

# FACULTY OF ECONOMICS & BUSINESS

## Syllabus

For

### BACHELOR OF VOCATION (B.Voc.) MANAGEMENT & SECRETARIAL PRACTICES (Semester I - IV)

Session: 2016-17



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## GURU NANAK DEV UNIVERSITY AMRITSAR

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Bachelor of Vocation (B.Voc.)  
(Management & Secretarial Practices) (Semester System)

**SEMESTER - I**

<b>Paper Code</b>	<b>Paper Title</b>	<b>Theory</b>	<b>Practical</b>	<b>Total Marks</b>
I	Communication Skills in English	50	-	50
II	Punjabi Compulsory/ ਮੁੱਢਲੀ ਪੰਜਾਬੀ	50	-	50
III	Introduction to Internet	75	-	75
IV	MS Office	75	-	75
V	Computer Fundamentals	50	-	50
VI	Office Processing Lab-1	-	50	50
VII	Office Processing Lab-2	-	50	50
Total				400

**SEMESTER - II**

<b>Paper Code</b>	<b>Paper Title</b>	<b>Theory</b>	<b>Practical</b>	<b>Total Marks</b>
I	Communication Skills in English	35	15	50
II	Punjabi Compulsory/ ਮੁੱਢਲੀ ਪੰਜਾਬੀ	50	-	50
III	Adobe Photoshop and Corel Draw	75	-	75
IV	Fundamentals of Phonetics and Phonology	50	-	50
V	Office Methods and Management	75	-	75
VI	Adobe Photoshop Lab	-	50	50
VII	Corel Draw Lab	-	50	50
Total				400

Bachelor of Vocation (B.Voc.)  
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**SEMESTER - III**

<b>Paper Code</b>	<b>Title</b>	<b>Theory</b>	<b>Practical</b>	<b>Total Marks</b>
I	Fundamentals of Accountancy-I	75	-	75
II	FLASH	75	-	75
III	Hyper Text Markup Language	50	-	50
IV	E-Commerce	50	-	50
V	Business and office Correspondence	50	-	50
VI	Marketing Management	50	-	50
VII	HTML & Flash Lab	-	50	50
	*Environmental Studies-I (Compulsory)	50	-	50
	Total			400

**SEMESTER - IV**

<b>Paper Code</b>	<b>Paper Title</b>	<b>Theory</b>	<b>Practical</b>	<b>Total Marks</b>
I	Fundamentals of Accountancy - II	75	-	75
II	Electronic Publishing System (QuarkXpress)	75	-	75
III	Secretarial Practices	50	-	50
IV	Fundamentals of Auditing	50	-	50
V	QuarkXpress Lab	-	50	50
VI	Personality Enhancement Lab	-	50	50
VII	Minor Project (Comprehensive Viva-Voice)	-	50	50
	*Environmental Studies-II (Compulsory)	50	-	50
	Total			400

**\*Note :- This Paper marks are not included in the total marks.**

**Paper-I: Communication Skills in English-I**

**Time: 3 Hours**

**Max. Marks: 50**

**Course Contents:**

**1. Reading Skills:** Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings; Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.

**Activities:**

- a) Active reading of passages on general topics
- b) Comprehension questions in multiple choice format
- c) Short comprehension questions based on content and development of ideas

**2. Writing Skills:** Guidelines for effective writing; writing styles for application, resume, personal letter, official/ business letter, memo, notices etc.; outline and revision.

**Activities:**

- a) Formatting personal and business letters.
- b) Organising the details in a sequential order
- c) Converting a biographical note into a sequenced resume or vice-versa
- d) Ordering and sub-dividing the contents while making notes.
- e) Writing notices for circulation/ boards

**Suggested Pattern of Question Paper:**

The question paper will consist of five skill-oriented questions from Reading and Writing Skills. Each question will carry 10 marks. The questions shall be phrased in a manner that students know clearly what is expected of them. There will be internal choice wherever possible.

**10x5=50 Marks**

- i) Multiple choice questions on the language and meanings of an unseen passage.
- ii) Comprehension questions with short answers on content, progression of ideas, purpose of writing etc. of an unseen passage.
- iii) Personal letter and Official/Business correspondence
- iv) Making point-wise notes on a given speech/ technical report OR  
Writing notices for public circulation on topics of professional interest
- v) Do as directed (10x1= 10 Marks) (change of voice, narration, combination of 2 simple sentences into one, subject-verb agreement, using appropriate tense, forms of verbs.

**Recommended Books:**

1. *Oxford Guide to Effective Writing and Speaking* by John Seely.
2. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP

**Paper-II: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)**

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

**ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ**

1. **ਗਿਆਨ ਮਾਲਾ** (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ-ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ),  
(ਸੰਪਾ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ  
ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
ਲੇਖ : ਪਹੀਆ ਪ੍ਰਦੂਸ਼ਣ, ਭਰੂਣ ਹੱਤਿਆ ਦੇ ਦੇਸ਼ ਵਿਚ, ਨਾਰੀ ਸ਼ਕਤੀ, ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ  
ਅਤੇ ਮਨੁੱਖ, ਏਡਜ਼ : ਇਕ ਰੰਭੀਰ ਸੰਕਟ।
2. **ਆਤਮ ਅਨਾਤਮ** (ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)  
(ਪ੍ਰੋ. ਮੋਹਨ ਸਿੰਘ, ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ, ਸ਼ਿਵ ਕੁਮਾਰ ਬਟਾਲਵੀ, ਸੁਰਜੀਤ ਪਾਤਰ, ਪਾਸ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
3. **ਪੈਰੂਾ ਰਚਨਾ**
4. **ਪੈਰੂਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ।**
5. (ੳ) **ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ** : ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਵਿਧੀਆਂ, ਸਵਰ, ਵਿਅੰਜਨ,  
ਸੁਰ।  
(ਅ) **ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ** : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ ਦਾ ਅੰਤਰ, ਪੰਜਾਬੀ  
ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।
6. **ਮਾਤ ਭਾਸ਼ਾ ਦਾ ਅਧਿਆਪਨ**  
(ੳ) ਪਹਿਲੀ ਭਾਸ਼ਾ ਦੇ ਤੌਰ ਉੱਤੇ  
(ਅ) ਦੂਜੀ ਭਾਸ਼ਾ ਦੇ ਤੌਰ ਉੱਤੇ

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:**

1. ਕਿਸੇ ਨਿਬੰਧ ਦਾ ਸਾਰ ਜਾਂ ਉਸਦਾ ਵਿਸ਼ਾ ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ) । 10 ਅੰਕ
2. **ਆਤਮ ਅਨਾਤਮ** : ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ, ਕਲਾ ਪੱਖ 10 ਅੰਕ
3. ਪੈਰੂਾ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਉਤੇ ਪੈਰੂਾ ਲਿਖਣ ਲਈ 05 ਅੰਕ  
ਕਿਹਾ ਜਾਵੇ ।
4. ਪੈਰੂਾ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ। 05 ਅੰਕ
5. ਨੰਬਰ 5 ਉਤੇ ਦਿੱਤੀ ਵਿਆਕਰਣ ਦੇ ਆਧਾਰ 'ਤੇ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ। 10 ਅੰਕ
6. ਨੰਬਰ 6 ਵਿਚ ਮਾਤ ਭਾਸ਼ਾ ਦੇ ਪਹਿਲੀ ਭਾਸ਼ਾ ਅਤੇ ਦੂਜੀ ਭਾਸ਼ਾ ਵਜੋਂ  
ਅਧਿਆਪਨ, ਮਹੱਤਵ ਅਤੇ ਸਮੱਸਿਆਵਾਂ ਬਾਰੇ ਚਾਰ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ,  
ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਦੋ ਦਾ ਉੱਤਰ ਦੇਣਾ ਹੋਵੇਗਾ। 5×2=10 ਅੰਕ

