



CUUNUZ450

Our Foot Prints

Unit No. 4, Ground Floor, Lalwani Industrial Estate, 14, G.D. Ambekar Marg, Wadala, Mumbai - 400 031. Regd. Office &

Ø (022) 6662 4553 / 6662 4554 FAX : 6662 4556 Show Room

Email: support@shethpublishers.com

'PALLAV-KUNJ', Borda, Margao, Goa, & (0832) 2733436 302, Mahalaxmi Chambers, 3rd Floor, Appa Balwant Chowk,

Gon 23, Budhwar Peth, Pune-411 002. © (020) 24450773 Pune

Shreeniwas Apt., Mukundraj Lane, Opp. Dharampeth Mahila Bank.

Walker Road, Mahal, Nagpur - 440 002.

© (0712) 2737052

Joshi Brother's Krishna Krupa Miradatar's Tekro,

Navabazar, Vadodara - 390001 (Gujarat). © 0265-2418911 / 2411287

Shah & Co. High Court Road, Bhavnagar (Gujarat). © (0278) 2516679

Bhavnagar

Vadodara

Nagpur

Price : ₹ 275/- only

ISBN - 978-93-86805-83-6

@ Authors

Every possible effort has been made to avoid errors and omissions in this publication by the Authors and the Publishers. Inspite of this effort, some typographical errors might have crept in. Any mistake, error or discrepancy noted may be brought to our notice which shall be taken care of in the forthcoming edition. It is hereby notified that neither the Author nor the Publishers or seller will be liable for any damage or loss to anyone, in any manner, there from. It is suggested that to avoid any doubt the reader should cross-check all the facts, law and contents of the publication with original Government publication or notifications wherever applicable.

The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or reproduced on any disc, tape, perforated media or other information storage device, etc., otherwise, without the prior written permission of the publisher and author. No key to this book can be prepared without the prior written permission of the Publishers. Any violation will invite prosecution legal action under the Indian Copyright Act.

This book is sold subject to the condition that it shall not by way of trade or otherwise, be lent, resold, hired out or circulated.

For binding mistakes, misprints or for missing pages, etc., the publishers' liability is limited to replacement within one month of purchase by similar edition. All expenses in this connection are to be borne by the purchaser

All disputes are subject to jurisdiction of courts, tribunals and forums at Mumbai only.

Published & : Sheth Publishers Private Ltd., Unit No. 4, Ground Floor, Printed by

Lalwani Industrial Estate, 14, G.D. Ambekar Marg, Wadala, Mumbai - 400 031. © 6662 4553 / 6662 4554 FAX : 6662 4556.



Prepared as per the new syllabus for 75:25 pattern Credit Based Semester and Grading System which is coming into effect from the academic year 2014–2015.

CORPORATE ACCOUNTING

T.Y.B.F.M

Semester – V

L. N. CHOPDE

Formerly VES's College of Arts, Science & Commerce, Chembur, Mumbai.

YASMIN SINGAPOREWALA

Jai Hind College, Mumbai.

KAVITA Y. KATHARE

Pillai College of Arts, Commerce and Science Mumbai.

NIMESH JOTANIYA

Thakur College, Kandivali. CA DR. JAYANT APTE

Saraf College, Mumbai.

SHAHID OURESHI

G.N. Khalsa College, Matunga.

MAHESH VAISHYA

N.G. Acharya & D.K. Marathe College Chembur.

AMOL M. VAZE

Viva College, Virar.

FIRST EDITION

When you care enough to be better than the best



PUBLISHERS PVT. LTD.

MUMBAI

PUNE ☆ GOA ☆ NAGPUR
VADODARA ☆ BHAVNAGAR

1/T.Y.B. Find - Confloration accounting (Sem.-V)

FREE E-BOOK

of Entire Theory Questions & Answers with Scratch Card with an in-built App for practicing MCQ.

Our Outstanding Publications for

T.Y.B.F.M. Semester - V

MARKETING IN FINANCIAL SERVICES
Under Print

DIGITALEDITION AVAILABLE

TECHNICAL ANALYSIS: Punjabi, Salhe

DIGITAL EDITION AVAILABLE

FINANCIAL DERIVATIVES

ORGANISATIONAL BEHAVIOUR TO DIGITAL EDITION AVAILABLE Shah

CORPORATE ACCOUNTING
Choods & others

DIGITAL EDITION AVAILABLE

PROJECTAL UnderPala

DIGITAL EDITION AVAILABLE



Nov.): Ground Floot (salwan)/houstrial Estate, 14, G.D. Ambekar Marg, Wagala, Mumbal-400 031 (102) 6662 4553, 6662 4554, Fax. 6662 4556, e-mall: support@shethpublishers.com



Price - ₹ 225.00

Prepared as per the new syllabus for 75:25 pattern Credit Based Semester and Grading System which is into effect from the academic year 2014–2015.

COM

ACCOUNTING

T.Y.B.Com. Semester – VI

L. N. Chopde Formerly, V.E.S's College

Chembur, Mumbai.

