

# SOLAPUR UNIVERSITY, SOLAPUR

## Choice Based Credit System Syllabus

### **M. Com. Part-I**

#### Advanced Marketing Paper I

(w.e.f. June 2015-16)

**1. Titiel of Course :- M. COM. PART – I**

**2. Name of the Paper :- Principles of Marketing Paper I**

**3. Objective of the Course : -**

To understand the different marketing skills.

**4. Advantage of the Course :-** It helps to create self employment.

**5. Eligibility of Course :-** Graduate of any University

**6. Duration of the Course :-** 01 Year

Sem I - Six months

Sem II – Six months

**7. Medium of Instructions : English**

**8. Structure of the Course :-**

Total Marks : 100

Sem. I : 70 marlks

Sem. II : 70 marks

# Solapur University, Solapur

Choice Based Credit System Syllabus

## M. Com. Part - I

### Name of the Paper - Advanced Marketing Paper-I

(w.e.f. June 2015-16)

Paper Code No.

Lectures – Per week 4

Course No. –

Total Lectures – 60

Total Marks - 70

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### Objective –

The objective of this course is to develop advanced marketing skills among the students.

### *Course- Inputs*

#### Semester - I

Unit No.	Name of the Topic	Details	Lect./ Periods
1	Introduction	Concept nature, Scope and Importance and evolution of marketing, Strategic-Marketing Planning.	10
2	Market Analysis & Selection	Marketing environment- Macro and Micro components and their impact on marketing decision. Market segmentation , Buyer behavior, consumer versus organizational buyers, Marketing process. Marketing Functions.	15
3	Product Decisions	Concept of the product, classification of product major product decision, product line and product Mix, Branding, Packing and labelling, product life cycle- new product development and consumer adoption process.	10
4	Pricing Policies	Introduction- Meaning Definition of price,	15

	and Strategies-	Types, Importance of pricing, consumer view in price, Social Dimensions of pricing, pricing- objective, function of price – factors influencing/shaping pricing Decisions,- Internal/External factors, procedure for price determination. Price strategy- Pricing under conditions of pure competition monopolistic. According to cost oriented Approach- cost plus a Desired profit. Pricing Policies and Strategies - Discounts and rebates	
5	Distribution Channels & Physical Distribution Decisions	Distribution Channel –Introduction Definition- Types of Chancels, Determination of channel Length. Factors Affecting the choice of Distributor channels- market, product, company middlemen’s. Recent Trends in marketing channels, multi channels marketing system,	10

### Semester – II

Unit No.	Name of the Topic	Details	Lect./ Periods
1	Promotion Decisions	Promotion mix Definition, , advertising personal selling, sales promotion, publicity, Sales- Promotion tools and techniques.	15
2	Advertising	Defining, Basic features, Regulation and code of Advertising policies. Advertising costs and measurement.	10
3	Marketing Research-	Meaning & Scope of marketing research, Marketing Research process.	10
4	Marketing Organization and Control	Organizing and Controlling Marketing Operation –Nature, Significance Limitations Control Techniques at Marketing, <b>SWOT</b> Analysis, Kinds of Control System, Feed forward Control, Current Control.	20

		Pre-requisites of Effective Control System,	
5	Issue and Development in Marketing	Social, ethical and legal aspects of Marketing, Marketing of Services, international Marketing, green marketing, cyber Marketing, Relationship Marketing, e-marketing and m-marketing.	15

### **References-**

1. Feldman, Laurence P.(1976), Consumer Protection: Problems and Prospects (St. Paul: West Publishing Co.)
2. Ferber, Robert ed. (1974), Handbook of Marketing Research (New York: McGraw Hill Book Company),
3. Forbrs.J.D.(1987).The Consumer Interest :Dimensions and Policy Implications (U.S.A.: Croom Helm).
4. Gandhi, J.C.(1987),Marketing: A Managerial Introduction(New Delhi: Tate Mc Graw-Hill Publishing Co. Ltd.).
5. Ghosh, S.K.(1996),Trade Mark /Brand Duplication and Consumer Protection: Perceptual Dimensions (New Delhi: De &Deep Publications).
6. Majare, Simon (1993),The Essence of Marketing (New Delhi : Prentice-Hall of India)
7. Mathur, B.L (1994), Marketing Management (Jupiter: Arihant Publishing House).
8. Payne, Ralph, ed.(1994), Marketing in india: Cases and Readings (New Delhi: Prentice-Hall of India).
10. Peterson, Robert A. (1988), Marketing Research (Taxes: Business Publications).
11. Philps, Chaires F., ed. (1951), Marketing by Manufacturers (Chicago, Illinois: Richard D. Irwin. Inc.)



