

B.Com.(Banking & Insurance)
(Semester III & IV)
Question Paper Pattern

Semester III & IV for Theory Courses – Other than 3.2- FINANCIAL MANAGEMENT – I, 3.3- MANAGEMENT ACCOUNTING (TOOLS AND TECHNIQUES) , 3.7-TAXATION OF FINANCIAL SERVICES , 4.2-FINANCIAL MANAGEMENT II, 4.7-COST ACCOUNTING.

Q.1 Any 3 out of 5 (15 Marks)

Q.2 Any 3 out of 5 (15 Marks)

Q.3 A) 8-Marks OR A) 8-Marks (8 Marks)
B) 7-Marks OR A) 7-Marks (7 Marks)

Q.4 A) 8-Marks OR A) 8-Marks (8 Marks)
B) 7-Marks OR A) 7-Marks (7 Marks)

3.1 LAWS RELATING TO BANKING AND INSURANCE

Module 1. A. Indian Banking Act, 1949. :

Basic Terms -Business Permitted -Business Prohibited -Capital -Reserves -Indian Banks-
Licensing -Branches -Maintain Liquid Assets -Advances -Management -Liabilities- Credit
Creation- Cooperative Banks- Fines & Penalties- Credit Control. 08

B. Reserve Bank of India, 1935 : 07

Introduction-Role-Scheduled banks-Departments- Credit Information-Non Banking Financial
Institutions(NBFC)-Liabilities under Section 45-Prudential Norms-Chit fund Act- NBFC &
Public Deposits.

Module 2. Insurance Regulatory Development Authority

A. Indian Insurance Act, 1949 : Basic Terms-Registration-Capital Requirement-
Deposits-Accounts & Audit-Registers & Returns-Investments-Social & Rural Insurance-
Management Expenses-Assignment & Nomination-Licensing-Agent Commission-Rebate &
Bonus-Tariff Advisory Committee-Surveyors-Reinsurance-Surrender-Public grievances-
Obligations of Insurer. 08

B. IRDA: Introduction-Objectives-Powers-Duties-Functions-Advisory Committee-
Central Government Powers-Deposit-Advertising Disclosures-Inspections and Investigations-
Surplus Distribution-Code of Conduct of Agents. 07

Module 3. A. Other Related Acts:

Actuary : Appointment-Powers-Duties-Meeting-Registration-Investment-Prudential Norms-
Financial Statements-Code of Conduct for Surveyors and loss assessors-Third Party
Administration-Code of Conduct for TPA-Content of Policy Documents- Remuneration of
Brokers and claims. 08

Indian Stamp Act : Terms-Instruments-Mode and time 04

Indian Registration Act : Terms-Rules-Place and Procedures 03

Module 4. B. Other Related Acts :

Consumer Protection Act 1986 :

Terms – Objectives-Redressal Machinery- Protection Council 09

Ombudsmen Act : Introduction and elementary level knowledge. 06

References :

Banking Laws and Practices :1) S.R. Davor
2) M.L.Tandon
3) P.K.Shrivasta

3.2 FINANCIAL MANAGEMENT – PAPER I

Unit	Topics	Lectures Assigned
1	a. Overview of Financial Management - Scope, functions and Objectives b. Financial Forecasting - Sales Forecast - Preparation of proforma Income Statement and Balance sheet - Growth and External Funds Requirements (EFR)	15
II	Tools of financial Analysis - Common size statements - Comparative statements - Ratios : Balance Sheet Ratios, Income statement Ratios and Combined ratios	15
III	Cash Budget Capital Budget Flexible Budget	15
IV	Sources of Finance - Long term Sources (Term Loans , Debentures, Bonds, Zero Coupon bonds, Convertible Bonds) - Equity shares , Preference shares - Short Term sources (Bank Finance, Trade Credit, Other Short Term Sources)	15

Suggested References:

1. Financial Management : I MPandey, Vikas Publishing House.
2. Financial Management :M.Y.Khan, P.K.Jain, Tata McGraw Hill.
3. Financial Management : Ravi M Kishore, Taxman
4. Financial Management : James C Van Horne, Prentice Hall
5. Financial Management :Prassana Chandra, Prentice Hall.
6. Financial Management : Chandra Haribariran Iyer: IBHL Publication.