Dr. S. T. Gadade Changu Kana Thakur College, New Panyel.

J. Hemanthkumar Anjuman's Akbar Peerbhoy College, Mumbai.

P. D. Lion's College of Commerce, Mumbai.

> Dr. Allan D'Souza G. N. Khalsa College, Mumbai.

Gopi Shamnani CHM College, Ulhasnagar. D. H. Choudhari

Formerly, Reader in Management, MET's Institute of Management, Bandra (West), Mumbai.

Dr. 🗘 Jayant Apte Ghanshyamdas Saraf College, Mumbai.

> N. P. Bhinde K. J. Somaiya College, Mumbai.

CA Vaibhav Banjan S. I. W. S. College, Mumbai.

CA Yogesh Patel S. K. Somaiya College, Vidyavihar (E), Mumbai.

Dr. Balram Gowda In Charge Principal, The Byramjee Jeejeebhoy College of Commerce, Charni Road, Mumbai.

When you care enough to be better than the best



SP[®] SHETH[®]

PUBLISHERS PVT. LTD

MUMBAI

PUNE ☆ GOA ☆ NAGPUR VADODARA ☆ BHAVNAGAR

Our Official antiques in TYEROUN (Senester VI)

ं शानिश्वानिकार्या ।

Groseles Chroselies, Cereste Ante, Febreni Hireles Keldon Beniene Bisobee Shalmheldh

Noltaoravy, a consider Singaly

2)/17 (618): (678)/(6)R(2)/(60)-18//

Ralkon Rajaksini)

evsinės ėconomics Miliani sayvau

FIUMATAREGOURGEMINAVAGEMENT GEOMMERO Apoptonikar febilei

CANDIA SOLECTION CONTRACTOR SOLECTIONS

ଚାର୍ଚ୍ଚାର୍ମ (ମଧ୍ୟ ବ୍ୟାଞ୍ଚିତ ମହା ମଧ୍ୟ ମଧ୍ୟ ମଧ୍ୟ କଥା । ମଧ୍ୟ କଥା ଅଧିକ ଜଣ ଅଧିକ ଅଧିକ ଅଧିକ (COMMERCE V

MANAGEMENTORGANGATION VAND DEVELORMENT

Signogolsky zaslibits histost Vidlesky lismus

ĦNANGAEMANAGEMENER (Businese Medicell) Notatione Direction Available

Wyskę ing wywe ment, braines wedgi) www.engistosoi

DIGITAL EDITOR NAVAILABLE DIGITAL EDITION AVAILABLE

EXPORT: MARKETING = (Applied Component) = l * Nerurkar, Joshi, Kalkoti, Tripathi, Dalvi

व्यवसायिक अधेशास्त्र

विपणन आणि मान्वी संसाधन व्यवस्थापन

लिमण, रावेरकर खरेदी आणि संग्रहण खोत, रांवेकर, वाडेकर

देशपद्म संभाष्ट्रेन रावरकर, चौधरी

विष्युविष्युविष्युवि

रुखाप्तरिक्षण**ः**

FREE E-BOOK

of Entire Theory Questions &

Answers with Scratch Card with

an in-built App for practicing MCQ

MOLENYAL HOLDINGN AVAILANDLE

DIGITALIST THE WAY THE PARTY OF THE

अगलिक विद्यागण हो।

ŶŊĠŗĄŗĔŊŖŎŊŴŹŊĸĦIJ ŖġŎĸĸŗŨġijċŖĸĠĸijĸŚoshte

DIGUALEDITION AVAILABLE

DIGITAL EDITION AVAILABLE

DIGITAL EDITION AVAILABLE

DIGITAL EDITION AVAILABLE

BOLEMAN TO THE PROPERTY OF THE

व्यवसाय विसा शामराव, एच.

Unit No.4, Ground Floor, Lalwani Indi



ELECTIVE COURSES (EC)

ADVANCED FINANCIAL ACCOUNTING

M. Com. (Semester – III)

L. N. CHOPDE

Formerly, V.E.S's College of Arts, Science & Commerce, Chembur, Mumbai.

DR. KINNARRY THAKKAR

University of Mumbai, Mumbai.

DHIREN KANABAR

S.I.W.S. College, Wadala, Mumbai.

DR. SHRADDHA SHUKLA

Shailendra Education Society's Arts, Commerce & Science College, Dahisar.

CA DR. JAYANT APTE

Saraf College, Mumbai.

DR. ASHOK D. ADHAV

M.P.A.S.C. College, Panvel,

DR. ARVIND UBHALE

Annasaheb Vartak College, Vasai Road.

SANTOSH GHAG

Jaihind College, Mumbai.

SECOND EDITION

When you care enough to be better than the best



PUBLISHERS PVT. LTD.

