KANNUR UNIVERSITY

(Abstract)

Bachelor of Business Administration (BBA) Programme (CBCSS-OBE) - modified Scheme, Syllabus and Model Question papers - Implemented - w.e.f 2019 admission.

ACADEMIC C SECTION

Acad/C1/12392/2019

Dated:15.11.2021

Read:-
1. U.O.NO.Acad.C1/12392/2019 dated 22.06.2019
2. U.O.Note No. EM/SO EM/22759/2021 dated 06.09.2021
3. Letter No.Acad/C1/12392/2019 dated 16.09.2021
4. Modified Scheme & Syllabus of 4th semester and Model question papers from 3rd to 4th semester of BBA (2019) programme submitted by the former chairperson Board of Studies in Management Studies(UG).

ORDER

1. As per paper read(1) above, Scheme and Syllabus of the programme and Model question papers of the I & II semester for Bachelor of Business Administration(BBA) programme (CBCSS-OBE) were implemented in Affiliated Colleges with effect from 2019 admission.
2. As per paper read(2) above, the Exam branch sought clarification with regard to external practical examination for the Course '4 A 13 BBA IT Tools for Business' in 4th semester BBA programme and to include details regarding its maximum mark and credit distribution.
3. Former Chairperson, Board of Studies in Management Studies (UG) which prepared the aforesaid Syllabus, was requested to submit modified Scheme and Syllabus after effecting necessary changes regarding the external practical examination for the Course 4 A 13 BBA IT Tools for Business in 4th semester BBA Programme as per paper read (3).
4. As per paper read (4), the former Chairperson, Board of Studies in Management Studies (UG), submitted the modified Scheme Syllabus and Model Question Papers of the BBA programme under CBCSS -OBE, for approval.
5. The Vice Chancellor after considering the matter in detail and in exercise of the powers of the Academic Council conferred under section 11 (1) Chapter III of Kannur University Act 1996, accorded sanction to implement the modified Scheme, Syllabus and Model Question Papers of the Bachelor of Business Administration (BBA) programme CBCSS-OBE, with effect from 2019 admission.
6. The modified Scheme, Syllabus and Model question papers of Bachelor of Business Administration (BBA) programme CBCSS-OBE, with effect from 2019 admission, are uploaded in the University Website (www.kannuruniversity.ac.in).
7. U.O read (1) above, stands modified to this extent.

Orders are issued accordingly

Sd/-
BALACHANDRAN V K
DEPUTY REGISTRAR(ACAD)
FOR REGISTRAR

To:
1. Dr.Bindu K, Former Chairperson, Board of Studies in Management Studies(UG)
2. Principals of Colleges offering BBA programme

Copy To:
1. The Examination Branch (through PA to CE).
2. PS to VC / PA to PVC / PA to R
3. DR / AR 1 (Acad).
4. The Web Manager (for uploading in the Website)
5. SF / DF /FC

Forwarded/ By Order
SECTION OFFICER

KANNUR UNIVERSITY

BOARD OF STUDIES, Management Studies (UG)

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

(BBA)

CHOICE BASED CREDITAND SEMESTER SYSTEM
(CBCSS)
Under
Outcome Based Education
(OBE)

(2019 ADMISSION ONWARDS)

Kannur University
Vision and Mission Statement*

Proposed Vision: To establish a teaching, residential and affiliating University and to provide equitable and just access to quality higher education involving the generation, dissemination and application of knowledge with special focus on the development of higher education in Kasargode and Kannur Revenue Districts and the Manandavady taluk of Wayanad Revenue District.

Proposed Mission:

- To produce and disseminate new knowledge and to find novel avenues for application of such knowledge.

- To adopt critical pedagogic practices which uphold scientific temper, the uncompromised spirit of enquiry and the right to dissent.

- To uphold democratic, multicultural, secular, environmental and gender sensitive values as the foundational principles of higher educationand to cater to the modern notions of equity, social justice and merit in all educational endeavors.

- To affiliate colleges and other institutions of higher learning and to monitor academic, ethical, administrative and infrastructural standards in such institutions.

- To build stronger community networks based on the values and principles of higher education and to ensure the region's intellectual integration with national vision and international standards.

- To associate with the local self-governing bodies and other statutory as well as non-governmental organizations for continuing education and also for building public awareness on important social, cultural and other policy issues.

Kannur University
Programme Outcomes

PO 1.Critical Thinking:
1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.
2. Develop the ability to chart out a progressive direction for actions and interventions by learning to recognize the presence of hegemonic ideology within certain dominant notions.
3. Develop self-critical abilities and also the ability to view positions, problems and social issues from plural perspectives.

PO 2.Effective Citizenship:
1. Learn to participate in nation building by adhering to the principles of sovereignty of the nation, socialism, secularism, democracy and the values that guide a republic.
2. Develop and practice gender sensitive attitudes, environmental awareness, the ability to understand and resist various kinds of discriminations and empathetic social awareness about various kinds of marginalisation.
3. Internalise certain highlights of the nation's and region's history. Especially of the freedom movement, the renaissance within native societies and the project of modernisation of the post-colonial society.

PO 3.Effective Communication:
1. Acquire the ability to speak, write, read and listen clearly in person and through electronic media in both English and in one Modern Indian Language
2. Learn to articulate analysis, synthesis, and evaluation of situations and themes in a well-informed manner.
3. Generate hypothesis and articulate assent or dissent by employing both reason and creative thinking.

PO 4.Interdisciplinarity:
1. Perceive knowledge as an organic comprehensive, interrelated and integrated faculty of the human mind
2. Understand the issues of environmental contexts and sustainable development as a basic interdisciplinary concern of all disciplines.
3. Develop aesthetic, social, humanistic and artistic sensibilities for problem solving and evolving a comprehensive perspective.

Preface

The BBA Programme aims at equipping the students with new ideas and changes in the sphere of business and management. It is imperative to update the syllabus to impart the latest developments in business world and changing the view of our students about the global changes.

In the light of UGC guidelines and Higher Education Council's directives, the programme curriculum has been revised to meet the requirements of the modern time. The present revision aims at familiarizing students with latest practices in management in the area of finance, human resource development and marketing. It also aims at acquiring skills in accounting and quantitative techniques in the areas of decision making and management, and building entrepreneurial spirit and competencies, and develops research aptitude.

Dr. BINDU K
Chairperson
Board of Management Studies UG

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME (BBA)

Programme Specific Outcome
of
Bachelor of Business Administration Programme

PSO 1:
Gain knowledge and skills in the areas of Management principles and practices, finance, human resource management and marketing

PSO 2:
Acquire knowledge in accounting principles and practices and its application in real business settings

PSO 3:
Apply concepts, theories, tools and techniques of statistics, information techniques, economics and numerical skills for decision making

PSO 4:
Build entrepreneurial spirit, develop research attitude and entrepreneurial competencies and managerial abilities

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KANNUR UNIVERSITY

BBA PROGRAMME

Credit and courses			
Sl no	Category of course	Number of courses	Credits
1	English Common course(ECC)	4	14
2	Additional Common course(ACC)	2	8
3	General Awareness Course Ability Enhancement Course (AEC) Skill Enhancement Course (SEC)	2 2	16
4	Core course(CC) Discipline Specific Elective course (DSEC)	18	64
5	Complementary elective Course(CEC)	4	16
6	Generic Elective Course(GEC)	1	2
Total			**120**

SEMESTER-WISE DISTRIBUTION OF PAPERS, CONTACT HOURS, DISTRIBUTION OF MARKS AND DURATION OF EXAMINATION

Semester	Course Title*	Maximum Marks			Type of Course	Credits	Hours per week	Total Credits	Total Hours
		Internal	External	total					
I	English Common Course I	10	40	50	ECC	4	5	22	25
	English Common Course II	10	40	50	ECC	3	4		
	Additional Common Course I	10	40	50	ACC	4	5		
	Core Course I. Principles and Practices of Management	10	40	50	CC	3	3		
	Complementary Elective Course 1 Statistics for business decisions	10	40	50	CEC	4	4		
	Complementary Elective Course 2 Managerial Economics	10	40	50	CEC	4	4		
II	English Common Course III	10	40	50	ECC	4	5	21	25
	English Common Course IV	10	40	50	ECC	3	4		
	Additional Common Course II	10	40	50	ACC	4	5		
	Core Course 2 Business Environment	10	40	50	CC	2	3		
	Core Course 3 Entrepreneurship Development	10	40	50	CC	4	4		
	Complementary Elective Course 3 Quantitative Technique for Business Decisions	10	40	50	CEC	4	4		

Sem	Course								
III	Skill Enhancement Course I Numerical skills	10	40	50	SEC	4	5		
	Ability Enhancement Course I Personality development and communication skills	10	40	50	AEC	4	4		25
	Core Course 4 Financial Accounting	10	40	50	CC	4	6	20	
	Core Course 5 Marketing Management	10	40	50	CC	4	5		
	Complementary Elective Course 4 Legal Aspects Business	10	40	50	CEC	4	5		
IV	Core Course 6 Human Resource Management	10	40	50	CC	4	6		
	Core Course 7 Financial Management	10	40	50	CC	4	5		
	Core Course 8 Operations management	10	40	50	CC	4	5	21	25
	Core Course 9 Industrial Visit and Report	5	20	25	DSEC	1	0		
	Skill Enhancement Course II IT Tools for business	10	20 theory	30	SEC	3 theory	3		
		-	20 practical	20		1 practical	2		
	Ability Enhancement Course II Environmental studies	10	40	50	AEC	4	4		
V	Core Course 10 Business Research Methods	10	40	50	CC	4	5		
	Core Course 11 Accounting for management	10	40	50	CC	4	6		
	Core Course 12 Elective I	10	40	50	DSE	4	6	18	25
	Core course 13 Elective II	10	40	50	DSE	4	6		
	Generic Elective Course	5	20	25	GEC	2	2		
VI	Core Course 14 Organisation Behaviour	10	40	50	CC	4	6		
	Core Course 15 Banking Theory and Practice	10	40	50	CC	4	5	18	25
	Core Course 16 Project Report and viva voce	10	40	50	CC	2	2		
	Core Course 17 Elective III	10	40	50	DSE	4	6		
	Core Course 18 Elective IV	10	40	50	DSE	4	6		
Total		320	1280	1600				120	150

PART A:
BBA CORE COURSES
WORK AND CREDIT DISTRIBUTION
(2019 ADMISSION ONWARDS)

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
1B01BBA	Core Course I. Principles And Practice Of Management	I	3	3	3
2B02BBA	Core Course 2 Business Environment	II	3	2	3
2B03BBA	Core Course 3 Entrepreneurship Development	II	4	4	3
3B04BBA	Core Course 4 Financial Accounting	III	6	4	3
3B05BBA	Core Course 5 Marketing Management	III	5	4	3
4B06BBA	Core Course 6 Human Resource Management	IV	6	4	3
4B07BBA	Core Course 7 Financial Management	IV	5	4	3
4B08BBA	Core Course 8 Operations Management	IV	5	4	3
4B09BBA	Core Course 9 Industrial Visit And Report	IV	0	1	-
5B10BBA	Core Course 10 Business Research Methods	V	5	4	3
5B11BBA	Core Course 11 Accounting For Management	V	6	4	3
5B12BBA	Core 12 Elective I	V	6	4	3
5B13BBA	Core 13 Elective II	V	6	4	3
6B14 BBA	Core Course 14 Organisation Behaviour	VI	6	4	3
6B15BBA	Core Course 15 Banking Theory and Practice	VI	5	4	3
6B16BBA	Core Course 16 Project Report and Viva Voce Examination	VI	2	2	-
6B17BBA	Core Course 17 Elective III	VI	6	4	3
6B18BBA	Core Course 18 Elective IV	VI	6	4	3
				64	

DISCIPLINE SPECIFIC ELECTIVE COURSES
1 FINANCE

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
5B12BBA	Advanced Financial Management	V	6	4	3
5B13BBA	Income tax law and Practice	V	6	4	3
6B17BBA	Insurance and Risk management	VI	6	4	3
6B18BBA	Stock And Commodity Markets	VI	6	4	3

II HUMAN RESOURCE MANAGEMENT

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
5B12BBA	Human Resource Development	V	6	4	3
5B13BBA	Performance and Compensation Management	V	6	4	3
6B17BBA	Counselling and negotiation skills for managers	VI	6	4	3
6B18BBA	Organisational Change and Development	VI	6	4	3

III MARKETING

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
5B12BBA	Consumer Behaviour	V	6	4	3
5B13BBA	Advertising and Brand Management	V	6	4	3
6B17BBA	Logistics Management	VI	6	4	3
6B18BBA	Retail Management	VI	6	4	3

PART B
GENERAL AWARENESS COURSE

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
3A11BBA	Skill Enhancement Course I Numerical Skills	III	5	4	3
3A12BBA	Ability Enhancement Course I Personality Development and Communication Skills	III	4	4	3
4A13BBA	Skill Enhancement Course II IT Tools For Business	IV	Theory 3 Practical 2	4(3theory+1 practical)	2
4A14BBA	Ability Enhancement Course II Environmental Studies	IV	4	4	3

PART C
COMPLEMENTARY ELECTIVE COURSE

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
1C01BBA	Statistics for business decisions	I	4	4	3
1C02BBA	Managerial Economics	I	4	4	3
2C03BBA	Quantitative Techniques For Business Decisions	II	4	4	3
3C04BBA	Legal Aspects Of Business	III	5	4	3

GENERIC ELECTIVE COURSE

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
5D01BBA	Customer Relationship Management	V	2	2	2
5D02BBA	Service Marketing	V	2	2	2
5D03BBA	E- Commerce	V	2	2	2
5D04BBA	Event Management	V	2	2	2
5D05BBA	Disaster Management	V	2	2	2

EVALUATION

ASSESSMENT	WEIGHTAGE
EXTERNAL	4 (40 MARKS)*
INTERNAL	1(10 MARKS)

*20 marks for theory and 20 marks for practical for courses having practical (IT Tools for business)

CONTINUOUS INTERNAL ASSESSMENT

COMPONENT*	WEIGHTAGE**	REMARKS
COMPONENT1 INTERNAL TEST	2	TWO TESTS (6 MARKS)
COMPONENT 2 ASSINGMENT/SEMINAR/VIVA	1	INDIVIDUAL OR GROUP (4 MARKS)

EVALUATION FOR GENERIC ELECTIVE

ASSESSMENT	WEIGHTAGE
EXTERNAL	4 (20 MARKS)
INTERNAL	1(5 MARKS)

Internal mark for test papers should be given as per the following criteria;

Average mark obtained in the test papers	Percentage of internal mark
80% and above	100%
60% to 79%	80%
40% to 59%	60%
20 % to 39%	40%
Below 20%	20%

CORE COURSE I : PRINCIPLES AND PRACTICES OF MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1B01BBA	3	3	3

COURSE OUTCOME

CO 1:Acquaint with the basics of management.

CO2: Understand the process and functions of management.

CO3: Familiarize the students with the current management practices.

Co4: Develops administrative skills

Module I:Management: Definition, Nature, Purpose, Scope, Features, levels and functions-Evolution of Management Thoughts- classical, neo classical and modern, Contributions made by Taylor, Fayol , and Maslow.

(**20 Hrs)**

Module II: Planning and organising: Planning-Meaning, Nature, characteristics, types, steps in Planning - Decision making Process – types of Decisions. Organising - Meaning, Principles, Delegation of Authority- centralisation and decentralisation-meaning and differences

(20 Hrs)

Module III: Staffing and directing: Staffing- meaning, process. Directing – Meaning, Nature, Principles, Importance, Elements .Controlling- meaning, process-,control techniques-Need for co-ordination.

(20 Hrs)

Module IV: Trends in Management -

Work life balance-meaning, components (self management, time management, stress management).BPO – KPO – meaning, importance and differences

(**12 Hrs)**

Books for Reference:

1. Principles of Management LM Prasad, Himalaya

2. Harold Koontz & Heinz Weihrich, Essentials of Management, Tata McGraw Hill, New Delhi

3. P.C.Tripathy And P.N.Reddy, Principles of Management, Tata McGraw□Hill, New Delhi
4. Richerd L Daft, Principles of Management, Cengage Learning, India Edition, New Delhi.
5. T.Ramasami, Principles of Management, Himalaya Publications, Mumbai.
6. S.P.Robbins, David A Decenzo and Mary Coulter, Fundamentals of Management, Pearson

Education, New Delhi.

Marks including choice:

Module	Marks
I	17
II	17
III	16
IV	10
Total	60

SEMESTER I
COMPLEMENTARY ELECTIVE COURSE I: STATISTICS FOR BUSINESS DECISIONS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1C01BBA	4	4	3

COURSE OUTCOMES

CO1: Understand the importance and relevance of statistics, primary data, secondary data and the statistical technique as applicable to business

CO2: Classify, tabulate and represent the statistical data in appropriate manner using statistical methods

CO3: Analysis trend and seasonality in a time series data

CO4: Construct index numbers and enable to compare the price movements of commodities over different time periods.

CO5: Identify the correlation between variables

C06: Problem solving and fit the regression line which enable to draw conclusion about data distribution.

Module I

Introduction -Meaning and Definition of Statistics-Functions-scope-uses-advantages and limitations-Collection of data-types of data - Primary data, Secondary data, Classification and tabulation of statistical Data- Diagrammatic and graphical representation of data

(20 Hrs)

Module II

Time series- Components- Methods of studying secular trend- Free hand curves-Semi Average Method- Moving Average Method-Method Least Squares

(15 Hrs)

Module III

Index Numbers- meaning and definition-uses-Problems in the construction of Index numbers- Types of Index numbers- Methods of construction of Index numbers- Tests- Fixed

base and chain base methods-Consumer price index: uses and methods of construction

(17Hrs)

Module IV

Correlation and Regression Analysis-meaning- definition-Methods of correlation-Karlpearson's coefficient of correlation –Spearman's Rank correlation- concurrent Deviation method-probable error-Simple Regression Analysis-regression line-regression equations-algebraic methods and their applications in business. **(20Hrs)**

References

Statistical Methods- S.P.Gupta

Business Statistics- J.K Sharma

Business Statistics- P.R.Vital

Fundamentals of Mathematics and Statistics by V.K.Kapoor and S.C Gupta

Marks including choice:

Module	Marks
I	17
II	17
III	16
IV	10
Total	60

SEMESTER I
COMPLEMENTARY ELECTIVE COURSE II: MANAGERIAL ECONOMICS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1C02BBA	4	4	3

COURSE OUTCOMES

CO1. Understand basic managerial economic concepts
CO2. Understands economics and related disciplines and relationships
CO3. Apply economic analysis in the formulation of business policies
CO4. Use economic reasoning to problems of business

Module I
Introduction to Managerial Economics: Concept, meaning, scope. Managerial economics and other disciplines. Basic economic concepts in decision making.
(20 hours)

Module II
Demand Analysis:- Law of demand, Determinants of demand, Price elasticity of demand, Income elasticity of demand, cross elasticity of demand, uses of elasticity for analyzing demand.
(20 hours)

Module III
Cost Analysis: Cost concepts and determinants of cost, cost output relationship in short and long period. Supply**:** Introduction to supply and supply curves.
(20 hours)

Module IV
Pricing Analysis: Price determination under perfect, imperfect competition and monopoly. Types of pricing methods **(12 hours)**

References:

1. Managerial Economics: Analysis, Problems and Cases, P.L. Mehta.

2. Managerial Economics: Varshney and Maheshwari.

3. Managerial Economics: D. Salvatore.

4. Managerial Economics: Pearson and Lewis

5. Managerial Economics: G.S. Gupta

Marks including choice:

Module	Marks
I	17
II	17
III	16
IV	10
Total	60

II SEMESTER

CORE COURSE II : BUSINESS ENVIRONMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
II	2B02BBA	3	2	3

COURSE OUTCOMES

CO 1: Acquire in-depth knowledge about different environment in business climate.

CO2: Understand the minor and major factors affecting the business in various streams

CO3: Familiarize the role of socio-cultural factors on development of economy and business.

CO4: Develop good business policies.

