FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

BACHELOR IN BUSINESS ADMINISTRATION (BBA)
(Semester: I – IV)

Session: 2013-14

(Part: III)
(Old System)

Examination: 2014

GURU NANAK DEV UNIVERSITY AMRITSAR

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER SYSTEM)

SCHEME OF COURSES

Semester-I:

Course Code	Course Title	Maximum Marks			Number of Lectures (L)	Tutorials (T) per week
	English (Compulsory)	50			6	--
BBA-102	Punjabi (Compulsory) **OR** Basic Punjabi (Mudhli Punjabi)	50			6	--
BBA-103	Basic Accounting	50			6	2
BBA-104	Business Organization and Systems	50			6	--
BBA-105	Managerial Economics- I	50			6	--
BBA-106	Computer Applications for Business-I	**Theory**	**Prac.**		4	2
		35	15			
		50				
BBA-107	Business Communication	50			--	--

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER SYSTEM)

SCHEME OF COURSES

Semester-II:

Course Code	Course Title	Maximum Marks		Number of Lectures (L)	Tutorials (T) per week
	English (Compulsory)	50		6	--
BBA-202	Punjabi (Compulsory) **OR** Basic Punjabi (Mudhli Punjabi)	50		6	--
BBA-203	Business Laws	50		6	--
BBA-204	Principles of Management	50		6	--
BBA-205	Managerial Economics- II	50		6	--
BBA-206	Computer Applications for Business-II	**Theory**	**Prac.**	6	--
		35	15		
		50			
BBA-207	Viva-Voce	50		--	--

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER SYSTEM)

SCHEME OF COURSES

Semester – III:

Course Code	Course Title	Maximum Marks	Number of Lectures (L)	Tutorials (T) per week
	English (Compulsory)	50	6	--
BBA-302	Punjabi (Compulsory) or Basic Punjabi (Mudhli Punjabi)	50	6	--
BBA-303	Statistics for Business	50	6	-
BBA-304	Fundamentals of Human Resource Management	50	6	--
BBA-305	Fundamentals of Marketing Management	50	6	--
BBA-306	Indian Financial System	50	6	--
BBA-307	Management & Cost Accounting	50		
ESL-221	Environmental Studies–I	50 (Qualifying)		

Semester IV:

Course Code	Course Title	Maximum Marks	Number of Lectures (L)	Tutorials (T) per week
BBA-401	English (Compulsory)	50	6	--
BBA-402	Punjabi (Compulsory) or Basic Punjabi (Mudhli Punjabi)	50	6	--
BBA-403	Financial Management	50	6	--
BBA-404	Production and Operations Management	50	6	--
BBA-405	Business Environment	50	6	--
BBA-406	Operations Research	50	6	2
ESL-222	*Environmental Studies–II	50 (Qualifying)	3	--
BBA-408	Seminar	50		--

*Note: The marks of ESL-221 & ESL-222 (Environmental Studies) will not be added in the total marks.

BACHELOR IN BUSINESS ADMINISTRATION (ANNUAL SYSTEM)

Scheme for BBA Part–III

Course Code	Course Title	Maximum Marks		Number of Lectures (L)	Tutorials (T) per week
BBA-301	English (Compulsory)	100		6	--
BBA-302	Punjabi (Compulsory) or Punjab History and Culture	100		6	--
BBA-303	Management Techniques and Services	100		6	--
BBA-304	Computer Applications for Business –III	Theory	Prac.	6	2
		70	30		
BBA-305	Business Laws	100		6	2
BBA-306	Entrepreneurship and Small Business	100		6	2
BBA-307	Indian Economy and Business Environment	100		6	--
BBA-308	Any one of the Following:-				
	Option (i) Personnel Management	100		6	--
	Option (ii) Production Management	100		6	--
	Option (iii) Marketing Management	100		6	--
	Option (iv) Operations Research	100		6	2
BBA-309	Viva-Voce	50		--	--

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–I)

BBA-101: ENGLISH (COMPULSORY)

Time: 3 Hours   **Total Marks: 50**

Texts Prescribed:
1. *Tales of Life* (Guru Nanak Dev University, Amritsar).

2. *Prose for Young Learners* (Guru Nanak Dev University, Amritsar).

3. *Exploring Grammar in Context* by Ronald Carter, Rebecca Hughes and Michael McCarthy, CUP.

Course Contents:
1) Stories at Sr.No. 1, 2, 3, 5, 6 from *Tales of Life*.

