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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(ii) Subject to change in the syllabi at any time.
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**SEMESTER - I**

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

**SEMESTER – II**

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Communication Skills in English-II</td>
<td>35</td>
<td>15</td>
<td>50</td>
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<tr>
<td>II</td>
<td>Punjabi (Compulsory) OR Mannde Punjabi OR Punjab History &amp; Culture (C 320 to 1000 B.C.) (Special Paper in lieu of Punjabi Compulsory)</td>
<td>50</td>
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<tr>
<td>III</td>
<td>Principles of Management</td>
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<td>-</td>
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</tr>
<tr>
<td>IV</td>
<td>Book Keeping</td>
<td>50</td>
<td>-</td>
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<tr>
<td>V</td>
<td>MS Office - II</td>
<td>50</td>
<td>75</td>
<td>125</td>
</tr>
<tr>
<td>VI</td>
<td>Lab based on Typing Skills (Data Entry)</td>
<td>-</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>VII</td>
<td>*Drug Abuse: Problem, Management and Prevention (Compulsory)</td>
<td>50</td>
<td>-</td>
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</tr>
</tbody>
</table>

*Note :- This Paper marks are not included in the total marks.*
### SEMESTER – III

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title</th>
<th>Theory</th>
<th>Practical</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Fundamentals of Accountancy-I</td>
<td>75</td>
<td>-</td>
<td>75</td>
</tr>
<tr>
<td>II</td>
<td>FLASH</td>
<td>75</td>
<td>-</td>
<td>75</td>
</tr>
<tr>
<td>III</td>
<td>Hyper Text Markup Language</td>
<td>50</td>
<td>-</td>
<td>50</td>
</tr>
<tr>
<td>IV</td>
<td>E-Commerce</td>
<td>50</td>
<td>-</td>
<td>50</td>
</tr>
<tr>
<td>V</td>
<td>Business and office Correspondence</td>
<td>50</td>
<td>-</td>
<td>50</td>
</tr>
<tr>
<td>VI</td>
<td>Marketing Management</td>
<td>50</td>
<td>-</td>
<td>50</td>
</tr>
<tr>
<td>VII</td>
<td>HTML &amp; Flash Lab</td>
<td>-</td>
<td>50</td>
<td>50</td>
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<tr>
<td></td>
<td><strong>Total</strong></td>
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</table>

### SEMESTER – IV

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<thead>
<tr>
<th>Paper Code</th>
<th>Paper Title</th>
<th>Theory</th>
<th>Practical</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Fundamentals of Capital Market</td>
<td>75</td>
<td>-</td>
<td>75</td>
</tr>
<tr>
<td>II</td>
<td>Personality Enhancement lab</td>
<td>75</td>
<td>-</td>
<td>75</td>
</tr>
<tr>
<td>III</td>
<td>Secretarial Practices</td>
<td>50</td>
<td>-</td>
<td>50</td>
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<tr>
<td>IV</td>
<td>Desktop Publishing In Adobe In-Design</td>
<td>50</td>
<td>-</td>
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<tr>
<td>V</td>
<td>QuarkXpress Lab</td>
<td>-</td>
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<tr>
<td>VI</td>
<td>Personality Enhancement Lab</td>
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<td>50</td>
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<tr>
<td>VII</td>
<td>Minor Project (Comprehensive Viva-Voice)</td>
<td>-</td>
<td>50</td>
<td>50</td>
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<tr>
<td></td>
<td><strong>Environmental Studies-II (Compulsory)</strong></td>
<td>50</td>
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<tr>
<td></td>
<td><strong>Total</strong></td>
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</table>

