

**SARDAR PATEL UNIVERSITY**  
**First Year B. Com.**  
**(EXTERNAL)**  
**English & Business Communication - I**

**Text**

Ten short stories Edited by Jatin Mohantray, University Press

The following units are prescribed:

- Unit-2 : Letters
- Unit-4 : Environment
- Unit-7 : Interview
- Unit-8 : Advertising
- Unit-9 : Women
- Unit-10 : Struggle for freedom

**Objectives**

1. To develop the skill of independent reading with comprehension
2. To equip the students with language proficiency and skills necessary for business

**Course Content****Section - I**

(A text be prescribed for detailed study)

- Unit-I Three text - based short answer questions
- Unit-II Two text-base short-notes
- Unit-III Introducing Business Communication:  
Concept Definition and Characteristics (Attribute)  
(a) The Process (Communication Cycle)  
(b) Objectives

**Section - II**

- Unit-IV Grammer
  - (a) Tenses:  
(present tense, present progressive tense, present perfect tense,  
past progressive tense, past perfect tense, future tense:  
active & passive aspects.
  - (b) Modal Auxiliaries
  - (c) Conditionals

### Unit-V

- (a) Business letter format (layour)
- (b) Inquiry letters (Requests) and Replies to Inquiries:  
(Concerning catalogues, prices, quotations, samples, demonstration, discount, credit, mode of delivery, package, concession, terms of sale, mode of payment, transportation)

### Unit-VI

- (a) Packing of Orders:  
(Concerning trial order, routine order, report order, postponing the order, reserving the right to reject the goods, request for changes in orders already placed, order with conditions attached, cancellation of order).
- (c) Execution of Order:  
(Delay in execution of order, request for extension of time in delivery, partial execution of order, declining the order, offering substitute goods, cancellation of order)

### Reference Books

1. Developing Communication skills  
by Krishna Mohan and Meera Benerji (Macmillan)
2. Effective Business Communication  
by Asha Kaul (Prentice Hall - Economy Edition)
3. Principles and Practice of Business Communication  
by Rhoda Aspi Doctor & Aspi H. Doctor (Sheth Publication, Mumbai)
4. Business Communication  
by U.S.Rai and S.M. Rai (Himalaya Publishing House)
5. Essentials of Business Communication  
by Rajendra Pal and J.S. Korlahalli
6. Oxford Practice Grammar  
by John Eastwood (OUP)

