DEGREE OF MASTER OF COMMERCE
CHOICE BASED CREDIT SYSTEM

SYLLABUS FOR
M.COM. (COMPUTER APPLICATION)
(SEMESTER PATTERN)
(For Candidates admitted in the Colleges affiliated to Periyar University from 2021-2022 onwards)
1. **ELIGIBILITY FOR ADMISSION TO THE COURSE**

Pass in B.Com, B.Com (CA), B.Com (e-com), B.B.A, B.B.M, BBA/BBM (CA), B.COM (Corporate Secretaryship), B.Com (Corporate Secretaryship) with CA, BCS, BCS (CA), B.A (Corporate Secretaryship), B.A (Corporate Secretaryship) with CA, BCA and B.Com (Co-operation).

2. **DURATION OF THE COURSE**

The course shall extend over a period of two years comprising four semesters, with two semesters per year. There shall not be less than ninety instructional days for each semester. Examination shall be conducted at the end of each semester for the respective subjects.

3. **THE CBCS SYSTEM**

The PG programme shall be conducted on Choice Based Credit System (CBCS). It is an instructional package developed to suit the needs of students to keep pace with the developments in higher education and the quality assurance expected of it in the light of liberalization and globalization in higher education. The term ‘credit’ refers to the weightage given to a course, usually in relation to the instructional hours assigned to it. However, in no instance the credits of a course can be greater than the hours allotted to it. Each Course is designed variously under lectures / tutorials / laboratory or field work / seminar / practical training / Assignments / Report writing etc., to meet effective teaching and learning needs.

4. **SUBJECTS OF STUDY**

The total number of subjects of study will be 21 including one project work for 200 marks. The Project report must be submitted through the supervisor and the Head of the Department on or before 31St March of the Second year.

5. **CLASSIFICATION OF THE SUCCESSFUL CANDIDATES**

Successful candidates passing the examinations and securing

- Marks 50% and above Pass-Second Class
- 60% and above Pass- I Class.
# M Com (COMPUTER APPLICATION)

## COURSE OF STUDY AND SCHEME OF EXAMINATION

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Paper Code</th>
<th>Subject Title</th>
<th>Hours</th>
<th>Internal(25%)</th>
<th>External(75%)</th>
<th>Total Credits</th>
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<tr>
<td><strong>I SEMESTER</strong></td>
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<tr>
<td>1</td>
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<td>Marketing Management</td>
<td>6</td>
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<td>2</td>
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<td>6</td>
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<td>Paper II:</td>
<td>Business Environment</td>
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<td>6</td>
<td>Core V</td>
<td>Advanced Cost Accounting</td>
<td>6</td>
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<td>7</td>
<td>Core VI</td>
<td>Investment Analysis and Portfolio Management</td>
<td>4</td>
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<td>8</td>
<td>Core VII</td>
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<td>Core VIII</td>
<td>Computer Applications: Practical-I (Tally &amp; C++)</td>
<td>4</td>
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**Note:**
- Internal(25%) and External(75%) signifies the weightage of internal and external examination.
- Total Credits for each subject is calculated as the sum of internal and external marks.
- University Examination columns show the distribution of marks between internal and external examination.
- EDC: Extra Disciplinary Course.
<table>
<thead>
<tr>
<th>S.N.</th>
<th>Paper Code</th>
<th>Subject Title</th>
<th>Hours</th>
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<td>Paper I:</td>
<td>Resource Management Techniques</td>
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<td>Viva - 50 Marks</td>
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<td>Elective IV (Any one of the following)</td>
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<td>Paper I:</td>
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<td>Paper II:</td>
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<td>120</td>
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<td>2200</td>
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</table>
6. **EVALUATION**

The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to grade points. Evaluation for each course shall be done by a Continuous Internal Assessment (CIA) by the course teacher concerned as well as by an end semester examination and will be consolidated at the end of the course. The components for continuous internal assessment are:

- Test : 10 Marks
- Seminar : 5 Marks
- Assignment : 5 Marks
- Attendance : 5 marks

**Total : 25 Marks**

7. **Passing Minimum:**

- Separate passing minimum is prescribed for Internal and External
- The passing minimum for CIA shall be 50% out of 25 marks (i.e. 12.5 Marks).
- The passing minimum for University Examination shall be 50% out of 75 marks (i.e. 37.5 Marks)

8. **Internship Training (Non credit course)**

8(a) The students should undergo a compulsory minimum ten days internship Training during the second semester to any commerce related industries, Banking companies, Insurance companies and Audit offices. At the end of the Training, the students should submit the report.