MUMBAI

NAGPUR ☆ VADODARA ☆ BHAVNAGAR

JUMBAJ-400064 ST Hollow us:



/shethpublishers



/sheth.publishers

1 M. Com, Advanced Fin. A/c (Sem.-III)



Our Outstanding Publications for M.Com. Semester - III

ELECTIVE COURSE (EC)

ADVANCED FINANCIAL ACCOUNTING Chopde, Apte, Thakkar, Adhav, Kanabar, Ubhale, Shukla, Ghag

ADVANCED COST ACCOUNTING Chopde, Apte, Kanabar, Peshori, Khurana & others

ADVANCED AUDITING Chopde & Others

DIRECT TAX Singavi, Singavi, Vilekar, Rangras, Patel, Singavi

FINANCIAL SERVICES Under Print

PROJECT WORK - I Under Print

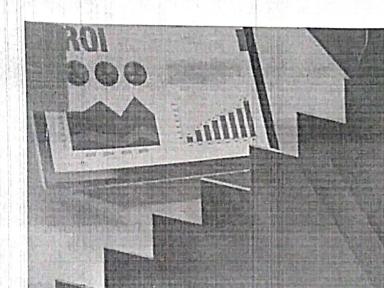


Lalwani Industrial Estate 14, G.D. Ambekar Marg, Wadala, Mumbal-400 031 3) 6662 4554: Fax: 6662 4556 e-mail: support@shethpublishers.com









L. N. Chopde
Dr. Jayant Apte
Dhiren Kanabar
Dr. Kishore S. Peshori
Rajiv R. Khurana
Meghna Chotalia
Nishesh Vilekar
Dr. B. R. Deshpande

Elective Courses (EC)

ADVANCED COST ACCOUNTING

657.42 CHO/APT C-2486

M.Com. Semester-III



Our Foot Prints

Regd. Office &

Unit No. 4, Ground Floor, Lalwani Industrial Estate

Show Room

14, G.D. Ambekar Marg, Wadala, Mumbai - 400 031

© (022) 6662 4553 / 6662 4554 FAX 6662 4556

Email: support@shethpublishers.com

Goa

"PALLAV-KUNJ", Borda, Margao, Goa. 7 (0832) 2733436

Pune

302. Mahalaxmi Chambers, 3rd Floor, Appa Balwant Chowk,

23. Budhwar Peth. Pune-411 002. © (020) 24450773

Nagpur

Shreeniwas Apt., Mukundraj Lane, Opp. Dharampeth Mahila Bank,

Walker Road, Mahal, Nagpur - 440 002.

a (0712) 2737052

Vadodara

Joshi Brother's Krishna Krupa Miradatar's Tekro,

Navabazar, Vadodara - 390001 (Gujarat). 4 0265-2418911 / 2411287

Bhavnagar

Shah & Co. High Court Road, Bhavnagar (Gujarat). © (0278) 2516679

Price : ₹ 225/- only

ISBN - 978-93-86805-84-3

© Authors

The book is strictly written according to the new syllabus available at the time of printing.

Every possible effort has been made to avoid errors and omissions in this publication by the Authors and the Publishers. Inspite of this effort, some typographical errors might have crept in. Any mistake, error or discrepance noted may be brought to our notice which shall be taken care of in the forthcoming edition. It is hereby notified that neither the Author nor the Publishers or seller will be liable for any damage or loss to anyone, in any manner. there from. It is suggested that to avoid any doubt the reader should cross-check all the facts, law and contents of the publication with original Government publication or notifications wherever applicable

The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or reproduced on any disc, tape, perforated media or other information storage device, etc., otherwise, without the prior written permission of the publisher and author. No key to this book can be prepared without the prior written permission of the Publishers. Any violation will invite prosecution legal action under the Indian Copyright Act.

This book is sold subject to the condition that it shall not by way of trade or otherwise, be lent, resold, hired out or circulated.

for binding mistakes, misprints or for missing pages, etc., the publishers' liability is limited to replacement in une month of purchase by similar edition. All expenses in this connection are to be borne by the purchaser

All disputes are subject to jurisdiction of courts, tribunals and forums at Mumbai only