**Note**: Environmental Studies Paper marks are not included in the total marks.
## Semester V

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title</th>
<th>Theory</th>
<th>Practical</th>
<th>Total Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Introduction To Graphic Designing</td>
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<td>-</td>
<td>50</td>
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<tr>
<td>II</td>
<td>Fundamentals of Banking and Insurance</td>
<td>50</td>
<td>-</td>
<td>50</td>
</tr>
<tr>
<td>III</td>
<td>Fundamentals of Money Market</td>
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<tr>
<td>IV</td>
<td>Designing In Adobe Photoshop</td>
<td>50</td>
<td>75</td>
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<tr>
<td>V</td>
<td>Designing in Corel Draw</td>
<td>50</td>
<td>75</td>
<td>125</td>
</tr>
</tbody>
</table>
### Semester VI

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title</th>
<th>Theory</th>
<th>Practical</th>
<th>Total Marks</th>
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</thead>
<tbody>
<tr>
<td>I</td>
<td>Fundamentals of Capital Market</td>
<td>75</td>
<td>-</td>
<td>75</td>
</tr>
<tr>
<td>II</td>
<td>Personality Enhancement lab</td>
<td>-</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>III</td>
<td>E- Publishing Fundamentals</td>
<td>50</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>IV</td>
<td>Desktop Publishing in Adobe in-design</td>
<td>50</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>V</td>
<td>On job Training (Report &amp; Presentation) / Major project / dissertation</td>
<td>-</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>
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: पीछड़ी (खण्डभी)

प्रति पेजः 3 पृष्ठ
विद्यालय  : 50

मैक्सर-से

(अ) उत्तर रोजगार (लिखित ज्ञान).
(भ) मूल्यिति जीत अथवा विकसित मिझा मिझा
चार टेंट दें बस्ती क्षेत्रमंत्री, ओरिजुनमंत्र।
(भूगोल मान्यता विभाग का, मात)

मैक्सर-पी

(अ) मैक्सर जाने (मैक्सर सेंटर जंगलित)
(ब) मै. म.चेकड़े,
(ब) मैक्सर मंग्ल भुवनक, कुटियागढ़ (खेत 1 और 6)
(भ) निचं मान, निर्देश-सैली)

मैक्सर-मी

(अ) धारा 18002
(ब) धारा 18003 देश देश

मैक्सर-मी

(अ) मैक्सर शुद्ध देश (पूर्वकर्त्ता, पूर्वकर्त्ता काम के दिशा, में, निर्देशक, विशेष, अनुमति वा)
(ब) उपन्यास रचित करः उपन्यास टच को विशेष हिंदी-उपन्यास या उपन्यास, मैक्सर
(भ) हिंदी उपन्यासदेश संघर्ष के पिता-पितृ

अन्वेषण  अथवा पत्रिकामत्र संडी उपाधियों

1. पुस्तक धुंध में चार लख चार शब्द। उन लख चित्रों के द्वारा पुस्तक धुंध मात्र।
2. विशेषात्मक देश देश शब्द वाले दाट। उन लख दिखाई देता पुस्तक धारण तथा।
पृष्ठों पुस्तक लिखे दी लख दिखाई देता ना मंजूर का दे।
3. उक्त केन्द्री पुस्तक में घराण अंदर उठ।
4. देश मैंट ब्रह्म देश में बन चारे ऊं देश देश देश देश अंदर देश तें देश चार देश देश देश देश देश देश देश देश क्षेत्र बन मंजूर दे।
BACHELOR OF VOCATION (B.VOC.) (MANAGEMENT & SECRETARIAL PRACTICES) (SEMESTER-I)

PAPER-II: संगठनीयप्रणाली
(In lieu of Compulsory Punjabi)

भाषा : 3 उनिर
दर्जा भाँति: 50

केवलमणे

पेंटी आखर, औरंग उलभा, पेंट किटी राखे दूर अंदे पेंट हिंद पेंट दांते दरट अंदे भांडुरा (पचूली लग-पड़त)
शव्मन (किटी, किटी, अधि) : पड़त अंदे दूर