**Paper-II: ਮੁੱਢਲੀ ਪੰਜਾਬੀ**  
**(In lieu of Punjabi Compulsory)**

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

**ਪਾਠ-ਕ੍ਰਮ**

1. ਪੈਂਤੀ ਅੱਖਰੀ; ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ, ਲਗਾਂ ਮਾਤਰਾਂ
2. ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ)
3. (ੳ) ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਵਰਤੋਂ,  
(ਅ) ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਲਿੰਗ ਅਤੇ ਵਚਨ

**ਅੰਕ ਵੰਡ ਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ**

1. ਪੈਂਤੀ ਅੱਖਰੀ ਦੀ ਬਣਤਰ ਅਤੇ ਤਰਤੀਬ ਨਾਲ ਸੰਬੰਧਿਤ ਪ੍ਰਸ਼ਨ। 10 ਅੰਕ  
(ਦੋ ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚੋਂ ਇੱਕ ਕਰਨਾ ਹੋਵੇਗਾ)  
ਕਵਰਗ, ਚਵਰਗ, ਤਵਰਗ, ਟਵਰਗ ਆਦਿ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾ ਸਕਦਾ ਹੈ। ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਲਗਾਂ ਮਾਤਰਾਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਸੰਬੰਧਿਤ ਪ੍ਰਸ਼ਨ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ ਕਰਨਾ ਹੋਵੇਗਾ) 10 ਅੰਕ
2. ਬਿੰਦੀ, ਟਿੱਪੀ ਅਤੇ ਅੱਧਕ ਦੀ ਵਰਤੋਂ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ 10 ਅੰਕ
3. (ੳ) ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਵਰਤੋਂ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ 10 ਅੰਕ  
(ਅ) ਨਾਂਵ ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ ਅਤੇ ਲਿੰਗ ਵਚਨ ਸੰਬੰਧੀ ਮੁੱਢਲੀ ਕਿਸਮ ਦੇ ਪ੍ਰਸ਼ਨ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ ਕਰਨਾ ਹੋਵੇਗਾ) 10 ਅੰਕ

**PAPER-III: INTRODUCTION TO INTERNET**

**Time: 3 Hrs**

**Max. Marks: 75**

**Note: Eight questions are required to be set giving equal weight age to all the units. The candidates will have to attempt any five. All questions carry equal marks.**

**PART – I**

**Internet:** Definition & History of Internet- Uses of Internet-Definition of Web Addressing-URL, web Browsers.

**E-mail:** Anatomy of e-mail, e-mail address, finding e-mail address, adding signature, attaching files, opening attachments, managing an e-mail account, Web mail, Gmail, yahoo mail.

**Concepts of Networking :** Introduction. Keywords: URL, IP address, Hyperlinks, Web pages, Home page, web sites, WWW, Dial-up, Broadband, Wi-Fi, ISP, Browser, DSL, DNS, Gateways, Chat rooms, Downloading and Uploading.

**PART – II**

**Creation and management of Blogs:** Brief introduction.

**Introduction to various devices & Applications:** Electronic gadgets other than the computers used by executives in the Offices like Tablet, Smart Phone.

**Introduction to Applications like–** UC browser, WhatsApp, WeChat, Skype, Viber, Maps, Skydrive etc.

**Working with Browser:** Opening a web page, opening multiple browser windows, opening multiple tabs in a single browser windows and their management, working offline, deleting temporary files, exploring Internet Options. Net Etiquettes, Searching the Web: Meaning of Search Engines, Keywords

**REFERENCES:**

1. Introduction to HTML and DHTML, Ivan Bayross, BPB Publishers.
2. Text Book of Internet Technology & Applications, Nayak A.K., Dominant Publishing & Distributors.

**PAPER-IV: MS OFFICE**

**Time: 3 Hrs**

**Max. Marks: 75**

**Note: Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.**

**PART – I**

**MS WORD**

**Working with Documents**-Opening & Saving files, Editing text documents, Insert, Delete, Cut, Copy, Paste, Undo, Redo, Find, Search, Replace, Page setup and style Converting files to different formats, Sending files to others. Using Tool bars, Ruler, Using Icons, using help.

**Formatting Documents**- Font styles, Font selection- style, size, color etc, Type face- Bold, Italic, Underline, Case settings, Highlighting, Special symbols, Paragraph style, Alignments, Indents, Line Space, Margins, Bullets & Numbers

**Settings:** Header & footer, Setting Footnotes & end notes; Inserting manual page break, Column break and line break, Creating sections and frames.

**Creation of Table:** With index, page number, author name, date and time etc., Creating Master Documents, Web page. Table settings, Borders, Alignments, Insertion, deletion, Merging, Splitting, Sorting, and Formula.

Drawing- Inserting Clipart, Pictures/Files etc.

**Tools** – Word Completion, Spell Checks, Mail merge, Templates, Creating Web pages, Using Wizards.

Printing Documents – Shortcut keys, Importing & Exporting documents

**PART – II**

**MS POWER POINT**

**Introduction to presentation** – Opening new presentation, Different presentation templates, setting backgrounds, selecting presentation layouts.

**Creating a presentation** – Setting Presentation style, Adding text to the Presentation.

**Formatting a Presentation** - Adding style, Color, gradient fills, Arranging objects, Adding Header & Footer, Slide Background, Slide layout.

**Adding Graphics to the Presentation**- Inserting pictures, movies, tables etc into presentation, Drawing Pictures using drawing tools.

**Adding Effects to the Presentation**- Setting Animation & transition effect. Printing Handouts, Generating Standalone Presentation viewer.

### **PART – III**

#### **MS EXCEL**

**Worksheet:** Worksheet basics, creating worksheet, entering into worksheet, heading information, data, text, dates, alphanumeric values, saving & quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and Menus, Keyboard shortcuts, Working with single and multiple workbook, working with formulae & cell referencing, Auto sum, Coping formulae, Absolute & relative addressing, Worksheet with ranges, formatting of worksheet, Previewing & Printing worksheet, Graphs and charts, Database, Creating and Using macros.

**Advanced excel features:** Auto Filter, Password protecting Worksheets, data validation, Recording and running macro, Storing macro in different books, Creating buttons and assigning macro, Workbook objects, Worksheet objects and Range objects, Charts objects.