### Testing

External Assessment : 100 Marks

## NEW LIST OF WORDS FOR C.C. PAPER - I

- |                                            |                                                      |                                             |
|--------------------------------------------|------------------------------------------------------|---------------------------------------------|
| 1. <b>Accept</b><br><b>Except</b>          | 15. <b>Canvas</b><br><b>Except</b>                   | 30. <b>Effective</b><br><b>Efficient</b>    |
| 2. <b>Access</b><br><b>Excess</b>          | 16. <b>Clothes</b><br><b>Cloth</b>                   | 31. <b>Fair</b><br><b>Fare</b>              |
| 3. <b>Accede</b><br><b>Exceed</b>          | 17. <b>Council</b><br><b>Counsel</b>                 | 32. <b>Formerly</b><br><b>Formally</b>      |
| 4. <b>Affect</b><br><b>Effect</b>          | 18. <b>Coarse</b><br><b>Course</b>                   | 33. <b>Hoard</b><br><b>Horde</b>            |
| 5. <b>Alternate</b><br><b>Alternative</b>  | 19. <b>Cast</b><br><b>Caste</b>                      | 34. <b>Human</b><br><b>Humane</b>           |
| 6. <b>Ascent</b><br><b>Assent</b>          | 20. <b>Cost</b><br><b>Coast</b>                      | 35. <b>Intolerant</b><br><b>Intolerable</b> |
| 7. <b>Bail</b><br><b>Bale</b>              | 21. <b>Complement</b><br><b>Compliment</b>           | 36. <b>Loose</b><br><b>Lose</b>             |
| 8. <b>Born</b><br><b>Borne</b>             | 22. <b>Cite</b><br><b>Sight</b>                      | 37. <b>Lightening</b><br><b>Lighting</b>    |
| 9. <b>Bought</b><br><b>Brought</b>         | 23. <b>Cue</b><br><b>Queue</b>                       | 38. <b>Lead</b><br><b>Led</b>               |
| 10. <b>Breath</b><br><b>Breathe</b>        | 24. <b>Deficiency</b><br><b>Deficit</b>              | 39. <b>Main</b><br><b>Mane</b>              |
| 11. <b>Break</b><br><b>Brake</b>           | 25. <b>Dependent</b><br><b>Dependable</b>            | 40. <b>Momentum</b><br><b>Momentous</b>     |
| 12. <b>Beside</b><br><b>Besides</b>        | 26. <b>Dear</b><br><b>Deer</b>                       | 41. <b>Passed</b><br><b>Past</b>            |
| 13. <b>Confidant</b><br><b>Confident</b>   | 27. <b>Destructive</b><br><b>Destructible</b>        | 42. <b>Permissible</b><br><b>Permissive</b> |
| 14. <b>Commission</b><br><b>Commitment</b> | 28. <b>Decease</b><br><b>Disease</b>                 | 43. <b>Patrol</b><br><b>Petrol</b>          |
|                                            | 29. <b>Draft</b><br><b>Draught</b><br><b>Drought</b> |                                             |

- |                              |                                |                               |
|------------------------------|--------------------------------|-------------------------------|
| 44. Pray<br>Prey             | 59. Vocation<br>Vacation       | 75. Judicial<br>Judicious     |
| 45. Principal<br>Principle   | 60. Waste<br>Waist             | 76. Official<br>Officious     |
| 46. Rain<br>Reign            | 61. Wear<br>Ware               | 77. Precedent<br>President    |
| 47. Rays<br>Raze             | 62. Weather<br>Whether         | 78. Popular<br>Populous       |
| 48. Right<br>Rite<br>Write   | 63. Adapt<br>Adopt             | 79. Proceed<br>Precede        |
| 49. Ring<br>Wring            | 64. Accident<br>Incident       | 80. Respectable<br>Respectful |
| 50. Route<br>Rout            | 65. Amicable<br>Amiable        | 81. Abstain<br>Retrain        |
| 51. Role<br>Roll             | 66. Allusion<br>Illusion       | 82. Admit<br>Confess          |
| 52. Soul<br>Sole             | 67. Creditable<br>Credulous    | 83. Answer<br>Reply           |
| 53. Story<br>Storey          | 68. Conscious<br>Conscientious | 84. Artist<br>Artisan         |
| 54. Suit<br>Suite            | 69. Defer<br>Differ            | 85. Avenge<br>Revenge         |
| 55. Successful<br>Successive | 70. Eligible<br>Illegible      | 86. Addicted<br>Devoted       |
| 56. Team<br>Teem             | 71. Imminent<br>Imminents      | 87. Cold<br>Cool              |
| 57. Trial<br>Trail           | 72. Ingenious<br>Ingenuous     | 88. Character<br>Conduct      |
| 58. Vain<br>Vein<br>Wane     | 73. Industrial<br>Industrious  | 89. Childish<br>Childlike     |
|                              | 74. Incredible<br>incredulous  | 90. Clean<br>Clear            |

