

BHARATHIAR UNIVERSITY (CBCS PATTERN)
SCHEME OF EXAMINATION
M.A. BUSINESS ECONOMICS (CBCS PATTERN)
WITH COMPULSORY DIPLOMA

For the students admitted during the academic year 2009-2010 Batch onwards

Study Components / Course Title	Inst. Hours/ Week	Duration	Examination			Credit
			CIA@	Uni. Exam	Total	
Semester I						
Paper I - MANAGERIAL ECONOMICS	6	3	25	75	100	4
Paper II - Economic Development And Policies	6	3	25	75	100	4
Paper II - Marketing Management	6	3	25	75	100	4
Paper IV - Energy Economics	6	3	25	75	100	4
Elective/Dip. I -	6	3	25	75	100	3
Semester II						
Paper V - Macro Economics	6	3	25	75	100	4
Paper VI - Financial Management	6	3	25	75	100	4
Paper VII - Quantitative Techniques For Managerial Decisions	6	3	25	75	100	4
Paper VIII - Research Methodology	6	3	25	75	100	4
Elective/Dip. II -	6	3	25	75	100	3
Semester III						
Paper IX - Monetary Theory And Policies	5	3	25	75	100	4
Paper X - Foreign Trade Theory And Management	5	3	25	75	100	4
Paper XI - Econometrics	5	3	25	75	100	5
Paper XII - Computer Applications In Economics	5	3	25	75	100	5
Paper XIII - Environmental Economics	5	3	25	75	100	5
Elective/Dip. III -	5	3	25	75	100	3
Semester IV						
Paper XIV - Economics Of Human Resources	6	3	25	75	100	5
Paper XV - Public Economics	6	3	25	75	100	5
Paper XVI - Industrial Economics	6	3	25	75	100	5
Project Work	6	3	40	160	200	8
Elective/Dip. IV -	6	3	25	75	100	3
Total					2200	90

@ Includes 25/40% continuous internal assessment marks for theory and practical papers respectively.

Electives/Diplomas : **List of Group Elective/Diploma papers (Colleges can choose any one of the Group/Diploma papers as electives)**

	GROUP A	GROUP B	GROUP C
	Diploma in Business Information and Data Base System	Diploma in Business Management	Diploma in Capital and Commodity Market
Paper I/ Sem I	Business Information And Data Base System	Principles of Management	Management Accounting
Paper II/ Sem II	Information System And Management	Investment Management	Indian Stock Exchanges
Paper III/ Sem III	Developing Information System	Marketing	India's International Trade
Paper IV/ Sem IV	Information Technology	International Business	Export Trade Procedure

- Notes: 1. The syllabus for the above papers (except Compulsory Diploma B & C) be the same as prescribed for the academic year 2007-08.
2. The syllabus for Compulsory Diploma B & C are furnished below:

Diploma in Business Management **Paper – i**

Principles of Management

Course Number :
Number of Credit Hours: 3 (Three)

Subject Description:

This course presents the principles of management, emphasizing managerial functions.

Goals:

To enable the students to learn the basic functions, principles and concepts of management.

Objectives:

On successful completion of the course the students will be able to understand the principles and functions of management

The scientific decision making process and problem solving techniques modern management process.

Contents:

Unit - I

Nature and Scope of Management process - Management Science, Art, Development
Management - Scientific Management.

Unit - II

Planning : Meaning and purpose of planning - steps in planning - Types of planning.
Decision making : process of Decision making - type of decisions – problems involved
In decision making

Unit – III

Organizing : Types of organization - Organizational structure - span of control -use of
Staff units and committees.

Unit IV

Delegation : Delegation and centralization - Line and Staff relationship.
Staffing : Sources of recruitment - Selection process - Training.

Unit V

Directing : Nature and purpose of Directing
Controlling : Need for co-ordination - meaning and importance of controls - control process.

References :

L.M. Prasad - Principles & Practices of Management, Sultan Chand & Sons, New Delhi
VSP Rao , V.Hari Krishna –Management, Excel Books
Dale, Ernest - Management theory and Practice

Diploma in Business Management **PAPER – II INVESTMENT MANAGEMENT**

UNIT – I

Nature, Meaning and scope of Investment – Importance of Investment – Factors influencing Investment – Investment media – Features of investment Programme – Investment Process – Development of Financial system in India.

UNIT – II

Capital Market – New issue Market and stock exchange in India – B.S.E – N.S.E – OTCEI – Kinds of Trading activity – Listing of Securities – SEBI and its Role and guidelines.