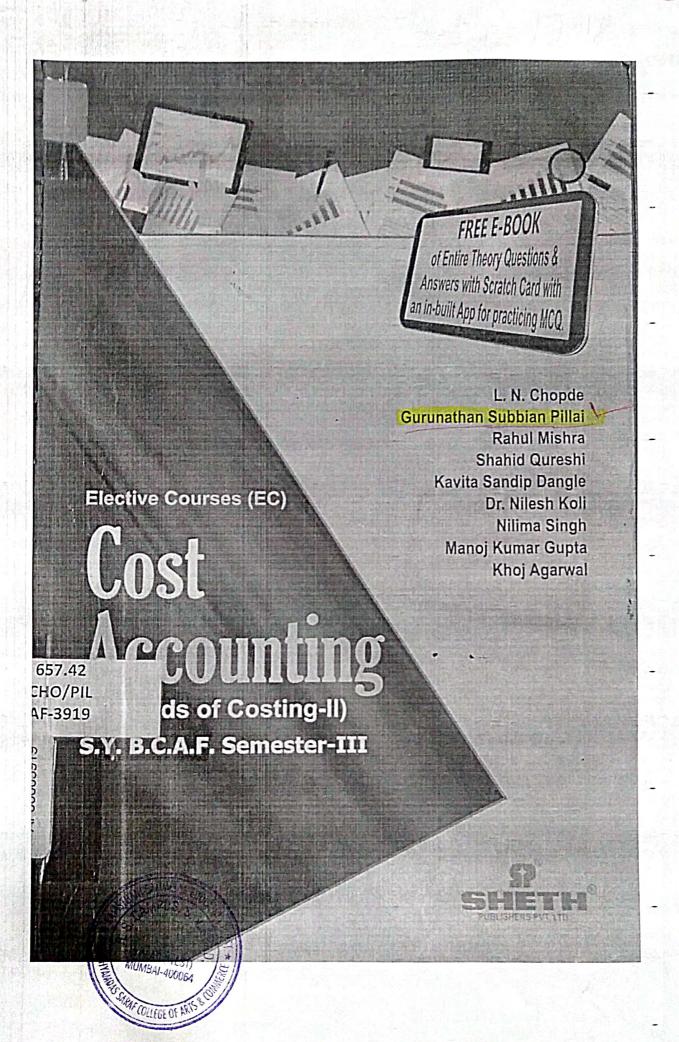
Printed by

Published & : Shoth Publishers Private Ltd., Unit No. 4, Ground Floor,

Lalwani Industrial Estate, 14, G.D. Ambekar Marg, Wadala, Mumbai - 400 031.

© 6662 4553 / 6662 4554 FAX : 6662 4556.





Our Foot Prints

Regd. Office & Show Room

Unit No. 4, Ground Floor, Lalwani Industrial Estate, 14, G.D. Ambekar Marg, Wadala, Mumbai - 400 031.

© (022) 6662 4553 / 6662 4554 FAX: 6662 4556 Email: support@shethpublishers.com

Goa Pune

'PALLAV-KUNJ', Borda, Margao, Goa, & (0832) 2733436 302, Mahalaxmi Chambers, 3rd Floor, Appa Balwant Chowk.

Nagpur

23. Budhwar Peth, Pune-411 002. @ (020) 24450773 Shreeniwas Apt., Mukundraj Lane, Opp. Dharampeth Mahila Bank. Walker Road, Mahal, Nagpur - 440 002.

© (0712) 2737052

Vadodara

Joshi Brother's Krishna Krupa Miradatar's Tekro,

Navabazar, Vadodara - 390001 (Gujarat). Ø 0265-2418911 / 2411287

Bhavnagar

Shah & Co. High Court Road, Bhavnagar (Gujarat). © (0278) 2516679

Price : ₹ 165/- only

O Authors

Every possible effort has been made to avoid errors and omissions in this publication by the Authors and the Publishers. Inspite of this effort, some typographical errors might have crept in. Any mistake, error or discrepancy noted may be brought to our notice which shall be taken cure of in the forthcoming edition. It is hereby notified that neither the Author nor the Publishers or seller will be liable for any damage or loss to anyone, in any manner, there from. It is suggested that to avoid any doubt the reader should cross-check all the facts, law and contents of the publication with original Government publication or notifications wherever applicable.

The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or reproduced on any disc. sape, perforated media or other information storage device, etc., otherwise, without the prior written permission of the publisher and author. No key to this book can be prepared without the prior written permission of the Publishers. Any violation will invite prosecution legal action under the Indian Copyright Act.

This book is sold subject to the condition that it shall not by way of trade or otherwise, be lent, resold, hired out or circulated.

For binding mistakes, misprints or for missing pages, etc., the publishers' liability is limited to replacement within one month of purchase by shullar edition. All expenses in this connection are to be borne by the purchaser.

All disputes are subject to jurisdiction of courts, tribunals and forums at Mumbal only.

Published & : Sheth Publishers Private Ltd. Unit No. 4, Ground Floor,

Lalwani Industrial Estate, 14, G.D. Ambekar Marg, Wadala, Mumbai - 400 031 ¢ 6662 4553 / 6662 4554 FAX : 6662 4556.



Prepared as per the new syllabus for 75:25 pattern Credit Based Semester and Grading System which is coming into effect from the academic year 2014-2015.

EXPORT MARKETING

(Applied Component - I)

T.Y. B.Com. (Semester - V)

Including Latest University Question Papers

Dr. Anupama N. Nerurkar

M.Com, Ph.D.

Associate Professor, HOD of Commerce Department, L.S. Raheja College of Arts & Commerce, Santacruz(West), Mumbai-54.

Dr. Shripad Joshi

M.Com, M.A, Ph.D. Associate Professor, Department of Commerce, Ghanshyamdas Saraf College of Arts & Commerce, Malad (West), Mumbai - 64.

Dr. Kavita G. Kalkoti

M.Com, SET, M.B.A., Ph.D. Assistant Professor, Department of Commerce, Nagindas Khandwala College, Bhavishya Bharat Campus, S.V. Road, Malad (West), Mumbai - 64.