Module I: Business Environment – Concept of BE, Components of BE , Importance of BE , Environmental Analysis , Benefits and Limitations of Environmental Analysis.

(8 Hrs)

Module II: Social and Cultural Environment – Interface between Business and Culture – Social Responsibilities of business – Political Environment – Economic Role of Government – Legal Environment – Constitutional Environment.

(14 Hrs)

Module **III:** Economic environment – Nature of Economic Environment – New Economic Policy 1991 –Privatization – Nature of Privatization – Objectives of Privatization. Disinvestment – Limitations of disinvestment – Public sector – Objectives of Public Sector.

(18 Hrs)

Module IV: Ecological Environment – Ecology and Business – Industrial Pollution – Global Environment –Globalization - MNC s – Problem with MNCs – Global Entry Strategies – Measures to promote Globalization – Challenges of Globalization to Indian Industry.

(14 Hrs)

<u>Books for Reference:</u>

1. Business Environment: C.B.Gupta

2. Business Environment: Francis Cherunilam

3. Business Environment: Dr. P.K.Ghosh

4. Essentials of Business Environment

<u>Marks including choice</u>:

Unit	Marks
I	8
II	16
III	20
IV	16
Total	60

SEMESTER II

COMPLEMENTARY ELECTIVE COURSE III :QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
II	2C03BBA	4	4	3

COURSE OUTCOME

CO1. Understands concepts of quantitative techniques

CO2. Develops analytical thinking and logical reasoning for effective decision making

CO3. Apply probability theories in real life situations

CO4. Understands theoretical distributions and hypothesis testing and its applications in live situations

Module I:

Quantitative Techniques-Introduction-Meaning and definition-Application of Quantitative Techniques in business-Limitations   **(12 hours)**

Module II:

Probability -Concept of Probability-Meaning and definition-Approaches to probability-Theorems of probability-Addition theorem-Multiplication theorem-Conditional probability-Inverse probability-Baye's theorem.   **(15 hours)**

Module III:

Theoretical Distribution - Binomial distribution - Basic assumptions and characteristics - Fitting of binomial distribution - Poisson distribution - characteristics - Fitting of Poisson distribution - Normal distribution - features and properties - Standard normal curve.

(20 hours)

Module IV:

Statistical Inference - Testing of hypothesis – Procedure –Null & Alternate hypothesis - Level of significance – Critical region- Degrees of freedom- Errors in testing- Two tail test and One tail test Parametric tests & Non parametric tests (only theory)   **(25 hours)**

REFERENCE

1. S.P. Gupta, Statistical Methods, Sultan Chand & Co.
2. S.C. Gupta & V.K. Kapoor, Fundamentals of Mathematical Statistics, S. Chand & Co.
3. B.L. Agarwal, Basic Statistics, New Age International
4. Quantitative Techniques in Management : Vohra
5. R. K. Ghosh, S. Saha, Business Mathematics & Statistics, New Central Book Agency

Marks including choice:

Module	Marks
I	10
II	17
III	20
IV	13
Total	60

SEMESTER II
CORE COURSE III : ENTREPRENEURSHIP DEVELOPMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
II	2B03BBA	4	4	3

COURSE OUTCOME

CO 1: Understand different stages of business and create innovative thinkers to take forward new initiatives.

CO2: Acquaint them with the challenges faced by the entrepreneur

CO3: Familiarize the students the entrepreneurship opportunities available in the society.

CO4: Develop the motivation to enhance entrepreneurial competency.

Module I: Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship; Role of Social Economic Environment; Characteristics of Entrepreneur; Leadership; Risk Taking; Decision Making and Business Planning. **(18 Hrs)**

Module II: Concept of women entrepreneur -problems of women entrepreneur -Promotion of a Venture: Opportunities Analysis; External Environmental Analysis- Economic, Social and Technological; Competitive Factors; Legal Requirements of establishment of a new unit and Rising of Funds; Venture Capital. **(16 Hrs)**

Module III: Entrepreneurial Behaviour: Innovation and entrepreneur; Entrepreneurial Behaviour and psycho-theories, social responsibility. Entrepreneurial Development Programmes (EDP): EDP, its role, relevance and achievements; role of government in organizing EDP's critical evaluation **(20 Hrs)**

Module IV:

Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries:

(18 Hrs)

<u>Books for Reference:</u>

1. Entrepreneurship. : Vasant Desai.

2. Entrepreneurship Development: Taneja& S.L. Gupta.

3. Venture Capital –The Indian Experience: Pandey, I.M.

4. Environment and Entrepreneur Tandon B.C

5. A practical guide to industrial entrepreneurs: Srivastava S.B.

6. Project Preparation, Appraisal, Implementation: Chandra, Prasana

7. Entrepreneurship New Venture Creation; Holt

<u>Marks including choice</u>:

Module	Marks
I	15
II	13
III	17
IV	15
Total	60

III SEMESTER

CORE COURSE IV : FINANCIAL ACCOUNTING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
III	3B04BBA	6	4	3

COURSE OUTCOMES

CO1: Understands accounting concepts and principles

CO2: Apply knowledge regarding concepts in the preparation of final accounts of sole traders

CO3: Understands the basic concepts of company, shares and share capital

CO4: Demonstrates skills in preparation of final accounts of companies

Module I: Introduction To Accounting: Meaning and Definition of Accounting, Objectives of Accounting, Accounting Cycle or Process, Branches of Accounting, Functions of Accounting, Users of Accounting, Limitations of Accounting and Generally Accepted Accounting Principles- Accounting Concepts, Principles and Conventions only. **(30 hours)**

Module II: Final accounts of sole trading concern: Preparation of Manufacturing, Trading and Profit and Loss Accounts and Balance Sheets with Adjustments for Outstanding and Prepaid Expenses, Accrued and Unearned incomes, Depreciation, Bad and Doubtful Debts and Closing Stock. **(30 hours)**

Module III: Company accounts: Meaning and Definition of Companies, Characteristics of Companies, Types of Companies, Meaning of Shares and Share Capital, Types of Shares, Accounting Entries for Issue of Shares for Cash, Forfeiture of Shares, and Re-issue of Shares.

(25 Hours)

Module IV: Final accounts of companies: Preparation of Balance Sheet and Statement of Profit and Loss Accounts, Corporate Dividend Tax (CDT), Internal and External Reconstruction- Amalgamation, Merger and Acquisition (Theory Only).

(33 Hours)

Reference

Advanced accounting : SP Jain and KL Narang

Advanced Accounting :Shukla, Grewal

Advanced Accounting: SN Maheswary

Advanced Accounting: BS Raman

Marks Including Choice

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

III SEMESTER

CORE COURSE V: MARKETING MANAGEMENT

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM HOURS
III	3B05BBA	5	4	3

COURSE OUTCOME

CO 1.Develop knowledge on the concept modern marketing, marketing environment, marketing mix, market segmentation and target marketing.

CO 2. Enhance knowledge on product decision, product mix, product life cycle, pricing strategies and price discrimination

CO 3. Apply the concept of market promotion, market promotion mix and sales promotion techniques in real business situations.

CO 4. Understand the new market realities, direct marketing, online marketing and customer relationship marketing.

CO 5. Identify the key characteristics of customer relationship marketing and common draw back.

CO 6. Develop idea on branding and strategies of branding

CO 7. Acquire skill in preparing advertisement copy very effectively.

Module I: Introduction to Modern Marketing: Definition-Nature and Importance of marketing, evolution of marketing, Marketing environment; Macro and Micro environment, important marketing concepts-selling and marketing-Marketing mix, consumer behaviour, market segmentation; bases for market segmentation; Target Market ;Branding –definition, importance , branding strategies and packaging.

(20 Hours)

Module II: Product Decision: Concept of product; Product Dimension; Concept of product mix, Product line and Product Items; Product mix Dimensions; New product concept and reasons of failure of the new product; Product Life cycle- Concept of pricing; significance of price in marketing; Pricing objectives; Factors affecting price; discounts and rebates; pricing strategies; price discrimination.

(20 Hours)

Module III: Market Promotion : Concept of market promotion; Objectives of Market Promotion; Elements of Market Promotion mix: advertising, personal selling , sales promotion, publicity and public relations; Advertising : functions of advertising; advertisement copy, advertising media; types of advertising media; characteristics of effective media ; ethical aspects of advertising; Personal selling : Concept, Features and Significance; Difference between advertising and personal selling ; functions of a salesman; characteristics of a good salesman; Distribution decision: Physical distribution; channel of distribution; Types of channel distribution; Sales promotion: sales promotion schemes; sample; coupon; price off; premium plan; trade fairs and exhibitions.   **(30 Hours)**

Module IV: New Marketing Realities: Direct marketing and online marketing: Concept of Direct and online Marketing; Activities; Benefits and limitations; Green Marketing: Concepts; Need and Importance; Green Marketing efforts and managerial Implications; Customer Relationship Marketing(CRM): Concept and importance; Components of CRM Programme; Concept of e-CRM; Common draw backs of CRM Programme.
(20 Hours)

References:

1. Philip Kotler, Marketing Management- Prentice Hall
2. Stanton, Etzel and Walker, Marketing Management-McGraw Hill
3. R. Saxena, Marketing Management- Tata McGraw Hill
4. Majumdar, Marketing Research
5. Marketing Management : RSN Pillai and Bagavathy
6. Marketing Management : SP Bansal

Marks Including Choice

Module	Marks
I	13
II	13
III	20
IV	14
Total	60

III SEMESTER

SKILL ENHANCEMENT COURSE I: NUMERICAL SKILLS

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM HOURS
III	3A11BBA	5	4	3

COURSE OUTCOMES

CO 1. Understand common numerical methods

CO 2.Apply numerical methods to obtain approximate solutions to mathematical problems

CO 3. Analyses and evaluate the accuracy of common numerical methods

CO 4. Derive numerical methods for various mathematical operations and tasks

Module I: Arithmetic : Average, Mixtures – Ratios and proportions – Computations of interest – Simple interest – Compound interest – effective yield – Future value, present value – Amortization – depreciation – continuous compounding.

(20 Hours)

Module II: Algebra : Real and imaginary numbers – Rational and irrational numbers – Set theory- Union of sets- intersection of sets – Venn diagram – Elements of co – ordinate system, matrices –operational rules – Inverse of a matrix. **(20 Hours)**

Module III: Theory of equations: Meaning, types of equations – simple linear and simultaneous equations (Only two variables) Eliminations and substitution method only. Quadratic equations factorization and formula method ($ax^2+bx+c = 0$ form only) Problems on business application.

(25 Hours)

Module IV: Progression: Arithmetic Progressions, Finding the 'n' th term of an AP and also sum to n terms of AP. Insertion of arithmetic means in given terms of AP and representation of AP. Geometric Progression. Finding the 'n' th term of GP. Insertion of GMs in given GP and also representation of GP. Mathematics of finance simple and compound interest(Simple problems only)

(25 Hours)

References :
1. Applied Numerical analysis – P K Kandasamy, K Thilakavathi, Gunavathi
2. Numerical methods : Gerald
3. Essentials of college mathematics for Business, Economics, life science and social science : Raymond Barnett, Michael Ziegler.
4. Business Mathematics : Padmalochan Hazarika

Marks Including Choice

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

ABILITY ENHANCEMENT COURSE I: PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
III	3A12BBA	4	4	3

COURSE OUTCOMES

CO 1: Understand the 'self' through analysis of one's own strengths, weaknesses, opportunities and threats to face the challenging and competitive world.

CO2: Set new goals specific, measurable, achievable, realisable and time-bounded to reshape the personality and identify the shortcomings to be corrected.

CO3: Develop inter personal skills and problem solving skills.

CO4: Understand the role of body language in effective communication.

CO5: Critically evaluate the need for stress management and experience the essence of different techniques in reducing stress.

CO6: Perform effectively the assigned work to the fullest satisfaction; with utmost concentration and self motivation to achieve success in near future.

Module I: Introduction to Personality Development: Definition of Personality- Human Growth and Behaviour- Importance of Personality Development- Techniques in Personality development a) Self-confidence through SWOC b) Mnemonics c) SMART Goal setting d) Time Management and effective planning. **(15 Hrs)**

Module II: Communication Skills: a) Intra personal communication and types of Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking, Written communication- Basics of Letter writing, memorandum, notice, email, and report writing- Resume writing. **(20 Hrs)**

Module III: Etiquettes and Manners: Social etiquettes, phone etiquettes, Customer interaction etiquette, Dining- Business etiquettes- Professional etiquette tips- Boss Management.

(12 Hrs)

Module IV: Presentation skills: How to face an Interview? - Preparations before, during and after interview, DOs and Donts for interviewee- Group Discussions- problem solving, Creativity and Leadership skills.

(10 Hrs)

Module V: Stress Management:

Concentration and Relaxation exercises: Yoga, Meditation- Need for Work Life Balance- Role of Emotional Intelligence and Spiritual Intelligence in Self Acceptance and Self Growth.

(15 Hrs)

References

1. Personality Development and Communication Skills by S.S. Narula; reprinted 2013.
2. Communicating at Work – Principles and Practices for Business and the Professions by Adler, The McGraw Hill Company, 9th Edition
3. Business Communication and Personality Development by Biswajit Das &IpseetaSatpathy, The Excel Publications, 1st Edition
4. Developing Soft Skills by Robert M. Sherfield, Rhonda J., Patricia J. Moodi; Cornerstone Publications.

5. "The Art of Stress-Free Living" by Sri Sri Ravi Shankar.

5. Winning at Interviews by Edger Thorpe, Showik Thorpe; Pearson Publications, 1st Edition.
6. "How to stop worrying and start living" by Dale Carnegie.
7. Complete Guide to Relieving Stress and Living A Peaceful Life - 2015 Edition by Jen Steifer.

Marks Including Choice

Module	Marks
I	13
II	16
III	10
IV	8
V	13
Total	60

III SEMESTER

COMPLEMENTARY ELECTIVE COURSE 4: LEGAL ASPECTS OF BUSINESS

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM HOURS
III	3C04BBA	5	4	3

COURSE OUTCOME

CO 1. Understand the conditions and rules that are applicable to a contract and the importance of law in business.

CO 2. Identify the important and relevant documents needed for registering Indian companies.

CO 3. Awareness about the latest amendments in the Indian Companies Act

CO 4. Develop knowledge on the Sale of Goods Act, GST, the application of CGST, SGCT and its challenges and opportunities.

CO 5. Apply the knowledge on consumer protection Act, rights of consumer and dispute redressal agencies in real life situations.

Module I :Indian Contract Act ,1872: Law of contract, Definition of contract, Basic concepts of contract- Valid contract, Void ,voidable and illegal contract, offer, acceptance, consideration, capacity of parties to contract, free consent- coercion, undue influence, misrepresentation,fraud,-breach of contract – remedies of breach of contract.   **(20 Hours)**

Module II: Companies Act: Definition of Company, essential features of company, Types of companies - Private Limited Company and Public limited company- Companies Act 2013 (Amendments), Important documents: Memorandum and Articles of Association, Prospectus-Promotion and Incorporation of company- Steps in the formation of company-Share capital of company- Shares, Debentures and its classification.

(25 Hours)

Module III: The Sale of Goods Act: Sale of goods Act- Formation of sale of contract- sale and agreement to sell-Implied conditions and warranties-Sale by non owners-transfer of property title of goods- Rights of unpaid seller-Remedies for breach of Contract of Sale of goods- Goods and service Tax- Basic concepts- Challenges and opportunities-Applicability of CGST and SGST.

(25 Hours)

Module IV: Consumer Protection Act: Objectives of the Act-Rights of a Consumer-Consumer Protection Council- Central council and State council-Dispute Redressal Agencies –

District forum, State Commission and National Commission-Filing of complaints- Procedure of Filing Complaint.

(20 Hours)

References

1. Kapoor. N.D, Business Law, Sulthan Chand Publication
2. Tulsian. P.C, Business Laws, Tata McGraw-Hill Publishing Co. Ltd
3. Kuchal. M.C, Business Law
4. Sharma. S.C, Business Laws, International Publishers, Bengaluru

Marks Including Choice

Module	Marks
I	16
II	16
III	15
IV	13
Total	60

IV SEMESTER

CORE COURSE VI : HUMAN RESOURCE MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4B06BBA	6	4	3

COURSE OUTCOME

CO1:understand basic concept and principles of Human Resource Management.
CO2: sensitize to the training process and methods.
CO3: equip with the importance of the performance management system in enhancing employee performance.
CO4: equip with the importance of the performance management system in enhancing employee performance.

Module I: Human resource management-introduction-meaning- evolution of Human Resource management-objectives of HRM-importance of HRM-functions and process of HRM-HR Manager-Duties and responsibilities.   **(15 Hours)**

Module II : Acquiring Human Resources – HR planning –meaning-importance of HR planning-benefits of HR planning-HR planning process-job analysis-meaning-process of job analysis-methods-Job description-contents of job description-job specification- contents of job specification-methods of job analysis-job evaluation –meaning-methods-benefits- job enlargement-job enrichment- **Recruitment**-meaning and definition-sources of recruitment-**selection**-meaning-steps in selection process-difference between recruitment and selection-placement-induction and orientation.   **(25 Hours)**

Module III: Developing Human Resources- Training and Development- training- meaning-need for training- training process-benefits of training-methods of training-types of training-importance of training in HRD-Executive development.   **(16 Hours)**

Module IV: Rewarding Human Resources- performance Appraisal-meaning-definition-objectives-methods of performance appraisal-uses and limitations-compensation management-objectives-wage system-time rate –piece rate-incentives-factors influencing wage system-promotion- types-bases of promotion-benefits-transfer-types-demotion-reasons.

(18 Hours)

Module V: Human Resource Problems- Employee Discipline-meaning –importance-Absenteeism-causes-measures to control absenteeism- labour turnover-lay off- grievance reddressal-grievance –meaning-causes of grievance-importance of grievance reddressal-procedure of grievance handling. **(16 Hours)**

Skill Development Programmes

- Prepare chart showing the function of HRM and a brief explanation on the need for each function
- Prepare an advertisement for recruitment and selection of candidate for any organisation of your choice
- Develop a format for performance appraisal of an employee.
- Choose any MNC and present your observation on training programme.

(18 Hrs)

References:

Human Resource Management-text and cases-VSP Rao
Human Resource Management-Aswathappa
Human Resource Management-L.M.Prasad
Human Resource Management-T.N.Chabbra
Personnel Management-Edwin.B.Flippo.McGraw Hill
Personnel Management-C.B.Mamoria
Marks including choice:

Module	Marks
I	10
II	17
III	11
IV	12
V	10
Total	60

IV SEMESTER

CORE COURSE VII : FINANCIAL MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4B07BBA	5	4	3

COURSE OUTCOMES

CO 1. Understand the concept and objective of financial management

CO 2. Develop the ability to select the feasible and viable investment proposal

CO 3. Apply decision making tools in organisational context

CO 4. Ability to assess the risk and return of investment projects

Module I: Financial Management: Meaning, scope and objectives, Goals of financial management – Profit maximization – wealth maximization **(10 Hours)**

Module II: Cost of capital Meaning and significance – Computation of cost of Debt – cost of preference capital – Cost of equity – Weighted average cost of capital. Capital structure – Meaning and definition – Factors affecting capital structure – Optimal capital structure – over capitalization – under capitalization – EBIT – EPS analysis. **(25 Hours)**

Module III: Working capital Management Meaning and definition – concepts of working capital – Factors affecting working capital – types of working capital- Financing of working capital – operating cycle concept of estimating working capital (Practical problems and theory) **(25Hours)**

Module IV: Capital budgeting: Meaning, definition – importance – techniques of capital budgeting – payback period – average rate of return – Net present value method – profitability methods – IRR – Merits and demerits of Non discounting and discounting techniques. **(30 Hours)**

References:

1. Financial management : M Y Khan and P.K Jain
2. Financial management: I MPandey
3. Financial management :R K Sharma &Shashi K Gupta
4. Financial management : Prasanna Chandra
5. Financial management :Geoffrey Knott

Marks including choice:

Module	Marks
I	5
II	15
III	20
IV	20
Total	60

IV SEMESTER

CORE COURSE VIII : OPERATIONS MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4B08BBA	5	4	3

COURSE OUTCOME

CO 1: Understand the transformation system.
CO2: Identify the components involved in designing effective operations system.
CO3: Understand the meaning and importance of managing quality.
CO4: Understand the meaning and importance of productivity and ways to improve productivity.
CO5: Understand the decisions and process of operations management in business firms.

