

  
**KANNUR UNIVERSITY**

(Abstract)

Bachelor of Business Administration(Travel & Tourism Management) (BBA/BBA-TTM) Programme -  
Scheme, Syllabi and Model Question Papers - Core/Complementary/Open Courses under Choice Based  
Credit Semester System-Implemented with effect from 2014 Admission - Orders issued.

ACADEMIC BRANCH

U.O No. Acad/C1/2881/2014

Dated, Civil Station (PO), 3-05-2014

- Read: 1. U.O.No.Acad/C2/2232/2014 dated 14/03/2014  
2. Minutes of the meeting of the Board of Studies in Management Studies (Cd) held on  
24-03-2014  
3. Minutes of the meeting of the Faculties of Commerce and Management Studies held  
on 28-03-2014  
4. Letter dated 7-04-2014 from the Chairman, Board of Studies in Management Studies  
(Cd)

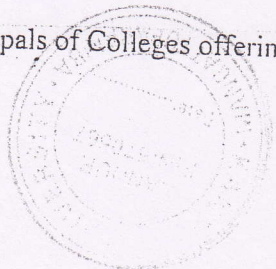
ORDER

1. The Revised Regulations for Choice based Credit Semester System have been implemented in this University with effect from 2014 admission vide paper read (1) above.
2. As per the paper read (2) above, Board of Studies in Management Studies (Cd) finalized the Scheme, Syllabi and Model Question Papers of BBA/BBA-TTM Programmes under Choice Based Credit Semester System with effect from 2014 admission.
3. As per the paper read (3) above the meeting of Faculty of Commerce and Management Studies approved the Scheme, Syllabi and model question papers for BBA/BBA(TTM) w.e.f.2014 admission.
4. As per the paper read (4) above, the Chairman, Board of Studies in Management Studies (Cd) vide paper read (4) above, has forwarded the Scheme, Syllabi and Model Question Papers for BBA/BBA (TTM) Programmes for implementation with effect from 2014 admission.
5. The Vice Chancellor after considering the matter in detail and in exercise of the powers of Academic Council conferred under section 11 (1) of Kannur University Act 1996 and all other enabling provisions read together with has accorded sanction to implement Scheme, Syllabus and Model Question Papers (Core/Complementary/Open Courses) for BBA/BBA(TTM) under Choice Based Credit Semester System with effect from 2014 admission subject to report Academic Council.
6. Orders are, therefore, issued accordingly.
7. The Implemented Scheme, Syllabi and Model Question Papers are appended.

Sd/-  
DEPUTY REGISTRAR (Academic)  
For REGISTRAR

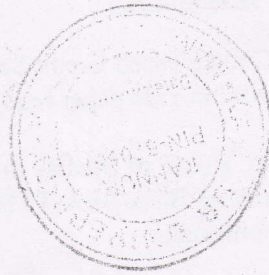
To  
The Principals of Colleges offering BBA/BBA(TTM) Courses.

SB  
5/5/14

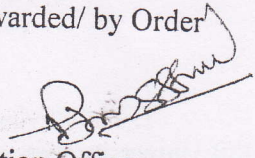


(PTO)

1. The Examination Branch (through PA to CE)
2. PS to VC/PA to /PA to Registrar /
3. Chairman BOS Management Studies (Cd)
4. PA to CE
5. DR/AR I Academic
6. SF/DF/FC.



Forwarded/ by Order

  
Section Officer

**For more details; log on [www.kannur university.ac.in](http://www.kannur university.ac.in)**

## KANNUR UNIVERSITY SCHEME AND SYLLABI OF BACHELOR OF BUSINESS ADMINISTRATION(TTM) UNDER KUCBCSSUG 2014

The Regulation of UG Programme (KUCBCSS UG 2014) is available in the university website. Following are the additional information with regard to BBA(TTM) Programme under Choice Based Credit Semester System to be implemented in the academic session 2014-15.

1. **Title of the programme:** This DEGREE shall be called BACHELOR OF BUSINESS ADMINISTRATION (TTM).
2. **Eligibility for admission:** Admission shall be made from the Candidates who have passed the Plus Two or equivalent examination with 45% for non Commerce subject(not applicable to SC/ST Students)and pass mark for Commerce subjects. A weightage of 25marks be given for each Commerce subject studied by the Candidate in the qualifying examination subject to a maximum of 75 marks.
3. **Duration of the programme:** The duration of the BBA(TTM) programme of study is three academic years with six semesters.
4. **Medium of Instruction:** The medium of instruction and examination shall be English.
5. The total credits of the BBA(TTM) Programme are 120 including Industrial Visits & Project Report and Research Project Report. The programme consists of four credit, three credit, two credit and one credit courses. Total credits given for four types of courses are as follows:

Type of Course		Number	Credits	
1	Common Courses	English	4 courses	14
		Additional Language	2 courses	8
		General	4 courses	16
2	Complementary Courses	5 courses	15	
3	Open Courses	1 course	2	
4	Core Courses	Courses	19 courses	62
		Industrial visit and report	1 course	1
		Placement Training & Project report	1 course	2
Total		37	120	

**Table of Common Courses (English and Additional Language) for BB A(TTM)**

Sl. No	Course Code	Type of course	Course Title	Semester	Hours/Week	Credits	Marks
1	1A01ENG	Common I	English I	I	5	4	
2	1A02 ENG	Common II	English II	I	4	3	
3	1A07---	Common III	Additional Language I	I	5	4	
4	2A03ENG	Common IV	English III	II	5	4	
5	2A04ENG	Common V	English IV	II	4	3	
6	2A08---	Common VI	Additional Language II	II	5	4	

**Table of Common Courses (General Courses) for BB A(TTM) Programme**

Sl. No	Course Code	Type of course	Course Title	Semester	Hours/Week	Credits	Marks
1	3A11 COM/BBA(TTM)	Common XI	IT in Business	III	5	4	E - 20 P - 20 I - 10 T - 50
2	3A12 COM/BBA(TTM)	Common XII	Numerical Skills	III	4	4	E - 40 I - 10 T - 50
3	4A13COM/BBA(TTM)	Common XIII	Entrepreneurship Development & Project Management	IV	5	4	E - 40 I - 10 T - 50
4	4A14COM/BBA(TTM)	Common XIV	Business Ethics & Corporate Social Responsibility	IV	4	4	E - 40 I - 10 T - 50

**E: External P: Practical I : Internal T : Total**

**Table of Complementary Courses for BB A(TTM) Programme**

Sl. No	Course Code	Type of course	Course Title	Semester	Hours/Week	Credits	Marks
1	1C01 BBA(TTM)	Complementary I	Business Statistics	I	5	3	E - 40 I - 10 T - 50
2	1C02 BBA(TTM)	Complementary II	Business Economics	I	3	3	E - 40 I - 10 T - 50
3	2C03 BBA(TTM)	Complementary III	Quantitative Techniques for Business Decisions	II	5	3	E - 40 I - 10 T - 50
4	3C04 BBA(TTM)	Complementary IV	Legal Aspects of Business	III	5	3	E - 40 I - 10 T - 50
5	4C05 BBA(TTM)	Complementary V	Business Research Methods	IV	4	3	E - 40 I - 10 T - 50

**Table of Open Courses for BBA(TTM) Programme**

Sl. No	Course Code	Type of course	Course Title	Semester	Hours/Week	Credits	Marks
1	5D01 BBA(TTM)	Open I	Basic Accounting/Financial System and Services/Disaster Management	V	2	2	E - 40 I - 10 T - 50

**Table of Core Courses for BBA(TTM) Programmes**

Sl. No	Course Code	Type of Course	Course Title	Semester	Hours/Week	Credits	Marks
1	1B01 BBA(TTM)	Core I	Principles & Practice of Management	I	3	3	E - 40 I - 10 T - 50
2	2B02 BBA(TTM)	Core II	Business Environment	II	3	3	E - 40 I - 10 T - 50
3	2B03 BBA(TTM)	Core III	Business Communication	II	3	3	E - 40 I - 10 T - 50
4	3B04 BBA(TTM)	Core IV	Fundamentals of Travel & Tourism	III	5	4	E - 40 I - 10 T - 50
5	3B05 BBA(TTM)	Core V	Operations Management	III	4	3	E - 40 I - 10 T - 50
6	3B06 BBA(TTM)	Core VI	Managerial Skill Development Course (MSDC)	III	2	1	I: 25 T:25
7	4B07 BBA(TTM)	Core VII	Marketing Management	IV	4	3	E - 40 I - 10 T - 50
8	4B08 BBA(TTM)	Core VIII	Cultural Heritage of India	IV	5	3	E - 40 I - 10 T - 50
9	4B09 BBA(TTM)	Core IX	Financial Management	IV	4	3	E - 40 I - 10 T - 50
10	4B10 BBA(TTM)	Core X	Industrial Visit and Report (Study Tour)	IV		1	I: 25 T-25
11	5B11 BBA(TTM)	Core XI	Tourism Management	V	5	4	E - 40 I - 10 T - 50
12	5B12 BBA(TTM)	Core XII	Human Resource Management	V	5	4	E - 40 I - 10 T - 50
13	5B13 BBA(TTM)	Core XIII	Banking Theory, Law & Practice	V	4	3	E - 40 I - 10 T - 50
14	5B14 BBA(TTM)	Core XIV	Organisational Behaviour	V	5	4	E - 40 I - 10 T - 50

15	5B15 BBA(TTM)	Core XV	Travel & Travel Agency Management	V	4	3	E - 40 I - 10 T - 50
16	6B16 BBA(TTM)	Core XVI	Strategic Management	VI	5	4	E - 40 I - 10 T - 50
17	6B17 BBA(TTM)	Core XVII	Hospitality Management	VI	5	4	E - 40 I - 10 T - 50
18	6B18 BBA(TTM)	Core XVIII	International Business	VI	4	3	E - 40 I - 10 T - 50
19	6B19 BBA(TTM)	Core XIX	Event Management	VI	4	3	E - 40 I - 10 T - 50
20	6B20 BBA(TTM)	Core XX	Cargo Operation Management	VI	5	4	E - 40 I - 10 T - 50
21	6B21 BBA(TTM)	Core XXI	Placement Training & Project Report	VI	3	2	E - 40 I - 10 T - 50

**TotalMarksDistribution**

1. Common Paper	200
2. Complementary	250
3. Open Course	50
4. Core Course	1000
5. English	200
6. Additional Languages	100
<b>Total</b>	<b>1800</b>

## STRUCTURE OF BBA(TTM) DEGREE PROGRAMME

### Semester I

Sl. No.	Course Code	Type of course	Course Title	Hours/Week	Hours/ Sem	Credits	Exam Duration
1	1A01ENG	Common I	English I	5	90	4	3
2	1A02 ENG	Common II	English II	4	72	3	3
3	1A07---	Common III	Additional Language I	5	90	4	3
4	1B01 BBA(TTM)	Core I	Principles & Practice of Management	3	54	3	3
5	1C01 BBA(TTM)	Complementary I	Business Statistics	5	90	3	3
5	1C02 BBA(TTM)	Complementary II	Business Economics	3	54	3	3
<b>Total</b>					<b>25</b>	<b>450</b>	

2

### Semester II

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Sl. No	Course Code	Type of course	Course Title	Hours/Week	Hours/ Sem	Credits	Exam Duration
1	2A03ENG	Common IV	English III	5	90	4	3
2	2A04ENG	Common V	English IV	4	72	3	3
3	2A08---	Common VI	Additional Language II	5	90	4	3
4	2B02 BBA(TTM)	Core II	Business Environment	3	54	3	3
5	2B03 BBA(TTM)	Core III	Business Communication	3	54	3	3
6	2C03 BBA(TTM)	Complementary III	Quantitative Techniques for Business Decisions	5	90	3	3
<b>Total</b>					<b>25</b>	<b>450</b>	<b>20</b>

### Semester III

Sl. No	Course Code	Type of course	Course Title	Hours Week	Hours/Sem	Credits	Exam Duration
1	3A11BBA (TTM)	Common XI	IT in Business	Theory 3	54	4	3
				Practical 2			
2	3A12BBA(TT M)	Common XII	Numerical Skills	4	72	4	3
3	3B04 BBA(TTM)	Core IV	Fundamentals of Travel & Tourism	5	90	4	3
4	3B05 BBA(TTM)	Core V	Operations Management	4	72	3	3
5	3B06 BBA(TTM)	Core VI	Managerial skill Development Course (MSDC)	2	36	1	
6	3C04 BBA(TTM)	Complementary IV	Legal Aspects of Business	5	90	3	3
<b>Total</b>					<b>25</b>	<b>450</b>	<b>19</b>