# **Solapur University, Solapur**

**Nature of Question Paper For CBCS Pattern**

**• Faculty of Commerce (M.Com.)**

**Model Question Paper**

(w.e.f. June 2015-16)

**Time: - 2:30 Hrs.**

**Total Marks- 70**

- Q. 1 Multiple choice questions** 14  
(four alternatives should be given)
- 1 -----
- (a) (b) (c) (d)
- 2  
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14
- Q. 2 Answer the following**  
(Short note/Short problem/Short answer)
- (A) 7
- (B) 7
- Q. 3 Answer the following**  
(Short note/Short answer/Short problem)
- (A) 7
- (B) 7
- Q. 4 Answer any one (Long answer/Problem)** 14
- i)
- ii)
- Q. 5 Answer any one (Long answer/Problem)** 14
- i)
- ii)

## 1. Structure of the courses :-

- A) Each paper of every subject for Arts, Social Sciences & Commerce Faculty shall be of 50 marks as resolved by the respective faculties and Academic Council.
- B) For Science Faculty subjects each paper shall be of 50 marks and practical for every subject shall be of 50 Marks as resolved in the faculty and Academic Council.
- C) For B. Pharmacy also the paper shall be of 50 marks for University examination. Internal marks will be given in the form of grades.
- D) For courses which were in semester pattern will have their original distribution already of marks for each paper.
- E) For the faculties of Education, Law, Engineering the course structure shall be as per the resolutions of the respective faculties and Academic Council.

## 2. Nature of question paper:

### A) Nature of questions.

"20% Marks - objectives question" **(One mark each and multiple choice questions)**

"40% Marks - Short notes / Short answer type questions / Short Mathematical type questions/ Problems. **(2 to 5 Marks each)**

"40% Marks - Descriptive type questions / Long Mathematical type questions / Problems. **(6 to 10 Marks each)**

- B) Objective type question will be of multiple choice (MCQ) with four alternatives. This answer book will be collected in first 15 minutes for 10 marks and in first 30 minutes for 20 marks.  
Each objective question will carry one mark **each**.
  - C) Questions on any topic may be set in any type of question. All questions should be set in such a way that there should be permutation and combination of questions on all topics from the syllabus. As far as possible it should cover entire syllabus.
  - D) There will be only five questions in the question paper. All questions will be compulsory. There will be internal option **(40%)** and not overall option.  
**for questions 2 to 5.**
- 3. Practical Examination for B. Sc. I. will be conducted at the end of second semester.
  - 4. Examination fees for semester Examination will be decided in the Board of Examinations.

The structures of all courses in all Faculties were approved and placed before the Academic Council. After considered deliberations and discussion it was decided not to convene a meeting of the Academic Council for the same matter as there is no deviation from any decision taken by Faculties and Academic Council. Nature of Question Paper approved by Hon. Vice Chancellor on behalf of the Academic Council.

# SOLAPUR UNIVERSITY, SOLAPUR

Choice Based Credit System Syllabus

## **M. Com. Part-I**

Advanced Marketing Paper II

(w.e.f. June 2015-16)

- 1. Title of Course :- M. COM. PART – I**
- 2. Name of the Paper :- Principles of Marketing Paper II**
- 3. Objective of the Course :-**  
To understand the different marketing skills.
- 4. Advantage of the Course :-** It helps to create self employment.
- 5. Eligibility of Course :-** Graduate of any University
- 6. Duration of the Course :-** 01 Year  
Sem I - Six months  
Sem II – Six months
- 7. Medium of Instructions :** English
- 8. Structure of the Course :-**  
Total Marks : 100  
Sem. I : 70 marks  
Sem. II : 70 marks

# ***Solapur University, Solapur***

Choice Based Credit System Syllabus

***M. Com. Part-I***

***Advanced Marketing***

***Paper- II Advertising and Sales Management***

(w.e.f. June 2015-16)

Paper Code No.