केवलमणे-ची

पौष्पिक मर्म-परिवर्तन : भूमिका पर-पड़त
(मापात मर्म, मैचल मर्म, भिमल मर्म, कृषि मर्म, अन्यविद्या अंदे दिलेित)

केवलमणे-मी

हिंद दूररा मी पौष्पिक मर्मपरिवर्तन : भाषात, लघु, विचार-राखे, पेंटी अंदे ठेव भीषणा अक्षर तस्माद मैथिएदु।

केवलमणे-डी

उदाहरणे दे मंड देवले दे ला, भाषा भविष्यांते दे ला, दूररा दे ला, दिव दे मै उन नित्य परिवर्तन दिव

अंदे-दूर अंदे भविष्यांत्यवर्तिन

1. पुष्प पंडु मै चव चव उठो। उन चवा िविचे दे पुष्प पंडु मै चवो।
2. हिंदिभाषी दे बुड़ भज पुष्प बलो। उन चवा िविचे दिव पुष्प सफल भे।
3. पौष्प पुष्प दे गुणगत भी उठो।
4. गंडा लैंट घड़ा दृश्य मै जव जवे दुं पौष्प दूर दूर भजे दुं दूर चव दुं पौष्प-पुष्प भज जव जवे।
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.  

SECTION C
5. Social, Religious and Economic life during Rig 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)  
**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.

<table>
<thead>
<tr>
<th>SECTION A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Work Management:</strong> 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,</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION B</th>
</tr>
</thead>
</table>
| 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 Workplace |

<table>
<thead>
<tr>
<th>SECTION C</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>SECTION D</th>
</tr>
</thead>
<tbody>
<tr>
<td>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</td>
</tr>
</tbody>
</table>
REFERENCES:

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

Introduction to Information Technology: Basic concepts of IT, Data Processing: Data and Information.
Introduction to Computers: Classification, History, Types of Computers.

SECTION B

Elements of a Computer System: Block Diagram of the Computer System, Introduction to various units.
Hardware: CPU, Memory, Input and Output devices, Auxiliary storage devices.

SECTION C

Applications of Information Technology: Wide range of Applications in: Home, Education and Training, Entertainment, Science, Medicine, Engineering etc.

SECTION D

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.

REFERENCES:

BACHELOR OF VOCATION (B.VOC.) (MANAGEMENT & SECRETARIAL PRACTICES) (SEMESTER-I)

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.

<table>
<thead>
<tr>
<th>SECTION A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Formatting of a Word Document:</strong> 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.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Creating and Customizing Tables:</strong> 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</td>
</tr>
<tr>
<td><strong>Working with Graphics:</strong> 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</td>
</tr>
<tr>
<td><strong>Mail Merge:</strong> 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)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PowerPoint Basics:</strong> Starting to use PowerPoint 2007, Screen Elements, Difference between PowerPoint 2003 &amp; 2007, Saving a PowerPoint Presentation, steps to Add a New Slide, Copy Slides from other Presentation.</td>
</tr>
<tr>
<td><strong>Slide Layout, Backgrounds and Themes:</strong> Using Different Slide's Layout, Applying Theme to the Slide(s), Changing the Color Themes, Backgrounds or Templates, Professional PowerPoint backgrounds.</td>
</tr>
<tr>
<td><strong>Slide Masters, Header and Footer:</strong> Know about PowerPoint Slide Masters, Slide Master Background Objects - How to Insert or Hide it, Apply Header and Footer</td>
</tr>
</tbody>
</table>
SECTION D

<table>
<thead>
<tr>
<th>Formatting Text and Text Boxes:</th>
<th>Format Text according to requirement, PowerPoint Text Boxes, Use PowerPoint Bullets to enhance your Presentation, Use the PowerPoint Numbering Feature,</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating and Formatting Tables:</td>
<td>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</td>
</tr>
<tr>
<td>Adding Audios and Videos Files:</td>
<td>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</td>
</tr>
<tr>
<td>Setting Up and Running a Slide Show:</td>
<td>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</td>
</tr>
</tbody>
</table>

REFERENCES:

2. Weverka Peter, “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

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


SECTION B

Basics of CRM: CRM – Meaning & Definition, Dimensions of CRM, Nature of CRM, Goals of CRM, Advantages of CRM


SECTION C


SECTION D


REFERENCES:

1. Scott Kostojohn, “CRM Fundamentals”, Brian Paulen
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:

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.


