Fundamentals of Accounting	R20COM101	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory	Practical		CIA	SEE	
75	5	0	3	25	75	5

### SYLLABUS

#### LEARNING OBJECTIVES:

- Identify transactions and events that need to be recorded in the books of accounts.
- Critically examine the balance sheets of a sole trader for different accounting periods.

#### COURSE OUTCOMES:

- Students will be able to demonstrate knowledge of preparation of Financial Statements
- Students will recognize commonly used financial statements

#### UNIT-I – INTRODUCTION

Need for Accounting – Definition – Objectives, – Accounting Concepts and Conventions – GAAP - Accounting Cycle - Classification of Accounts and its Rules – Book Keeping 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:

- S N Maheswari and SK Maheswari, Financial Accounting, Vikas Publications
- R L Gupta & V K Gupta, Principles and Practice of Accounting, Sultan Chand & Sons
- S.P. Jain & K.L Narang, Accountancy-I, Kalyani Publishers

# KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

## DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.Com. General, TP, Computers and Logistics	I	Fundamentals of Accounting	R20COM101	2020-21

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75	5	0	3	25	75	5

### MODEL PAPER

#### SECTION-A (Short Answer Questions)

(Instructions to the Paper Setter: Set minimum ONE question from each unit and maximum EIGHT from all)

Answer any FIVE of the following questions

5x5=25Marks

1. Explain the golden rules of accounting.
2. Write about contra entry.
3. What is suspense account?
4. Write about error of principle.
5. What do you know about deferred revenue expenditure?
6. Define BRS.
7. Explain the features of accounting.
8. What is debit note and credit note?

#### SECTION-B (Essay Questions)

(Instructions to the Paper Setter: Set minimum TWO questions from each unit, either or internal choice)

Answer ALL of the following questions

5x10=50 Marks

9. (a) Distinguish between Book keeping and Accounting.

(OR)

(b) Journalise the following transactions in the books of Mr.Ganesh

2020 Jan	01	Ganesh started business with cash Rs.9,00,000
	03	Purchased Furniture Rs.25,000
	05	Purchased goods from Govind Rs.35,000
	08	Sold goods to Solman Rs.28,000
	10	Paid for office stationery Rs.2,500
	12	Received cash from Solman Rs.28,000
	15	Paid into bank Rs.20,000
	17	Withdrawn cash from bank for office use Rs.10,000
	20	Paid for advertisement Rs.10,450
	21	Sold goods to Gopal for cash Rs.50,000
	28	Salaries paid Rs.10,800
	29	Purchased Machinery Rs.90,000
	30	Received Interest Rs.10,200
	31	Paid Rent Rs.3000

10. (a) Write about various types of subsidiary books.

(OR)

(b) Prepare a three column cash book of Sahasra from the following:  
2020 April

01	Commenced business with Rs.29,000
02	Deposited in Bank Rs.10,000
04	Issued a cheque for furniture Rs.5,000
06	Electricity bills paid by cheque Rs.3,000
09	Purchases from Siva Rs.2,00,000
13	Wages paid Rs.7,000
15	Sales to Sairam Rs.4,00,000
16	Transport expenses Rs.75
18	Sales Rs.8,000
19	Received from Aravind by cheque Rs.13,850
21	Paid to Sravan by cheque Rs.19,900
22	Aravind's cheque deposited in bank
24	Cash brought into business by cheque Rs.12,000
25	Drew from bank for office use Rs.3,000
28	Rent paid by cheque Rs.3,000
29	Wages paid Rs.4,000
30	Electricity bills Rs.300
30	Rent received by cheque Rs.6,000 and deposited the cheque on the same day

11. (a) Explain various types of preparation of trial balance.

(OR)

(b) Rectify the following errors

- (i) Purchases of Rs.300 from Raman were entered in Sales book.
- (ii) Bill received from Ramesh for Rs.500 passed through bills payable book
- (iii) An item of Rs.150 relating to prepaid rent was omitted to be brought forward from last year.
- (iv) Rs.400 paid to Rojesh against our acceptance was debited to his account
- (v) Received Rs.200 from Rahul whose account for Rs.300 was written off earlier and posted to the credit of Rahul.
- (vi) Television sold to Rakul for Rs.750 passed through sales book.

12. (a) What are the causes of differences in cash book and pass book.

(OR)

(b) From the following particulars prepare a Bank Reconciliation Statement to find out the causes of difference in two balances as on August 31<sup>st</sup>, 2020.