**Semester IV**

Sl. No	Course Code	Type of course	Course Title	Hours/Week	Hours / Sem	Credits	Exam Duration
1	4A13BBA(TTM)	Common XIII	Entrepreneurship Development & Project Management				
2	4A14BBA(TTM)	Common XIV	Business Ethics and CSR	4	72	4	3
3	4B07 BBA(TTM)	Core VII	Marketing Management	4	72	3	3
4	4B08 BBA(TTM)	Core VIII	Cultural Heritage of India	5	90	3	3
5	4B09 BBA(TTM)	Core IX	Financial Management	4	72	3	3
6	4B10 BBA(TTM)	Core X	Industrial Visit & Report (Study Tour)			1	
7	4C05 BBA(TTM)	Complementary V	Business Research Methods	4	72	3	
<b>Total</b>				<b>25</b>	<b>450</b>	<b>21</b>	

**Semester V**

Sl. No	Course Code	Type of course	Course Title	Hours/Week	Hours / Sem	Credits	Exam Duration
1	5B11 BBA(TTM)	Core XI	Tourism Management	5	90	4	3
2	5B12 BBA(TTM)	Core XII	Human Resource Management	5	90	4	3
3	5B13 BBA(TTM)	Core XIII	Banking Theory & Practice	4	72	3	3
4	5B14 BBA(TTM)	Core XIV	Organisational Behaviour	5	90	4	3
5	5B15 BBA(TTM)	Core XV	Travel & Travel Agency Management	4	72	3	3
6	5D01 BBA(TTM)	Open I		2	36	2	2
<b>Total</b>				<b>25</b>	<b>450</b>	<b>20</b>	

**Semester VI**

Sl. No	Course Code	Type of course	Course Title	Hours / Week	Hours / Sem	Credits	Exam Duration
1	6B16 BBA(TTM)	Core XVI	Strategic Management	4	72	4	3
2	6B17 BBA(TTM)	Core XVII	Hospitality Management	5	90	4	3
3	6B18 BBA(TTM)	Core XVIII	International Business	4	72	3	3
4	6B19 BBA(TTM)	Core XIX	Event Management	4	72	3	3
5	6B20 BBA(TTM)	Core XX	Cargo Operations Management	5	90	4	3
6	6B21 BBA(TTM)	Core XXI	Placement Training & Project Report	3	54	2	
<b>Total</b>				<b>25</b>	<b>450</b>	<b>20</b>	



6. **Open Courses:** BBA(TTM) Students shall take one open courses (2Credits) offered by other departments in the V semester.
7. **Managerial Skill Development Course (MSDC):** The course on Management Development is intended for developing the current/latest business knowledge, understanding of the economic situation of the nation and soft skills/employability skills of the BBA(TTM) students. This course shall be handed by a teacher having genuine interest and latest knowledge in current business, economic survey and union budget. The course shall be conducted in such a way that the above knowledge areas will be covered using various methodologies such as presentations, group discussions, assignments quiz competitions etc. that will enhance the soft/employability skills. The maximum marks for the course shall be 25. The evaluation of the course will be done internally on the basis of a written examination for 20 marks and presentations, assignment and attendance for 5 marks.
8. **Industrial Visit & Project Report:** Every student shall prepare and submit a Report based on industrial visits during the IV Semester under the guidance of a faculty member one month before the end of the semester. Evaluation shall be done internally. The maximum marks for the course shall be 25.
9. **Placement Training & Project Report**

During the sixth semester the candidate shall do a research project on a business/management topic.

Maximum four students as 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 should not be attached to any organization.

The candidates together shall prepare and submit a project report to the Department. The report shall be printed and spiral bound with not less than 50 A4 size pages. The project report should be submitted to the Head of the Department on the last working day of the sixth semester.

### **Project work shall have the following stages**

- Project proposal presentation
- Field work and data analysis
- Report writing
- Draft project report presentation
- Final project report submission

The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared if the guide or both asks for one copy.

### **Structure of the report**

Title page

Certificate from guide countersigned by HOD

Acknowledgements

Contents

Chapter I: Introduction (Organization profile, Research problem, objectives of the study, Research methodology etc.)

Chapter II: Review of literature

Chapters III: and IV: Data Analysis ( 2 or 3 chapters)

Chapter V: Summary, Findings and Recommendations.

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

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

### **Evaluation of project report**

The project report shall be subject to internal and external evaluation:

Maximum 50 marks shall be awarded by internal panel of teachers. Out of the internal 50 marks 30 marks shall be given on the basis of the draft report presentation and 20 marks shall be given for the participation and contribution of the student in various stages of research process.

Maximum 50 marks shall be awarded by external examiners. Out of the external 50 marks, 25 marks shall be given for the report and 25 marks shall be given for the performance in viva voce examination.

10. **Requirement for passing the course:** For passing the BBA(TTM) degree program the student shall be required to achieve a minimum of 120 credits of which 38 credits shall be from common courses, 65 credits from core courses, 15 credits from complementary courses and 2 credits from open courses.

## SEMESTER 1

### 1BO1BBA(T) : PRINCIPLES AND PRACTICE OF MANAGEMENT

<b>Objective</b>	1. To understand the principles and practices of General Management. 2. To know the process of business management and its functions and 3. To familiarize the students with current management practices.		
<b>Pedagogy</b>	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
<b>Core course 1</b>	3 credits	3 teaching hours per week	3 Hrs. End Sem. Exam Mark 40

#### Module I:

**Management:** Definition, Nature, Purpose and Scope of Management, Features of Management,- Evolution of Management Thought Contributions made by Taylor, Fayol, Elton Mayo, Maslow- scientific Management and its Principles- Levels of Management

#### Module II:

**Planning: Meaning** – Nature- Types of Plans –Characteristics of Planning – Steps in Planning- Forecasting and Decision Making- components of Planning - Objectives – Strategies – Policies – procedures

#### Module III:

**Organising: Meaning-** Principles of Organizing- Departmentation - Bases of Departmentation- Delegation of Authority- Centralisation and Decentralisation -Line and Staff authority

#### Module IV:

**Staffing: Nature and purpose** – Directing – Meaning – Nature – Characteristics - Principles – Importance – Role of communication and leadership in directing –Supervision.

#### Module V:

**Co-ordination: Meaning-** Need for co-ordination – Approaches to achieve effective co-ordination – Characteristics of co-ordination and Cooperation – Controlling – Need for control – Control process – Methods of control – Characteristics of effective control.

#### References :

1. Essential of Management : Robbins
2. Management : Koontz, H and Wehrick, H.
3. Management: Tasks, Responsibilities and Practices :Drucker, Peter, F
4. Principles of Management : Shyamal Banerjee.

## SEMESTER 1

### 1CO1BBA(T) : BUSINESS STATISTICS

<b>Objective</b>	To familiarize the students with the basic Statistical tools used to summaries and anal yze quantitative information for decision making.		
<b>Pedagogy</b>	Lectures, Assignments, Practical exercises ,Case discussion, Seminars etc.		
<b>Complementary I</b>	3 Credits	5 teaching hours. per week	3 Hrs. End em. Exam : Mark 40

#### Module I:

**Business Statistics – meaning & definition-** functions – limitations – scope –Data – t ypes of data – presentation of statistical data – classification and tabulation, frequency distribution, Diagrammatic and graphic representation –one dimensional diagrams – two dimensional diagram - circular diagram-pie diagram-histogram-frequency curves - ogives.

#### Module II:

**Measures of Central Tendency** – Arithmetic Mean, Geometric Mean, Harmonic mean – Simple & weighted – Median, Mode - Measures of Dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Lorenz curve- Measures of skewness and kurtosis.

#### Module III:

**Correlation & Regression Analysis:** Correlation – concept – Types – Measures – Karl Pearson’s Method- Spearman Rank Method - Scatter Diagram Method. Regression Analysis – concept – Simple Regression – Regression lines – Regression equations – Relation between Correlation and Regression.- Coefficient of Determination.

#### Module IV:

**Time series Analysis** – components – Methods of studying secular trend – Freehand curves - Semi Average Method - Moving Average Method – Method of Least Squares.

#### References :

1. Statistical Methods : S.P. Gupta
2. Business Statistics : N D Vohra
3. Statistics : Dr. B.N.Gupta
4. Mathematical Statistics :S C Gupta& V K Kapoor

## SEMESTER I

### 1CO2BBA(T) : BUSINESS ECONOMICS

<b>Objective</b>	1. To expose students to basic micro economic concepts. 2. To apply economic analysis in the formulation of business policies. 3. To use economic reasoning to problems of business.		
<b>Pedagogy</b>	Lectures, Assignments, Practical exercises, Seminars, etc.		
<b>Complementary II</b>	3 Credits	3 Teaching hrs per week	3 Hrs. End Sem. Exam Mark 40

#### **Module I:**

**Introduction** :Meaning, Nature and Scope of Business Economics - Micro and Macro - Basic Economic Problems - Market forces in solving economic problems - Circular Flow of Income and Expenditure

#### **Module II:**

**Concept of Demand** - Elasticity of Demand and their types. - Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue and their relationship - Concept and Law of Supply- Factors Affecting Supply

#### **Module III:**

**Accounting Costs and Economic Costs** - Short Run Cost Analysis: Fixed, Variable and Total Cost Curves, Average and Marginal Costs - Long Run Cost Analysis: Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves

#### **Module IV:**

**Competition** :Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition Monopoly - Price Determination under Monopoly Monopolistic Competition - Price and Output Determination under Monopolistic Competition

#### **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

## SEMESTER II

### 2BO2 BBA(T) : BUSINESS ENVIRONMENT

<b>Objectives</b>	To give the students an exposure to the dynamics of business environment and enable them to analyse business priorities in the changing environmental conditions.		
<b>Pedagogy</b>	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
<b>Core II</b>	3 Credits	3 Teaching hrs. Per week	3 Hrs. End Sem. Exam : Mark 40

#### **Module I:**

**Business Environment** – concept – components – importance – Indian Business Environment – Need for environmental analysis – Benefits and Limitations

#### **Module II:**

**Social and cultural environment** – Interface between business and culture – social responsibilities of business – Political Environment – Economic roles of government – legal environment – the constitutional environment – rationale and extent of state intervention

#### **Module III:**

**Economical Environment** – nature of economic environment – New Economic Policy 1991 – Privatization – nature – objectives – disinvestment – limitations – Public sector – Objectives – public sector in India.

#### **Module IV:**

**Ecological Environment** – Ecology and business – Industrial pollution – Global Environment – Globalization – MNCs - Problems with MNCs – Global entry strategies – measures to promote globalization – challenges of globalization to Indian Industry – problems.

#### **References :**

1. Business Environment: C B Gupta
2. Business Environment: Francis Cherunilam
3. Business Environment: Dr. P.K Ghosh
4. The International Business Environment: Janet Morrison & Palgrave

## SEMESTER II

### 2B03BBA(T) : BUSINESS COMMUNICATION

<b>Objective</b>	1. To understand the concept, process and importance of communication. 2. To gain knowledge of media of communication. 3. To develop skills of effective communication - both written and oral. 4. To help students to acquaint with application of communication skills in the business world		
<b>Pedagogy</b>	Lectures, Assignments, Practical exercises, Seminars, etc.		
<b>Core III</b>	3 Credits	3 Teaching hrs per week	3 Hrs. End Sem. Exam : Mark 40

#### **Module I:**

Introduction to Business Communication, Characteristics of Effective Organizational Communication, Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7 C's.

#### **Module II:**

Barriers to Communication, Facilitators to Communication, Effective Listening, Perception & Reality, Role of Opinion, Attitudes & Beliefs, , Mal-functions of communication, Business Etiquette,

#### **Module III:**

Forms of Business Communication, Written Communication, Oral Communication, Non verbal Communication, Technology of Business Communication, Peculiarities of Communication in Indian Organizations, Conflict Management.

#### **Module IV:**

Conduct of Meeting- Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing- Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, Organization and techniques of writing.