2) Essays at Sr.No. 1, 2, 3, 5, 6 from *Prose for Young Learners.*

3) Section A & B from *Exploring Grammar in Context.*

Instructions for the Paper Setter and Distribution of Marks:
The question paper will consist of three sections and distribution of marks will be as under:

Section A: 12 Marks

Section B: 24 Marks

Section C: 14 Marks

Section–A
FIFTEEN (15) questions on the usage of grammar related to Section A & B of *Exploring Grammar in Context* will be set for the students to attempt any TWELVE (12) of these questions.   (1 x 12=12 Marks)

Section–B
I.   EIGHT (8) questions (four from each literary text) on theme, characterization, tone, and style etc. will be set for the students to attempt any FIVE questions, choosing at least TWO from each prescribed text. The answer to each question should not exceed 15-20 sentences.   (3x5=15 Marks)
II. A question requiring the students to write the meaning and usage of four vocabulary items, two from each literary text, will be set.   (1x 4 = 4 Marks)
III. A question requiring the students to translate a short unseen passage from English to Hindi/Punjabi will be set.   (5 Marks)

OR

A question requiring the **foreign students** (who do not know Punjabi / Hindi) to write the precise of a short passage will be set.   (5 Marks)

Section–C
I.   TWO questions, one from each literary text, will be set for the students to answer any ONE.   (1x7=7Marks)
II. A question requiring the students to write a paragraph on one of the two given topics will be set.   (1x7=7 Marks)

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–I)

BBA-102: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ   ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. **ਗਿਆਨ-ਵਿਗਿਆਨ** (ਸੰਪਾ. ਹਰਿਭਜਨ ਸਿੰਘ ਭਾਟੀਆ ਅਤੇ ਪ੍ਰੋ. ਪਰਸ਼ੋਤਮ ਸਿੰਘ ਬੱਲ),
    ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

    ਲੇਖ : ਜ਼ਿੰਦਗੀ ਤੇ ਸਾਹਿਤ, ਲੋਕ-ਕਲਾ, ਧੁਨੀ ਅਤੇ ਮਨੁੱਖ, ਉਦਯੋਗ ਅਤੇ ਅੱਖ।

2. **ਪੰਜਾਬ ਦੇ ਮਹਾਨ ਕਲਾਕਾਰ** (ਬਲਵੰਤ ਗਾਰਗੀ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ,
    ਅੰਮ੍ਰਿਤਸਰ।

    ਲੇਖ : ਅੰਮ੍ਰਿਤਾ ਸ਼ੇਰਗਿਲ, ਕੇ.ਐਲ.ਸਹਿਗਲ, ਬੜੇ ਗੁਲਾਮ ਅਲੀ ਖਾਂ, ਸੋਭਾ ਸਿੰਘ,
    ਪ੍ਰਿਥਵੀਰਾਜ ਕਪੂਰ, ਭਾਈ ਸਮੁੰਦ ਸਿੰਘ।

3. **ਪੈਰ੍ਹਾ ਰਚਨਾ**

4. **ਪੈਰ੍ਹਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ।**

5. (ੳ)   **ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ** : ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਵਿਧੀਆਂ, ਸਵਰ,
                ਵਿਅੰਜਨ, ਸੁਰ।

    (ਅ)   **ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ** : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ ਦਾ ਅੰਤਰ,
                ਪੰਜਾਬੀ ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।

6. **ਮਾਤ ਭਾਸ਼ਾ ਦਾ ਅਧਿਆਪਨ**

    (ੳ)   ਪਹਿਲੀ ਭਾਸ਼ਾ ਦੇ ਤੌਰ ਉੱਤੇ

    (ਅ)   ਦੂਜੀ ਭਾਸ਼ਾ ਦੇ ਤੌਰ ਉੱਤੇ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

1. ਕਿਸੇ ਨਿਬੰਧ ਦਾ ਸਾਰ ਜਾਂ ਉਸਦਾ ਵਿਸ਼ਾ ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ) ।   10 ਅੰਕ

2. ਵਾਰਤਕ ਰੂਪ : ਰੇਖਾ ਚਿਤਰ, ਨਾਇਕ ਬਿੰਬ, ਕਲਾਤਮਕ ਗੁਣ, ਰੇਖਾ ਚਿਤਰ
    ਸਾਹਿਤ ਨੂੰ ਦੇਣ।   10 ਅੰਕ

3. ਪੈਰ੍ਹਾ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਉੱਤੇ ਪੈਰ੍ਹਾ ਲਿਖਣ ਲਈ   5 ਅੰਕ
    ਕਿਹਾ ਜਾਵੇ ।

4. ਪੈਰ੍ਹਾ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ   5 ਅੰਕ

5. ਨੰਬਰ 5 ਉੱਤੇ ਦਿੱਤੀ ਵਿਆਕਰਣ ਦੇ ਆਧਾਰ 'ਤੇ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ   10 ਅੰਕ

6. ਨੰਬਰ 6 ਵਿਚ ਮਾਤ ਭਾਸ਼ਾ ਦੇ ਪਹਿਲੀ ਭਾਸ਼ਾ ਅਤੇ ਦੂਜੀ ਭਾਸ਼ਾ ਵਜੋਂ
    ਅਧਿਆਪਨ, ਮਹੱਤਵ ਅਤੇ ਸਮੱਸਿਆਵਾਂ ਬਾਰੇ ਚਾਰ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ,
    ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਦੋ ਦਾ ਉੱਤਰ ਦੇਣਾ ਹੋਵੇਗਾ।   5×2=10 ਅੰਕ

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–I)

ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਪਾਠ-ਕ੍ਰਮ

ਸਮਾਂ : ਤਿੰਨ ਘੰਟੇ   **ਕੁੱਲ ਅੰਕ : 50**

1.   ਪੰਜਾਬੀ ਭਾਸ਼ਾ
        ਗੁਰਮੁਖੀ ਲਿਪੀ
        ਗੁਰਮੁਖੀ ਲਿਪੀ : ਬਣਤਰ ਅਤੇ ਤਰਤੀਬ   20 ਅੰਕ

2.   ਗੁਰਮੁਖੀ ਆਰਥੋਗ੍ਰਾਫ਼ੀ
        ਸੂਰਾਂ ਦੀ ਵੰਡ ਅਤੇ ਉਚਾਰਨ
        ਵਿਅੰਜਨਾਂ ਦੀ ਵੰਡ ਅਤੇ ਉਚਾਰਨ   15 ਅੰਕ

3.   ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਰਚਨਾ
        ਸਾਧਾਰਨ ਸ਼ਬਦ
        ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ   15 ਅੰਕ

ਯੂਨਿਟ ਅਤੇ ਥੀਮ:

1.   ਪੰਜਾਬੀ ਭਾਸ਼ਾ : ਨਾਮਕਰਣ ਅਤੇ ਸੰਖੇਪ ਜਾਣ ਪਛਾਣ, ਗੁਰਮੁਖੀ ਲਿਪੀ : ਨਾਮਕਰਣ, ਗੁਰਮੁਖੀ ਵਰਣਮਾਲਾ; ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਸੂਰ ਵਾਹਕ (ੳ ਅ ੲ), ਲਗਾਂ ਮਾਤਰਾਂ, ਪੈਰ ਵਿਚ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ, ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ, ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ।

2.   ਗੁਰਮੁਖੀ ਆਰਥੋਗ੍ਰਾਫ਼ੀ ਅਤੇ ਉਚਾਰਨ ; ਸੂਰਾਂ ਦੀ ਵੰਡ ਅਤੇ ਉਚਾਰਨ (ਲਘੁ-ਦੀਰਘ ਸੂਰ) ; ਸੂਰ ਅਤੇ ਲਗਾਂ ਮਾਤਰਾਂ ; ਵਿਅੰਜਨਾਂ ਦੀ ਵੰਡ ਅਤੇ ਉਚਾਰਨ ; ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣਾਂ (ਹ, ਰ, ਵ) ਦਾ ਉਚਾਰਨ ; ਲ ਅਤੇ ਲ਼ ਦਾ ਉਚਾਰਨ ; ਭ,ਧ,ਢ,ਝ,ਘ ਦਾ ਉਚਾਰਨ; ਪੈਰ ਵਿਚ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣਾਂ ਦਾ ਉਚਾਰਨ।

3.   ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਰਚਨਾ: ਸਾਧਾਰਨ ਸ਼ਬਦ; ਇਕੱਲਾ ਸੂਰ (ਜਿਵੇਂ ਆ) ; ਸੂਰ ਅਤੇ ਵਿਅੰਜਨ (ਜਿਵੇਂ ਆਰ) ; ਵਿਅੰਜਨ ਅਤੇ ਸੂਰ (ਜਿਵੇਂ ਧਾ) ; ਵਿਅੰਜਨ ਸੂਰ ਵਿਅੰਜਨ (ਜਿਵੇਂ ਧਾਰ) ; ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ ; ਲਿੰਗ-ਪੁਲਿੰਗ, ਇਕ ਵਚਨ-ਬਹੁ ਵਚਨ; ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ; ਖਾਣ-ਪੀਣ ਅਤੇ ਸਾਕਾਦਾਰੀ ਨਾਲ ਸੰਬੰਧਿਤ।

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–I)

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

1. ਪਹਿਲੇ ਯੂਨਿਟ ਵਿੱਚੋਂ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਤੇ ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀ ਬਣਤਰ ਅਤੇ ਤਰਤੀਬ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਚਾਰ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।

2. ਦੂਜੇ ਯੂਨਿਟ ਵਿੱਚੋਂ ਗੁਰਮੁਖੀ ਆਰਥੋਗ੍ਰਾਫੀ ਅਤੇ ਉਚਾਰਨ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।

3. ਤੀਜੇ ਯੂਨਿਟ ਵਿੱਚੋਂ ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਦੋ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।

4. ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ਨਾਲ ਸਬੰਧਿਤ ਇਕ-ਇਕ ਅੰਕ ਦੇ ਪੰਜ (ਆਬਜੈਕਟਿਵ) ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।

5. ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਭਾਸ਼ਾ ਸਰਲ ਅਤੇ ਸਪਸ਼ਟ ਰੱਖੀ ਜਾਵੇ।

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–I)

BBA-103: BASIC ACCOUNTING

Time: 3 Hours   **M. Marks: 50**

Note: 1.The question paper covering the entire course shall be divided into three sections.