### **PART – IV**

#### **MS ACCESS**

**Database Basics:** Databases, Records · Fields, data types, Database types · Library Catalogues, Introduction into Microsoft Access, Starting Up Microsoft Access, creating New, and Opening Existing Databases, Creating a database using a wizard, Creating a database without using a wizard.

**Tables** - What they are and how they work, Create a table from scratch in Design view, Primary Keys, Switching Views, Entering Data, Manipulating Data, Advanced Table Feature Examples, Relationships - How to link multiple tables together.

**Forms** -What they are and how they work.

**Reports** - What they are and how they work. Creating a Report Using a Wizard.

#### **REFERENCES:**

1. Windows Based Computer Courses, Rachhpal Singh &Gurvinder Singh.
2. Information Technology, Hardeep Singh &Anshuman Sharma.
3. Office Complete, BPB Publications.

**PAPER-V: COMPUTER FUNDAMENTALS**

**Time: 3 Hrs**

**Max. Marks: 50**

**Note: Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.**

**PART –I**

**COMPUTER FUNDAMENTALS**

**Basic Terms:** Terms related to Computer, Characteristics of Computer: Speed, Storage, Versatility and Diligence – Hardware & Software, Memory.

**CPU:** Components of CPU - Mother board, Hard disk, RAM, ROM, Processor, SMPS & Connecting wire - Graphics Card, Sound Card, Network Card –Modem.

**Input/Output devices:** Keyboard, Mouse, Scanner, Digital Camera, Joystick, Pen drive, Monitor, Printer, Plotter - Floppy Drive – Connecting port – Serial, parallel – USB port

**PART- II**

**INTRODUCTION TO WINDOWS**

**Desktop icons and their functions:** My Computer, My documents, Network neighborhood, Recycle Bin, Quick launch tool bar, System tray, Start menu, Task bar

**Dialog Boxes:** List Box, Spin Control Box, Slide, Drop-down list, Radio button, Check box, Text box, and Start button

**Parts of Windows** -Title bar-Menu bar - Scroll bar- Status bar, Maximize, Minimize, close and Resize & Moving a Window

**Windows** - Start Menu –Help Menu- Preview Menu.

**Logoff & Shutdown**

**Keyboard Accelerators:** Key board short keys or hotkeys

**PART III**

**Database Management System (DBMS):** Meaning and need of a database, Advantages, Limitations of databases, Applications of Database, Meaning and need of DBMS, Database Components: Tables, Rows, Columns, Attributes, Queries, Record, Primary Key, Foreign Key, Relationship between tables, Database error management, Database security management.

**REFERENCES:**

1. Computer Fundamentals, P.K. Sinha.
2. Introduction To Computers, Peter Norton.
3. Computer Fundamentals, Ram B., New Age Int., New Delhi

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**PAPER-VI: OFFICE PROCESSING LAB-I**

**Max. Marks: 50**

Lab Based on **Paper-IV: MS Office**

Modules to be covered

1. MS WORD
2. MS POWERPOINT

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**PAPER-VII: OFFICE PROCESSING LAB-II**

**Max.Marks: 50**

Lab Based on **Paper-IV:MS Office**

Modules to be covered

1. MS EXCEL
2. MS ACCESS

**Paper-I: COMMUNICATION SKILLS IN ENGLISH**

**Time: 3 Hours**

**Max. Marks: 50**  
**Theory Marks: 35**  
**Practical Marks: 15**

**Course Contents:**

**1. Listening Skills:** Barriers to listening; effective listening skills; feedback skills. Attending telephone calls; note taking.

**Activities:**

- a) Listening exercises – Listening to conversation, News and TV reports
- b) Taking notes on a speech/lecture

**2. Speaking and Conversational Skills:** Components of a meaningful and easy conversation; understanding the cue and making appropriate responses; forms of polite speech; asking and providing information on general topics.

The study of sounds of English, stress  
Situation based Conversation in English  
Essentials of Spoken English

**Activities:**

- a) Making conversation and taking turns
- b) Oral description or explanation of a common object, situation or concept
- c) Giving interviews

**Suggested Pattern of Question Paper:**

The question paper will consist of seven questions related to speaking and listening Skills. Each question will carry 5 marks. The nature of the questions will be as given below:-

**Two** questions requiring students to give descriptive answers.

**Three** questions in the form of practical exercises requiring students to give an appropriate response to a question, a proposal, a proposition, an invitation etc. For example, the paper setter may give a proposition and ask the students to agree or disagree with it or introduce a character giving invitations and ask the students to accept or refuse it etc.

**Two** questions requiring students to transcribe simple words in IPA symbols, marking stress.

**PRACTICAL / ORAL TESTING**

**Marks: 15**

**Course Contents:**

1. Oral Presentation with/without audio visual aids.
2. Group Discussion.
3. Listening to any recorded or live material and asking oral questions for listening comprehension.

**Questions:**

1. Oral Presentation will be of 5 to 10 minutes duration. (Topic can be given in advance or it can be of student's own choice). Use of audio visual aids is desirable.
2. Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to 20 minutes.

**Note:** Oral test will be conducted by external examiner with the help of internal examiner.

**Paper-II: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)**

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

**ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ**

1. **ਗਿਆਨ ਮਾਲਾ** (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ-ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ)  
(ਸੰਪ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ,  
ਅੰਮ੍ਰਿਤਸਰ, 2007  
ਲੇਖ : ਸਾਹਿਤ ਤੇ ਲੋਕ ਸਾਹਿਤ, ਅੱਖਾਂ, ਅਚੇਤਨ ਦਾ ਗੁਣ ਤੇ ਸੁਭਾਅ, ਕੰਪਿਊਟਰ ਅਤੇ  
ਇੰਟਰਨੈੱਟ, ਮਨੁੱਖੀ ਅਧਿਕਾਰ।
2. **ਆਤਮ ਅਨਾਤਮ** (ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ) (ਕਹਾਣੀਆਂ)  
**ਪਠਾਣ ਦੀ ਧੀ** (ਸੁਜਾਨ ਸਿੰਘ), **ਸਾਂਝੀ ਕੰਧ** (ਸੰਤੋਖ ਸਿੰਘ ਧੀਰ), **ਉਜਾੜ** (ਕੁਲਵੰਤ ਸਿੰਘ  
ਵਿਰਕ), **ਘੋਟਣਾ** (ਮੋਹਨ ਭੰਡਾਰੀ), **ਦਲਦਲ** (ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
3. **ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ** : ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ
4. **ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ**
5. **ਪੈਰ੍ਹਾ ਰਚਨਾ**
6. **ਪੈਰ੍ਹਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ**
7. **ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ**

