

FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

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

Session: 2019-20



GURUNANAKDEVUNIVERSITY AMRITSAR

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SEMESTER - I

Paper Code	Title	Th.	P	Total
I	Communication Skills in English-I	50	-	50
II	Punjabi (Compulsory) OR ਮੁੱਢਲੀ ਪੰਜਾਬੀ OR Punjab History & Culture (From Earliest Times to C 320) (Special Paper in lieu of Punjabi Compulsory)	50	-	50
III	Work Management, Workplace, Health and Safety	50	-	50
IV	Computer Fundamentals	50	-	50
V	MS Office-I	50	75	125
VI	Customer Relation Management	75	-	75
VII	*Drug Abuse: Problem, Management and Prevention (Compulsory)	50	-	

SEMESTER – II

Paper Code	Title	Th.	P	Total
I	Communication Skills in English-II	35	15	50
II	Punjabi (Compulsory) OR ਮੁੱਢਲੀ ਪੰਜਾਬੀ OR Punjab History & Culture (C 320 to 1000 B.C.) (Special Paper in lieu of Punjabi Compulsory)	50	-	50
III	Principles of Management	50	-	50
IV	Book Keeping	50	-	50
V	MS Office - II	50	75	125
VI	Lab based on Typing Skills (Data Entry)	-	75	75
VII	*Drug Abuse: Problem, Management and Prevention (Compulsory)	50	-	

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

SEMESTER – III

Paper Code	Title	Theory	Practical	Total Marks
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
	Total			400

SEMESTER – IV

Paper Code	Paper Title	Theory	Practical	Total Marks
I	Fundamentals of Capital Market	75	-	75
II	Personality Enhancement lab	75	-	75
III	Secretarial Practices	50	-	50
IV	Desktop Publishing In Adobe In-Design	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 :- Environmental Studies Paper marks are not included in the total marks.**

Semester V

Paper Code	Title	Theory	Practical	Total Marks
I	Introduction To Graphic Designing	50	-	50
II	Fundamentals of Banking and Insurance	50	-	50
III	Fundamentals of Money Market	50	-	50
IV	Designing In Adobe Photoshop	50	75	125
V	Designing in Corel Draw	50	75	125

Semester VI

Paper Code	Title	Theory	Practical	Total Marks
I	Fundamentals of Capital Market	75	-	75
II	Personality Enhancement lab	-	75	75
III	E- Publishing Fundamentals	50	25	75
IV	Desktop Publishing in Adobe in-design	50	25	75
V	On job Training (Report & Presentation) / Major project / dissertation	-	100	100

PAPER-I: COMMUNICATION SKILLS IN ENGLISH – I**Time: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

The syllabus is divided in four sections as mentioned below:

SECTION–A

Reading Skills: Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings.

SECTION–B

Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.

Activities:

- Comprehension questions in multiple choice format
- Short comprehension questions based on content and development of ideas

SECTION–C

Writing Skills: Guidelines for effective writing; writing styles for application, personal letter, official/ business letter.

Activities

- Formatting personal and business letters.
- Organising the details in a sequential order

SECTION–D

Resume, memo, notices etc.; outline and revision.

Activities:

- Converting a biographical note into a sequenced resume or vice-versa
- Ordering and sub-dividing the contents while making notes.
- Writing notices for circulation/ boards

Recommended Books:

- *Oxford Guide to Effective Writing and Speaking* by John Seely.
- *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

ਸੈਕਸ਼ਨ-ਏ

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ),
(ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
(ਪ੍ਰਸ਼ੰਸਾ ਸਾਹਿਤ ਵਿਆਖਿਆ, ਸਾਰ)

ਸੈਕਸ਼ਨ-ਬੀ

ਇਤਿਹਾਸਕ ਯਾਦਾਂ (ਇਤਿਹਾਸਕ ਲੇਖ-ਸੰਗ੍ਰਹਿ)
ਸੰਪਾ. ਸ.ਸ.ਅਮੋਲ,
ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ। (ਲੇਖ 1 ਤੋਂ 6)
(ਨਿਬੰਧ ਦਾ ਸਾਰ, ਲਿਖਣ-ਸ਼ੈਲੀ)

ਸੈਕਸ਼ਨ-ਸੀ

(ੳ) ਪੈਰਾ ਰਚਨਾ
(ਅ) ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ੰਸਾ ਦੇ ਉੱਤਰ।

ਸੈਕਸ਼ਨ-ਡੀ

(ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ : ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਵਿਧੀਆਂ, ਸਵਰ, ਵਿਅੰਜਨ,
ਸੁਰ-ਪ੍ਰਥਮ।
(ਅ) ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ: ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ ਦਾ ਅੰਤਰ, ਪੰਜਾਬੀ
ਉਪ ਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ੰਸਾ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ੰਸਾ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ੰਸਾ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ੰਸਾ ਲਾਜ਼ਮੀ ਹੈ।
ਪੰਜਵਾਂ ਪ੍ਰਸ਼ੰਸਾ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ੰਸਾ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇ ਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ੰਸਾ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ
ਉਪ-ਪ੍ਰਸ਼ੰਸਾ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

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

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖ ਰਕਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤ੍ਰਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ)
ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ
(ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ, ਮੂਲ ਸ਼ਬਦ, ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ)

ਸੈਕਸ਼ਨ-ਸੀ

ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਸ਼ਤੇ-ਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰ ਧੰਦਿਆਂ ਆਦਿ ਨਾਲ ਸੰਬੰਧਤ।

ਸੈਕਸ਼ਨ-ਡੀ

ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇ ਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਸ਼ਵਚ ਕਰ ਸਕਦਾ ਹੈ।

PAPER-II: **PUNJAB HISTORY & CULTURE (FROM EARLIEST TIMES TO C 320)**
(SPECIAL PAPER IN LIEU OF PUNJABI COMPULSORY)

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

1. Physical features of the Punjab and its impact on history.
2. Sources of the ancient history of Punjab

SECTION B

3. Harappan Civilization: Town planning; social, economic and religious life of the Indus Valley People.
4. The Indo-Aryans: Original home and settlements in Punjab.

SECTION C

5. Social, Religious and Economic life during *Rig* Vedic Age.
6. Social, Religious and Economic life during Later Vedic Age.

SECTION D

7. Teachings and impact of Buddhism
8. Jainism in the Punjab

Suggested Readings

1. L. M Joshi (ed.), *History and Culture of the Punjab*, Art-I, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab*, Vol.I, Patiala 1977.
3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma, *Life in Northern India*, Delhi. 1966.
5. Chopra, P.N., Puri, B.N., & Das, M.N.(1974). *A Social, Cultural & Economic History of India*, Vol. I, New Delhi: Macmillan India.