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: उम्मीद (उम्मीदी)

माह : 3 चौथे

पत्र-शृंखला अंदेश पत्र-युक्तकरण

मेंमर-सी
अध्याग अड़ण (वांछी ज्ञान),
(मैं सुझाव दिया अंदेश छलनी युक्तकरण अंदेश)
ताल ताल देख युक्तकरण, अभियुक्त
(विभाग-वांछी, पत्र वितरण)

मेंमर-बी
विकल्प विचार (विकल्प विचार-विकल्प)
मैं व.म.अभियोजक,
उम्मीद मारिवृक्ष पत्र-व्यक्तकरण (संख्या 7 से 12)
(मैं, लिखत सैली)

मेंमर-बी
(6) मार्ग-दाखल अंदेश मार्ग तपाई : पत्रकारन, लेखक के मंजूर
(7) मार्ग मुद्रा"""

मेंमर-बी
(6) संदिग्ध तपाई
(7) पुस्तक अंदेश

मंच-सौंदर्य अंदेश पत्रसिद्धि सप्ती उत्तराधिकार

1. पुस्तक पंक्ति दो चार ढाई दशमलव। उत्तर ढाई दिन दे पुस्तक पंक्ति साठवो।
2. विकल्पवाणी हेतु दूसरे पंक्ति चार ढाई दशमलव। उत्तर ढाई दिन दे विवरण पुस्तक उपलब्धि
   हेतु। पंक्ति पुस्तक सिम्बोल क्षय दिन दिने विवरण साठवा हो।
3. उच्च विश्वास दे बन्धन अंदेश उठा।
4. पेरेट मैट जादु दर्शन स्वतंत्र चार उ पुस्तक दों टैंक अंदेश दें टैंक चार उ दंपट-युक्तकरण दिशा दें मार्ग हो।
BACHELOR OF VOCATION (B.VOC.) (MANAGEMENT & SECRETARIAL PRACTICES) (SEMESTER-II)

PAPER-II: ਮੂਲਜ਼ਮ ਪ੍ਰਤੀਪਤਿ (In lieu of Compulsory Punjabi)

ਮੰਮੂ: 3 ਅਂਟੇ ਵਰਗਵੰਚਲ: 50

ਪੰਤਕ-ਪੰਤਖ

ਮੇਥੇਥ-ਪੰਜ

ਮੰਮੂ ਵੇਸਟੀਸ਼ਨਾ: ਪੰਜਾ ਅੱਠ ਦਸਤਾਂ
(ਸੰਘ, ਪੰਜਾਂਦੀ, ਲਿਬਰੇਸ਼ਨ, ਲਿਬਰੇਸ਼ਨ ਰੈਸ਼ੀ, ਮੰਗਵੇਲ, ਪੰਜਾ ਅੱਠ ਦਿਸ਼ਵਲ)

ਮੇਥੇਥ-ਜ਼ੀ

ਸੈਥੀ ਦਾਵਾ ਵਧਾਉਂਦੀਆਂ: ਮੰਮੂ ਸਟੇਟ-ਪੰਜਾਂ
(ਹੋ) ਸੰਪਾਦਨ ਦਾਵਾ, ਪੰਜਾ ਅੱਠ ਦਸਤਾਂ ਰੈਸ਼ੀਟ ਦਾਵਾ (ਪੰਜਾ ਅੱਠ ਦਸਤਾਂ)
(ਅਹ) ਵਿਚਾਰਤਿਆਂ ਦਾਵਾ, ਪੰਜਾ ਅੱਠ ਦਸਤਾਂ ਅੱਠ ਦਸਤਾਂ ਦਾਵਾ (ਪੰਜਾ ਅੱਠ ਦਸਤਾਂ)

