

NARSEE MONJEE COLLEGE OF COMMERCE AND ECONOMICS

FYJC (MCVC) Portion For IInd Term End Exam March/April-2017

GENERAL FOUNDATION COURSE

Ch 1. Self-Management

Ch 2. Time Management

Ch 3. Team Building

Ch 4. Motivation

Ch 5. Ethics & Values

Ch 6. Interpersonal Skills

Ch 7. Stress Management

Ch 8. Interview

Ch 9. Cross Occupational Competency

Ch 10. Quality Management

Ch 11. Safety & Health

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TRAVEL & TOURISM

PAPER I: CONCEPTS OF TOURISM

THEORY: TERMINOLOGY, TYPES OF TOURISM,

HANDICRAFTS,

Religion (Hinduism, Buddhism, Jainism, Islam, Sikhism,

Christianity, Zoroastrianism), Places of interest in India,

Maharashtra at a glance, Music, Museum, Tourism organisation,

Impacts of Tourism.

PRACTICALS: Places of interest, Visit reports of Museum, Travel fairs, Kalaghoda festival.

PAPER II: TRANSPORT

**THEORY: Rail Transport, Air Transport, Airport Essentials,
Water Transport.**

PRACTICALS: Luxury Trains, Reading Of Rail And Air Time Table, Luxury Ships & Its Facilities, Codes Countries & Capitals.

PAPER III: BASIS OF HOSPITALITY MANAGEMENT

THEORY: Hotels, Types, Categories, Room Types, Departments,

F.O, Duties Of Lobby Staff, Duties Of F.O Cashier, Emergency.

Procedures, Reservation, Reception, Information, Guest Folio,

Departure Procedure, Taj Group Hotels.

PRACTICALS: All the topics done in the Practical file.

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ACCOUNTING & AUDITING

Office Management & Organisation – Paper I

THEORY:

- Office Charts & Manuals (Notes Given)
- Office Correspondence & Letter Writing Chapter 5
- Office Automation & Machines Chapter 6
- Recruitment, Selection & Training of Office Employees Chapter 7
- Microsoft office & its application Chapter 8.

Fundamentals of Costing & Auditing-Paper III

THEORY & PRACTICAL:

COSTING

- Storekeeping (LIFO, FIFO, Stock Levels)
- Labour Chapter
- Detailed Cost Sheet
- Tender

AUDITING

- Errors & Frauds
- Classification of Audit
- Planning & Procedure of Audit.

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FYJC (MCVC) Portion for IInd Terminal Exam March/April, 2017

ACCOUNTING & OFFICE MANAGEMENT

Paper II (Theory & Practical)

Financial Accountancy

- I) Petty Cash Book
- II) Bank Reconciliation Statement
- III) Trial Balance
- IV) Rectification of Errors
- V) Final Accounts of sole trading organisation

Paper I (Practical)

- I) Office Correspondence
- II) Layout of Business Letter
- III) Correspondence with different institutions like banks, company, HSC board
- IV) Preparation of advertisement for state/local level news paper
- V) Layout of training institute
- VI) Preparation of document in MS Word & MS Excel.

MARKETING & RETAIL MANAGEMENT

Theory I: Marketing & Salesmanship

1. Advertising (6.1-6.4)
2. Marketing (10.1-10.2)
3. Marketing Activities in Marketing Process (11.1-11.3)
4. Marketing Management, Marketing Programme, Marketing Expense Budget, Consumer Goods, Industrial Goods.

Theory II: Retail Marketing Services

1. Customer Service Orientation
Customer psychology (3.1-3.4)
Consumerism
Consumer Protection Act
2. Physical Distribution (12.1-12.3)
3. Marketing Channels (14.1-14.2)
4. Cash Book
5. Trial Balance And Final Accounts.

Theory III: Retail Marketing

1. Product Management & Merchandising
 2. Retail Pricing & Promotion
 3. Non Store Retailing:
Direct Marketing, Direct Selling, Web Or Electronic Retailing,
Catalogue Or Mail Order Retailing, Vending Machines, Non
Traditional Retailing.
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NARSEE MONJEE COLLEGE OF COMMERCE AND ECONOMICS

FYJC (MCVC) Annual Exam March/ April, 2017

MARKETING AND RETAIL MANAGEMENT

Practical Paper I: Marketing and Salesmanship

1. Preparation of Marketing Organisational Structures
2. Preparation of Sales Report
3. Study Report on Brands of Products
4. Visit to an Advertising Agency
5. Marketing Channels

Practical Paper II: Retail Marketing Services

1. Classification of Customer
2. Effective sales talk and presentation
3. Buying Motives
4. Visit to Courier Service Agency
5. Tally

Practical Paper III: Retail Marketing

1. Technologies used at a retail store
 2. Pricing strategies used by retailers
 3. Visit to a retail store
 4. Telemarketing through TV channels
 5. Visit to an exhibition.
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