Paper-III: WORK MANAGEMENT, WORKPLACE HEALTH & SAFETY

Time: 3 Hours**Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>Work Management: Meaning of Work Management, Structure of Workplace or Organization, Work Culture, Individual Behavior and Group behavior, Work Ethics and Values, Communication and Leadership at Workplace Task Management, Time Management Conflicts and negotiation,</p>
SECTION B
<p>Stress Management Work Environment, Utilization of Resources Health and Safety Management System: Introduction to Health and Safety Management System, Safe Work Procedure, Lifting and Handling Techniques, Types of Health Issues at Work Place.</p>
SECTION C
<p>Legal Requirements for Health Management Issues at Work Place, Company Policies regarding Health Management Issues. Types of hazards and risks at Work Place, Safety Inspection Process, Checklist and Report, Hazard Identification and Risk Control Procedures</p>
SECTION D
<p>Company Procedures, Legal Requirements and Methods to deal with Emergencies and Accidents, Procedure for Evacuation including Alarm Raise, Exits and Assembly Points Emergency Response Techniques, Investigation Procedure and Report, Guidelines for forming a Health and Safety Committee</p>

REFERENCES:

1. McShane, Steven L.; Glinow, Mary Ann Von; Sharma, Radha R,
“Organisational Behaviour”, 2007, Tata McGraw Hill, New Delhi.
2. Aswathappa, K., “Organisational Behaviour, Text, Cases and Games”, 2007, Himalaya Publishing, Delhi.
3. Pareek, Udai, “Understanding Organizational Behaviour ”, 2007, Oxford University Press, New Delhi
4. Adrian Flynn and John Shaw, “Safety Matters-A guide to Health and Safety at work”
5. Stephen Asbury, Edmund Jacobs ,”Dynamics Risk Assessment-The Practical Guide to Making Risk-Based Decisions with the 3Level Risk Management Model”
6. Stephen Asbury, Health and Safety, Environment and Quality Audits

Paper-IV: COMPUTER FUNDAMENTALS**Time: 3 Hours****Max. Marks = 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>Introduction to Information Technology: Basic concepts of IT, Data Processing: Data and Information.</p> <p>Introduction to Computers: Classification, History, Types of Computers.</p>
SECTION B
<p>Elements of a Computer System: Block Diagram of the Computer System, Introduction to various units.</p> <p>Hardware: CPU, Memory, Input and Output devices, Auxiliary storage devices.</p>
SECTION C
<p>Software: System and Application Software, Utility packages, Configuration of Computer System.</p> <p>Applications of Information Technology: Wide range of Applications in: Home, Education and Training, Entertainment, Science, Medicine, Engineering etc.</p>
SECTION D
<p>Introduction to Windows 7: Parts of Window Screen (Desktop, window, icons), start menu, Taskbar settings, Application & Document Window, Anatomy of a Window (Title bar, minimize, maximize button, control box, scroll bars, scroll buttons, scroll boxes), Window Explorer (expansion, collapsing of directory tree, copying, moving, deleting files, folder, creating folders), About Desktop Icons (recycle bin, my computer, network neighbourhood, brief case), Folder, Shortcut Creation, Setting of Screen Saver, Colour Settings, Wallpaper, Changing Window Appearance.</p>

REFERENCES:

1. Sinha P.K. ,”Computer Fundamentals”, BPB Publications
2. Norton Peter, “Introduction to Computers”, McGraw Hill Education

PAPER-V: MS OFFICE-I**Time: 3 Hours****Max. Marks: 125****(Th. = 50 + Pr. = 75)****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

Fundamentals: Starting Word 2007, difference in MS Word 2003 and 2007, Understanding the Word 2007 Program Screen, Understanding the Ribbon, Using the Microsoft Office Button and Quick Access Toolbar, Using Keyboard Commands, Using Help Exiting Word 2007

Basics of Document creation: Creating a New Document, Inserting and Deleting Text, Saving a Document, Opening a Document, Selecting and Replacing Text Using Undo, Redo and Repeat Navigating through a Document, Viewing a Document, Working with the Document, Window Viewing Multiple Document, and Windows Previewing and Printing a Document, Closing a Document

Formatting of a Word Document: Drop Caps, Add Shading to Draw Reader's Attention, Steps to Add Borders to a Document, work with Word Styles, Adjust the Horizontal Size of Characters, Insert and Prevent certain types of Page Breaks, Using the Word 2007 Themes To Make a Professional Document look. Steps to Create, Modify or Attach a Template. Add, Edit or Delete Headers and Footers.

SECTION B

Creating and Customizing Tables: Methods to Create a Table, Steps to Create a Table that has Specific Column Widths. Deleting Column, Row or Entire Table in Word 2007. Creating Table of Contents in Word 2007

Working with Graphics: Add, Crop, Change Pictures File Size and Wrap Picture with Text, Discover the Proper Steps to Add and Organize Clip Arts, Manipulating WordArt Effects to the Text

Mail Merge: Steps To Complete a Mail Merge, steps to create a Mail Merge Letter, Creating an Email Merge, Create Merged Envelopes, Creating Merge Mailing Labels in Word 2007, Guide to Creating Mail Merge Recipients (Data Sources)

SECTION C

PowerPoint Basics: Starting to use PowerPoint 2007, Screen Elements, Difference between PowerPoint 2003 & 2007, Saving a PowerPoint Presentation, steps to Add a New Slide, Copy Slides from other Presentation.

Slide Layout, Backgrounds and Themes: Using Different Slide's Layout, Applying Theme to the Slide(s), Changing the Color Themes, Backgrounds or Templates, Professional PowerPoint backgrounds.

Slide Masters, Header and Footer: Know about PowerPoint Slide Masters, Slide Master Background Objects - How to Insert or Hide it, Apply Header and Footer

SECTION D

Formatting Text and Text Boxes: Format Text according to requirement, PowerPoint Text Boxes, Use PowerPoint Bullets to enhance your Presentation, Use the PowerPoint Numbering Feature,

Creating and Formatting Tables: Adding Table to the PowerPoint Slide, How to resize, add or delete rows or columns, merge and split the table cells. Formatting with different Table Options

Adding Audios and Videos Files: Ways to Insert Sound Files, steps to Play Sound and the Settings Involved, Embedding Movies/Videos into Presentations, Steps to Play Movies and its setting Options

Setting Up and Running a Slide Show: Slide Transitions to the Slides, Creating and Using Animation Effects, Making an Object Fly onto or off of the Slide with Motion Paths, Setting for a slide Show

REFERENCES:

1. Bucki Lisa A, "Microsoft Office 2016 Bible", Wiley Eastern Pvt Ltd Delhi
2. WeverkaPeter, "Office 2016 All in One for Dummies", Wiley India Pvt.Ltd New Delhi
3. MS Office – BPB Publications