ਮੇਥੇਥ-ਮੀ

ਪਹਾਰ ਕਣਤਾ
ਮੰਗਵੇਲ ਕਣਤਾ

ਮੇਥੇਥ-ਬੀ

ਸੀਨੀ ਪੰਜਾਂ (ਅੱਠਲੋ ਅੱਠ ਦਸਤਾਂ)
ਆਂਵਾਟ ਅੱਠ ਮੰਸ਼ਰੇ

ਆਂਵ-ਟੈਂਡ ਅੱਠ ਪੰਤਵਾਲ ਸਟੇ ਟੈਂਡਟਆਂ

1. ਪੰਜਾ ਪੰਜਾ ਦੇ ਚਾਲ ਬਣਾ ਰੋਕਿਆ। ਉਹ ਬਣਾ ਰੋਕਿਆ ਤੇ ਪੰਜਾ ਪੰਜਾ ਰੋਕਿਆ।
2. ਲਿਬਰੇਸ਼ਨੀ ਹੇ ਦੱਖਣ ਪੰਜਾ ਪੰਜਾ ਬਣਾ ਗਿਆ। ਉਹ ਬਣਾ ਗਿਆ ਦੱਖਣ ਪੰਜਾ ਸਾਂਘਲੀ ਹੈ।
3. ਪੰਜਾ ਦੱਖਣ ਦੇ ਨਾਮਾਲ ਹੋ ਗਿਆ।
4. ਪੰਜਾ ਦੱਖਣ ਦੇ ਨਾਮਾਲ ਦੇ ਚਾਲ ਚਰਚਾ ਉੱਤੇ ਪੰਜਾ ਦੱਖਣ ਦੱਖਣ ਅਖ਼ੀਰ ਦੱਖਣ ਦੱਖਣ ਵਿੱਚ ਪੰਜਾ ਹੋਣ ਦੇ ਚਾਲ ਹੋਣ।

1. ਪੰਜਾ ਪੰਜਾ ਦੇ ਚਾਲ ਬਣਾ ਰੋਕਿਆ। ਉਹ ਬਣਾ ਰੋਕਿਆ ਤੇ ਪੰਜਾ ਪੰਜਾ ਰੋਕਿਆ।
2. ਲਿਬਰੇਸ਼ਨੀ ਹੇ ਬਣਾ ਰੋਕਿਆ ਦੱਖਣ ਦੇ ਨਾਮਾਲ ਦੇ ਚਾਲ ਹੋ ਗਿਆ।
3. ਪੰਜਾ ਦੱਖਣ ਦੇ ਨਾਮਾਲ ਹੋ ਗਿਆ।
4. ਪੰਜਾ ਦੱਖਣ ਦੇ ਨਾਮਾਲ ਦੇ ਚਾਲ ਚਰਚਾ ਉੱਤੇ ਪੰਜਾ ਦੱਖਣ ਦੱਖਣ ਅਖ਼ੀਰ ਦੱਖਣ ਦੱਖਣ ਵਿੱਚ ਪੰਜਾ ਹੋਣ ਦੇ ਚਾਲ ਹੋਣ।
BACHELOR OF VOCATION (B.VOC.) (MANAGEMENT & SECRETARIAL PRACTICES) (SEMESTER-II)

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 Punjab 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)
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

SECTION B
Management Techniques:
Span of Management: Meaning, Factors determining Span of Management.

SECTION C
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 Decentralisation.

SECTION D
Coordination: Principles and Techniques, difference between Cooperation and Coordination.

