

## **Paper-II : Business Organisation & Management**

### **1. Money Markets and Capital Markets : (20%)**

Instruments of Money Markets like Treasury Bills, Certificate of deposits, Commercial Papers-Modern trends of Money Markets

Meaning of Capital Markets-Primary Markets and Secondary Markets-Managements of Public Issues-Issues of shares, Right shares, Bonus shares, Private Placement.

**Stock Exchange :** Meaning, characteristics, importance, management, Membership-Listing of Securities, Control of stock exchange-Securities Contracts Regulation Act,1956

### **2. Marketing :**

Nature and Scope of Marketing-Importance of Marketing in the economy.

- Different concepts of Marketing Production Concept. Product Concept, Selling Concept, Marketing Concept, Societal marketing Concept, Marketing in different situation.
- Marketing Mix-Four P's in marketing.
- Product-Concept of product, product line and product mix. Product life cycle and appropriate strategies for different stages of product life cycle.
- Consumer behavior- Major factors influencing consumer behavior-The Buying behavior Process.
- Marketing Segmentation- Meaning, importance :Bases : Market Targeting-Product Positioning.

### **3. Personnel Management :**

Meaning and importance, Scope and Functions- Concept of Human resource management-Functions of Personnel Management

- Manpower planning - Career Planning
- Recruitment, selection and Placement- Need for recruitment, Sources of recruitment, Internal and external-steps in selection process-placement and Induction
- Training and Development-Meaning of training and development, Need for training and development-Methods of training Workers and supervisors - Methods of Management development-Difference between Training and Development.

**Performance Appraisal :** Meaning & need -Methods of P.A. - Confidential Reports, Rating Scales, Ranking Systems, Paired-comparison method, Forced-choice, Critical Incident, Cost Accounting-Forced distribution-Self appraisal

**promotion, Demotion & Transfer**-Merit vs, Seniority in

promotion.

**Job Design :** Approaches to job Design-Concepts of Job Rotation, Job Enlargement and job Enrichment

**4. Concept of M-Commerce :**

Meaning - Difference between traditional - E-commerce and M-commerce-Concept of Wireless Application Protocol (WAP)- Technological bases of WAP-Practical application of M-commerce- In Banking, Stock markets, in Trading and Purchasing.

**Note :** 20% weight age is to be given to objective, questions covering whole syllabus.

**Book for Reference :**

1. S. N. Maheshwari : Financial Management-Sultan Chand & Sons, New Delhi
2. Bhole L.M. : Financial Markets and Institutions : Tata MaGraw Hill, New Delhi
3. Hooda R.P. : Indian Securities Market - Excel Books, New Delhi.
4. Raghunathan V. : Stock Exchange and Investment, - Tata McGraw Hill.
5. Philip Kotler : Marketing Management - Prentice Hall of India
6. Stanton : Fundamentals of Marketing -Tata MaGraw Hill
7. V.S.Ramaswamy & S. Namakumari : Marketing Management - MacMillan India New Delhi
8. Edwin Flippo : Principles of Personnel Management
9. Dale Yoder : Personnel Management and Industrial Relation : Prentice - Hall of India Ltd. Delhi.
- 10.V.V.Khazode : Human Resource Management
- 11.Agarwala Kamlesh N and Agarwala Deeksha : Business on the Net, Introduction to E-commerce : Macmillan India, New Delhi.
- 12.Moore : Manufacturing Management - D.B.Taraporewala & Sons
- 13.Broom : Production Management - D.B.Taraporewala & Sons.