Question Paper Pattern

Q1a) From Unit 1 8 marks OR Q1a) 8 marks

Q1b) From Unit 2	7 marks	OR	Q1b) 7 marks
Q2a) From Unit 3	8 marks	OR	Q2a) 8 marks
Q2b) From Unit 3	7 marks	OR	Q2b) 7 marks
Q3a) From Unit 4	8 marks	OR	Q3a) 8 marks
Q3b) From Unit 4	7 marks	OR	Q3b) 7 marks

Q4. Theory from all Units 15 marks(Any 3 out of 6)

3.3 MANAGEMENT ACCOUNTING (TOOLS AND TECHNIQUES)

Objective: To impart basic management accounting knowledge as applicable to business with suitable illustrations.

UNIT-1

1. Overview of Management Accounting (Scope, functions & objectives) 2L
2. Treasurer and Controller (Compare & contrast roles) 2L
3. Meaning and use of different costs for different purposes 6L
 - a. Product costs and period costs
 - b. Direct costs and indirect costs
 - c. Cash costs and non-cash costs
 - d. Opportunity costs
 - e. Specific costing concept relevant to insurance sector
4. MIS Management Information System 5L
 - a. Concept, need, characteristics, role, limitations, MIS and computers
 - b. Different types of reports

UNIT-2

1. Interpretation of financial statements with the help of 5L
 - a. Notes to Accounts
 - b. Directors' report and auditor's report
(Contents and importance of notes to accounts, director's report and auditor's report)
2. Cost audit 10L
 - a. (items covered under cost audit rules, functions and scope of cost audit, cost audit program under companies act)

UNIT-3

1. Marginal and absorption costing 15L
 - a. Meaning, advantages and limitations
 - b. Cost volume profit analysis –meaning & computation of breakeven point, break even sales (units) ,break even sales (), margin of safety
 - c. Single limiting factor analysis where a company has restricted freedom of action.
 - d. Graphical linear programming (including an explanation of shadow prices).

UNIT-4

1. Managerial decision making 15L
(product mix decisions, make or buy decisions, operation or shut down decisions, accept-reject export orders)

Total: 60L

Recommended Books:

1. Cost management – Saxena and vashist
2. Cost and management accounting – Ravi N Kishor
3. Essential of mmanagement accounting – P.N.Reddy, Himalaya publication.
4. Advanced Management Accounting – Robert S Kailer.
5. Financial of management Accounting – S.R. Varshey, Wisdom.
6. Intorduction of management accounting learning – Charbs T Horngram, PHI.
7. Magament Accouting – I.M Pandey, Vikas Publications.
8. Cost and management accounting – D.K.Mattal, Galgotia Publications.
9. Cost accounting Theory and Practice-M.N.Arora,Sultan Chand and sons.
10. Management Accounting – Khan and Jain, Tata Megraw Hill.
11. Management Accounting – R.P.Rastogi.

Question Paper Pattern

Q1a) From Unit 1	8 marks	OR	Q1a) 8 marks
Q1b) From Unit 2	7 marks	OR	Q1b) 7 marks
Q2a) From Unit 3	8 marks	OR	Q2a) 8 marks
Q2b) From Unit 3	7 marks	OR	Q2b) 7 marks
Q3a) From Unit 4	8 marks	OR	Q3a) 8 marks
Q3b) From Unit 4	7 marks	OR	Q3b) 7 marks
Q4. Theory from all Units	15 marks(Any 3 out of 6)		

3.4 CUSTOMER RELATIONSHIP MANAGEMENT IN BANKING AND INSURANCE

Objectives:

- To familiarize with the strategy , tactics, key concepts and best practices of Customer Relationship Management (CRM)
- To apply analytical techniques and concepts to solve real world decision problems in CRM.
- To provide better understanding of how companies gain competitive advantage and improve financial performance through crafting and implementation of better customer retention strategies.