- |                                            |                                                     |
|--------------------------------------------|-----------------------------------------------------|
| <b>90. Clean</b><br><b>Clear</b>           | <b>96. Doubt</b><br><b>Suspect</b>                  |
| <b>91. Continual</b><br><b>Continuous</b>  | <b>97. Sensible</b><br><b>Sensitive</b>             |
| <b>92. Custom</b><br><b>Habit</b>          | <b>98. Social</b><br><b>Sociable</b>                |
| <b>93. Contagious</b><br><b>Infectious</b> | <b>99. Very</b><br><b>Vary</b>                      |
| <b>94. Deny</b><br><b>Refuse</b>           | <b>100. Verbal</b><br><b>Oral</b><br><b>Verbose</b> |
| <b>95. Envious</b><br><b>Jealous</b>       | <b>101. Economic</b><br><b>Economical</b>           |

## **PAPER 1 : Principles of Economics**

- I. Introduction : Basic problems of an economy, assumptions of economic science.**
- II. Demand Analysis :**
  1. Indifference curve: properties-marginal rate of substitution- consumer's equilibrium- derivation of demand curve with the help of indifference curve- consumer's surplus.
  2. Demand : Meaning, factors affecting demand, law of demand, shift and movement of the demand curve.
- III. Supply : Meaning, factors affecting supply, law of supply, shift and movement of the supply curve**
- IV. Costs and Revenue :**
  1. Concepts of costs: short run (total & average fixed, total & average variable cost, total cost, average cost, marginal cost, long Run average cost, derivation of long run average cost with the help of short run average costs, 'U' shape of LAC & 'L' shape, Saucer shape of LAC, relationship between average cost, marginal cost.
  2. Revenue: The concept of total revenue, average revenue, managerial revenue, Nature of revenue curves under perfect competition and imperfect competition.
- V. Market Structure :**
  1. Perfect competition, Monopoly, Monopolistic competition: characteristics, equilibrium under short run and long run, price discrimination under monopoly, selling cost.
  2. Oligopoly and Duopoly: Characteristics, Models of price output determination, price leadership, (Edgeworth's model of duopoly, Chamberlain's model of duopoly), kinked demand curve.
- VI. Factor Pricing: Concepts of rent, interest, wage, profit.**

### **Structure of Indian Economics**

1. Economic Systems: Capitalism, Socialism and Mixed economy.
2. Agriculture: Importance of agriculture, Performance of agriculture (Production, Productivity), Problems of Indian agriculture and its measures.

3. Demography: Population size , growth rates, sex composition, rural urban composition, literacy, occupational distribution, problems of over population, social injustices
4. Unemployment and Poverty : concepts of unemployment, nature, causes of unemployment, Poverty- concept, causes, measures, Government programs, policies
5. Industry : Role of industrial sector in economy, problems of small scale industries and its measures, consumer protection
6. Monetary and Fiscal Policies: Meaning, instruments of current monetary policy and fiscal policy.
7. International Trade: Importance, composition, direction, trends - problems of Balance of payment - Export Import Policy - IMF, IBRD
8. New economic environment: Liberalization, privatization, globalization, role of government in new economic environment
9. Planning : Objectives and lessons of planning, Current five year plan- objectives, targets and allocation

### **Accountancy - I**

#### **PARTNERSHIP ACCOUNTS :**

##### **1. ADMISSION OF A PARTNER :**

Introduction - problem arising on admission of a partner - Revaluation of Assets and Liabilities - New profit sharing after admission of a partner capital of the old partners - Entries for goodwill on admission - Ratio in which goodwill is to be credited to old partners.

##### **2. RETIREMENTS OR DEATH OF PARTNER :**

Introduction - Problems arising on retirement or death amount paid to retiring partner- Mode of payment - Revaluatin of Assets and Liabilities - Shares of retiring partners - New profit sharing Ratio after retirement - Treatment of goodwill on retirement.

##### **3. DISSOLUTION OF A PARTNERSHIP FIRM:**

(Excluding example on Garner V/s Murlay Case)

Introductin - Circumstances of Dissolution - Steps be taken on dissolution - Realisation Account Treatment of goodwill - Journal Entries at the time of dissolution - Examples on

- (1) When one partner is insolvent                      (2) When two partners are insolvent  
 (3) When all partners are insolvent

**4. PIECEMEAL DISTRIBUTION OF CASH AMONG PARTNERS :**

Introduction - Surplus capital Method- Maximum loss Method - Examples based on above methods.

