


KANNUR UNIVERSITY

(Abstract)

Bachelor of Business Management (BBM) Programme -Scheme, Syllabus 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, Syllabus, and Model Question Papers for BBM 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 Syllabus and Model Question Papers for BBM Programme w.e.f.2014 admission.
4. The Chairman, Board of Studies in Management Studies (Cd), vide paper read (4) above has forwarded the Scheme, Syllabus & Model Question Papers for Bachelor of Business Management Programme (BBM) 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 BBM 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, Syllabus and Model Question Papers are appended.

Sd/-
DEPUTY REGISTRAR (Academic)
For REGISTRAR

To -
The Principals of Colleges offering BBM Programme.

(PTO)

5/5/14

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

KANNUR UNIVERSITY

**REGULATION, COURSE OF STUDY, SCHEME &
SYLLABI OF
BACHELOR OF BUSINESS MANAGEMENT
(BBM) PROGRAMME**

**UNDER CBCSS PATTERN
(KUCBCSS UG 2014)**

PROGRAMME REGULATION

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

1. **Title of the programme:** This UNDER GRADUATION DEGREE shall be called **BACHELOR OF BUSINESS MANAGEMENT.**
2. **Eligibility for admission:** Any candidate who has passed the Plus Two of the Higher Secondary Board of Kerala or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Kerala, and have secured at least 45% marks in aggregate. A weightage of 25 marks for each Commerce subjects studied by the candidate at the PlusTwo /equivalent examination.
3. **Duration of the programme:** The duration of the BBM 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 BBM Programme are 120 including Industrial Visits & Report writing and Organizational Training & Project Work. The programme consists of four credit, three credit and two credit courses. Total credits given for four types of courses are as follows:

Table showing Total credit distribution

Sem	Common (Credits)		Common	Core	Complementary	Open	Total
	English	Hindi / Malayalam			BBM		
I	4+3	4	--	4	3	--	18
II	4+3	4	--	4	3	--	18
III	--	--	4+4	4+4+2	4	--	22
IV	--	--	4+4	4+4+4	2	--	22
V	--	--	--	4+4+4+2+4	--	2	20
VI	--	--	--	4+4+4+4+4	--	--	20
Total	14	8	16	68	12	2	120

**Table of Common Courses (English and
Additional Language) for BBM**

Sl. No	Course Code	Type of course	Course Title	Hrs/week	Hrs/sem	Credits	Marks
1	1A01 BBM	Common	English	5	90	4	
2	1A02 BBM	Common	English	4	72	3	
3	1A07 BBM	Common	Additional Language	5	90	4	
4	2A03BBM	Common	English	5	90	4	
5	2A04BBM	Common	English	4	72	3	
6	2A08BBM	Common	Additional Language	5	90	4	

Table of Common Courses (General Courses) for BBM Programmes

Sl. No	Course Code	Type of course	Course Title	Hrs/week	Hrs/sem	Credits	Marks
1	3A11 BBM	Common	Numerical Skills	4	72	4	E – 40 I – 10 T - 50
2	3A12 BBM	Common	Informatics	4	72	4	E – 40 I – 10 T - 50
3	4A13BBM	Common	Entrepreneurship	4	72	4	E – 40 I – 10 T - 50
4	4A14BBM	Common	Disaster Management	4	72	4	E – 40 I – 10 T - 50

E – External I – Internal T- Total

Table of Complementary Courses for BBM Programmes

Sl. No	Course Code	Type of course	Course Title	Hrs/week	Hrs/sem	Credits	Marks
1	1C01BBM	Complementary	Managerial Economics	5	90	3	E – 40 I – 10 T - 50
2	2C02BBM	Complementary	Business Ethics	5	90	3	E – 40 I – 10 T - 50
3	3C03BBM	Complementary	Business Law	4	72	4	E – 40 I – 10 T - 50
4	4C04BBM	Complementary	Quantitative Techniques for Managers	4	72	2	E – 40 I – 10 T - 50

E – External I – Internal T- Total

Table of Core Courses for BBM Programme

Sl. No	Course Code	Type of course	Course Title	Hrs/ Week	Hrs/ Sem	Credits	Marks
1	1B01 BBM	Core	Methodology of Business Studies	6	108	4	E – 40 I – 10 T - 50
2	2B02BBM	Core	Principles & Practices of Management	6	108	4	E – 40 I – 10 T - 50
3	3B03BBM	Core	Financial Accounting	5	90	4	E – 40 I – 10 T - 50
4	3B04BBM	Core	Business Environment	4	72	4	E – 40 I – 10 T - 50
5	3B05BBM	Core	Industrial Visit &Preparation of Report	4	72	2	I – 100 T - 100
6	4B06BBM	Core	Financial Management	5	90	4	E – 40 I – 10 T - 50
7	4B07BBM	Core	Marketing Management	4	72	4	E – 40 I – 10 T - 50

8	4B08BBM	Core	Human Resource Management	4	72	4	E – 40 I – 10 T - 50
9	5B09BBM	Core	Organizational Behaviour	5	90	4	E – 40 I – 10 T - 50
10	5B10BBM	Core	Business Research Methods	4	72	3	E – 40 I – 10 T - 50
11	5B11BBM	Core	Operations Management	5	90	4	E – 40 I – 10 T - 50
12	5B12BBM	Core	Emerging Trends in Management	4	72	3	E – 40 I – 10 T - 50
13	5B13BBM	Core	Cost and Management Accounting	5	90	4	E – 40 I – 10 T - 50
14	6B14BBM	Core	Consumer Behaviour	6	108	4	E – 40 I – 10 T - 50
15	6B15BBM	Core	Sales and Distribution Management	6	90	4	E – 40 I – 10 T - 50
16	6B16BBM	Core	Retail Management	5	90	4	E – 40 I – 10 T - 50
17	6B17BBM	Core	Services Marketing	5	90	4	E – 40 I – 10 T - 50
18	6B18BBM	Core	Organizational Training & Project Work	4	72	4	I – 150 T - 150

E – External I – Internal T- Total

Table of Open Courses for BBM Programmes

Sl. No	Course Code	Type of course	Course Title	Hrs/Week	Hrs/sem	Credits	Marks
1	5D01BBM	Open	E- Commerce	2	36	2	E – 40 I – 10 T - 50

TotalMarksDistribution:

English	:	200
Addl languages	:	100
Common /General Course		200
Complementary		200
Open Course	:	50
Core Course	:	1050
Total	:	1800

BBM COURSE STRUCTURE

Semester I

Sl. No	CourseCode	Type of Corse	Course Title	Hrs.Per Week	Hrs Per Semester	Credit	Duration of Exam.
1	1A01 BBM	Common	English	5	90	4	3
2	1A02 BBM	Common	English	4	72	3	3
3	1A07 BBM	Common	Additional Language	5	90	4	3
4	1B01 BBM	Core	Methodology of Business Studies	6	108	4	3
5	1C01BBM	Complementary	Managerial Economics	5	90	3	3
			Total	25	450	18	