Module I: Introduction to Production Management : meaning- functions - Scope . Plant location - factors affecting location selection. Plant layout - principles-types of layout.   **(20 Hours)**

Module II: Production system : Different production systems. Production Planning and control - importance - elements - PPC in different production systems.   **(20Hrs)**

Module III: Materials management - Importance - Principles. Material handling: equipments used. Maintenance Management - Types of maintenance - Methods study-Time study - Motion study - principles – work measurement.   **(20 Hrs)**

Module IV: Inventory management - Importance - Tools - ABC, VED, FSN Analysis - EOQ – Reorder point - Safety Stock - Lead time.   **(15 Hrs)**

Module V: Quality Management: Quality improvement techniques - quality control techniques. Advanced manufacturing technologies - TOC, Lean / Green manufacturing, WCM.

(15 Hrs)

Books for Reference:
1) Production management : Aswathappa K
2) Russell, Roberta S, and Bernard W. Taylor III, Operations Management, Pearson Education, New Delhi.
3) Operations Management for Competitive Advantage, Tata McGraw Hill, New Delhi.
4) Buffa, E.S., 'Modern Production Management', New York, John Wiley

Marks including choice:

Module	Marks
I	14
II	13
III	13
IV	10
V	10
Total	60

IV SEMESTER

SKILL ENHANCEMENT COURSE II: IT TOOLS FOR BUSINESS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDITS	EXAM HOURS
IV	4A13BBA	5(3 theory+2 practical)	4	2

COURSE OUTCOMES

CO 1: Understand the working on word, PowerPoint, Excel etc.

CO2: Develop basic computer awareness for letter drafting, Slide making, Payroll preparation

CO3: Understand the various shortcuts for faster functioning on the computer system

Module I: Computer: History, classifications. Hardware – Input, Output, Storage Devices, Software – System software, Application software. Memory- Types of memory

(10Hrs)

Module II: Network of Computers- LAN, WAN, MAN, PAN. Network topologies, Internet, M-Commerce, WiFi **(10Hrs)**

Module III: Application of IT: Application in education, Health care, Business,

(6Hrs)

Module IV: Cyber ethics: Meaning, **Cyber crimes**:- Computer virus, WORMS, Malware, Trojan Horse, Cyber forgery, Hacking, Fishing, Salami attack ,Email bombing (Concept only)

(14Hrs)

Module V:MS WORD: MS word window components, New file, open file, Save. Save as, Editing text, adding word art, Alignment, setting paragraph, header and footer, Insert page number, Arranging text in Colomns, Creating a table, modifying a table, Formatting a table.

(20 Hours)

MS Excel: Creating worksheet with excel, spreadsheet, uses of spreadsheet, Editing cell contents, creating a simple formula, Creating a chart, Editing chart, Payroll preparation

(20 Hours)

MS Power point: Creating a New presentation, Choosing a Templates, Creating slides, and slide

(**10 Hours)**

References:

Computer Application in business: Dr R parameswaran

IT in action: Pearson

E Commerce: Gary P Schneider

Management Information System-managing the digital firm, Pearson Education: Kenneth C

laudon and Jane P laudon

Marks including choice:

Module	Marks
I	5
II	5
III	5
IV	7
V	8
Total	30

IV SEMESTER

ABILITY ENHANCEMENT II: ENVIRONMENTAL STUDIES

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4A14BBA	4	4	3

Course Outcomes

CO1. Acquire knowledge about environment and enable to contribute towards maintaining and improving the quality of the environment.

CO2. Understand the importance of protecting the environment and effect of environmental hazards

CO3. Analysis the ecosystem and the bio diversity nature of our country

CO4. Apply the awareness to point our Hot -spot of bio diversity in India and its conservation

CO5. Identify the effect of environmental Degradation and the role of Government in protecting the environment

CO6. Formulate some action plan to engage in activities for preventing environmental degradation.

Module I: Environmental studies- Meaning- definition-scope-Importance-Need-Components of environment: Lithosphere, Hydrosphere, Atmosphere and biosphere-need for public awareness-Natural resources: Forest resources. Water resources, Mineral resources, Energy Resources-Land resources-Role of individual in the conservation of natural resources-Equitable use of natural resources for sustainable life styles.

(18 Hours)

Module II: Eco-system- concept-Structure-Producers- Consumers- Decomposers-Energy flow in the eco-system-Bio-Diversity and its conservation: Introduction-Definition of genetic species and eco-system diversity- Value of Bio- diversity-Consumptive use- productive use- social , ethical and aesthetic value- Hot –spot of Bio-diversity- Threats to bio diversity- endangered and endemic species of India-Conservation of bio diversity: In -situ and Ex-situ conservation.

(18 Hours)

Module III: Environmental Degradation-Meaning-Types of pollutions- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution- control of Urban and

Industrial waste-Environmental Ethics-Issues and possible solutions-Climate change- Global warming-acid rain- Ozone layer Depletion- solid waste management

(18 Hours)

Module IV: Environmental Protection -National environment Policy- Environmental legislations-International conventions and agreements –GATT / WTO and environment-Role of central government -Pollution control Board and its role in environment protection-Environmental Impact Assessment (EIA)- Eco-friendly products- Environment Audit- Role of NGO in environment protection.- Environmental movements-Chipko Movement-Apico Movement-Silent Valley-Environmental communication and Public awareness.

(18 Hours)

References

1. Environment Management- G.N.Pandey, Vikas Publishing House
2. Text Book of Environment- K.M.Agrawal, MacMillan
3. Ecology and Economics-Ram Prasad Sengupta- Oxford
4. The Biodiversity of India-BharuchaErach, Mapin Publishing Ltd, Ahmadabad
5. UGC

Marks Including Choice

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

SEMESTER IV

CORE COURSE IX : INDUSTRIAL VISIT AND REPORT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4B09BBA	NIL	1	-

Every student shall prepare and submit a report based on industrial visit during the IV [th] semester under the guidance of a faculty member 1 month before the end of the semester. Evaluation shall be done internally. The maximum marks for the course shall be 25.

COURSE OUTCOMES

CO 1: acquire hands on experience of how industry operations are executed

CO2: analyses real life environment of business

CO3: enhance interpersonal skills and communication techniques.

CO4: acquire practical knowledge of industry practices and regulations

Internal Evaluation 25 marks	
Components	Marks
Punctuality	2
Organisation of report	18
Viva voce	5
Total	**25**

IV SEMESTER

CORE COURSE X: BUSINESS RESEARCH METHODS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5B10BBA	5	4	3

COURSE OUTCOMES

CO 1. Acquire basic concepts of research and its types

CO 2. Gain insight and acquire the ability to apply different research designs

CO 3. Acquire skill of data processing in terms of tabulation and classification.

CO4. Generate the ability to write research reports based on approved formats.

Module I: Introduction to research- Definition – Features –Scope of Research – Types of Research: Basic, Applied, Exploratory, Descriptive ,Experimental Research , Quantitative and Qualitative-Research Process - Steps in Research   **(15Hrs)**

Module II: Research problem - Sources of research problem- Data collection- Primary and Secondary Data, Tools and techniques for collection of Data: Observational and Survey Methods – Questionnaire – Schedule, Difference between Questionnaire and schedule.   **(25 Hrs)**

Module III: Research design–Meaning, Importance-Sampling Design: Selection of Appropriate Statistical Techniques : Probability: Cluster, Stratified, Systematic, Quota, Non probability: Judgemental, Convenience, snowball -Attitude measurement techniques .

                                                                                                    (30 Hrs)

Module IV

Report writing- Types of Reports, Contents, stages of Report writing- Footnote-Bibliography

                                                                                ** (20Hrs)**

References

1. O.R.Krishnaswamy; Research methodology in Social Sciences, HPH, 2008.

2. R. Divivedi: Research Methods in Behavior Science, Macmillan India Ltd., 2001.

3. J.K. Sachdeva: Business Research Methodology HPH

4. S.N. Murthy, V. Bhojanna: Business Research Methods Excel Books

5. Levin &Rubin: Statistics for Management, Prentice Hall of India, 2002

6. Gupta S; Research Methodology and Statistical Techniques, Deep & Deep Publication (P) Ltd., 2002

7. Thakur D: Research Methodology in Social Sciences, Deep & Deep Publications (P) Ltd.,1998.

8. Tripathi P.C:A Textbook of Research Methodology, Sultan Chand & Sons, 2002.

9. Cooper: Business Research Methods 6th edition, MC Graw Hill,

10. C.R. Kothari, Research Methodology, Vikas Publications

11. Usha Devi N, Santhosh Kumar - Business Research Methodology

Marks Including Choice

Unit	Marks
I	15
II	20
III	15
IV	10
Total	60

V SEMESTER

CORE COURSE XI : ACCOUNTING FOR MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5B11BBA	6	4	3

COURSE OUTCOMES

CO 1.   Understand the concepts of cost and management accounting

CO 2. Prepare cost sheet and budgets of an organisation

CO 3. Analyse financial statements of corporate organisations using accounting   ratios

CO4. Apply the concepts of marginal costing and standard costing in decision making

Module I: Management Accounting –Meaning, Definition, Nature, Scope, Difference between financial accounting, cost accounting and management accounting-Limitations of financial accounting- Recent trends in management reporting

(15 hours)

Module II: Cost Accounting- Concepts, objectives, scope, Uses- Elements of cost- cost classification-cost centre, cost unit- preparation of cost sheet.   **(15 hours)**

Module III: Analysis and Interpretation of financial statements- Meaning, types, Methods (Brief discussion only)- Ratio Analysis: Meaning and nature, Uses, Limitations- Types of ratios: Liquidity-solvency- Turnover- Profitability-Market test ratios- Judgement of financial stability through ratios (stress should be given to problem solving and interpretation skills) **(30 hours)**

Module IV: Marginal costing: concept-definition-features- CVP Analysis: Meaning, importance, Limitations, Uses of P/V ratio- Margin of safety—Breakeven chart- Application of CVP analysis(Theory only)   **(24 hours)**

Module V: Cost control Techniques: Budgetary control: concepts, objectives,- steps in budgetary control- Preparation of Budgets- (Cash budget and flexible budget only)- Standard costing: concept, uses, steps- Difference between budgetary control and standard costing- Variance analysis: (Material and labour   **(24 hours)**

References

Management Accounting: Sharma RK and Sasi K guptha

Management Accounting: RSN Pillai and Bagvathi

Cost Accounting : SP Jain and KL Narang

Cost Accounting :Dr D Agarwal

Marks Including Choice

Unit	Marks
I	10
II	10
III	15
IV	15
V	10
Total	60

V SEMESTER

CORE COURSE XIV: ORGANISATION BEHAVIOUR

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B14 BBA	6	4	3

CO1. Understand concepts, theories and techniques in the field of human behavior at individual, group and organization level.

CO 2. Understand personality determinants within personal and organizational context.

CO3. Understand concepts of learning and motivation and its context in organizational setting.

CO4. Identify the role and relevance of group dynamics in organizational management.

Module I: OrganisationalBehaviour - Definition, meaning and nature, scope and application in management, Contribution of other disciplines to OB, Emerging issues in OB - Attitude, Meaning ,Characteristics, and Components of Attitude , Attitude formation, change in attitude and barriers to attitude.,- Leadership , leadership styles.   **(18 hours)**

Module II: Personality- Determinants of personality, Factors- Personality theories- Trait theories , Type theories, psycho analytic theories and humanistic theories.   **(25 hours)**

Module III: Perception- factors affecting perception,-Learning, theories of learning- classical, operant, and social theories- Motivation, role and importance , Theories of motivation- Herzberg, Mcgregor, Maslow, Bandura   **(25 hours)**

Module IV : Group behavior- Group dynamics, features and types of group, stages of group development, group norms, group cohesion- Group conflict, types of conflict, conflict resolution

                                                                                               (20 hours)

Module V : Organisational change and development- Nature of work change, Types of change, Factors influencing change, overcoming resistance to change - Organisational development-meaning, benefits and steps in OD   **(20hours)**

References:

1. K. Aswathappa, Organizational Behaviour, HPH.

2. Appanniah&, Management and Behavioural Process, HPH.

3. Rekha&Vibha – Organizational Behavioural, VBH. 20

4. Robbins, Organizational Behaviour, International Book House.

5. John W. Newstrom&Kieth Davis, Organizational Behaviour, McGraw Hill.

6. P.G. Aquinas Organizational Behavior, Excel Books.

7. Fred Luthans, Organizational Behaviour. McGraw Hill.

8. M. Gangadhar. V.S.P.Rao and P.S.Narayan, Organizational Behaviour

9. M.N.Mishra: OrganisationalBehaviour and Corporate Development, HPH.

10. Karamapl : Business Management & Organizational Behavioral I.K. International

11. N.S. Gupta, Organizational Behaviour, HPH.

12. Jit. S. Chandan, OrganisationalBehaviour, Vikas Publishing House.

13. Sharma R.K & Gupta S.K, Management and Behaviour Process, Kalyani Publishers.

14. K. Venkataramana, OrganisationalBehaviour, SHBP.

Marks Including Choice

Unit	Marks
I	10
II	10
III	15
IV	15
V	10
Total	60

VI SEMESTER

CORE COURSE XV: BANKING THEORY AND PRACTICE

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B15 BBA	5	4	3

COURSE OUTCOMES

CO1. Acquire knowledge about basics of banking

CO2. Understands the law and practices of banking

CO3. Understands the various banking terminologies

CO4. Acquire knowledge of modern banking practices

Module I: Introduction to banking: origin and development of banking- structure of banking in India- Commercial banks- Functions-central bank-RBI: functions, fiscal and monetary policy- Banking Regulation Act 1949, Loans and advances: fixed advance, cash credit, overdraft, letter of credit, bill discounted- principles of sound lending.

(20 Hours)

Module II: Banker and customer relationship: Banker and customer-meaning- General and special relationship- Types of customers and account holders- minors, joint account holders, partnership firms, joint stock company with limited liability, executors, trustees, clubs and associations, joint hindu family- Procedure for opening and closing of accounts.

(25 Hours)

Module III: Negotiable instruments: Introduction-meaning and definition, features, kinds of negotiable instruments(meaning only)- cheques: meaning, definition, features- parties – crossing of cheques- types of crossing- Endorsement: meaning, essentials, kinds of endorsement, Dishonour of cheque, reason for dishonour.

(25 Hours)

Module IV: Technology in banking : need and importance- virtual banking- ATM- credit card-Debit card- Telebanking,m-banking, internet banking- RTGS(Real time Gross settlement), NEFT, Electronic Fund Transfer(EFT), SWIFT (society for worldwide interbank financial telecommunication)- concept of core banking- Universal banking and Green banking(concept only) **(20 Hours)**

Skill Development Activities

- collect and fill account opening form of SB and current A/c
- collect and fill pay-in-slip of SB and current A/c
- Draw different types of endorsement of cheques
- List customer services offered by at least two banks of your choice

References

1. Banking Theory law and practice: Gorden and Natarajan, Himalaya Pub.
2. Banking law and practice : Maheswari.S.N., Kalyanipubishers
3. Banking Theory law and practice: Shekhar.K.C, Vikas publishing House
4. Modern banking: K.P.M. Sundharam and E.N.Sundharam, Sulthanchandans sons

Marks Including Choice

Unit	Marks
I	15
II	15
III	15
IV	15
Total	60

I SEMESTER

CORE COURSE XVI :PROJECT REPORT AND VIVA VOCE

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B16 BBA	2	2	-

COURSE OUTCOMES

CO1: Analyses real life situations

CO2: Acquires group dynamic skills by group involvement

CO3: Develops solutions or inferences on the problem of study

CO4: Sythesis facts in the form of report

During the sixth semester the candidate shall do a research project on a relevant business/ management/banking/commerce topic. This research project is envisaged as a practical application of the research methodology course studied in the BBA Programme. Therefore, it is essential that primary data is collected as part of the research at least to some extent. Maximum four students as a group can take up a topic and the students in consultation and with the consent of the assigned guide may identify a topic and do research on that topic. To have more academic freedom and flexibility, the project shall be done without being attached to any business organization. The candidates together shall prepare and submit a project report to the Department. The project report should be submitted to the Head of the Department on the last working day of the sixth semester. The candidates together as a group shall prepare a copy of the report and submit them in the department, which shall be handed over to the external examiner at the time of viva-voce examination. Each student in the group should also keep a personal copy with them . The report shall be prepared as per American Psychological Association (APA) or Modern Language Association (MLA) format. Use of Statistical software Students shall be encouraged to use statistical software for data analysis.

Sample size

Since the project is a group exercise, at least 100 samples should be selected for the study

Structure of the Project report

1. Title page

2. Declaration by the student

3. Bonafide Certificate from guide countersigned by HOD

4. Acknowledgement

5. Table of Contents

6. List of Tables

7. List of figures

8. List of Symbols, Abbreviations

9. Chapter I: Introduction (Background information, Statement of the Research problem, objectives of the study, Research methodology etc.)

10. Chapter II: Review of literature

11. Chapter III: Theoretical framework

12. Chapter IV: Data Analysis and Interpretation

13. Chapter V: Summary of findings and implications and Recommendations

14. Bibliography (books, journal articles etc. used for the project work).

15. Appendix (Questionnaire, specimen copies of forms, other exhibits etc.)

Page size and typing instructions

The project report shall be prepared in A4 sized bond paper. The report shall be printed and spiral bound/hard bound with not less than 60 pages. The general text of the report shall be typed with 1.5 line spacing. The general text shall be typed in the font 'Times New Roman' with font size 12. Paragraphs shall be arranged in justified alignment with margins 1.25" each on top, bottom, left and right of the page with portrait orientation. No boarder line should be given to the pages.

Evaluation of project report

The project report shall be subject to internal and external evaluation: Maximum 10 marks shall be awarded by the supervising teacher as the internal mark. Maximum 40 marks shall

be awarded by external examiners. Out of the external 40 marks, 20 marks shall be given for the report and 20 marks shall be given for the performance in viva voce examination as specified below. All the group members shall be given equal marks for their report and the viva-voce marks may vary based on the performance of each student in viva voce examination. Internal Evaluation (10 marks or 20% of total marks) and External Evaluation (40 marks or 80% of total marks).

Internal Evaluation 10 marks	
Components	**Marks**
Punctuality	2
Organisation of report	4
Viva voce	4
Total	**10**

External Evaluation 40 marks		
Components	**Sub components**	**Marks**
1. Project report	Relevance of the topic, statement of objectives	5
	Methodology, Research design	5
	Use of statistical tools, Analysis and interpretation, major findings	5
	Recommendations, references/bibliography	5
	Total	**20**
2.Viva voce	Viva voce	**20**
	Total	**40**

PART B

DISCIPLINE SPECIFIC ELECTIVE COURSE I

FINANCE

CORE COURSE XII (DSEC):-ADVANCED FINANCIAL MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5B12BBA	6	4	3

COURSE OUTCOMES

CO1: To familiarize the students with advanced financial analysis and Decisions.

CO2: To equip the students with knowledge about the financing, dividend and liquidity areas of financial decision making in business organisation.

CO3: Demonstrate the importance of working capital management and the tools to manage it.

CO4: Provide the learners with the skills to evaluate complex investment situations.

Module I: Financial Management- meaning-nature - scope-traditional vs. modern concept-goal of financial management-profit vs. wealth maximization-finance function-role of finance manager-financial planning-meaning- steps in financial planning.