Paper-VI: CUSTOMER RELATIONSHIP MANAGEMENT**Time: 3 Hours****Max. Marks: 75****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>Introduction: Definitions, Concepts and Context of Relationship Management, Evolution - Transactional Vs Relationship Approach , CRM as a Strategic Marketing Tool, Significance of CRM to Stakeholders.</p> <p>Understanding Customer: Product & Customer – Overview, Importance of a Customer, Consumer Behavior. Customer Information Database, Customer Profile Analysis, Customer Perception, Expectations Analysis, Customer Behavior in Relationship Perspectives; Individual and Group Customers - Customer Life Time Value, Selection of Profitable Customer Segments.</p>
SECTION B
<p>Basics of CRM: CRM– Meaning & Definition, Dimensions of CRM, Nature of CRM , Goals of CRM, -Advantages of CRM</p> <p>CRM Structure: Elements of CRM, CRM Process, Strategies for Customer Acquisition, Retention and Prevention of Defection, Models of CRM, CRM Road Map for Business Applications.</p>
SECTION C
<p>CRM (Non-Voice): Meaning of CRM (Non-Voice), Introduction to BPM Industry & Organisational Policies & Procedures, Environment & Culture of BPM Industry, Various Outsourcing Processes, Relevant Standards, Policies, Procedures and Guidelines that apply when dealing with customer queries, Importance of Resolving Customer Queries, Customer Support Methodology</p>
SECTION D
<p>CRM Planning & Implementation: Strategic CRM Planning Process, Implementation Issues, CRM Tools, Analytical CRM, Operational CRM, Call Center Management, Role of CRM Managers, Customer Centric Approach, External Layers Vs Internal Layers, Need of Customer Support, Methodologies for Customer Support.</p> <p>Introduction to ERP: Introduction: ERP-An Overview, Enterprise-An Overview, Benefits of ERP, ERP and Related</p>

REFERENCES:

1. Scott Kostojohn, "CRM Fundamentals", Brian Paulen
2. Jill Dyché, "The CRM Handbook: A Business Guide to Customer Relationship Management" Addison-Wesley Information Technology Series
3. David S. Williams, "Connected CRM: Implementing a Data-Driven, Customer-Centric Business Strategy"

PAPER-VII: **DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION****PROBLEM OF DRUG ABUSE****Time: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION – A**Meaning of Drug Abuse:**

Meaning, Nature and Extent of Drug Abuse in India and Punjab.

SECTION – B**Consequences of Drug Abuse for:**

Individual	:	Education, Employment, Income.
Family	:	Violence.
Society	:	Crime.
Nation	:	Law and Order problem.

SECTION – C**Management of Drug Abuse:**

Medical Management: Medication for treatment and to reduce withdrawal effects.

SECTION – D

Psychiatric Management: Counselling, Behavioural and Cognitive therapy.

Social Management: Family, Group therapy and Environmental Intervention.

References:

1. Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism. Harmond Worth*: Penguin Books.
6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
9. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.

10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
13. Verma, P.S. 2017, “*Punjab’s Drug Problem: Contours and Characteristics*”, Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.

PAPER-I: COMMUNICATION SKILLS IN ENGLISH – II**Time: 3 Hours****Max. Marks: 50
Theory Marks: 35
Practical Marks: 15****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Course Contents:**SECTION–A**

Listening Skills: Barriers to listening; effective listening skills; feedback skills.

Activities: Listening exercises – Listening to conversation, News and TV reports

SECTION–B

Attending telephone calls; note taking and note making.

Activities: Taking notes on a speech/lecture

SECTION–C

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.

Activities: 1) Making conversation and taking turns
2) Oral description or explanation of a common object, situation or concept

SECTION–D

The study of sounds of English,
Stress and Intonation,
Situation based Conversation in English,
Essentials of Spoken English.

Activities: Giving Interviews

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 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

ਸੈਕਸ਼ਨ-ਏ

ਆਤਮ ਅਨਾਤਮ (ਕਹਾਣੀ ਭਾਗ),
(ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ-ਵਸਤੂ, ਪਾਤਰ ਚਿਤਰਨ)

ਸੈਕਸ਼ਨ-ਬੀ

ਇਤਿਹਾਸਕ ਯਾਦਾਂ (ਇਤਿਹਾਸਕ ਲੇਖ-ਸੰਗ੍ਰਹਿ)
ਸੰਪਾ. ਸ.ਸ.ਅਮੋਲ,
ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ। (ਲੇਖ 7 ਤੋਂ 12)
(ਸਾਰ, ਲਿਖਣ ਸ਼ੈਲੀ)

ਸੈਕਸ਼ਨ-ਸੀ

(ੳ) ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ : ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ
(ਅ) ਸ਼ਬਦ ਸੂਚੀ

ਸੈਕਸ਼ਨ-ਡੀ

(ੳ) ਸੰਖੇਪ ਰਚਨਾ
(ਅ) ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

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

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ
(ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ ਅਤੇ ਵਿਸਮਿਕ)

ਸੈਕਸ਼ਨ-ਬੀ

ਭੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ
(ੳ) ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)
(ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨ ਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

ਸੈਕਸ਼ਨ-ਸੀ

ਪੈਰੂਾ ਰਚਨਾ
ਸੰਖੇਪ ਰਚਨਾ

ਸੈਕਸ਼ਨ-ਡੀ

ਚਿੱਠੀ ਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ)
ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇ ਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

**PAPER-II: PUNJAB HISTORY & CULTURE (C. 320 TO 1000 B. C)
(SPECIAL PAPER IN LIEU OF PUNJABI COMPULSORY)**

Time: 3 Hours

Max. Marks :50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

1. Alexander's Invasion and its Impact
2. Punjab under Chandragupta Maurya and Ashoka.

SECTION B

3. The Kushans and their Contribution to the Punjab.
4. The Panjab under the Gupta Empire.

SECTION C

5. The Punjab under the Vardhana Emperors
6. Socio-cultural History of Punjab from 7th to 1000 A.D.

SECTION D

7. Development of languages and Education with Special reference to Taxila
8. Development of Art & Architecture

Suggested Readings

1. L. M Joshi (ed), *History and Culture of the Punjab*, Art-I, Punjabi University, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab* , Vol.I, Punjabi University, Patiala, 1977.
3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma: *Life in Northern India*, Delhi. 1966.