8(b) For the internship training a candidate should secure 50% of the marks for passing. The candidate should compulsorily submit and report an oral presentation to secure pass in that paper.

<table>
<thead>
<tr>
<th>Maximum Marks</th>
<th>50 Marks</th>
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<tr>
<td>Submission of Report</td>
<td>40 Marks</td>
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<tr>
<td>Oral Presentation</td>
<td>10 Marks</td>
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</table>

Passing minimum- 25 Marks
Question Paper Pattern

Time: 3 Hours

Max. Marks: 75

Part -A (15 x 1=15 Marks)
(Answer all questions)
Three questions from each unit with Multiple Choice.

Part-B (2 x 5=10 Marks)
(Answer any Two questions out of Five)

Part-C (5 x 10=50 Marks)
(Answer all questions)
All questions carry equal marks.
One question from Each Unit.
Either (or) Pattern.

[Question Paper Pattern Model - Last Page]
M.Com (COMPUTER APPLICATION)

SEMESTER I

CORE I - MARKETING MANAGEMENT

Unit - I


Unit-II


Unit-III

Channels of Distribution – Meaning - Basic channels of distribution - Selection of a suitable channel - Factors Influencing Selection of a channel- Middlemen in distribution-Kinds – Functions - Elimination of Middlemen - Arguments in favour of and against.

Unit-IV

Sales promotion - Meaning and Definition - Objectives and Importance of Sales Promotion - Causes for Sales Promotion Activities - Types of Sales Promotion Programmes - Salesmanship and Personal Selling - Steps in selling - essentials of Salesmanship - Importance of Salesmanship - Qualities of a good salesman.

Unit-V


Note: Question paper shall cover 100% theory
REFERENCES:

1. Marketing management : C. B. memoria And Joshi, Kita Mahal, 2014, New Delhi
2. Marketing management : Dr.C.B. Gupta and Dr.N. Rajan Nair, Sultan Chand & Son, New Delhi
3. Marketing Management : Philip Kotler, Pearson Education P ltd, New Delhi
M.Com (COMPUTER APPLICATION)  
SEMESTER I  
CORE II - ACCOUNTING FOR MANAGERIAL DECISION  
Unit - I  
UNIT - II  
UNIT - III  
UNIT - IV  
Budgeting and Budgetary control – Meaning- Definition – Objectives of Budgetary control – Essentials of Budgetary control – Advantages – Limitations – Classification and Types of Budgets – Sales, Production, Cost of Production, Purchase and Flexible Budgets – Cash Budget  
UNIT - V  
Standard costing and variance Analysis (Material and Labour only) - Advantages and Limitations of standard costing.  
Note: Question Paper shall cover 20% Theory and 80% Problems.  
REFERENCES:  
1. Management Accounting : R.K.Sharma & Shashi K.Gupta, Kalyani Publisher, New Delhi  
2. Management Accounting : Manmohan Goyal, Sahitya Bhawan Publishers and Distributors Pvt Ltd, Uttar Pradesh  
M. Com (COMPUTER APPLICATION)

SEMESTER I

CORE III - FINANCIAL MANAGEMENT

UNIT - I

UNIT - II

UNIT - III

UNIT - IV

UNIT - V

Note: Question paper shall cover 40% Theory and 60% Problems

REFERENCES:

2. Financial Management - I.M.Pandey, Vikas publishing House P Ltd, New Delhi
5. Principles of Managerial Finance - L.J.Gitman and Dr.M.Manickam
M.Com (COMPUTER APPLICATION)
SEMESTER I
CORE IV - PROGRAMMING IN C++

UNIT - I

UNIT - II

UNIT - III

UNIT - IV

UNIT - V

NOTE: Question Paper shall cover 100% Theory.