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:**

1. ਕਿਸੇ ਨਿਬੰਧ ਦਾ ਸਾਰ ਜਾਂ ਉਸਦਾ ਵਿਸ਼ਾ ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ) । 10 ਅੰਕ
2. **ਆਤਮ ਅਨਾਤਮ** : ਸਾਰ, ਵਿਸ਼ਾ ਵਸਤੂ, ਪਾਤਰ ਚਿਤਰਣ, ਸਾਹਿਤ ਨੂੰ ਦੇਣ 10 ਅੰਕ
- 3-4. 3-4 ਨੰਬਰ ਉੱਤੇ ਦਿੱਤੀ ਵਿਆਕਰਣ ਦੇ ਆਧਾਰ ਤੇ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ। 10 ਅੰਕ
5. ਪੈਰ੍ਹਾ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਉੱਤੇ ਪੈਰ੍ਹਾ ਲਿਖਣ ਲਈ 05 ਅੰਕ  
ਕਿਹਾ ਜਾਵੇ ।
6. ਪੈਰ੍ਹਾ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ 05 ਅੰਕ
7. ਨੰਬਰ 7 ਵਿਚ ਅੱਠ ਅਖਾਣ ਅਤੇ ਅੱਠ ਮੁਹਾਵਰੇ ਪੁੱਛੇ ਜਾਣਗੇ, ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ 5  
ਵਿਦਿਆਰਥੀ ਨੇ ਪੰਜ-ਪੰਜ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤ ਕੇ ਅਰਥ ਸਪੱਸ਼ਟ ਕਰਨੇ ਹੋਣਗੇ।

5+ 5=10 ਅੰਕ

**Paper-II: ਮੁੱਢਲੀ ਪੰਜਾਬੀ**  
**(In lieu of Punjabi Compulsory)**

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

**ਪਾਠ - ਕ੍ਰਮ**

- |   |        |
|---|--------|
| 1. ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ<br>ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਸ਼ਬਦ<br>ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ  | 20 ਅੰਕ |
| 2. ਭਾਸ਼ਾ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ<br>ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ   | 15 ਅੰਕ |
| 3. ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ<br>ਸਾਧਾਰਨ ਵਾਕ: ਕਿਸਮਾਂ<br>ਸੰਯੁਕਤ ਵਾਕ: ਕਿਸਮਾਂ<br>ਮਿਸ਼ਰਤ ਵਾਕ: ਕਿਸਮਾਂ<br>ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ ਦੇ ਵਿਭਿੰਨ ਸਮਾਜਿਕ ਪ੍ਰਸੰਗ | 15 ਅੰਕ |

**ਯੂਨਿਟ ਅਤੇ ਥੀਮ**

1. **ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ:** ਸੰਯੁਕਤ ਸ਼ਬਦ; ਸਮਾਸੀ ਸ਼ਬਦ (ਜਿਵੇਂ ਲੋਕ ਸਭਾ); ਦੋਹਰੇ ਸ਼ਬਦ/ਦੁਹਰਰੁਕਤੀ (ਜਿਵੇਂ ਧੂੜ ਧਾੜ / ਭਰ ਭਰ), ਮਿਸ਼ਰਤ ਸ਼ਬਦਾਂ ਦੀ ਬਣਤਰ/ਸਿਰਜਨਾ; ਅਗੇਤਰਾਂ ਰਾਹੀਂ (ਜਿਵੇਂ ਉਪ ਭਾਸ਼ਾ), ਪਿਛੇਤਰਾਂ ਰਾਹੀਂ (ਜਿਵੇਂ ਰੰਗਲਾ), ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ: ਪੜਨਾਵੀਂ ਰੂਪ, ਕਿਰਿਆ/ਸਹਾਇਕ ਕਿਰਿਆ ਦੇ ਰੂਪ; ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ: ਰੁੱਤਾਂ, ਮਹੀਨਿਆਂ, ਮੌਸਮਾਂ, ਗਿਣਤੀ ਨਾਲ ਸੰਬੰਧਿਤ ।
2. I. ਭਾਸ਼ਾ ਅਤੇ ਮਾਤ ਭਾਸ਼ਾ ਦੇ ਮਹੱਤਵ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ  
II. ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ
3. **ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ:** ਕਰਤਾ ਕਰਮ ਕਿਰਿਆ; ਸਾਧਾਰਨ ਵਾਕ, ਬਿਆਨੀਆ, ਪ੍ਰਸ਼ਨਵਾਚਕ, ਆਗਿਆਵਾਚਕ, ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕਾਂ ਦੀਆਂ ਕਿਸਮਾਂ; ਸੁਤੰਤਰ ਅਤੇ ਅਧੀਨ ਉਪਵਾਕ; ਸਮਾਨ (ਤੇ/ਅਤੇ) ਅਤੇ ਅਧੀਨ (ਜੋ/ਕਿ) ਯੋਜਕਾਂ ਦੀ ਵਰਤੋਂ; ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ: ਵਿਭਿੰਨ ਸਮਾਜਕ/ਸਭਿਆਚਾਰਕ ਪ੍ਰਸੰਗ; ਘਰ ਵਿਚ, ਬਾਜ਼ਾਰ ਵਿਚ, ਮੇਲੇ ਵਿਚ, ਸ਼ੋਪਿੰਗ ਮਾਲ/ਸਿਨੇਮੇ ਵਿਚ, ਵਿਆਹ ਵਿਚ, ਧਾਰਮਿਕ ਸਥਾਨਾਂ ਵਿਚ, ਦੋਸਤਾਂ ਨਾਲ ਆਦਿ।

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ**

1. ਪਹਿਲੇ ਯੂਨਿਟ ਵਿੱਚੋਂ ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ ਨਾਲ ਸੰਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਸ਼ਬਦਾਵਲੀ ਨਾਲ ਸੰਬੰਧਿਤ ਇਕ-ਇਕ ਅੰਕ ਦੇ ਪੰਜ (ਆਬਜੈਕਟਿਵ) ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। 20 ਅੰਕ
2. ਦੂਸਰੇ ਯੂਨਿਟ ਵਿੱਚ ਭਾਸ਼ਾ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ ਨਾਲ ਸੰਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। 15 ਅੰਕ
3. ਤੀਜੇ ਯੂਨਿਟ ਵਿੱਚ ਪੰਜਾਬੀ ਵਾਕ-ਬਣਤਰ ਨਾਲ ਸੰਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਦੋ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਿਹਾਰਕ ਵਰਤੋਂ ਨਾਲ ਸੰਬੰਧਿਤ 5 ਅੰਕਾਂ ਦਾ ਇਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ, ਜਿਸ ਵਿਚ ਵਿਦਿਆਰਥੀ ਨੂੰ ਕਿਸੇ ਸਮਾਜਿਕ/ਸਭਿਆਚਾਰਕ ਪ੍ਰਸੰਗ ਵਿਚ ਵਰਤੇ ਜਾਂਦੇ ਪੰਜ ਵਾਕ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। 15 ਅੰਕ

**PAPER-III: ADOBE PHOTOSHOP & COREL DRAW**

**Time: 3 Hrs**

**Max. Marks: 75**

**Note: Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.**

**PART – I**

**ADOBE PHOTOSHOP**

**INTRODUCTION TO ADOBE PHOTOSHOP**

About Photoshop, Navigating Photoshop, Menus and panels, Opening new files, Opening existing files.

**GETTING STARTED WITH PHOTOSHOP**

Exploring the Toolbox, Exploring Panels & Menus, Creating & Viewing a New Document, Customizing the interface, Setting Preferences.