(25 Hours)

Module II: Leverages and Capital Structure –part 1.Leverages-meaning-types-operating leverage-financial leverage-combined leverage (problems) part 2.capital structure-meaning-factors affecting capital structure-theories of capital structure- Net Income Approach-Net Operating Income Approach- Traditional theory-MM theory **(30 Hours)**

Module III: Planning and forecasting of working capital –concept of working capital-determinants of working capital-estimating working capital needs-methods-operating cycle method-net current asset forecast method-cash management-motives of holding cash-cash management techniques-preparation of cash budget-receivables management-preparation of Ageing schedule-and debtors turnover ratio—inventory management techniques-problems on EOQ . **(35 Hours)**

Module IV: **Dividend theories**-introduction-meaning of dividend-forms of dividend-irrelevance theory-MM model-Relevance theory-Walters model-Gordon's model-problems on dividend theories. **(18 Hours)**

References:

1. I.M.Pandey Financial management: Vikas publishing house, New Delhi
2. Prasanna Chandra Financial management: Tata McGraw Hills, New Delhi
3. M.Y.Khan & P.K.Jain Financial management: Tata McGraw Hills, New Delhi
4. Brealy and Steward Corporate finance: McGraw Hills, New York
5. Bhattacharya working capital management, strategies and techniques prentice Hall ,Delhi
6. R.K.sharma & S.K.Guptha Financial management
7. V.K.Bhalla Financial management
8. S.C.Kuchal Financial management

Marks including choice:

Module	Marks
I	14
II	17
III	19
IV	10
Total	60

CORE COURSE XIII (DSEC): INCOME TAX LAW AND PRACTICE

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5B13BBA	6	4	3

COURSE OUTCOMES:

CO1: understand the basic concepts and definitions under the Income Tax Act,1961.

CO2: Acquire knowledge about Computation of Income under different heads of Income of Income Tax Act,1961.

CO3: Acquire Knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities.

CO4: Acquire Competency in taking up employment in Tax planning and management.

Module 1: Income Tax Act-1961. (Meaning ,Concepts and Definitions): Income, Person, Assessee, Assessment year, Previous year, Agricultural Income, Exempted Income, Residential Status of an Assessee, Capital and Revenue Income and expenditure.   **(20 Hrs.)**

Module II : Computation of Taxable Income under the different heads of Income.:

a) Income from Salary: Salient features, meaning of salary, Allowances and tax Liability-Perquisites and their Valuation- Deductions from salary.(Theory and Problems)

b) Income from House Property: Basis of Chargeability-Annual Value-Self occupied and let out property- Deductions allowed (Theory and Problems)

c) Profits and Gains of business or profession: Definitions-business, profession, , computation of profits and gains- deductions and deductions disallowed (Theory and Problems)

d) Capital Gains: Chargeability-definitions- Short term and long term capital gains-deductions, exemptions (simple problems only)

e) Income from other sources: Chargeability-deductions-Amounts not deductible. (simple problems only)   **(50 Hrs.)**

Module III: Computation of Total Taxable Income of an Individual:

Aggregation of income, clubbing, setoff and carry forward, deductions from GTI, computation of total income and tax liability of individual   **(38 Hrs.)**

Books for References:

1. Income Tax law and Accounts: Dr HC Mehrotra and Dr SP Goyal

2. Direct taxes Law and Practice: Vinod K Singhaniya

3. A P Philip: Direct Taxes Law & Practice

4. Income tax Law and Practice :Dr.Bhagavathi Prasad

5. Income tax Law and Practice : Gaur and Narang

Marks including choice:

Module	Marks
I	15
II	30
III	15
Total	**60**

CORE COURSE XVII (DSEC): INSURANCE AND RISK MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B17BBA	6	4	3

COURSE OUTCOMES:

CO1: Demonstrate a working knowledge of thelanguage and procedures associated with risk man agement.

CO2: Perform risk management review for individuals and organizations.

CO3: Apply insurance contracts to address risk management needs of individuals and organizatio ns.

CO4: Analyze information to determine if a lossexposure may be covered by property insurance contract(s).

Module I: Concept of Risk: Meaning- types- sources- types- measurement of risk(Theory only)- risk evaluation and prediction, risk retention and transfer.   **(25 Hours)**

Module II: Introduction to Insurance: Nature of Insurance Contract- principles of insurance- contribution and subrogation- indemnity- need for insurance- legal aspects of insurance contract- Reinsurance, Co-insurance, Assignment.   **(30 Hours)**

Module III: Life Insurance: Features- classification of policies- surrender value- applications and acceptance- related documents- assignments- nomination- waiver of evidence of title.

                    (20 Hours)

Module IV: General Insurance: Types: Fire and motor, health, marine, automobile (burglary and personal accident insurance).   **(18 Hours)**

Module V: Regulation of Insurance in India: Control of malpractices, negligence- computation of insurance premium- regulatory framework of insurance: roles, powers, functions of IRDA.

                    (15 Hours)

References:

1. George, E. Rejda, Principles of Risk Management and Insurance, Pearson Education.

2. Dorfman, Marks S., Introduction to Risk Management and Insurance, Pearson

3. Gupta. P.K, Insurance and Risk Management, Himalaya Publishing House.

4. Mishra, M. N., Principles and Practices of Insurance, S. Chand and Sons.

5. Black, K. and H.D. Skipper, Life and Health insurance, Pearson Education

6. Crane, F., Insurance Principles and Practices, John Wiley and Sons, New York.

7. Vaughan, E. J. and T. Vaughan, Fundamentals of Risk and Insurance, Wiley & Sons

Marks including choice:

Module	Marks
I	14
II	17
III	11
IV	10
V	8
Total	60

COURSE XVIII (DSEC): STOCK AND COMMODITY MARKETS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B18BBA	6	4	3

CO 1. Acquire knowledge on conceptual framework of Stock Markets and Commodity Market functioning in the economy.

CO 2. Understand different modes of trading.

CO 3. Demonstrate skill in terms of stock and derivative trading.

Module I:An overview of capital and commodity markets: Primary Market, Secondary Market (Stock Market), Depositories, Private placements of shares / Buy back of shares, Issue mechanism. Meaning of commodity and Commodity markets, Difference between Stock Market and Commodity Market.   **(18Hours**)

Module II: Stock market: History, Membership, Organization, Governing body, Functions of stock Exchange, on line trading, role of SEBI, Recognized Stock Exchanges in India (brief discussion of NSE BSE and Nifty). Derivatives on stocks: meaning, types (in brief).
                                                                        (23 Hours)

Module III: Trading in stock market: Patterns of Trading & Settlement – Speculations – Types of Speculations – Activities of Brokers – Broker Charges – Settlement Procedure, National Securities Depository Ltd.(NSDL) Central Securities Depository Ltd.(CSDL) (in brief).   **(22 Hours)**

Module IV: Commodity market: Evolution, Commodity derivatives, Commodity exchanges-Regional & National and International, Functions, role, objectives and types- Types of transactions in Commodity market – Spot, Future and Forward options markets.
                                                                        (23 Hours)

Module V: Trading in commodity markets: Patterns of Trading & Settlement, Price discover, Efficiency of Commodity Markets - Size of Commodity Markets in India - Benefits of Commodity Markets.   **(22 Hours)**

References

1. Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.

2. SrivastavaRM : Management of Financial Institutions, HPH

3. Saunders, Financial Markets and Institutions, 3rd edition, Tata McGraw Hill.

4. Bharat Kulkarni; Commodity Markets and Derivatives, Excel Books.

5. Khan, Indian Financial Systems, 6th edition, Tata McGraw Hill 62

<u>Marks including choice</u>:

Module	Marks
I	10
II	12
III	15
IV	13
V	10
Total	**60**

DISCIPLINE SPECIFIC ELECTIVE COURSE II

HUMAN RESOURCE MANAGEMENT

CORE COURSE XII (DSEC): HUMAN RESOURCE DEVELOPMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDITS	EXAM HOURS
V	5B12BBA	6	4	3

COURSE OUTCOMES:

CO1: Understand the HRD Practices in corporates

CO2: Contribute to the development and improvement of Organisation's systems and strategies leading to an optimal HRD Climate.

CO3: evaluates the performance management Programme

CO4: contribute to the development, implementation and evaluation of employee recruitment, selection and retention plans

Module - I: Human Resource Development (HRD): Concept, Origin and Need, Relationship between human resource management and human resource development; HRD as a Total System; Activity Areas of HRD: Training, Education and Development; Roles and competencies of HRD professionals. **(25 Hours)**

Module - II: HRD Process: Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating HRD programs. HRD Interventions: Integrated Human Resource Development Systems, Staffing for HRD; Physical and Financial Resources for HRD. HRD and diversity management; HRD Climate; HRD Audit. **(35 Hours)**

Module – III: HRD Applications: Coaching and mentoring, Career management and development; Employee counselling; Competency mapping, High Performance Work Systems, Balanced Score Card, Appreciative inquiry. Integrating HRD with technology. **(25 Hours)**

Module – IV: Evaluating the HRD Effort; Data Gathering; Analysis and Feedback; Industrial relations and HRD. HRD Experience in Indian Organizations, International HRD experience, Future of HRD. **(23 Hours)**

References:

1. Nadler, Leonard: Corporate human Resource Development, Van Nostrand Reinhold / ASTD, New York.

2. Rao T.V. and Pareek, Udai: Designing and Managing Human Resource Systems, Oxford and IBH Publication Ltd.

3. Rao T.V.: Reading in human Resource Development, Oxford IBH Publication .Ltd.

4. Viramani B.R. and Seth, Pramila: Evaluating Management Training and Development, Vision Books.

5. Rao T.V.: Human Resource Development, Sage publication.

<u>Marks including choice</u>:

Module	Marks
I	14
II	19
III	14
IV	13
Total	**60**

CORE COURSE XIII (DSEC) : PERFORMANCE AND COMPENSATION MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5B13BBA	6	4	3

COURSE OUTCOMES:

CO1: Understand concepts of performance and compensation management and how to use them to face the challenges of attracting, retaining and motivating employees to high performance.

CO2. Describe the process and evaluate the implications of job evaluation

CO3. Illustrate different ways to strengthen the pay for performance link

CO4. Understand the legally required employee benefits

Module I Introduction: Concept, Philosophy, History from performance appraisal to performance development. Objectives of performance management system; Performance management and performance appraisal; Performance Management process: Performance planning, Process and Documentation of Performance appraisal, Appraisal Interview, Performance Feedback and Counselling.   **(25 Hours)**

Module II Performance management and reward systems: Performance Coaching ,Mentoring and Counselling, Competency development, Use of technology and e-PMS, International Aspects of PMS. Performance systems trends, Ethical Perspectives in performance appraisal.   **(20 Hours)**

Module III: Job Evaluation: Introduction- Methods of Job Evaluation- Company Wage Policy: Wage Determination, Pay Grades, Wage Surveys, Wage Components. Modern trends in compensation - from wage and salary to cost to company concept, Comparable worth, broad-banding, competency based pay.   **(20 Hours)**

Module IV: Incentives plans for production employees and for other professionals:

Developing effective incentive plans, pay for performance, Supplementary pay benefits, insurance benefits, retirement benefits, employee services benefits. Benefits & Incentive practices in Indian industry.   **(20 Hours)**

Module V: Wages in India: Minimum wage, fair wage and living wage.- Methods of state regulation of wages. Wage differentials & national wage policy Regulating payment of wages, wage boards, Pay commissions, dearness allowances, linking wages with productivity,. Special

compensation situations: International compensation-managing variations. Expatriate Pay.

(23 Hours)

References:

1. Milkovich & Newman , Compensation, McGraw Hill.

2. T.J. Bergman , Compensation Decision Making, Harcourt, Fort Worth, TX

3. Richard Henderson: Compensation management in a knowledge based world, Prentice Hall.

4. T.N.Chhabra & Savitha Rastogi Compensation management, Sun India Publications.

5. Gary Dessler , Human Resource Management, Prentice Hall.

6. Armstrong's Handbook of Performance Management: An Evidence-Based Guide to Delivering High Performance :Book by Michael Armstrong.

7. Bhattacharyya, D.K.: Performance management systems and strategies, Pearson Education.

Marks including choice:

Module	Marks
I	14
II	11
III	11
IV	11
V	13
Total	**60**

CORE COURSE XVII (DSEC): COUNSELLING AND NEGOTIATION SKILLS FOR MANAGERS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDITS	EXAM HOURS
VI	6B17BBA	6	4	3

COURSE OUTCOMES:

CO1: -Understand the behavioural issues at work place

CO2: Understand basic concepts of counseling and negotiations.

CO3. Understand the role of negotiations in organisations

CO4: Acquire negotiation skill to deal organizational issues

Module I Counselling: Introduction, Approaches to Counselling, Goals and Process of Counselling; Counselling Procedures and Skills, Organizational Application of Counselling Skills.   **(25 Hours)**

Module II Changing Behaviours through Counselling: Specific Techniques of Counselling; Role conflicts of Managers and Counselling-Application of Counselling in Specific Organizational Situations: Dealing with problem Subordinates; Performance Management; Alcoholism and Other Substance Abuse- Ethics in Counselling.   **(35 Hours.)**

Module III Negotiation: Introduction, Nature and need for negotiation, negotiation process, Types and styles of negotiation; strategies and tactics; barriers in effective negotiation, Communication Style, Breaking Deadlocks.   `   **(25 Hours.)**

Module IV Role of trust in negotiations: Negotiation and IT; ethics in negotiation; cultural differences in negotiation styles; gender in negotiations; context of mediation; negotiation as persuasion.   **(23 Hours.)**

References:

1. Singh Kavita - Counselling Skills for Managers (PHI)

2. Carroll, M.: Workplace counseling, Sage Publication.

3. Kottler, J. A., & Shepard, D. S.: Introduction to counselling: voices from the field, USA: Cengage Learning.

4. Moursund, J.: The Process of counselling and therapy, New Jersey: Prentice Hall.

5. Patterson, L. E., &Welfel, E. R.: The counselling process: A multitheoretical integrative approach, New York: Brooks Cole.

6. Kolb, D., & Williams, J.: The Shadow Negotiation. UK: Simon & Schuster.

7. Korobkin, R.: Negotiation theory and strategy, Aspen Publisher. 8. Lewicki, R.: Essentials of negotiation. Alexandria V. A.: Society of HRM.

Marks including choice:

Module	Marks
I	14
II	19
III	14
IV	13
Total	**60**

CORE COURSE XVIII (DSEC): ORGANISATIONAL CHANGE AND DEVELOPMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B18BBA	6	4	3

COURSE OUTCOMES:

CO1: Understand the significance of innovation and creativity in business

CO2: Understand the need for Organisational change and development in the modern Organisations.

CO3: Adapt to changing corporate circumstances and become efficient managers in the modern era.

CO4: Scale up their path towards career development by means of developing their individual potentialities.

Module I: CHANGE MANAGEMENT: The importance and nature of change. Change and human response. Introducing change effectively: Basic steps, factors influencing change-resistance to change, overcoming resistance to change. **(25 Hours)**

Module II: ORGANIZATION EFFECTIVENESS: Organization effectiveness: Concept, problems in measurement of effectiveness. System - level criteria of judging effectiveness.

(23 Hours)

Module III: ORGANIZATIONAL DEVELOPMENT: The nature of Organizational Development (OD): Assumptions and values. Relevant systems concepts. Action research, OD Interventions: Team interventions, Inter-group interventions, personal, interpersonal and group processes interventions: A descriptive inventory of OD interventions. **(35 Hours.)**

Module IV: CREATIVITY & INNOVATION: Creativity & Innovation: Meaning, Need, Components of Creativity & Innovation, Organizational Constraints, Organizational environment for Creativity & Innovation. **(25 Hours.)**

References:

1. Dunnette, M.D. (Ed.) (1976). Handbook of Industrial and Organizational Psychology. Chicago: Rand McNully.

2. French, W.L.; & Bell, C.H. Jr. (1980). Organizational Development. London, Prentice Hall. 3. Herbert, T.T. (1981). Dimensions of Organizational Behavior. London: MacMillan.

4. Schemerhorn, Osborn and Hunt (2012). OrganisationalBehaviour.Wiley Publications.

5. Khandwalla, P.N. (1988). Organizational effectiveness. In J. Pandey (Ed.) Psychology in India: The State-of-the Art (Vol.3, pp. 97-215). New Delhi: Sage.

6. Luthans, F. (1989). Organizational Behaviour. London: McGraw Hill.

7. Margulies, N.; &Raia, A.P. (1975). Organizational Development: Values, process and technology. New Delhi: Tata McGraw Hill.

8. McGill, M.E. (1977). Organizational Development for Operating Managers.AMACO (a division of American Management Association).

Marks including choice:

Module	Marks
I	14
II	13
III	19
IV	14
Total	**60**

DISCIPLINE SPECIFIC ELECTIVE COURSE III

MARKETING

CORE COURSE XII (DSEC): CONSUMER BEHAVIOUR

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HOURS
V	5B12BBA	6	4	3

COURSE OUTCOME

CO 1: Understand the relevance of consumer behavior theories and concepts to marketing decisions.

CO2: Use appropriate techniques to apply market solutions.

CO3: Acquire social and ethical implications of marketing actions on consumer behaviour

CO4: Formulate marketing strategies that influence consumer behaviour

Module I: Consumer Behaviour: Nature, scope & application- Importance of consumer behaviour in marketing decisions - characteristics of consumer behavior - consumer research- consumer buying process: concepts - importance - need and elements involved in buying process - Factors influencing buying process -Economic and legal factor - Social factors - Psychological factors - Behavioral factors.   **(32 - Hours)**

ModuleII : Consumer decision process: Types of Decision process– Models of consumer behaviour (Economic model - Psychoanalytic model - Sociological model - Howard &Sheth model) – individual determinants of consumer behavior. Group Dynamics and consumer reference groups – definition of group – Group dynamics including roles, norms, cohesiveness leadership & conformity – reference groups, Family decision making. Culture and Social class: Social stratification – characteristics of social class – Social influence on consumer – Culture, sub-culture – Problems of cross culture marketing. Diffusion of innovation – Consumer decision making for new products – brand – loyalty   **(40 - Hours)**

Module III: Post purchase behaviour and market regulation - Defining post purchase behavior -consumer's post purchase dissonance - satisfaction - dissatisfaction. - Consumer Protection Act 1986 -rights of consumers- Profile of Indian consumers; Behavioural patterns of Indian consumers; Problems faced by Indian consumers **(26 - Hours)**

Module IV: Organisational buying behavior: Buying decisions involved in industrial buying process – Factors influencing industrial buying process **(10 - Hours)**

Books for Reference:

1. Consumer Behaviour : Blackwell, Miniard& Engel
2. Consumer choice Behaviour : Howard John, Hagadish and Sheth
3. Consumer Behaviour : Mehta &Subhas
4. Consumer Behaviour in India : Syam and Babu
5. Consumer Behaviour- Concepts, Applications & Choices : M.S.Raju, Dominique Xardel

Marks including choice:

Module	Marks
I	18
II	22
III	14
IV	6
Total	60

CORE COURSE XIII (DSEC) : ADVERTISING AND BRAND MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5B13BBA	6	4	3

COURSE OUTCOME

CO 1: Understand the fundamental theories, concepts, and frameworks in advertising and brand management

CO2: Apply advertising and branding techniques in different situations

CO3: Understanding ethical challenges related to responsible management advertising and brand strategy

CO4 : Acquires skill in media planning and scheduling

Module I : Advertising - Meaning - definition - Features - significance - Functions - Classification - Future of advertising - Definition & growth of modern advertising, advertising & the marketing mix, Social & economic aspects of advertising- AIDA model of advertising- types of ad appeals- Creativity in advertising - Concept of copy - different types of copy, copy writing, copy research , creating copy strategies, brand image, execution, USP - Advertising Effectiveness – Concept, importance, difficulties, Measurement - direct measures(historical sales method - experimental control) , indirect measures - Recall of advertising message - attitude change   **(30- Hours)**

Module II : Media planning & scheduling: Introduction to broadcast & non -broadcast media; Budgeting decision rule: percentage of sales method, objective to task method, competitive parity, & all you can afford; Key factors influencing media planning; Media decisions: media class, media vehicle & media option; Scheduling: flighting, pulsing, & continuous Advertising Business - Adv Agency - Types of agency - functions and selecting an Ad agency - Adv agency and client relationship - Social implications of advertising - Moral and Ethical issues in advertising   **(38 - Hours)**

Module III: Introduction to brands and brand management, Concept of a brand, brand evolution, branding challenges and opportunities, Strategic brand management process. Identifying and establishing brand positioning and values; Brand building, brand positioning and values brand repositioning. **(20 - Hours)**

Module IV: Designing and implementing brand strategies; Brand extension. Brand hierarchy Kapfrer. Brand equity, measurement of brand equity, brand personality, brand image, managing brands overtime. Integrating advertising and brand management

(20- Hours)

Books for Reference:

1. Aaker, Myers &Batra : Advertising Management , Prentice Hall.
2. Wells,Moriarity&Burnett : Advertising Principles & practices , Prentice Hall.
3. Sen Gupta, Subrato: Brand Positioning, Tata McGraw Hill, Delhi
4. Kapferer, J.N.: Strategic Brand Management, Kogan Page, London .
5. Kuller, K.L.: Strategic Brand Management, Prentice Hall, New Delhi.
6. Moorthy, Y.L.R.: Brand Management, Vikas Publication House, New Delhi.
7. Aaker, David A: Building Strong Brands, Free Press, New York Jones, John Philip:

Marks including choice:

Module	Marks
I	16
II	20
III	12
IV	12
Total	60

CORE COURSE XVII (DSEC) : LOGISTICS MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B17BBA	6	4	3

COURSE OUTCOMES:

CO1: Understand the structure of supply chains and the different ways through which supply chains can become competitive in the market .