2. The candidates are allowed to use (Non-Scientific) calculator.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-I
Introduction: Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.
Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards-concept, objectives, benefits, brief review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline, valuation Principles, Accounting estimates.
Recording of Transactions: Voucher system; Accounting Process, Journal, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM).

Part-II
Preparation of Final Accounts: Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business
Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of final accounts of a company. Understanding annual report of a company.
Computerised Accounting: Computers and its application in accounting. Accounting software package (Tally)

Suggested Readings:

1. Gupta, Ambrish (2009), "Financial Accounting for Management: An Analytical Perspective" 3rd Ed, Pearson Education, New Delhi.
2. Khatri, Dhanesh (2011), "Financial Accounting" Tata McGraw-Hill, New Delhi.
3. Horngren, Charles T., Sundem, Gart l, Elliot, John A. Philbrick, Donna R. (2008). "Introduction to Financial Accounting", 9th Ed., Prentice Hall, New Delhi.
4. Ramachandran, N and Kakani, Ram, (2011), "Financial Accounting for Management" 3rd Ed., Tata McGraw-Hill, New Delhi.
5. Shukla, M.C., Grewal T.S. and Gupta, S.C. (2011), "Advance Accounts", 14 Ed. Sultan Chand & Sons, New Delhi.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–I)

BBA-104: BUISNESS ORGANISATION & SYSTEMS

Time: 3 Hours   **M. Marks: 50**

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Objectives: To Understand the basic concepts in commerce, trade and industry and have an exposure to modern business world. To know modern business practices, forms, procedures and functioning of various business organizations.

Part – I

Introduction to Business and Commerce: Meaning and definition of business, Objectives of business, Essentials of a successful business, Scope of business, Business as an economic system, Trade and aids to trade, Meaning, scope, functions and evolution of commerce & industry, Industrial Revolution-its effects. Industrialization in India.

Forms of Business Organization: Sole-proprietorship, Partnership, Joint stock Company, Cooperative Society, Public Utilities, Selection of a suitable form of organization, Classification based on Business Unit.

Setting up a New Enterprise: Promotion of a business. Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Problems in starting a new business.

Part – II

Business and Society: Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social responsibilities of business, Social Audit, Manager and his environment: external and internal

Domestic & Foreign Trade: Organization of wholesale & retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy. Import export trade procedure & their organization.

Stock Exchange and Produce Exchange: Definition and Meaning, Importance, Functions, Listing, Dealers.

Suggested Readings:

Kaul, Vijay Kumar, (2012), "Business Organization and Management: Text and Cases", Pearson Education, New Delhi.

Singla, R.K. (2010), "Business Organization and Management", V.K. (India) Enterprises, New Delhi.

Daft, Richard L., Daft, J., Murphy, H., & Willmott (2010), "Organization Theory and Design" 10th Edition, Cengage Learning EMEA, New Delhi.

Fernando, A.C. (2011), "Business Environment" Pearson Education, New Delhi.

Archie B. Carroll, Ann K. Buchholtz, (2011), "Business & Society: Ethics, Sustainability, and Stakeholder Management", 8th Edition, Cengage Learning, New Delhi.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–I)

BBA-105: MANAGERIAL ECONOMICS- I

Time: 3 Hours   **M. Marks: 50**

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Objectives: To give the basic idea about fundamentals of economic theories, particularly micro Emphasis is on topic important for students of Business of Administration.

Part – I

Theory of Demand: Meaning of demand and its types, Law of demand. Price elasticity of demand and its measurement.

Consumer's Behaviour: Utility approach: Brief outline of law of diminishing marginal utility and law of equi-marginal utility.

Indifference Curve Approach: Consumer equilibrium; Income, Price and Substitution effect, Revealed Preference Approach.

Theory of Supply: Concept and law of supply, factors affecting supply.

Part – II

Theory of Production: Law of variable proportion: total, average and marginal physical product, Law of Returns to scale, Economies and diseconomies of scale.

Theory of Cost: Short and Long period costs, Concept of total cost, Marginal and Average cost; Theory of cost in short-run and long-run. Concept of revenue: Total Revenue; Average Revenue; Relationship between Average and Marginal Revenue and Price elasticity of demand.

Pricing Under Various Market Conditions: Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition, Monopoly - Price determination under Monopoly, Monopolistic Competition - Price and Output, determination under Monopolistic Competition.

Suggested Readings:

Koutosoyianni, A., (2011), "Modern Micro Economics", 2nd Ed., Palgrave Macmillan.

Dwivedi, D.N., (2012), "Microeconomics: Theory and Applications", 2nd Ed., Pearson Education, New Delhi.

Gravelle H., and Rees, R. (2008), "Microeconomics" 3rd Ed. Pearson Education, New Delhi.

Ahuja, H.L. (2006), "Advanced Economic Theory; Microeconomic Analysis", 15th Ed., S. Chand & Company Ltd., New Delhi.

Mithani, D.M., (2006), "Managerial Economics", Himalaya Publishing House, New Delhi.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–I)

BBA-106: COMPUTER APPLICATIONS FOR BUSINESS- I

Time: 3 Hours **Total Marks: 50**
Theory: 35
Practical: 15

Note: 1.The question paper covering the entire course shall be divided into three sections.