#### **References:**

1. Organizational Communication: The Effective Management : Phillip, Louis V.
2. Technical Communication: Principles and Practice : Raman, Meenakshi and Sharma, Sangeeta
3. The Management of Public Relations : Ross, Robert D.
4. Principles and Practice of Commercial Correspondence : Stephenson, James



## SEMESTER II

### 2C03BBA(T) : QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

<b>Objective</b>	To familiarize the student with the use of quantitative techniques in managerial decision making, Also the subject aims at developing analytical thinking and logical reasoning for effective decision making.		
<b>Pedagogy</b>	Lectures, Assignments, Practical exercises, case discussion, seminars etc.		
<b>Complementary III</b>	3 credits	5 Teaching hours. per week	3 Hrs. End Sem. Exam Mark 40

#### **Module I:**

**Quantitative Techniques**-Introduction-Meaning and definition-Application of Quantitative Techniques in business-Limitations

#### **Module II:**

**Probability** -Concept of Probability-Meaning and definition-Approaches to probability-Theorems of probability -Addition theorem-Multiplication theorem-Conditional probability-Inverse probability-Bayes' theorem.

#### **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.

#### **Module IV:**

**Statistical Inference** - Testing of hypothesis – Procedure - error in testing - Two tail test and one tail test - Non parametric tests - Chi-Square test. Parametric tests - Z test-test of significance of large samples - Test for two sample means - Small sample mean tests - Student t test - Analysis of variance - F test - one way ANOVA test.

#### **References:**

1. Quantitative Techniques for Management :Levine
2. Quantitative Techniques in Management : Vohra
3. Mathematics for Management : M.Raghavachari
4. Operations Research (Methods & Problems) :Kanthi Swarup, Gupta .R.K. & K. Manmohan
5. Principles of Operation Research :Wanger H.M

**SEMESTER III**  
**3A11BBA(T) : IT in Business**

<b>Objectives</b>	To acquaint with the Information technology infrastructure To understand the concept and application of management information system To understand the scope and key issues involved in managing electronic commerce initiatives To enable the optimum utilization of internet		
<b>Pedagogy</b>	Lectures, Assignments, Practical exercises, Seminars, etc.		
<b>Common Course XI</b>	3 Credits 1 Credit (Pr)	3 Teaching hrs per week 2 Teaching Hours (Pr)	3 Hrs. End Sem. Exam : Mark 40

**Module I:**

**Information Technology Infrastructure** - Computer system – computer processing – storage – Input and output technology – classifying computers – Computer networks – Client server computing – types of software – database management systems – types of data bases – data warehouses and data mining – management requirements for database systems

**Module II:**

**Management Information System** – business perspective on information system – approaches to information systems – Information systems in organizations – six major types of systems – systems from a functional perspective – Organizations and information systems – features of organizations – role of managers in organizations – managers and decision making.

**Module III:**

**Electronic Business** - Internet technology and the digital firm – traditional commerce and e-commerce – Internet business models – e-commerce categories Business to Consumer – Business to Business – Consumer to Consumer - E-commerce payment system – intranet support for e-commerce – security threat to e-commerce - Designing for security - Virus - Security Protection and Recovery - Encryption - Authentication and Trust - Key management - Internet Security Protocols and Standards

**Module IV:**

**Social Informatics** - Knowledge skills for higher education - Internet as a knowledge repository, academic search techniques, creating cyber presence, case study of academic websites, introduction to use of IT in teaching and learning, Social Informatics - e-Governance applications at national and state level.

**Practical**

1. Acquire competence in using office packages such as MS word, MS Excel and MS PowerPoint.
2. Familiarize with popular e-commerce sites
3. Practically use internet for academic purposes

**References:**

Management Information Systems – Managing the digital firm, Pearson Education.:  
Kenneth C Laudon and Jane P Laudon:  
E Commerce 4<sup>th</sup> Annual Edition, Thomson Course Technology : Gary P Schneider  
Technology in Action: Pearson Education

## SEMESTER III

### 3A12 BBA(T) : NUMERICAL SKILLS

<b>Objective</b>	1. To provide a sound working base in numerical methods 2. To increase the student's ability to apply proper mathematical tools to specific business situation 3. To expose the students to the study of numerical skills as a powerful tool in scientific computing		
<b>Pedagogy</b>	Lectures, Assignments, Practical exercises, Case Discussion, Seminars etc.		
<b>Common Course VIII</b>	4 credits	4 Teaching hrs. per week	3 Hrs. End Sem. Exam Mark 40

#### Module I:

**Arithmetic :** Average, mixtures- Ratios and proportions- Computation of interest, Simple Interest, compound interest, effective yield- future value, present value -Amortization, Depreciation, Continuous compounding

#### Module II:

**Algebra:** Real and imaginary number- Rational and Irrational Number- Set Theory and simple application of Venn Diagram- Elements of Co-ordinate system· Matrices, Fundamental ideas about Matrices and their operational rules – Inverse of a Matrix.

#### Module III:

**Theory of equations:** meaning, types of equations - simple linear and simultaneous equations (only two variables) eliminations and substitution method only. Quadratic equation factorization and formula method ( $ax^2+bx+c=0$  form only) Problems on business application.

#### 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 nth term of GP. Insertion of GMs in given GP and also representation of GP - Mathematics of finance simple and compound interest. (Simple problems only).

#### 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 Sciences : Raymond Barnett, Michael Ziegler.

## SEMESTER III

### 3B04 BBA (T) (Core IV) : FUNDAMENTALS OF TRAVEL & TOURISM

<b>Objectives</b>	1.To understand tourism and its evolution 2.To learn the basic concepts of tourism 3.To understand the characteristics and components of tourism industry		
<b>Pedagogy</b>	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
<b>Core Course IV</b>	4 Credits	5 Teaching hrs. Per week	3 Hrs. End Sem. Exam Marks : 40

#### Module I

**Travel through Ages (India and world)** – Ancient, Medieval, Modern, – Religion as a motivator – Early Travelers to India, – Merchant Travelers – Geographical discoveries – Industrial Revolution and development of Travel –Paid Holidays Act - post world war period – Formation of IATA and UNWTO.

#### Module II

**Definition of Travel**, Traveler, Visitor, Tourist, Excursion, Picnic. International Tourism – domestictourism.Components of Tourism – 5As of tourism - Attraction, Accessibility, Accommodation Amenities, Activities. Elements of tourism –Attractions: Manmade & Natural attractions  
**Accessibility:** Modes of tourist transportation. **Accommodation:** Brief history of tourist accommodation, Types of accommodation: Primary- Secondary. **Amenities for tourists, tourist Activities.**

#### Module III

**Basic travel motivators.** Tourism products – features. National and International Tourism Organizations: ITDC, KTDC, TAAI, UNWTO, IATA, UFTAA, PATA.

#### Module IV

**Typology and forms of Tourism:** Mass tourism and Alternate Tourism - Cultural Tourism, Health Tourism (Ayurveda and medical tourism), Ecotourism, Responsible tourism, Farm Tourism, Beach tourism, Adventure tourism, Business tourism (MICE),Sports tourism, Village/Rural Tourism, Cruise tourism, Pilgrimage tourism, space tourism, shopping tourism.

#### Module V

**Tourism as an Industry** - Globalization and Tourism. - Roles of Government and Private sector in tourism development - Career opportunities in Travel Tourism & Hospitality Industry, Basic skills and qualities required for successful Tourism and Hospitality Careers.

#### References:

1. Successful Tourism Management (Vol. 1 & 2) : Pran Seth
2. International Tourism : A.K Bhatia
3. Tourism Management & Marketing. : A.K Bhatia:
4. The Business of Tourism : Christopher.J. Hollway; Longman

## SEMESTER III

### 3B05 BBA(T) (Core V) : OPERATIONS MANAGEMENT

<b>Objectives</b>	The objective is to get the students acquainted with the design aspects of operations and materials management and to develop relevant skill in managing the same.		
<b>Pedagogy</b>	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
<b>Core Course V</b>	3 Credits	4 Teaching hrs per week	3 Hrs. End Sem. Exam Mark 40

#### **Module I:**

**Nature and Scope of Production and operations Management:** its relationship with other Systems in the organization, factors Affecting System and Concept of Production and Operation management. Facility Location, Types of manufacturing Systems and layouts, Layout Planning and Analysis.

#### **Module II:**

**Functions of Production and material management:** Types of production Systems, Productivity Variables, and Productivity Measurement, Production Planning and Control, In Mass Production in Batch production, Job order manufacturing, Production Selection, Product Design, and Development, Process Selection, facility Location, facility Layout, Capacity Design, Determination of Material required.

#### **Module III:**

**Materials Management:** Concepts, Objectives, Functions Purchasing Management - Objectives; Functions; Methods; Procedure Management - Types of Stores; Functions; Coding Methods. Value Analysis Concepts Inventory Management Objectives, Factors, Process, Inventory control techniques- ABC, VED, EOQ, SED, FSN analysis. Maintenance Management - Concepts; Objectives; Functions; Types of Maintenance

#### **Module IV:**

**Quality management:** Introduction; Meaning; Quality characteristics of goods and services; Tools and techniques for quality improvement: check sheet, histogram, scatter diagram, cause and effect diagram, Pareto chart, process diagram, statistical process control chart; Quality assurance; Total quality management (TQM) model; Service quality, concept of Six Sigma and its application. Advanced Manufacturing Technologies: JIT, TOC, Lean/ Green Manufacturing, WCM etc. and safety concepts

#### **References:**

1. Production Management : Aswathappa
2. Production Management: Panneerselvem
3. Essentials of Operations Management: Slack, Pearson

## SEMESTER III

### 3C04 BBA(T): LEGAL ASPECTS OF BUSINESS

<b>Objectives</b>	The purpose of this course is to acquaint students with various laws, forces and regulatory measures governing business operations in India.		
<b>Pedagogy</b>	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
<b>Complementary IV</b>	3 Credits	5 Teaching hrs. Per week	3 Hrs. End Sem. Exam Mark 40

#### **Module I:**

**The Indian Contract Act:** Essentials of a valid contract, void agreements, performance of contracts, breach of contract and its remedies, Quasi-Contracts

#### **Module II:**

**The Sale of Goods Act:** Contract of sale of goods, conditions and warranties, transfer of property, rights of an unpaid seller; the negotiable instruments act: nature and types; negotiation and Assignment; holder-in-due course, dishonour and discharge of a negotiable instrument, arbitration

#### **Module III:**

**Companies Act:** The Companies Act, 1956, Companies Act, 2013 (Amendments) Nature and types of companies; formation; memorandum and articles of association; prospectus, shares and share capital, allotment of shares

#### **Module IV:**

Membership; borrowing powers; management and meetings; accounts and audit; compromise arrangements and reconstruction; prevention of oppression and mismanagement; winding up; Consumer Protection Act and Cyber Law

#### **References:**

1. Business Legislation Management.: Kuchhal, M.C. and Deepa Parkash.
2. Business Law :Kuchhal , M.C.
3. Mercantile Law including Industrial Law: Kapoor, N. D.
4. Business Law : Gulshan, S. S,

**SEMESTER**  
**3BO6BBA(T)(Core VI) : Managerial Skill Development Course (MSDC)**

<b>Objectives</b>	To enable the students to understand various budget proposals and its impact on the business sector To understand the economic scenario of the nation			
<b>Pedagogy</b>	Lectures, Assignments, Group Discussions, Seminars, Presentations etc.			
<b>Core Course VI</b>	1 Credit	2 Teaching hrs per week	Internal Evaluation	Marks 25

**Current Business Scenario**

Various sectors of business – Major companies operating in each sector – top level management of popular companies – news related to the performance of major companies – Various products and services offered by major companies – major brands in each product/ service category – new products/brands being launched – Introduction to stock Market – BSE sensex – NSE nifty – monitoring of changes in indices – other current business news.

**Economic Survey**

Major highlights of the Economic survey – State of the economy – Demographic aspects – Public finance – Price situation – Balance of payment – International trade – Sector wise performance

**Union Budget**

The Economy and the challenges – The plan and budgetary allocation – Investment, Infrastructure and Industry – Financial sector – Other proposals  
 Tax Proposals – Direct Taxes – Indirect taxes – Budget at a glance (Central & State) – Receipts – Expenditure – Central plan outlay – Review of the budget proposals – Impact of tax proposals

**Soft Skills/ Employability skills**

The above knowledge areas shall be handled in such way that it will enhance the soft skills/Employability skills of the students. The pedagogy shall be designed by keeping this objective in mind. It shall be ensured that the employability skills such as Communication, Team work, Self learning, Initiative, Planning, Self management, Ability to use technology etc.