REFERENCES:
M.Com (COMPUTER APPLICATION)

SEMESTER I
ELECTIVE - I

PAPER - I - ORGANISATIONAL BEHAVIOUR

UNIT - I

UNIT - II
Personality- Meaning and nature – Determinants of personality measurement of personality – Theories of personality – Personality facts influencing behavior at work.

UNIT - III

UNIT - IV

UNIT - V
Interpersonal Behaviour and influencing Relationships – Introduction – Approaches explaining inter personal attraction – Basic principles of inter personal attraction – Developing inter personal relational ships different ways of influencing Behaviour.

Note: Question paper shall cover 100% theory

REFERENCES :

PERIYAR UNIVERSITY

M.Com (COMPUTER APPLICATION)
SEMESTER I
ELECTIVE - I
PAPER - II - BUSINESS ENVIRONMENT

UNIT - I
Concept of Business Environment- Significance - Types of Environment - External and Internal – Inter - Relationship between economic and non-economic environment - Impact of environment on business and Strategic Decisions - Culture and business - Social Responsibilities of Business.

Unit-II

Unit-III

Unit-IV

Unit-V
Globalisation - Meaning and Dimensions - Features of Current Globalisation - Essential Conditions for Globalisation - Globalisation of Indian business - Foreign Direct Investment - Concept, Advantages, Disadvantages and Determinants-India’s policy towards FDI - Multinational Corporation – Meaning - Merits and Demerits - Control over MNC’s-MNC in India.

Note: Question paper shall cover 100% theory

REFERENCES:
2. Business Environment - Dr.C.B.Gupta, Sultan Chand & Son, New Delhi
M. Com (COMPUTER APPLICATION)

SEMESTER II

CORE V - ADVANCED COST ACCOUNTING

UNIT - I

UNIT - II
Material cost control – Fixation of various stock levels – Economic Order Quantity – Purchase procedure – Issue of materials – Pricing of material issues – Inventory control and verification.

UNIT - III

UNIT - IV

UNIT - V

Note: Question Paper shall cover 20% Theory and 80% Problems.

REFERENCES:

M.Com (COMPUTER APPLICATION)
SEMESTER II
CORE VI - INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Unit-I

UNIT II
Investment alternatives and strategies: Financial investment - Non financial investment - Inbound and outbound investments – Sources of Investment Information - valuation of fixed income securities and variable income securities (excluding Derivatives).

UNIT III

UNIT IV

UNIT V

Note: Question paper shall cover 100% theory

REFERENCES :
5. Investment Management : Bhalla, Tuteja, S.Chand & Sons Publisher, New Delhi.
M. Com (COMPUTER APPLICATION)  

SEMESTER II  
CORE VII - ADVANCED BUSINESS STATISTICS  

UNIT I  
Computation of Basic Statistics – Measures of Central Tendency – Dispersion and Relations – Excel work and SPSS  

UNIT II  
Probability theorems distributions - Binominal, Poisson and normal distributions - Characteristics and Applications.  

UNIT III  
Testing of Hypothesis - Standard Error and Sampling Distribution - Errors in Testing Hypothesis – Large Samples Test-Tests of Significance - Z test- Small Samples Test- 't' test.  

UNIT IV  
Testing of Hypothesis - Parametric Tests - F -Test - One - way - Two - way - x2 Test and Goodness of fit - Yates Correction - Uses of x2 Test.  

UNIT V  
Multivariate Analysis - Partial and Multiple Correlation and Regression - Factor Analysis.  

Note: Question Paper shall cover 20% Theory and 80% Problems.  

REFERENCES:  
M.Com (COMPUTER APPLICATION)
SEMESTER II
CORE VIII
COMPUTER APPLICATIONS PRACTICAL -I : TALLY & C++

TALLY :
1. By using Tally - Create Voucher & ledger with adjustments (Using F11 and F12 keys)
2. Prepare Trial Balance, Profit & Loss A/C and Balance Sheet (With minimum of any 5 adjustments)
3. Prepare Inventory statement using (Calculate Inventory by using all methods)
   a) FIFO
   b) LIFO
   c) Simple Average method
   d) Weighted Average Method.
4. Prepare a fund flow statement and give your opinion.
5. Prepare a cash flow statement and present your view.
6. Analyze the performance of an organization by using Ratio (Minimum 5 Ratios are essential).