REFERENCES:
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


Qualitative Characteristics of Accounting Information: Reliability, Relevance, Understandability and Comparability.

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.

SECTION B


Accounting Conventions: Full Disclosure, Consistency, Conservation, Materiality, Objectives.

Accounting Standards: Meaning, Nature, Need and Type of Indian Accounting Standards.

Accounting Mechanism: Single Entry and Double Entry.

SECTION C

Accounting Cycle: From recording of business transaction to preparation of Trial Balance and Final Accounts.

Bases of Accounting: Cash Basis, Accrual Basis.

Recording of Business Transactions

Voucher and Transactions: Origin of Transactions-source documents and vouchers

Preparation of Voucher: Accounting Equation Approach, Meaning and Analysis of Transaction using Accounting Equation, Rules of Debit and Credit.

SECTION D

Recording of Transactions: Books of Original Entry-Journal, Ledger


REFERENCES:

PAPER-V: MS OFFICE – II

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:** 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.

SECTION B
**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

SECTION C
**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

SECTION D
**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

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

References:

1. Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur.


PAPER-I: FUNDAMENTALS OF ACCOUNTANCY-I

Time: 3 Hours

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.

<table>
<thead>
<tr>
<th>Section A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book keeping and Accounting, definition, features, objectives, functions and scope of accounting, Branches of Accounting, Accounting concepts and conventions.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section B</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Section C</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Section D</th>
</tr>
</thead>
</table>

REFERENCES:

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
INTRODUCTION

SECTION B
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.

SECTION C
COLORS SETTING

SECTION D
USE OF TEXT

REFERENCES:
1. Flash Boys, Michael Lewis
3. Macromedia Flash Professional Unleashed, Vogeleer David, SAMS.
PAPER-III: HYPER TEXT MARKUP LANGUAGE

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:

**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.

<table>
<thead>
<tr>
<th>SECTION A</th>
</tr>
</thead>
</table>
| **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. |

<table>
<thead>
<tr>
<th>SECTION B</th>
</tr>
</thead>
</table>
Laws for E-Commerce legal issues for internet commerce |

<table>
<thead>
<tr>
<th>SECTION C</th>
</tr>
</thead>
</table>
| **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 |

<table>
<thead>
<tr>
<th>SECTION D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>E-Commerce in India</strong> EDI service providers in India, EDI projects in the government regulatory agencies. The Internet in India, laws for E-Commerce in India.</td>
</tr>
</tbody>
</table>

**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
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

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

SECTION C
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

SECTION D

REFERENCES:

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

SECTION B
CONSUMER BEHAVIOUR: The Buying Decision Process: The Five Stage Model.

SECTION C
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.

SECTION D

REFERENCES:
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 Partnership-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 Schedule 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)
# 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


## Section B

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

## Section C


## Section D


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**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


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:
BACHELOR OF VOCATION (B.VOC.) (MANAGEMENT & SECRETARIAL PRACTICES) (SEMESTER-IV)

PAPER-V: QUARKXPRESS LAB

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-I 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-I 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-I 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 handwritten 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 PM$_{10}$) 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.

 roles 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:
2. Down to Earth, Centre for Science and Environment, New Delhi.
9. State of India’s Environment 2018 by Centre for Sciences and Environment, 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 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)

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.

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


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 independents period – Government approach towards Insurance sector.
General Insurance Meaning - type- need- Scope - Principles- Functions of general Insurance.
Organisation & Administration of general insurance in India.

REFERENCES:

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:

Note: Latest edition of suggested books may be considered.
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 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

Select commands: Deselect, reselect, inverse etc.

Filter Effects: Blur, distort, noise, pixeleate, 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 x 1 = 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**


**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


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).


REFERENCES:


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)
PART I


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
BACHELOR OF VOCATION (B.VOC.) (MANAGEMENT & SECRETARIAL PRACTICES) (SEMESTER-VI)

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. 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
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 Revering, 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; Turnings 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.