**References:**

1. Business and Economic News Papers
2. Journals, Magazines and Reports in current affairs.

## SEMESTER IV

### 4A13BBA(T) : ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

<b>Objective</b>	This course is intended to acquaint the students with the basic theories of Entrepreneurship and Project management and to motivate them to take up Entrepreneurial Activities.		
<b>Pedagogy</b>	Lectures, Assignments, Practical exercises, Seminars, etc.		
<b>Common XIII</b>	4 Credits	4 Teaching hrs per week	3 Hrs. End Sem. Exam Mark 40

#### Module I:

**Concept of Entrepreneurship-** importance- definition of entrepreneur- characteristics- functions- Distinction between an entrepreneur and a manager- concept of Women entrepreneurship- problems of women entrepreneurs- factors affecting entrepreneurial growth- Rural entrepreneurship- role of entrepreneurs in economic growth- Small scale business- characteristics- objectives- problems- Institutional finance to entrepreneurs, MSME- Features and Problems.

#### Module II:

**Project Management:** Projects - features- classification- legal requirements for establishing a new unit- project identification- sources- screening- project formulation- preparation of report.

#### Module III:

**Technical analysis** - elements- Financial analysis- components- various financing schemes of financial institutions- projected Profit & Loss account, balance sheet and cash flow statement.

#### Module IV:

**Project Appraisal-** techniques- SCBA- L&M- UNIDO approach- **Project report preparation-** contents- **Project management techniques-** PERT, CPM - scheduling- resource allocation- resource smoothing- time and cost overrun- Project review- phases of project review- abandonment analysis.

#### References:

1. Dynamics of Entrepreneurship Development :Vasant Desai.
2. Entrepreneurship: New Venture Creation :David H. Holt
3. Entrepreneurship Development New Venture Creation: Satish Taneja, S.L.Gupta
4. Project Management: K. Nagarajan.
5. Entrepreneurship: Strategies and Resources : Marc J. Dollinger



**SEMESTER IV**  
**4A14BBA(T)-BUSINESS ETHICS AND CSR**

<b>Objective</b>	To give an overview of the ethical aspects of Business and Corporate Social Responsibility		
<b>Pedagogy</b>	Lectures, Assignments, Practical exercises, Seminars, etc.		
<b>Common XIV</b>	4 Credits	4Teaching hrs per week	3 Hrs. End Sem. Exam Mark 40

**Module I:**

**Business Ethics:** An Overview - Nature of Ethics – Relationship between Ethics and Business – The Unitarian view of ethics – The separatist view of Ethics – The Integration view of Ethics – Need for Business Ethics – Importance of Ethics in Business

**Module II:**

**Ethical Issues:** in Business Ethical Issues in Marketing Management- Ethical Issues in Operations Management – Ethical Issues in Human Resource Management – Ethical Issues in Finance – Ethical issues in Accounting and Other functions

**Module III:**

**Corporate Social Responsibility:** Historical Perspective – Internal and External Stakeholders - Share holders – Employees – Management – Consumers – Suppliers – Creditors – Competitors - Community

**Module IV:**

**The Role of Business in Society:** An Overview – The Economic Role – Tasks of Business in Society – Managerial and Political Tasks – The Social Change – Standard and values

**References:**

1. Business Ethics, Crane & Matten
2. Corporate Governance 2/e Mallin
3. The Management and ethics omnibus- Chakraborty
4. Values and Ethics for Organizations, Chakraborty
5. Perspectives in Business Ethics, Hartman, Chatterjee

**SEMESTER IV**  
**4B07 BBA(T) (Core VII) – MARKETING MANAGEMENT**

<b>Objective</b>	To acquaint the students with the Marketing principles and practices, and, to understand the process of Marketing in a business firm		
<b>Pedagogy</b>	Lectures, Assignments, Practical exercises, case discussion, seminars etc.		
<b>Core course VII</b>	3 credits	4 teaching hours. per week	3 Hrs. End Sem. Exam Mark 40

**Module I:**

**Marketing:** nature and scope of Marketing; Marketing concepts- traditional and modern; selling and Marketing; Marketing mix; Marketing environment; service Marketing- characteristics of service. Consumer behavior and Market segmentation: nature, scope and significance of consumer behavior; Market segmentation- concept and importance; bases for Market segmentation.

**Module II:**

**Product:** concept of product; consumer and industrial goods; product planning and development; packaging- role and functions; branding: brand name and trade Marks; product life cycle; after sales service. Price: importance of price in Marketing mix; factors affecting price; discounts and rebates; pricing strategies. Promotion: promotion mix; methods of promotion; advertising; personal selling; selling as a career; functions of a salesman; characteristics of a good salesman; approach and presentation to a customer; objection handling; closing sale and follow up; publicity and public relations. Distribution: physical distribution; channels of distribution-concept and role; types of channels; factors affecting choice of a particular channel; physical distribution of goods; transportation- modes; retail formats - supermarkets, hyper Markets, chain stores, department stores, discount stores, margin free Markets, electronic retailing.

**Module III:**

**Advertising:** functions of advertising; advertising media; different types of media; relative merits and demerits; characteristics of effective advertisement; measuring media effectiveness; media planning and scheduling; Legal and ethical aspects of advertising.

**Module IV:**

**Sales Promotion:** meaning, nature and functions; limitations of sales promotion; sales promotion schemes: sample, coupon, price off, premium plan, consumer contests, sweep stakes, POP displays, demonstration, trade fairs and exhibitions; sales promotion techniques and sales force.

**References:**

1. Marketing Management: Kotler, Philip
2. Basic Marketing Concepts, Decisions and Strategy : Condif E.W. and Still, R.R
3. Fundamentals of Marketing : Stanton W.J. Etzel Michael J and Walter Bruce J
4. Advertising and Promotion Management : Rorsiter Johan R, Percy Larr y:

### 4B08 BBA (T) (Core VIII) Cultural Heritage of India

Objectives	1. To get an overview of the cultural heritage of India. 2. To know about the cultural tourism products of india		
Pedagogy	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Core Course VIII	3 Credits	5 Teaching hrs. Per week	3 Hrs. End Sem. Exam Marks : 40

#### **Module I**

Brief account of Indian history (Indus Valley civilization, Aryans). Ashoka, Maur ya, Guptas, Mughals, British period.

#### **ModuleII**

Indian Culture – Unity in Diversity – Costumes – Cuisine - Religions of India, Indian Architecture (Indus Valley Town Planning, Buddhist Stupas) Temple architecture, Indo- Islamic Architecture.

#### **ModuleIII**

Archaeological sites of tourism significance: Ancient Monuments (Ajantha & Ellora, Mahabalipuram), Medieval Monuments (Khajuraho, Golconda Fort, Qutb Minar, Tajmahal), Palaces – Mysore Palace, Jaivilas Palace- Gwalior) Major pilgrimage centres (Bodh- Gaya, Varanasi, Haridwar, Golden Temple, Velamkanni, Ajmer).

#### **Module IV**

Performing arts - Handicrafts of India – Classical Music - Dances of India: Classical Dances (Bharathanat yam, Kathakali), Dance drama (Yakshagana, Koodi yattam) - Martial Arts (Kalaripayatu), Ritual arts (Theyyam) - Indian Painting (Mughal paintings, Madhubani)

#### **Module V**

Fairs and Festivals of tourism Significance: Religious festivals (Holi, Dusshara/Durga Pooja, Deepavali, Ramzan, Christmas) - Regional festivals (Onam, Pongal) - Music festivals (Thyagaraja Festival, Swati Tirunal, Chembai) - Dance Festivals (Khajuraho) - Temple Festivals (Rathotsavam – Puri, Thrissur Pooram) - Fairs (Kumbh Mela, Pushkar fair).

#### **References:**

1. Books on India : Lonely Planet
2. Tourism Products : Manoj Dixit & Charu Sheela –
3. Indian Tourism Products : Jacob, Robinet
- 4 Tourism in India : Vivek Sharma
5. Tourism Today ,Vol 1,11,111: Ratandeep Singh
6. The Splendour That Was India : K.T. Usha
7. Wonder that was India : AL Basham
8. Wonder that was India – Vol 2 : RA Rizvi

**SEMESTER IV**  
**4B09 BBA(T) (Core IX): FINANCIAL MANAGEMENT**

<b>Objectives</b>	To familiarize the students with the fundamental principles of financial management and to equip them with the tools of effectively managing the finance of an enterprise.		
<b>Pedagogy</b>	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
<b>Core Course IX</b>	3 Credits	4 Teaching hrs. Per week	3 Hrs. End Sem. Exam Mark 40

**Module I:**

**Financial Management:** Meaning, Scope and objectives – profit maximization – wealth maximization.

**Module II:**

**Cost of Capital:** Meaning & importance computation of cost of Debt – Cost of PReferences Capital - cost of Equity - Weighted Average Cost of Capital. Capital Structure – Meaning financial structure –overcapitalization – under capitalisation - factor affecting Capital structure – EBIT – EPS analysis.

**Module III:**

**Management of Working Capital:** Definition and concepts of working capital – factors affecting. Working capital- financial of working capital – Management of cash, receivables and inventor y.

**Module IV:**

**Capital Budgeting:** Meaning - importance - investment project evaluation techniques- Payback period – Average rate of return - Net Present Value Methods - Profitabilit y Index - I R.R.

**References:**

1. Financial Management: M .Y Khan & P.K Jain
2. Financial Management: I. M Pande y
3. Financial Management: R.K. Sharue & Shakhi K. Gupta
4. Financial Management: Prasanna Chandra.
5. Financial Management: Geoffrey Knott

**SEMESTER**  
**4CO5BBA(T) : BUSINESS RESEARCH METHODS**

<b>Objective</b>	To enable students for acquiring basic knowledge in business research methods and to develop basic skills in them to conduct survey researches and case studies.		
<b>Pedagogy</b>	Lectures, Assignments, Practical exercises, Seminars, etc.		
<b>Complementary V</b>	3Credits	4 Teaching hrs per week	3 Hrs. End Sem. Exam Mark 40

**Module I:**

**Business Research:** meaning and definition – features of business research –operational definition – theory – concept – variable – proposition – hypothesis – types of business research – basic and applied, exploratory, descriptive and causal – phases of business research.

**Module II:**

**Exploratory Research :** objectives – methods – experience survey – secondary data analysis – case study – pilot study by focus group interview – process of problem definition – understanding the background of the problem – determination of unit of analysis – determine the relevant variables and state the research questions – hypothesis and research objectives.

**Module III:**

**Meaning of Research Design :** methods of descriptive and causal research – survey – experiments – secondary data studies and observation – sampling design – simple random sampling – restricted random sampling – stratified, cluster and systematic – non random sampling – convenient and judgment sampling.

**Module IV:**

**Measurement and Scaling :** nominal – ordinal – interval and ratio scale – criteria for good measurement – reliability and validity – designing questionnaire – means of survey data collection – personal interview – telephonic, mail and internet.

**Module V:**

**Data Processing :** processing stages – editing – coding and data entry – descriptive analysis under different types of measurements – percentages, frequency table – contingency table – graphs – interpretation. Preparation of research report – format – report writing stages – gathering material and data – make overall format – make detailed outline – write first draft – rewrite – final word processing and publishing.

**References :**

1. Business Research Methods :Donald R. Cooper and Pamela S. Schindler
2. Marketing Research : Naresh K. Malhot
3. Business Research Methods : William G. Zikmund

**SEMESTER V**  
**5B11 BBA (T) (Core XI): Tourism Management**

<b>Objectives</b>	1. To learn the basic concepts of Tourism Management 2. To study marketing of Tourism in detail.		
<b>Pedagogy</b>	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
<b>Core Course XI</b>	4 Credits	5 Teaching hrs. Per week	3 Hrs. End Sem. Exam Marks : 40

**Module I**

**Travel Motivation:** Definition– concept - types. Demand for Tourism - Measurement of tourism, types of tourist statistic – general problems of measurement – methods of measurement – Tourism Satellite Account – Tourism Barometer. Statistical review of spenders and Earners - Kerala, India and Major world destinations.

**Module II**

**Positive and negative Impacts of Tourism:** Economic, Environmental, Social and Cultural. Carrying capacity management of destinations. Seasonality in tourism: types, impacts and management.

**Module III**

**Tourism planning and Development** – Tourism planning process – levels of planning - environmental Dimensions of tourism planning - sustainability – conservation policy– Essential facilities and Services required for Tourism Development. Tourism Development in India – Sargent Committee - tourism Policy of India.

**Module IV**

**Tourism Products** – Definitions – classification of tourism products, characteristics of tourism products, Destination Life Cycle (Butler’s model).