CO2: Explain how to use the levers of the logistics strategy to redefine the points necessary to make this harmonization.

CO3: Analyse the importance of the term "value creation" and to propose actions in the field of management of logistics costs towards the creation of value.

CO4: Distinguish the forces shaping international logistics in a global market.

CO5: Assess accurately the risks occurred due to loss of focus on the satisfaction of end☐customer demand

Module I:Introduction to logistics: Fundamentals of Logistics – Definition and Activities – Aims and Importance – Progress In Logistics and Current Trends- Organisation and Achieving Integration- elements and objectives of logistics management – logistics management v/s supply chain management – integrated logistics: objectives.

(35hrs)

Module II: Supply Chain Management: Meaning and definition- components/ participants of SC- concept of SCM- Objectives of SCM- SCM process - Factors driving the evolution of SCM – objectives of SCM – Bull-whip effect - supply chain planning.

(30hrs)

Module III: Customer Service: Customer relationship management, Customer service management, Demand management, Customer order fulfillment, Manufacturing flow management, Procurement management/Supplier relationship management, Returns management

(30 hrs)

Module IV: Warehouse Management: Introduction; Definitions ; Evolution of Concept of Warehousing; Importance - Benefits of Warehousing; Warehouse Operating Principles; Developing the Warehouse Resource.

(13 hrs)

Books for References:

1. Agrawal D. K., Logistics and Supply Chain Management, Macmillan, 2009

2. Raghuram G, and Rangaraj N, Logistics and Supply Chain Management, Macmillan Publication., 2000.

3. Alan Harisson & Remko van Hoek, "Logistics Management and Strategy: Competing Through the Supply Chain", FT Press, 2011

4. Martin Christofer. "Logistics & Supply Chain management" , Pearson Education Limited, 2005

Marks including choice:

Module	Marks
I	19
II	17
III	17
IV	7
Total	60

CORE COURSE XVIII (DSEC) : RETAIL MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B18BBA	6	4	3

COURSE OUTCOMES

CO 1: Understand basic marketing theories, principles, practices and terminology related to each functional area of business.

CO2: Identify the ways that retailers use marketing tools and techniques to interact with their customers and perform basic functions appropriate to each functional area of business.

CO3: Analyse the contribution of retailers to the product value chain; consumer motivations, shopping behaviours, and decision processes for evaluating retail Offering and purchasing merchandise and services; corporate objectives, competitor analysis, and competitive strategy.

CO4: Understand how retailers differentiate their offering as an element in their corporate strategy and factors affecting strategic decisions involving investments in locations, supply chain and Information systems, and customer retention program.

Module I :Introduction to Retailing-Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.

(22Hours)

Module II: Retail Formats and operations-Retail Sales by ownership, On the basis of Merchandise offered, non - store Based retail mix & Non- traditional selling. Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager – Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.

(35Hours)

Module III: Store Planning-Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management.   **(12Hours)**

Module IV: Retail Marketing-Advertising & Sales Promotion, Store Positioning, Retail Marketing-Mix, CRM, Advertising in Retailing.

(14Hours)

Module V: Retail Merchandising and Merchandise Pricing- Buying function, Mark-ups & Mark-down in merchandise management, shrinkage in Retail merchandise management. Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing. **(25 Hours)**

Books for References:

1. Cullen & Newman: Retailing – Environment & Operations, Cengage Learning EMEA,2013
2. Berman &Evarv: Retail Management, Perntice Hall.,2017
3. Bajaj, Tuli&Srivastava: Retail Management- Oxford University Publications,2016
4. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.2014
5. Harjit Singh: Retail Management, S. Chand Publication,2011
6. Newman A.J. and Cullen P - Retailing : Environment and Operations (Vikas, 1st Ed.),2012
7. Berman B and Evans J.R - Retail Management (Pearson Education, 9th Ed.),2011
8. Michael Levi M and Weitz BW - Retailing Management (Tata McGraw Hill, 5th Ed.),2013
9. Dunne Patrick M., Lusch Robert F. and Griffith David A - Retailing (Cengage Learning, 4th Ed.), 2013.

Marks including choice:

Module	Marks
I	12
II	19
III	7
IV	8
V	14

PART - C

GENERIC ELECTIVE COURSES

GENERIC ELECTIVE COURSE I: CUSTOMER RELATIONSHIP MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D01BBA	2	2	2

Course Outcomes:

Co1: Understand the concept of CRM in digital era with modern changes in the recent world.

Co2: Identify the dimensions to evaluate customers' satisfaction .

Co3: Apply various strategies to improve the customer loyalty and maintaining the long-term-customer relationships.

Co4: Analyse the recent initiatives taken by MNCs to improve customers' satisfaction coping-upto their expectations.

Module I: Introduction to CRM- CRM Definitions, Emergence of CRM practice, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation. **(12 Hrs)**

Module II: Customer Satisfaction-Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices**.**

(14 Hrs)

Module III: Emerging Perspectives: Rural CRM, customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry**.**

(10Hrs)

References

1. Alok Kumar Rai, "Customer Relationship Management-Concepts and Cases", PHI Learning Pvt. Ltd, 2012.

2. Bhasin, "Customer Relationship Management", Wiley Dream tech publishers, 2012 Alok Kumar Rai, "Customer Relationship Management-Concepts and Cases", PHI Learning Pvt. Ltd, 2012.

3. Chaturvedi, "Customer Relationship Management", Excel Books, 2009.

4. Sheth J N, Parvatiyar A. and Shainesh G,"Customer relationship management-

5. Emerging Concepts, Tools, & Applications", Tata McGraw-Hill Education , 2009.

<u>Marks including choice</u>:

Module	Marks
I	10
II	12
III	8
Total	30

GENERIC ELECTIVE COURSE II: SERVICE MARKETING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D02BBA	2	2	2

Course Outcomes:

CO1: Appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non - commercial environments.

CO2: Identify the differences between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing.

CO3: Recognise the challenges faced in services delivery as outlined in the services gap model.

CO4: Forecast the new innovations in the services industry and become the recipients of better services quality ensured by best corporates.

Module I: Introduction- Growth of service sector – Definition, features and types of services – designing of service – Service Marketing versus Goods Marketing- 7 P's Services Marketing Mix-- Service marketing triangle– Service mapping **.**   **(10Hrs)**

Module II: Consumer Behaviour in Services Marketing-Customer expectation of services - Factors influencing customer expectation of services - Customer perception of services - Customer satisfaction **.**   **(6Hrs)**

Module III : Management of Services Marketing- Service strategy for an effective demand – Service strategy for supply – market segmentation, Targeting and Positioning**. (8 Hrs)**

Module IV: Delivering Quality Services-Quality gap – the customer expectation vs. actual services – Technique to augment the gap – Performance gap – Promise vs. Delivery - Strategy for augmenting the gap – Communication gap—Measuring Service Quality: SERVQUAL Scale.

                                 (12Hrs)

Reference Books

1. S.M. Jha, "Services Marketing" Himalaya Publishing House. 2017

2. Christopher Lovelock "Services Marketing" Pearson Education, 11th edition 2017

3. Adrian Payne, "The Essence Of Services Marketing" Prentice Hall of India Pvt Ltd., 2014.

4. B Santhanam, "Services Marketing" Margham Publications, 2014

5. K. Douglas, Hoffman, John E.G. Bate Son "Essentials of Service Marketing" Dryden Press Series, 2013.

6. Helen Woodroffe – "Services Marketing" Macmillan publications, 2012.

<u>Marks including choice</u>:

Module	Marks
I	8
II	5
III	7
IV	10
Total	**30**

GENERIC ELECTIVE COURSE III: E-COMMERCE

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D03BBA	2	2	2

Course Outcomes:

CO1: Familiarize the basic concepts and methods of e-commerce

CO2 :Understand how e-commerce affect today's business world

CO3:Identify the precautionary measures to be followed while entering in online transactions.

CO4: Analyze factors influencing the success of e-commerce.

Module I; Introduction to e-commerce:- Meaning, Concept, Origin. Importance, features, benefits of e-commerce. Challenges and limitations of e-commerce**.**   **(10Hrs)**

Module II: Business models of e-commerce:- B2B, B2C, C2C. Factors influencing the success of e-commerce.   **(6 Hrs)**

Module III: Electronic payment systems:- Introduction, Online payment methods, Debit card, credit card, e-cash, e-smart card, e-cheque, e-wallet, stored value card (gift card), Electronic fund transfer(EFT), Digital currency, M-commerce.   **(12Hrs)**

Module IV: Recent trends in e-commerce:- Digital signature, digital certificate, Biometrices Information & Technology Act 2000, Security issues in e-commerce.

(8Hrs)

References

1. Ashoke Ghose, Basics of E-commerce. Legal & Security Issues: NIIT Publisher

2 .Bejajnath E-commerce, The cutting Edge of Business

3. R Kalakota E-commerce

4. Douglas, The internet book

5. Aleon, Internet in a nutshell

6. Internet and web design. R&D Wing, Mac Million

7. Rayport, Jeffrey F and Jaworksi, Bernard J, Introduction to E-Commerce, Tata Mc Graw Hill, New Delhi

Marks including choice:

Module	Marks
I	8
II	5
III	10
IV	7
Total	30

GENERIC ELECTIVE COURSE IV: EVENT MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D04BBA	2	2	2

Course Outcomes:

CO1: Understand the concept and significance of event management.

CO2: Familiarize the techniques to improve event finance, sponsorship and cost control.

CO3 : Practice preparing time limits for event.

CO4: Develops skill for conducting an event

Module I: Introduction to Event Management: concepts – nature – scope – Evolution of professional event management- significance and components of events – event co ordination.

(8Hrs)

Module. II: Conceptualizing and designing Event: key elements of events – activities in event management – planning – organizing – staffing – leading – co ordination – controlling – event management information system.

(10Hrs)

Module. III

Event Production – Staging an event – choosing the event site – developing the theme – conducting rehearsals – providing services – arranging catering – inter personal skills. Event Marketing, Finance Management in events, Safety and security in event**.**

(10Hrs)

Module IV: Evaluation of Event Performance: basic evaluation process – measuring performance – formative evaluation – objective evaluation – summative evaluation – correcting deviations. **(8Hrs)**

References

1. Event Marketing and Management :Sanjaya Singh Gaur &Sanjay.V.Saggere

2. Successful event management : Anton Shorie, Bryn Parry

3. Event Management : A.K.Bhatia

4. Best Practices in Modern event Management : Gold Blatt

5. Professional Event co ordination : Julia Rutherford Silvers

6. Event Planning : Judy Allen

7. Hand book of conferences and meetings b y David seekin

<u>Marks including choice</u>:

Module	Marks
I	7
II	8
III	8
IV	7
Total	30

GENERIC ELECTIVE COURSE V: DISASTER MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D05BBA	2	2	2

Course Outcomes:

CO1: Understand the factors contributing to disaster

CO2: Acquire knowledge about the various precautionary measures to reduce the disasters

CO3: Understand the IT techniques in disaster management

CO4 : Identify the role of NGO and Govt. in disaster management

Module I: Disaster:- Meaning, Definition, Phases of disaster. Classification of disaster:- Natural- Flood, Cyclone, Earthquake, Landslide; Man-made- Fire, Pollution, Nuclear disaster, Biological disaster (Causes & effects)   **(12 Hrs)**

Module II: Vulnerability Analysis:- Vulnerability:- meaning, concept. Strategic development for vulnerability analysis. Disaster Risk Reduction (DRR)   **(6Hrs)**

Module III: Disaster Management: Pre disaster prevention, Prediction. Disaster preparedness- disaster preparedness plan; long term and short term.Warnings, safety measures. Post disaster management:- Damage assessment, remedial measures, rehabilitation**.**

(12Hrs)

Module IV: Role of IT in disaster management: Role of Govt. NGO, Volunteers and social workers in disaster management.   **(6Hrs)**

References

1. R.B Singh(Ed) :Disaster Management, Rawat Publications, New Delhi

2. H.K Gupta(Ed) :Disaster Management, Universiters Press, India:

3. R.B Singh : Space Technology for Disaster Mitigation in India (INCED), University of Tokyo

4. Dr. Satender :Disaster Management in Hills, Concept Publishing Co., New Delhi

5. M.C Gupta : Manuals on Natural Disaster Management in India, National Centre for Disaster Management, IIPA, New Delhi.

6. R.K Bhandani : An Overview on Natural and Manmade Disaster & their 44 Reduction, CSIR, New Delhi.

7. R.B Singh(Ed) :Environmental Geography, Heritage Publishers, New Delhi.

Marks including choice:

Module	Marks
I	10
II	5
III	10
IV	5
Total	30

MODEL QUESTION PAPERS
I SEMESTER BBA DEGREE PROGRAMME
CORE COURSE I - 1B01BBA(BBA)
PRINCIPLES AND PRACTICE OF MANAGEMENT

Time : 3 Hours   **Maximum : 40 Marks**
PART – A
Answer all questions. Each question carries 1 mark.

1. What is planning premises?
2. What is departmentation?
3. Define management?
4. What is strategy?
5. What is MBO?
6. What is motivation?   (6×1=6)

PART - B

Answer any 6 questions. Each question carries 2 marks.

7. What is diagonal communication?
8. What is span of supervision?
9. What is gangplank?
10. What do you mean by synergy?
11. What is centralization?
12. Explain the concept of stability of tenure?
13. What is standing plan?
14. What do you mean by science not rule of thumb method?   (6×2=12)

PART - C

Answer any 4 questions. Each question carries 3 marks.

15. Explain the different types of decision making?
16. Difference between centralization and decentralization?
17. Explain the principles of organizing?
18. "Planning and controlling are the two sides of the same coin". Do you agree?
19. "Coordination is the essence of management" Explain?
20. What is staffing? Explain the steps in staffing?   (4×3=12)

PART – D

Answer any 2 questions. Each question carries 5 marks.

21. What is directing? What are the elements of directing?
22. What do you mean by controlling? What are the techniques of controlling?
23. Explain the elements of scientific management?
24. What are the different types of organizing?   (2×5=10)

I SEMESTER BBA DEGREE PROGRAMME
COMPLEMENTARY ELECTIVE COURSE I–1C01BBA (BBA)
STATISTICS FOR BUSINESS DECISIONS

Time : 3 Hours   **Maximum : 40 Marks**

PART – A

Answer all questions. Each question carries 1 mark.

1. What is primary data?
2. Define correlation
3. What is regression?
4. What is Questionnaire?
5. What is secular trend?
6. What is price index?   (6×1=6)

PART - B

Answer any 6 questions. Each question carries 2 marks.

7. What do you mean by tabulation?
8. Define statistics
9. List out different methods of collection of primary data?
10. Explain the types of index numbers.
11. What is perfect correlation?
12. What do you mean by regression coefficients?
13. What are the components of time series?
14. What is scatter diagram?   (6×2=12)

PART - C

Answer any 4 questions. Each question carries 3 marks.

15. What are the main uses of index numbers?
16. Difference between classification and tabulation?
17. State the merits and demerits of Spearman's rank correlation method?
18. Explain moving average

19. What are the functions of statistics?

20. Explain cost of living index   (4×3=12)

PART – D

Answer any 2 questions. Each question carries 5 marks.

21. What is meant by statistical investigation? What are the stages of statistical investigation?

22. Calculate Karl Pearson's coefficient of correlation for the following series

    Price(In Rs) : 110   111 112 113 114 115 116 117 118 119

    Supply(In Kg):200 210   210 240 260 280 310 400 410 420

23. Define trend. What are the various methods used to measure trend?

24. Compute Fishers ideal index and show whether it satisfies Time reversal test.

Commodity	Base Year		Current Year	
	P	Q	P	Q
A	6	50	10	56
B	2	100	2	120
C	4	60	6	60
D	10	30	12	24

(2×5=10)

I SEMESTER   BBA DEGREE PROGRAMME
COMPLEMENTARY ELECTIVE COURSE II – 1C02BBA
MANAGERIAL ECONOMICS

Time : 3 Hours   **Maximum : 40 Marks**

PART A

Answer all questions. Each question carries 1 mark

1. Define managerial economics.
2. What is kinked demand curve?
3. What is price differentiation?
4. Define opportunity cost.
5. Define production function.
6. What is supply?   (6x1=6)

PART B

Answer any 6 questions. Each question carries 2 marks

7. What is price skimming?
8. What is selling cost?
9. What is cost plus pricing? State its advantages.
10. What is law of demand?
11. What are the properties of an isoquant curve?
12. Give the meaning of equilibrium?
13. What is substitution effect?
14. What is diminishing marginal utility?   (6x2=12)

PART C

Answer any 4 question. Each Question carries 3 marks

15. Distinguish between fixed cost and variable costs.
16. Explain the features of long run average cost.
17. Explain any three pricing methods.
18. Explain the features of perfect competition.
19. Explain supply curve.
20. Explain price elasticity of demand.   (4x3=12)

PART D

Answer any 2questions. Each question carries 5 marks

21. Explain with suitable examples, the various determinants of demand.
22. Define monopoly. Explain how price output decisions are taken under conditions of monopoly.
23. Explain the nature and scope of managerial economics.
24. Explain cost output relationship in short run.   (5x2=10)

II SEMESTER BBA DEGREE PROGRAMME
CORE COURSE II - **2B02BBA**
BUSINESS ENVIRONMENT

Time : 3 Hours   **Maximum : 40 Marks**

PART A

Answer all questions. Each question carries 1 mark

1. Define business environment
2. What is legal environment
3. What is disinvestment
4. What is an MNC
5. What is public sector Enterprise
6. Expand CSR   (6x1=6)

PART B

Answer any 6 questions. Each question carries 2 marks

7. What is franchising
8. What are political institutions in India
9. What is SWOT analysis
10. What is environmental scanning
11. What is Globalization
12. What is industrial pollution
13. What is New Economic policy
14. What is sub culture   (6x2=12)

PART C

Answer any 4 question. Each Question carries 3 marks

15. Explain the features of business environment
16. Explain micro environment factors
17. Explain the role of MNC in India
18. What are the elements in Socio cultural environment
19. Explain the Criticisms of disinvestment policy
20. What are the responsibilities of business towards Government   (4x3=12)

PART D

Answer any 2questions. Each question carries 5 marks

21. What is business environment. What are the components of external environment

22. Explain the social responsibility of business towards different stakeholders

23. What are the main global entry strategies in globalization

24. What is environmental scanning. What techniques used in environmental scanning(5x2=10)

II SEMESTER BBA DEGREE PROGRAMME
CORE COURSE III - **2B03BBA**
ENTREPRENEURSHIP DEVELOPMENT

Time : 3 Hours   **Maximum : 40 Marks**

PART A

Answer all questions. Each question carries 1 mark

1. Define Entrepreneurship?
2. What do you mean by project management?
3. What is flexibility study?
4. What do you mean by intrapreneurs?
5. What do you mean by small scale industry?
6. What do you mean by viability study?   (6 x1=6)

PART B

Answer any 6 questions. Each question carries 2 marks

7. Describe features of entrepreneurship.
8. Explain EDP
9. Explain venture capital
10. What are the problems faced by women entrepreneur?
11. State relationship between Entrepreneurial behavior and psycho theories.
12. Explain the role of Govt. in organizing EDP
13. Describe theories of entrepreneurship.
14. How employment opportunities are generated by entrepreneurship?   (6x2=12)

PART C

Answer any 4 question. Each Question carries 3 marks
15. Write a note on Women Entrepreneurs.
16. Explain the functions of Entrepreneurs
17. Distinguish between Entrepreneurs and managers
18. Describe any two state level financing institutions.
19. What is the difference between Intrapreneurs and entrepreneurs?
20. Describe any four types of Entrepreneurs.   (4x3=12)

PART D

Answer any 2questions. Each question carries 5 marks
21. Write a note on rural entrepreneurship
22. Explain status of entrepreneurship in Indian industry with examples
23. Describe various stages of project management.
24. Explain women entrepreneurship in India   (5x2=10)

II SEMESTER BBA DEGREE PROGRAMME
CORE COURSE III - **2C03BBA**
QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

Time: 3 hrs   **Max Marks: 40**

Section A
Answer all questions. Each question carries 1 mark

1. Define Mutually Exclusive Events
2. What is Type I error?
3. What is standard normal variate?
4. What is a random experiment?
5. Define exhaustive events
6. What are equally likely events?   **(6 x1=6)**

SECTION B
Answer any SIX questions. Each question carries 2 marks

7. Explain Two-Tailed Test
8. Write the characteristics of normal curve
9. What do you mean by parametric test and non parametric test?
10. What is the probability of getting a king or spade when you are drawing a card from a pack of 52 cards?
11. Describe the utilities of poisson probability distribution.
12. Explain Level of Significance
13. Give the characteristics of the Normal Distribution
14. Explain Poisson Distribution as a limiting case of Binomial Distribution. **(6 x 2 = 12)**

SECTION C
Answer any FOUR questions. Each question carries 3 marks

15. Explain the uses of quantitative techniques in business and industry
16. What is conditional probability. If P(A) = 0.4, P(B) = 0.8, P(A intersection B) = 0.06, Find
    PA/B) & P B/A)
17. A basket contains 20 bad & 60 good apples. Four apples are drawn from this basket. Find the probability that of four a) at least 2 are good apples, b) utmost 2 are good apples
18. A car hire firm has two cars which it hires out day by day. The number of demands for a car on each day is distributed as a poison distribution with mean 1.5. Calculate the proportion of day on which a) neither car is used, b) some demand is refused
19. The variable X follows a normal distribution with mean 45 and SD 10. Find the probability for an item to fall a) beyond 60 b) between 40 and 56.