UNIT – III

Fundamental and Technical Analysis – Security evaluation – Economic Analysis – Industry Analysis – Company Analysis – Technical Analysis – Portfolio Analysis.

UNIT – IV

Investment Alternatives – Investment in Bonds, Equity Shares, Preference shares, Government Securities – Mutual Funds – Real Estate – Gold – Silver – Provident fund – Unit Trust – National Savings Scheme – LIC.

UNIT – V

Portfolio Management – Nature, Scope – SEBI Guidelines to Portfolio Management – Portfolio Investment Process – Elements of Portfolio Management – Portfolio Revision – Needs and Problems.

Note: The question paper shall cover 100% Theory.

Books for Reference:

- | | | |
|---|---|------------------------|
| 1. Investment Management | - | Francis Cherunilam |
| 2. Investment Management | - | Khan and Jain |
| 3. Investment Management | - | Preeti Singh |
| 4. Investment Management | - | V.K.Bhalla |
| 5. Investment Management | - | V.Gangadha Ramesh Babu |
| 6. Investments: Analysis and Management | - | Charles P.Jones |

Diploma in Business Management

Paper – III

Marketing

Unit I : Marketing: Definition – features – importance – Role of marketing in Business – market and marketing . E – Marketing – basic characteristics – Strategic – E-marketing environment – Technology.

Unit II : Buyer behaviour – buying motives – motivation – market – segmentation of differentiation of different bases – marketing strategy – market structure; channel – definition and types – policy: selection criteria – wholesalers, retailers and an middlemen and their function.

Unit III: The product – marketing characteristics – product policy – product planning and development – product life cycle – product mix – brooding – packaging.

Unit IV: Pricing: meaning – pricing policies – objectives – factors: funneling pricing decisions – competitions reaction to price changes – kinds of pricing – basic pricing policies – pricing of new product – strategies – new product pricing strategies and product mix pricing strategies.

Unit V: Sale Promotion – meaning – objectives causes for scales promotion – types consumer promotion – trade promotion – sales force promotion. Promotional mix – types. Personal selling – objectives Steps.

Ref:

1. Philip Kotler – Marketing Management
2. Rapan Nair - Marketing Management
3. Rajan Saxena - Marketing Management
4. S.Jayachandran - Marketing Management
5. Ramasamy and Namakumari - Marketing Management

Diploma in Business Management

Paper: Marketing

Time: Three Hours

Max.marks: 75

Section A (10 X 1 = 10 marks)

Answer all questions.

1. Define market.
2. What is meant by E-marketing?
3. What is called marketing strategy?
4. Define market structure.
5. What do you mean by product planning?
6. Give definition of product mix
7. What is meant by branding?
8. Define the term pricing.
9. What do you understand by pricing policy?
10. What is meant by sales promotion?

Section B (5 X 5 = 25 marks)

**Answer the all questions
All question carry equal marks.**

11. (a) What are the features of marketing?
(or)
(b) State the basic characteristics of E-marketing.
12. (a) How do you plan the purchase of goods?
(or)
(b) Describe the types of Channel.
13. (a) Explain the marketing characteristics of a product.
(or)
(b) Describe the meaning and importance of product policies.
14. (a) What are the objectives of pricing decisions.

(or)

(b) Elucidate Cost-oriented pricing policy

15. (a) What is the need for sales promotion?

(or)

(b) Explain the types of promotional mix.

Section C (5 X 8 =40) marks)

**Answer the all questions
All questions carry equal marks.**

16. (a) Examine the role of marketing in business

(or)

(b) Explain the scope and importance of E-marketing.

17. (a) Describe the different segmentations of marketing

(or)

(b) Examine the role and functions of wholesalers.

18. (a) Explain the various stages of product life cycle.

(or)

(b) Evaluate the factors determining product mix.

19. (a) Explain the factors influencing pricing decisions.

(or)

(b) Describe the various kinds of pricing.

20. (a) Explain the various types of sales promotion Programmes.

(or)

(b) What are the advantages and disadvantages of Personal selling?

Diploma in Business Management

Paper IV INTERNATIONAL BUSINESS

UNIT – I

International Business - Meaning, Nature and Scope – Role of Foreign Trade in the Economic Development of India – Balance of payment in the context of Economic Growth Process – Trade balance – Current Account position and Capital Account position – Trends – Principles of BOP – Correction of adverse BOP.

UNIT – II

Euro Currency Market – GATT – WTO, World Bank and IMF – Functions.

UNIT – III

Export marketing – Meaning – An overview of export marketing – differences between export marketing and domestic marketing – salient features and basic functions of export marketing – export barriers – Tariff and non-tariff – Export market analysis – Feasibility of market entry – Sources of market information – Assessing sale prospects.