Dr. Preeti Tripathi M.Com, Ph.D. Assistant Professor, Dept of Commerce, Nagindas Khandwala College, Bhavishya Bharat Campus, S.V. Road,

Malad (West), Mumbai - 64.

Ms. Neha Dalvi

M.Com., M.Phil. Assistant Professor, HOD of Commerce Department, Asmita college of Arts and Commerce for Women, Vikhroli (East), Mumbai - 83.

When you care enough to be better than the best



MUMBAI

NAGPUR GOA

DODARA **BHAVNAGAR**

& E-books & Digital Edition available at www.shethpublishers.com

MALAD (WEST)

MUMBAI-400064

Our Foot Prints

Regd. Office & : Unit No. 4, Ground Floor, Lalwani Industrial Estate,

Show Room 14, G.D. Ambekar Marg, Wadala, Mumbai – 400 031.

© (022) 6662 4553 / 6662 4554 FAX : 6662 4556

Email: support@shethpublishers.com

Goa 'PALLAV-KUNJ', Borda, Margao, Goa, Ø (0832) 2733436

Pune 302, Mahalaxmi Chambers, 3rd Floor, Appa Balwant Chowk,

23, Budhwar Peth, Pune-411 002. © (020) 24450773

Nagpur : Shreeniwas Apt., Mukundraj Lane, Opp. Dharampeth Mahila Bank,

Walker Road, Mahal, Nagpur - 440 002.

© (0712) 2737052

Vadodara : Joshi Brother's Krishna Krupa Miradatar's Tekro,

Navabazar, Vadodara - 390001 (Gujarat). © 0265-2418911 / 2411287

Bhavnagar : Shah & Co. High Court Road, Bhavnagar (Gujarat). ∅ (0278) 2516679

Price: ₹ 100/- only

ISBN - 978-93-5149-789-9

© Authors

First Edition : June, 2014

Second Edition : June, 2015

Third Edition : June, 2016

Fourth Edition : June, 2017

Every possible effort has been made to avoid errors and omissions in this publication by the Authors and the Publishers. Inspite of this effort, some typographical errors might have crept in. Any mistake, error or discrepancy noted may be brought to our notice which shall be taken care of in the forthcoming edition. It is hereby notified that neither the Author nor the Publishers or seller will be liable for any damage or loss to anyone, in any manner, there from. It is suggested that to avoid any doubt the reader should cross—check all the facts, law and contents of the publication with original Government publication or notifications wherever applicable.

The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or reproduced on any disc, tape, perforated media or other information storage device, etc., otherwise, without the prior written permission of the publisher and author. No key to this book can be prepared without the prior written permission of the Publishers. Any violation will invite prosecution legal action under the Indian Copyright Act.

This book is sold subject to the condition that it shall not by way of trade or otherwise, be lent, resold, hired out or circulated.

For binding mistakes, misprints or for missing pages, etc., the publishers' liability is limited to replacement within one month of purchase by similar edition. All expenses in this connection are to be borne by the purchaser.

All disputes are subject to jurisdiction of courts, tribunals and forums at Mumbai only.

Published & : Sheth Publishers Private Ltd., Unit No. 4, Ground Floor,

Printed by Samulatorial Industrial Estate, 14, G.D. Ambekar Marg, Wadala, Mumbai – 400 031.



Prepared as per the new syllabus for 75:25 pattern Credit Based Semester and Grading System which is into effect from the academic year 2014–2015.

EXPORT MARKETING

(APPLIED COMPONENT) - II

T.Y. B.Com. (Semester - VI)

Dr. Anupama N. Nerurkar

M. Com., Ph.D.

Associate Professor,

VC. Principal & HOD of Commerce Department,

L.S. Raheja College of Arts & Commerce,

Santacruz (West),

Mumbai-54.

Dr. Kavita G. Kalkoti

M.Com., M.B.A., Ph.D.

Associate Professor,
Department of Commerce,
Nagindas Khundwala College,
Bhavishya Bharat Campus,
S.V. Road, Malad (West),
Mumhai-64.

Recognised Guide for Ph.D. in Commerce (Banking and Finance), University of Mumbai, Dr. Shripad Joshi

M.Com., M.A., Ph.D.

Associate Professor,
Department of Commerce,
Ghanshyamdas Saraf College of
Arts & Commerce,
Malad (West), Mumbai – 64.

Dr. Preeti Tripathi

M.Com., Ph.D:
Assistant Professor,
Dept of Commerce,
Nagindas Khandwala College,
Bhavishya Bharat Campus,
S.V. Road, Malad (West),
Mumbai-64.

Ms. Neha Dalvi

M. Com., M. Phil.

Assistant Professor.

HOD of Commerce Department,

Asmita college of Arts and Commerce

For Women,

Vikhroli (East), Mumbai-83

When you care enough to be better than the best



PUBLISHERS PVT. LTD.