20. In a competitive examination, 5000 students have appeared for a paper in Maths. Their average mark was 62 and SD was 12. If there are only 100 vacancies, find the minimum marks that one should secure to get selected against a vacancy.   **(4 X 3 = 12)**

SECTION D
Answer any TWO questions. Each question carries 5 marks

21. In a competitive examination, 5000 students have appeared for a paper in statistics. Their average mark was 62 and standard deviation was 12. If there are only 100 vacancies, find the minimum marks that one should secure to get selected against a vacancy.
22. What is Hypothesis Testing and explain the procedure for testing of hypothesis
23. Eight coins are tossed together 256 times. Fit a binomial distribution and find the expected frequencies of heads. Also find Mean and Standard Deviation.
24. An Urn A contains 2 white and 4 black balls. Another Urn B contains 5 white and 7 black balls. A ball is transferred from the Urn A to Urn B. Then a ball is drawn from Urn B. Find the probability that it will be white.   **(2 X 5 = 10)**

III SEMESTER BBA DEGREE PROGRAMME
SKILL ENHANCEMENT COURSE I- 3A11BBA
NUMERICAL SKILLS

Time: 3 Hrs   Maximum: 40 Marks

Section A
Answer the SIX questions . Each question carries 1 marks

1. Find the forth proportion of 2, 3, 6
2. Which is the smallest prime number?
3. Write the sum of the roots of the equation $x^2 - 7x + 12 = 0$
4. What is a pure quadratic equation
5. State the Importance of Set Theory
6. If A Matrix of order 3X7 and B is order of 7X4, then AB is of order ………

(6 X 1 = 6 Marks)

Section B
Answer any SIX questions. Each question carries 2 mark

7. If 20 men can plough 120 acres in 18days, how long will 30 men take to plough 80 acres?
8. If A= {1, 2, 3, 4, 5} B = { 5, 4 ,2, -1} Find (i) AUB (ii) A∩ B (iii)A– B   (iv) B - A.
9. Two third of a number increased by 5 equals 27. Find the number
10. Find the sum of 9, 18, 27……upto 20 terms
11. What principa lwill yield Rs 60 as simple interest at 6% per annum in 5 years?
12. Find the length of all the medians of a triangle formed by (0,3);(2,-5);(4,7)
13. If A:B = 2:3, B:C = 4:5 and C:D = 6:7, then find the value of A:B:C:D
14. Solve $5x^2 + 6x + 1 = 0$ using the quadratic formula

(6 X 2 = 12 Marks)

Section C
Answer any FOUR questions. Each question carries 3 marks

15. Find the compound interest on Rs 8000 for 4 yrs if the interest is payable half yearly for the first 3 years at the rate of 8%pa and for the 4th year, the interest is payable quarterly at the rate of 6%pa
16. Find the value of x & y if x+y=3; x/y + y/x = 5/2
17. Prove that AU(B∩C)=(AUB)∩(AUC) using Venn Diagrams.
18. In a class test , the sum of Shifali'smarks in Mathematics and English is 30. Had she got
    2 marks more in Mathematics and three marks less in English, the product of their would be 210. Find her mark in the two subjects.
19. From the following two matrix Aand B find the A+ B, A– B and B – A
         A = 1 3 1   B = 0 0 5
              1 0 0   7 5 0

20. Find the two numbers whose sum is 18 and product is 72

(4 X 3 = 12 Marks)

Section D
Answer any TWO questions. Each question carries 5 marks

21. Solve the system of Equations by Cramers Rule
    $6x+y-3z=5$; $x+3y-2z=5$; $2x+y+4z=8$
22. Find the number and sum of terms in the following Geometric Progression
    6, 12, 24, ……..1536.Also find the 10th term of the progression.
23. Out of 880 boys in a school, 224 played cricket, 240 played hockey and 336 played basket ball of total 64 played both basket ball and hockey. 24 played all the three games. How many boys did not play any game, and how many played only one game?
24. Find the Inverse of Matrix A given by

A= $\begin{bmatrix} 5 & -2 & 4 \\ -2 & 1 & 1 \\ 4 & 1 & 0 \end{bmatrix}$

(2 X 5 = 10 Marks)

III SEMESTER BBA DEGREE PROGRAMME

ABILITY ENHANCEMENT COURSE I - 3A12BBA

PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS

Time: 3 Hours   **Maximum: 40 Marks**

Part A

Very short answer

Answer all questions. Each Question Carries One Mark.

1. What is meant by Personality Development?
2. How do our gestures determine our pattern of communication?
3. List the traits of an effective leader.
4. What are SMART Goals?
5. Write a note on Creativity.
6. Distinguish between Distress and Eustress.   **(6 x 1 = 6)**

Part B

Short Answer

Answer any 6questions. Each question carries 2 marks.

7. List the important pillars for an individual's character formation.
8. Define Self Esteem.
9. What is meant by Mnemonics?
10. 'For successful communication, listening is more important than speaking'. Do you agree?
11. Explain briefly the concept, "Spiritual Intelligence"?
12. How can visual aids acts as a great support in presentation?
13. Give any two distinctions between Yoga and Meditation.
14. Comment on this statement, "Seek first to understand and then to be understood".

(6 x 2 =12)

Part C

Essay

Answer any 4 questions. Each question carries 3 marks.

15. How do group discussions contribute to successful business communication?

16. "First Impression should be the best impression". In the light of this statement; As an interviewer, what suggestions would you like to give to the freshers for better interview performance?

17. What is SWOT Analysis? Give a detailed SWOT Analysis of yourself for personal development.

18. Are Etiquettes really important in our personal life? Give reasons.

19. Your company needs to purchase computer hardware items from a foreign organisation. Write an e-mail to the organisation for placing the order.

20. Discuss briefly the different components for evaluating the Emotional Intelligence of an individual.

(4 x 3 =12)

Part D

Long Essay

Answer any 2 questions. Each question carries 5 marks.

21. A Leading Television Company is in search of an HR Manager. Write a letter of application to the channel, along with your resume.

 22. As a manager, what would be the steps taken by you to improve the presentation skills

of your subordinates? Explain in detail.

 23. Evaluate the need and importance for stress management. Suggest some techniques to

relieve stress.

 24. Give an outline on different factors that Body Language is assessed? Also emphasise

its importance in communication.

(2 x 5 =10)

III SEMESTER   BBA DEGREE PROGRAMME

CORE COURSE IV -3B04BBA

FINANCIAL ACCOUNTING

Time: 3 Hours   **Maximum: 40 Marks**

PART A

(Answer all questions. Each question carries 1 mark)

1. Define Accounting.

2. What is a One-Man Company?

3. What is posting?

4. Define Company.

5. Expand GAAP.

6. As per the Accounting equation, Total Assets = _____ + _____

(6 x 1= 6)

PART B

(Answer any 6 questions. Each question carries 2 marks)

7. List out any four limitations of accounting

8. What do you mean by forfeiture of shares?

9. What are the major branches of accounting?

10. What are the various types of debentures?

11. What is compound journal entry? Explain with an example

12. What is CDT and how is it calculated?

13. What are the various types of Accounts?

14. What are the objectives of Trial Balance?   **(6 x 2= 12)**

PART C

(Answer any 4 question. Each Question carries 3 marks)

15. What are the objectives and functions of Accounting?

16. What are differences between internal reconstruction and external reconstruction?

17. What are the advantages of Double Entry System?

18. The following are extracted from the Trial balance as on 31 December 2018

Particulars	Dr.(Rs.)	Cr.(Rs.)
Debtors	31,200	
Discount allowed	600	
Bad debts	900	
Provision for bad debts		1,600
Provision for discount		500

Additional Information:

a) Bad debts to be written off Rs. 1,200.

b) Provision required for discount, 3% of debtors.

Prepare Provision for bad debts and provision for discount account.

19. List out the differences between a balance sheet and a Trial balance

20. Give adjusting entries for the following:

   a) Outstanding salary 20,000

   b) Rent received in advance 1000

   c) Provision for doubtful debts 8000

d) Provision for discount on creditors 7,000

e) Interest accrued 1,500.

(4 x 3= 12)

PART D

(Answer any 2questions. Each question carries 5 marks)

21. Define amalgamation. How amalgamation in the nature of merger is different from amalgamation in the nature of purchase?

22. Prepare trading A/c, Profit and Loss A/c and balance sheet

Purchases	1,50,000	Sales	2,25,000
Opening stock	25,000	Rent	2,000
Carriage inwards	2,500	Creditors	20,000
Salaries	12,000	Provision for bad-debts	500
Carriage outwards	4,000	Capital	1,37,500
Administrative expenses	12,500		
Debtors	25,000		
Bad debts	2,000		
Return inwards	5,000		
Land and buildings	1,20,000		
Cash in hand	2,000		
Cash at bank	25,000		
	3,85,000		**3,85,000**

Additional information:

1) Closing stock 20,000

2) Further bad-debts to be written off 5,000

3) Provision for doubtful debts to be kept at 5%

4) Charge depreciation on land and buildings at 5%

5) Administrative expenses outstanding Rs. 2,500

23. ABC Ltd. decided to issue 10,000, 6% preference shares of a 10 each and 10000 equity shares of 20 each for public subscription. Payment of shares is to be made as follows:

Preference shares: On application -Rs 2

On allotment – Rs 4

On call –Rs 4

Equity Shares

On application- Rs 4

On allotment – Rs 6

On call – Rs 10

All the shares were subscribed by the public and paid in full.

Pass journal entries in the books of the company.

24. Explain the characteristics of a company. Also list out the various types of companies

(5 x 2= 10)

III SEMESTER BBA DEGREE PROGRAMME

CORE COURSE 5-3B05BBA

MARKETING MANAGEMENT

Time: 3 Hours   Maximum : 40 Marks

PART – A

Answer all questions. Each question carries 1 mark

1. What is mean by target market?

2. Define branding?

3. What is mean by PLC?

4. What direct marketing ?

5. What is mean by packaging?

6. What is mean by price skimming?   **(6 x 1 = 6)**

PART – B

Answer any six questions. Each carries two marks.

7. Describe marketing environment.

8. Explain personal selling.

9. Define CRM.

10. Define consumer behaviour?

11. What is mean by advertisement copy?

12. What is rebates?.

13. What are the elements of marketing mix?

14. Explain green marketing?   **(6 x 2 =12)**

PART-C

Answer any four questions. Each carries three marks

15. Briefly explain the components of macro environment.

16. What are the important marketing concepts?

17. What are the dimensions of product mix?

18. What are the different sales promotion schemes?

19. What are the benefits of online marketing?
20. What are the factors affecting pricing?   **(4 x 3 =12)**

PART-D

Answer any 2 questions. Each question carries 5 marks

21. What is mean by pricing?What are the pricing strategies?

22. Explain the bases of product segmentation?

23. Explain functions of sales man?

24. Explain the various components of CRM Programme?   **(2 x 5 =10)**

III SEMESTER BBA DEGREE PROGRAMME
COMPLEMENTARY ELECTIVE COURSE 4-3C04BBA

LEGAL ASPECTS OF BUSINESS

Time: 3 Hours   Maximum : 40 Marks

PART – A

Answer all questions. Each question carries 1 mark

1. What is an offer?

2. Who is competent to contract?

3. What are unlawful agreements?

4. What do you meant by novation?

5. What is GST?

6. What is Memorandum of Association?   **(6 x 1 = 6)**

PART – B

Answer any six questions. Each carries two marks.

7. "An invitation to offer is not an offer". Comment.

8. Explain the legal rules of valid accepatance.

9. Define consideration.

10. What do you mean by void contracts?

11. What is a contingent contract?

12. What is prospectus?.

13. What is the applicability of GST?

14. Explain consumer Protection Act?   **(6 x 2 =12)**

PART-C

Answer any four questions. Each carries three marks

15. Briefly explain the remedies for breach of contract.

16. What are the rules regarding the issue of prospectus?

17. " A contract without consideration is void". Comment

18. Define "Sale" and "Agreement to Sell".

19. What are the procedure of filing complaint in consumer protection Act?

20. Differentiate between Articles of Association and Memorandum of Association? **(4 x 3 =12)**

PART-D

Answer any 2 questions. Each question carries 5 marks

21. Define a contract of sale. What are its essentials?

22. Explain the Redressal mechanism in Consumer Protection Act?

23. What are the various kinds of contracts? Describe them briefly.

24. Explain the challenges and opportunities of GST? **(2 x 5 =10)**

FOURTH SEMESTER BBA DEGREE PROGRAMME

CORE COURSE VI- 4B06BBA

HUMAN RESOURCE MANAGEMENT

Time: 3 Hrs   **Maximum : 40 Marks**

SECTION A

Answer the Six questions. Each question carries 1 Marks

1. Define Human Resource Management?

2. Differentiate between Job enlargement and Job Enrichment?

3. What is Induction Training. List out any four objectives?

4. Explain stress interview and Exit Interview?

5. What is TQM?

6. Differentiate between Base Compensation and Supplementary Compensation?

[6 x 1 = 6 Marks]

SECTION B

Answer any Six Questions. Each question carries 2 Marks

7. Explain the Operative Functions of Human Resource Management?

8. What is Human Resource Planning? Briefly explain the HR Planning Process?

9. What is Job description? What are its contents?

10. What is recruitment? What are the external sources of recruitment?

11. Explain the need and significance of training?

12. What is performance appraisal what are its advantages?

13. What is Time Rate System? what are its advantages?

14. What is Grievance? Explain the procedure Grievance Handling?

(6 x 2=12)

SECTION C

Answer any Four Questions. Each question carries 3 Marks

15. Differentiate between Traditional HRM and Strategic HRM?

16. What is lay off? What are the reason for Layoff?

17. What is Job Evaluation?

18. What are the steps included in Training Process?

19. What is Performance Appraisal? Explain the Modern Methods of Performance Appraisal?

20. What is the Incentive Wage System. How it influence the efficiency and Productivity of labour in an organization?   (4 x 3=12)

SECTION D

Answer any Two Question carries 5 Marks

21.   Explain the Role and Responsibilities of HR Manager to achieve organizational objectives?

22.   What is Selection? What are the steps included in Selection Procedure?

23.   What is HRD? How training helps to Human Resource Development?

24.   What is Absenteeism ? what are its causes . what are the Measures to control absenteeism?

(2 x 5=10)

FOURTH SEMESTER BBA DEGREE PROGRAMME

CORE COURSE 7-4B07BBA

FINANCIAL MANAGEMENT

Time 3 hours   Maximum: 40 marks

PART A

Answer all questions. Each question carries 1 mark

1) Define Financial Management.
2) What do you understand by cost of capital?
3) Mention any two financial functions.
4) Mention any two traditional capital budgeting techniques.
5) What is the expansion of NPV?
6) Define working capital.

(6 x 1 = 6 marks)

PART B

Answer any six questions. Each question carries 2 marks

7) What are the major advantages of Pay Back period?
8) Explain the major types of working capital.
9) What is operating cycle in the context of working capital?
10) What is trading on equity?
11) A project costs Rs 16000. The estimated annual cash inflows during its 3 year life are Rs 8000, Rs 7000 and Rs 6000 respectively. Find out the PBP
12) M ltd. furnishes the following data taken from its financial statements. Find out operating cycle.

Sales	Rs. 800000
Cost of goods sold	Rs.720000
Opening inventory	Rs 96000
Closing inventory	Rs 102000
Opening accounts receivable	Rs.86000
Closing accounts receivable	Rs.90000
Opening accounts payable	Rs.56000
Closing accounts payable	Rs.60000

13) The shares of a company are selling at Rs 80 per share and the company had paid a dividend of Rs 8 per share last year. The investors expect a growth rate of 5% per year.
a) Calculate the equity cost of capital

b) If the expected growth rate is 7% pa. Calculate the market price of the share.
14) What are the factors determining the working capital requirement?

(6 x 2 = 12marks)

PART C

Answer any 4 questions. Each question caries 3 marks

15) What are the differences between NPV and IRR
16) A project with an initial investment of Rs 1, 00,000 generates the cash inflow of Rs 50,000, Rs 40,000, and Rs 30,000 with life of 3 years. What will be the Internal Rate of Return?
17) What re the major types of working capital
18) What are the objectives of Financial Management
19) Explain the major sources of working capital
20) What is the importance of capital budgeting?

(4 x 3 = 12marks)

PART D

Answer any two questions. Each question carries 5 marks

21) B ltd is considering the purchase of a machine for Rs 60,000 which is likely to yield the following benefits in the next 5 years. The machine will have a salvage of Rs.10, 000. There is increase in the networking capital on account of purchase of the machine by Rs.5000.

Year	PAT
1	5,000
2	8,000
3	10,000
4	9,000
5	8,000

Advise using ARR Method, whether the machine be purchased if the required rate of return is 25%

22) What do you mean by capital structure? What are the major determinants of capital structure?
23) What is operating cycle method of working capital? How will you determine the amount of working capital under this method? Explain with example.
24) Define the term WACC. Explain the steps involved in its calculation and the major merits and demerits

(2 x 5 = 10 marks)

FOURTH SEMESTER BBA DEGREE PROGRAMME

CORE COURSE VIII- 4B08BBA

OPERATIONS MANAGEMENT

Time: 3 Hours   Maximum: 40 marks

PART – A

Answer all questions. Each question carries 1 mark.

1) What is production process?
2) Explain plant layout?
3) What do you mean by product design?
4) What is TQM?
5) What do you mean by material management?
6) What is EOQ?   (6*1=6)

Answer any 6 questions. Each question carries 2 marks.