Semester II

Sl. No	Course Code	Type of Corse	Course Title	Hrs/Week	Hrs/ Semeste	Credits	Duration of Exam.
1	2A03BBM	Common	English	5	90	4	3
2	2A04BBM	Common	English	4	72	3	3
3	2A08BBM	Common	Additional Language	5	90	4	3
4	2B02BBM	Core	Principles & Practices Management	6	108	4	3
5	2C02BBM	Complementary	Business Ethics	5	90	3	3
			Total	25	450	18	

Semester III

Sl. No.	Course Code	Type of Course	Course Title	Hrs.Per Week	Hrs Per Semester	Credits	Duration of Exam.
1	3A11 BBM	Common	Numerical Skills	4	72	4	3
2	3A12 BBM	Common	Informatics	4	72	4	3
3	3B03BBM	Core	Financial Accounting	5	90	4	3
4	3B04BBM	Core	Business Environment	4	72	4	3
5	3B05BBM	Core	Industrial Visit & Preparation of Report	4	72	2	Internal Viva & Evaluation
6	3C03 BBM	Complement	Business Law	4	72	4	3
			Total	25	450	22	

Semester IV

Sl. No.	Course Code	Type of Course	Course Title	Hrs.Per Week	Hrs Per Sem	Credits	Duration of Exxamination
1	4A13BBM	Common	Entrepreneurship	4	72	4	3
2	4A14BBM	Common	Disaster Management	4	72	4	3
3	4B06BBM	Core	Financial Management	5	90	4	3
4	4B07BBM	Core	Marketing Management	4	72	4	3
5	4B08BBM	Core	Human Resource Management	4	72	4	3
6	4C04BBM	Complementary	Quantitative Technique Managers	4	72	2	3
			Total	25	450	22	

Semester V

Sl. No.	Course Code	Type of Course	Course Title	Hrs./Week	Hrs./Sem	Credits	Duration of Exam.
1	5B09BBM	Core	Organizational Behaviour	5	90	4	3
2	5B10BBM	Core	Business Research Methods	4	72	3	3
3	5B11BBM	Core	Operations Management	5	90	4	3
4	5B12BBM	Core	Emerging Trends in Management	4	72	3	3
5	5B13BBM	Core	Cost and Management Accounting	5	90	4	3
6	5D01BBM	Open	E- Commerce	2	36	2	2
			Total	25	450	20	

Semester VI

Sl. No.	Course Code	Type of Course	Course Title	Hrs./Week	Hrs /Sem	Credits	Duration of Exam
1	6B14BBM	Core	Consumer Behaviour	6	108	4	3
2	6B15BBM	Core	Sales and Distribution Management	5	90	4	3
3	6B16BBM	Core	Retail Management	5	90	4	3
4	6B17BBM	Core	Services Marketing	5	90	4	3
5	6B18BBM	Core	Organizational Training Work & Project Work		72	4	External viva Evaluation
			Total	25	450	20	

6. **Open Courses:** BBM Students shall take one open courses (2Credits) offered by other departments in the V semester and we also offer open course for the other departments.
7. **Industrial Visit & Project Report:** Every student shall prepare and submit a Written Report based on industrial visits during the III 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 100.
8. **Organizational Training & Project Work**
 During the sixth semester the candidate shall do a project for a business organization. The candidate 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 one month before 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 project shall be done individually.

The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student

Duration of project work:

The duration for project work is 3 weeks

Structure of the Report:

Title page

Certificate from the organization (for having done the project work)

Certificate from guide

Acknowledgements

Contents

Chapter I : Introduction (Objectives, Scope, Data Collection, Duration of the study)

Chapter II: Industry,Company,Product Profile

Chapters III :Review of Literature (Functional Departments)

Chapter IV: Data Analysis & Interpretation, SWOT

Chapter V : Summary, Findings and Recommendations.

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

Bibliography (Details of books, journals etc)

9. Evaluation of Project Report:

Total Marks for the Project Study :150

Internal Evaluation : 50 marks

External Evaluation : 100 marks

The candidate should appear for the Internal viva (25 Marks) and Internal Project Report Evaluation (25 marks))

The candidate should also appear for the External Viva Voce (50 Marks) and External Project Evaluation(50 Marks)

10. **Requirement for passing the course:** For passing the BBM degree program the student shall be required to achieve a minimum of 120 credits of which 38 credits shall be from common courses, 68 credits from core courses, 12 credits from complementary courses and 2 credits from open courses. The passing requirement for a student is as per university rules.
11. **Qualification of teachers appointed for teaching courses in BBM programme:** The courses except languages, offered in BBM Programme are to be taught by the faculty members possessing qualification in Management Studies only.

KANNUR UNIVERSITY

BBM COURSE STRUCTURE Semester I

Sl. No	Course Code	Type of Corse	Course Title	Hrs.Per	Week Per Semester	Credits	Duration ofExam.
1	1A01 BBM	Common	English	5	90	4	3
2	1A02 BBM	Common	English	4	72	3	3
3	1A07 BBM	Common	Additional Language	5	90	4	3
4	1B01 BBM	Core	Methodology of Business Studies	6	108	4	3
5	1C01BBM	Complementary	Managerial Economics	5	90	3	3
			Total	25	450	18	

Semester II

Sl. No.	Course Code	Type of Course	Course Title	Hrs/week	Hrs /Sem	Credits	Duration of Exam
1	2A03BBM	Common	English	5	90	4	3
2	2A04BBM	Common	English	4	72	3	3
3	2A08BBM	Common	Additional Language	5	90	4	3
4	2B02BBM	Core	Principles & Practices of Management	6	108	4	3
5	2C02BBM	Complementary	Business Ethics	5	90	3	3
			Total	25	450	18	

Semester III

Sl. No.	Course Code	Type of Course	Course Title	Hrs.Per Week	Hrs Per Sem	Credits	Duration of Exam
1	3A11BBM	Common	Numerical Skills	4	72	4	3
2	3A12BBM	Common	Informatics	4	72	4	3
3	3B03BBM	Core	Financial Accounting	5	90	4	3
4	3B04BBM	Core	Business Environment	4	72	4	3
5	3B05BBM	Core	Industrial Visit & Preparation of Report	4	72	2	Internal Viva & Project Evaluation
6	3C03BBM	Complementary	Business Law	4	72	4	3
			Total	25	450	22	

Semester IV

Sl. No.	Course Code	Type of Course	Course Title	Hrs.Per Week	Hrs Per Sem	Credits	Duration of Exam
1	4A13BBM	Common	Entrepreneurship	4	72	4	3
2	4A14BBM	Common	Disaster Management	4	72	4	3
3	4B06BBM	Core	Financial Management	5	90	4	3
4	4B07BBM	Core	Marketing Management	4	72	4	3
5	4B08BBM	Core	Human Resource Management	4	72	4	3
6	4C04BBM	Complementary	Quantitative Techniques For Managers	4	72	2	3
			Total	25	450	22	

Semester V

Sl. No.	Course Code	Type of Course	Course Title	Hrs.Per Week	Hrs Per Semester	Credits	Duration of Exam.
1	5B09BBM	Core	Organizational Behaviour	5	90	4	3
2	5B10BBM	Core	Business Research Methods	4	72	3	3
3	5B11BBM	Core	Operations Management	5	90	4	3
4	5B12BBM	Core	Emerging Trends in Management		72	3	3
5	5B13BBM	Core	Cost & Management Accounting	5	90	4	3
6	5D01BBM	Open	E- Commerce	2	36	2	2
			Total	25	450	20	

