

SRI VENKATESWARA UNIVERSITY : TIRUPATI

Three-Year BCom (ASM)

**Revised Syllabus under CBCS
(with effect from the Academic Year 2020-21)**

Domain Subject: Commerce

Sl. No	Sem	Courses	Name of Course (Each Course consists 5 Units with each Unit having 12 hours of class-work)	Hours/ Week	Credits	Marks	
						Mid Sem	Sem End
1	I	1A	Fundamentals of Accounting	5	4	25	75
2	I	1B	Business Organization and Management	5	4	25	75
3	I	1C	Advertising Sales Promotion and Management	5	4	25	75

SRI VENKATESWARA UNIVERSITY : TIRUPATI

PROGRAMME: THREE-YEAR B Com

(ASM)

Course Code: Domain Subject: Commerce

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

I Year B Com (ASM)–Semester – I

Course1A: Fundamentals of Accounting

Learning Outcomes:

At the end of the course, the student will able to

- Identify transactions and events that need to be recorded in the books of accounts.
- Equip with the knowledge of accounting process and preparation of final accounts of sole trader.
- Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.
- Analyze the difference between cash book and pass book in terms of balance and make reconciliation.
- Critically examine the balance sheets of a sole trader for different accounting periods.
- Design new accounting formulas & principles for business organisations.

Syllabus:

Unit-I – Introduction

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

1. Ranganatham G and Venkataramanaiah, Fundamentals of Accounting, S Chand Publications.
2. T.S.Reddy& A. Murthy, Financial Accounting, Margham Publications
3. S N Maheswari and SK Maheswari, Financial Accounting, Vikas Publications.
4. R L Gupta & V K Gupta, Principles and Practice of Accounting, Sultan Chand & Sons
5. S.P. Jain & K.L Narang, Accountancy-I, Kalyani Publishers
6. Tulasian, Accountancy -I, Tata McGraw Hill Co.
7. V.K.Goyal, Financial Accounting, Excel Books
8. K. Arunjothi, Fundamentals of Accounting; Maruthi Publications
9. Prof EChandraiah: Financial Accounting Seven Hills International Publishers

Suggested Co-Curricular Activities:

- ◆ Bridge Course for Non-commerce Students
- ◆ Practice of Terminology of Accounting
- ◆ Quiz, Word Scramble
- ◆ Co-operative learning
- ◆ Seminar
- ◆ Co-operative learning
- ◆ Problem Solving Exercises
- ◆ Matching, Mismatch
- ◆ Creation of Trial Balance
- ◆ Visit a firm (Individual and Group)
- ◆ Survey on sole proprietorship and prepare final accounts of concern
- ◆ Group Discussions on problems relating to topics covered in syllabus
- ◆ Examinations (Scheduled and surprise tests)
- ◆ Any similar activities with imaginative thinking beyond the prescribed syllabus

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PROGRAMME: THREE-YEAR B COM

(ASM)

Course Code: Domain Subject: Commerce

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

I Year B Com (ASM) – Semester – I

Course 1B: Business Organization and Management

Learning Outcomes:

At the end of the course, the student will be able to

- Understand different forms of business organizations.
- Comprehend the nature of Joint Stock Company and formalities to promote a Company.
- Describe the Social Responsibility of Business towards the society.
- Critically examine the various organizations of the business firms and judge the best among them.
- Design and plan to register a business firm. Prepare different documents to register a company at his own.
- Articulate new models of business organizations.

Syllabus:

Unit-I –Introduction Concepts of Business, Trade, Industry and Commerce: 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:

1. Industrial Organization and Management, C.B. Gupta, Sultan Chand.
2. Business Organization - C.D. Balaji and G. Prasad, Margham Publications, Chennai.
3. Business Organization - R.K. Sharma and Shashi K Gupta, Kalyani Publications.
4. Business Organization & Management: Sharma Shashi K. Gupta, Kalyani Publishers
5. Business Organization & Management: C.R. Basu, Tata McGraw Hill
6. Business Organization & Management: M.C. Shukla S. Chand,
7. Business Organisation and Management, Dr. Neeru Vasishth, Tax Mann Publications.
8. Business Organisation and Management, Dr B E V L Naidu, Seven Hills International Publishers, Hyderabad

Suggested Co-Curricular Activities:

- * Book Reading
- * Student Seminars, Debates
- * Quiz Programmes
- * Assignments
- * Co-operative learning
- * Individual / Group Field Studies
- * Group Discussions on problems relating to topics covered by syllabus
- * Collecting prospectus of different companies through media
- * Collection of news reports and maintaining a record of paper-cuttings relating to topics covered in syllabus
- * Talk on current affairs about business, industry etc.
- * Simple project work on development of Certificate of Incorporation, Prospectus and Certificate of commencement of business
- * Biography of well-known management thinkers and managers of gigantic companies
- * Examinations (Scheduled and surprise tests)

SUBJECT: B.Com (ADVERTISING, SALES PROMOTION AND MANAGEMENT)

SEMESTER- I

Under CBCS W.E.F. 2020-21

Paper 103 : Advertising - I

Unit - I

Advertising - Outstanding attributes of advertising - Advertising Vs. Sales Promotion - The Role of Advertising in modern Business World - Functions and Limitations of Advertising.

Unit - II

Kinds of Advertising - Commercial and Non-Commercial - Primary Demand and Selective Demand - Comparative and Cooperative Advertising - Classified and Display Advertising - Objectives of Advertising.

Unit - III

Advertising Budget - Procedure - Factors influencing the size of the advertising budget - Methods used in deciding advertising appropriation.

Unit - IV

Advertising copy - Attributes of an effective advertising copy - Types of advertising copy - Structural elements of Advertising copy (Head Line, Sub-head line, body of the copy, Illustration, slogan, etc.)

Unit - V

Colour in advertising - Functions and limitations of colour - Colour qualities and features - Position of colour processing in India.

Suggested Readings

1. Wright, Winters and Advertising Management (Mc. Graw Hill, Zeiglas).
2. Mahendra Mohan - Advertising (Tata Mc. Graw Hill) .
3. Philing Kotler - Marketing Management(Printice Hall of India).
4. C.N. Sontakki - Advertising - Kalyani Publishers.

**Domain Subject: Commerce Semester-wise Syllabus
under CBCS (w.e.f. 2020-21 Admitted Batch)**

I Year B Com (ASM)-Semester – I

Course 1A: Fundamentals of Accounting

MODEL PAPER

[TIME: 3 Hours]

[Max. Marks: 75]

Section – A [5 x 5 = 25]

Answer any FIVE form the following questions

1. Classify the accounts into personal , real and nominal accounts:
A). Machinery B).Goodwill C).Unexpired insurance D). Outstanding wages
E). Freight F). Depreciation G).Bank H). Drawings I). Business premises
J). Apprentice premium

2. Prepare Ramesh account		Rs.
1-1-2020	Amount due from Ramesh	12000
6-1-2020	Sold goods to Ramesh	16000
8-1-2020	Goods returned by Ramesh	4000
12-1-2020	Purchased goods from Ramesh	8000
17-1-2020	Goods returned to Ramesh	3000
21-1-2020	Cash paid to Ramesh	5000
26-1-2020	Cash received from Ramesh	6000
26-1-2020	Discount allowed to Ramesh	1000

3. Write an opening entry:

Outstanding wages Rs. 3,000, Rent received in advance Rs.5,000, sundry creditors Rs.7,000, bills payable Rs.5,000, bank overdraft Rs.4,000, cash at bank Rs.6,000,sundry debtors Rs.11,000, land and buildings Rs.14,000 stock in trade Rs.10,000 unexpired insurance Rs.3,000

4. Write different types of subsidiary books
5. Rectify the following errors:
 - The total purchases book was overcast by Rs.1000
 - Return outwards book was under cast by Rs. 200
 - Paid salaries to Mr.Raju has been debited to his account Rs. 5000
 - Repairs to plant and machinery has been debited to plant and machinery account Rs. 3500
 - Paid wages has been debited to salaries account Rs. 8000
6. What are the causes for preparation of Bank Reconciliation Statement?
7. Prepare Bank Reconciliation Statement from the following
 - Balance as per pass book on 31-march 2020 Rs.12, 000
 - Cheques issued but not presented for payment Rs.4,000
 - Cheques deposited but not collected Rs.6,000
 - Bank charges debited in pass book Rs.1,000
 - Interest credited in pass book Rs.800
8. Write adjusting entries:
 - a). Outstanding wages Rs.1,000
 - b). Prepaid Insurance Rs. 2000
 - c). Rent due but not received Rs.1,000
 - d). Commission received in advance Rs.1500
 - e). Provide interest on capital at 5% - capital amount is RS.50,000

Section – B [5 X 10 = 50]

Answer any FIVE questions from the following - One from each unit

UNIT - I

9. a). What are the different concepts and conventions of accounting?