7) What is capacity design?
8) What are the objectives of inventory management?
9) What do you mean by pareto chart?
10) Define production management?
11) What do you mean by batch production?
12) What are industrial trucks?
13) What is quality circle?
14) What do you mean by safety stock?   (6*2=12)

PART – C

Answer any 4 questions. Each question carries 3 marks

15) What are the different types of maintanace?
16) What are the elements of production control?
17) What are the TQM models?
18) What are the different types of plant layout?
19) What are the importance of operations management?
20) What are the benefits of work study?
21) What are the principles of time study?   (4*3=12)

PART – D

Answer any 2 questions. Each question carries 5 marks.

22. What are the different inventory control techniques?

23. Explain the advanced manufacturing technologies?

24. Explain different production system?

25. what is material handling? Explain the principles of material handling?

(2*5=10)

FOURTH SEMESTER BBA DEGREE PROGRAMME

SKILL ENHANCEMENT COURSE 1- 4A13BBA

IT TOOLS FOR BUSINESS

Time: 2 Hours   **Maximum: 20 Marks**

PART A

Answer **all** questions. Each question carries **1** mark

1. What is computer?
2. What is LAN?
3. What do you mean by Cell?   (3x1=3)

Answer any **3**questions. Each question carries **2** marks

4. What do you mean by Internet?
5. What is RAM?
6. What do you mean by Hacking?
7. What do you mean by software?
8. What is MS Excel?
9. What is E-mail bombing?   (3x2=6)

Answer any **2** questions. Each question carries **3** marks.

10. What are the advantages of M-Commerce?
11. What do you mean by network topologies?
12. Write short note on Memory and its Types.
13. Briefly explain the role of IT in Education
14. Explain different types output devices.   (2x3=6)

Answer any **1** Question. Each question carries **5** marks

15. Explain various application of IT in education, Health care and Business

16. Define Cyber crime? Explain different types of Cyber crimes

17. What are the different types of Network?

18. What are the advantages of using MS Power Point　　　　　　　(1x5=5)

FOURTH SEMESTER BBA DEGREE PROGRAMME
ABILITY ENHANCEMENT COURSE 2- 4A14BBA
ENVIRONMENTAL STUDIES

Time: 3 Hours   Maximum Marks : 40 Marks

PART – A

Answer all questions. Each question carries 1 mark

1. What are the sources of air pollution?
2. Define environment?
3. What is environment impact assessment?
4. What is ecology?
5. What is climate?
6. What is energy balance?   (6*1=6)

PART – B

Answer any sixquestions. Each carries two marks.

7. What are the measures to be taken to control global warming?
8. Explain the effects of air pollution.
9. What are the components of environment?
10. Explain greenhouse effect.
11. Write an example of environmental problem faced by human society today.
12. Explain the need and importance of Environmental studies.
13. What do you mean by ex-situ conservation?
14. What is acid rain?   **(6*2=12)**

         PART-C   Answer any four questions. Each carries three marks

15. Briefly discuss the effect of environmental degradation on population?
16. What do you understand by Green peace?
17. Explain the social responsibility of a business.

18. What are the sources of water pollution?

19. What is vermi composting?

20. What is sludge?   (4*3=12)

PART-D

Answer any 2 questions. Each question carries 5 marks

21. Write major environmental movements in India.

22. What is environmental pollution? Explain types of environmental pollution.

23. Explain the concept bio diversity. What are the threats to our bio diversity?

24. Discuss the important provisions and penalties contained in the Environmental Act.

     (2*5=10)

FIFTH SEMESTER BBA DEGREE PROGRAMME

CORE COURSE 10- 5B10BBA

BUSINESS RESEARCH METHODS

TIME : 3 HRS   **Maximum:40 marks**

PART A

(Answer all questions, Each carry 1 mark)

1. Define research.

2. What are the characteristics of a good research.

3. Define secondary data.

4. Give examples of published data.

5. Give an example of cluster sampling.

6**.** What is a foot note ?

                                                                        (6*1=6)

PART B

(*Answer any six questions, Each carry 2 marks)*

7. Briefly describe the process of research .

8. Differentiate between basic research and applied research.

9. List out the various sources for a research problem.

10. Examine the importance of literature review in research..

11. How population differ from a sample.

12. What are the characteristics of a good sample .

13. Explain the working of random sampling.

14. Examine the advantages of sample survey.

(6*2=12)

PART C

(Answer any four questions, Each carry 3 marks)

15. Differences between questionnaire and schedule.

16. Write a short note on sampling and non sampling errors

17. Make a comparison of probability and non probability sampling.

18. What is the use of pretesting of a questionnaire?

19. Examine the context of interview method in research.

20**.** Discuss the disadvantages of observation method.

(4*3=12)

PART D

(Answer any two questions, Each carry 5 marks)

21. Explain the steps involved in designing a questionnaire.

22. What are the guidelines for writing a good report.

23. Discuss in detail the layout of a research report.

24. Give a brief account of probability sampling designs.

(2*5=10)

FIFTH SEMESTER BBA DEGREE PROGRAMME

CORE COURSE 11- 5B11BBA

ACCOUNTING FOR MANAGEMENT

TIME : 3 HRS   **Maximum:40 marks**

PART A

(*Answer all questions, Each carry 1 mark*)

1. What do you mean by a cost centre.

2. Define variable cost.

3. What is a cost sheet?

4. What is CVP analysis.

5. What do you mean by variance.

6. What do you mean by turnover ratio?

                                                        (6*1=6)

PART B

(*Answer any six questions, Each carry 2 marks*)

7. Distinguish between cost accounting and   management accounting.

8. What are the limitations of financial accounting.

9. Discuss the various elements of cost.

10. How fixed budget is different from a flexible budget.

11. Briefly discuss the various liquidity ratios.

12. What are the advantages of standard costing.

13. List out the characteristics of marginal costing.

14. Sales and profit during two years are given below.

Year 2018 Sales 20 lakhs   profit 2 lakhs

Year 2019 Sales 30 lakhs   profit 4 lakhs

Calculate P/V ratio and sales required to earn a profit of rupees 5 lakhs.

(6*2=12)

PART C

(*Answer any four questions, Each carry 3 marks*)

15. Give a brief account of recent trends in management reporting.

16. Given selling price per unit 200, fixed expenses 5000, variable expenses per unit 150, find break even sales in units.

17. You are given the following information . Fixed cost 40,000   Break even sales 2,00,000

Profit 10,000   selling price per unit 200, calculate (a) sales and marginal cost of sales (b) New BEP if selling price is reduced by 10%

18. Calculate material usage variance, material price variance and material cost variance from the furnished information

Standard - Material for 70 kg finished products 100 kg, price of material Rupees 1per kg

Actual- output 2,10,000 kg   material used 2,80,000 kg   cost of materials 2,52,000

19. Calculate labour cost variance

Standard hours per unit 15   Standard rate Rupees 4 per hour

Actual production 1000 units . actual hours 15300 hours   actual rate 3.90 per hour

20. Elucidate the objectives of budgetary control.

PART D

(*Answer any two questions, Each carry 5 marks*)

21. From the following information, prepare a cost sheet to show the following components- Prime cost, Factory cost, Cost of production and Total cost.

Direct material 57,000   Direct wages 28,500   Factory rent 2500   office rent 500

Plant repairs 1000   Depreciation 1250   Factory heating 400   Manager salary 2000

Office salary 1600   Director remuneration 1500 postage 200   printing and stationery100

Legal charges 150   Advertisement 1500   Salesmen salary 2500 showroom rent 500

sales 1,16,000

22. ABC Ltd has prepared budget for the production of one lakh units for a costing periodas under:

Raw material 25 per unit   Direct labour 75 per unit   Direct expenses 10 per unit

Works overheads (60% fixed) 25 per unit   Administration overheads (80% fixed) 40 per unit

Selling overheads (50% fixed) 20 per unit .

Actual production during the period was only 60,000 units, prepare revised budgeted cost per unit.

23. Explain the usefulness of CVP analysis to the management of a company.

24. Discuss the areas where marginal costing proves its worth in decision making.

(2*5=10)

SIXTH SEMESTER BBA DEGREE PROGRAMME

CORE COURSE 14- 6B14BBA

ORGANISATIONAL BEHAVIOUR

Time : 3 hrs   **Maximum:40 marks**

PART A

(Answer all questions, Each carry 1 mark)

1. Define organizational behaviour.

2. Describe the determinants of personality.

3. List the five categories of motivational needs described by Maslow.

4. Select a suitable method of attitude measurement and describe how it can be useful for management.

5. Identify the variables in expectancy theory.

6. State how OB is an applied behavioural science.

                                                                 (6*1=6)

PART B

(Answer any six questions, Each carry 2 marks)

7. Discuss Lewin's model of OD.

8. Distinguish between classical conditioning and operant conditioning theories.

9. Compare and contrast command, task, interest and friendship groups.

10. Differentiate perception from sensation.

11. Describe a training program you might design to help employees develop their skills.

12. "Heredity determines personality". Build an argument against this statement.

13. Examine the five categories of motivational needs described by Maslow.

14**.** Criticize the statement –" Money holds the key to work motivation in modern business organizations." **(6*2=12)**

PART C

(*Answer any four questions, Each carry 3 marks*)

15. What are the implications of Theories X and Y for motivation practices.

16. How can reinforcement be used to generate change in behaviour

17. What are the factors which influence group cohesiveness.

18. Discuss the major forms of conflict in organizations.

19. Examine the relationship between group cohesiveness and productivity.

20. Describe the steps involved in the change process.

(4*3=12)

PART D

(*Answer any two questions, each carry 5 marks*)

21. Discuss similarities and dissimilarities among the models of OB

22. Compare type theories with psycho analytic theories of personality.

23. Suggest ways to manage organizational change.

24. Examine the steps in team building process.

(2*5=10)

SIXTH SEMESTER BBA DEGREE PROGRAMME

CORE COURSE 15- 6B15BBA

BANKING THEORY AND PRACTICE

TIME : 3 HRS   **Maximum:40 marks**

PART A

(Answer all questions, Each carry 1 mark)

1. What is a Scheduled bank?

2. Define a customer.

3. What do you mean by PLR.

4. What is an MICR cheque

5. Describe what is deposit multiplier.

6. Examine the use of SWIFT.

(6*1=6)

PART B

(Answer any six questions, Each carry 2 marks)

7. What do you mean by mixed banking.

8. Who is considered as "Lender of last resort". Discuss why?

9. Examine the peculiarities of treasury bill.

10. Discuss the role of clearing house.

11. What is "sans-recourse" endorsement?

12. State the rationale for reserve requirements.

13. List out the characteristics of cash credit.

14. Differentiate debit and credit cards.

(6*2=12)

PART C

(Answer any four questions, Each carry 3 marks)

15. What are open market operations? What is its purpose?

16. Distinguish between lien and pledge.

17. Discuss the role of a banking ombudsman.

18. Who is a holder-in-due course? Explain its conditions.

19. Discuss the concept of core banking.

20. What are the exceptions to the doctrine of secrecy of customer's accounts.

(4*3=12)

PART D

(Answer any two questions, Each carry 5 marks)

21. Discuss RBI's selective methods of credit control.

22. Examine the objectives and types of crossing.

23. Evaluate the special relation between a banker and a customer.

24. What precautions should a banker take in opening account in the names of companies.

(2*5= 10)

FIFTH SEMESTER BBA DEGREE PROGRAMME

CORE COURSE 12- (DSEC I) - 5B12BBA

ADVANCED FINANCIAL MANAGEMENT

TIME:3 HRS   Maximum : 40 marks

PART A

Answer all questions. Each question carries 1 mark

1. Define Financial Planning
2. What is capital Structure?
3. Expand DCF
4. What is Leverage?
5. What do you mean by scrip Dividend?
6. What is operating cycle?   (6*1=6)

PART B

Answer any six questions. Each question carries 2 marks

7. Explain four determinants of Dividend Policy.
8. What is financial leverage?
9. Explain finance function
10. What do you mean by stable dividend policy?
11. What is the difference between capital structure and financial structure
12. What is value based management?
13. Briefly explain ageing schedule
14. What is EOQ?what are the problems on EOQ   (6*2=12)

PART C

Answer any four questions. Each question carries 3 marks

15. The installed capacity of a manufacturing concern is 1200 units. Actual capacity used is 800 units, selling price per unit is Rs.10. variable cost is Rs 7 per Unit. Compute the operating leverage in the following situations:
    a) when fixed cost is Rs.300
    b) when fixed cost is Rs.800
    c) when fixed cost is Rs.1200

16. Explain the steps in financial planning

17. What are the limitations of financial leverage?

18. Gotham Ltd Produces a Product which has a monthly demand of 4000 units. The product requires a component 'X" which is purchased at Rs.20. for every finished product, one unit of the component is required. The ordering cost is Rs.120 per order and the building cost is 10%per annum. You are required to calculate EOQ.

19. Differentiate between NI approach and NOI approach

20. there are two firms A and B which are exactly identical expect that A does not use any debt in its financing/while B has Rs.4,00,000 ,10% debentures in its financing. Both the firm has earnings before interest and tax of Rs.3,20,000 and the after tax capitalization rate is 16%. Assuming the corporate tax of 50%, calculate the value of the firm according to MM hypothesis.

(4*3=12)

PART D

Answer any two questions. Each question carries 5 marks

21. What are the factors determining working capital requirements?

22. The following data relate to a firm

    EPS   Rs.15

    Capitalization rate 10%

    Retention Rate   40%

Determine the price per share under Walter's and Gordon's model if the internal rate of return is   15%, 10% and 5%.

23. " The objective of financial management is wealth maximization and not profit maximization" comment.

24. Prepare an estimate of working capital requirement from the following information of trading concern.

    a) Project annual sales1, 00,000 units

    b) Selling price Rs 8 per unit

    c) Percentage of net profit on sales 25%

    d) Average credit period allowed to customers 8 weeks

    e) Average credit period allowed by suppliers 4 weeks

    f) Average stock holding in terms of sales requirement 12 weeks

    g) Allow 10% for contingencies

                                                (2*5=10)

FIFTH SEMESTER   BBA DEGREE PROGRAMME

CORE COURSE XIII (DSEC II): 5B13 BBA

INCOME TAX LAW AND PRACTICE

Time: 3 Hours   **Max: 40 Marks**
Section A
Answer all questions. Each question carries 1 mark

1. What is Previous Year?
2. What is maximum marginal rate?
3. What are perquisites?
4. What is block of assets?
5. Define Annual value
6. Mention any two incomes chargeable under income from other sources?

(6 x 1 = 6)

Section B
Answer any six questions. Each question carries 2 marks
7. State any four items of exempted incomes.
8. What is statutory provident fund?
9. What are conditions of rule 4 in the computation of income from house property?
10. Briefly explain the provisions of Income Tax Act relating to the deduction of interest
    on loan in computing income from house property.
11. What is long term capital gain?
12. What is cost of improvement?
13. What is Tax Rebate?
14. State the rules for set off of short term capital gain.

(6 x 2 = 12)

Section C
Answer any four questions. Each question carries 3 marks
15. Discuss the scope of total income in case of not ordinary resident.
16. Mr. Thomas, after 30 years stay in India, returned to USA on February 12, 2016. He

returned to India in August 2018 to join an American company as its overseas branch manager.

Determine his residential status for the assessment year 2019-20.

17. Mr. Ashok is employed at Hyderabad on a salary of Rs.24000 p.m. The employer is paying HRA

of Rs.2800 p.m. but the actual rent paid by him is Rs.4000 p.m. He is also getting 2% commission

on turn over achieved by him and turnover is Rs.12,00,000. Compute the amount of HRA

taxable.

18. Compute gross annual value from the following particulars:

Actual rent Rs. 2,000 p.m.

Fair rent Rs. 3, 000 p.m.

Standard rent Rs.2,500 p.m.

19. Mr.Ashraf paid health insurance premium to GIC on his health Rs.1,00,000and his spouse

Rs.15,000 during the year 2018-19.

He also paid health insurance premium of Rs.35,000 on his father's health who is a senior citizen

And not dependent on him. The payments have not been made in cash.

Compute the amount of deduction under section 80D from his GTI.

20. The business income of Mr.Sarath for the assessment year 2019-20 has been determined by the

Assessing officer at Rs.3,50,000. Later, it is found that he has not considered the following while

Determining the incomes:

    (a) Depreciation for the current year   Rs.12,000

    (b) Unabsorbed depreciation carried forward   Rs.15,000

    (c) Unabsorbed business loss carried forward from AY 2015-16

        Rs.10,000

Determine the total income for the assessment year 2019-20

(4 x 3 = 12)

SECTION D
Answer any two questions. Each question carries 5 marks

21. Explain accelerated assessment.

22. Mr.Abhilash gives you the following particulars from his accounts for the year ended on

31-3-2019:

		Rs.
(a)	Net profit	2,00,000
(b)	Contribution to unrecognised provident fund	40,000
(c)	Provision for income tax	50,000
(d)	Provision for excise duty	30,000
(e)	Holiday home expenses	35,000
(f)	Insurance premium for the health of employees paid by cheque	10,000
(g)	Penalty imposed by customs authorities for the breach of law	25,000
(h)	Interest for late payment of Value Added Tax	1,000

Compute income from business.

23. From the following receipts and payments of Mr. Rasheed, compute his taxable income

Under the head income from other sources:

Rs.

		Rs.
(a)	Received from Maharashtra State Lottery (Net)	24,500
(b)	Winning from horse race	1,000
(c)	Winnings from Kerala State Lottery	3,000
(d)	Winnings from horse race	49,000
(e)	Winnings from cross word puzzle	2,500
(f)	Gift received from a friend in London	1,00,000
(g)	Purchase of lottery tickets	3,000
(h)	Payments for bettings in horse race	6,000

24. Explain the provisions relating to the clubbing of income.

(2 x 5 = 10)

SIXTH SEMESTER BBA DEGREE PROGRAMME

CORE COURSE 17- (DSEC III) - 6B17BBA

INSURANCE AND RISK MANAGEMENT

Time: 3 Hours   **Total Marks: 40**

Part A

Very short answer

Answer all questions. Each Question Carries One Mark.

1) What is an 'Insurance Claim'?
2) List any two objectives of Risk Management.
3) Write a note on 'Risk Tolerance'.
4) Define 'Hedge'.
5) What do you mean by 'Utmost Good Faith'?
6) What is 'Re- Insurance'?

(6 x 1 = 6)

Part B

Short Answer

Answer any 6questions. Each question carries 2 marks.

7) How does Risk differ from Uncertainty? (Give any two points).
8) State any two principles of General Insurance.
9) What do you mean by 'Surrender Value'?
10) What are the items included in Insurance cost?
11) What are the documents needed to take an LIC Policy?
12) Write a short note on Personal Accident Insurance.
13) What is 'Right to Indemnity'?

14) Write any two differences between Subrogation and Contribution.

(6 x 2 =12)

Part C

Essay

Answer any 4 questions. Each question carries 3 marks.

15) Point out the key differences between Life Insurance and General Insurance.

16) Analyse the different sources (types) of risk.

17) Give an outline on the nature and scope of Fire Insurance.

18) Identify the reasons for the emerging popularity of Online-Retailing in India.

19) Explain briefly the pricing mechanism followed in General Insurance Industry.

20) List out the characteristics of Insurance contracts.

(4 x 3 =12)

Part D

Long Essay

Answer any 2 questions. Each question carries 5 marks.

21) Describe in detail how risk can be measured.

22) Elaborate the principles of Insurance and its applications in Life Assurance.

23) Discuss the roles, powers and functions of IRDA in detail.

24) Trace out the claim settlement procedure of death and maturity claims in Life Insurance.

(2 x 5 =10)

VI SEMESTER BBA DEGREE PROGRAMME

DISCIPLINE SPECIFIC ELECTIVE IV- 6B18BBA

STOCK AND COMMODITY MARKET

Time: 3 Hours   **Maximum: 40 Marks**

Part A

Very short answer

Answer all questions. Each Question Carries One Mark.