Paper-III: PRINCIPLES OF MANAGEMENT**Time: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>Management: Meaning and Definition, Nature Purpose, Scope, Importance and Functions. Management as an art, science and profession, Concept of Management, Administration and Organisation, Principles of Management, Scientific Management.</p> <p>Evolution of Management Thought: Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Chester Barnard and Peter Drucker to the management thought.</p>
SECTION B
<p>Management Techniques:</p> <ul style="list-style-type: none"> • Management by Objectives - Meaning, Process, Benefits and Weaknesses. • Planning: Meaning, Significance, Types of Plans, Elements of Planning: Objectives, Policies, Rules, Procedures, Strategy. • Organising: Meaning, Nature and Purpose of Organisation, Principles of Organisation, Forms of Organisation: Line, Functional, Line and Staff, Formal and Informal Organisation. <p>Span of Management: Meaning, Factors determining Span of Management.</p>
SECTION C
<p>Authority: Definition, Types, Responsibility and Accountability, Delegation of Authority: Definition, Steps in Delegation, Obstacles to Delegation and their Elimination, Decentralisation vs Centralisation, Determinants of Effective Decentralization.</p> <p>Staffing: Meaning, Nature and functions of HRM, Factors affecting Staffing, Recruitment, Selection, Training and Development.</p>
SECTION D
<p>Directing: Motivation-Meaning, Nature, Importance, Types, Theories of Motivation: McGregors's, Maslow and Herzberg Theories. Leadership: Meaning, Nature, Styles, Managerial Grid, Likert System, Theories of Leadership.</p> <p>Coordination: Principles and Techniques, difference between Cooperation and Coordination.</p> <p>Controlling: Meaning, Nature, Importance, Scope, Limitations and Techniques.</p>

REFERENCES:

1. Robbins, S.P., & Coulter, M.K., "Management", Pearson Education Inc., New Delhi.
2. Gupta, Meenakshi, "Principles of Management", PHI Learning Pvt. Ltd., New Delhi.
3. Koontz, H., Weihrich, H., & Aryasri, A.R., "Essentials of Management", Tata McGraw-Hill, New Delhi.
4. Aswathapa, K. "Essential of Business Administration", Himalaya Publishing House, Mumbai.

PAPER-IV: BOOK KEEPING**Time: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>Introduction to Accounting: Accounting-Meaning, Objectives, Accounting as Source of Information, Internal and External users of Accounting Information and their Needs, Advantages and Limitations of Accounting, Difference between Book-Keeping and Accountancy.</p> <p>Qualitative Characteristics of Accounting Information: Reliability, Relevance, Understandability and Comparability.</p> <p>Basic Accounting terms-Asset, Liability, Capital, Expense, Income, Expenditure, Revenue, Debtors, Creditors, Goods, Cost, Gain, Stock, Purchase, Sales, Loss, Profit, Voucher Discount: Cash and Trade Discount, Transaction, Drawings, Equity.</p>
SECTION B
<p>Theory Base of Accounting: Accounting Concepts: Business Entity, Money Measurement, Going Concern, Accounting Period, Cost Concept, Dual Aspect, Revenue Recognition (Realization), Matching, Accrual.</p> <p>Accounting Conventions: Full Disclosure, Consistency, Conservation, Materiality, Objectives.</p> <p>Accounting Standards: Meaning, Nature, Need and Type of Indian Accounting Standards.</p> <p>Accounting Mechanism: Single Entry and Double Entry.</p>
SECTION C
<p>Accounting Cycle: From recording of business transaction to preparation of Trial Balance and Final Accounts.</p> <p>Bases of Accounting: Cash Basis, Accrual Basis.</p> <p>Recording of Business Transactions</p> <p>Voucher and Transactions: Origin of Transactions-source documents and vouchers</p> <p>Preparation of Voucher: Accounting Equation Approach, Meaning and Analysis of Transaction using Accounting Equation, Rules of Debit and Credit.</p>
SECTION D
<p>Recording of Transactions: Books of Original Entry-Journal, Ledger</p> <p>Books: (i) Cash Book-Simple, Cash book with Bank column and petty cash book, (ii) Purchase Book, Sales Book, Purchase Returns Book, Sales Returns Book, Bill Receivable Book. Bills Payable Book; Ledger: Meaning, Utility, Format, Posting from Journal and Subsidiary books; Balancing of Accounts.</p> <p>Trial Balance and Rectification of Errors: Meaning, Objectives, Advantages and Methods of preparation.</p>

REFERENCES:

1. KhatriDhanesh, "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, "7th Edition (2008), Pearson Publications, New Delhi

PAPER-V: MS OFFICE – II**Time: 3 Hours****Max. Marks: 125**
(Th. = 50 + Pr. = 75)**Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>Fundamentals: Start MS Excel. Excel Screen Elements, About cell, Workbook, Worksheet, Enter Data into the Excel Worksheet, Save an Excel Worksheet, Explore Excel: Move from One Place to Another in a Worksheet, How to Change the Spreadsheet Cells Background or Text Color, Knowing The Excel Paste.</p>
SECTION B
<p>Formatting and Customizing Data: Cell Alignment Options, Number Formatting, Adding Header and Footer, How to Prevent the Cell Editing, Merge and Unmerge Cells (Columns), Create and Download the Excel 2007 Templates. Creating and Formatting Tables: How to insert a Table, Formatting the Table. Create Drop Down List, Use of Data Validation Rules</p>
SECTION C
<p>Formulas and Functions (with example illustrations): How to Write an Excel Formula, Excel 2007 Functions, Using NOW Function, Example Using the Excel 2007 PRODUCT Function, Using MAX Function, CELL Function, The RADIANS Function: Convert Degrees to Radians, DATE Function: An Easy Way to Insert a Date into a Formula, COUNT Function. Creating and Formatting Charts: Creating Charts, Create and Format the Chart Title, Chart Legend: How to Resize, Move, Changing Legend Font and Color, Creating a Pie Chart, Creating a Histogram Printing of an EXCEL Sheet: Print Preview Feature, Preview Worksheets Before Printing, Print Excel Worksheet and Print Multiple Areas of a Workbook, Printing Multiple Worksheets from a Workbook</p>
SECTION D
<p>What is a database and need of a Database Exploring and designing a database Building the Database: Creating a Table, Setting up fields, Building table relationships, Entering and editing data in the table Analyzing and Reporting Data: Sorting records entered in the table, Filtering records in the table, About queries, Using queries to make data meaningful, creation of reports</p>

REFERENCES:

1. Microsoft Word, Excel, and PowerPoint: Just for Beginners Paperback , Dorothy House
2. Weverka Peter, "Microsoft Office 2016 All-In-One for Dummies", Wiley India Pvt. Ltd, New Delhi

PAPER-VI: LAB BASED ON TYPING SKILLS (DATA ENTRY)

Max. Marks: 75

Lab based on Typing skill w.r.t. increase the speed of the typing in English, Hindi / Punjabi.

PAPER-VII: **DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION**

DRUG ABUSE: MANAGEMENT AND PREVENTION

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION – A

Prevention of Drug abuse:

Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.

SECTION – B

School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

SECTION – C

Controlling Drug Abuse:

Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program

SECTION – D

Legislation: NDPs act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials.

References:

1. Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism*. Harmond Worth: Penguin Books.
6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
9. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.

10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
13. Verma, P.S. 2017, “*Punjab’s Drug Problem: Contours and Characteristics*”, Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.

PAPER-I: FUNDAMENTALS OF ACCOUNTANCY-I**Time: 3Hours****Max. Marks: 75****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
Book keeping and Accounting, definition, features, objectives, functions and scope of accounting, Branches of Accounting , Accounting concepts and conventions.
Section B
ACCOUNTING CYCLE -Accounting equation, double entry system of book keeping, Journal , Ledger.
Section C
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.
Section D
FINAL ACCOUNTS -Preparation of Trading and Profit and Loss Account and Balance Sheet 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," 7th edition (2008), Pearson publication.