No of Units	Course Content	No of Lectures
Unit : 1	Introduction to Customer Relationship Management (CRM)	10
	Historical Perspective of CRM , meaning, definition, purpose and significance, factors responsible for the growth of CRM, winning Markets through effective CRM	
	Advantages / Benefits of CRM	
	Relationship marketing– concept, purpose, value creation in Business	
	Measuring the effectiveness of relationship marketing	
	CRM cycle and CRM programmes	

Unit : 2	Customer Relationship Management (CRM) – Emerging Dimensions	
	Customer Retention Management	

	<ul style="list-style-type: none"> • Reasons for Customer Switching 	20
	<ul style="list-style-type: none"> • Need for Customer Retention 	
	<ul style="list-style-type: none"> • Customer Retention Strategies <ul style="list-style-type: none"> a) Customer Complaint Management Strategy b) Service Recovery Strategy c) Managing Customer Waiting Strategy • Levels of retention strategy <ul style="list-style-type: none"> a) Financial Bonds b) Social Bonds c) Customization Bonds d) Structural Bonds 	
	<ul style="list-style-type: none"> • Recall Management Personalisation Strategies Differentiation Strategies 	

Unit: 3	CRM – A Cost - Benefit Analysis	15
	A. CRM Benefits <ul style="list-style-type: none"> a) To the organization b) To the customer 	
	B. CRM Costs <ul style="list-style-type: none"> a) To the organization b) To the customer 	
	C. Building customer loyalty in Business to Business	
	Customer Centric Organizational Structure Four essential steps <ul style="list-style-type: none"> a) Communal Coordination b) Serial Coordination c) Symbiotic Coordination d) Integral Coordination 	

Unit : 4	Customer Care Management	15
	Customer Service Representative	
	Customer Care Software	
	Customer Service Applications	
	Customer Facilities	
	Multimedia Contact Centre	
	Electronic Point of Sale	
	Winning strategies and processes for effective CRM in Banking and Insurance	

Recommended Books:

1. **Alok Kumar Rai**, “*Customer Relationship Management – Concepts and Cases*”, PHI Learning Private Ltd, New Delhi
2. **Berry, Leonard L. (1995)**, “*Relationship marketing of services – competing through quality*”, free press, New York
3. **Berson, A and S J Smith, K Thearling (1999)**, “*Building Data Mining Applications for CRM*”, McGraw-Hill, New York.
4. **Chaturvedi, Kapil and Amit Bhatia (2001)**, “*e-CRM: Deriving value of customer relationship*”, CRM: Emerging Concepts, tools and Application, in J N Sheth, A Parvatiyar and G.Shaines (eds.), TMH, New Delhi, P. 120
5. **McKenna, Regis (1991)**, “*Relationship Marketing: Successful Strategies for the Age of the Customer*”, Addison-Wesley, New York.
6. **MadhaviGarikaparthi**, “*E-CRM – Concepts and Cases*” , The ICFAI University Press.
7. **Graham Roberts , Phelps**, “*Customer Relationship Management*” , Thorogood Publishers Limited, U.K.

3.5 INFORMATION TECHNOLOGY IN BANKING AND INSURANCE

Unit 1: Applications of Information technology in Banking and Insurance

RTGS (Real Time Gross Settlement): Guidelines, Functionality, Requirement & Process, Benefits, Infrastructure

Credit Card: Guidelines, Functionality, Requirement & Process, Benefits, Infrastructure

Insurance Claim Management: 15

Unit 2: Advance E-Commerce

Business Models,

IT Architecture (Web Server, App Server, DB server, Networking& devices)

Threats

Security(Principles & Policies)

Advantages and limitations

Cyber Law –IT Act 2000, IT amendment 2008 15

Unit 3: ERP and MIS

Functioning of ERP and MIS

Need of ERP and MIS

Advantages & Disadvantages of ERP and MIS

Working and Implementation of ERP and MIS 15

Unit 4: Data Communication

Customer Interaction

Database Mangement

Data Mining

Technology Based CRM softwares -1)SAAS 2) MYSAP.Org 3) PeopleSoft etc (any two) 15

Recommended Books:

1. **E-Commerce(framework. Technologies & application)-Author-Bharat Bhasker-
Publisher-Mcgraw Hill Companies**
2. **E-Commerce(The Cutting Edge of Business)-Author-Kamlesh K. Bajaj Debjani Nag-
Publisher-Tata Mcgraw Hill publishing New Delhi.**

