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| **S.NO** | **SUBJECT** | **CLASS** | **PAPER** | **UNIT** | **TOPIC** | **LINK** |
|   |   |   |   |   |   |   |
| 1 | Advertising and sales management  | M.COM 4th Sem  | Group -A Paper II | Unit 3 | Role of advertising agencies. | <http://www.economicsdiscussion.net/advertising/advertising-agencies/31797> |
| 2 | Advertising and sales management  | M.COM 4th Sem  | Group -A Paper II | Unit 3 | Advertising Budget  | <https://bbamantra.com/advertising-budget> |
| 3 | Advertising and sales management  | M.COM 4th Sem  | Group -A Paper II | Unit 3 | Evaluation of advertising effectiveness | <http://www.economicsdiscussion.net/advertising/effectiveness-of-advertisement-and-its-evaluation/21950> |
| 4 | Principles of Marketing | M.COM 4th Sem  | Group -A Paper I | Unit 1, 2,3 | Meaning and nature of marketing mix | <https://open.lib.umn.edu/principlesmarketing/> |
| 5 | Principles of Marketing | M.COM 4th Sem  | Group -A Paper I | Unit 4 , 5  | Pricing decision & Distribution channel | [https://oerfiles.s3-us-west-2.amazonaws.com/Marketing/Principles+of+Marketing.pdf](https://oerfiles.s3-us-west-2.amazonaws.com/Marketing/Principles%2Bof%2BMarketing.pdf) |
| 8 | Marketing Research | M.COM 4th Sem  | Group -A Paper III | Unit 5  | NEW PRODUCT RESEARCH | <https://open.lib.umn.edu/principlesmarketing/?s=new+product+research> |
| 9 | Marketing Research | M.COM 4th Sem  | Group -A Paper III | Unit 4  | TECHNIQUE OF MARKETING RESEARCH | <https://open.lib.umn.edu/principlesmarketing/?s=technique+of+marketing+research> |
| 10 | International Marketing | M.COM 4th Sem  | Group -A Paper IV | Unit 4  | INTERNATIONAL CHANNEL OF DISTRIBUTION | <https://open.lib.umn.edu/principlesmarketing/?s=international+channel+of+distribution> |
| 6 | Specialised Acconting | M.COM 2nd Sem  | Paper VII | Unit 5  | Investment Account | <https://www.google.com/url?sa=t&source=web&rct=j&url=http://www.yourarticlelibrary.com/accounting/investment-accounts/meaning-investment-accounts/investment-account-meaning-transactions-and-accounting-treatment/68747&ved=2ahUKEwj-_f743MvoAhUnILcAHSBHDdUQFjAAegQIARAB&usg=AOvVaw0pXzIlgf-T-p8ikySH1jeG> |
| 7 | Specialised Acconting | M.COM 2nd Sem  | Paper VII | Unit 4  | Royalty Accounts | <https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.tutorialspoint.com/financial_accounting/financial_royalty_accounts.htm&ved=2ahUKEwir86Xv2svoAhUo4nMBHUnBDAcQFjAAegQIAxAB&usg=AOvVaw0vOfGNiVZHxzOz3KWhWNSz&cshid=1585898413455> |
| 11 | Business laws | M.COM 2nd Sem  | Paper X | Unit 4  | FEMA | <https://drive.google.com/file/d/1qKoeyfyEjFPgM3muBihqXKyV-n-MHegC/view?usp=drivesdk> |
| 12 | Business Economis | M.COM 2nd Sem  | Paper VI | Unit 5  | Inflation | <https://drive.google.com/open?id=1ITngNIbWYzeQ2xGMPgvTzH_gkqOgyAnL> |
| 13 | Tax Planning And Management | M.COM 2nd Sem  | Paper VIII | Unit 3 | Tax Planning | <https://drive.google.com/open?id=1Y1CBJjLfWdChG-jWvfDb5XTtoT13HhOa> |