PAPER-II: FLASH**Time: 3 Hours****Max. Marks: 75****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>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</p>
SECTION B
<p>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.</p>
SECTION C
<p>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.</p>
SECTION D
<p>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. Tweening: Shape, Motion, Animation Techniques: Masks and Filters, Sound and Video. Flash Screen and presentation</p>

REFERENCES:

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

PAPER-III: HYPER TEXT MARKUP LANGUAGE**Time: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Introduction to HTML, DHTML Introduction to the concept of Hypertext and Hypermedia
SECTION B
HTML Tools. HTML Tags, Hypertext and Anchors. Different Image Formats and their creation.
SECTION C
Tables – Table based tags, Adding image within tables. Forms and Form Controls, Processing of Forms. Frames – Formatting of Frames, Nested Frames, In-line Frames.
SECTION D
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****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>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.</p> <p>EDI EDI vs Traditional Systems, EDI enabled procurement process, components of EDI system.</p>
SECTION B
<p>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.</p> <p>Laws for E-Commerce legal issues for internet commerce</p>
SECTION C
<p>Re-Engineering for Change: Business process re-engineering BPR, methodology, Planning Methods for change to EC/EDI.</p> <p>Case Studies: To demonstrate usefulness of E-Commerce in various business areas Banks, Reservations, E-Governance, Supply-chain, management, manufacturing, retailing and online publishing</p>
SECTION D
<p>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.</p>

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****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>BUSINESS CORRESPONDENCE –Need, Functions, Types of business, Letters, Parts, Structure, Layout, Principles of Effective Letter Writing, Principles of effective Email Writing</p> <p>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</p>
SECTION B
<p>PERSONNEL CORRESPONDENCE - Job Application Letter and Resume, Letter of Appointment, Confirmation, Promotion, Termination and Resignation, Letter of Recommendation</p>
SECTION C
<p>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</p>
SECTION D
<p>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.</p>

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****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>MARKETING: Nature, Scope and Importance of Marketing, Core Marketing Concepts.</p> <p>MARKETING ENVIRONMENT: Concept, Definition, Approaches and Factors affecting Marketing Environment.</p>
SECTION B
<p>CONSUMER BEHAVIOUR: The Buying Decision Process: The Five Stage Model.</p> <p>MARKET SEGMENTATION: Meaning and Concept of Market Segmentation Bases for Market Segmentation, Benefits of Market Segmentation, Concept of Target Marketing, Concept of Positioning Strategy.</p>
SECTION C
<p>CUSTOMER RELATIONSHIP MANAGEMENT: Meaning and Concept of CRM, Advantages of CRM, Strategies for Maintaining Customer Relations.</p> <p>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.</p>
SECTION D
<p>RECENT TRENDS IN MARKETING: Green Marketing, Rural Marketing, Insurance Marketing, E-Marketing Event, Marketing Global Marketing.</p>

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

PAPER-VII: HTML & FLASH LAB

Max. Marks: 50

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

PAPER-I:FUNDAMENTALS OF ACCOUNTANCY- II**Time: 3 Hours****Max. Marks:75****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Partnership Accounts -Accounting For Partnersip-Basic Concepts -Reconstitution Of Partnership-Change In Existing Profit Sharing Ratio
SECTION B
-Reconstitution-Admission Of A Partner -Reconstitution-Retirement/Death Of A Partner -Dissolution Of Partnership
SECTION C
Companies Accounts -Financial Statements Of Companies (In Accordance With Revised Sehedule 6) -Analysis Of Financial Statements
SECTION D
-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****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
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.
SECTION B
Viewing page inappropriate format. Master pages. Master items & spreads, Tables manipulations Box and line manipulations. Drawing merging & reshaping items.
SECTION C
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
SECTION D
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****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Definition, features and types of companies, Company formation and incorporation, promoter, capital subscription, Memorandum and Articles, prospectus, meetings.
SECTION B
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.
SECTION C
DIRECTORS: Qualification and number, appointment, removal, powers, duties and liabilities, remuneration. Reconstruction and amalgamation, winding up and dissolution of companies
SECTION D
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****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
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.
SECTION B
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.
SECTION C
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.
SECTION D
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 221 Environmental Studies (Compulsory Paper)**Time: 3 Hrs.****Max. Marks: 100****Teaching Methodologies**

The Core Module Syllabus for Environmental Studies includes class room teaching and field work. The syllabus is divided into 8 Units [Unit-1 to Unit-VII] covering 45 lectures + 5 hours for field work [Unit-VIII]. The first 7 Units will cover 45 lectures which are class room based to enhance knowledge skills and attitude to environment. Unit-VIII comprises of 5 hours field work to be submitted by each candidate to the Teacher in-charge for evaluation latest by 15 December, 2018.

Exam Pattern: **End Semester Examination- 75 marks**
 Project Report/Field Study- 25 marks [based on submitted report]
 Total Marks- 100

The structure of the question paper being:

Part-A, Short answer pattern with inbuilt choice – 25 marks

Attempt any five questions out of seven distributed equally from Unit-1 to Unit-VII. Each question carries 5 marks. Answer to each question should not exceed 2 pages.

Part-B, Essay type with inbuilt choice – 50 marks

Attempt any five questions out of eight distributed equally from Unit-1 to Unit-VII. Each question carries 10 marks. Answer to each question should not exceed 5 pages.

Project Report / Internal Assessment:**Part-C, Field work – 25 marks [Field work equal to 5 lecture hours]**

The candidate will submit a hand written field work report showing photographs, sketches, observations, perspective of any topic related to Environment or Ecosystem. The exhaustive list for project report/area of study are given just for reference:

1. Visit to a local area to document environmental assets: River / Forest/ Grassland / Hill / Mountain / Water body / Pond / Lake / Solid Waste Disposal / Water Treatment Plant / Wastewater Treatment Facility etc.
2. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
3. Study of common plants, insects, birds
4. Study of tree in your areas with their botanical names and soil types
5. Study of birds and their nesting habits
6. Study of local pond in terms of wastewater inflow and water quality
7. Study of industrial units in your area. Name of industry, type of industry, Size (Large, Medium or small scale)
8. Study of common disease in the village and basic data from community health centre
9. Adopt any five young plants and photograph its growth
10. Analyze the Total dissolved solids of ground water samples in your area.
11. Study of Particulate Matter (PM_{2.5} or PM₁₀) data from Sameer website. Download from Play store.
12. Perspective on any field on Environmental Studies with secondary data taken from Central Pollution Control Board, State Pollution Control Board, State Science & Technology Council etc.

Unit-I**The multidisciplinary nature of environmental studies**

Definition, scope and importance, Need for public awareness

(2 lectures)**Unit-II****Natural Resources: Renewable and non-renewable resources:**

Natural resources and associated problems.