**5. CONVERSION OF A PARTNERSHIP FIRM IN TO Corporate Organization:**  
 (In the book of the firm)

Introduction - Ascertaining the purchase consideration - Distribution of Shares and Debentures - Journal entries & Accounts.

**6. ISSUE, FORFEITURE AND RE ISSUE OF SHARE:**

Types of Shares and share capital-Share issued at Premium and at Discount-Over subscription-Calls in Arrears-Calls in Advance-Forefeiture of shares-Re-issue of forfeited shares-(Including Pro-rata calculation in forfeiture and re-issue of shares) Accounting entries and various Ledger Accounts.

**7. STRUCTURE OF BALANCE SHEET : (ONLY THEORY)**

Meaning-Function of Balance Sheet - Objectives preparing balance sheet-Limitation of Balance Sheet-Arrangement of Assets and Liabilities in the balance sheet in order of permanency and liquidity. (With reference to Horizontal Balance Sheet of a Company). Computation of Owner's fund - Long term Liabilities, Capital employed, Gross & net working capital.

**8. COMPANY FINAL ACCOUNTS:**

(HORIZONTAL Form as per schedule of company Act 1956)

Excluding calculation of managerial remuneration adjustment, with simple adjustments- (Preparation of Trading a/c, P & L app., acc & Balance sheet only.)

**9. READING OF LEDGER ACCOUNT:**

(Only Real and Personal Accounts)

Meaning - Need for Reading of Ledger Accounts-Interrelation of Ledger Account-Steps to be considered while reading the Account (Theory Only)

Example: Based in Interrelatiojn of not more than 2 (Two) Accounts from personal and Real Accounts only)

## **Business Organisation : I**

1. **Share Capital:** Classification of shares and share Capital Issue of shares and share Allotment - procedures of share allotment - calls on shares - forfeiture of shares - surrender of shares - share certificate - share warrant - share transfer. Capital Management: borrowing powers, mortgages and charges, debentures.
2. (i) **Membership of company :** Qualifications and disqualifications for Membership - Models of acquiring Membership - Cessation / Termination of membership.  
(ii) Register of Members: - Contents - Importance - Closure of Register Rectification- Inspection.
3. **Company Management :** Concept -  
Directors : Position - Qualification - Appointment - Powers - Duties - Responsibilities  
Managing Directors - Position - Qualifications Appointment - Rights - Duties and Responsibilities.
4. **Company Secretary :** Concept - Qualifications - Appointment - Position - Rights - Duties and Responsibilities in general.
5. **Company Meetings:**
  - (a) Meetings of Equity share holders:  
Statutory Meeting, Annual General Meetings  
Extra Ordinary general Meeting.
  - (b) Meeting of Board of Directors:  
First Board Meeting: Meeting prior to Annual General Meeting
  - (c) Notice - Agenda - Quorum - Proxy - Resolutions - Minutes (excluding proforma of format)
6. **Role of Shareholders' Association in India :** Right, Duties and Responsibilities of Share holders.
7. **Winding up of Company:**  
- Concept and Circumstances.

### **Reference Books**

1. Bagnal A.K. : Company Law; Vikas Publishing House, New Delhi.

2. Grower L.C.B. : Principles of Modern Company Law; Stevens and Sons, London.
3. Kapoor N.D. : Company Law - incorporating the Provisions of the Companies Amendment Act, 2000; Sultan Chand & Sons, New Delhi.
4. Kuchal M.C. : Modern India Company Law; Shri Mahavir Books, Noida.
5. Ramaiya A. : Guide to the Companies Act; Wadhwa and Co. Nagpur.
6. Secretarial Practice 1 & 2 - B.S. Shah Prakashan, Ahmedabad.
7. Secretarial Practice 1 & 2 - Jamandas Prakashan, Ahmedabad.
8. Secrearial Practice 1 & 2 - Shresth Prakashan, Ahmedabad.
9. Singh Avtar: Company Law; Eastern Book Co., Lucknow.