1. What is mean by buy back of shares?
2. Describe CSDL.
3. Write a note on 'broker charges'.
4. Describe commodity derivative..
5. What do you mean by forward options ?
6. What is 'NSE'?

(6 x 1 = 6)

Part B

Short Answer

Answer any 6questions. Each question carries 2 marks.

7. Describe recognised stock exchanges in India.
8. Explain NSDL..
9. What do you mean by 'futures'?
10. What are the Patterns of trading in stock markets?
11. What are the functions of commodity market?
12. Write a short note on online trading.
13. Describe the term 'efficiency of commodity market'.

14. Write any two differences between forward and future.

<div align="right">

(6 x 2 =12)

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Part C

Essay

Answer any 4 questions. Each question carries 3 marks.

15. Point out the key differences between stock market and commodity market.

16. Explain different types of derivatives..

17. Describe briefly settlement mechanism in stock exchanges.

18. What are the objectives of commodity markets ?

19. Explain briefly NIFTY.

20. List out the characteristics of BSE.

<div align="right">

(4 x 3 =12)

</div>

Part D

Long Essay

Answer any 2 questions. Each question carries 5 marks.

21. Describe in detail Primary and secondary markets.

22. Explain functions of stock exchanges.

23. What is mean by speculation? Explain types of speculators.

24. Describe in detail the types of transactions in commodity market.

<div align="right">

(2 x 5 =10)

</div>

FIFTH SEMESTER BBA DEGREE PROGRAMME

CORE COURSE 12 (DSEC I)- 5B12BBA

HUMAN RESOURCE DEVELOPMENT

Time: 3 Hours   **Maximum Marks: 40**

Part A

Very short answer

Answer all questions. Each Question Carries One Mark.

1. Define Human Resource Development.

2. What does 'Outsourcing' mean?

3. What is the difference between Coaching and Counselling?

4. What is meant by Career Anchor?

5. State any two objectives of Mentoring.

6. What is Competency Mapping?

(6 x 1 = 6)

Part B

Short Answer

Answer any 6questions. Each question carries 2 marks.

7. What are the salient features of a good coach?

8. Why is HRD Audit carried out? (Give any two points).

9. What do you mean by Emotional Intelligence?

10. What is Job Instruction Training?

11. Define Industrial Relations.

12. What is meant by Career Enrichment?

13. List any two differences between 'Expatriation' and 'Repatriation', in the context of cross-cultural HRM.

14. What are the measures for HRD Assessment?

(6 x 2 =12)

Part C

Essay

Answer any 4 questions. Each question carries 3 marks.

15. State the issues involved in designing effective career development systems.

16. Point out the key differences between HRM and HRD.

17. As an Head of the Human Resource Department, what are the practices most suitable to Indian scenario to have industrial peace?

18. Discuss briefly the salient features of Cross-Cultural Training Programmes.

19. Trace out the factors that affect HRD Climate in an organisation.

20. Give an outline on different approaches towards competency mapping of managers in a service organisation.

(4 x 3 =12)

Part D

Long Essay

Answer any 2 questions. Each question carries 5 marks.

21. Evaluate the different HRD Interventions adopted in modern organisations.

22. Define Career Planning. Enumerate the stages involved in Career Planning.

23. Elaborate the strategic roles and functions of HRD Professionals in an organisation.

24. Emphasize the significance of industrial relations and elaborate the IR problems in the public sector.

(2 x 5 =10)

FIFTH SEMESTER BBA DEGREE PROGRAMME

CORE COURSE 13 (DSEC II) - 5B13BBA

PERFORMANCE AND COMPENSATION MANAGEMENT

Time: 3 Hours   **Maximum Marks: 40**

Part A

Very short answer

Answer all questions. Each Question Carries One Mark.

1. Define Performance Appraisal.

2. What are the objectives of Performance Counselling?

    3. What is the purpose of Performance Feedback Mechanism?

4. What are the bases for Wage Determination?

5. State any two objectives of Mentoring.

6. What is meant by 'Expatriate Pay'?

(6 x 1 = 6)

Part B

Short Answer

Answer any 6questions. Each question carries 2 marks.

7. What is meant by Internal and External Equity?

8. Define High Performance Teams.

9. State any two differences between Compensation and Rewards.

10. What are Fringe Benefits?

11. State the essence of Competency-Based Pay.

12. What is BARS?

13. Write a short note on Appraisal Interview.

14. What is the importance of Balanced Score Card in Performance Management?

(6 x 2 =12)

Part C

Essay

Answer any 4 questions. Each question carries 3 marks.

15. How do you mentor a managee's performance? Explain.

16. List out the factors influencing compensation in modern organisations..

17. Highlight the key differences between Performance Appraisal and Job Evaluation.

18. Discuss the role of Performance Management in promoting Organisational Effectiveness.

19. What are the various aspects to be looked into while designing a compensation system for an organization?

20. Define wage and differentiate fair wages, living wages and real wages.

(4 x 3 =12)

Part D

Long Essay

Answer any 2 questions. Each question carries 5 marks.

21. Evaluate in detail the Modern methods in Performance Management System of employees in the organisation.

22. Define Incentives. Discuss in detail the different incentives employed to boost the employees' performance in the organisations.

23. What are the advantages and disadvantages of compensation approaches such as skill – based pay and competency – based pay? How can you overcome the disadvantages?

24. Describe in detail the different wage fixation methods adopted in modern organisations in India.

(2 x 5 =10)

SIXTH SEMESTER BBA DEGREE PROGRAMME

CORE COURSE 17 (DSEC III) - 6B17BBA

COUNSELLING AND NEGOTIATION SKILLS FOR MANAGERS

Time: 3 Hours   **Maximum Marks: 40**

Part A

Very short answer

Answer all questions. Each Question Carries One Mark.

1. What is Counselling?
2. What are the benefits of Performance Management? (List any two points).
3. Who are the major participants in Counselling process?
4. What are Role Conflicts?
5. Suggest any one strategy to overcome frames in Negotiation.
6. What is the influence of culture on Negotiation?

(6 x 1 = 6)

Part B

Short Answer

Answer any 6questions. Each question carries 2 marks.

7. Mention at least two recent trends in counselling process.
8. Enlist any two best practices in negotiation.
9. Identify any two barriers in the Negotiation process..
10. Write three important conditions of win - lose negotiation.
11. State the differences between Personal Counselling and Group Counselling.
12. Why is counselling considered as an important managerial task? (Give any two points).
13. How does emotions influences negotiations?
14. What is the importance of Balanced Score Card in Performance Management?

(6 x 2 =12)

Part C

Essay

Answer any 4 questions. Each question carries 3 marks.

15. What are the essential elements in Counselling process? Discuss.
16. Explain the principles of Negotiation to boost your bargaining skills in business situations.
17. Highlight the essential qualities for good counsellors.
18. Briefly explain the role of Trade Unions in Negotiation process.
19. Mention the nature and importance of International Business Negotiation.
20. Give an outline on different factors responsible for the emergence and growth of Counselling.

(4 x 3 =12)

Part D

Long Essay

Answer any 2 questions. Each question carries 5 marks.

21. Explain the causes for Inter-personal conflicts. Discuss the different styles of conflict resolution.
22. What are cognitive biases in Negotiation? How does an effective negotiator manage misperceptions and cognitive biases in negotiation? Discuss the techniques.
23. Narrate the procedure and process of Counselling to overcome the occupational hazards.
24. Why is Cross-cultural communication important? Classify the various factors influencing Cross-cultural Negotiation.

(2 x 5 =10)

SIXTH SEMESTER BBA DEGREE PROGRAMME

CORE COURSE 18 (DSEC IV)- 6B18BBA

ORGANISATIONAL CHANGE AND DEVELOPMENT

Time: 3 Hours   **Maximum Marks: 40**

Part A

Very short answer

Answer all questions. Each Question Carries One Mark.

1. Define Organisational Development.
2. List any two factors affecting Organisational Change.
3. What are the goals of an OD Programme?
4. What is Action Research?
5. What do you mean by Creative Destruction?
6. What is 'First Mover Advantage'?

(6 x 1 = 6)

Part B

Short Answer

Answer any 6questions. Each question carries 2 marks.

7. Explain the term, 'Survey Feedback'.
8. What is the relationship between Technology change and Productivity?
9. Mention few difficulties faced by organisations in innovation.
10. Define Creativity.
11. Expand OCTAPACE.
12. Why is participation considered such an effective technique for lessening resistance to change?
13. What is the importance of measuring Organisational Effectiveness?
14. State any two assumptions of Organisational Development.

(6 x 2 =12)

Part C

Essay

Answer any 4 questions. Each question carries 3 marks.

15. Analyze the characteristics of organizational development as a means of managing change in an organization

16. What are the various steps involved in intergroup interventions

17. Highlight the differences between Organisational Development and Management Development.

18. Why is Innovation strategy important in Organisations? Explain.

19. What are the various forces responsible for change in an organization? Discuss.

20. Explain the Force field model of change management.

(4 x 3 =12)

Part D

Long Essay

Answer any 2 questions. Each question carries 5 marks.

21. Explain why do employees resist change? As an HR Manager, what measures would you adopt to minimise such a situation. Give examples.

22. What is OD Intervention? Evaluate the different OD Interventions used in organisations.

23. "Technology changes have thrown open enormous entrepreneurial opportunities in India". Elaborate with examples.

24. Explain the role of OD in enhancing effectiveness and discuss the specific role that an HR Manager has to play in this context.

(2 x 5 =10)

FIFTH SEMESTER BBA DEGREE PROGRAMME
CORE COURSE (DSEC I) : 5B12BBA
CONSUMER BEHAVIOUR

Time: 3 Hrs   **Maximum : 40 Marks**

PART A

Answer all questions. Each question carries 1 mark

1. Define consumer behavior.
2. What are convenience goods?
3. What is diffusion?
4. Define culture.
5. Define motivation.
6. What is loyalty?   (6x1=6)

PART B

Answer any 6 questions. Each question carries 2 marks

7. What is social stratification?
8. What is marketing mix?
9. Who is an initiator in buying process?
10. What is customer satisfaction?
11. What are the characteristics of culture?
12. What is social stratification?
13. Who are brand switchers?
14. What is full nest I?   **(6x2=12)**

PART C

Answer any 4 question. Each Question carries 3 marks

15. What are the different types of purchase decisions?
16. Explain the different consumer relevant groups.
17. Explain the importance of family and family life cycle in consumer buying.
18. List out the types of reference groups with examples.
19. Explain buying decisions involved in business buying process.
20. Explain the impact of social class on consumer decision making.   **(4x3=12)**

PART D

Answer any 2questions. Each question carries 5 marks

21. Describe the process of decision making.
22. Define reference group. What are the different types of reference groups?
23. Explain Howard Sheth model of consumer behavior.
24. Explain the factors influencing consumer buying process.   (5x2=10)

FIFTH SEMESTER BBA DEGREE PROGRAMME

COR COURSE (DSEC II) : 5B13 BBA

ADVERTISING AND BRAND MANAGEMENT

Time: 3 Hrs   **Maximum : 40 Marks**

PART A

Answer all questions. Each question carries 1 mark

1. Define advertising.
2. What is USP?
3. What is publicity?
4. Define Brand.
5. What is media scheduling?
6. What is push strategy?   (6x1=6)

PART B

Answer any 6 questions. Each question carries 2 marks

7. What is competitive parity?
8. What is brand image?
9. What is copy writing?
10. What is brand rejuvenation?
11. What is advertisement reach?
12. What are the functions of brand?
13. What is ethical advertising?
14. What are the qualities of a good brand?   **(6x2=12)**

PART C

Answer any 4 question. Each Question carries 3 marks

15. How to select an advertising agency?
16. Explain the importance of advertising.
17. How is brand personality developed?
18. Explain DAGMAR.
19. Explain the different categories of brand extension.
20. Explain AIDA Model   **(4x3=12)**

PART D

Answer any 2questions. Each question carries 5 marks

21. Describe the process of successful media planning.
22. Define brand positioning. Explain the process of brand positioning.
23. Explain the different types of advertising.
24. Explain the various measurements of brand equity.   (5x2=10)

SIXTH SEMESTER BBA DEGREE PROGRAMME

DISCIPLINE SPECIFIC ELECTIVE III- 6B17BBA

LOGISTICS MANAGEMENT

Time: 3 Hours   Total Marks: 40

Part A

Very short answer

Answer all questions. Each Question Carries One Mark.

1. Define logistics.
2. What is the relevance of returns management?
3. What is mean by customer service management?
4. Write a short note on supply chain management.
5. What is mean by demand management?
6. What is meant by bull whip effect?

(6 x 1 = 6)

Part B

Short Answer

Answer any 6questions. Each question carries 2 marks.

7. What are the aims of logistics management?
8. Who are the participants of supply chain management?
9. State the importance of supply chain planning.
10. What are the aims of warehousing ?
11. Distinguish between logistics and supply chain management.
12. What are the objectives of supply chain management.
13. What are the objectives of supply chain management?
14. Describe briefly the management of manufacturing flow.

(6 x 2 =12)

*E***ssay**

Answer any 4 questions. Each question carries 3 marks.

15. Describe the various elements of logistics management.

16. Whatare the aims of integrated logistics?

17. Discuss briefly the merits of warehousing..

18. What are the components of supply chain management?

19. What are the different factors which give birth to supply chain management?

20. Describe the various participants of supply chain management.

(4 x 3 =12)

Part D

Long Essay

Answer any 2 questions. Each question carries 5 marks.

21. "logistics management i san integral part o f management".comment From the point of view of objectives.

22. Explain the process of supply chain management.

23. What are the principles of operating warehouses?

24. Explain in detail the aims and objectives of logistics management.

(2 x 5 =10)

Time: 3 Hours   Total Marks: 40

Part A

Very short answer

Answer all questions. Each Question Carries One Mark.

1. Define Retailing.
2. What is meant by Retail Marketing Mix?
3. What must be the qualities for a good Retail Sales-force?
4. Write a short note on Predatory Pricing.
5. Mention any two advantages of Online Retailing.
6. What do you mean by Merchandising?

(6 x 1 = 6)

Part B

Short Answer

Answer any 6questions. Each question carries 2 marks.

7. What is Space management?
8. What do you mean by Franchising?
9. State the importance of Retail Store Image.
10. What is meant by Price Bundling?
11. Distinguish between Brand Loyalty and Stores Loyalty.
12. State any two measures to be adopted for maintaining morale of the retail sales-force.
13. What is Retail Inventory?
14. Point out any two differences between organised and unorganised retail formats.

(6 x 2 =12)

Part C

15. Bring out the impact of technology in the functioning of retail enterprises in India.

16. Analyse the implications of Foreign Direct Investment in the Indian Retail Sector.

17. Discuss briefly the factors influencing the choice of Retail locations.

18. Identify the reasons for the emerging popularity of Online- Retailing in India.

19. What are the different types of Pricing in Retailing in India? Give examples.

20. "Customer service is very important for store-based retailers than electronic retailers". Do you agree? Justify.

(4 x 3 =12)

Part D

Long Essay

Answer any 2 questions. Each question carries 5 marks.

21. Describe the factors to be considered to have an effective retail pricing decisions.

22. As a means of communication with customers; how does Advertising differ from Sales Promotion? Trace out the importance of retail promotions in building retail store-image.

23. Discuss in detail the challenges and opportunities of retailing in India.

24. Compare the nature of retail formats employed and their impact on retail penetration of any two FMCG companies.

(2 x 5 =10)

Time: 2 Hours   **Maximum: 20 Marks**

Part A
Answer all questions. Each Question Carries One Mark.

1. Define CRM.
2. How does a Customer differ from a Consumer?
3. Distinguish Analytical CRM and Operational CRM. (Give any two points.)
4. What do you mean by Customer Perception?
5. Who are the stakeholders of CRM?
6. Mention any two applications of e-CRM in Banking Industry.

(6 x 1 = 6)

Part B
Answer any 4questions. Each question carries 2 marks.

7. Who is a Delightful Customer?
8. What is the relationship between Social Networking and CRM?
9. List the elements of CRM.
10. How is the Customer Lifetime Value for a product determined?
11. What does Customer Loyalty mean?
12. What is meant by 'Unique Selling Proposition'?

(4 x 2 =8)

Part C
Answer any 1 question. Each question carries 6 marks.

13. Which are the success factors in CRM? Discuss in detail about the significance of customer relationship management to its stakeholders in hotel industry.
14. "Today modern technologies are used as mediums of e-CRM". In the light of this statement; evaluate the pros and cons of different technologies used by corporates in reaching customers online.

(1 x 6 =6)

FIFTH SEMESTER BBA DEGREE PROGRAMME

GENERIC ELECTIVE COURSE III- 5D02BBA

SERVICE MARKETING

Time: 2 Hours   **Maximum: 20 Marks**

PART A

Answer all question Each question Carries 1 mark

1   Define service marketing

2   What do you mean by service

3   What do you mean by segmentation

4   What is quality gap

5   What is SERVQUAL

6   What is service perishability

                                                              (6x1=6)

PART B

Answer any 4 questions Each question carries 2 marks

7   Difference between Goods and Services

8   What are the different types of services

9   Explain the features of service

10 What do you mean by Targeting of service

11 Explain the reason for growth of service sector in India

12 What is service marketing triangle   (4x2= 8)

PART C

Answer any one question. Question carries 6 marks

13. Discuss in detail the elements of the marketing mix for service marketing

14. What are methods of service delivery and explain gap analysis

(1x6=6)

FIFTH SEMESTER BBA DEGREE PROGRAMME
GENERIC ELECTIVE COURSE III- 5D03BBA
E-COMMERCE

Time: 2 Hours   **Maximum: 20 Marks**

PART A

Answer all question Each question Carries 1 mark

1. What is E –commerce?

2. What is B_2C?

3. What is EFT?

4. What is smart card?

5. What is digital signature?

6 .What is M commerce?   (6x1=6)

PART B

Answer any 4 questions Each question carries 2 marks

7. Difference between a debit card and Credit card

8. Explain the benefit of E – Commerce?

9. Write a short note on IT Act, 2000?

10. Explain the various methods used for managing security issues

11. Who are the persons to use B_2C E - COMMERCE?

12. Briefly explain the business models of E commerce   (4x2= 8)

PART C

Answer any one question. Question carries 6 marks

13. Explain the different types of E- payment system

14. Define E-commerce. What are the challenges and limitations of E commerce   (1x6=6)

FIFTH SEMESTER BBA DEGREE PROGRAMME
GENERIC ELECTIVE COURSE IV- 5D04BBA
EVENT MANAGEMENT

Time: 2 Hours   **Maximum: 20 Marks**

PART A

Answer all question Each question Carries 1 mark

1. Define Event management

2. What is mega event?

3. Describe the elements of Event marketing

4. What is experiential marketing?

5. What do you mean by strategy

6. What is pre - event activities?   (6x1=6)

PART B

Answer any 4 questions Each question carries 2 marks

7. What is Event Management Information System?

8. Explain the arrangement of catering an event

9. What are the criteria for choosing an event?

10. What are the activities in event management?

11. Explain various aims of an event

12. What are the different types of event?   (4x2= 8)

PART C

Answer any one question. Question carries 6 marks

13. Explain the evaluation process of an event

14. What are the various elements of Events?   (1x6=6)

FIFTH SEMESTER BBA DEGREE PROGRAMME
GENERIC ELECTIVE COURSE V- 5D05BBA
DISASTER MANAGEMENT

Time: 2 Hours   **Maximum: 20 Marks**

PART A

Answer all question Each question Carries 1 mark

1) Define the term disaster

2) What is landslide?

3) What is preparedness?

4) What is vulnerability mapping?

5) What is Socio- Economic Vulnerability

6) What is hazard?   (6x1= 6)

PART B

Answer any 4 questions Each question carries 2 marks

7) What are various natural disaster?

8) What are the features of Cyclone?

9) Explain the role of IT in disaster management

10) Explain the classification of risk reduction measures

11) What are the causes of Flood?

12) What are the adverse effect of Cyclone?

                                                     (4x2= 8)

PART C

Answer any one question. Question carries 6 marks

13) Explain briefly about various man-made disaster

14) Explain briefly about various stages in disaster management

(1x6=6)