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

Text
Ten short stories Edited by Jatin Mohantry, 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  Grammar
        (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 (layout)
(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. Accept
   Except

2. Access
   Excess

3. Accede
   Exceed

4. Affect
   Effect

5. Alternate
   Alternative

6. Ascent
   Assent

7. Bail
   Bale

8. Born
   Borne

9. Bought
   Brought

10. Breath
    Breathe

11. Break
    Brake

12. Beside
    Besides

13. Confidant
    Confident

14. Commission
    Commitment

15. Canvas
    Except

16. Clothes
    Cloth

17. Council
    Counsel

18. Coarse
    Course

19. Cast
    Caste

20. Cost
    Coast

21. Complement
    Compliment

22. Cite
    Sight

23. Cue
    Queue

24. Deficiency
    Deficit

25. Dependent
    Dependable

26. Dear
    Deer

27. Destructive
    Destructible

28. Decease
    Disease

29. Draft
    Draught
    Drought

30. Effective
    Efficient

31. Fair
    Fare

32. Formerly
    Formally

33. Hoard
    Horde

34. Human
    Humane

35. Intolerant
    Intolerable

36. Loose
    Lose

37. Lightening
    Lighting

38. Lead
    Led

39. Main
    Mane

40. Momentum
    Momentous

41. Passed
    Past

42. Permissible
    Permissive

43. Patrol
    Petrol
| 44. | Pray     | 59. | Vocation     |
|      | Prey     |     | Vacation     |
| 45. | Principal | 60. | Waste        |
|      | Principle|     | Waist        |
| 46. | Rain     | 61. | Wear         |
|      | Reign    |     | Ware         |
| 47. | Rays     | 62. | Weather      |
|      | Raze     |     | Whether      |
| 48. | Right    | 63. | Adapt        |
|      | Rite     |     | Adopt        |
|      | Write    |     |              |
| 49. | Ring     | 64. | Accident     |
|      | Wring    |     | Incident     |
| 50. | Route    | 65. | Amicable     |
|      | Rout     |     | Amiable      |
| 51. | Role     | 66. | Allusion     |
|      | Roll     |     | Illusion     |
| 52. | Soul     | 67. | Creditable   |
|      | Sole     |     | Credulous    |
| 53. | Story    | 68. | Conscious    |
|      | Storey   |     | Conscientious|
| 54. | Suit     | 69. | Defer        |
|      | Suite    |     | Differ       |
| 55. | Successful | 70. | Eligible     |
|      | Successive|    | Illegible    |
| 56. | Team     | 71. | Inminent     |
|      | Teem     |     | Imminents    |
| 57. | Trial    | 72. | Ingenious    |
|      | Trail    |     | Ingenious    |
| 58. | Vain     | 73. | Industrial   |
|      | Vein     |     | Industrious  |
|      | Wane     |     |              |
| 59. | Vocation | 74. | Incredible   |
|      | Vacation  |     | incredulous  |
| 60. | Waste    | 75. | Judicial     |
|      | Waist    |     | Judicious    |
| 61. | Wear     | 76. | Official     |
|      | Ware     |     | Officious    |
| 62. | Weather  | 77. | Precedent    |
|      | Whether  |     | President    |
| 63. | Adapt    | 78. | Popular      |
|      | Adopt    |     | Populous     |
| 64. | Accident | 79. | Proceed      |
|      | Incident |     | Precede      |
| 65. | Amicable | 80. | Respectable  |
|      | Amiable  |     | Respectful   |
| 66. | Allusion | 81. | Abstain      |
|      | Illusion |     | Retrain      |
| 67. | Creditable| 82. | Admit        |
|      | Credulous|     | Confess      |
| 68. | Conscious| 83. | Answer       |
|      | Conscientious| | Reply       |
| 69. | Defer    | 84. | Artist       |
|      | Differ   |     | Artisan      |
| 70. | Eligible | 85. | Avenge       |
|      | Illegible|     | Revenge      |
| 71. | Inminent | 86. | Addicted     |
|      | Imminents|     | Devoted      |
| 72. | Ingenious| 87. | Cold         |
|      | Ingenious|     | Cool         |
| 73. | Industrial| 88. | Character    |
|      | Industrious|  | Conduct     |
| 74. | Incredible| 89. | Childish     |
|      | incredulous|  | Childlike    |
| 75. | Judicial | 90. | Clean        |
|      | Judicious|     | Clear        |
90. Clean
   Clear
91. Continual
   Continuous
92. Custom
   Habit
93. Contagious
   Infectious
94. Deny
   Refuse
95. Envious
   Jealous
96. Doubt
   Suspect
97. Sensible
   Sensitive
98. Social
   Sociable
99. Very
   Vary
100. Verbal
    Oral
    Verbose
101. Economic
    Economical
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

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


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)
   Introduction - 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 INTO A 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-Forfeiture 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)

8. COMPANY FINAL ACCOUNTS:
   (HORIZONTAL Form as per schedule of company Act 1956)
   Excluding calculation of managerial remuneration adjustment, with simple adjustments-
   (Preparation of Treading 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 Interrelation of not more than 2 (Two) Accounts from personal and Real Accounts only)
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

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**

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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**


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

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

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

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.
\begin{align*}
\text{(i)} & \quad \frac{y - y_1}{y_1 - y_2} = \frac{x - x_1}{x_1 - x_2} \\
\text{(ii)} & \quad y = m \cdot x + c \\
\text{(iii)} & \quad y - y_1 = m \cdot (x - x_1) \\
\text{(iv)} & \quad \frac{x}{a} + \frac{y}{b} = 1
\end{align*}

6. **Linear Programming Problems**


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**

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 Installment.
(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-ation -  
   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.
   (2) Motivation: Nature and Importance - Theories of Motivation - Maslow, Herberg  
   and Theory X and Theory Y. Financial and non-Financial incentives.  
   (3) Leadership: Definition and Nature - leadership styles.  
   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**

7. L.M. Prasad; Principles and Practices of Management, Sultan Chand and Sons, New Delhi.