

Syllabus For Semester IV Tutorial Examination

Financial accounting II

Consignment

Goods Sent at Cost and invoice Price. Valuation of unsold stock; s. Ordinary commission, Special commission.

Departmental accounts

Apportionment of common cost; Preparation of Departmental Trading.

Insurance claim

Loss of stock: concept of under-insurance and average clause; computation of claim.

Business regulatory Framework

The Indian Contract Act, 1872

consideration- Only meaning and exception to no consideration no contract, Minor's agreement- void ab initio, Revocation of Offer- when and how offer is revoked.

The Sale of Goods Act, 1930

Contract of sale-Essential elements of contract of sale. Conditions and warranties, Sale Vs Hire purchase; Caveat Emptor meaning and exception.

Sales management

- Definition of Sales Organisation; Purpose of Sales Organisation; Features of a successful Sales Organisation; Needs of Sales Organisation; Complexities of Sales Organisation.
- Features, Advantages and disadvantages of Island Model and Functional Model.
- Roles and Responsibilities of the Sales Executive
- Sales Force meaning with example. Objectives of the Sales Force of a company.
- What are types of Sales Strategy? (Focus on Product-based, Customer-based and Territory Based)
- Types of Sales Force Compensation.

E- Commerce and Business Communication

Unit-1: Introduction to E-Commerce: Meaning, scope, major players, components, Merits, Demerits and Importance, basic concept and features of ECRM, ERP, E-governance and Mobile Commerce.

Unit-2: E-commerce Business Models Concept and features: Business to Consumer (B to C), Business to Business (B to B), Business to Government (B to G), E- Supply Chain .

Unit-1: Introduction

Communication: Definition, scope, importance, elements, forms, Types and models of Communication , principles of effective communication.

Notice; Minutes ; Letter for Claim for compensation.