- (i) Bank Overdraft as per Bank Statement Rs.17,000
- (ii) Cheques issued but not encashed during the August Rs. 2,200
- (iii) Dividends on shares collected by banker Rs.2,300
- (iv) Interest charged by the bank recorded twice in the Cash Book Rs.500
- (v) Cheques deposited as per Bank Statement not entered in Cash Book Rs.3,400
- (vi) Credit side of the Bank column in Cash Book cast short Rs.1,000
- (vii) Clubs dues paid by bank as per standing instruction not recorded in Cash Book Rs.1,200
- (viii) Un-credited cheques due to outstation Rs.3,900

13. (a) Distinguish between capital expenditure and revenue expenditure.

(OR)

(b) The following is the trial balance of M/s. Vinayak trading company as on 31<sup>st</sup> March, 2017. Prepare trading and profit and loss account for the year ended 31<sup>st</sup> March, 2017 and a balance sheet as on that date.

Particulars	Debit Rs.	Credit Rs.
Capital		1,00,000
Drawings	18,000	
Buildings	15,000	
Furniture	7,500	
Motor van	25,000	
Loan from Hari @ 12% interest		15,000
Interest paid on above	900	
Sales		1,00,000
Purchases	75,000	
Opening stock	25,000	
Establishment expenses	15,000	
Wages	3,000	
Commission received		4,500
Debtors	28,100	
Bank balance	20,000	
Creditors		10,000
Interest		3,000
	<b>2,32,500</b>	<b>2,32,500</b>

Adjustments:

- (1) Closing stock on 31<sup>st</sup> March, 2017 was Rs.32,000
- (2) Outstanding wages Rs.500
- (3) Commission received in advance Rs.1,300
- (4) Depreciate buildings 5% Furniture 10% and Motor van 10%

# KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

## DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.Com. General, TP, Computers and Logistics	I	Business Organisation and Management	R20COM102	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory	Practical		CIA	SEE	
75	5	0	3	25	75	5

### SYLLABUS

#### LEARNING OBJECTIVES:

- Understand different forms of business organizations.
- Describe the Social Responsibility of Business towards the society.

#### COURSE OUTCOMES:

- An Understanding of Business Functions
- Providing Global Perspectives

#### UNIT-I –INTRODUCTION

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 Demerits of Planning - Principles of Organisation – Line and staff of Organisation

#### REFERENCE BOOKS

- Industrial Organization and Management, C.B.Guptha, Sultan Chand.
- Business Organization - C.D.Balaji and G. Prasad, Margham Publications, Chennai.
- Business Organization -R.K.Sharma and Shashi K Gupta, Kalyani Publications.
- Business Organization & Management: Sharma Shashi K. Gupta. Kalyani Publishers

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## DEPARTMENT OF COMMERCE & MANAGEMENT

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B.Com. General, TP, Computers and Logistics	I	Business Organisation and Management	R20COM102	2020-21

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### **MODEL PAPER**

#### **SECTION-A (Short Answer Questions)**

**(Instructions to the Paper Setter: Set minimum ONE question from each unit and maximum EIGHT from all)**

**Answer any FIVE of the following questions**

**5x5=25 Marks**

1. Aids to trade
2. Concepts of business
3. Multinational corporations
4. Public sector enterprises
5. Certificate of incorporation
6. Top level management
7. Administration
8. Planning

#### **SECTION –B**

#### **SECTION-B (Essay Questions)**

**(Instructions to the Paper Setter: Set minimum TWO questions from each unit, either or internal choice)**

**Answer ALL of the following questions**

**5x10=50 Marks**

9. a) Explain the features of business  
(OR)  
b) Write about difference between trade ,commerce and industry
10. a) What are the advantages and disadvantages of sole trader  
(OR)  
b) Difference between private limited and public limited company
11. a) What are the clauses of MOA  
(OR)  
b) Explain about difference MOA and AOA
12. a) Explain about Henry Fayol's principles of management  
(OR)  
b) Write about various levels of management
13. a) What are the functions of management  
(OR)  
b) What are the advantages and disadvantages of planning?

# KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

## DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.Com. Logistics	I	Economies of Transport	R20COML103	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory	Practical		CIA	SEE	
75	5	0	3	25	75	5

### **SYLLABUS**

#### **LEARNING OBJECTIVES**

- Providing a solid introduction to transportation demand and cost analysis.
- Key principles governing transportation planning, investment, operations and maintenance. It introduces the macroeconomic concepts central to transportation systems.