Semester VI

Sl. No.	Course Code	Type of Course	Course Title	Hrs./week	HRs / em	Credits	Duration of Exam.
1	6B14BBM	Core	Consumer Behaviour	6	108	4	3
2	6B15BBM	Core	Sales and Distribution Management	5	90	4	3
3	6B16BBM	Core	Retail Management	5	90	4	3
4	6B17BBM	Core	Services Marketing	5	90	4	3
5	6B18BBM	Core	Organizational Training & Project Work	4	72	4	External viva & Project
			Total	25	450	20	

SEMESTER-I

1B01BBM : METHODOLOGY OF BUSINESS STUDIES

Objective	To understand business and its role in society, to understand entrepreneurship and its heuristics, to comprehend the business environment and to enable the student to undertake business activities		
Pedagogy	Lecturers ,Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Core course	4 credits	6 teaching hours. per week	3 Hrs. End Sem. Exam Marks 40

Unit-I

Functioning of economic systems: Division of labour, innovation, flow of goods and services and accumulation of wealth under different economic systems- capitalism, socialism, communism, mixed economies, planned economies etc; different forms of business organizations – individual and organized business – family and corporate entities- business for profit, business not for profit and business for non profit Business entities- individuals, cooperatives, trusts, partnership, undivided families ,joint stock companies – private, public and joint ventures- primary sector, secondary sector and tertiary sector

Unit-II

Role of business in economic development: Different stake holders of business firms- owners , managers, employees and others. Goals of business – share holder value maximization and its alternatives; goals of public sector, cooperatives and non profit enterprises. Government regulations on business.

Unit- III

Establishing a business – Entrepreneurship – individual and group entrepreneurs. Mobilization of financial resources for business – individual savings- factors affecting savings - loans and advances - sources of funds- short term and long term funds – lending institutions for business funds – banks and non banking financial institutions- returns on investment- factors of production and rewards to factors of production like payment of wages,rent,interest and profits- payment to government – taxes- direct and indirect taxes- stock exchanges and their role

Unit –IV

Learning business information: use of reading techniques – listening to Lecturers -note taking – individual and team presentations- field studies – Case studies project reports. Posing problems for investigation, data location, primary and secondary sources, use of cross tabulation,tabular presentation, diagrammatic representation of data, deducting inferences, reporting results and suggesting executive action

References:

1. Business and society Management,public policy,Ethics : International student edition- Keith Davis & William C Frederick
2. Management Tasks,Responsibilities,Practices : Peter F Drucker
3. The Practices of Management : Peter F Drucker

SEMESTER-I

1C01BBM : MANAGERIAL ECONOMICS

Objective	To familiarize the students with the basic concepts of economics and to orient them to the application of various tools & techniques of Economics in managerial decision-making		
Pedagogy	Lecturers , Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Complimentary Course	3 credits	5 teaching hours. per week	3 Hrs.End Sem.Exam Marks 40

Unit I:

Introduction to Managerial Economics: Scope of Managerial Economics and other disciplines- Basic economic concepts in decision-making- Distinction between Micro and Macroeconomics.

Unit II:

Demand analysis: Types, determinants, elasticity-demand function-Demand forecasting.

Unit III:

Cost Analysis: Concept of cost and its types-cost output relationship in short and long period-supply curve- Iso-quant curves -Indifferences curves. Pricing analysis: Market structures- price determination under different market situations- price discrimination- selling costs -product differentiation - Various pricing methods, break even analysis

Unit IV:

National Income Analysis: Techniques of social accounting-Theories of income, output and employment .

References:

1. Modern Economic Theory :K.K. Dewett
2. Managerial Economics: Theory and Applications : D.M. Mithani
3. Modern Micro Economics : A. Koutyiannis
4. Managerial Economics : L.Varshney and K.L.Maheshwari
5. Managerial Economics : M.Adhikary
6. Managerial Economics : Dr.K.C.Sankara Narayanan & Dr.Jose.T, Payyappilly
7. Managerial Economics: Agarwal

SEMESTER-II

2B02BBM : PRINCIPLES AND PRACTICES OF MANAGEMENT

Objective	To understand about the principles and practices of general management, to know the process of business management and its functions and to familiarize the students with current management practices		
Pedagogy	Lecturers, Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Core course	4 credits	6 teaching hours. per week	3 Hrs. End sem. Exam Marks 40

Unit - 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

Unit - II

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

Unit - III

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

Unit – IV

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

Unit - 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: Koontz and O. Donnel
2. Management : Koontz, H and Wehrick, H
3. Management: Tasks, Responsibilities and Practices: Drucker, Peter, F
4. Principles of Management : Shyamal Banerjee
5. Fundamentals Business Organisation & Management : Y.K. Bhushan
6. Business Management: Dingar Pagare
7. Principles of Business Management: Sherlakar & Sherlakar
8. Principles of Management : L.N. Prasad
9. Fundamentals of Management: Robbins
10. Bhattacharya : Principles of Management

SEMESTER-II

2C02BBM : BUSINESS ETHICS

Objective	To give an overview of the ethical aspects of Business and Corporate Social Responsibility					
Pedagogy	Lecturers , Assignments, Practical Exercises, Seminars, etc.					
Complementary	3 Credits	5Teaching hrs per week	3Hrs Exam	End	Sem.	Marks 40

Unit-I

Business Ethics Ethic – 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

Unit-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

Unit-III

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

Unit-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. Its only Business, Mitra
5. Values and Ethics for Organizations, Chakraborty
6. Perspectives in Business Ethics, Hartman, Chatterjee

**SEMESTER-
III**

3A11 BBM : NUMERICAL SKILLS

Objective	1. to provide a sound working base in numerical methods, 2. to increase the student's ability to apply proper mathematical tools for specific business situations. 3. to expose the students to the study of numerical skills as powerful tool in scientific computing:		
Pedagogy	Lecturers , Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Common Course	4 credits	4 Teaching hours. per week	3 Hrs.End Sem.Exam Marks 40

Unit I

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

Unit 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

Unit 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.

Unit IV

Progression: Arithmetic progressions finding the 'n'th term of an AP and also sum to n terms of AP.Insertion of Arithmetic means in given terms of AP and representation of AP. Geometric progression. Finding the n th term of GP. Insertion of GMs in given GP and also representation of GP - Mathematics of finance simple and compound interest. (Simple problems only.