(Or)

b). Journalize the following transactions

1-1-2020	X started a business with the amount of stock Rs. 3000 and Cash Rs. 5000	
2-1-2020	Purchased goods from Raju for cash	Rs.6000
3-1-2020	Cash sales	Rs.10000
5-1-2020	Purchased machinery from Ravi on credit	Rs.9000
8-1-2020	Sold furniture for cash	Rs.5000
12-1-2020	Cash paid to Ravi Rs.5500 in full settlement of claim of Rupees Rs.6000	
19-1-2020	Depreciation on machinery	Rs.4000
22-1-2020	Commission received in advance	Rs.1000
27-1-2020	Interest on drawings	Rs.1000
30-1-2020	Cash deposit in to the bank	Rs. 2000

UNIT – II

10. a). Enter the following transactions in suitable subsidiary books.

		Rs..
	Jan..1 Purchased goods from Rekha	7,500
	4 Sold goods to Midhum	8,000
	5 Returned gods to Rekha	500
	6 Sridevi bought goods from us	4,000
	8 Received goods returned by Midhun	400
	10 Rajesh sold goods to us	4,000
	15 Sold goods to Kishore	3,000
	16 Returned goods to Rajesh	600
	20 Kishore returns goods	500

(Or)

10. b). Enter the following transactions in a three column cash book.

2015		Rs.
January 1	Started business with cash	40,000
2	Opened savings bank account with Vijaya Bank	16,000
5	Bought goods by cheque	350
6	Received cheque from Suhas	400
	Allowed him discount	20
8	Sold goods for cash	80
10	Paid into bank – Cash	60
	Cheque	400
14	Paid Sateesh by cheque	690
	Discount received	10
17	Paid Carriage	300
20	Drew from bank for office	400
31	Paid Salaries by cheque	200

UNIT – III

11. a). The following trial balance was prepared by a clerk appointed newly by Rao & Company. Some errors were found in the Trial Balance due to lack of experience in preparing accounts. Prepare Trial Balance by rectifying these mistakes.

S.No	Particulars	Debit Rs.	Credit Rs
1.	Opening Stock	5,000	
2.	Capital		60,000
3.	Discount allowed		500
4.	Discount received		700
5.	Fixed Assets		60,000
6.	Sales	85,000	
7.	Purchases		45,000
8.	Purchase returns		1,000
9.	Sales returns	2,000	
10.	Carriage inwards		600
11.	Carriage outwards		700
12.	Wages, Salaries	25,000	
13.	Bills receivable	7,000	
14.	Debtors	9,000	
15.	Bills Payable		7,000
16.	Rent	3,000	
17.	Interest Paid		2,000
18.	Cash	800	
19.	Creditors	6,900	
20.	Closing Stock	33,800	
		1,77,500	1,77,500

(Or)

11. b). Rectify the following errors by using Journal Entries and prepare Suspens A/c

- a). Sales Day book was overcast by Rs.100.
- b). A sale of Rs. 50 to X was wrongly debited to Y account.
- c). General expenses Rs. 180 was posted in the account as Rs. 810.
- d). A bill receivable for Rs. 155 was written in bills payable book. The bill was given by P.
- e). Legal expenses Rs. 119 paid to James was debited to his personal account.
- f). Cash received from C. Dass was debited to G. Dass Rs. 150.
- g). While carrying forward the total of one page of purchases book to the next, the amount of Rs. 1,235 was written as Rs. 1,325.

UNIT – IV

12. A. The Cash Book (Bank Columns) and the Pass book of Dr. Umasankar are given below.

Prepare Bank Reconciliation Statement as on 31st December, 2015.

Cash Book (Bank column)

Cr.

		Rs.			
2015 Dec. 24			2015 Dec. 29		
	To balance b/d	360		By Mahesh	15
Dec. 27	To Prasad	60	Dec. 29	By Ganesh	145
Dec. 28	To Giridhar	120	Dec. 29	By	35
				Viswanadh	
Dec. 28	To Sankar	42	Dec. 31	By balance	387
				c/d	
		<u>582</u>			<u>582</u>
Jan. 1	To Balance b/d	387			

Dr.		Bank Pass Book		Cr.	
		Rs.			
2015			2015		
Dec. 31	To Ganesh	145	Dec. 25	By balance b/d	360
Dec. 31	To balance c/d	400	Dec. 28	By Prasad	60
			Dec. 29	By Giridhar	120
			Dec. 31	By Interest	5
		545			545
			2016		
			Jan. 1	By balance b/d	400

Or

12. b). From the following transactions prepare bank reconciliation statement.