Course No. –

Lectures – Per week 4

Total Lectures – 60

Total Marks – 70

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## **Course Inputs**

### **Semester -I**

Unit No.	Name of the Topic	Details	Lect./ Periods
1	Advertisng	Definition, Economical and social effects. Advertising and consumer behavior.	10
2	Advertising objectives and Budget-	Advertising Objectives. Establishing Baseline Budget, Message design and Media cost, Experimentation and Revision.	12
3	Advertising Media	Print media, broadcasting media, non- media advertising, media planning and scheduling. Advertising on Internet, Media selection	14



		decisions.	
4	Message Design and Development	Copy development, Requirements of an effective message, Execution style, Types of appeals.	10
5	Measuring Advertising effectiveness	Managing advertising agency, client relationship, Techniques for testing advertising effectiveness.	14

<b>Semester-II</b>			
1	Selling Concept	Functions of sales dept., fundamentals of selling, selling process, salesmanship, product and consumer knowledge.	14
2	Sales Planning	Importance and types of sales planning, sales planning process, sales forecasting, Determining sales territories, sales quotes, and sales budget.	14
3	Sales Organization	Setting up a sales Organization structure, Principles of determining sales Organization.	10
4	Sales force Management	Estimating Manpower requirements for sales department, planning for manpower-recruitment and selection, training and development, placement and induction motivating sales force, Leading sales force, compensation and promotion policies, sales meetings and contests.	12
5	Sales Control Process	Analysis of sales volume, cost and profitability, Evaluating sales force performance.	10

## ***References-***

1. Aker David, et al. Adv. Man-Ment – P. Hall Delhi.
2. An terser, Hair, Bush, Professional sales Management.
3. Batra Rajeew, John G. Myers David A Aaker – Adv. Mgt., Prentice Hall New Delhi.
4. Food Churchill, walker – Management of sales force, Mc qraw Hill, Singapore.
5. Gupta, vas war Das- Sales Management In the Indian perspective, prentice yall Delhi.
6. Johnson, Kurt, schewing- Sales Management, Mc. Graw. Hill, Singapore.
7. Krit. CA. Salesmanship- Tarapore wala Bombay.
8. Norris, James S-Adv. Prentice Hall New Delhi.
9. Patrice, Forsyth- Sales magt. Hand book, Jaico pub. Bombay.
10. Senguta, subroto, Brand positioning- Tata Mc. Graw Hill New Delhi.



# **Solapur University, Solapur**

**Nature of Question Paper For CBCS Pattern**

**• Faculty of Commerce (M. Com)**

**Model Question Paper**

(w.e.f. June 2015-16)

**Time: - 2:30 Hrs.**

**Total Marks- 70**

**Q. 1 Multiple choice questions** **14**  
**(four alternatives should be given)**

**1 -----**

**(a) (b) (c) (d)**

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**Q. 2 Answer the following**  
**(Short note/Short problem/Short answer)**  
**(A)**

**7**

**(B)**

**7**

**Q. 3 Answer the following**  
**(Short note/Short answer/Short problem)**  
**(A)**

**7**

**(B)**

**7**

**Q. 4 Answer any one (Long answer/Problem)**  
**i)**

**14**

**ii)**

**Q. 5 Answer any one (Long answer/Problem)**  
**i)**

**14**

**ii)**

## 1. Structure of the courses :-

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- D) For courses which were in semester pattern will have their original distribution already of marks for each paper.
- E) For the faculties of Education, Law, Engineering the course structure shall be as per the resolutions of the respective faculties and Academic Council.