References :

1. Applied Numerical Analysis : Gerald
2. Introduction to Numerical Analysis : Froberg C E
3. Numerical Methods: P.K Kandasamy, K.Thilakavathi, Gunavathi
4. Essentials of college Mathematics for Business, Economics, life Sciences and Social Sciences: Raymond Barnett, Michael Ziegler
5. Business Mathematics : Sancheti and VK Kapoor
6. Mathematics for Management: M.Raghavachari

SEMESTER-III

3A12 BBM : INFORMATICS

Objective	To update and expand basic informatics skills and attitudes relevant to the emerging knowledge society and also to equip the students to effectively utilize the digital knowledge resources for their chosen courses of study.		
Pedagogy	Lecturers , Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Common Course	4 credits	4 Teaching hours. per week	3 Hrs.End sem.Exam Marks 40

Unit I

Overview of information Technology. Features of Modern Personal Computer and Peripherals – Computer Networks – Types of Networks – Components of Networks – Topology – Internet – Uses of Internet. Introduction to Software – License – guarantee – warrantee – overview of operating Systems and Major application softwares.

Unit II

Knowledge Skills for Higher Education: Data, Information and Knowledge – Knowledge Management- Internet as a knowledge responsibility - Academic search techniques – Case study of academic websites- Basic Concepts of IPR . Copy rights and Patents. Introduction to use of IT in teaching and learning. Case study of educational softwares – Academic Service – INFLIBNET- NICENET – BRNET.

Unit III

Social Informatics: IT & Society – Issues and Concerns – Digital divide – force software Movement – IT and Industry – New opportunities and threats – Cyber ethics – Cyber crimes – Security – Privacy Issues -Cyber Laws – Cyber addictions- Information over Load – Health Issues – Guide lines for Proper Usage of computers and internet. E Waste Unicode – IT and Regional Language.

Unit IV

Programmes for Office Management: Knowledge about common software Packages for word Processing – MS word – window concepts – Menus, tiles, Edit, View, tools, tables, Mail Merge. MS Excel – Spread sheet – operators - Arithmetic – Relation Functions – Formulae – Payroll Preparation.

References:

1. Introduction to Information Technology: V. Rajaraman
2. Computer Today, Leon : Alexis Leon & Mathews Leon
3. Tally 6.3 : A.K.Nandani & K.K Nandani :
4. Computer Fundamentals : V.K.Jain :
5. Management of Information Technology: Vijay Kumar Khurana

SEMESTER III

3B03 BBM: FINANCIAL ACCOUNTING

Objectives	The objective of this course is to provide knowledge about the basic financial accounting procedures and practices with the help of Practical problem in different business situations.			
Pedagogy	Lecturers , Assignments, , Practical Excercises, Case Discussion, Seminars etc.			
Core Course	4 Credits	5 Teaching hrs.Per week	3 Hrs. End Sem. Exam	Marks 40

Unit I

Meaning and principles of double entry system of accounting : rules of double entry book keeping – recording of business transactions.

Unit II

Subsidiary books : Purchase, Sales and returns books. Cashbook – single column – double column – triple column – petty cash book. Preparation of bank reconciliation statement.

Unit III

Ledger accounts : balancing of ledger accounts – Trial balance – types of errors – rectification of errors – Capital and revenue items – deferred revenue items.

Unit IV

Depreciation : Reserves and Provisions. Need for Depreciation- Methods of charging depreciation (Straight line, Diminishing balance, and Annuity and Fund method. . Meaning of reserves and provisions and the differences

Unit V

Preparation of final accounts : manufacturing account, trading account – profit and loss account – balance sheet – adjustments.

Unit VI

Bills of exchange: discounting, dishonor and noting of bills. – Accommodation of bills Partnership accounts – Principles of partnership – appropriations and capital account – admission – retirement – death – dissolution.

References:

1. Fundamentals of Accountancy : R.L.Gupta.
2. Double Entry Book Keeping : T.S.Grewal
3. Accountancy Part I & II : S.N. Maheswari & S.K. Maheswari
4. Financial Accounting : Dr. S.N. Maheswari
5. Advanced Accounts : Shukla, M.C., T.S. Grewal and S.C.Gupta
6. Fundamentals of Accounting : Tulsain
7. Advanced Accounting Vol. I: Ashok Sehgal & Deepak Sehgal

SEMESTER-III

3B04 BBM : BUSINESS ENVIRONMENT

Objective	To impart basic knowledge of the concepts and tools of economic analysis as relevant for managerial decision making and to provide an understanding of the aggregate economic system within which a firm operates		
Pedagogy	Lecturers , Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Core Course	4 credits	4 teaching hours. per week	3 Hrs. End Sem. Exam Marks 40

Unit I

An Overview of Business Environment: Type of Environment-internal environment, external environment micro and macro environment. Competitive structure of industries, environmental analysis, Environment and strategic management. Process and limitations of environmental analysis.

Unit II

Economic Environment: Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, nature and structure of the economy. Economic policies-industrial policy (1991. , FEMA, Monetary and fiscal policies.

Unit III

Socio-Cultural Environment: Nature and impact of culture on business, culture and globalization, social responsibilities of business. Business and society, social audit, business ethics and corporate governance. Political Environment: Functions of state, government and legal environment.

Unit IV

Natural and Technological Environment: Innovation, technological leadership and followership, impact of technology on globalization, transfer of technology, status of technology in India, management of technology, features and impact of technology. Demographic environment

References:

1. The Indian Economy Environment and Policy : Dhingra C.
2. Business Environment - Text and Cases : Cherunilam Francis
3. Essentials of Business Environment : Aswathappa, K.
4. Perspective in Economics: C.A.Rangarajan.

SEMESTER-III

3B05 BBM : INDUSTRIAL VISIT & REPORT WRITING

Objective	1. to understand about different types of organizational structures and about the various functional areas in an organization 2. to expose the students to work environment existing in an industrial concern and to help them to understand about the general workplace behaviour 3. to have awareness as to how the theoretical aspects learned in the class rooms are applied in real industrial situations. 4. to gain experience in writing reports about industrial visits		
Pedagogy	Lecturers ,Assignments, practical Exercises, Case Discussion, Seminars etc.		
Core Course	2 credits	4 teaching hours. per week	Internal viva and Report Evaluation. Marks:100

- The respective Head of the Department in consultation with other teaching faculty shall prepare a schedule at the beginning of the third semester itself showing the details of the organizations/companies/industrial establishments proposed to be visited, the dates of such visits etc. It shall be the responsibility of the Head of the Department and other teachers in the Department to contact the authorized persons and to obtain prior permission from the industrial establishments for the industrial visit. There has to at least 3 industrial visits during the semester period. It should be ensured that the students spend at least 35 to 40 hours altogether(spread over the different visits. and be physically present in the places of visit for observation, collecting primary and secondary data, consultation with the managers and other persons in the establishments. Due care should be taken to ensure that organizations/companies/industrial establishments where students undertake visits are worthy to be visited and studied.
- All students should make considerable effort and give sufficient seriousness in understanding and obtaining details about the organizations visited by them. Students should note that industrial visits are great learning experience for them. Industrial visits are compulsory and no student shall be given any exemption from the industrial visits. The report to be prepared by the each student independently on the conclusion of each visit shall have a minimum of ten pages, hand written, stapled and kept in file folders in the department for external evaluation and future reference. . The report should contain details about the type of organization, nature of business, organization chart, type of business operation, product/service profile, market share, competitors, functional chart, apart from the information he/she has collected from personal observation or through Discussion from the managers or employees of the organization .during the visit. Each student shall be put under the charge of a faculty in the Department who shall be responsible to guide the student concerned.

