

## M.Com Elective - Marketing

### Semester III

(S3)		Elective (Marketing)	Marks		
Code	Paper	Subject	CA	ESA	Total
CO3 21	Paper 1	Income Tax Planning and Management	25	75	100
CO3 22	Paper 2	International Marketing	25	75	100
CO3 23	Paper 3	Consumer Behaviour	25	75	100
CO3 24	Paper 4	Services Marketing	25	75	100
<b>Total</b>			100	300	400

### Semester IV

(S4)		Elective (Marketing)	Marks		
Code	Paper	Subject	CA	ESA	Total
CO4 25	Paper 1	Advertising and Sales Promotion	25	75	100
CO4 26	Paper 2	Logistics Management	25	75	100
CO4 27	Paper 3	Marketing Research	25	75	100
CO4 28	Paper 4	Indirect Taxes	25	75	100
<b>Total</b>			100	300	400

## M.Com Elective - Banking and Insurance

### Semester III

(S3) Elective (Banking and Insurance)			Marks		
Code	Paper	Subject	CA	ESA	Total
CO3 21	Paper 1	Income Tax Planning and Management	25	75	100
CO3 22	Paper 2	Modern Banking	25	75	100
CO3 23	Paper 3	Insurance Law and Practice	25	75	100
CO3 24	Paper 4	Foreign Exchange Management	25	75	100
<b>Total</b>			<b>100</b>	<b>300</b>	<b>400</b>

### Semester IV

(S4) Elective (Banking and Insurance)			Marks		
Code	Paper	Subject	CA	ESA	Total
CO4 25	Paper 1	Indirect Taxes	25	75	100
CO4 26	Paper 2	Investment Banking and Financial Services	25	75	100
CO4 27	Paper 3	Actuarial Principles and Practice	25	75	100
CO4 28	Paper 4	Management Optimization Techniques	25	75	100
<b>Total</b>			<b>100</b>	<b>300</b>	<b>400</b>