**WORKING WITH IMAGES**

Zooming & Panning an Image, Working with Multiple Images, Rulers, Guides & Grids, Undoing Steps with History, Adjusting Color with the New Adjustments Panel, The New Masks Panel & Vibrance Color Correction Command, The New Note Tool & the Save for Web & Devices Interface, The New Auto-Blend & Auto-Align Layers Commands.

**RESIZING & CROPPING IMAGES**

Understanding Pixels & Resolution, The Image Size Command, Resizing for Print & Web, Cropping & Straightening an Image, Adjusting Canvas Size & Canvas Rotation.

**WORKING WITH BASIC SELECTIONS**

Selecting with the Elliptical Marquee Tool, Using the Magic Wand & Free Transform Tool, Selecting with the Regular & Polygonal Lasso Tools, Combining Selections, Using the Magnetic Lasso Tool

**GETTING STARTED WITH LAYERS**

Understanding the Background Layer, Creating, Selecting, Linking & Deleting Layers, Locking & Merging Layers, Copying Layers, Using Perspective & Layer Styles, Filling & Grouping Layers, Introduction to Blending Modes, Blending Modes, Opacity & Fill,

**PAINTING IN PHOTOSHOP**

Using the Brush Tool, Working with Colors & Swatches, Creating & Using Gradients, Creating & Working with Brushes, Using the Pencil & Eraser Tools, Painting with Selections,

**PHOTO RETOUCHING**

The Red Eye Tool, The Clone Stamp Tool, The Patch Tool & the Healing Brush Tool, The Spot Healing, Brush Tool, The Color Replacement Tool, Painting with History.

### **INTRODUCTION TO COLOR CORRECTION**

Color Spaces & Color Modes, Adjusting Levels, Adjust Curves, Non-Destructively, with Adjustment Layers.

### **USING QUICK MASK MODE**

Quick Mask Options, Painting a Selection, Saving & Removing a Selection from the Background,

### **WORKING WITH THE PEN TOOL**

Understanding Paths & the Pen Tool, Creating Straight & Curved Paths, Creating Combo Paths, Creating a Clipping Path.

### **EXPORTING YOUR WORK**

Saving with Different File Formats, Saving for Web & Devices, Printing Options, Credits.

## **PART – II**

### **BASICS OF CORELDRAW**

Introduction-Getting Started-Creating A New File - Title Bar-Menu Bar-Work Area-Printable Page-Property Bar-Page Counter Bar-Colour Palette-Toolbox-Status Bar-Drawing Figures-Lines-Ellipse-Circles-Rectangle-Square-Polygon-Saving-Closing-Opening-Views-Normal View-Preview-Wire Frame View-Draft View-Zoom-View Manager-Creating a View.

### **DRAWING**

Introduction - Toolbox-Selecting an Object-Resizing an Object-Moving an Object-Changing the Shape-Combining Two Objects-Skewing-Welding the Objects-Blending-Curve Lines-Straight Lines-Continuing a Line-View Mode-Changing-Media Tool-Rotating An Object-Grouping-Fill Tool Fly Out-Filling-Spray Mode.

### **TEXT**

Introduction-Text Tool-Entering Artistic Text-Entering Paragraph Text-Converting Text-Formatting Text-Changing the Font Size-Arranging Objects-Ordering The Objects-Changing the Font-Bullets-Decorating the Text-Webdings-Text Editor-Opening-Changing the Alignment-Type Style-Spell Checking-Grammar-Searching Synonyms-Find-Replace-Editing-Kerning-Formatting Characters.

### **IMAGE**

Bitmap Images-Vector Image-Resizing-Rotating-Skewing-Moving-Cropping-Importing Images-Adding Special Effects-Converting to Bitmap-Exporting Images.

### **PAGE LAYOUT**

Changing the Page Size-Changing the Layout-Applying Styles-Applying Bitmaps to the Background - Changing the Background-Adding a Page Frame-Moving Between Pages.

**REFERENCES:**

1. Teach Yourself Adobe Photoshop in 24 Hours, SAMA Publisher.
2. Adobe Photoshop CS5 BIBLE, Brad Dayley, DaNaeDayley John Wiley & Sons, Inc.
3. Inside Adobe Photoshop, Bouton, Gary David, Techmedia Delhi
4. Corel Draw 11 for Windows, Steve Schwartz & Phyllis Davis, ISBN 0321136292
5. Inside Corel Draw, Grey, Danial, Prentice Hall of India Pvt. Ltd., New Delhi.

**PAPER-IV: FUNDAMENTALS OF PHONETICS AND  
PHONOLOGY**

**Time: 3 Hrs**

**Max. Marks: 50**

**Note: Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.**

**PART I**

Varieties of English  
Organs of Speech  
The R.P.English, IPA alphabet  
General Indian English  
The Sounds of English  
Articulation, description and classification of English phonemes  
Allophonic Variants in R.P.English

**PART II**

The Syllable and its structure  
Stress and stress change in English words  
Stress rules  
Features of Connected English Speech  
Weak form,  
Intonation patterns of English  
Functions of Intonation

**REFERENCES:**

1. Jones, Gimson and Ramsaran, English Pronouncing Dictionary, 14th ed. UBS.
2. Sethi, J. and Dhamija P.V.A Course in Phonetics and Spoken English, ND: Prentice Hall of India, 1990.
3. Sethi J. and Jindal, D.V. A Handbook of Pronunciation of English Words, ND: Prentice Hall of India, 1993.
4. Bansal, R.K. and Harrison, J.B.Spoken English for India, ND: Orient Longman, 1972

**PAPER-V: OFFICE METHODS AND MANAGEMENT**

**Time: 3 Hrs**

**Max. Marks: 75**

**Note: Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.**

**PART I**

Office and office Management – meaning of office, function of office, primary and administrative functions, importance of office. Relation of office with other departments of business Organization. Concept of paperless office, virtual office, back and front office, open and private office. Definition and elements of office management, duties of an Office Manager.

Filing and Indexing – Meaning and importance of filing, essential of good filing system. Centralized and decentralized filing system. Meaning need and types of indexing used in the business organization.

Office forms– Meaning and types of forms used in business organization, advantages, forms controls, objectives, form designing, principles of forms designing and specimens of forms used in office. Office Record Management – Meaning, importance of record keeping management, principles of record management and types of records kept in a business organization.

**PART II**

Office Machines and equipments – Importance, objectives of office machines. Office Safety and Security – Meaning, importance of office Safety, safety hazards and steps to improve office safety. Security hazards and steps to improve office security.

Measurement of Office Work – Importance, purpose, difficulty in measuring office work. Different ways of measurement, setting of work standards, benefits of work standards. Techniques of setting standards. Office Manuals – Meaning, need, types of office manuals and steps in preparing of office manuals.