**Module V**

**Tourism Marketing:** Service characteristics of tourism products - Market segmentation for tourism. Tourism marketing strategies - Marketing Mix for tourism and Hospitality (4+3 = 7Ps). Tourism Promotion – Promotion strategies – tourist publicity – publicity materials – internet marketing and direct marketing in tourism.

**References:**

1. Successful tourism Management (Vol. 1 & 2) : Pran Seth
2. Successful Tourism Management (Vol 1 &2) : Seth, P.N.
3. The Tourism System: An Introductory Text : Mill and Morrison
4. Tourism Principles and Practices : Cooper, Fletcher et al,
5. International Tourism : Bhatia, A.K.
6. Tourism: Past, Present and Future: Burkart and Medlik
7. Longman ; The Business of Tourism : Christopher.J. Hollway
8. Tourism Economics : Sipra Mukhopadhyay
- 9.. Tourism Development Revisited : S. Babu, S. Mishra, B.B Parida:

10. [www.unwt.org](http://www.unwt.org)

**SEMESTER V**  
**5B12 BBA(T)(Core XII) : HUMAN RESOURCE MANAGEMENT**

<b>Objective</b>	To give a conceptual understanding of human resource practices in organizations.		
<b>Pedagogy</b>	Lectures, Assignments, Practical exercises, Seminars, etc.		
<b>Core Course XII</b>	4 Credits	5 Teaching hrs per week	3 Hrs. End Sem. Exam Mark 40

**Module I:**

**Introduction to Human Resource Management:** Importance - scope and objectives of HRM. Evolution of the concept of HRM - Approaches to HRM - Personnel management Vs Human Resource Management - HRM and competitive advantage - Traditional Vs Strategic human resource management.

**Module II:**

**Human Resource Planning:** Recruitment and selection – Recruitment source of recruitment methods. Job analysis - process of job analysis-job description- job specification-- methods of job analysis –job evaluation.

**Module III:**

**Placement:** Induction and Internal mobility of human resource. Training of employees - need for training - objectives - approaches – methods - training environment - areas of training - Training evaluation. Performance appraisal - need, importance methods and problems of performance appraisal.

**Module IV:**

**Compensation management and Grievance Redressal:** Compensation planning- objectives- Wage systems- factors influencing wage system. Grievance redressal procedure- discipline- Approaches - punishment-essentials of a good discipline system

**References:**

1. Human Resource Management - Text and Cases : VSP Rao:
2. Human Resource Management : Snell, Bohlander :
3. Personal Management and Human Resources : Venkata Ratnam & Srivasthava
4. A Hand Book of Personnel Management Practice: Dale Yolder:

**SEMESTER V**  
**5B13 BBA(T) (Core XIII): BANKING THEORY LAW AND PRACTICE**

<b>Objectives</b>	To give the students an exposure to the dynamics of banking business environment and enable them to analyse business priorities in the changing banking industry		
<b>Pedagogy</b>	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
<b>Core XIII</b>	3 Credits	4 Teaching hrs. Per week	3 Hrs. End Sem. Exam Mark 40

**Module I:**

**Introduction to banking system:** Functions of Banks, Role of RBI and its Functions, played by them-Salient features of status governed by them- Monetary Policy, Fiscal Policy, Banking Regulation Act, 1949

**Module II:**

**Commercial Banks:** Functions – Accepting Deposits – Lending of Funds – Emerging trends in banking – e banking, mobile banking, ATM cards, debit cards, On line banking, Electronic Fund Transfer, Electronic Clearing System.

**Module III:**

**Opening of an Account:** Types of Deposit Accounts – Types of Customers – Principles of Lending, Types of Borrowings, Customer Grievances and Redressal – Ombudsman.

**Module IV:**

**Negotiable Instruments:** Promissory Notes, Bills of Exchange, Cheque, Draft- Definition, Features, - Crossing – Endorsement – Material Alteration – Paying Banker – rights and duties – statutory Protection – Dishonour of cheques – Role of Collecting banker.

**References:**

1. Banking Law Theory and Practice : Sundaram and Varshney
2. Banking Law Theory and Practice :S N Maheswari
3. Banking Law Theory and Practice : Sherlaker and Sherlaker.



**SEMESTER V**  
**5B14BBA(T) (Core XIV) : ORGANISATIONAL BEHAVIOUR**

<b>Objective</b>	To familiarize the students with the basic concepts of the organizational behaviour and to enhance their understanding of the interaction between the individuals and the organizations.		
<b>Pedagogy</b>	Lectures, Assignments, Practical exercises, Seminars, etc.		
<b>Core Course XIV</b>	4 Credits	5 Teaching hrs per week	3 Hrs. End Sem. Exam Mark 40

**Module I:**

**Organizational Behaviour:** concepts, meaning, nature, scope features of OB.- OB and other disciplines. Individual behaviour—basic psychological process—personality, determinants of personalit y- personality traits

**Module II:**

**Perception:** factors affecting perception-learning, theories of learning—social learning. Motivation —theories of motivation (Maslow’s, Hertzberg, Mc Greger, X and Y theory) financial and non financial motivation.

**Module III:**

**Group :** - concept of group dynamics—features of group—t ypes of group behaviour—formal and informal group behaviour—stages of group development—group moral—group norms—group Cohesiveness..Leaderships- types—theories of leadership (Trait theor y, Michigan studies and Fideler’s contingency model) leadership st yles.

**Module IV:**

**Stress Management:** meaning, t ypes of stress—consequences of work stress—causes of stress. Conflict, types of conflicts, conflict resolution—Organisational development-meaning, need, benefits and limitations of OD—steps in OD. Organizational changes.

**References:**

1. Organisational Behavior : Fred Luthans
2. Managing individual and group behaviour in organization : Danial C. Fieldman and Hugh Arnold
3. The structure of organization : Henry Mintzberg
4. Organization theory and design : Edwin Gerlof

## SEMESTER V

### 6B15 BBA (T) (Core XV): Travel And Travel Agency Management

<b>Objectives</b>	1. To study the role of travel agents and tour operators 2. To learn the practical aspects of travel agency and tour operation business		
<b>Pedagogy</b>	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
<b>Core Course XV</b>	3Credits	4 Teaching hrs. Per week	3 Hrs. End Sem. Exam Marks : 40

#### Module I

**Travel agency & Tour Operation:** Definitions – - Histor y of travel agency and tour operation – Transportation – modes of transportation in tourism - Types of Travel Agencies - Departments & Organization - Functions – Sources of Income -Setting up of a travel agenc y.

#### Module II

**Travel Documentation:** International Travel requirements such as Passport & VISA – types - Procedures for obtaining Passport and Visa - Emigration, Forex, Travel Insurance.

#### Module III

**Passenger Reservation and Ticketing:** Standard procedures for passenger reservation – IATA Taffic conference areas - Three letter codes of major Indian and Asian cities – two letter codes of important carriers operating in India – Types of journeys(OW, CT, RT, OJ, RTW). IROE Procedures forticketing Types of air tickets – Prepaid Ticket advice (P T A) - Reservation tools : G D S .

#### Module IV

**Types of Airlines:** Scheduled & nonscheduled, Domestic & International, Low Cost Carriers - Cabin Crew - In flight services - Types of class - Major Airlines and Airports of India - Airport facilities for passengers - formalities in an Airport.

#### Module V

**Travel agency organizations** – TAAI, IATA, UFTAA, ASTA. Challenges faced b y travel agencies – disintermediation in travel business – Role of IT in travel business – e-ticket – travel websites.

#### References:

- 1.Travel Agency and Tour Operations : Jagmohan Negi
- 2.Tavel Agency and Tour Operations: An Introductory Text: Mohinder Chand
- 3.Dennis L Foster : Introduction to Travel Agency Management :
- 4.Guiding to Starting and Operating Successful Travel Agency: Laurence Stevens
- 5.Manual of Travel Agency Practice : Butterworth Heinemann

**SEMESTER V**  
**OPEN COURSE – OPTION 1**  
**5D01BBA(T) (Open): BASIC ACCOUNTING**

<b>Objectives</b>	To enable the students to acquire knowledge of accounting principles and practice		
<b>Pedagogy</b>	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
<b>Open Course</b>	2 Credits	2 Teaching hrs. Per week	3 Hrs. End Sem. Exam Mark 40

**Module I:**

**Basic Accounting concepts:** Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Debit and Credit – Preparation of Journal and Ledger Accounts problems

**Module II:**

**Subsidiary books :** cash book – types of cash book - problems - purchase book - sales book - sales return - purchase return books – Journal proper

**Module III:**

**Trial balance:** Errors – types of errors - Rectification of errors – problems –

**Module IV:**

**Financial Statements:** Manufacturing, Trading and Profit & Loss Account - Balance sheet – Problems with simple adjustments.

**References:**

1. Double Entry Book Keeping : Grewal, T.S:
2. Advanced Accounting : R.L Gupta
3. Advanced Accounting : Jain & Narang
4. Advanced Accounting : S.N Maheshwary

## SEMESTER V

### OPEN COURSE : OPTION 2

#### 5DO1 BBA(T) (Open) : FINANCIAL SYSTEM AND SERVICES

<b>Objectives</b>	To enable the students to explore the Indian Financial System, its constituents and the services provided by them in the globalised economic scenario.		
<b>Pedagogy</b>	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
<b>Open Course</b>	2 Credits	2 Teaching hrs. Per week	3 Hrs. End Sem. Exam Mark 40

#### Module I:

**Financial System:** Meaning- Indian Financial System-Regulators -RBI-SEBI- IRDA. Financial Intermediaries: Banking Institutions. Non- Banking Institutions - Mutual Funds -Insurance companies -Housing finance Companies-Financial Markets-Capital Markets & Money Markets - Financial Instruments: short-medium-long term

#### Module II:

**Banking Institutions:** Commercial Banks-Branch banking Vs Unit banking - Functions and Services -credit creation – modern trends in commercial banking-ATM- Credit-cards-community services banking. Development banks: IDBI, IFCI, SIDBI, NABARD, NHB, EXIM BANK, ADB, IMF, IBRD

#### Module III:

**Financial Services:** meaning-importance- components-Depository Services- Custodial services- Credit Rating-Factoring- Forfeiting - merchant Banking-Leasing-Hire purchase-Guaranteeing-Portfolio management-Under writing-Venture capital. (Basic Concepts only)

#### References :

1. Indian Financial System : Bharati V .Pathak
2. Merchant Banking and Financial services : Dr .S.Gurusamy
3. Indian Financial system : Dr .S. Gurusamy
4. Indian Financial system : P.N.Varshney D.K.Mittal
5. Financial Services : D.Joseph Anbarasa ,V.K.Boominathan P.Manoharan

**SEMESTER**

**OPEN COURSE – OPTION 3**

**5D01BBA(T) : DISASTER MANAGEMENT**

<b>Objectives</b>	To enable the students to gain awareness and competence and for developing an attitude toward Disaster management.		
<b>Pedagogy</b>	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
<b>Open Course</b>	2 Credits	2 Teaching hrs. Per week	3 Hrs. End Sem. Exam Mark 40

**Module I:**

**Environmental Hazards and Disasters-** Introduction to Disaster management- Environmental Disaster-Approaches to Environmental Disasters.

**Module II:**

**Types of Environmental Hazards and Disasters-** Volcanic eruption- Earthquake Hazards- landslides-cyclones-Hailstorms-Floods-Droughts-Cold Waves-Heat Waves-Man induced Hazard and Disasters.

**Module III:**

**Approaches in Disaster Management-** Pre Disaster stage (Preparedness)-Emergency- Post Disaster stage (Rehabilitation)-Community Based Disaster Management (CBDM).

**Module IV:**

**Natural Disaster Reduction And Management-** Prediction and warning of Hazard and Disasters- Disaster mitigation agencies and Organizations- Contingency Management preparedness-

**References:**

1. Encyclopedia of Disaster Management :Set in 3 volumes. Goel S.L.
2. Disaster:A Psychological Essay : Wolfensterin, M.
3. People in Crisis, understanding and helping, Haff,A..
4. Management of Disaster, Social Work

## SEMESTER

### 6B16 BBA(T)(Core XVI) : STRATEGIC MANAGEMENT

<b>Objective</b>	The course intends to provide a theoretical frame work of strategic management and to develop an understanding about the strategic processes and their impact on a firm		
<b>Pedagogy</b>	Lectures, Assignments, Practical exercises, Seminars, etc.		
<b>Core XVI</b>	4 Credits	4Teaching hrs per week	3 Hrs. End Sem. Exam Mark 40

#### **Module I:**

**Evolution of Business Policy and Strategic Management:** - Nature and meaning of strategy - Strategic planning - Tactical planning - Strategic management process - Benefits and relevance of strategic management - Growing relevance of strategic management in India.

