

Vishisht School of Management, Indore

Course Outline

B.Com 1st year (Sales & Advertisement)

Subject Group	Subject	University External Max. Marks	Internal Examination Max. Marks
Foundation Group	<i>Hindi Language & Moral Values</i>	30	05
	<i>English Language</i>	30	05
	<i>Entrepreneurship Development</i>	25	05
Accounts Group	<i>Financial Accounting</i>	40	10
	<i>Business Mathematics</i>	40	10
Sales Specialization Group	<i>Advertising-I</i>	40	10
	<i>Marketing Communication</i>	40	10
Management Group	<i>Business Law</i>	40	10
	<i>Business Organization & Communication</i>	40	10

University Question Paper Pattern					
Hindi Language & Moral Values and English Language		Entrepreneurship Development		Rest all Subjects	
Section-A (Objective Type question)	5 questions 1 marks each	Section-A (Objective Type question)	5 questions .5 marks each	Section-A (Objective Type question)	5 questions 1 marks each
Section- B (Short Answer Type question)	3 questions 3 marks each	Section- B (Short Answer Type question)	5 questions 1.5 marks each	Section- B (Short Answer Type question)	5 questions 3 marks each
Section- C (Long Answer Type questions)	4 questions 4 marks each	Section- C (Long Answer Type questions)	5 questions 3 marks each	Section- C (Long Answer Type questions)	5 questions 4 marks each