#### **COURSE OUTCOMES**

On completion of this course, the students will be able to

- Understanding the issues & challenges in the Transportation Sector
- To develop skills required for Transport planning & formulation.

#### **UNIT I INTRODUCTION TO TRANSPORT**

Meaning of Transport - Importance of Transport – Evolution of Transport - Advantages of Transport – Dis-advantages of Transport –Various modes of Transport

#### **UNIT II ROAD TRANSPORT**

Road Transport –Economies of Road Transport – Importance of Road Transport - Price Fixation in Road Transport – Advantages of Road Transport – Dis-advantages of Road Transport – Insurance of Road Transport-Price fixation in Road Transport

#### **UNIT III RAIL TRANSPORT**

Rail Transport –Economies of Rail Transport – Importance of Rail Transport - Price Fixation in Rail Transport – Advantages of Rail Transport – Dis-advantages of Rail Transport – Insurance of Rail Transport

#### **UNIT –IV WATER TRANSPORT**

Water Transport –Economies of Water Transport - Importance of Water Transport - Price Fixation in Water Transport – Advantages of Water Transport – Dis-advantages of Water Transport – Insurance of Water Transport

#### **UNIT-V AIR TRANSPORT**

Air Transport –Economies of Air Transport -Importance of Air Transport - Price Fixation in Air Transport – Advantages of Air Transport – Dis-advantages of Air Transport – Insurance of Air Transport

#### **REFERENCES**

- (1) Transportation – A global supply chain perspective By John J. Coyle
- (2) Transportation – Alain Gree
- (3) The Transportation Experience – William L.Garrison
- (4) Transportation – Alfredo Alkins



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B.Com. Logistics	I	Economies of Transport	R20COML103	2020-21

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75	5	0	3	25	75	5

### MODEL PAPER

#### SECTION-A (Short Answer Questions)

(Instructions to the Paper Setter: Set minimum ONE question from each unit and maximum EIGHT from all)

Answer any FIVE of the following questions

5x5=25 Marks

01. Explain the importance of transport.
02. Explain the insurance of road transport
03. Explain the insurance of rail transport?
04. Explain the importance of water transport.
05. Write about insurances in air transport.
06. Explain about road transport.
07. Explain the price fixation in air transport.
08. Explain about evolution of transport.

#### SECTION-B (Essay Questions)

(Instructions to the Paper Setter: Set minimum TWO questions from each unit, either or internal choice)

Answer ALL of the following questions

5x10=50M

09. (a) Explain about advantages of transport.  
(OR)  
(b) Explain various modes of transport.
10. (a) What are the advantages of road transport?  
(OR)  
(b) Explain about price fixation in road transport.
11. (a) Explain the importance of rail transport.  
(OR)  
(b) Explain about the dis-advantages in rail transport.
12. (a) Explain about price fixation in water transport.  
(OR)  
(b) Explain various merits of water transport.
13. (a) Explain the importance of air transport.  
(OR)  
(b) Explain the dis-advantages of air transport.

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## DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.Com. General, TP, Computers and Logistics	II	Financial Accounting	R20COM201	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory	Practical		CIA	SEE	
75	5	0	3	25	75	5

### SYLLABUS

#### LEARNING OBJECTIVES:

- Understand the concept of consignment and learn the accounting treatment .
- Analyze the accounting process and preparation of accounts in joint venture.

#### COURSE OUTCOMES:

- state the uses and users of accounting information;
- explain and apply accounting concepts, principles and conventions;

#### 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:

- R.L. Gupta & V.K. Gupta, **Principles and Practice of Accounting**,
- SN Maheswari and SK Maheswari – **Financial Accounting**, Vikas Publications.
- S.P. Jain & K.L Narang, **Accountancy-I**, Kalyani Publishers.
- Tulsan, **Accountancy-I**, Tata McGraw Hill Co.

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B.Com. General, TP, Computers and Logistics	II	Financial Accounting	R20COM201	2020-21

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75	5	0	3	25	75	5

### MODEL QUESTION PAPER

#### SECTION-A (Short Answer Questions)

(Instructions to the Paper Setter: Set minimum ONE question from each unit and maximum EIGHT from all)

Answer any FIVE of the following questions

5x5=25 Marks

1. What are the objectives of depreciation?
2. Explain about provision for repairs and renewals.
3. What is Joint Venture?
4. Write about different types of commissions in consignment.
5. What is del credere commission?
6. What is the accounting treatment for renewal of a bill?
7. Write about account sales.
8. Explain the treatment for noting charges.