## Business Mathematics

### 1. Determinants and Matrices

Definition of determinants, Basic properties of determinants (Without proof), Solution of linear equations in two and three variables using Cramer's formula.

Definition of a matrix types of matrices, equality, addition, subtraction of Matrices, scalar multiplication of a matrix, adjoint of a matrix, inverse of a matrix, solution of linear equations in two and three variables using inverse matrix.

### 2. Set Theory

Set, subsets, equality of two sets, null set, Universal set, complement of a set, Union and intersection of sets. Difference of two sets. Venn diagram. De Morgan's laws, Cartesian product of two sets.

### 3. Limits (without involving trigonometric functions)

Limit of a function, limits of sums, products and quotients of functions and their uses in evaluating limits.

$$\lim_{x \rightarrow 0} \frac{a^x - 1}{x}, \quad \lim_{n \rightarrow \infty} \left(1 + \frac{1}{n}\right)^n, \quad \lim_{x \rightarrow a} \frac{x^n - a^n}{x - a}$$

### 4. Differentiation and Applications of derivatives

Definition of derivative, working rules of derivatives (without proof), derivatives of explicit, composite and implicit functions (without involving trigonometric functions). Second derivative.

Applications of derivative in economic theory, market equilibrium, price and income elastic ties of demand and supply, marginal revenue and marginal cost. Relation between average revenue, marginal revenue and price elasticity of demand. Maximum and minimum values of a function, maximisation of total revenue and profit, minimisation of cost.

### 5. Co-ordinate Geometry

Distance between two points in  $R^2$ . Division of line segment, slope of a line. Area of a triangle, area of a quadrilateral. Slope of a line. Standard equations of a line.

$$(i) \frac{y-y_1}{y_1-y_2} = \frac{x-x_1}{x_1-x_2} \quad (ii) y = m \cdot x + c$$

$$(iii) y - y_1 = m \cdot (x - x_1) \quad (iv) \frac{x}{a} + \frac{y}{b} = 1$$

## 6. Linear Programming Problems

Introduction, meaning, nature and scope of operations Research. Linear programming problem. Applications of LPP, Methods of solving LPP, Graphical method. (without involving unbounded solution).

Problems. Unbalanced assignment problem.

## 7. Mathematics in Finance

Elementary introduction to integration, integral as antiderivative,  $\int x^n \cdot dx$  Compound interest, nominal and effective rates of interest, continuous compounding, Concept of present value and amount of a sum, Annuity (Only for a fixed period of time), present value of annuity, sinking funds (with equal payments and equal time intervals).

## Reference Books

1. Allen R.G.D. : Basic Mathematics, macmillan, New Delhi.
2. Dowling, E.T. : Mathematics for Economics, Schaum Series, McGraw Hill, London.
3. Holden: Mathematics for Business and Economics; Macmillan India, New Delhi.
4. Kapoor, V.K. : Business Mathematics. Sultan Chand and Sons, New Delhi.
5. Loomba, Paul : Linear Programming, Tata Mc Graw Hill, New York.
6. Sharma J.K.: Mathematics for Management and Computer Applications. Galgotia Publications Pvt. Ltd., New Delhi.
7. Soni, R.S. : Business Mathematics, Pitamber Publishing House.
8. Vohra N.D. : Quantitative Techniques in Management, Tata McGraw Hill, New Delhi.

## **Advanced Accounting and Auditing : P-1**

### **1. Account relating to Hire Purchase System**

(Excluding Hire purchase Trading Account)

Introduction - Difference between Hire purchase system and Instalment system Details of agreement - Examples based on calculation of Interest (a) When Interest is not included in the Installment.