MUMBAI

PUNE ☆ GOA ☆ NAGPUR VADODARA ☆ BHAVNAGAR

1/T.Y.B.Com Export Marketing Com-VI

Our Foot Prints

Regd. Office & : Unit No. 4, Ground Floor, Lalwani Industrial Estate,

Show Room 14, G.D. Ambekar Marg, Wadala, Mumbai – 400 031.

© (022) 6662 4553 / 6662 4554 FAX : 6662 4556

Email: support@shethpublishers.com

Goa 'PALLAV-KUNJ', Borda, Margao, Goa, Ø (0832) 2733436

Pune : 302, Mahalaxmi Chambers, 3rd Floor, Appa Balwant Chowk,

23, Budhwar Peth, Pune-411 002. © (020) 24450773

Nagpur : Shreeniwas Apt., Mukundraj Lane, Opp. Dharampeth Mahila Bank,

Walker Road, Mahal, Nagpur - 440 002.

© (0712) 2737052

Vadodara : Joshi Brother's Krishna Krupa Miradatar's Tekro,

Navabazar, Vadodara - 390001 (Gujarat). © 0265-2418911 / 2411287

Bhavnagar : Shah & Co. High Court Road, Bhavnagar (Gujarat). © (0278) 2516679

Price: ₹ 110/- only

ISBN - 978-93-86805-12-6

© Authors

First Edition : November, 2014
Second Edition : November, 2015
Third Edition : November, 2016
Fourth Edition : November, 2017

The book is strictly written according to the new syllabus available at the time of printing.

Every possible effort has been made to avoid errors and omissions in this publication by the Authors and the Publishers. Inspite of this effort, some typographical errors might have crept in. Any mistake, error or discrepancy noted may be brought to our notice which shall be taken care of in the forthcoming edition. It is hereby notified that neither the Author nor the Publishers or seller will be liable for any damage or loss to anyone, in any manner, there from. It is suggested that to avoid any doubt the reader should cross—check all the facts, law and contents of the publication with original Government publication or notifications wherever applicable.

The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or reproduced on any disc, tape, perforated media or other information storage device, etc., otherwise, without the prior written permission of the publisher and author. No key to this book can be prepared without the prior written permission of the Publishers. Any violation will invite prosecution legal action under the Indian Copyright Act.

This book is sold subject to the condition that it shall not by way of trade or otherwise, be lent, resold, hired out or circulated.

For binding mistakes, misprints or for missing pages, etc., the publishers' liability is limited to replacement within one month of purchase by similar edition. All expenses in this connection are to be borne by the purchaser.

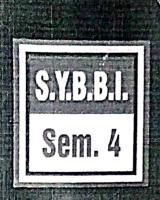
All disputes are subject to jurisdiction of courts, tribunals and forums at Mumbai only.

Published &: Sheth Publishers Private Ltd., Unit No. 4, Ground Floor,

Printed byLalwani Industrial Estate, 14, G.D. Ambekar Marg, Wadala, Mumbai – 400 031.







60



Strictly as per new Revised Syllabus with effect from the Academic Year 2017-2018



FINANCIAL MANAGEMENT - II

Elective Course (EC)

Dr. Lipi Mukherjee

Mamta Chhajer

A separate section on Key Notes, most useful for University Exam.





BBIE11A Price ₹ 150/-

Books are available on LIBRARY SYSTEM at all leading booksellers !!!



Financial Management - II

Lipi Mukherjee, Mamta Chhajer

(Semester IV, B.Com. (Banking and Insurance) - BBI)

Copyright © by Author. All rights reserved. No part of this publication may be reproduced, copied, or stored in a retrie system, distributed or transmitted in any form or by any means, including photocopy, recording, or other electronic mechanical methods, without the prior written permission of the publisher.

This book is sold subject to the condition that it shall not, by the way of trade or otherwise, be lent, resold, hired out, otherwise circulated without the publisher's prior written consent in any form of binding or cover other than which it published and without a similar condition including this condition being imposed on the subsequent purchaser and without limiting the rights under copyright reserved above.

Edition: 2018

This edition is for sale in India, Bangladesh, Bhutan, Maldives, Nepal, Pakistan, Sri Lanka and designated countries in South-East Asia. Sale and purchase of this book outside of these countries is unauthorized by the publisher.

Printed at: Image Offset, Dugane Ind. Area Survey No. 28/25, Dhayari Near Pari Company,

Pune - 41, Maharashtra State, India. E-mail: rahulshahimage@gmail.com

ISBN: 978-93-87235-13-7

Published by

Tech-Max Publications

Head Office:

B/5, First floor, Maniratna Complex, Taware Colony, Aranyeshwar Corner, Pune - 411 009.

Maharashtra State, India, Ph: 91-20-24225065, 91-20-24217965. Fax 020-24228978.

Email: info@techmaxbooks.com, Website: www.techmaxbooks.com

Mumbai Branch Office:

Flat No. 2B, Ground floor Krishna Niwas Building,

Behind BEST Niwas Building, Near to Napoo Hall,

Chandavarkar Road, Matunga East, Mumbai 400019.

