

2/5 B.A. LL.B.,

FOURTH SEMESTER

PAPER-XIII : COMPANY ACCOUNTS

- Unit – I Company Accounts (1) Issue of share, Debentures etc, Redemption of debentures and preference shares, Valuation of goodwill and shares
- Unit – II Company Account (2) Final accounts of Companies, Amalgamation, , Absorption and reconstruction (internal & external) of joint stock companies
- Unit – III Company Accounts (3) Consolidation accounts by holding companies with one subsidiary
- Unit – IV Banking and Insurance Company Accounts - Final Accounts of banking and insurance companies
- Unit – V Financial Statement Analysis : Nature, objectives and essential qualities of financial statements. Their importance to various user objects, importance and limitations of financial statement analysis, various techniques of analysis and interpretation.

Reference Books :-

1. Anil B Roy Chowdhary Guide to Company Balance Sheet, Profit & Loss Account with Different types of Accounting Methods
2. J.R.Monga, Fundamentals of Corporate Accounting
3. M.C.Shukla, T.S Grewal & S.C Gupta, Advanced Accounts (2 Vols)
4. R.L.Gupta & M.Radhaswamy, Computer Accounts
5. S.P. Jain & K.L.Narang, Company Accounts
6. V.K.Saxena & C.D.Vashist Cost and management Accounting.
7. Walter Reid and David Myddelton the meaning of Company Accounts

Paper-XIV : MARKETING RESEARCH

- Unit – I :Introduction : Definition o Marketing Research – Nature & Scope – Marketing Research – An aid to rational decision making – Marketing Research Methodology.
- Unit – II - Sampling Techniques – Random – Stratified Area – Quota observation – Questionnaire Interview techniques – interviewing skills on the part of investigators.
- Unit – III Motivation Research – Product Research
- Unit – IV Consumer survey
Sales Control Research
- Unit – V Media Research – Various Techniques – Measuring advertising effectiveness.
Analysis & reporting research finding to the management

Reference Books:

1. Boyed & Westfall : Marketing Research
2. Gree Paul & Tall : Marketing Research
3. Luck & Rubin : Marketing Research

Paper XV: Information Technology Law

Information Technology Act, 2000 – e-commerce and Digital Signature – e-governance – Receipt of electronic records – Adoption of Security Procedures – Certifying Authorities under the Act - Adjudications and Penalties under the Act – Cyber Regulations Appellate Tribunal – Cyber Crime – Tampering with computer source documents – Hacking – Publishing of obscene material in

electronic form – Breach of confidentiality and privacy – False Digital Signature
– Computer Forensics - Powers of the Police Officers – Jurisdiction in Cyber
cases – Punishments – Liability of Network Service Providers - Freedom of
expression in cyberspace and online defamation – Copyright and Trademarks
in the Digital and online medium

Books Recommended for Study :

1. Information Technology Law and Practice by Vakul Sharma, 2004 Edition, Universal Law Publishing Company Pvt. Ltd., New Delhi.
2. Cyber Law in India (Law on Internet) by Dr.Farooq Ahmad, 2nd Edition, 2005, Pioneer Books, New Era Law Publications, Outream Linea, Delhi.
3. A Guide to Information Technology (Cyber Laws & E-Commerce) by Shakil Ahmed Syed, Rajiv Raheja, 2001 Edition, Capital Law House, Vishwas Nagar, Delhi.
4. Cyber Law & Crimes – IT Act, 2000 & Computer Crime Analysis by Barkha & U.Rama Mohan, Asia Law House, Hyderabad.

PAPER – XVI – MARKETING MANAGEMENT

Unit 1 : Definition of marketing – marketing management – marketing concepts-meaning, importance. Functions of marketing – marketing environment: various environmental factors affecting the management functions.

Unit – II : Buyer behaviour – buying motives – explanation of motivation, buying process, consumer models. Market segmentation, Marketing strategy factors affecting strategies – making strategies effective, marketing mix – Buying decision powers, organizational buying – market targeting

Unit – III : Product life cycle - product characteristics and classifications, product mix, product line management,- Brand - product and brand relationship, line-packing. packaging, labeling, warranties and guarantees . Promotional strategy - Identifying competition – analyzing – competitive strategies for market leaders- Brand equity – Building, measuring and managing brand equity

Unit – IV : Pricing – price policies-objective factors influencing price decisions – competitors reaction to price change – multiproduct pricing.

Market structure – definition and types of channel – channel policy- whole salers, retailers and middle men, their functions. Distribution cost analysis – management of physical distribution- Promotion.

Unit V : Marketing Planning – concept, importance and steps in marketing planning - Marketing audit.

Marketing risks : Components of a modern marketing information system – Internal records and marketing intelligence. PEST Analysis – The marketing research systems.

Reference Books

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| 1. Philip Kotler | : | Marketing Management |
| 2. Ramaswamy & Namakumari | : | Marketing Management |
| 3. Cundiff & Still | : | fundamentals of Modern Marketing |
| 4. Stanton | : | Marketing Management |
| 5. Sherlekar | : | Marketing management |
| 6. Rajan Nair | : | Marketing Management |
| 7. Jerome Mc.Arthy | : | Marketing Management |