#### SECTION-B (Essay Questions)

(Instructions to the Paper Setter: Set minimum TWO questions from each unit, either or internal choice)

Answer ALL of the following questions

5x10=50 Marks

- 9.(a) Explain the causes for providing depreciation.

(OR)

(b) M/s. Bharat and sons purchased a machine on 1 Apr 2015 for Rs.400000 from ABC & Co. and paid Rs.100000 on its installation. The useful life of the machine is 3 years and its estimated residual value is Rs.40000. On 31<sup>st</sup> March 2018, M/s. Bharat and sons sell the machinery for Rs.250000. Charge depreciation as per the W.D.V. method @ 10 % p. a. Prepare the necessary ledger accounts in the books of Anil for the year ending 31<sup>st</sup> December every year.

- 10.(a) Distinguish between provision and reserve.

(OR)

(b)

- (i) As on 01.01.2012 Provision for Bad Debts is 5,000
  - (ii) As on 31.12.2012 Bad Debts written off is 3,000 & Sundry Debtors are 1,25,000;
  - (iii) As on 12.2013 Bad Debts written off is 2,500 & Sundry Debtors are 1,00,000 ;
  - (iv) Provision for doubtful debts to be provided for 5% for 2012 & 2.5% for 2013;
- Prepare Bad debts account and provision for bad debts account.

11. (a) Explain the features of a bills of exchange.

(OR)

(b) Vishal sold goods for Rs.7,000 to Manju on Jan. 5, 2017 and drew upon her a bill of exchange payable after 2 months. Manju accepted Vishal's draft and handed over the same to Vishal after acceptance. Vishal immediately discounted the bill with his bank @ 12% p.a. On the due date Manju met her acceptance. Journalise the above transactions in the books of Vishal and Manju.

12. (a) Explain the difference between consignment and sale.

(OR)

(b) Raja Mills Ltd. of Ahmedabad sent 100 pieces shirting to Fancy Stores, Delhi, on consignment basis. The consignees are entitled to receive 5 per cent commission plus expenses. The cost to Raja Mills Ltd. is Rs 600 per piece. Fancy Stores, Delhi, pay the following expenses: Railway Freight, etc. Rs 1,000 Godown Rent and Insurance Rs 1,500 Raja Mills Ltd., draw on the consignees a draft for Rs 30,000 which is duly accepted. It is discounted for Rs 28,650. Later Fancy Stores, Delhi, report that the entire consignment has been sold for Rs 78,000. Show journal entries and the important ledger accounts in the books of the consignor.

13. (a) Write the differences between Consignment and Joint Venture

(OR)

(b) A and B were partners in a joint venture sharing profits and losses in the proportion of four-fifths and one-fifth respectively. A supplies goods to the value of Rs 50,000 and incurs expenses amounting to Rs 5,400. B supplies goods to the value of Rs 14,000 and his expenses amount to Rs 800. B sells goods on behalf of the joint venture and realises Rs 92,000. B is entitled to a commission of 5 per cent on sales. B settles his account by bank draft. Give the journal entries and the necessary accounts in the books of A and ledger accounts in the books of B.

# KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

## DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.Com. General, TP, Computers and Logistics	II	Business Economics	R20COM202	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory	Practical		CIA	SEE	
75	5	0	3	25	75	5

### LEARNING OBJECTIVES

- To analyse the revenue and profitability of an organization is a major goal.
- To analyse the operational and critical business analysis.

### COURSE OUTCOMES:

- 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.

### 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

### REFERENCE BOOKS:

- Business Economics -S.Sankaran, Margham Publications, Chennai.
- Business Economics - Kalyani Publications.
- Business Economics - Himalaya Publishing House.
- Business Economics - Aryasri and Murthy, Tata McGraw Hill.
- Business Economics -H.L Ahuja, Sultan Chand & Sons
- Principles of Economics -Mankiw, Cengage Publications

# KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

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B.Com. General, TP, Computers and Logistics	II	Business Economics	R20COM202	2020-21

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### MODEL QUESTION PAPER

#### SECTION-A (Short Answer Questions)

(Instructions to the Paper Setter: Set minimum ONE question from each unit and maximum EIGHT from all)

Answer any FIVE of the following questions

5x5=25 Marks

1. Define Business Economics
2. Write about demand function
3. Production function
4. What is market
5. Define National Income
6. Scarcity definition
7. Law of demand
8. Break even analysis

#### SECTION-B (Essay Questions)

(Instructions to the Paper Setter: Set minimum TWO questions from each unit, either or internal choice)

Answer ALL of the following questions

5x10=50 Marks

9. (a) Explain various definitions of Business economics?