#### **Module II:**

**Strategic formulation:** Mission and Purpose - Environmental appraisal - Environmental scanning - Appraising the environment - Organizational appraisal – Tools used for organizational appraisal

#### **Module III:**

**Classification of strategies** - corporate portfolio analysis - industry, competitor and SWOT analysis

#### **Module IV:**

**Strategy Implementation** - Nature of strategy implementation - project implementation

#### **Module V:**

**Strategy evaluation and control** - strategic control - operational control - technique of strategic evaluation and control.

#### **References:**

1. Business Policy :Strategy formulation and Management Action.: William Glueck
- 2 Business Policy :Azhar Kasmi
3. The new Corporate Strategy : A.J. Ansoff
4. Strategic Management : Pearce and Robinson
5. Competitive Strategy : Michael E. Porter
6. Competitive Advantage: Michael E. Porter
7. Business Policy and Strategic Management : Donal F Harvey
8. Management policy and strategic Management :R.M. Srivastava

## 6B17 BBA (T) (Core XVII): Hospitality Management

<b>Objectives</b>	1. To study the basic concepts of hospitality. 2. To give an introduction to Hotel operations.		
<b>Pedagogy</b>	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
<b>Core Course XVII</b>	4 Credits	5 Teaching hrs. Per week	3 Hrs. End Sem. Exam Marks : 40

### Module I

**Definitions:** Hospitality and Hotel – Evolution of Hotel Industry - Classification of Hotels (based on location, types of clientele, Size, Meal plans): A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels. Emerging trends in Accommodation - Time-share, Condominium, Home Stays, Tree Huts, Houseboats.

### Module II

**Star Categorization of Hotels and resorts :** Facilities in each star category - hotel Industry in India – Major Indian Hotel chains (ITC and Taj) - FHRAI

### Module III

**Brief Account of Hotel Operations:** Front office and back office areas, Public and Private areas - Organizational structure and Functions - Functional Departments of a hotel - Types of hotel rooms. The Guest Cycle, Pre arrival- Arrival- Occupancy- Departure.

### Module IV

**Front Office Management:** Reservation – types (guaranteed and nonguaranteed) – sources of reservation enquiry – Steps of reservation - Reservation form – Booking diary. **Registration:** Registration processes – Registration records – Registration card - Arrival and Departure register – Guest folio - Registration of foreigners.

### Module V

Front Office communication: Handling of mails, messages and telephone. Lobby and Functions - Uniformed service – Staff in the Lobby and their duties. Complaint handling - Qualities required by front office staff.

### References:

1. Fundamentals of Hotel Management and Operations: RK Malhotra
2. Introduction to Tourism and Hotel Industry : Mohammed Zulfiker
3. Front Office procedures : M. L. Ksavana and R. M. Brooks
4. Hotel Front Office Management : Sudhir Andrews
5. Tourism and Hotel Management : Puspinder. S. Gill
6. Hotels for Tourism Development : Jag Mohan Negi
7. Hotel Management: Jagmohan Negi
8. Introduction to Hospitality Management : John R Walker
- 9 The business of Hotels S Medlik & H Ingram

**SEMESTER VI**  
**6B18BBA(T) (Core XVIII) : INTERNATIONAL BUSINESS**

<b>Objective</b>	To enlighten the students on International Business Environment, which includes international Financial management, International Marketing and international Currency and to study the impact of globalization on Indian Industry.		
<b>Pedagogy</b>	Lectures, Assignments, Practical exercises, Seminars, Case studies etc.		
<b>Core XVIII</b>	3 Credits	4 Teaching hrs per week	3 Hrs. End Sem. Exam Mark 40

**Module I:**

**Introduction to International Business :** Globalisation and its growing importance in world economy- Impact of globalisation – International business vs. domestic business- complexities of International business- Modes of entry into international business. International Business Environment-Trends in India’s foreign trade.

**Module II:**

**Theories of international trade:** Commercial policy instruments-tariff and non-tariff measures- Balance of Payment account and its components. International organisations and arrangements ; WTO, IMF, World Bank – Regional Economic co-operations.

**Module III:**

**International Financial Environment:** Foreign exchange Markets and risk management- Foreign investment- types and flows- Financing of foreign trade and payment terms. Organisational structure for international business operations; key issues involved in making international production, finance, Marketing and human resources decisions.

**Module IV:**

**Foreign trade promotion measures and organisations in India;** SEZ and EOUs. International business negotiations- international business and outsourcing- international business and ecological consideration.

**References:**

- 1) International Business : Francis Cherunilam
- 2) International Business Environment : Sundaram and Black
- 3) International Business Environment : Bhalla and Raju
- 4) International Financial Management : P.G. Apte
- 5) International Business : Justin Paul



**SEMESTER VI**  
**6B19 BBA(T) (Core XIX) : EVENT MANAGEMENT**

<b>Objective</b>	1. To enable the students to understand the essentials of planning an event 2. To study the concept and significance of event management 3. To expose students to Practical aspects of organizing events of various forms.		
<b>Pedagogy</b>	Lectures, Assignments, Practical exercises, Seminars, etc.		
<b>Core Course XIX</b>	3 Credits	4 Teaching hrs per week	3 Hrs. End Sem. Exam Mark 40

**Module.I**

**Introduction to Event Management:** concepts – nature – scope – Evolution of professional event management- significance and components of events – starting and managing event business – event co ordination.

**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.

**Module.III**

**Event Production** – Staging an event – choosing the event site – developing the theme – conducting rehearsals – providing services – arranging catering – inter personal skills and public relations – necessity of human resource management and human relationships.

**Module.IV**

**Celebrity Management:** Corporate event management, Experiential Marketing, Event Marketing, Finance Management in events, Statutory requirements for events, Safety and security in event.

**Module V**

**Evaluation of Event Performance:** basic evaluation process – measuring performance – formative evaluation – objective evaluation – summative evaluation – correcting deviations – critical evaluation points. Event management industry: India / international / present – future

**Referencess**

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 seeking

## SEMESTER VI

### 6B20BBA (T) (Core XX): Cargo Operation Management

<b>Objectives</b>	To study the fundamentals of air cargo operation.		
<b>Pedagogy</b>	Lectures, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
<b>Core Course XX</b>	4 Credits	5 Teaching hrs. Per week	3 Hrs. End Sem. Exam Marks : 40

#### Module I

**Introduction to aviation industry:** Origin of civil aviation - History of Civil Aviation in India - Public and Private Sector airlines in India – Open Sky Policy. Role of AAI and DGCA. A brief account of IATA / ICAO- Warsaw - Chicago conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air.

#### Module II

**Cargo (Freight) definition, types - Cargo airlines - Cargo aircrafts (freight aircraft or freighter) – features -Examples of cargo aircraft models – AN 124, Boeing 747, Airbus A 300, Il yushin IL76.**

#### Module III

**Cargo:**History, Definition, classification and types, Weight-Volume-Density, Baggage Regulation - Air cargo service providers: airlines, ground handlers, airports, terminal operators and forwarders.

#### Module IV

**Terminologies related to Air cargo management:** Logistics - ramp handling, apron, baggage - interline baggage, baggage make-up area, dangerous goods, airport cargo area, departure cargo warehouse, arrival cargo warehouse. Quick loading containers (ULD), Air way bill, Break Bulk Agent, end-to-end delivery.

#### Module V

**Cargo needing special attention:** Dangerous goods - Introduction, classification and packaging. Introduction to dangerous goods regulations. Live animal regulations, cargo insurance, some important Cargo companies.

#### References:

1. The Air Cargo Tariff; Rates & Rules books.
2. Live Animal Regulations Guide.
3. DGR Manual.
4. EXIM.
5. IATA Special Mail Manual
6. Global Cargo Management: Concept, Typology Law And Policy: Prem Nath Dhar,

**SEMESTER VI**  
**6B21BBA(T)(Core XXI) : PLACEMENT TRAINING & PROJECT REPORT**

<b>Objectives</b>	To Practically understand Research Process. To gain experience and confidence in carrying out a research To acquire the quality to collect data, analyze and interpret. To gain experience in writing research reports.		
<b>Pedagogy</b>	Literature Review, Group discussion, Consultation with faculty, presentations etc.		
<b>Core course XXI</b>	2 credits	3 teaching hours per week	3 Hrs. End Sem. Exam Mark 40

**Project Report:**

During the sixth semester the candidate shall do a research project in an organization for three weeks based on a relevant business/ management topic.

A maximum of four students as group can take up a topic. The students in consultation and with the consent of the assigned guide may identify a topic and do a study on the topic.

The candidates together shall prepare and submit a project report to the Department. The report shall be printed and spiral bound with not less than 50 A4 size pages. The project report should be submitted to the Head of the Department on the last working day of the sixth semester.

**Project work shall have the following stages**

- Project proposal presentation
- Field work and data analysis
- Report writing
- Draft project report presentation
- Final project report submission

The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of Viva -Voce. More copies may be prepared if necessary.

**Duration of project work**

The duration for project work is 3 weeks.

**Structure of the report**

**Title**

**page**

**Certificate from guide countersigned**

**by HOD Acknowledgments**

**Contents**

**Chapter I: Introduction (Organization profile, Research problem, objectives of the study, Research methodology etc.)**

**Chapter II: Review of Literature**

**Chapters III: and IV: Data Analysis ( 2 or 3 chapters)**

**Chapter V: Summary, Findings and Recommendations.  
Appendix (Questionnaire, specimen copies of forms, other exhibits etc.) Bibliography (books, journal articles etc. used for the project work).**

**Evaluation of project report**

The project report shall be subject to internal and external evaluation:

Maximum 50 Marks shall be awarded by internal panel of teachers on the basis of the draft report presentation and marks will be awarded by external examiners on the basis of performance in viva voce examination.

**I Semester BBA Degree Examination**  
**BBA Complementary Course MODEL**  
**QUESTION PAPER**  
**1C02BBA Business Economics**

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

**Answer the 4 questions . Each question carries 1/2 mark**

1. Marginal costs are most closely related to-----.
2. Opportunity cost is a term which describes -----
3. The pay back period measures-----
4. Demand for electricity is elastic because-----

**Section B**

**Answer any four questions. Each question carries 1 mark**

5. Name four factors determining elasticity of demand.
6. What do you mean by equilibrium price?
7. Distinguish explicit cost and implicit cost
8. What do you mean by demand forecasting?
9. What is meant by price leadership?
10. Explain law of demand?

**Section C**

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

11. Explain the different phases of business cycles
12. What is monopoly? Explain the equilibrium of a firm under monopoly.
13. Explain factors affecting pricing decision.
14. What are the features of demand forecasting
15. Explain the scope of Managerial Economics.
16. State the various exceptions to the law of demand.
17. Explain long run and short run cost
18. Explain the characteristic features of perfect competitive market.

**Section D**

**Answer any two questions. Each question carries 8 marks**

19. Explain briefly the various objectives of pricing policy. What are the factors to be considered while designing pricing policy by firms?
20. State the various measures of controlling inflation.
21. What is demand forecasting? Explain various methods of forecasting demand for
  - 1) Established products, and 2) new products.

**I Semester BBA(CCSS Regular)Degree Examination**  
**BBA Core Course**  
**MODEL QUESTION PAPER**

**1B01BBA Principles and Practice of Management**

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

**Answer the 4 questions . Each question carries 1/2 mark**

1. ----- is the father of scientific management
2. planning premises means-----
3. Controlling is the process of -----
4. Scientific management means-----

**Section B**

**Answer any four questions. Each question carries 1 mark**

5. What are different types of Motivation?
6. What is informal organisation?
7. Explain Line and Staff Conflict.
8. State any one feature of McGregor's Theory X.
9. What do you mean by centralisation.
10. Explain Unity of direction.

**Section C**

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

11. Explain the contribution of Fayol to Management Principles
12. What are the limitations of MBO?
13. Explain the different steps in Planning.
14. Explain the techniques of controlling.
15. State the different styles of Leadership.
16. What are the factors determining the span of management?
17. Explain Line and Staff Organisation.
18. Explain the need for co-ordination.

**Section D**

**Answer any two questions. Each question carries 8 marks**

19. Define Motivation. Explain Maslow's Need Hierarchy Theory of Motivation.
20. Explain the different bases of Departmentation.
21. Explain the different types of Plans.