(FID : EBBIII) (Book Code : BBIE11A)



Important Features of the Book.

- Model Question Papers as per examination Pattern.
- For Exam A separate section on Key Notes.

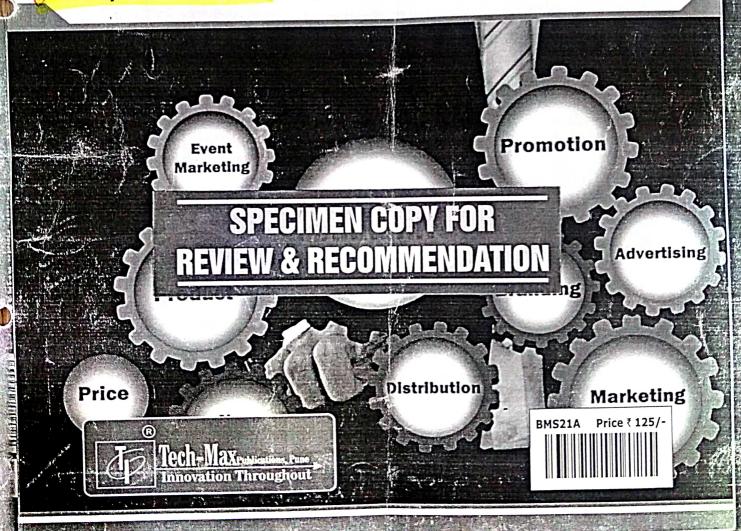


Strictly as per new Revised Syllabus with effect from the Academic Year 2017-2018

Social Marketing

Elective Course (EC) Group B: Marketing Elective

Dr. Lipi Mukherjee Prajna Shetty Acharekar Sachin V.





Social Marketing -

Dr. Lipi Mukherjee, Prof. Prajna Shetty, Prof. Acharekar Sachin V. (Semester III, Bachelor of Management Studies)

Copyright © by Author. All rights reserved. No part of this publication may be reproduced, copied, or stored in a retrieval system, distributed or transmitted in any form or by any means, including photocopy, recording, or other electronic or mechanical methods, without the prior written permission of the publisher.

This book is sold subject to the condition that it shall not, by the way of trade or otherwise, be lent, resold, hired out, or otherwise circulated without the publisher's prior written consent in any form of binding or cover other than which it is published and without a similar condition including this condition being imposed on the subsequent purchaser and without limiting the rights under copyright reserved above.

First Printed in India : June 2017

This edition is for sale in India, Bangladesh, Bhutan, Maldives, Nepal, Pakistan, Sri Lanka and designated countries in South-East Asia. Sale and purchase of this book outside of these countries is unauthorized by the publisher.

Printed at: Image Offset, Dugane Ind. Area Survey No. 28/25, Dhayari Near Pari Company, Pune - 41, Maharashtra State, India. E-mail: rahulshahimage@gmail.com

ISBN: 978-93-5077-047-4

Published by

Tech-Max Publications

Head Office: B/5, First floor, Maniratna Complex, Taware Colony, Aranyeshwar Corner,

Pune - 411 009. Maharashtra State, India

Assistant Fronciscor

Ph: 91-20-24225065, 91-20-24217965, Fax 020-24228978.

Email: info@techmaxbooks.com, Website: www.techmaxbooks.com

suviant professor & HMS coordinator.

THE COUNTY AND SHIT.

Mumbai Branch Office:

Flat No. 2B, Ground floor Krishna Niwas Building, Behind BEST Niwas Building, Near to Napoo Hall, Chandavarkar Road, Matunga East, Mumbai 400019.

(FID: OBMS21) (Book Code: BMS21A)





MANAGEMENT - II

Elective Course (EC)

Dr. Lipi Mukherjee

Mamta Chhajer

A separate section on Key Notes, most useful for University Exam.





Financial Management - II

Lipi Mukherjee, Mamta Chhajer (Semester IV, B,Com. (Banking and Insurance) - BBI)

Copyright © by Author. All rights reserved. No part of this publication may be reproduced, copied, or stored in a retrieval system, distributed or transmitted in any form or by any means, including photocopy, recording, or other electronic or mechanical methods, without the prior written permission of the publisher.

This book is sold subject to the condition that it shall not, by the way of trade or otherwise, be lent, resold, hired out, or otherwise circulated without the publisher's prior written consent in any form of binding or cover other than which it is published and without a similar condition including this condition being imposed on the subsequent purchaser and without limiting the rights under copyright reserved above.

Edition: 2018

This edition is for sale in India, Bangladesh, Bhutan, Maldives, Nepal, Pakistan, Sri Lanka and designated countries in South-East Asia. Sale and purchase of this book outside of these countries is unauthorized by the publisher.

Printed at: Image Offset, Dugane Ind. Area Survey No. 28/25, Dhayari Near Pari Company,

Pune - 41, Maharashtra State, India. E-mail: rahulshahimage@gmail.com

ISBN: 978-93-87235-13-7

Published by

Tech-Max Publications

Head Office: B/5, First floor, Maniratna Complex, Taware Colony, Aranyeshwar Corner, Pune - 411 009.