UNIT – IV

Composition and direction of India's imports and exports – Past trends, present position and prospects – Project consultancy and Service exports – Trends, prospects and problems – Important documents used in foreign trade.

UNIT – V

Foreign exchange – Theories of foreign exchange – administration of foreign exchange – Rate determination – Factors influencing fluctuations in foreign exchange – Exchange control in India.

Note: The question paper shall cover 100% Theory.

Books for Reference:

- | | | |
|---|---|--------------------------|
| 1. International Marketing Management | - | Varshney & Bhattachariya |
| 2. International Business | - | Francis Cherunilam |
| 3. Export Marketing | - | T.A.S. Balagopal |
| 4. Money, Banking & International Trade | - | M.L.Seth |

Diploma in Capital and Commodity Market

PAPER - I MANAGEMENT ACCOUNTING

UNIT – I

Nature and scope of Management Accounting – Meaning – Nature – Scope – Functions – Objectives – Importance – Limitations – Distinction between Financial Accounting and Management Accounting – Relationship between cost and management Accounting – Tools and Techniques of Management Accounting – Meaning and Process of financial statement Analysis and Interpretation.

UNIT – II

Ratio Analysis – Meaning – Advantages of Ratio Analysis – Limitations – Classification of Ratios – Profitability – Turnover Ratios – Long-term Financial position – Working Capital Management – Meaning of Working capital – Importance Determinants and Computation of Working capital – Forecast of working capital Requirements.

UNIT – III

Funds Flow statement – Meaning and concept of Funds and Flow of Funds – Importance or uses of Funds Flow statements – Limitations – Schedule of changes in working capital – Preparation of Funds Flow statement – Cash Flow statement – Comparison between Funds Flow statement and Cash Flow statement – Uses of Cash Flow statement – Limitations – Preparation of Cash Flow Statement.

UNIT – IV

Marginal Costing – Definition of Marginal cost and Marginal Costing – Salient features – Advantages of Marginal Costing – Limitations – Break-Even Analysis – Cost-volume-profit Analysis – Applications of Marginal costing for Business Decision making.

UNIT – V

Budgeting and Budgetary control – Meaning- Definition – Objectives of Budgetary control – Essentials of Budgetary control – Advantages – Limitations – Classification and Types of Budgets – Sales, Production, Cost of Production, Purchase and Flexible Budgets – Cash Budget – Standard costing and variance Analysis (Material and Labour only) - Advantages and Limitations of standard costing.

Note: Question paper shall cover 40% Theory and 60% Problems.

Books for Reference:

1. Management Accounting - R.K.Sharma & Shashi k.Gupta
2. Management Accounting - Manmohan Goyal
3. Management Accounting -S.N.Maheswari

- 4. Management Accounting
Reddy
- 5. Management Accounting
- 6. Management Accounting

- T.S.Reddy & Y Hari Prasad
- Khan & Jain
- R.S.N.Pillai and Bagavathy

Diploma in Capital and Commodity Market

PAPER II

INDIAN STOCK EXCHANGES

UNIT I

Stock Exchange-Meaning and Functions – World’s Stock Exchanges – Indian Stock Exchanges-Origin and Growth-Organisation Structure-Mode of Organisation-Membership-Stock Exchange Traders – Stock Exchange Trading-Jobbers Vs. Brokers-Stock Exchange Dealings-Trading of Securities.

UNIT II

Stock Exchange Regulatory Framework-Under the SEBI Act, BSCC Act, Defence of India Rule, Capital Issues Control Act 1947, Securities Contract Act 1956, Securities Contracts Rules 1957 – Profile of Indian Stock Exchanges-BSE,NSE, etc., - Restructuring Indian Stock Exchanges-Demutualization.

UNIT III

Listing-Meaning, Characteristics, Steps, Legal provisions, Benefits, Consequences of Non-Listing – Delisting – Insider Trading – Speculation- Speculation Vs. Gambling-Investors Vs Speculators – Investor Protection.

UNIT IV

The Securities Contracts (Regulation) Act, 1956-Important provisions – SEBI-Functions and working.

UNIT V

Internet Stock Trading-Meaning and features-Current Scenario-Regulating Internet Stock Trading-IPOs on the Internet-e-IPO – E-commerce Act and Internet Stock Trading – Stock Index Futures.