2. 40 hours of practical session of one hour each duration for every student.

Section-A: It will have question No. 1 consisting of 6 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 5 questions. Each question will cary one mark; the total weightage being 5 marks.

Section B: It will consist of essay type / numerical questions with answer to each question upto five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. Each question will carry 7½ marks. The total weightage of this section shall be 15 marks.

Section C: It will consist of essay type / numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. Each question will carry 7½ marks. The total weightage of this section shall be 15 marks.

Part – I

Computer Fundamentals: Definition of computer, Components of a computer system, Brief history of evolution of computers and generation of computers.

Internal and External Memory Storage: RAM, ROM, PROM, EPROM. Commonly used Input/Output/Memory storage devices: Punched Card, VDU, CRT. Difference between Hardware & Software. Types of software system. Software & Application software, Interpreter.

Operating System: Definition, Introduction to windows (Overview of working of windows using Mouse and Manipulation of Icons. Menus and Opening different applications simultaneously). Basic Commands of windows (Creating, moving, renaming, deleting files/folders).

Part – II

MS-Word: Overview, Creating, Saving, Opening, Importing, Exporting & Inserting files. Formatting pages, paragraphs and sections. Indents and outdants. Creating lists and numbering.
Heading Styles, Fonts and size editing, positioning & viewing text. Finding & replacing text, inserting page breaks, page numbers, book marks, symbols & dates. Using tabs and tables Header, Footer & Printings.

MS-Excel: Worksheet overview. Entering information. Worksheet creating. Opening and saving workbook. Formatting number and texts. Protecting cells. Producing Charges and printing operations graphs.

MS-Power Point: Presentation Basics Menus & Toolbars. Opening & Saving & existing presentation creating & Saving a presentation using auto content wizard. Design Template Blank Presentation. The slides sorter view. Insert slides from another presentation. Inserting pictures and graphics. Slide show, printing, slides.

Suggested Readings:

Peter Norton (2010), "Introduction to Computers", 7th Edition, McGraw-Hill, New Delhi.

Sanjay Sexana, (2003) "A First Course in Computers", Vikas Publishing House, New Delhi.

Rajaraman, V. (2006), "Fundamental of Computers", 4th Edition, Prentice Hall India, New Delhi.

Srivastava, S.S. (2008), "MS-Office", Firewall Media, New Delhi.

Alexis Loeon and Matheus Leon (2001), "Introduction to Computers with MS-Office 2000", 1st Edition, Tata McGraw-Hill, New Delhi.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–I)

BBA-107: BUSINESS COMMUNICATION

Time: 3 Hours   **M. Marks: 50**

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.
Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.
Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part – I
Business Communication – Meaning & Importance, Communication purpose, process, elements, barriers to communication and conditions for successful communication. Forms of Communication, basic models of communication, 7C's of effective business communication.
Organizational Communication: Importance of Communication in Management, Formal and Informal Communication, Internal and external communication
Presentation Skills: Presentation on any chosen topic, Oral presentations, Principles of oral presentations, factors affecting presentations.
 Business Etiquette: Understanding etiquette, Cross-cultural etiquette, Business manners. Business to business etiquette.

Part - II
Internal Correspondence: -Memos, Circulars, Notices, Office orders
Correspondence with banks- Regarding overdrafts, cash credits, loans; Drafting of sales letters, circulars, preparation of sales reports,
Customers' correspondence: - Complaints, Regarding dues, follow up letters
Secretarial Correspondence: -Correspondence with shareholders, debenture holders regarding dividend, interest, transfer-transmission. Communicating with statutory authorities and bodies like Stock exchange, RBI, SEBI.
Preparation of resume, Job application, Drafting of interview letters, call letters, final appointment orders.

Suggested Readings:

1. Taylor, S. and Chandra, V., "Communication for Business: A Practical Approach", Fourth Edition, 2011, Pearson Education.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–I)

2. Bovee, C. and Thill, J., "Business Communication Today", 2011, Prentice Hall.

3. Sethi, A and Adhikari, B. "Business Communication", 2009, McGraw Hill Education.

4. Kaul, A., "Business Communication", 2004, Prentice Hall of India, New Delhi.

5. Dulek, R. and Fielden, J., "Principles of Business Communication", 1990, Macmillan Publishing Co., New York.

6. Rodriques M.V., (2003), "Effective Business Communication", 13th Edition.

7. Doshi S.R., (2008), "Business Communication & Management–Methods & Techniques".

8. Herata. A. Murphy, Charles E. Peck, (1981), 3rd Edition, "Effective Business Communication", Tata McGraw Hill Publishing Co. Ltd.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–II)

BBA–201: ENGLISH (COMPULSORY)

Time: 3 Hours   **Total Marks: 50**

Texts Prescribed:
1. *Tales of Life* (Guru Nanak Dev University, Amritsar).
2. *Prose for Young Learners* (Guru Nanak Dev University, Amritsar).
3. *Exploring Grammar in Context* by Ronald Carter, Rebecca Hughes, and Michael McCarthy, CUP.