Maharashtra State, India, Ph: 91-20-24225065, 91-20-24217965. Fax 020-24228978.

Email: info@techmaxbooks.com, Website: www.techmaxbooks.com

Mumbai Branch Office:

Flat No. 2B, Ground floor Krishna Niwas Building, Behind BEST Niwas Building, Near to Napoo Hall, Chandavarkar Road, Matunga East, Mumbai 400019.

(FID : EBBII1) (Book Code : BBIE11A)



Strategic Cornorate Finance

T.Y. B.F.M. Semester-VI

L. N. Chopde Kiran Deshmukh Yasmin Singaporewala

Prasad V. Anaredy Shahid Qureshi Santosh J. Jadhav Vishal Gangan Pankaj Jain

PUBLISHERS PVT. LTD.

Our Outstanding Publications for T.Y.B.F.M - Semester - VI

VENTURE CAPITAL AND PRIVATE EQUITY Krishna

MUTUAL FUND MANAGEMENT Choudhari

RISK MANAGEMENT Punjabi

STRATEGIC CORPORATE FINANCE
Chopde, Deshmukh, Singaporewala, Anaredy, Qureshi, Jadhav, Gangan, Jain

CORPORATE RESTRUCTURING Hardikar



Unit No.4, Ground Floor, Lalwani Industrial Estate, 14, G.D. Ambekar Marg, Wadala, Mumbai-400 031 Tel.: (022) 6662 4553, 6662 4554. Fax: 6662 4556. e-mail: support@shethpublishers.com



Price - ₹ 240.00

Sem. 3

Important Features of the Book.

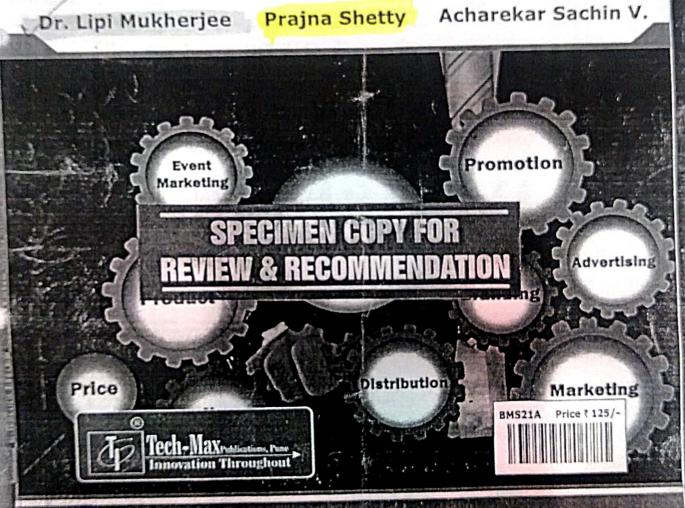
- · Model Question Papers as per examination Pattern.
- · For Exam A separate section on Key Notes.



Strictly as per new Revised Syllabus with effect from the Academic Year 2017-2018

Social Marketing

Elective Course (EC) Group B: Marketing Elective



Social Marketing

Dr. Lipi Mukherjee, Prof. Prajna Shetty, Prof. Acharekar Sachin V. (Semester III, Bachelor of Management Studies)

Copyright © by Author. All rights reserved. No part of this publication may be reproduced, copied, or stored in a retrieval system, distributed or transmitted in any form or by any means, including photocopy, recording, or other electronic or mechanical methods, without the prior written permission of the publisher.

This book is sold subject to the condition that it shall not, by the way of trade or otherwise, be lent, resold, hired out, or otherwise circulated without the publisher's prior written consent in any form of binding or cover other than which it is published and without a similar condition including this condition being imposed on the subsequent purchaser and without limiting the rights under copyright reserved above.

First Printed in India: June 2017

This edition is for sale in India, Bangladesh, Bhutan, Maldives, Nepal, Pakistan, Sri Lanka and designated countries in South-East Asia. Sale and purchase of this book outside of these countries is unauthorized by the publisher.

Printed at: Image Offset, Dugane Ind. Area Survey No. 28/25, Dhayari Near Pari Company, Pune - 41, Maharashtra State, India. E-mail: rahulshahimage@gmail.com

ISBN: 978-93-5077-047-4

Published by

Tech-Max Publications

Head Office: B/5, First floor, Maniratna Complex, Taware Colony, Aranyeshwar Corner,

Pune - 411 009. Maharashtra State, India

Ph: 91-20-24225065, 91-20-24217965. Fax 020-24228978.

Email: info@techmaxbooks.com, Website: www.techmaxbooks.com

Mumbai Branch Office:

Flat No. 2B, Ground floor Krishna Niwas Building, Behind BEST Niwas Building, Near to Napoo Hall, Chandavarkar Road, Matunga East, Mumbai 400019.

(FID: OBMS21) (Book Code: BMS21A)