- Each student shall prepare a short report on the industry tour incorporating his/her Observations and present the same before a panel of teachers handling the various subjects in the third semester with the Head of the Department as the chairman. Each student shall be awarded internal marks for the reports by this panel of teachers.
- The reports submitted by the students shall have also external evaluation at the end of the semester as in the Case of other theory papers. There will not be any written examination for this course.

SEMESTER-III

3C03 BBM : BUSINESS LAW

Objective	To impart basic knowledge of the concepts and tools of economic analysis as relevant for managerial decision making and to provide an understanding of the aggregate economic system within which a firm operates		
Pedagogy	Lecturers ,Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Complimentary Course	4 credits	4 teaching hours. per week	3 Hrs. End Sem. Exam Marks 40

Unit I

Indian Contract Act 1872: Definition - Essentials of a valid contract - Classification of contracts – Offer and acceptance -Consideration - Capacity to contracts - Free consent -Legality of object -- Performance of contract - Discharge of contract -Remedies for breach of contract – Quasi contracts - Indemnity and guarantee

Unit II

Sale of Goods Act, 1930: Essentials of a contract of sale - Sale and agreement to sell - Conditions & Warranties - Transfer of property - Rights of Unpaid-seller.

Unit III

Negotiable Instruments Act, 1881: Definition and characteristics of negotiable instruments - Parties to a negotiable instrument and their capacity- Cheques - Bills of exchange - Promissory notes.

Unit IV

Companies Act, 1956 : Definition - Nature and kinds of companies - Memorandum & Articles of association , Prospectus , Winding up of companies

References:

1. Company Law - Avthar Singh
2. Merchantile Law - B. S. Raman
3. Elements of Merchantile law - N.D. Kapoor
4. Business laws and Corporate Laws - P.C.Tulsian

SEMESTER-IV

4A13BBM : ENTREPRENEURSHIP

Objective	It provides exposure to the students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units.		
Pedagogy	Lecturers ,Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Common Course	4 credits	4 Teaching hours. per week	3 Hrs.End sem.Exam Marks 40

Unit I

Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship; Role of Social Economic Environment; Characteristics of Entrepreneur; Leadership; Risk Taking; Decision Making and Business Planning.

Unit II

Concept of women entrepreneur -problems of women entrepreneur -Promotion of a Venture: Opportunities Analysis; External Environmental Analysis- Economic, Social and Technological; Competitive Factors; Legal Requirements of establishment of a new unit and rising of Funds; Venture Capital.

Unit III

Entrepreneurial Behaviour: Innovation and entrepreneur; Entrepreneurial Behaviour and psycho-theories, social responsibility. Entrepreneurial Development Programmes (EDP. : EDP, their ole, relevance and achievements; role of government in organizing EDP's critical evaluation

Unit IV

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

References

1. Entrepreneurship.: Vasant Desai
2. Entrepreneurship Development: Taneja & S.L. Gupta.
- 3 Venture Capital –The Indian Experience: Pandey, I.M.
4. Environment and Entrepreneur: Tandon B.C,
5. A Practical guide to industrial entrepreneurs : Srivastava S.B.
6. Project Preparation, Appraisal, Implementation: Chandra, Prasana
7. New Venture Creation : Holt

SEMESTER-IV

4A14 BBM : DISASTER MANAGEMENT

Objective	1. to Understand the factors contributing to disaster. 2. to Develop and understanding of the process of disaster management.		
Pedagogy	Lecturers , Assignments, , Practical Exercises, Case Discussion, Seminars etc.		
Common course	4 credits	4 Teaching hours. per week	3 Hrs.End sem.Exam Marks 40

Unit I

Meaning and Definition of the term Disaster: Its impact on level of development; Vulnerability and disaster preparedness, phases of disaster.

Unit II

Classification of Disaster: Natural – famine, drought, books/storms, cyclones, earthquakes; Man Made, biological warfare, Industrial disasters, soil erosion, pest infestation, population explosion.

Unit III

Disaster management: Pre-disaster prevention, preparation, education, preparedness; Actual disaster: Short – term & Long term plan, stress and trauma search, relief. Recovery, restoration, resource mobilization; Post disaster; Rehabilitation, Mitigation of negative effect.

Unit IV

Impact of disaster on Special groups: Children, Women, elderly and disabled.
Role of Government, Voluntary, organization, local groups, community participation, volunteers and social workers.

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 IV

4B06 BBM : FINANCIAL MANAGEMENT

Objectives	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.			
Pedagogy	Lecturers , Assignments, Practical Exercises, Case Discussion, Seminars etc.			
Core Course	4 Credits	5 Teaching hrs. per week	3 Hrs. End Sem. Exam	Marks 40

Unit I

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

Unit II

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

Unit III

Management of Working Capital – Definition and concepts of working capital – factors affecting. Working capital- financial of working capital – Management of cash, receivables and inventory.

Unit IV

Capital Budgeting – Meaning - importance - investment project evaluation techniques- Pay back period – Average rate of return - Net Present Value Methods - Profitability Index - I R.R.

Reference Books:

1. Financial Management : M .Y Khan & P.K Jain
2. Financial Management : I. M Pandey
3. Financial Management : R.K. Sharue & Shakhi K. Gupta
4. Financial Management : Prasanna Chandra.
5. Financial Management : Geoffrey Knott, Ane Books, Pvt Ltd

SEMESTER-IV

4B07 BBM : MARKETING MANAGEMENT

Objective	To acquaint the students with the marketing principles and practices, and, to understand the process of marketing in a business firm		
Pedagogy	Lecturers , Assignments, , Practical Exercises, Case Discussion, Seminars etc.		
Core course	4 credits	4 teaching hours. per week	3 Hrs. End Sem. Exam Marks 40

Unit 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.

Unit II:

Product: concept of product; consumer and industrial goods; product planning and development; packaging- role and functions; branding: brand name and trade mark; 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.

Unit 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.

Unit 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 :Condiff 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 Larry
5. Advertising Management :Aaker, David and Myers Johan G, et. al,

SEMESTER-IV

4B08 BBM : HUMAN RESOURCE MANAGEMENT

Objective	To give a conceptual understanding of human resource practices in organizations.			
Pedagogy	Lecturers , Assignments, Practical Exercises, Seminars, etc.			
Core Course	4 Credits	4 Teaching hrs per week	3Hrs End Sem. Exam	Marks:40

Unit 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.

Unit 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.

Unit 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.

Unit 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 and Bohlander
3. Personal Management and Human Resources: Venkata Ratnam .Srivasthava
4. A Hand Book of Personnel Management Practice. : Dale Yolder

SEMESTER-IV

4C04BBM : QUANTITATIVE TECHNIQUES FOR MANAGERS

Objective	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		
Pedagogy	Lecturers , Assignments, , Practical Excercises, Case Discussion, Seminars etc.		
Complimentary course	2 Credits	4 Teaching hours. per week	3 Hrs.End sem.Exam Mark 40

Unit I

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

Unit II

Probability: -Concept of probability-Meaning and definition-Approaches to probability-Theorems of probability-Addition theorem-Multiplication theorem-Conditional probability--Baye's theorem.(without proof and its applications.