(b) When Interest is included in the Instalment.

(c) When Rate of Interest is not given.

(d) When cash price and Rate of Interest are not given-Accounting records in the books of purchaser and Vendor.

### **2. Consignment Accounts**

Meaning of Consignment - Difference between consignment and sale performa Invoice Commission - Del Credre - Accounting treatment in the books of consigner and consignee.

(a) When goods are consigned at cost price

(b) When goods are consigned at Invoice price (excluding the examples of Normal losses)

### **3. Accounts From Incomplete Records**

Definition - Salient Features - Limitations - Calculation of Profit - Accounts of Incomplete Records (Conversion Method - Calculation of Missing figure etc), Example based on both the methods.

### **4. Joint Venture Account**

Meaning - Accounting Treatment in (a) separate set of books (b) Records in the books of one venture (c) Records in the books of all ventures.

### **5. Branch Accounts (excluding Foreign Branch) Dependent Branch**

Accounts in books of Head Office

(a) Branches Selling goods for cash only.

(b) Branches selling goods both for cash and credit.

(c) Branches supplied goods at an Invoice price.

Independent Branch : Cash in Transits - Goods in Transit (Theory only)

### **6. Firm Claims**

Introduction - Claim for loss of stock - Average clause (Excluding the examples on Abnormal and Normal stock). (Claim for consequential loss policy).

**7. Farm Accounting**

Introduction - Importance of Farm Accounting in India - Farm Account or Farm profit and Loss Final Accounts of Farm.

**8. Government Accounting System: Theory only**

Branches of Indian Accounts & Audit Department - Difference between Government Accounting system & Mercantile Accounting system - Difference between government Audit and mercantile Audit - Consolidated fund Contingency Fund - Treasury - Public Account Committee.

### **Principles of Business Management**

1. Management : Concept, Significance, managerial roles and skills
2. Planning and Decision Making: Concept - Steps in planning - Types of plans-
3. Organising:  
 Concept - step in organising - Principles of Organisation Development-  
 Span of control - Concept of Authority, Power and Responsibility. Delegation of Authority - Elements in Delegation - Principles of Delegation - Merits and difficulties in Delegation - Centralisation and Decentralisation - Types of Organisation: Line Type of organisation, Functional Type of organisation. Committee Organisation.
4. (1) Directing: Concept - principles - Importance.  
 (2) Motivation: Nature and Importance - Theories of Motivation - Maslow, Herzberg and Theory X and Theory Y. Financial and non-Financial incentives.  
 (3) Leadership: Definition and Nature - leadership styles.  
 (4) Communication: Concept - Process - Communication.  
 Network - Barriers to effective Communication Guidelines for effective communication.
5. Managerial Control:  
 Concept - Need - Importance - Process of controlling, areas of control, use of Break Even Point (BEP) and Budgetary control in Control (Theory only).

**Reference Books**

1. Ansoff H.I.: Corporate Strategy; McGraw Hill, New York.
2. Dhandhakiya Sanchalan and Vyavastha - Sudhir Prakashan, Anmedagad.

3. Drucker Peter F. Management Challenges for the 21st Century: Butterworth Heinemann Oxford.
4. Fred Luthans: Organizational Behaviour, McGraw Hill, New York.
5. Harapton, David R: Modern Management, McGraw Hill, New York.
6. Herold Keontz and Herinz Weighrich, Management, Mcgraw Hill International Edition.
7. L.M. Prasad; Principles and Practices of Management, Sultan Chand and Sons, New Delhi.
8. Louts A. Allen: Management and Organisation; McGraw Hill, Tokyo.
9. Stroner and Freeman: Management; Prentice-Hall, New Delhi.
10. Vanijya Sanchalan - Popular Prakashan, Surat.
11. Vanijya Sanchalan - Raghuvir Prakashan, Ahmedabad.
12. Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill, New Delhi.