Course Contents
1) Stories at Sr.No.7, 9, 10, 11, 12 from *Tales of Life*.
2) Essays at Sr.No.7, 8, 9, 10, 11 from *Prose for Young Learners.*
3) Section C and D from *Exploring Grammar in Context.*

Division of Marks:
Instructions for the Paper Setter and Distribution of Marks:
The question paper will consist of three sections and distribution of marks will be as under:
  Section A: 12 Marks
  Section B: 24 Marks
  Section C: 14 Marks

Section–A
I. FIFTEEN (15) questions on the usage of grammar related to Section C & D of *Exploring Grammar in Context* will be set for the students to answer any TWELVE (12) of these questions.   (1 x 12=12 Marks)

Section–B
II. EIGHT (8) questions (four from each literary text) on theme, characterization, tone, and style etc. will be set. The students will be required to attempt any FIVE questions, choosing at least TWO from each prescribed text. The answer to each question should not exceed 15-20 sentences.   (3x5=15 Marks)
III. A question requiring the students to write the meaning and usage of FOUR vocabulary items, two from each literary text, will be set.   (1x4 = 4 Marks)
IV. The students will be required to write a personal letter on ONE of the TWO situations/ issues provided in the question paper.   (5 Marks)

Section–C
V. Two questions, one from each literary text, will be set. The students will be required to answer any one.   (6x1=6Marks)
VI. The students will be required to answer four short questions showing their comprehension of a passage (about 200 words) selected from either of the prescribed literary books (4 short questions of 2 marks each)   (2x4=8 Marks)

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–II)

BBA–202: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ   ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1.   **ਗਿਆਨ-ਵਿਗਿਆਨ** (ਸੰਪਾ. ਹਰਿਭਜਨ ਸਿੰਘ ਭਾਟੀਆ ਅਤੇ ਪ੍ਰੋ. ਪਰਸ਼ੋਤਮ ਸਿੰਘ ਬੱਲ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

       ਲੇਖ : ਜੀਵਨ ਦਾ ਮੁੱਢ, ਕੀ ਮੌਤ ਨਾਮ ਨਾਸ ਹੋਣ ਦਾ ਹੈ?, ਵਿਸ਼ਵ ਯੁੱਧ, ਰਣਜੀਤ ਸਿੰਘ – ਪੰਜਾਬੀਅਤ ਦਾ ਪ੍ਰਤੀਕ, ਪੰਜਾਬ ਦਾ ਸਨਅਤੀ ਵਿਕਾਸ।

2.   **ਪੰਜਾਬ ਦੇ ਮਹਾਨ ਕਲਾਕਾਰ** (ਬਲਵੰਤ ਗਾਰਗੀ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।

       ਲੇਖ : ਸਤੀਸ਼ ਗੁਜਰਾਲ, ਗੁਰਚਰਨ ਸਿੰਘ, ਠਾਕੁਰ ਸਿੰਘ, ਬਲਰਾਜ ਸਾਹਨੀ, ਸੁਰਿੰਦਰ ਕੌਰ।

3.   **ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ** : ਪਰਿਭਾਸ਼ਾ, ਮੁਢਲੇ ਸੰਕਲਪ।

4.   **ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ**

5.   **ਪੈਰ੍ਹਾ ਰਚਨਾ**

6.   **ਪੈਰ੍ਹਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ**

7.   **ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ**

ਅੰਕ–ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

1.   ਕਿਸੇ ਨਿਬੰਧ ਦਾ ਸਾਰ ਜਾਂ ਉਸਦਾ ਵਿਸ਼ਾ ਵਸਤੁ (ਦੋ ਵਿਚੋਂ ਇਕ) ।   10 ਅੰਕ

2.   ਵਾਰਤਕ ਰੂਪ : ਰੇਖਾ ਚਿਤਰ, ਨਾਇਕ ਬਿੰਬ, ਕਲਾਤਮਕ ਗੁਣ, ਰੇਖਾ ਚਿਤਰ
       ਸਾਹਿਤ ਨੂੰ ਦੇਣ ।   10 ਅੰਕ

3–4.   3–4 ਨੰਬਰ ਉੱਤੇ ਦਿੱਤੀ ਵਿਆਕਰਣ ਦੇ ਆਧਾਰ 'ਤੇ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ।   10 ਅੰਕ

5.   ਪੈਰ੍ਹਾ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਉੱਤੇ ਪੈਰ੍ਹਾ ਲਿਖਣ ਲਈ   5 ਅੰਕ
       ਕਿਹਾ ਜਾਵੇ ।

6.   ਪੈਰ੍ਹਾ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ।   5 ਅੰਕ

7.   ਨੰਬਰ 7 ਵਿਚ ਅੱਠ ਅਖਾਣ ਅਤੇ ਅੱਠ ਮੁਹਾਵਰੇ ਪੁੱਛੇ ਜਾਣਗੇ, ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ
       ਵਿਦਿਆਰਥੀ ਨੇ ਪੰਜ-ਪੰਜ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤ ਕੇ ਅਰਥ ਸਪੱਸ਼ਟ ਕਰਨੇ ਹੋਣਗੇ।