**I Semester BBA(CCSS Regular)Degree Examination**  
**BBA Complementary**  
**1CO1BBA BUSINESS STATISTICS**

Time: 3 hrs Max Marks:40 Section A

Answer the 4 questions . Each question carries 1/2 mark

1. Define simple correlation
2. What is histogram?
3. Define Skewness.
4. What do you mean by Irregular variation?

**Section B**

Answer any four questions. Each question carries 1 mark

5. Explain coefficient of variation.
6. Define Statistics as data
7. Define Tabulation and Classification
8. State the components of time series analysis.
9. How will you interpret the value of 'r' in correlation analysis?
10. What do you mean by regression coefficient?

**Section C**

Answer any six questions. Each question carries 3 marks

11. The Arithmetic mean of 100 items is 34. At the time of calculation three items 118, 70 and 19 were wrongly taken as 180, 17 and 90 respectively. What is the correct mean?
12. Calculate Mean Deviation from mean  
X: 33 39 58 35 43 60  
F: 8 12 15 9 5 6
13. Find the value of mode graphically  
Size : 10-15 15-20 20-25 25-30 30-35  
F : 5 20 47 38 10
14. Find the missing frequencies from the following data if it is known that the median is 32.27. Total frequency is 100.

Size	Frequency
0-10	15
10-20	20
20-30	10
30-40	x
40-50	13
50-60	10
60-70	y
70-80	6



15. 50 students took up a test. The result of those who passed the test is given below.

Marks:	4	5	6	7	8	9
No. of students:	8	10	9	6	4	3

16. If the average for all students was 5.16 marks, find the average mark of those who failed

17. Plot the following data on a graph paper and ascertain trend by the method semi average:

Year:	2000	2001	2002	2003	2004	2005	2006
Production in tons:	100	120	95	105	108	102	112

18. From a group of 20 items  $\Sigma X = 1452$ ;  $\Sigma X^2 = 144280$  and mode = 63.7. Find Pearson's coefficient of skewness.

#### Section D

Answer any two questions. Each question carries 8 marks

19. Define measure of central tendency. What are important measures of central tendency? Explain each.

20. Fit a straight line trend from the following data by the method of least square. Also find out the value for the year 2009

Year	Production ('000 units)
2001	15
2002	18
2003	20
2004	16
2005	22
2006	27
2007	30

21. The purchasing agents receive samples of envelopes from two suppliers. He had the samples tested in his own laboratory for testing weights with the following results.

Testing weight	Company A	Company B
50-60	3	10
60-70	42	16
70-80	22	36
80-90	3	8
	70	70

Which company's envelope is more reliable ?

**II Semester BBA(CCSS Regular)Degree Examination**  
**BBA Complementary Course**  
**MODEL QUESTION PAPER**  
**2C03BBA Quantitative Techniques for Business Decisions**

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

**Answer the 4 questions . Each question carries 1/2 mark**

1. What is Classical probability refers to-----?
2. What is Type I error?
3. What is standard normal variate?
4. Define Sample point.

**Section B**

**Answer any four questions. Each question carries 1 mark**

5. Define exhaustive events
6. Write down the sample space for three unbiased coins are tossed
7. What are the axioms of probability
8. State multiplication law of probability
9. What is the probability of getting a king or spade when you are drawing a card from a pack of 52 cards?
10. Describe the utilities of poisson probability distribution.

**Section C**

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

11. State and prove addition theorems of probability for non mutually exclusive events
12. Write the characteristics of normal curve
13. What is conditional probability. If  $P(A) = 0.4$ ,  $P(B) = 0.8$ ,  $P(A \text{ intersection } B) = 0.06$ , Find  $P(A/B)$  &  $P(B/A)$
14. 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
15. 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 poisson distribution with mean 1.5. Calculate the proportion of day on which a) neither car is used, b) some demand is refused
16. 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.
17. 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.
18. What do you mean by parametric test and non parametric test?

**Section D**

**Answer any two questions. Each question carries 16 marks**

19. 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.
20. Two groups of 100 people each were taken for testing the use of vaccine. 15 persons contracted the disease out of the inoculated persons, while 25 contracted the disease in the other group. Test the efficiency of the vaccine using chi square value.
21. The percentage of defective parts turned out by the same machine on two consecutive days is 8 and 6. If 500 parts are turned out on each of the two days, would it be justified to claim that the quantity has improved at 1% level of significance?

**II Semester BBA (CCSS Regular) Degree Examination**  
**BBA Core Course**  
**2B02 BBA BUSINESS ENVIRONMENT**

Time: 3 hrs Max Marks: 40 Section A

Answer the 4 questions. Each question carries ½ mark

1. What is business environment
2. What do you mean by internal environment?
3. What is BCG Matrix?
4. What is PLC

**Section B**

Answer any four questions. Each question carries 1 marks

5. Explain customer value
6. Differentiate between customer and consumer
7. What perceptual mapping?
8. What is meant by consumer socialization?
9. What is limited problem solving
10. Explain Mission of business

**Section C**

Answer any six questions. Each question carries 3 marks

11. Explain the concept business environment in detail
12. Explain Business Vision, Mission and Objectives?
13. Explain Customer relationship management
14. Explain the concept stakeholders
15. What is economic environment?
16. Explain external environment of business
17. What is Cultural environment of business?
18. How culture satisfies consumer needs?

**Section D**

Answer any two questions. Each question carries 8 marks

19. What you mean by business environment? Explain components of business environment?
20. Define MNCs. What are the main features of MNCs? Discuss the merits of MNCs?
21. What you mean by SWOT analysis? What are the reasons for SWOT analysis?

**II Semester BBA(CCSS Regular)Degree Examination**  
**BBA Core Course**  
**2B03BBA BUSINESS COMMUNICATION**

Time: 3 hrs Max Marks:40 Section A

Answer the 4 questions . Each question carries 1/2 mark

1. What do we mean by non-verbal communication?
2. What is a memo?
3. What is an interview?
4. What is a notice?

Section B

Answer any four questions. Each question carries 1 mark

5. Define Business Communication.
6. How is a group discussion different from an interview?
7. Distinguish between listening and hearing.
8. What is an extempore?
9. Differentiate between Verb and Adverb?
10. What do Symbols?

Section C

Answer any six questions. Each question carries 3 marks

11. What is importance of communication?
12. What are the cultural barriers to communication?
13. Distinguish between Homonyms, Antonyms and Synonyms?
14. What are the basic parts of speech? Explain.
15. What is model of communication followed in business?
16. Explain the layout of a business letter
17. Explain different forms of written communication.
18. What are the steps involved in report writing?

Section D

Answer any two questions. Each question carries 8 marks

19. What do you mean by communication and what are essential of effective communication?
20. Distinguish between verbal and non verbal communication giving suitable examples?
21. What are the essential rules followed for paragraph writing?

**III Semester BBA(CCSS Regular)Degree Examination**  
**BBA Core Course**  
**3B05 BBA OPERATIONS MANAGEMENT**

Time: 3 hrs Max Marks:40 Section A

Answer the 4 questions . Each question carries 1/2 mark

1. What is motion study?
2. What is elevators?
3. What is plant layout?
4. What is PPC?

**Section B**

Answer any four questions. Each question carries 1 mark

5. Difference between location and site.
6. What is material handling?
7. What is work measurement?
8. What is industrial trucks?
9. What do you mean by selection of site?
10. Explain conveyors.

**Section C**

Answer any six questions. Each question carries 3 marks

11. What are factors affecting location selection?
12. Explain the functions of production and operations management.
13. Explain the principles of plant layout.
14. Describe the elements of production control.
15. What do you mean by work study? Explain its objectives.
16. What is work measurement? Explain work measurement techniques.
17. What is method study? Explain its procedure.
18. What are the symptoms of bad material handling?

**Section D**

Answer any two questions. Each question carries 8 marks

19. State the functions and objectives of material handling.
20. Explain the various types of plant layout.
21. Explain the functions of PPC.

**III Semester BBA(CCSS Regular)Degree Examination**  
**BBA Complementary**  
**3CO4BBA LEGAL ASPECTS OF BUSINESS**

Time: 3 hrs Max Marks:40 Section A

Answer the 4 questions . Each question carries 1/2 mark

1. Who is a promoter?
2. What is an offer?
3. Define consideration?
4. What is a corporate veil? When do courts lift it?

**Section B**

Answer any four questions. Each question carries 1 mark

5. What is a statutory report?
6. What is statement in Lieu of Prospectus?
7. Define the term company
8. What is meant by incorporation?
9. What is underwriting?
10. Define minutes?

**Section C**

Answer any six questions. Each question carries 3 marks

11. State the features of a company.
12. Explain the contents of the Memorandum of Association.
13. What are the functions of Promoters?
14. What are the preliminary steps in incorporation?
15. Effects and consequences of incorporation.
16. Distinguish between a public and a private company.
17. Mention the documents to be filed with the Registrar of Companies at the time of incorporation.
18. State briefly the law relating to competence of parties to a contract.

***Section D***

Answer any two questions. **Each** carries 8 marks.

19. What are the steps in Registration/Incorporation of a company
20. Explain in detail the contents of Memorandum of Association.
21. Explain the essentials of a valid contract

**III Semester BBA (CCSS Regular) Degree Examination**  
**BBA Core Course**  
**3B04 BBA FINANCIAL ACCOUNTING**

Time: 3 hrs Max Marks:40 Section A

Answer the 4 questions. Each question carries ½ mark

1. What do you mean by dual – aspect concept?
2. What is a compound journal entry?
3. What is a manufacturing account?
4. What do you understand by ‘profit and loss’ account?

**Section B**

Answer any four questions. Each question carries 1 marks

5. List 3 differences between financial accounting and management accounting
6. What you mean by financial accounting
7. What are the issues faced in financial accounting
8. What are the features of financial accounting
9. What is share capital
10. Explain the types of financial statements

**Section C**

Answer any six questions. Each question carries 3 marks

11. The following Trial balance has certain errors. Point out the errors and prepare the correct Trial balance.

Particulars	Debit Rs.	Credit Rs.
Capital account	1,00,000	
Furniture		10,000
Deposit with Bank		75,000
Interest received		10,000
Miscellaneous receipts		7,625
Sundry creditors	12,500	
Sundry debtors	35,000	
Cash in hand		3,375
House rent	2,500	
Office expenses		4,250

12. P Ltd. issued a prospectus inviting applications for 1,00,000 equity shares of Rs.10 each, payable as to Rs.2 with application, Rs.3 on allotment and the balance on first and final call. Applications were received for 80,000 shares only. All the applications were accepted in full. The call was also made in due course of time. All moneys were duly received. Journalize all the above mentioned transactions.
13. What is a special purpose subsidiary book? Give a specimen of such a book showing at least five entries
14. Distinguish between Management Accounting and Financial Accounting
15. What are the objectives of Financial accounting?

16. What are the difference between management and accounting? Support your answer with an example?
17. Explain accounting conventions in detail.
18. What is manufacturing account

#### Section D

Answer any two questions. Each question carries 8 marks

19. From the following prepare Trading account, Profit and Loss account and Balance Sheet as on 31<sup>st</sup> December 2009:

Particulars	Debit Balances Rs.	Credit Balances Rs.
Opening Stock	10,000	
Cash and Bank	4,000	25,000
Purchases and sales	70,000	90,000
Returns	3,000	4,000
Debtors and Creditors	30,000	21,000
Buildings	30,000	
Capital		30,000
Furniture and Fittings	7,000	
Bad debts reserve		2,000
Petty cash	200	
Carriage inwards	800	
Salaries	11,000	
Interest charged by bank	500	
Sundry trade expenses	6,000	
Insurance premium paid for the year up to 30.06.2010	1,000	
Telephone charges	500	
Commission		2,000

#### Additional information

- (a) Closing stock Rs.15,000.
  - (b) Building and furniture and fittings are to be depreciated by 10% and 20% respectively.
  - (c) Bad debts Rs.1,000 are to be written off and a reserve of 5% is to be kept on remaining debtors.
  - (d) Commission received in advance Rs.1,000.
20. A company issued 20,000 preference shares of Rs.100 each, payable Rs. 25 per share on application, Rs. 25 per share on allotment and the balance in two calls of Rs 25 each. The company did not make the final call of Rs. 25 per share. All the money was duly received with the exception of the amount due on the first call on 200 shares held by Mr.Roy. The Board of Directors forfeited these shares and subsequently re-issued them, Rs.75 per share paid up, to Mr. Sen for a sum of Rs.14,000. Journalize the above transactions.
21. What are the objectives of Financial Accounting? What the challenges faced by financial accounting of this age?