PROGRAMMING IN C++
7. Pay Roll calculation (Using simple program)
8. Find out EOQ, Minimum Level, Maximum Level, Re-order level (Using simple program)
9. Write a c++ program to calculate working capital using class and objects (member function should write inside and outside the class)
10. Program to calculate contribution, P/v Ratio, BEP and Margin of safety using Functions.
11. Calculate Simple Interest and compound interest using inline functions.
12. Calculate Depreciation – by using constructors and Destructors
13. Write a C++ program to calculate the sum and product of two complex numbers using operator overloading.
14. Write a c++ program to prepare cost sheet using inheritance
M.Com (COMPUTER APPLICATION)

M.Com (COMPUTER APPLICATION)
SEMESTER II
Elective-II
PAPER - I - FINANCIAL MARKETS AND INSTITUTIONS

UNIT I

UNIT - II

UNIT III
Merchant Banks – Venture Capital Funds - Credit Rating – Factoring and Forfeiting Services.

UNIT - IV

UNIT - V

.NOTE: Question Paper shall cover 100% Theory.

REFERENCES :


5. Financial Services : Dharmaraj .E, S.Chand & Sons Publisher, New Delhi
M.Com (COMPUTER APPLICATION)

SEMESTER II

Elective-II

PAPER - II - EXPORT- IMPORT MANAGEMENT

UNIT I


UNIT - II


UNIT - III


UNIT - IV


UNIT - V


NOTE: Question Paper shall cover 100% Theory.
M Com (COMPUTER APPLICATION)

REFERENCES:
3. Handbook of Import-Export Procedures - Ministry of Commerce, Govt. of India.
M.Com (COMPUTER APPLICATION)  
SEMESTER II  
EXTRA DISCIPLINARY COURSE (EDC)  

Paper Offered by other Department  
[EDC]  

M.COM(COMPUTER APPLICATION)  
SEMESTER - II  

INTERNSHIP TRAINING PROGRAMME  

1. A staff member of a department (Guide) will be monitoring the performance of the candidate.  

2. The internship training programme falls in the semester II. Students are expected to undergo this training during second semester.  

3. Organisations for internship training must be confirmed before the commencement of the second semester examinations  

4. The students has to spend a total of 10 working days in the respective field. Students are expected to submit reports with daily timesheets to the respective supervisors  

5. The reports will be used to evaluate the student’s performance. Students should submit a letter of completion from the organization duly signed by the authorities  

6. If the staff is satisfied with the performance of the student, he/she will be marked “COMPLETED” at the end of the semester and the details will be submitted to COE office through the HOD
M.Com (COMPUTER APPLICATION)  
SEMESTER III  
CORE IX - RESEARCH METHODOLOGY

UNIT I  

UNIT - II  

UNIT - III  
Collection of Data - Primary and Secondary Data – Tools of collection of Data – Questionnaire – Scaling Techniques - Personal Interview – Interview schedule – Observation, Pilot study and pre-testing.

UNIT - IV  
Analysis and Interpretation of Data – Hypothesis – Characteristics of A Good Hypothesis – Formulation and testing of Hypothesis – Methods of testing Hypothesis – T-Test – F- Test, CHI square Test.

UNIT - V  
**Note:** Question paper shall cover 100% theory

REFERENCES:

M. Com (COMPUTER APPLICATION)

M. Com (COMPUTER APPLICATION)
SEMESTER III
CORE X - ADVANCED CORPORATE ACCOUNTING

UNIT I

Issue, Forfeiture and Re-Issue of Shares – Issue and Redemption of Debentures
- Preference Shares.

UNIT - II

Final Accounts of Joint - Stock Companies

UNIT - III

Amalgamation and Reconstruction (Internal and external).