Books for Reference:

1. Financial Services and Markets: Dr.S.Gurusamy, Vijay Nicole Imprints (P) Ltd,
2. Financial Services: M.Y.Khan, Tata Mc Graw-Hill Publishing Company Limited.
3. Financial Services: Dr.D.Joseph Anbarasu & Others, Sultan Chand & Sons.
4. Financial Institutions and Markets, L.M.Bhole, Tata McGraw – Hill Publishing Company Limited.

Diploma in Capital and Commodity Market

PAPER III - INDIA'S INTERNATIONAL TRADE

UNIT I

Development of Foreign Trade Policy- Indians Foreign Trade since 1951- EXIM policy 1992-1997- Objectives –Features; 1997-2002 policy- Salient features; EXIM policy 2002-2007 - Features; Foreign Trade Policy 2004-2009 - Salient features.

UNIT II

Legal frame work of India's foreign trade –Foreign trade (Development and regulation) Act, 1992 – Foreign Trade Regulation Rules, 1993- Foreign Trade (Exemption from application of rules in certain cases) Order 1993 – Exchange control regulation in India.

UNIT III

India's export trade – Historical prospective - Trends – Composition of export trade – Direction of exports of principal products – Export of services – Export promotion – Objectives – Promotion measures – EOUs, EPZs and SEZs.

UNIT IV

Imports- Technology import contract- Technology policy and environment – selection and transfer issues – Law of protection of intellectual Property rights, Patents and Trade marks

UNIT V

Global trade and developing countries – Highlights of Indian's trade performances - Determinants of Export and Import – Major problems of India's export sector – Impact of recent changes in foreign trade policy.

Note : The Question Paper shall cover 100% Theory.

Books for Reference:

1. International Trade and Export Management - Francis cherunilam.
2. Export Management - T.A.S Balagopal
3. International Trade - M.L. Varma

Diploma in Capital and Commodity Market

Paper IV Export Trade Procedure

Unit I: Export Trade: Direct exporting – advantages. Forms of organization in direct Exporting – agents and distributors – Factors in selecting an agent in foreign markets – advantages.

Unit II: Indirect exporting: Meaning – advantages and disadvantages – middlemen in indirect exporting – types – advantages and disadvantages – Export house – functions, growth and problems.

Unit III: Pre-shipment Export documentation: Need for export documentation – types – shipping documents and their definitions – commercial and regulatory documents – Filling of master documents. Marine insurance – Types.

Unit IV: Shipment of export goods: Central excise clearance procedures – exempted and other than exempted units – customs clearance of export shipment – documents in the case of shipment by Air/Sea.

Unit V :Export documentation : Significance and types – important documents in export trade – commercial invoice – letter of credit – bill of lading – processing of export order.

Text Book :

1. International Marketing Management – Varma and Agarwal
2. Export Management – P.K. Khurane
3. Export Marketing – T.A.S. Balagopal
4. A guide on export policy procedure and documentation – M.I. Mahajan.

Diploma in Marketing and Finance

Paper: Export Trade Procedures

Question Paper

Time: Three Hours.

Max.Marks: 75

Section A (10 X 1 = 10 marks)

Answer all questions.

1. Define direct exporting
2. What is called agents in foreign market?
3. Give the definition of indirect exporting.
4. What is meant by middlemen?
5. Define export documentation.
6. What is institute cargo clause?
7. Define sealing of goods.
8. What is called self – certification?
9. Name few documents in export trade.
10. Define bill of leading.

Section B (5 X 5 = 25 marks)

Answer all questions.

All questions carry equal marks.

11. (a) Narrate the forms of organizations in direct exporting.
(or)
(b) State the activities of an agent.
12. (a) What are the advantages of indirect exporting?
(or)
(b) Point out the types of middlemen.
13. (a) What is the need for prcshipment export documentation?
(or)
(b) Bring out the types of commercial documents.
14. (a) What do you understand by exempted units
(or)
(b) List out the documents in case of shipment by air.

15. (a) What are the types of export documentations.
(or)
(b) Write a note on commercial invoice

Section B (5 X 8 = 40 marks)

**Answer all questions.
All questions carry equal marks.**

16. (a) Examine the role of agents in direct exporting
(or)
(b) What factors are to be considered in selecting an agent in foreign markets?
17. (a) Describe the advantages and disadvantages of indirect exporting.
(or)
(b) Explain the functions and problems of export house.
18. (a) Briefly explain the various types of shipping documents with illustrates.
(or)
(b) Describe the procedures filling of master documents.
19. (a) Explain the central excise clearance procedures in shipment of export goods.
(or)
(b) Describe the customs clearance of export shipped.
20. (a) Elucidate types and importance of export documentation.
(or)
(b) Bring out the procedure in processing of export order.