3. **Data Communication & Networking-Author-Behrouz A Forouzan-Publisher-McGraw Hill Companies.**
4. **E-Commerce,Strategy,Technology & Implementation- Gary P Schneider**
5. **E-Commerce-Elias Awad**
6. **Management Information System-Author-A.K.Gupta-Publisher-S.Chand & Co.**
7. **Management Information System-Author-C.S.V. Murthy-Publisher-Himalaya Publishing House**
8. **Management Information & Control System-Author-Dr.Sushila Madan-Publisher-Taxmans**
9. **Computer Systems & Applications-Author-Abhijeet Gole & Meghna Bhatia-Publisher-Sheth**

3.6 ORGANIZATIONAL BEHAVIOUR

Objectives:

- To provide basic knowledge of key approaches and Models relating to Organizational Behavior.
- To identify specific steps managers can take to motivate the employees.
- To understand ways of acting effectively and finding ways for controlling human behavior.
- To apply different concepts relating to managing of conflicts, change, time and stress.

No of Units	Course Content	No. Of Lectures
Unit 1:	INTRODUCTION TO OB <ul style="list-style-type: none">• Meaning ,Nature and scope of OB, Models of OB, THEORIES OF MOTIVATION <ul style="list-style-type: none">• Maslow, Herzberg, Mc.Gregor Theory X and Theory Y, William Ouchi's Theory Z, Victor Vroom . ERG theory• Application of the Theories• Motivational techniques in Banking and Insurance Industry.	(15)
Unit 2:	GROUP DYNAMICS <ul style="list-style-type: none">• Individual Behavior (IQ, EQ, SQ)• Group Formation, Team Building, Team Development.• Goal Setting• Soft Skills ,Interpersonal Skills , Multicultural Skills, Cross Cultural Skills.• Johari Window	(15)
Unit 3:	ORGANIZATIONAL CULTURE AND CHANGE MANAGEMENT <ul style="list-style-type: none">• Work Culture, Ways for Making Work Culture Effective and Lively, Work Conflicts .• Organizational Change, effects of Resistance to Change, ways to overcome resistance to change.	(15)

	<ul style="list-style-type: none"> • Time and Stress Management. 	
Unit4:	<p>ORGANIZATIONAL DEVELOPMENT.</p> <ul style="list-style-type: none"> • Meaning and Nature of OD. • Techniques of OD.. • Importance of OD. 	(15)

Recommended Books:

10. **Stephen P. Robbins** “*Organizational Behavior* ”Prentice Hall of India Private Ltd. .
11. **Mirza S. Saiyadain**“*Organizational Behaviour*”Tata Mc. Graw Hill.
12. **John Bratton** “*Work and Organizational Behaviour* ”MilitzaCallinan Carolyn Forshaw and Peter SawchukPalagraveMacmilla, New York.
13. **Margie Parikh and Rajen Gupta** “*Organizational Behaviour* ”Tata Mc. Graw Hill Education Private Limited , New Delhi.
14. **SujaNair**“*Organizational Behaviour*”Himalaya Publishing House , Mumbai.
15. **John. R. Schermerhorn, James Hunt , Richard Osborn, Mary Ulh Bien,** “*Organizational Behaviour*” John Wiley and Sons Publications , San Fransisco.
16. **Don Hellriegel& John W. Slocum** “*Organizational Behaviour*”, South WestrenCenage Learning Publications.
17. **Joan V. Gallos** “*Organizational Development*” John Wiley and Sons Publications , San Francisco.

3.7 TAXATION OF FINANCIAL SERVICES

Objective: To impart knowledge of the basic principles underlying provisions of income tax and service tax.

Syllabus

UNIT-1	Basic Concept and Definitions of Income Tax Act / Rules	15 Lectures
UNIT-2	Taxation of Income under different heads	15 Lectures
UNIT-3	(a) Provisions for deductions from total income, (b) Provisions regarding TDS (c) Provisions regarding Advance Tax	15 Lectures
UNIT-4	Service Tax Act (a) Basic concepts – Taxable services (b) Provisions regarding Specific Services	15 Lectures

UNITWISE DETAILS

Unit I:

Basic Concepts and Definitions of Income Tax Act / Rules (15L)

Section 2 - Assessee, Assessment Year, Assessment, Annual value, Business, Capital asset, Income, Person, Previous year, Transfer.