UNIT - IV


UNIT - V

Final Accounts of Banking Companies (New Format)

Note: Question Paper shall cover 20% Theory and 80% Problems.

REFERENCES:

1. Corporate Accounting : P. C. Tulsian – Tata McGraw-Hill,
UNIT I

UNIT - II

UNIT - III

UNIT - IV
Computation of income from other sources – incomes chargeable under other source – Deductions from other source income – set off and carry forward of losses – Tax planning.

UNIT - V

Note: Question Paper shall cover 20% Theory and 80% Problems.

REFERENCES :
1. Income Tax Law and Practice - V.P.Gaur & D.B. Narang (Kalyani Publishers)
2. Income Tax Law and Practice - Dr. H.C. Mehrotra & S.P. Goyal (Satiya Bhava Publication, Agra)
5. Income Tax Law and Practice - Dr. Vinod K.Sighania (Taxmann Publications, New Delhi)
M Com (COMPUTER APPLICATION)

M.Com (COMPUTER APPLICATION)
SEMESTER III
CORE XII - VISUAL BASIC

UNIT I
First steps with Microsoft VB6: Integrated Development Environment - First program in VB - Introduction to forms: Common properties, methods and events.

UNIT - II
Intrinsic Controls: Text box controls, Label and frame controls, command button, check box and option button controls, list box and combo controls, picture and image controls, drive list box, dir-list box and file list box controls and other controls, control arrays.

UNIT - III
Variables & Procedures: Scope & Lifetime of variables, native datatypes, aggregate data types - Arrays-VB for application and VB libraries: Control flow, Working with numbers, Strings, Date and Time.

UNIT - IV
Databases: Data access SAGA, VB Data Base Tools, ADO Data Binding, Data Environment designer, crash course in SQL. Database Programming: ADO at work-setting up a connection, Processing data.

UNIT - V
Tables and Reports-Data grid control, Flex grid control, Data Report - Data Report Designer.

NOTE: Question Paper shall cover 100% Theory.

REFERENCES :
1. Visual Basic 6 Programming, Black Book-Steven Holzner, Dreamtech Press Publisher, New Delhi
M.Com (COMPUTER APPLICATION)  
SEMESTER III  
Elective - III  
PAPER - I - RESOURCE MANAGEMENT TECHNIQUES  

UNIT I  

UNIT - II  
Linear Programming Problem – Assumptions – Formulation of Linear Programming – Problems and Solutions – Graphic Method – Simplex Method – Big . M Method ( Not exceeding Z variables).  

UNIT - III  

UNIT-IV  

UNIT-V  
Network analysis – Basic concepts – Construction of Network – Critical path Method (CPM) – Program Evaluation Review Technique ( PERT)  

**Note:** Question Paper shall cover 20% Theory and 80% Problems.  

REFERENCES :  
1. Resource Management Technique (or)  
2. Quantitative Techniques in Management.  
   Tata Mcgraw Hill Publishing Company Ltd, New Delhi - vohra – N.D.  
M.Com (COMPUTER APPLICATION)

SEMESTER III
Elective - III
PAPER - II - RETAIL MARKETING

UNIT I
Retail marketing – Definition, Features and importance of retailing – Retail marketing – Retailing and Marketing – Need for a strategic approach – Organized retailing in India – Functions, Characteristics and Types of retailers.

UNIT II
Retail location strategies – Issues to be considered in site selection – Decision on geographic locations of a Retail store – Location site and types of Retail development – Types of planned shopping area – Branding in retailing – Definition – Advantages – Objectives of brand positioning strategy – Brand loyalty – Type of store and consumer loyalty – Risks of poor positioning – Own brands – Types of own brands – Advantages.

UNIT III

UNIT IV

UNIT V
Merchandise management – Methods of planning and calculating inventory levels – Merchandiser’s skill and Profile – Retail pricing – Retail price mix – Factors influencing retail pricing – Consumer behaviour and retail operations – Retail buying roles – Need for studying consumer behaviour in the retail context – Retail pricing policies – International retailing – Factors involved in International retailing.