## 2. Nature of question paper:

### A) Nature of questions.

"20% Marks - objectives question" **(One mark each and multiple choice questions)**

"40% Marks - Short notes / Short answer type questions / Short Mathematical type questions/ Problems. **(2 to 5 Marks each)**

"40% Marks - Descriptive type questions / Long Mathematical type questions / Problems. **(6 to 10 Marks each)**

- B) Objective type question will be of multiple choice (MCQ) with four alternatives. This answer book will be collected in first 15 minutes for 10 marks and in first 30 minutes for 20 marks.  
Each objective question will carry one mark **each**.
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  - D) There will be only five questions in the question paper. All questions will be compulsory. There will be internal option **(40%)** and not overall option.  
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# SOLAPUR UNIVERSITY, SOLAPUR

Choice Based Credit System Syllabus

## **M. Com. Part-I**

### **Fundamental of Insurance Paper I**

(w.e.f. June 2015-16)

**1. Titiel of Course :- M. COM. PART – I**

**2. Name of the Paper :- Fundamental of Insurance Paper I**

**3. Objective of the Course : -**

To gain expert knowledge of Insurance and develop career in Insurance sector.

**4. Advantage of the Course :-** It helps to create self employment.

**5. Eligibility of Course :-** Graduate of any University

**6. Duration of the Course :-** 01 Year

Sem I - Six months

Sem II – Six months

**7. Medium of Instructions : English**

**8. Structure of the Course :-**

Total Marks : 100

Sem. I : 70 marlks

Sem. II : 70 marks

**Solapur University, Solapur**  
Choice Based Credit System Syllabus  
**M.Com Part I Paper Optional**  
**Fundamentals of Insurance – Paper I**  
(w.e.f. June 2015-16)

Paper Code No.COMP.  
Course No. – C.C.-

Lectures – Per week 4  
Total Lectures – 60  
Total Marks – : 70

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**SEMESTER I**

Unit I : - Insurance - meaning, definition, nature & types – significance of Insurance, Insurance as a social security tool, History of Insurance. **(Lectures 15)**

Unit II:- Principles of Insurance – primary and secondary principles and it's applications. **(Lectures 10)**

Unit III:- Insurance Contract – meaning, features, factors affecting the contract. Essentials of valid contract, types of insurance contract, defective contracts, Insurance & wager. **(Lectures 15)**

Unit IV:- Fundamentals of agency lanes – definition of an agent, agents regulation, Insurance and Intermediaries, agents compensation, procedure of becoming an agent.

Agency licenses – pre-requisites for obtaining license, license duration, cancellation, termination, code conduct, unfair practices. **(Lectures 20)**

## **SEMESTER II**

Unit V :- Functions of an agent regarding proposal form, other forms of grant of cover, nomination and assignment, current Life Insurance business in India. **(Lectures 15)**

Unit VI :- Insurance Regulatory and Development Authority Act 1999. **(Lectures 10)**

Unit VII :- Indian Insurance Privatization – need, licensing to Insurance company, development and implications on Indian economy. **(Lectures 15)**

Unit VIII :- Insurance Marketing – the concept, the behavior of users, insurance product, market segmentation in insurance services, significance of segmentation in insurance services, formation of marketing mix for services, formation of product mix, pricing decisions. Designing of promotional strategies, MIS n insurance – insurance marketing in Indian environment.

**(Lectures 20)**

### **Reference Books**

1. M. N. Mishra – Insurance Principles and Practice – S. Chand & Company, New Delhi.
2. Insurance Regulatory Development Act 1999.
3. Life Insurance Corporation Act 1956.
4. Insurance Act 1938.
5. Gupta O. S. – Life Insurance – Frank Brothers, New Delhi.
6. Vinayakan N. Radhaswamy and Vasudevan S. V. – Insurance Principles and Practice – S. Chand & Com. New Delhi.
7. Mishra M. N. – Life Insurance Corporation of India. Vol I, II, III Raj Books Jaipur.
8. Arif Khan – Insurance.