                                                                                 5+5=10 ਅੰਕ

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–II)

ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਪਾਠ-ਕ੍ਰਮ

ਸਮਾਂ : ਤਿੰਨ ਘੰਟੇ   ਕੁੱਲ ਅੰਕ : 50

1.   ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ
     ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਸ਼ਬਦ
     ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ   20 ਅੰਕ

2.   ਪੰਜਾਬੀ ਵਾਕ-ਬਣਤਰ
     ਸਾਧਾਰਨ ਵਾਕ : ਕਿਸਮਾਂ
     ਸੰਯੁਕਤ ਵਾਕ : ਕਿਸਮਾਂ
     ਮਿਸ਼ਰਤ ਵਾਕ : ਕਿਸਮਾਂ
     ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ ਦੇ ਵਿਭਿੰਨ ਸਮਾਜਿਕ ਪ੍ਰਸੰਗ   15 ਅੰਕ

3.   ਪ੍ਰਕਾਰਜੀ ਪੰਜਾਬੀ
     ਚਿੱਠੀ ਪੱਤਰ
     ਪੈਰਾ ਰਚਨਾ
     ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ   15 ਅੰਕ

ਯੂਨਿਟ ਅਤੇ ਥੀਮ:

1.   ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ: ਸੰਯੁਕਤ ਸ਼ਬਦ ; ਸਮਾਸੀ ਸ਼ਬਦ (ਜਿਵੇਂ ਲੋਕ ਸਭਾ) ; ਦੋਹਰੇ ਸ਼ਬਦ/ਦੁਹਰੁਕਤੀ (ਜਿਵੇਂ ਧੂੜ ਧਾੜ/ਭਰ ਭਰ), ਮਿਸ਼ਰਤ ਸ਼ਬਦਾਂ ਦੀ ਬਣਤਰ/ਸਿਰਜਨਾ; ਅਗੇਤਰਾਂ ਰਾਹੀਂ (ਜਿਵੇਂ ਉਪ-ਭਾਸ਼ਾ), ਪਿਛੇਤਰਾਂ ਰਾਹੀਂ (ਜਿਵੇਂ ਰੰਗਲਾ), ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ; ਪੜਨਾਵੀਂ ਰੂਪ, ਕਿਰਿਆ/ਸਹਾਇਕ ਕਿਰਿਆ ਦੇ ਰੂਪ ; ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ ; ਰੁੱਤਾਂ, ਮਹੀਨਿਆਂ, ਮੌਸਮਾਂ, ਗਿਣਤੀ ਨਾਲ ਸਬੰਧਿਤ।

2.   ਪੰਜਾਬੀ ਵਾਕ-ਬਣਤਰ : ਕਰਤਾ ਕਰਮ ਕਿਰਿਆ; ਸਾਧਾਰਨ ਵਾਕ, ਬਿਆਨੀਆ, ਪ੍ਰਸ਼ਨਵਾਚਕ, ਆਗਿਆਵਾਚਕ; ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕਾਂ ਦੀਆਂ ਕਿਸਮਾਂ ; ਸੁਤੰਤਰ ਅਤੇ ਅਧੀਨ ਉਪਵਾਕ ; ਸਮਾਨ (ਤੇ/ਅਤੇ) ਅਤੇ ਅਧੀਨ (ਜੋ/ਕਿ) ਯੋਜਕਾਂ ਦੀ ਵਰਤੋਂ ; ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ ਦੇ ਵਿਭਿੰਨ ਸਮਾਜਕ/ਸਭਿਆਚਾਰਕ ਪ੍ਰਸੰਗ ; ਘਰ ਵਿਚ, ਬਾਜ਼ਾਰ ਵਿਚ, ਮੇਲੇ ਵਿਚ, ਸ਼ੌਪਿੰਗ ਮਾਲ/ਸਿਨਮੇ ਵਿਚ, ਵਿਆਹ ਵਿਚ, ਧਾਰਮਿਕ ਸਥਾਨਾਂ ਵਿਚ, ਦੋਸਤਾਂ ਨਾਲ ਆਦਿ।

3.   ਇਸ ਯੂਨਿਟ ਵਿਚ ਚਿੱਠੀ ਪੱਤਰ (ਨਿੱਜੀ/ਦਫ਼ਤਰੀ), ਪੈਰਾ ਰਚਨਾ ਅਤੇ ਅਖਾਣ ਮੁਹਾਵਰਿਆਂ ਦੀ ਵਰਤੋਂ ਰਾਹੀਂ ਵਿਦਿਆਰਥੀ ਦੀ ਭਾਸ਼ਾਈ ਯੋਗਤਾ ਨੂੰ ਪਰਖਿਆ ਜਾਵੇਗਾ।

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–II)