Note: Question paper shall cover 100% theory

REFERENCES:

1. Retail Marketing
   Dr. L. Natarajan, Margham Publications – 2020

2. Retail Marketing
M.Com (COMPUTER APPLICATION)

SEMESTER IV

CORE XIII - GOODS AND SERVICE TAX

UNIT I


UNIT II


UNIT III


UNIT IV


UNIT V

**Note:** Question paper shall cover 100% theory

**REFERENCES:**


**WEB SITES:**

1. www.idtc.icai.org
2. www.gstindia.com
3. www.gst.gvo.in
M.Com (COMPUTER APPLICATION)
SEMESTER IV
CORE XIV - COMPUTER APPLICATIONS PRACTICAL II - VB

1. Write a VB program to use Menu Editor for adding a picture and also increase and decrease the height and width of the image box, option button & check box.
2. Write a VB program to prepare a pay slip.
3. Write a VB program to calculate depreciation.
4. Write a VB program to calculate Various Leverages.
5. Write a VB program to find the PV and FV by using Financial Functions.
6. Write a VB program to use MDI Form and include the image list control.
7. Write a VB program to find the currency conversion.
8. Program to compute cost of capital using Finance function.
10. Program to prepare Capital Budget using Option Button and check box.
11. Design a form to link it with inventory management table from database.
12. Design a form using option button, combo box, and list box for preparing a supermarket bill.
13. Program to create customer database and prepare report using Flex Grid control and common control.
14. Program to create student database and prepare report using ADO control and common control.
M.Com (COMPUTER APPLICATION)  
SEMESTER IV  
PROJECT WORK IN COMMERCE

MARKS ALOTTED

<table>
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<tr>
<th>Description</th>
<th>Marks</th>
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<tr>
<td>Dissertation</td>
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<td>Viva Voce</td>
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GUIDELINES FOR PROJECT WORK:

(a) Topic:

The topic of the project work shall be assigned to the candidate before the end of second semester.

(b) No. of copies of the Project Report:

The students should prepare two copies of the project report and submit the same for the evaluation by Examiners. After evaluation one copy is to be retained in the college library and one copy can be returned to the student.

(c) Format to be followed:

The formats / certificate for project report to be submitted by the students are given below:

Format for the preparation of project report:

(a) Title page

(b) Bonafide Certificate

(c) Acknowledgement

(d) Table of contents

(e) Text of the project

(f) Bibliography

(g) Appendix
Format of the Title Page:

TITLE OF THE PROJECT REPORT

Project Report Submitted

to

Periyar University in partial fulfillment of
the requirement for the Award of the
Degree of Master of Commerce (CA)

Submitted

by

(Student Name & Reg. No.)

Under the Guidance

[ Guide Name & Designation]

College Logo

Department Name with College Address

Month - Year
CERTIFICATE

This is to certify that the Project Report entitled __________________________
________________________________submitted to the Periyar University, Salem in partial
fulfillment of the requirement for the award of the degree of Master of Commerce (CA) is a
record of bonafied project work carried out by______________________________under
my supervision and guidance. No part of this project report work has been submitted
for the award of any degree, diploma, fellowship or other similar titles or prizes and
that the work has not been published in part or full in any scientific or popular
journals or magazines.

Date:
Place:

Signature of the Head of the Department  Signature of the Supervisor

Date of Viva-Voce Exam: __________

Internal Examiner  External Examiner
M Com (COMPUTER APPLICATION)

Format of the Certificate:

DECLARATION

I hereby declare that the project work entitled ........................................
........................................................................................................
submitted to the Periyar University in partial fulfillment of the requirements for the award of the degree of MASTER OF COMMERCE (CA) is a record of original research work done by me, under the supervision and guidance of ........................................
........................................................................................................
and it has not formed the basis for the award of any Degree/Diploma/Associate Ship/Fellowship or other similar title to any candidate of any University.