# **Solapur University, Solapur**

**Nature of Question Paper For CBCS Pattern**

**• Faculty of Commerce (M.Com)**

**Model Question Paper**

(w.e.f. June 2015-16)

**Time: - 02:30 Hrs.**

**Total Marks- 70**

**Q. 1 Multiple choice questions 14**  
(four alternatives should be given)

**1 -----**  
(a) (b) (c) (d)

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**Q. 2 Answer the following**  
(Short note/Short problem/Short answer)  
(A) 07

(B) 07

**Q. 3 Answer the following**  
(Short note/Short answer/Short problem)  
(A) 07

(B) 07

**Q. 4 Answer any one (Long answer/Problem)** 14  
i)

ii)

**Q. 5 Answer any one (Long answer/Problem)** 14

i)

ii)

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## 2. Nature of question paper:

### A) Nature of questions.

"20% Marks - objectives question" **(One mark each and multiple choice questions)**

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# SOLAPUR UNIVERSITY, SOLAPUR

## Revised Semester Pattern Syllabus

### M. Com. Part-I

#### ***Principles and practice of Life and Health Insurance.*** **Paper II**

*(w. e. f. June-2013)*

**1. Title of Course :- M. COM. PART – I**

**2. Name of the Paper :- *Principles and practice of Life and Health Insurance.* Paper II**

**3. Objective of the Course :-**

To gain expert knowledge of Insurance and develop career in Insurance sector.

**4. Advantage of the Course :-** It helps to create self employment.

**5. Eligibility of Course :-** Graduate of any University

**6. Duration of the Course :-** 01 Year

Sem I - Six months

Sem II – Six months

**7. Medium of Instructions :** English

**8. Structure of the Course :-**

Total Marks : 100

Sem. I : 70 marks

Sem. II : 70 marks

***Solapur University Solapur***

***M.Com (Part I)***

Choice Based Credit System Syllabus

***Paper II***

***Principles and practice of Life and Health Insurance.***

(w.e.f. June 2015-16)

**SEMESTER I**

- 1 Life Insurance – Meaning, Features, Significance, elements of protection and investment  
difference between life insurance and other kinds of insurance  
**(Lectures 15)**
- 2 Principles of life insurance and its application – physical and moral hazards in life insurance  
occupational risks, selection of risks. **(Lectures 15)**
- 3 Kinds of life insurance – whole life, endowment and term insurance, life annuities group  
insurance. **(Lectures 10)**
- 4 Life Insurance contract – policy condition procedure of taking life policy, settlement of life  
insurance claims, survival benefit claim, maturity claim and death claim, division of surplus,  
bonus, classification of bonus. **(Lectures 20)**

## **SEMESTER II**

- 5 Pricing of life product – theory of probability, mortality tables, types of mortality table, premium computation method. **(Lectures 15)**
- 6 Reserves – valuations, methods of calculation of reserves, Investment of funds and principles involve in it. **(Lectures 15)**
- 7 Life Insurance Corporation of India – capital structure, organizational structure progress of LIC, competitors of LIC and their progress. **(Lectures 15)**
- 8 Personal Accident and Sickness Insurance – nature, principles selection of risks, policy covers and its settlement. **(Lectures 15)**

### **Reference Books**

- a. Insurance Act 1938.
- b. Life Insurance Corporation Act 1956.
- c. Insurance Regulatory Development Act 1999.
- d. M. N. Mishra – Insurance principles and practice – S. Chand and Company – New Delhi.
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- h. Arif Khan – Insurance.



# **Solapur University, Solapur**

**Nature of Question Paper For CBCS Pattern**

**• Faculty of Commerce (M.Com)**

**Model Question Paper**

(w.e.f. June 2015-16)

**Time: - 02:30 Hrs.**

**Total Marks- 70**

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(four alternatives should be given)**

**1 -----  
(a) (b) (c) (d)**

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**Q. 2 Answer the following  
(Short note/Short problem/Short answer)**

**(A) 07  
(B) 07**

**Q. 3 Answer the following  
(Short note/Short answer/Short problem)**

**(A) 07  
(B) 07**

**Q. 4 Answer any one (Long answer/Problem) 14**

**i)  
ii)**

**Q. 5 Answer any one (Long answer/Problem) 14**

**i)  
ii)**

## 1. Structure of the courses :-

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