(OR)

(b) Explain the Nature scope of Economics?

10.(a) What is Law of Demand? Explain it with the help of a diagram? State the assumptions of law of demand?

(OR)

(b) What are the determinants of Demand?

11.(a) Write about variable proportions? (Or) Explain the law of diminishing marginal returns?

(OR)

(b) Explain the Law of returns to scale?

12. (a) What is a perfect competition? What are its characteristics?

(OR)

(b) Define monopoly? Explain its characteristics?

13.(a) Explain various methods of measuring National income?

(OR)

(b) Write various concepts of national income?



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## DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.Com. Logistics	II	Marketing and Sales Management	R20COML203	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory	Practical		CIA	SEE	
75	5	0	3	25	75	5

### SYLLABUS

#### LEARNING OBJECTIVES

- Understand the place and contribution of marketing to the business enterprise.
- Define primary and secondary sources of information; give examples of methods

#### COURSE OUTCOMES

- Describe major bases for segmenting consumer and business markets;
- define and be able to apply the three steps of target marketing:

#### UNIT: I INTRODUCTION

Introduction : Definition –Importance, Role in a developing economy-marketing Mix –marketing concept – production –product –selling –marketing –Societal. Need for marketing Concept in India –objectives of marketing management –integrated concept of Marketing.

#### UNIT-II MARKETING ENVIRONMENT

Marketing Environment –Micro and Macro environment –Consumerism-laws relating to marketing –Rights of consumers, causes/Need for consumer protection in India.

#### UNIT-III:-PRODUCT CONCEPT:

Product –product classification –product mix –product line-product life cycle. Product Mix –Characteristic –Factors affecting to product Mix -New product Development – Stages –reasons for developing new products –product line characteristics

#### UNIT-IV:- PRICE DETERMINATION

Pricing –Price determination –Pricing objectives- Factors influencing pricing policy- Cost based, Demand, Cost –demand, Competition based.

#### UNIT V MARKET SEGMENTATION

Marketing Segmentation :- Definition, Types – Geographic- Demographic, psychographic, socio, Economic Benefits of segmentation- Define – Target marketing - Define Positioning.

#### REFERENCE BOOKS:

- R.S. Davar: Modern marketing Management (Progressive corporation : (Bombay)
- Amarchand and Vandhrajani : An introduction to Marketing (VIKAS Publishing house Pvt ltd: NEW DELHI)

# KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

## DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.Com. Logistics	II	Marketing and Sales Management	R20COML203	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory	Practical		CIA	SEE	
75	5	0	3	25	75	5

### MODEL QUESTION PAPER

#### SECTION-A (Short Answer Questions)

(Instructions to the Paper Setter: Set minimum ONE question from each unit and maximum EIGHT from all)

Answer any FIVE of the following questions

5x5=25 Marks

01. Explain the meaning and importance of marketing.
02. What is marketing environment?
03. What is Product Classification?
04. What do you know about price determination?
05. Write about micro and macro environment.
06. Explain various types of market segmentation.
07. What is pricing?
08. Explain the benefits of Market Segmentation.

#### SECTION-B (Essay Questions)

(Instructions to the Paper Setter: Set minimum TWO questions from each unit, either or internal choice)

Answer ALL of the following questions

5x10=50 Marks

09. a). Define Marketing. What are the different concepts of marketing?  
(OR)  
b) Discuss about Objectives of Marketing Management.
10. a) Write about laws relating to Marketing.  
(OR)  
b) State the need for consumer protection act in India.
11. a) What are the stages of 'Product Life Cycle'?  
(OR)  
b) Explain the stages of new product development.
12. a) Discuss about various pricing methods adopted by firms.  
(OR)  
b) Discuss about the factors influencing pricing.
13. a) Define Target Marketing. Explain its characteristics.  
(OR)  
b) Explain about approaches in positioning.