

B. Com. Semester - II

Link of Sandhan Video Lectures

(Subject wise)

ACCOUNTANCY - II

Sr. No.	Name of Unit	Sandhan Video Link
1	Insurance Claims: Claims For Loss Or Stock & Fixed Assets; Claim For Profit Or Consequential Loss	1. Fire Claims 2. Insurance Claim 3. Account of Fire Claims
2	Accounts From Incomplete Records: Conversion Method Only (Use Of Ratios To Find Out Missing Data Is Not Expected)	1. Single Entry 2. Single Entry

FINANCIAL ACCOUNTING - II

Sr. No.	Name of Unit	Sandhan Video Link
1	Capital Reduction (Excluding Preparation Of Scheme Of Internal Resolution)	Capital Reduction

STATISTICS

Sr. No.	Name of Unit	Sandhan Video Link
1	Introduction of Operations Research (O.R.) and Linear Programming Problem (L.P.P.)	1. Liner Programming Problem 2. Liner Programming
2	Transportation Problem (TP)	1. Transportation Problem 2. Transportation Problem

ECONOMICS (PRINCIPLES OF ECONOMICS –02)

Sr. No.	Name of Unit	Sandhan Video Link
1	Perfect Competition	1. Perfect Competition 2. Perfect Competition
2	Monopoly	1. Monopoly 2. Competition & Monopoly
3	Theory of Distribution	Rent

FUNDAMENTALS OF MARKETING MANAGEMENT

Sr. No.	Name of Unit	Sandhan Video Link
1	1. Marketing 2. Market Demand	1. Marketing Scop Concept & Importance 2. Marketing Mix. – 4p's 3. Product Life Cycle & It's Strategies
2	Main Functions of Marketing 1. Branding 2. Pricing 3. Advertising	1. Branding 2. Pricing 3. Advertising & Publicity
3	Consumer Behaviour Market Segmentation	1. Consumer Behaviour: Meaning and Factors affecting 2. Market Segmentation

COMMERCIAL COMMUNICATION-II

Sr. No.	Name of Unit	Sandhan Video Link
1	Vocabulary (List of Words Commonly Used in Business Communication)	Glossary of Commercial Terms