**REFERENCES:**

1. Chhabra, T.N., Modern Business Organisation, New Delhi, DhanpatRai & Sons.
2. Duggal, Balraj, Office Management and Commercial Correspondence, KitabMahal, New Delhi.
3. P.K. Ghosh, “Office Management”, Sultan Chand & Sons. New Delhi
4. R.K. Chopra, Office Management, Himalaya Publishing House

**PAPER-VI: ADOBE PHOTOSHOP LAB**

**Max.Marks: 50**

Lab Based on **Paper-III: Adobe Photoshop & CorelDraw**

Modules to be covered

1. Adobe Photoshop

**PAPER-VII: COREL DRAW LAB**

**Max Marks:50**

Lab Based on **Paper-III: Adobe Photoshop & CorelDraw**  
Modules to be covered

1. Corel Draw

**PAPER-I: FUNDAMENTALS OF ACCOUNTANCY-I**

**Time: 3Hours**

**Max. Marks: 75**

**Note: Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.**

**PART- I**

Book keeping and Accounting, definition, features, objectives, functions and scope of accounting, Branches of Accounting ,Accounting concepts and conventions.

**ACCOUNTING CYCLE**-Accounting equation, double entry system of book keeping, Journal , Ledger.

Preparation of Subsidiary Books , cashbook and types of cash books- simple cashbook, cashbook with cash and discount columns, cashbook with cash, discount and bank columns, cashbook with cash and bank columns and petty cash book. Bank Reconciliation Statement, Trial Balance.

**PART- II**

**FINAL ACCOUNTS**-Preparation of Trading and Profit and Loss Account and BalanceSheet of a sole-proprietary business.Rectification of errors.Depreciation- meaning and need. Methods of charging depreciation.

**REFERENCES:**

1. Khatri, Dhanesh, "Financial Accounting for Management: An analytical Perspective", Pearson education, New Delhi.
2. Gupta, Ambrish, "Financial Accounting for Management: An Analytical Perspective", Pearson Education, New Delhi.
3. Wood, f. and Robinson, s., "Book Keeping and Accounts,"7<sup>th</sup> edition (2008), Pearson publication.

## **PAPER-II: FLASH**

**Time: 3 Hours**

**Max. Marks: 75**

**Note: Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.**

### **PART – I**

#### **INTRODUCTION**

Introducing the Flash Interface, Adding Elements to the Stage, Duplicating Library Items, Introducing Keyframes, the Transform Tool, Creating Animations, Adding Audio, Swapping Symbols & Testing a Movie, Using Graphic Symbols, Combining Animations into One Project, Creating & Arranging Buttons, Adding & Labeling Action Keyframes, Adding Behaviors to Buttons, Using the Publish Preview Command. Navigating the Stage Area, Accessing & Organizing Panels, Saving, Exporting & Testing, Selecting a Flash Player Version for a New Project, Introducing Layers, Creating New Layers & Moving Items Between Layers, Customizing Keyboard Shortcuts & Locking Layers, Using Outline Mode, Layer Folders & Properties

#### **DRAWING TOOLS**

Setting Up the Drawing Preferences, Exploring the Pencil Tool Options, Using the Line & Paint Bucket Tools, Distinguishing Between Strokes & Fills, Modifying Vectors Using the Selection Tool, Snapping & Modifying Curves with the Selection Tool, Altering Drawings with the Selection Options, Using the Brush & Paint Bucket Tools to Fill, Painting Using the Various Brush Modes. Working with a Stylus & a Tablet, Drawing with the Rectangle Tool, Drawing with the Oval Tool, Drawing with the PolyStar Tool, Working with the Eye Dropper Tool, Working with the Ink Bottle Tool, Working with the Eraser Tool.

### **PART – II**

#### **COLORS SETTING**

Introducing Advanced Color Selection, Working with the Color Mixer, Creating Transparency & Sampling Colors, Using the Color Swatches Palette, Applying & Stylizing Strokes, Adjusting Cap, Join & Other Stroke Properties, Applying & Transforming Gradients, Saving & Locking Gradients, Choosing a Gradient Overflow, Adding Transparency to a Gradient.

#### **USE OF TEXT**

Auto-Sizing, Auto-Wrapping & Selecting Text, Changing a Font, Picking a Color & Checking Spelling, Using Rulers, Guides, Grids & Snapping, Aligning, Distributing & Spacing Text, Working with Device Fonts, Editing Files with Missing Fonts, Anti-Aliasing Text for Better Quality & Readability, Paragraph & Character Formatting, Using Text as a Design Element. Text on a Path, Guide Layers & the Transform Panel. Insertion of Symbols and their effects.

Bachelor of Vocation (B.Voc.)  
(Management & Secretarial Practices) (Semester-III)

Tweening: Shape, Motion, Animation Techniques: Masks and Filters, Sound and Video.Flash  
Screen and presentation

**REFERENCES:**

1. Flash Boys, Michael Lewis
2. Adobe Flash Professional CC (2014 release) Classroom in a Book, Russell Chun
3. Macromedia Flash Professional Unleashed, Vogeleer David, SAMS.

**PAPER-III: HYPER TEXT MARKUP LANGUAGE**

**Time: 3 Hours**

**Max. Marks: 50**

**Note: Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.**

**PART-I**

Introduction to HTML, DHTML

Introduction to the concept of Hypertext and Hypermedia.

HTML Tools.

HTML Tags, Hypertext and Anchors.

Different Image Formats and their creation.

Tables – Table based tags, Adding image within tables.

Forms and Form Controls, Processing of Forms.

**PART-II**

Frames – Formatting of Frames, Nested Frames, In-line Frames.

Style Sheets – Combining with HTML documents, Properties of Style Sheet. Multimedia – Adding GIF, Sound and Videos

Publishing a Web-site

**REFERENCES:**

1. Web-designing & Scripting Languages by Manohar Singh, AP Publishers.
2. A Text Book of Scripting Languages by Rachhpal Singh & Mamta Verma, Kalyani Publishers.

**PAPER-IV: E-COMMERCE**

**Time: 3 Hours**

**Max. Marks: 50**

**Note: Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.**

**PART-I**

**E-Commerce:** Its definition, aims, processes, tools and results, EDI, VANs and Internet as Promoters. Types of E-Commerce, Commerce-net Steps to Start E-Commerce. H/W & S/W Requirements, Steps involved in opening your own online business.

**EDI** EDI vs Traditional Systems, EDI enabled procurement process, components of EDI system.

**Concerns for E-Commerce Growth:** Basic challenges to E-Commerce- Regulatory issues. Issues that confront us in relation to securing electronic transactions. Implementation of digital signatures. Authentication Mechanisms.

Laws for E-Commerce legal issues for internet commerce

**PART-II**

**Re-Engineering for Change:** Business process re-engineering BPR, methodology, Planning Methods for change to EC/EDI.

**Case Studies:** To demonstrate usefulness of E-Commerce in various business areas Banks, Reservations, E-Governance, Supply-chain, management, manufacturing, retailing and online publishing

**E-Commerce in India** EDI service providers in India, EDI projects in the government regulatory agencies. The Internet in India, laws for E-Commerce in India.