1. Overdraft balance as per cash book Rs. 2,000
2. Out of cheques issued Rs. 35,000 payment was made for cheques amounting Rs. 28,000
3. Of Rs. 20,000 cheques sent for collection Rs. 2,000 not realised up to reconciliation date.
4. Bank charges Rs. 20 recorded in the debit side of the cash book.
5. Interest on investments Rs. 350 was realised by the banker but entered in the credit side of the cash book.
6. The cash book receipts side was overcast by Rs.100
7. The pass book payments side was under caste by Rs. 300

UNIT – V

13. a). The following is the Trial Balance of B. Govil as on 31-3-2020:

Particulars	Debit Rs.	Credit Rs.
Cash in hand	540	
Cash at Bank	2,630	
Purchases	40,675	
Sales		98,780
Return Inwards	680	
Return Outwards		500
Wages	10,480	
Fuel and Power	4,730	
Carriage on Sales	3,200	
Carriage on Purchases	2,040	
Stock (1-4-97)	5,760	
Buildings	30,000	
Freehold Land	10,000	
Machinery	20,000	
Patents	7,500	
Salaries	15,000	
General Expenses	3,000	
Insurance	600	
Drawings	5,245	
Capital		71,000
Sundry Debtors	14,500	
Sundry Creditors		6,300
Closing Stock		
	1,76,580	1,76,580

Prepare the Trading and Profit and Loss Account and Balance Sheet as on 31-3-2020. The Stock on 31-3-2020 is Rs. 6,800.

(Or)

13. b). The following is the Trial Balance of Ram Lal on March 31, 2020.

Debit Balances:		Rs.		
Bank		7,500	Bills Receivable	7,500
Purchases (adjusted)	34,96,000		Stock (31 st March,2020)	3,06,250
Salaries		21,000		
Carriage on Sales		2,500	Credit Balances:	
Carriage on Purchases		2,000	Capital	2,00,000
Lighting		1,500	Bills Payable	50,000
Buildings		1,35,000	Loan	1,00,000
Rate and Taxes		2,000	Sales	36,00,000
Sundry Debtors		40,000	Discount	2,000
Furniture		30,000	Commission	500
Cash in Hand		1,250	Sundry Creditors	1,00,000

Rates have been prepaid to the extent of Rs. 600. During the year, bad debts amounted to

Rs 2,500. A provision @ 5% has to be made on debt .

Buildings have to be depreciated at 2% and Furniture at 10%.

Prepare the Trading and Profit & Loss A/c and the Balance Sheet as on March 31, 2020.

**I Year B Com (Gen & CA)-Semester – I Course 1B:
BUSINESS ORGANIZATION AND MANAGEMENT**

MODEL PAPER

[TIME: 3 Hours]

[Max. Marks: 75]

Section – A [5 x 5 = 25]

Answer any FIVE of the following questions.

1. Classify the trade.
2. What are the different kinds of industries?
3. What are the characteristic features of partnership?
4. What are the merits and demerits of sole trading business?
5. Distinguish between memorandum of association and articles of association?
6. Distinguish between management and administration?
7. What are the levels of management?
8. What are the principles of organizing?

Section – B [5 X 10 = 50]

Answer FIVE questions

UNIT – I

9. a. What are the characteristic features of business?
Or
b. What are the various functions of business?

UNIT – II

10. a. What are the characteristic features of a company?
Or
b. Distinguish between private limited and public limited company?

UNIT – III

11. a. What steps should be taken into account while commencement of a new public limited company?
Or
b. What are the contents of prospectus?

UNIT – IV

12. a. Explain Fayol's 14 principles of management.
Or
b. Explain Nature and scope of management.

UNIT – V

13. a. What are the various functions of management?

Or

b. What are the merits and demerits of Line and staff organization?

SRI VENKATESWARA UNIVERSITY

B.Com. DEGREE COURSE IN ASM

I SEMESTER - W.E.F. 2020-21

PAPER: ADVERTISING SALES PROMOTION AND MANAGEMENT

MODEL QUESTION PAPER

Time: 3 hours

Marks: 75 marks

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer any five of the following questions in Part A.

Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks

PART - A

Answer any Five of the following question.

(5X5=25M)

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	

