

E-Taxation

3 Credits

Unit-I

Taxation E-Taxation-Definition, Purpose, Importance and Types.

Direct Taxes-Types of Direct Taxes.

Indirect Taxes- Types of Indirect Taxes

Difference between Direct and Indirect Taxes. Tax Management, Tax Planning, Tax Evasion & Tax Avoidance.

Unit-II

Fundamental Principle of Taxation. An Evaluation of Taxation, issues related to E-Commerce

Unit-III

Table of contents about Income Tax basics in India

Relevant ITR form at the time of e-filing Income Tax

Unit-IV

e-tax payment facilitates. Payment of direct taxes online by tax payers. To avail of this facility- Net Banking/Debit Card/Credit Card Facility is required.

References:

1. Dr. Vinod Kumar Singhania : Direct Taxes Ready Reckoner -Taxman Publication
2. Taxman Publication : Digital Taxation A Holistic View
3. Nina Verma :E-Commerce-Taxation-Prospects & Challenges- Global Vision Publishing House
4. IBFD : E-Commerce and Source-Based Income Taxation
5. Flipkart : Global Perspective on E-Commerce Taxation law

विभागाध्यक्ष
वाणिज्य विभाग
सं०गां० काशी विद्यापीठ
वाराणसी-221002

Marketing and Salesmanship

3 Credits

Unit-I

Introduction to market and Marketing-Meaning and Definition of Market, Classification of Markets.

Marketing Concepts-Tradition and Modern, Importance of Marketing, Functions of Marketing.

Unit-II

Market Segmentation- Meaning and Definition of Market Segmentation, Importance, Limitations and Bases for Segmentation.

Marketing Mix- Meaning and Definition of Market Mix, Importance of Market Mix, Elements of Marketing Mix-Product, Price, Promotion and Place.

Unit-III

Salesmanship-Meaning and Definition of Salesmanship, Features, Scope and Utility of Salesmanship, Elements of Salesmanship.

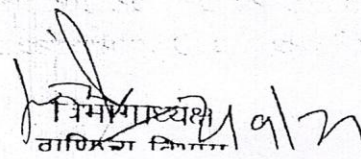
Selling Process- Stages of Selling Process and Approaches

Unit-IV

Personal Selling-Meaning and Definition: Selling as a Career, Classification of Successful Salesperson, Functions of Salesperson, Qualities of Salesperson

References:

1. Cundiff, Still and Govani : Basic Marketing. Concept, Decisions and Strategies
2. Philip Kotler : Marketing Management
3. Philip Kotler : Principles of Marketing
4. Ramaswami and Nama Kumari : Marketing Management
5. S.C. Jain : Viparan Prabandh
6. Ajit Kumar Shukla : Marketing Management
7. Ajit Kumar Shukla : Viparan Prabandh
8. Ajit Kumar Shukla : Services Marketing
9. Tapan K. Panda : Sales and Distribution Management
10. P.K. Sahu & K.C. Raut : Salesmanship and Sales Management


T. K. Panda
29/12