**III Semester BBA (CCSS Regular) Degree Examination**  
**BBA Common Course**  
**03A 11 BBA IT IN BUSINESS**

Time: 2 hrs Max Marks: 30 Section A

Answer all questions. Each question carries ½ mark

1. Mention any two output devices.
2. What is meant by B2C model?
3. MS Word is an example for \_\_\_\_\_ software.
4. Data organised in a meaningful fashion is called \_ \_\_\_\_\_.

(4 x ½ = 2)

**Section B**

Answer any four questions. Each question carries 1 mark

5. What is data mining?
6. What is a computer network?
7. What is an information system?
8. What is encryption?
9. Write the formula for adding 10 numbers in excel that are given in the cells C5 to C14.
10. List any four methods of e-payment

(4 x 1 = 4)

**Section C**

Answer any four questions. Each question carries 4 marks

11. Describe any two e commerce sites
12. Explain the functions of operating system in a computer
13. Explain the role of IT in business
14. Describe any two state level e-governance initiatives
15. What is the difference between traditional commerce and e-commerce?
16. Describe any four types of computer networks.

(4 x 4 = 16)

**Section D**

Answer any one question. Each question carries 8 marks

17. Explain the major types of information systems prevailing in organizations
18. Describe various e-business models

(1x 8 = 8)

**III Semester BBA(CCSS Regular)Degree Examination**  
**BBA Common Course**  
**3A12 BBA: NUMERICAL SKILLS**

Time: 3 hrs Max Marks:40 Section A

Answer the 4 questions . Each question carries 1/2 marks

1. Find the fourth 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. Define Matrix.

**Section B**

Answer any four questions. Each question carries 1

mark 5. What is meant by depreciation?

6. If  $A = \{1, 2, 3, 4, 5\}$   $B = \{5, 4, 2, -1\}$  Find (i)  $A \cup B$       (ii)  $A \cap B$       (iii)  $A - B$   
(iv)  $B - A$ .

7. Divide the profit Rs 6000 in the ratio 1 : 2 between Reshmi and Kiran.

8. Find the average of first 10 multiples of 7.

9. What principal will yield Rs 60 as simple interest at 6% per annum in 5 years? 10 . If the cost of 7m cloth is Rs 294, find the cost of 5m cloth.

**Section C**

Answer any six questions. Each question carries 3 marks

11. Solve  $5x^2 + 6x + 1 = 0$  using the quadratic formula

12. A bank promises to repay after 7 years double the amount deposited in a certain amount with interest compounded annually. What is the rate of interest allowed?

13. A company studies the product preference of 20,000 consumers. It was found that each of the products A, B C was liked by 7020, 6230 and 5980 respectively and all the products were liked by 1500; products A and B were liked by 2580, products A and C were liked by 1200 and products B and C were liked by 1950. Prove that the study results are not correct

14. Prove that  $\sqrt{2}$  is irrational

15. In a class test , the sum of Shifali's marks 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.

16. From the following two matrix A and B find the  $A + B$ ,  $A - B$  and  $B - A$

$$\begin{bmatrix} 1 & 3 & 1 \\ 1 & 0 & 0 \end{bmatrix}$$

$$\begin{bmatrix} 0 & 0 & 5 \\ 7 & 5 & 0 \end{bmatrix}$$

17. Find the sum of the following A.

P 1, 3, 5, 7..... 199

18. If A:B = 2:3, B:C = 4:5 and C:D = 6:7, then find the value of A:B:C:D

#### Section D

Answer any two questions. Each question carries 8 marks 19. Find the inverse of the matrix

$$\begin{bmatrix} 3 & 5 & 7 \\ 2 & -3 & 1 \\ 1 & 1 & 2 \end{bmatrix}$$

20. Find the number and sum of terms in the following Geometric Progression 6, 12, 24, .....1536.

Also find the 10<sup>th</sup> term of the progression

21. 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?

**IV Semester BBA Degree Examination**  
**BBA- Core Course**  
**4B07BBA: MARKETING MANAGEMENT**

**Time: 3 hrs**

**Max Marks:40**

**Answer all questions. Each question carries 1/2 mark**

1. Define marketing
2. What do you mean by psychological pricing?
3. What do you mean by product positioning?
4. What is hyper market?

**Answer any four questions. Each question carries 1 marks**

5. What is service marketing?
6. What is cognitive dissonance?
7. What is the difference between price penetration and skimming?
8. What do you mean by brand loyalty?
9. What is promotion mix?
10. Write short note on levels of distribution?

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

11. Explain marketing mix.
12. Explain different types of brand.
13. State the purpose of sales promotion and public relation.
14. What do you mean by advertising media? Explain different types of advertising media.
15. Write short note on
  1. Premium pricing
  2. Customary pricing
16. Explain characteristics of a good salesman
17. Explain legal and ethical aspects of advertising
18. Who is a wholesaler? State different types of wholesaler.

**Answer any two questions. Each question carries 8 marks**

19. What is the difference between pricing strategy and pricing policy? Explain different types of pricing strategies.
20. What is product mix? State major product mix strategies. Explain with examples
21. Explain consumer decision making process.

**IV Semester BBA (CCSS Regular) Degree Examination**  
**BBA Complementary Course**  
**4C05 BBA BUSINESS RESEARCH METHODS**

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

**Answer the 4 questions . Each question carries 1/2 mark**

1. Name the research that deals with practical problems.
2. What is the report prepared for a layman ?
3. What are questions with two alternatives referred to as ?
4. Give an example of an attitudinal scale.

**Section B**

**Answer any four questions. Each question carries 1 marks**

5. Define Theory
6. What are nominal scales?
7. What is editing?
8. Define research methodology.
9. What do you mean by sampling?
10. Explain a contingency table.

**Section C**

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

11. Explain the features of Business Research.
12. What is Focus Group interview?
13. What is case study?
14. Briefly explain Exploratory research.
15. What is Observation?
16. Explain Classification of data.
17. What are the important methods of non probability sampling?
18. What are the different types of scales?

**Section D**

**Answer any two questions. Each question carries 8 marks**

19. Explain in detail the phases of business research
20. Explain the stages of Questionnaire preparation.
21. Discuss in detail the various primary and secondary sources of da

**V Semester BBA(CCSS Regular)Degree Examination**  
**BBA Core Course**  
**MODEL QUESTION PAPER**  
**5B12BBA HUMAN RESOURCE MANAGEMENT**

**Time: 3 hrs**

**Max Marks:40**

**Section A**

**Answer the 4 questions. Each question carries 1/2 mark**

1. What are the products of job analysis?
2. State the type of training provided to new employees
3. Name any 2 forms of Workers participation in Management.
4. Mention the different types of interview.

**Section B**

**Answer any four questions. Each question carries 1 mark**

5. What do you mean by job description?
6. Define Grievance.
7. State the meaning of recruitment.
8. Mention any 2 types of minor punishments.
9. What is manpower planning?
10. State any 2 types of training.

**Section C**

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

11. What are the steps in job analysis.
12. Explain internal sources of recruitment.
13. Explain the objectives of induction.
14. Examine the significance of performance appraisal.
15. State the meaning of “Red Hot Stove Rule”
16. How HRM differs from Personnel Management?
17. State the significance of Workers Participation Management
18. Explain the recent trends in HRM

**Section D**

**Answer any two questions. Each question carries 8 marks**

19. What do you mean by Selection? State the process of selection
20. What is HRM? State the functions of HRM.
21. What are the different methods of Performance Appraisal

**V Semester BBA (CCSS Regular) Degree Examination**  
**BBA Core Course**  
**MODEL QUESTION PAPER**  
**5B14BBA ORGANISATIONAL BEHAVIOUR**

**Time: 3 hrs**

**Max Marks: 40**

**Section A**

**Answer the 4 questions . Each question carries 1/2 mark**

1. What do you mean by ego?
2. Define Organisational Behaviour.
3. State the meaning of perception.
4. Explain transformational leadership.

**Section B**

**Answer any four questions. Each question carries 1 marks**

5. What do you mean by group dynamics?
6. Explain Motivation.
7. Explain Halo Effect.
8. What do you mean by intra-group conflict?
9. State the meaning of stress
10. Define Organisational change.

**Section C**

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

11. State the external factors that influence organisational change.
12. What are the different types of motivation?
13. Explain the environmental factors that influence the individual behaviour.
14. "Heredity determines the personality of an individual"-Explain
15. State any three important traits of a leader.
16. State the reasons of group formation.
17. List the main causes of organisational stress.
18. Explain the significance of Organisational Behaviour.

**Section D**

**Answer any two questions. Each question carries 8 marks**

19. Critically examine the psychoanalytical theory of personality.
20. Define Leadership. State the behavioural theories of leadership
21. What do you mean by resistance to change? State the factors of resistance to change

**V Semester BBA(CCSS Regular)Degree Examination**  
**BBA Core Course**  
**5B15 BBA RETAIL MANAGEMENT**

**Time: 3 hrs**

**Max Marks: 40**

**Section A**

**Answer the 4 questions . Each question carries 1/2 mark**

1. From where did the word “retail” originate ?
2. What goods are sold in only selected franchised outlets.
3. What is online pricing?
4. What do you mean by the interior retail stores arrangement of department or grouping of merchandise.

**Section B**

**Answer any four questions. Each question carries 1 marks**

5. Define retailing.
6. What are specialty stores?
7. What is a hyper market?
8. What is labeling?
9. Mention a few types of store based retailing.
10. What is vertical marketing system?

**Section C**

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

11. Explain Retail Promotion mix.
12. What are retail pricing objectives?
13. What are the activities performed by retailers?
14. Briefly explain merchandise forecasting.
15. What is intensive distribution ?
16. Explain the wheel of retailing.
17. What is meant by Trading Area ?
18. What is Retail Life Cycle ?

**Section D**

**Answer any two questions. Each question carries 8 marks**

19. What do you mean by retailing? Explain the various types of retailing.
20. Explain the different types of retail location.
21. Explain the various components of retail promotion strategy.



**VI Semester BBA(CCSS Regular)Degree Examination**  
**BBA Core Course**  
**6B16 BBA STRATEGIC MANAGEMENT**

**Time: 3 hrs**

**Max Marks: 40**

**Section A**

**Answer the 4 questions . Each question carries 1/2 mark**

1. ----- are partnerships between firms in the same industry?
2. ----- is the advantage created through the characteristics of a person's network
3. ----- is the collection of ties between people and the strength of those ties
4. ----- is a declaration of what a firm is and what it stands for.

**Section B**

**Answer any four questions. Each question carries 1 marks**

5. What is a firm's value chain?.
6. What do you mean by Industry analysis?
7. What does 'Threat of entry' signify?
8. Explain the value curve?
9. What do you mean by competition analysis?.
10. What is new-market-creation strategy?

**Section C**

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

11. Explain the five forces model.
12. What are the various types of acquisitions?
13. What is an acquisition premium?
14. What is strategy implementation?.
15. What is intensive distribution ?
16. How does globalization affect organization structure?.
17. What do you mean by competitive advantage?
18. Explain the product life cycle?

**Section D**

**Answer any two questions. Each question carries 8 marks**

19. What are the various methods adopted by companies for going global?.
- 20 Explain the Five forces model with examples.
21. What must organizations do to prepare for an IPO?

**VI Semester BBA(CCSS Regular)Degree Examination**  
**BBA Core Course**  
**6B18 BBA INTERNATIONAL BUSINESS**

**Time: 3 hrs**

**Max Marks: 40**

**Section A**

**Answer the 4 questions . Each question carries 1/2 mark**

1. In the ----- approach, overseas operations are viewed as secondary to domestic operations.
2. ----- is the trade exclusively between two countries
3. WTO came into existence in -----
4. The EU was formed in the year-----.

**Section B**

**Answer any four questions. Each question carries 1 marks**

5. What are bilateral trade agreements?.
6. Define TRIPS.
7. Define tariffs?
8. Expand SAFTA.
9. What do you mean by bill of lading?.
- 10 Define Forex market.

**Section C**

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

11. Explain the nature of International Business.
12. What are the advantages and disadvantage of International trade?
13. State the importance of globalization?
14. What are the basic principles of WTO?.
15. Explain SEZ.
16. How does globalization affect organization structure?.
17. What are the functions and role of WTO?
18. What are the main objectives of FEMA?

**Section D**

**Answer any two questions. Each question carries 8 marks**

19. Discuss the importance and limitations of International Business.
20. Discuss the impact of globalization on the Indian Economy.
21. Discuss the functions and role of WTO.