Section 3 - Previous Year,

Section 6 - Residential Status, Scope Of Total Income, Deemed Income.

Section 10 – Exempted Incomes Exemptions related to specific Head of Income to be covered with Relevant Provisions such as Salary, Income from Other Sources etc.

Unit II:

Taxation of income under different heads (15L)

Section 15 – 17 - Income from Salary,

Section 22 – 27 - Income from House Property,

Section 28 – 43 - Income from Business & Profession,

Section 44 – 55 - Income from Capital Gain,

Section 56 – 59 - Income from Other Sources.

Unit III

a) Provisions for deductions from total income (11L)

Section 80 C – Investment in Government Securities,

Section 80CCC – Pension Fund,

Section 80D – Mediciam Insurance Premium,

Section 80 DD – Medical Expenditure on Handicapped Relatives,

Section 80E – Interest Paid on Loan Taken for Higher Education,

Section 80G – Donations,

Section 80U – Income earned by Handicapped Assessee.

(b) Provisions regarding TDS (2L)

Section 194A – TDS on Interest,

Section 194C – TDS on Payment to Contractor

Section 194H – TDS on Commission

Section 194I – TDS on Rent

Section 194H – TDS on Professional Fees

- (c) Provisions regarding Advance Tax** (2L)
 Section 207 – Income Liable to Advance Tax,
 Section 208 – Liability of Advance Tax,
 Section 209 – Computation of Advance Tax,
 Section 210 – Payment of Advance Tax,
 Section 211 – Due Dates of Advance Tax

Unit IV

2. Service Tax Act (15L)

- Section - 65 Definitions
 Section - 66B Charge of service tax on and after Finance Act, 2012
 Section - 66D Negative list of services
 Section - 67 Valuation of taxable services for charging service tax
 Section - 67A Date of determination of rate of tax, value of taxable service and rate of exchange
 Section - 68 Payment of service tax
 Section - 69 Registration
 Section - 70 Furnishing of returns

Notes:

1. The Syllabus is restricted to study of particular sections, specifically mentioned rules and notifications only.
2. The Law In force on 1st April immediately preceding the commencement of Academic year will be applicable for ensuing Examinations.

TOTAL 60L

Books Recommended:

1. Direct Taxes Law & Practice –V.K. Singhania
2. Direct Taxes Laws - T.N. Manohara
3. Professional Approach Direct Taxes – Ahuja & Gupta
4. Service Tax – V.S. Datey
5. Direct Taxes Law & Practice - Dinkar Pagare.
6. Service Tax- Sanjeev Agarwal & Parthsarthy
7. Personal Investment & Tax Planning Yearbook - N.J. Yayaswy,
8. Law and Income Tax - A.C. Sampathy Iyengar, Bharat Publishing House, Allahabad.
9. Master Guide to Income Tax Act - Pradeep S. Shah & Rajesh S. Kadakia, Taxmann
10. Direct Taxes - Dr. B.B. Lal
11. Income Tax and Central Sales Tax by Girish Ahuja , Ravi Gupta, jain book depot.
12. Indirect Taxes by V.S.Datey published by Taxmann
13. Service Tax Reckoner V.S.Datey published by Taxmann
14. Service Tax S.S. Gupta published by Taxmann

Question Paper Pattern

Q1a) From Unit 1	8 marks	OR	Q1a) 8 marks
Q1b) From Unit 2	7 marks	OR	Q1b) 7 marks
Q2a) From Unit 3	8 marks	OR	Q2a) 8 marks
Q2b) From Unit 3	7 marks	OR	Q2b) 7 marks
Q3a) From Unit 2	8 marks	OR	Q3a) 8 marks
Q3b) From Unit 4	7 marks	OR	Q3b) 7 marks

Q4. Theory from all Units 15 marks(Any 3 out of 6)