**REFERENCES:**

1. E-Commerce –The Cutting Edge of Business -Kamlesh K. Bajaj -Debjani Nag

**PAPER-V: BUSINESS AND OFFICE CORRESPONDENCE**

**Time: 3 Hours**

**Max. Marks: 50**

**Note: Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.**

**PART-I**

**BUSINESS CORRESPONDENCE** –Need, Functions, Types of business, Letters, Parts, Structure, Layout, Principles of Effective Letter Writing, Principles of effective Email Writing

**BUSINESS LETTERS** - Business enquiries and replies, Credit and status enquiries, Placing and fulfilling orders, Complaints and adjustments, Sales letters, Agency correspondence and goodwill letters, Consumer Grievance Letters, Letters under Right to Information (RTI) Act, Import and export correspondence

**PERSONNEL CORRESPONDENCE** - Job Application Letter and Resume, Letter of Appointment, Confirmation, Promotion, Termination and Resignation, Letter of Recommendation

**PART-II**

**OFFICE CORRESPONDENCE**- Intra-organizational business communication, Memorandum, Notices, Circulars, Orders, Staff suggestions and complaints, Correspondence with regional and branch offices, Agenda and minutes. Report writing, Kinds of reports, Feasibility Reports, Investigative Report

**PUBLIC RELATIONS CORRESPONDENCE** - External communication, Press release and notices, Press conference, Magazines, Brochures, Advertising, Direct mailing advertising, Classified advertising, Speeches, Interviews, Customer Care/Customer Relations.

**REFERENCES:**

1. Business Communication – Chaturvedi- Concepts, Cases & Applications Pearsons Educations, New Delhi
2. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi
3. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
4. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi.
5. Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi

**PAPER-VI: MARKETING MANAGEMENT**

**Time: 3 Hours**

**Max. Marks: 50**

**Note: Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.**

**PART-I**

**MARKETING:** Nature, Scope and Importance of Marketing, Core Marketing Concepts.

**MARKETING ENVIRONMENT:** Concept, Definition, Approaches and Factors affecting Marketing Environment.

**CONSUMER BEHAVIOUR:** The Buying Decision Process: The Five Stage Model.

**MARKET SEGMENTATION:** Meaning and Concept of Market Segmentation Bases for Market Segmentation, Benefits of Market Segmentation, Concept of Target Marketing, Concept of Positioning Strategy.

**PART-II**

**CUSTOMER RELATIONSHIP MANAGEMENT:** Meaning and Concept of CRM, Advantages of CRM, Strategies for Maintaining Customer Relations.

**MARKETING RESEARCH:** Meaning and Concept of Marketing Research Objectives and Importance of Marketing Research, Types of Marketing Research, Scope of Marketing Research, Process of Marketing Research.

**RECENT TRENDS IN MARKETING:** Green Marketing, Rural Marketing, Insurance Marketing, E-Marketing Event, Marketing Global Marketing.

**REFERENCES:**

1. Philip Kotler, *Marketing Management* Prentice Hall of India, New Delhi
2. Philip Kotler, *Principles of Marketing*, Prentice Hall of India, New Delhi
3. Sherlekar, S. A., *Marketing Management*, Himalaya Publishing House, Mumbai
4. Karunakaran, K., *Marketing Management*, Himalaya Publishing House, Mumbai
5. McCarthy J.E., *Basic Marketing-A Managerial Approach*, Tata McGraw Hill Publishers, New Delhi

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(Management & Secretarial Practices) (Semester-III)

**PAPER-VII: HTML & FLASH LAB**

**Max. Marks: 50**

Lab based on: **Paper-II & Paper-III**

**ESL-221: ENVIRONMENTAL STUDIES-I (COMPULSORY)**

**Time: 3 Hrs.**

**Max. Marks: 50**

**Theory Lectures: 1½ Hours/ Week**

**Section-A: (15 Marks):** It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.

**Section-B: (20 Marks):** It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying ten marks. Answer to any of the questions should not exceed four pages.

**Section-C: (15 Marks):** It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

**1. The Multidisciplinary Nature of Environmental Studies:**

- Definition, scope & its importance.
- Need for public awareness.

**2. Natural Resources:**

- Natural resources and associated problems:
  - a) Forest Resources:** Use of over exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
  - b) Water Resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
  - c) Mineral Resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
  - d) Food Resources:** World food problems, change caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problem, salinity, case studies.
  - e) Energy Resources:** Growing of energy needs, renewable and non-renewable energy resources, use of alternate energy sources, case studies.
  - f) Land Resources:** Land as a resource, land degradation, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

**3. Ecosystem:**

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystems:
  - a. Forest ecosystem
  - b. Grassland ecosystem
  - c. Desert ecosystem
  - d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

#### 4. Social Issues and Environment:

- From unsustainable to sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environmental Protection Act:
  - Air (prevention and Control of Pollution) Act.
  - Water (prevention and Control of Pollution) Act.
  - Wildlife Protection Act.
  - Forest Conservation Act.
- Issues involved in enforcement of environmental legislation.
- Public awareness.

#### 5. National Service Scheme

- **Introduction and Basic Concepts of NSS:** History, philosophy, aims & objectives of NSS; Emblem, flag, motto, song, badge etc.; Organizational structure, roles and responsibilities of various NSS functionaries.
- **Health, Hygiene & Sanitation:** Definition, needs and scope of health education; Food and Nutrition; Safe drinking water, water borne diseases and sanitation (Swachh Bharat Abhiyan); National Health Programme; Reproductive health.

#### References/Books:

1. Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.
2. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
3. Down to Earth, Centre for Science and Environment, New Delhi.
4. Jadhav, H. & Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub.
5. Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
6. Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
7. Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.
8. Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut.
9. Booklet on Safe Driving. Sukhmani Society (Suvidha Centre), District Court Complex, Amritsar
10. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.

**PAPER-I: FUNDAMENTALS OF ACCOUNTANCY- II**

**Time: 3 Hours**

**Max. Marks: 75**

**Note: Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.**

**PART-I**

**Partnership Accounts**

- Accounting For Partnersip-Basic Concepts
- Reconstitution Of Partnership-Change In Existing Profit Sharing Ratio
- Reconstitution-Admission Of A Partner
- Reconstitution-Retirement/Death Of A Partner
- Dissolution Of Partnership

**PART-II**

**Companies Accounts**

- Financial Statements Of Companies ( In Accordance With Revised Schedule 6)
  
- Analysis Of Financial Statements
- Ratio Analysis
- Cash Flow Statements

**REFERENCES:**

1. Accountancy II By T.S Grewal
2. Management Accounting (Sharma Publications)
3. Advanced Financial Accounting (C.Mohan Juneja, Renu Tandon- Kalayani Publishers)

**PAPER-II: ELECTRONIC PUBLISHING SYSTEM (QUARKXPRESS)**

**Time: 3 Hours**

**Max. Marks: 75**

**Note: Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.**

**PART - I**

Specifying Document setting, Creating and opening publications, use of palates &Control, Typing & text manipulations, Positioning Resizing. Scaling and stacking typing text.

Formatting graphics, Creating columns. Creating style. Changing type style and alignment. Rotating and moving of text block and graphics. Placing text file. Setting tab. indents. Leaders. Copying graphic between publications.

Viewing page inappropriate format. Master pages. Master items & spreads, Tables manipulations Box and line manipulations. Drawing merging &reshaping items.