Date : Signature of the Supervisor

Place:
M.Com (COMPUTER APPLICATION)  
SEMESTER IV  
Elective - IV  
PAPER - I - INSURANCE AND RISK MANAGEMENT  

UNIT I  

UNIT II  

UNIT III  

UNIT IV  
Risk management and control – Methods of Risk management – Risk management by individuals and corporations – Tools for Controlling Risk  

UNIT V  

Note: Question paper shall cover 100% theory  

REFERENCES :  

1. Insurance and Risk Management : Dr. P.K.Gupta, Himalaya Publishing House, Mumbai.  
M Com (COMPUTER APPLICATION)

M.Com (COMPUTER APPLICATION)
SEMESTER IV
Elective - IV
PAPER - II - STRATEGIC MANAGEMENT

UNIT I
Defining Strategy – Strategic Management – Mission and Purpose – Objective –
Environmental Scanning and Industry Analysis.

UNIT: II
Strategy Formulation and Choice of Alternatives: Modernization –
Diversification – Integration – Merger – Takeover and Joint Venture – Turn
Around – Disinvestments and Liquidation Strategies – process of Strategic
Choice – Generic Competitive Strategies – Cost Leadership – Differentiation
Focus – Value Chain Analysis – Bench Marketing.

UNIT: III
Functional Strategies: marketing – Production – Research and Development –
Management – Information Systems Strategies.

UNIT: IV
Strategy Implementation – Inter Relationship Between strategy Formulation and
Implementation – Reengineering and Strategy Implementation – Issues in

UNIT: V
Evaluation and Control in Strategic Management – measuring performance –
Type of Controls – Primary Measures of Divisional and Functional Performance
– Strategic Information System – Guidelines for proper control.
Note: Question paper shall cover 100% theory

REFERENCES :
1. Business policy and Strategic management : S.Sankaran -Margham
   Publications.
   (India) Ltd.
3. Strategic Management : Formulation,Implementation and
   Control :Pearce, McGraw-Hill
   Education(India).
   house Pvt. LimitedPublication,
ACADEMIC YEAR 2021 - 2022 ONWARDS

[EDC] EXTRA DISCIPLINARY PAPERS
MASTER OF COMMERCE (CA) OFFER TO OTHER DEPARTMENT STUDENTS

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M. Com (COMPUTER APPLICATION)

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V

Note: Question paper shall cover 100% theory

REFERENCES:

1. Business Communication - Dr. Rajendra Paul
2. Business Communication - Pattanchatty
M.Com (COMPUTER APPLICATION)

EDC - PAPER - II
PRINCIPLES OF MARKETING

UNIT-I
Marketing -Definition - Meaning -Modern Concept of Marketing.

UNIT-II
Marketing Functions – Buying – Selling-Assembling- Transportation – Warehousing

UNIT-III

UNIT-IV

UNIT-V
Product Life Cycle – Product Diversification.

Note: Question paper shall cover 100% theory

REFERENCE BOOKS:
M. Com (COMPUTER APPLICATION)

EDC - PAPER - III

PRINCIPLES OF ACCOUNTANCY

UNIT I

UNIT II

UNIT III

UNIT IV

UNIT V
Accounting for Non- Trading Concern – Receipts and Payments Account – Income and Expenditure Account – Distinction between Capital and Revenue Expenditure.

Note: Question paper shall cover 100% theory

REFERENCES:


# Model Question

**Sub. Code :**

**Sub Title :**

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## PART – A

**CHOOSE THE BEST ANSWER**

(15 * 1 = 15 Marks)

(3 Questions from each Unit)

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**PART – B**  
**ANSWER ANY TWO QUESTIONS**  
(2 * 5 =10 Marks)

16. From Unit – I  
17. From Unit – II  
18. From Unit – III  
19. From Unit – IV  
20. From Unit – V

**PART – C**  
**ANSWER ALL THE QUESTIONS**  
(5 * 10 =50 Marks)

21. (a) From first half of Unit - I  
     (b) From second half of Unit - I

22. (a) From first half of Unit - II  
     (b) From second half of Unit - II

23. (a) From first half of Unit - III  
     (b) From second half of Unit - III

24. (a) From first half of Unit - IV  
     (b) From second half of Unit - IV

25. (a) From first half of Unit - V  
     (b) From second half of Unit - V