Unit III

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

Unit 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 Managent :.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-V

5B09BBM : ORGANISATIONAL BEHAVIOUR

Objective	To familiarize the students with the basic concepts of the organizational behavior and to enhance their understanding of the interaction between the individuals and the organizations.		
Pedagogy	Lecturers , Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Core Course	4 credits	5 Teaching hours. per week	3 Hrs. End Sem. Exam Marks 40

Module I:

Organizational Behaviour: concepts, meaning, nature, scope features of OB.- OB and other disciplines. Individual behaviour—basic psychological process—personality, determinants of personality- 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—types of group behaviour—formal and informal group behaviour—stages of group development—group moral—group norms—group Cohesiveness..Leaderships- types—theories of leadership (Trait theory, Michigan studies and Fiedler's contingency model) leadership styles.

Module IV:

Stress Management: meaning, types 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

5B10BBM : BUSINESS RESEARCH METHODS

Objective	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.			
Pedagogy	Lecturers , Assignments, , Practical Exercises, Seminars, etc.			
Core Course	3 Credits	4 Teaching hrs per week	3Hrs End Sem.Exam	Marks 40

Unit-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.

Unit-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.

Unit-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.

Unit-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.

Unit-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.

Reference Books

1. Business Research Methods :Donald R.Cooper and Pamela S.Schindler
2. Marketing Research :Naresh K.Malhotra
3. Business Research Methods :William G.Zikmund
4. Methodology and Techniques of Social Research :Wilkinson T.S. and Bhandarkar P.L.
5. Business Research Methods :S.N.Murthy & U.Bhojanna
6. Research Methodology :R.Paneerselvan

SEMESTER-V

5B11 BBM : OPERATIONS MANAGEMENT

Objective	To impart basic knowledge of the concepts and tools of economic analysis as relevant for managerial decision making and to provide an understanding of the aggregate economic system within which a firm operates		
Pedagogy	Lecturers ,Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Core course	4 credits	5 Teaching hours. per week	3 Hrs.End sem.Exam Marks 40

Unit I

Operations Management : meaning, definitions, scope and objectives— interaction of operations management with other areas—manufacturing and non manufacturing operations and their characteristics.

Unit II

Facilities Planning : plant location—factors determining plant location—plant layout—process layout and product layout—materials handling—MRP—Principle equipments.

Unit III

Capacity planning: maintenance management—types of maintenance -work study—time and method study—work measurement, meaning, scope and importance.

Unit IV

Operations planning and control: objectives of operations planning— planning procedure— operations planning categories (concept only). operations control—meaning, importance and objectives—techniques of operations control.

Unit V

Quality control: Concept of quality—quality planning—quality circles—Total Quality Management.

Reference Books:

1. Operations Management : Russell, Roberta S, and Bernard W.Taylor
2. Operations Management for Competitive Advantage : Chase
3. Modern Production Management : Buffa, E.S.
4. Production and Operations Management : Adam, E.E. and Ebert, R.J.
5. Production and Operations Management : Chary, S.,N.

SEMESTER-V

5B12BBM : EMERGING TRENDS IN MANAGEMENT

Objective	· To Impart knowledge about the emerging trends of new management concepts, and · To provide knowledge about the significance of the integration of information technology as the platform for the application of various management concepts		
Pedagogy	Lecturers ,Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Core Course	3 credits	4 teaching hours. per week	3 Hrs.End sem.Exam Marks 40

Unit I

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

Unit II

Customer Relationship Management: customer service management, demand management, customer order fulfillment, manufacturing flow management , Procurement management/supplier relationship management, Returns management

Unit III

Logistics Management : Meaning and definition – significant of logistics – business logistics- concepts of logistics management – objectives of logistics management – elements of logistics management – logistics management v/s supply chain management – integrated logistics- operating of objectives of integrated logistics:

Unit IV

Total Quality Management : Quality – Meaning & Definition – Quality education – Efficiency v/s effectiveness – drivers of quality – quality management – internal & external customers- vision statement – Mission statement – objectives of QM – Targets – Action Plans – Principles of QM – Total quality management : Evolution , Definition – Preparing for TQM – Stages in TQM implementation – TQM models – TQM planning – TQM software

References:

The students are expected to refer latest books on Management, journal articles, media news, and relevant websites to get an insight into the Emerging Trends in Management.

SEMESTER-V

5B13 BBM : COST AND MANAGEMENT ACCOUNTING

Objective	To acquaint students with methods and techniques of cost and management accounting at an advanced field for managerial decision making.		
Pedagogy	Lecturers ,Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Core course	4 credits	5 teaching hours. per week	3 Hrs.End sem.Exam Marks 40

(50% theory & 50% Numerical)

Unit-I

Nature and scope of Cost Accounting : Cost Accounting Vs Management Accounting, Cost Accounting Vs Financial Accounting – Installation of Costing System – Practical difficulties.

Unit- II

Cost classification: Elements of Cost – Material Cost – Direct and Indirect Material Cost – Computation of Stock levels - Method of pricing material issues (FIFO, LIFO, HIFO, simple average, weighted average. ; Labour Cost – Direct and Indirect Labour Costs - Preparation of wage sheet - systems of wage payment(Time and Piece including problem. . Overheads – Classification, Allocation and Apportionment of Overheads (theory only. – Preparation of Cost Sheet – Methods of Costing – Job costing(theory only. , Contract Costing(theory only. , Process Costing (theory only.

Unit-III

Marginal Costing : Cost Volume, Profit Analysis – Standard Costing – Types of Standards, Setting Up Standards. Variance Analysis – Material, Labour and Overhead Variances.

Unit- IV

Cost Control and Cost Production : Reporting to Management: Principles of Writing Reports for Management – Types of Reports – Presentation of Information.

References:

1. Advanced Cost Accounting. : S.P. Jain & K.L. Narang
2. Cost Accounting Principles and Practices: .S.P. Iyengar
3. Cost Accounting Principles and Practices : N.K. Prasad

SEMESTER-V

5D01 BBM : E- COMMERCE

Objective	Course objectives To understand the importance of database systems for business management, and To gain a Practical orientation to database development and maintenance		
Pedagogy	Lecturers ,Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Open Course	2 Credits	2 Teaching hours. per week	2 Hrs.End Sem.Exam Marks 40

Unit I

Introduction to E- commerce : Meaning and concept – E- commerce v/s Traditional Commerce- E- Business & E- Commerce – History of E- Commerce – EDI – Importance , features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce – Supply chain management & E – Commerce – E – Commerce infrastructure.

Unit II

Business models of E – Commerce : Business to Business – Business to customers – customers to customers - E – Commerce strategy – Influencing factors of successful E- Commerce.

Unit III

Electronic Payment system : Introduction – Online payment systems – prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit Card , Debit Card, Electronic purse – Security issues on electronic payment system–

Unit IV

Legal and ethical issues in E- Commerce : Security issues in E.Commerce- Regulatory frame work of E- commerce, Cyber Laws – Information Technology Act 2000 – Digital signature – digital certificate – encryption – decryption – Mobile Commerce- Biometrics – Types of biometrics.