- (a) Forest resources: Use and 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, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

(8 Lectures)**Unit-III****Ecosystems**

- 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 ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

(6 Lectures)**Unit-IV****Biodiversity and its conservation**

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

(8 Lectures)**Unit-V****Environmental Pollution****Definition**

- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- 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

(8 Lectures)**Unit-VI****Social Issues and the Environment**

- From unsustainable to sustainable development

- Urban problems and 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, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

(7 Lectures)**Unit-VII****Human Population and the Environment**

- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights
- Value Education
- HIV / AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and Human Health
- Case Studies

(6 Lectures)**Unit-VIII****Field Work**

- 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

(Field work equal to 5 lecture hours)**References:**

1. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
2. Down to Earth, Centre for Science and Environment, New Delhi.
3. Heywood, V.H. &Waston, R.T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.
4. Joseph, K. &Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
5. Kaushik, A. & Kaushik, C.P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
6. Rajagopalan, R. 2011. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
7. Sharma, J. P., Sharma. N.K. & Yadav, N.S. 2005. Comprehensive Environmental Studies, Laxmi Publications, New Delhi.
8. Sharma, P. D. 2009. Ecology and Environment, Rastogi Publications, Meerut.
9. State of India's Environment 2018 by Centre for Sciences and Environment, New Delhi
10. Subramanian, V. 2002. A Text Book in Environmental Sciences, Narosa Publishing House, New Delhi.

PAPER-I: **INTRODUCTION TO GRAPHIC DESIGNING****Time: 3 Hours****Max. Marks: 50****Instructions for Paper Setter and Candidate:**

The question paper will consist of three sections:

1. Section A has 10 short answer type questions of 01 mark each; all are to be attempted by the candidate. (10 x 1=10)
2. Section B consists of 12 questions of 02 marks each. Ten questions to be attempted by the candidate. (10 x 2=20)
3. Section C consists of 4 questions of 5 marks each. Four questions to be attempted by the candidate. (4 x 5=20)

Graphic designing: Meaning and importance of Graphic designing in contemporary times, History and Future of Graphic Design, Various tools used in Graphic designing

Techniques of image making: Denotative and Connotative image making

Elements of Design: Color, Line, Shape, Space, Texture, Value

Color: Color wheel and various color schemes

Principles of Design: Balance, Contrast, Emphasis/Dominance, Harmony, Movement/Rhythm, Proportion, Repetition/Pattern, Unity, Variety

Typography: Anatomy of a letter, Words and spacing, Typographic Measurement: The point system, Typefaces, fonts and type families, Typeface categories, Typographic Standards, Typographic Guidelines

Fundamentals of Shape and Color: Introduction to Shape and color, Graphic shapes, Visual contrast, working with color, the color wheel, Rhythm and pattern

Creating images for print & web: Formats, Resolution, Raster Vs Vector

Editing Images: Ethics and Copyright laws

PAPER-II: Fundamentals of Banking and Insurance**Time: 3 Hours****Max. Marks: 50****Instructions for Paper Setter and Candidate:**

The question paper will consist of three sections:

1. Section A has 10 short answer type questions of 01 mark each; all are to be attempted by the candidate. (10 x 1=10)
2. Section B consists of 12 questions of 02 marks each. Ten questions to be attempted by the candidate. (10 x 2=20)
3. Section C consists of 4 questions of 5 marks each. Four questions to be attempted by the candidate. (4 x 5=20)

PART-I**Evolution of banking**

Origin of the Word Bank, Meaning and definition of commercial bank, Evolution of banking in the west, Evolution of banking in India.

Functions of Bank

Primary Functions A) Accepting deposits: Demand Deposits: Current & savings; Time deposits – Recurring & Fixed deposits.

B) Granting Loans & Advances- Term loan, Short-term credit, Overdraft, cash Credit, Purchasing & discounting of bills.

Secondary Functions: A) Agency functions - payment & collection of Cheques, Bills & Promissory

notes, Execution of standing instructions, Acting as a Trustee, Executor.

B) General Utility Functions: Safe Custody, safe deposit vaults, Remittances of Funds, Pension Payments, Acting as a dealer in Foreign exchange.

Procedure for opening & operating of deposit account

Procedure for opening of Deposit account: Know your Customer Norms (KYC norms), Application form, Introduction, Proof of residence, Specimen signature & Nomination: Their importance. No. frills Account.

Procedure for operating Deposit account: Pay - in- slips, Issue of pass book, (Current Savings or Recurring deposits), Issue of Cheque book, Issue of fixed deposit receipt, Premature encashment of fixed deposits &

Methods of Remittances

Demand drafts, bankers, Cheques, Mail transfer, Telegraphic transfer, Electronic Funds Transfer.

PART-II

Introduction to Insurance, Meaning & Definition of insurance type.

Evolution and Importance of Life & general Insurance.

Role of Life Insurance & general Insurance in Pre & Post independent period – Government approach

towards Insurance sector.

General Insurance Meaning - type- need- Scope - Principles- Functions of general Insurance.

Organisation & Administration of general insurance in India.

Life Insurance Meaning- Need-& Principles of life insurance. Type of major policies. Working of life Insurance Corporation, Career options in insurance Business

REFERENCES:

1. Khubchandani, BS, 'Practice and Law of Banking', Mac Millan India Ltd 2000.
2. Sundram & Varshney, 'Banking and Financial System', Sultan Chand & Sons. Kenneth Black Jr., Harold D. Skipper, Jr: "Life and Health Insurance", 2000, Pearson Education.
3. Srinivasan, DC and Shashank srivastava: "Indian Insurance Industry ", 2003, New century Publications.
4. Julia Holyoake & Bill Weiper : "Insurance", 2007, CIB publications, Delhi.

PAPER-III: **Fundamentals of Money Market****Time: 3 Hours****Max. Marks: 50**

Instructions for Paper Setter and Candidate:

The question paper will consist of three sections:

1. Section A has 10 short answer type questions of 01 mark each; all are to be attempted by the candidate. (10 x 1=10)
2. Section B consists of 12 questions of 02 marks each. Ten questions to be attempted by the candidate. (10 x 2=20)
3. Section C consists of 4 questions of 5 marks each. Four questions to be attempted by the candidate. (4 x 5=20)

PART—I**Introduction**—Structure, Functions of Money Market in India, Growth of Indian Money Market, Capital Market Vs. Money Market, Money Market Participants**Composition of Money Market:** Lenders and Borrowers Defects of Indian Money Market Requisites

of a Developed Money Market Discount and Finance House of India Unorganised Money Market:

The Indigenous Bankers and Money Lenders

Call Money Market: Meaning, Features, Benefits, Indian Call Money Market— A Profile, Participants.**PART—II****Commercial Paper Market:** Meaning, Features**Commercial Bill Market:** Meaning, Importance, Shortcomings Of Indian Bill Market.**Certificate of Deposits:** Meaning, Features, Time Deposit Vs. Certificate Of Deposits**Treasury Bills Market:** Meaning, Features, Benefits.**REFERENCES:**

1. Gomez, C., “Financial Markets, Institutions and Financial Services”, PHI Learning Private Limited.
2. Ghosh, Alak, “Emerging money markets in India”, Deep and Deep Publications.
3. Fischer, D.E. and Jordan, R.J., “Security Analysis and Portfolio Management”. 6th Ed, Prentice–Hall, India
4. Pathak, B.V. , “Indian Financial System”, Pearson Education
5. Mechiraju, H.R., “Indian Financial System”, 3rd Edition (2009), Vikas Publishing House
6. Khan, M.Y., “Indian Financial System: Theory and Practices”, 4th Edition (2004), Tata McGraw Hill.