**PART - II**

Web document Feature. Setting up pages, changing document setup. Choosing a measurement system. Adjusting layout. Numbering pages. Rearranging pages, Continued lines & linked text chains importing text. Creating columns. Editing, customizing the dictionary, hyphenation, leading Long documents. Drop caps. Special Characters, Spell Check. Anchoring items to flow with text

Grouping & locking object. Wrapping text around graphics. Using libraries. Indexing a publication creating table of contents applying color. Edit colors creating custom color libraries. Halftone separating & Trapping. Importing linking and exposing a graphic and document.

OLE (object linking and embedding). EPS.PDF. HTML. Formats. For outputs. Printing of publication proof corrections with appropriate proofreading marks .

**REFERENCE:**

1. Quark Express8: Essential Skills for Page Layout and web Design: Kelly Kordes Anton, John Cruisl, Peachpit Press(Pearson Publication)

**PAPER-III: SECRETARIAL PRACTICES**

**Time: 3 Hours**

**Max. Marks: 50**

**Note: Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.**

**PART-I**

Definition, features and types of companies, Company formation and incorporation, promoter, capital subscription, Memorandum and Articles, prospectus, meetings.

Meaning and importance of secretarial practice, definition, need and importance, appointment, rights, duties, powers and liabilities of a secretary, role of a secretary in company formation.

**PART-II**

**DIRECTORS:** Qualification and number, appointment, removal, powers, duties and liabilities, remuneration.

Reconstruction and amalgamation, winding up and dissolution of companies.

Shares and debentures, application, allotment, transfer and transmission, calls and forfeiture, dividend and interest.

**REFERENCES:**

- 1 Secretarial practice and office management by Prasanta K Ghosh.
2. The company secretarial, shandbook: a guide to statutory duties and responsibility; Ashton, Helen.
3. The company secretarials desktop guide; Mason , Roger (Thorogood Publishing).

**PAPER-IV: FUNDAMENTALS OF AUDITING**

**Time: 3 Hours**

**Max. Marks: 50**

**Note: Eight questions are required to be set giving equal weightage to all the units. The candidates will have to attempt any five. All questions carry equal marks.**

**PART - I**

**OBJECTIVE:-** This course aims at imparting knowledge about the principles and methods of auditing and their applications.

**INTRODUCTION OF AUDITING:** Basic Concepts of Auditing, Objectives, Scope, Importance and Limitations of Auditing, Distinction between Investigation and Auditing, Classification of Audit, Difference between Government Audit and Commercial Audit.

**COMPANY AUDITOR:** Qualifications, Appointment, Removal, Power, Duties and Responsibilities of Auditor.

**AUDITORS REPORT:** Basic elements of Audit report, Kinds of Audit Report, Specimen of Clean Report, Specimen of Qualified Report.

**PART - II**

**INTERNAL CHECK SYSTEM:** Internal control, Objects and Significance of Internal Control System, Internal Check and Auditor.

**VOUCHING:** Meaning and Definition, Objectives of Vouching, Vouching of Cash Transactions, Duties of Auditor relating to Vouching.

**VERIFICATION OF ASSETS AND LIABILITIES:** Meaning and Definition, Difference between Vouching and Verification. Verification of Assets and Liabilities, Duties of Auditor.

**REFERENCES:**

1. Tondon B.N.: Contemporary auditing Tata McGraw, NewDelhi.
2. PagareDinkar: Principles of auditing, S. Chand and Company, New Delhi.
3. Sharma T.R: Auditing Principles and Practice, SahityaBhavan, Agra.
4. Kapur N.D.: Auditing

**PAPER-V: QUARKXPRESS LAB**

**Max. Marks: 50**

Lab based on Paper-II

**PAPER VI: PERSONALITY ENHANCEMENT LAB**

**Max. Marks: 50**

Lab based on Communication Skills & Personality Development – Module 1 (Social Behaviour & Etiquette) & Module 2 (Interview Skills). Personality Development Module 3 (Confidence Building) & Module 4 (Leadership Qualities)

**PAPER VII: MINOR PROJECT (COMPREHENSIVE VIVA-VOICE)**

**Max. Marks: 50**

**ESL-222: ENVIRONMENTAL STUDIES-II (COMPULSORY)**

**Time: 3 Hrs.**

**Max. Marks: 50**

**Theory Lectures: 1½ Hours/ Week**

**Section-A: (15 Marks):** It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.

**Section-B: (20 Marks):** It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying ten marks. Answer to any of the questions should not exceed four pages.

**Section-C: (15 Marks):** It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

**1. Biodiversity and its Conservation:**

- Definition: Genetic, species and ecosystem diversity.
- Biogeographical classification of India.
- Value of Biodiversity: Consumptive use; productive use, social, ethical, aesthetic and option values.
- Biodiversity of global, National and local levels.
- India as mega-diversity nation.
- Hot-spots of biodiversity.
- Threats to Biodiversity: Habitat loss, poaching of wild life, man wildlife conflicts.
- Endangered and endemic species of India.
- Conservation of Biodiversity: In situ and Ex-situ conservation of biodiversity.

**2. Environmental Pollution:**

- Definition, causes, effects and control measures of:
  - a) Air Pollution
  - b) Water Pollution
  - c) Soil Pollution
  - d) Marine Pollution
  - e) Noise Pollution
  - f) Thermal Pollution
  - g) Nuclear Hazards
  - h) Electronic Waste
- Solid Waste Management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster Management: Floods, Earthquake, Cyclone and Landslides.

**3. Human Population and the Environment**

- Population growth, variation among nations.
- Population explosion-Family welfare programme.
- Environment and human health.
- Human rights.
- Value education.

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- HIV/AIDS.
- Women and child welfare.
- Role of information technology in environment and human health.
- Case studies.
- Road Safety Rules & Regulations: Use of Safety Devices while Driving, Do's and Don'ts while Driving, Role of Citizens or Public Participation, Responsibilities of Public under Motor Vehicle Act, 1988, General Traffic Signs.
- Accident & First Aid: First Aid to Road Accident Victims, Calling Patrolling Police & Ambulance.

#### 4. National Service Scheme

- **Entrepreneurship Development:** Definition & Meaning; Qualities of good entrepreneur; Steps/ ways in opening an enterprise; Role of financial and support service Institutions.
- **Civil/Self Defense:** Civil defense services, aims and objectives of civil defense; Needs for self defense training.

#### 5. Field Visits:

- Visit to a local area to document environmental assets–river/forest/grassland/hill/mountain.
- Visit to a local polluted site–Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds.
- Study of simple ecosystems–pond, river, hill slopes etc.
- Contribution of the student to NSS/any other social cause for service of society.

**Note:** In this section the students will be required to visit and write on the environment of an area/ ecosystem/ village industry/ disaster/ mine/ dam/ agriculture field/ waste management/ hospital etc. with its salient features, limitations, their implications and suggestion for improvement.

#### References/Books:

1. Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.
2. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
3. Down to Earth, Centre for Science and Environment, New Delhi.
4. Jadhav, H. & Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub.
5. Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
6. Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
7. Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.
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10. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.