References

1. Electronic Commerce: A Managerial Perspective. : Turban, Efraim, David King et. el.:
- 2Frontiers of Electronic Commerce : Kalakota, Ravi:
3. Introduction to E-Commerce : Rayport, Jeffrey F and Jaworksi, Bernard J:
4. E-Business with Net Commerce : Smantha Shurety,:
5. Starting an E-Commerce Business: Rich, Jason R:

SEMESTER-VI

6B14BBM : CONSUMER BEHAVIOUR

Objective	To make the students understand the role of consumer in marketing, his motivation and buying behaviour and his decision making process		
Pedagogy	Lecturers , Assignments, , Practical Excercises, Case Discussion, Seminars etc.		
Core Course	4 credits	6 teaching hours. per week	3 Hrs.End Sem.Exam Marks 40

Unit I:

Meaning of consumer behaviour : Inter disciplinary dimensions of consumer behaviour – perspectives in consumer behaviour.

Unit II:

Consumer decision process: Types of Decision process– Models of consumer behaviour – individual determinants of consumer behavior. Group Dynamics and consumer reference groups – definition of group – Group dynamics including roles, norms, cohesiveness leadership & conformity – reference groups, Family decision making.

Unit III:

Culture and Social class: Social stratification – characteristics of social class – Social influence on consumer – Culture, sub-culture – Problems of cross culture marketing. Diffusion of innovation – Consumer decision making for new products – brand – loyalty.

Unit IV:

Organisational buying behavior: Buying decisions involved in industrial buying process – Factors influencing industrial buying process

References:

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

SEMESTER-VI

6B15BBM : SALES AND DISTRIBUTION MANAGEMENT

Objective	To familiarize the students the basic concepts of sales management and to provide an insight in to the area of distribution management		
Pedagogy	Lecturers ,Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Core Course	4 credits	5 Teaching hours. per week	3 Hrs. End Sem. Exam Marks 40

Unit -I

Introduction: Sales Management – Meaning and Importance – Place of sales management in marketing management – Sales organization and objectives – basic types of sales organization.

Unit -I I

Salesmanship: Definition – Characteristics of successful salesmanship – Selling systems and terms.

Unit -III

Sales planning: Estimating sales potential and forecasting sales – Sales quotas – territory allocation – Sales territory control and sales routing

Unit -IV

Management of Sales force: Importance of training sales personnel – advertising budget – managerial aspect of advertising – Role of Sales promotion tools in sales management

Unit -V

Distribution channel Management : Physical distribution and logistics management – Structure – Designing Channel system – Retailing and Wholesaling – Channel coordination – Channel Communication – Channel performance evaluation.

References:

1. Sales Management : Still Cundiff & Still
2. Marketing & Salesmanship : Sherlekar
3. Successful Sales promotion : Pran Choudhary & others :
4. Physical distribution and Logistic management: Gopalakrishnana

SEMESTER-VI

6B16BBM : RETAIL MANAGEMENT

Objective	To give an overview of the conceptual aspects of retail marketing management and to give some Practical functional aspects of retailing.			
Pedagogy	Lecturers , Assignments, , Practical Excercises, Seminars, etc.			
Core Course	4 Credits	5Teaching hrs per week	3Hrs End Sem.Exam	Marks 40

Unit-I

Retailing: nature and scope-objectives and functions-retailing scenario in India-wheel of retailing-retailing life cycle-types of retailing-ownership based, store based and non store based retailing-vertical marketing system.

Unit-II

Strategic planning in retailing : retail environment and customers-design retail information system- location and organizational decisions-trading area analysis-site selection, organizational pattern in retailing.

Unit-III

Retail operations management: budgeting and resource allocation-store format and size decision-store layout and space allocation-store security aspects-credit management.

Unit-IV

Product assortment decision: merchandise forecasting-buying and handling merchandise-inventory management-pricing, labeling and packaging. Retail promotion-building retail store image-role of atmosphere-layout planning-retail promotion mix-sales promotion scheme-public relations in retailing.

Reference Books

1. Retail Management :Berman, Barry and Joel Evans
2. Strategy planning in logistics transportation :Cooper J.
3. Retail Management :Cox Roger
4. Marketing Management :Philip Kotler
5. Retail Management :Levy, Michael

SEMESTER-VI

6B17BBM: SERVICES MARKETING

Objective	To acquaint students about the importance of service marketing. It covers aspects like service marketing mix; maintaining service quality, application of those concepts and techniques to various service industries		
Pedagogy	Lecturers ,Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Core Course	4 credits	5 Teaching hours. per week	3 Hrs. End Sem. Exam Mark 40

Unit I

Service: Definition of service – services marketing - Nature and characteristics of services - Differentiation of goods and service marketing – some typical differences between manufacturing industry and service industry

Unit II

Managing service marketing – the seven .. future of service marketing – marketing strategies for service firms. Managing service quality – growth of consumerism in the service sector – managing productivity – managing product support services.

Unit III

The various service industries – Banks – health care – insurance – Transport – Restaurant – Travel and Tourism – The application of marketing principles in these sectors.

Unit IV

The future in service marketing – Ethics in service marketing – the changing service environment – prospects for growth.

References:

1. Service Marketing : Jha
2. Service Marketing : Shankar
3. Marketing Service : Bidhi Chand
4. Marketing Management – analysis, Planning, Implementation and Control : Philip Kotler
5. Marketing – an introductory text – 6th Edition : Micheal J. Baker

SEMESTER-VI

6B18 BBM ORGANISATIONAL TRAINING & PROJECT WORK

Objective	· To understand about different types of organizational structures and about the various functional areas in an organization · To expose the students to work environment existing in an industrial concern and to help them to understand about the general workplace behavior · To have awareness as to how the theoretical aspects learned in the class rooms are applied in real industrial situations. · To gain experience in Preparing reports about Organizational Study		
Pedagogy	Lecturers ,Assignments, Practical Exercises, Case Discussion, Seminars etc.		
Core Course	4 Credits	4 Teaching hours. per week	Internal viva voce and Project Evaluation. Marks 50 & External viva voce and Project Evaluation. Marks 100

- During the sixth semester the candidate shall do a project for a business organization.
- The candidate 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 one month before 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 project shall be done individually.
 - The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student

Duration of project work

The duration for project work is 3 weeks

Structure of the Report

- **Title page**
- **Certificate from the organization (for having done the project work.**
- **Certificate from guide**
- **Acknowledgements**
- **Contents**
- **Chapter I : Introduction (Objectives, Scope, Data Collection, Duration of the study.**
- **Chapter II: Industry, Company, Product Profile**
- **Chapters III :Review of Literature (Functional Departments.**
- **Chapter IV: Data Analysis & Interpretation, SWOT**
- **Chapter V : Summary, Findings and Recommendations.**
- **Appendix (Questionnaire, specimen copies of forms, other exhibits etc..**
- **Bibliography (Details of books, journals etc.**

Evaluation of Project Report (Max Marks :150)

The project report shall be subject to double evaluation

- The candidate should appear for the internal viva and Report Evaluation ,
Marks :50 (25 + 25)
- The candidate should also appear for the External Viva Voce and Project Evaluation,
Marks : 50 (25 +25).