Note: Latest edition of suggested books may be considered.

PAPER-IV: DESIGNING IN ADOBE PHOTOSHOP**Time: 3 Hours****Max. Marks:125****Theory Marks: 50****Practical Marks:75****Instructions for Paper Setter and Candidate:**

The question paper will consist of three sections:

1. Section A has 10 short answer type questions of 01 mark each; all are to be attempted by the candidate. (10 x1=10)
2. Section B consists of 12 questions of 02 marks each. Ten questions to be attempted by the candidate. (10 x 2=20)
3. Section C consists of 4 questions of 5 marks each. Four questions to be attempted by the candidate. (4 x 5=20)

PART I

Image Fundamentals: Digital image pixel, Resolution. DPI, raster image/bitmaps, Vector image/graphics

Various File Formats: Bitmap, JPEG, PSD, PNG, TIFF, GIF, TGA

Color Modes: RGB /CYMK /LAB /Grayscale

Understanding Various Tools: Marquee Rectangular/Elliptical, Move, Lasso, Polygonal Lasso, Magnetic Lasso, Magic wand, Crop Air brush, Paint brush, Pencil, Clone Stamp, Pattern stamp, Content Aware tool, Erase, Paint bucket, Direct selection, Path component selection, Pen tool, eye dropper, Hand Zoom.

Understanding various Palettes:-Navigator, info, Color, Swatches Style History, Layers.

Paths, Character, Paragraph, Foreground Colors

Background colors, Default colors, Switch colors

Details about Status Bar, Option Bar

Edit Image in Standard mode, Quick Mask Mode

PART II

Image Display Options: Standard Screen mode, Full Screen Mode with Menu Bar, Full Screen mode.

Edit Commands:-Transform Preferences, Define Brush etc.

Image Commands: Inverse. Adjust, Extract, Liquefy etc.

Image adjustments: Adjust Brightness/ Contrast. Hue/Saturations, de-saturate, Replace Colors, invert, Variations, Canvas size, Rotate canvas, crop, Trim

Layer Commands: Renaming layers, Rearranging Layers, Lock Layers, Merge down, Merge Visible, Flatten Image, Working with layers set.

Select commands: Deselect, reselect, inverse etc.

Filter Effects: Blur, distort, noise, pixelate, Sharpen, Stylize etc.

View Commands: Zoom-in; Zoom-out, Fit-on Screen, Screen modes, rulers, guides

Print: Exporting and printing a document

Practical:

1. Drawing Watch using custom shapes
2. Create a poster design
3. Using multichannel mode
4. Using the sponge Tool
5. Create a greeting card
6. Adding an arrowhead.
7. Removing an element from an image
8. Applying Transformations
9. Create a multiple page newsletter

PAPER-V

Designing in Corel Draw**Time: 3 Hours****Max. Marks:125****Theory Marks: 50****Practical Marks:75****Instructions for Paper Setter and Candidate:**

The question paper will consist of three sections:

4. Section A has 10 short answer type questions of 01 mark each; all are to be attempted by the candidate. (10 x1=10)
5. Section B consists of 12 questions of 02 marks each. Ten questions to be attempted by the candidate. (10 x 2=20)
6. Section C consists of 4 questions of 5 marks each. Four questions to be attempted by the candidate. (4 x 5=20)

PART I

Bitmap Vs. Vector: Vector Graphics, Resolution and Quality, Colors and Fills, File Size, Common Formats- Bitmap Graphics, Resolution- Size and Quality- Color- File Size. File Formats - The **CorelDraw Interface:** CorelDraw Window - The Startup Screen, Title Bar, Menu Bar, Standard Toolbar, Property Bar, Other Toolbars, Toolbox, Color Palette, Status Bar, Drawing Window, Dialog Boxes.

Drawing predefined shapes: Rectangles- 3-Point Rectangles, Ellipses, Using the Modifier Keys, Creating Arcs and Pie Wedges, Polygons, Drawing a Star, Perfect Shapes, Smart Drawing Tool- Overview, Creating & Manipulating Text, Creating Artistic Text, Paragraph Text, Character Formatting Font, Paragraph Formatting, Spacing: Indents, Tabs, Frames and Columns, Bullets, Wrapping Text Around Graphics, Changing Case, Insert Symbol Character

PART II

Selecting & Transforming objects Selecting Objects, Marquee Selections, Using the Menus, Manipulating Objects, Positioning Objects, Resizing Objects, Rotating and Skewing Objects, Manipulating Objects with Other Tools, Free Transformation Tools, Free Rotation Tool, Free Scale Tool, Free Skew Tool, The Transform Toolbar, Undoing All Transformations, Applying and editing line ending shapes, splitting and erasing portions of objects

Object ordering, Layers & the Object manager Ordering Objects, The Object Manager, Working with Objects, Moving Objects, Working with Layers, Aligning Objects, Aligning with the Keyboard, Distributing Objects, Writing Tools, Find and Replace, QuickCorrect, Spell Checker, Automatic Spell Checking, Grammatik, Thesaurus, Language, Document Information

Applying special effects to bitmap by Effects: blend, contour, envelope, extrude, bevel, power clip etc

Exporting files, printing of document/ Design

Practical

1. Create a document using versions shapes.
2. Creating spiral shapes.
3. Create two pictures one another based on mirror function.
4. Fill the color existing image, add some text
5. Create a pie model diagram.
6. Create an envelope.
7. Write a text in different paths.
8. Create an outline on existing image.
9. Create an advertisement.
10. Design a business card for a company embed photo in it.
11. Design a banner for a marriage function

PAPER-I: Fundamentals of Capital Market**Time: 3 Hours****Max. Marks: 75****Instructions for Paper Setter and Candidate:**

The question paper will consist of three sections:

1. Section A has 10 short answer type questions of 01 mark each; all are to be attempted by the candidate. (10 x 1=10)
2. Section B consists of 12 questions of 02 marks each. Ten questions to be attempted by the candidate. (10 x 2=20)
3. Section C consists of 7 questions of 5 marks each. Six questions to be attempted by the candidate. (5 x 6=30)
4. Section D consists of 2 questions of 15 marks each. One question is to be attempted by the candidate. (15 x 1=15)

PART—I

Introduction—Structure, Functions of Capital Market in India, Growth of Indian Capital Market
 Capital Market Participants, Regulation of Capital Market: Control of Capital Issues, SEBI,
 Securities Contracts Regulation Act, 1956. Primary Market and Secondary Market
 Methods of Floatation of New Shares
 Recent Reforms in Indian Capital Market.