I Semester BBM(CCSS Regular)Degree Examination
BBM Core Course
MODEL QUESTION PAPER
1C01BBM Managerial Economics

Time: 3 hrs

Max Marks: 40

Section A

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

1. Define Managerial Economics.
2. What is Veblen effect?
3. What is price discrimination?
4. Define business cycle

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 BBM(CCSS Regular)Degree Examination
BBM Core Course
MODEL QUESTION PAPER
1B01BBM Methodology of Business Studies

Time: 3 hrs

Max Marks:40

Section A

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

1. What is Capitalism?
2. Define Business.
3. What is a private company?
4. What is cost of capital?

Section B

Answer any four questions. Each question carries 1 mark

5. .Name any four Non-banking Financial institution.
6. State any two limitations of partnership
7. Explain the purpose of Accounting.
8. List the features of a Co-operative society.
9. State the meaning of stock broking.
- 10.What is a manufacturing industry?

Section C

Answer any six questions. Each question carries 3 marks

11. Explain LPG.
12. Describe different stakeholders of a company.
13. Explain the factors affecting savings.
- 14.List the sources of finance for a company.
- 15.Briefly describe the various sectors of a economy
- 16.What are the features of a perfect market?
- 17.Explain the role of stock exchanges.
18. What is a join venture? How is it formed?

Section D

Answer any two questions. Each question carries 8 marks

- 19.What is Entrepreneurship? Explain the steps in establishing a new business enterprise.
20. Explain the different forms of Business organisation
21. Explain the role of business in the development of an economy.

II Semester BBM(CCSS Regular)Degree Examination
BBM Core Course
MODEL QUESTION PAPER

2B02BBM Principles and Practices of Management

Time: 3 hrs

Max Marks:40

Section A

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

1. What is lower level management?
2. What do you mean by planning premises?
3. What is a policy?
4. What is Leadership?

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.

IV Semester BBM(CCSS Regular)Degree Examination
BBM Core Course
MODEL QUESTION PAPER
4B08 BBM : 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 objectives of wages and salary.

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.
1. 21. What are the different methods of Performance Appraisal

IV Semester BBM(CCSS Regular)Degree Examination
BBM Core Course
MODEL QUESTION PAPER
4C04BBM Quantitative Techniques for Managers

Time: 3 hrs

Max Marks:40

Section A

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

1. State Sample space.
2. Define 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 poison 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?

V Semester BBM(CCSS Regular)Degree Examination
BBM Core Course
MODEL QUESTION PAPER
5B09BBM 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 BBM(CCSS Regular)Degree Examination
BBM Core Course
5B10BBM 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

**VI Semester BBM(CCSS Regular)Degree Examination
BBM Elective II Marketing
6B16BBM 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.

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 BBM(CCSS Regular)Degree Examination

MODEL QUESTION PAPER 6B14BBM CONSUMER BEHAVIOUR

Time: 3 hrs

Max Marks:40

Section A

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

1. Define Consumer Behaviour.
2. Define a Family.
3. Who is an Opinion leader?
4. What is a Reference group?

Section B

Answer any four questions. Each question carries 1 mark

5. What do you mean by culture?
6. What is brand loyalty?
7. What is post purchase dissonance?
8. What do you mean by diffusion of innovation?
9. What is Social Class?
10. What is Family life cycle.

Section C

Answer any six questions. Each question carries 3 marks

11. What is decision? Explain the different types of decisions related to purchase?
12. Explain the stages in the adoption process.
13. Explain the important characteristics of culture.
14. “Heridity determines the personality of an individual”-Explain
15. What are the different types of reference group?
16. Explain the dynamics of opinion leadership process.
17. Explain the important stages of family life cycle.
18. What are the features of social class?

Section D

Answer any two questions. Each question carries 8 marks

19. Explain the stages of consumer decision making process
20. Explain Howard Sheth model of consumer behaviour
21. Explain the problems of cross cultural marketing.

4th Semester B.B.M (Reg/Supple/Improv) Degree Examination
April 2014
B.B.M(Core)
4B08 BBM : HUMAN RESOURCE MANAGEMENT

Time: 3 hrs

Max Marks:40

Section A

Answer all questions. Each question carries 1/2mark

1. Define recruitment.
2. What is on the job training?
3. What is critical incident method?
4. Define job analysis. (1*4=4)

Section B

Answer any four questions. Each question carries 1 marks

5. Distinguish between personnel management and human resource management.
6. What are the different types of transfers?
7. What are the different types of procedures to solve the grievances of employees?
8. What are the contents of job specification?
9. What do you mean by internal mobility of human resources?
10. What is workers participation in management? (4*2=8)

Section C

Answer any six questions. Each question carries 3 marks

11. What is performance appraisal? Explain the process of performance appraisal.
12. Explain the factors affecting wage system.
13. What are the steps to be followed in a training programme?
14. What do you mean by piece wage system? State its merits and demerits.
15. What are the different modes of workers participation in management?
16. What are the essentials of a good discipline system?
17. Define recruitment. Explain the process of recruitment.
18. What are the objectives of wage and salary administration? (6*6=36)

Section D

Answer any two questions. Each question carries 8 marks

19. Define performance appraisal. What are the different methods of performance appraisal?
20. Explain the selection procedure.
21. What do you mean by incentive wage system. Explain the methods of incentive wage system?

(16*2=32)

4th Semester B.B.M (Reg/Supple/Improv) Degree Examination
B.B.M- Core Course
4B07BBM: MARKETING MANAGEMENT

Time: 3 hrs

Max Marks:40

Section A

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?

Section B

(1*4=4)

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?

Section C

(4*2=8)

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.

Section D

(6*6=36)

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.

(16*2=32)

**6 Semester B.B.M (Reg/Supple/Improv) Degree Examination
November 2014**

**B.B.M- Core Course
6B14 BBM: Consumer Behaviour**

Time: 3 hrs

Max Marks:40

Section A

Answer all questions. Each question carries 1/2 mark

1. Define consumer behaviour.
2. What is consumer delight?
3. What is cross culture marketing?
4. What is social class?

Section A

(1*4=4)

Answer any four questions. Each question carries 1 marks

5. Give two examples of product positioning?
6. What is market segmentation?
7. What is perceived risk?
8. What do you mean by consumerism?
9. What is dogmatism?
10. What do you mean by diffusion of innovation?

Section B

(4*2=8)

Answer any six questions. Each question carries 3 marks

11. Explain the importance of studying consumer behaviour in marketing
12. Explain different types of reference group.
13. Explain different factors affecting promotional strategy decisions.
14. Explain social stratification
15. Write short note on
 - i) Learning model
 - ii) Psychoanalytic model
 - iii) The sociological model
16. Explain adopter categories.
17. Explain characteristics of opinion leaders
18. Explain problems of cross culture marketing.

(6*6=36)

Section C

Answer any two questions. Each question carries 8 marks

19. Discuss the various steps in buying decision making with example.
20. Explain Family Life Cycle
21. Explain Howard Sheth Model of Buying Behaviour.

(16*2=32)