PART—II

Instruments in Capital Market: Ownership Securities, Creditorship Securities and Gilt Edged Securities. Shares (Equity and Preference), Warrants, Bonds and It's Types, GDRs, ADRs, ETFs, Mutual Funds, Derivatives (Forwards, Futures and Options).

Stock Exchanges: Stock Exchanges in India, Organisation, Management, Membership, Rules of Stock

Exchange, Recognition, Speculation. Trading Mechanism of Stock Exchange

Security Market Indices: Uses of Security Market Indices, Types Of Indices.

REFERENCES:

1. Fischer, D.E. and Jordan, R.J., "Security Analysis and Portfolio Management". 6e, Prentice–Hall, India.
2. Pathak, B.V. , "Indian Financial System", Pearson Education
3. Khan, M.Y., "Indian Financial System: Theory and Practices", 4th edition (2004), Tata McGraw Hill.
4. Gomez, C., "Financial Markets, Institutions and Financial Services", PHI Learning Private Limited.
5. Raghunathan, V., "Stock Exchange and Investments", Tata McGraw–Hi11.
6. Kulshreshtha, C.M., "Mastering Mutual Funds", Vision Books.

Note: Latest edition of suggested books may be considered.

PAPER-II:

Personality Enhancement lab

Max. Marks = 75

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-III:

E- PUBLISHING FUNDAMENTALS**Time: 3 Hours****Max. Marks: 75****Theory Marks: 50
Practical Marks: 25****Instructions for Paper Setter and Candidate:**

The question paper will consist of three sections:

1. Section A has 10 short answer type questions of 01 mark each; all are to be attempted by the candidate. (10 x 1=10)
2. Section B consists of 12 questions of 02 marks each. Ten questions to be attempted by the candidate. (10 x 2=20)
3. Section C consists of 4 questions of 5 marks each. Four questions to be attempted by the candidate. (4 x 5=20)

PART I

Introduction: Internet, WWW, Web2.0, Broadband, Print On demand, eBook, e-Journals, e-Newspaper, internet advertising, Digital libraries, e-Readers, Electronic Publishing Advantages, Issues.

Publishing : Areas of publishing – Legal, STM, Book Publishing – Manuscript, Anatomy of a book, Layout & Design, Journal Publishing - Layout & Design, Web Publishing - Layout & Design, Accessibility, usability, standards, Publishing on Handheld devices - Layout & Design.

Workflow: Authors, Publishers, e -Publishing Companies; Workflow – Receiving Jobs (FTP), Pre editing, Copy editing, Proof reading, Graphics, Pagination, Quality Control, Output – Print, Proof, Web, Handheld devices; Workflow software, File management – File Naming conventions, Storage, Metadata, Searching, Digital Asset Management, Repurposing, PDFX/3 workflow.

PART II

Software & tools: Conventional workflow, XML workflow, STM Typesetting software, Pagination software's, Image manipulation software's, Markup languages – fundamentals, Presentation technologies - (HTML, CSS, WML, XSL/XSL-FO), Representation technologies (XML, DTD, W3C XML Schema, DSDL), Transformation technologies (SAX, DOM, XSLT)

Version control of publications: Importance of version control, how version control works, And different methods of version control: File naming conventions, tracking using version numbers, version control tables and Good practices for version management of publications.

Access control of publications: Introduction to Authentication and authorization, User access,

Data integrity, Flexible document storage mechanism: manuals, work processes, checklists, instructions, Revision control, Approval process, Approval tracking, Revision history, Secure access requirements: User access can be set by groups, individuals or documents to allow for the precise access that you require to your data, Print Screen and Print Control, Digital Signatures, Watermarks, Pdf conversion, Access control etc

Emerging trends: Future publishing Models, Digital Rights Management, Business models in Internet

PAPER-IV: DESKTOP PUBLISHING IN ADOBE IN-DESIGN**Time: 3 Hours****Max. Marks: 75
Theory Marks: 50
Practical Marks: 25****Instructions for Paper Setter and Candidate:**

The question paper will consist of three sections:

1. Section A has 10 short answer type questions of 01 mark each; all are to be attempted by the candidate. (10 x 1=10)
2. candidate.
3. Section B consists of 12 questions of 02 marks each. Ten questions to be attempted by the candidate. (10 x 2=20)
4. Section C consists of 4 questions of 5 marks each. Four questions to be attempted by the candidate. (4 x 5=20)

PART I**Getting to Know the Work Area** – The Application window; Navigating Pages; Rulers, Guides & Frames; Panels & Panel Menus; View and Preview settings**Quick Start** – New Document Set Up; Adding and Editing Text; Adding and Replacing Graphics; Moving Objects; Printing and Creating a PDF; Saving Files**Setting up a Document** – New Document Settings; Saving and Reverting, Saving to IDML; Margins and Columns; Ruler Guides; Bleeding Color or Images**Managing Pages** – Adding, deleting and moving pages; Navigation; changing page sizes; creating and applying Master Pages; Overriding Master Page Items, Page Numbering**Working with Type** – Importing / Placing Text; Text Frames, Selecting and Editing Text; Special Characters; Story Editor; Spell-check; Find / Change**PART II****Importing & Editing Graphics** – Importing / Placing Graphics; Linking Graphics & Links Panel; Fitting Graphics to Frames**Working with Color** – Strokes & Fills; Color Swatches; Gradient Swatches; Sampling Color**Frames & Paths** - Editing Frames and Paths; Corner Options; Creating Polygons & Starbursts; Turning text into Outlines**Layers** – Creating and controlling layers; grouping and locking layers; aligning and distributing; Text wrap**Paragraph & Character Styles** – Setting up character / paragraph styles; formatting a paragraph; Tabs, Bullets & Numbering**Practical:**

Create a Bio- Data, Create an Application Form, Create a Letter Pad, Create a Greeting card, Create a Wedding card, Create a Visiting card, Create a Book Wrapper, Create a Brochure, Index Preparation, Working with master Preparation

PAPER-V: **ON JOB TRAINING (REPORT & PRESENTATION) /
MAJOR PROJECT / DISSERTATION**

Max Marks: 100

(External Assessment = 50;

Internal Assessment = 50)

- Report and Presentation should be submitted monthly
- Internal Assessment is based upon the performance of above said report and presentation made.
- Monthly report is to be evaluated by internal examiner of the concerned college.
- Final report is to be submitted by the end of training period. External assessment is based on final report and viva voce. Final report is to be evaluated by external examiner appointed by Guru Nanak Dev University, Amritsar.