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

1. ਪਹਿਲੇ ਯੂਨਿਟ ਵਿੱਚੋਂ ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।

2. ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਸ਼ਬਦਾਵਲੀ ਨਾਲ ਸਬੰਧਿਤ ਇਕ-ਇਕ ਅੰਕ ਦੇ ਪੰਜ (ਆਬਜੈਕਟਿਵ) ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।

3. ਦੂਜੇ ਯੂਨਿਟ ਵਿੱਚ ਪੰਜਾਬੀ ਵਾਕ-ਬਣਤਰ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਦੋ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।

4. ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਿਹਾਰਕ ਵਰਤੋਂ ਨਾਲ ਸਬੰਧਿਤ 5 ਅੰਕਾਂ ਦਾ ਇਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ ਜਿਸ ਵਿਚ ਵਿਦਿਆਰਥੀ ਨੂੰ ਕਿਸੇ ਸਮਾਜਿਕ/ਸਭਿਆਚਾਰਕ ਪ੍ਰਸੰਗ ਵਿਚ ਵਰਤੇ ਜਾਂਦੇ ਪੰਜ ਵਾਕ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।

5. ਵਿਦਿਆਰਥੀ ਨੂੰ ਕਿਸੇ ਇਕ ਵਿਸ਼ੇ 'ਤੇ ਨਿੱਜੀ ਜਾਂ ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।

6. ਵਿਦਿਆਰਥੀ ਨੂੰ ਕਿਸੇ ਇਕ ਵਿਸ਼ੇ 'ਤੇ ਪੈਰਾ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।

7. ਵਿਦਿਆਰਥੀ ਨੂੰ ਇਕ-ਇਕ ਅੰਕ ਦੇ ਪੰਜ ਅਖਾਣਾਂ ਜਾਂ ਮੁਹਾਵਰਿਆਂ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤ ਕੇ ਅਰਥ ਸਪਸ਼ਟ ਕਰਨ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।

8. ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਭਾਸ਼ਾ ਸਰਲ ਅਤੇ ਸਪਸ਼ਟ ਰੱਖੀ ਜਾਵੇ।

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–II)

BBA-203: BUSINESS LAWS

Time : 3 Hours   M. Marks : 50

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part -I

Law of Contract (1872): Nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent; Consideration, Legality of object, Agreement declared void, Performance of contract; Discharge of contract, Remedies for contract of contract**.**

Sales of Goods Act (1930): Formation of contracts of sale; Goods and their classification, price; conditions and warranties, Transfer of property in goods; Performance of the contact of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement.

Part -II

Negotiable Instruments Act (1881): Definition of negotiable instruments, Features; Promissory note, Bill of Exchange, Cheque; Holder and holder in the due course; Crossing of a cheque, types of crossing. Negotiation, Dishonour and discharge of negotiable instrument.

The Consumer Protection Act (1886): Definition of consumer, Features, Grievance regressed machinery**.**

Suggested Readings:

Singh, Avtar, (2000), "The Principles of Mercantile Law", 7th Ed., Eastern Book Company, Lucknow.

Kapoor, N.D. (2004), "Business Law", 3rd Ed.,Sultan Chand & Sons, New Delhi.

Tulsian, P.C. (2006), "Business Law", 2nd Ed., Tata McGraw Hill, New Delhi.

Usa Tbp Usa, (2011), "Indian Business Law", 5th Ed., International Business Publications, USA.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–II)

BBA-204: PRINCIPLES OF MANAGEMENT

Time: 3 Hours   **M. Marks : 50**

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.
Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.
Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Objective: To provide a basis of understanding to the students with reference to working of business organization through the process of management.

Part – I

Management: Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, Management as a social system, Concept of management, administration and organization Principles of management, Scientific Management.
Evolution of Management Thought: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of Management Thought), Indian management thought.
Management Techniques: Management by Objective: Meaning, Process, Benefits, Weakneses.
Planning: Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making.
Organizing: Meaning, Nature and Purpose of organization, Theories of organization, principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization, Delegation, Span of Management: Factors determining effective span.
Departmentation: Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Decentralisation and Departmentation.

Part – II

Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization

Staffing: Meaning, nature and functions of HRM, Manpower management, factors affecting staffing, Recruitment, Selection, Training and Development, Performance appraisal: need and process.

Directing: Motivation: Meaning, Nature, Importance, Types, Theories of Motivation: Mc. Gregor's, Maslow and Herzberg. Leadership: Meaning, Nature, Styles, Managerial grid, Likert system, Theories: Trait, Behavioural, Situational and Followers.

Coordination: Principles and Techniques, Difference between coordination and cooperation.

Controlling: Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.

Suggested Readings:

Robbins, S.P., & Coulter, M.K. (2010), "Management", 9th Ed., Pearson Education Inc., New Delhi.

Gupta, Meenakshi, (2009), "Principles of Management", PHI Learning Pvt. Ltd., New Delhi.

Kooontz, H., Weihrich, H., & Aryasri, A.R. (2008), "Essentials of Management", 7th Ed., Tata McGraw-Hill, New Delhi.

Aswathapa, K. (2000), "Essential of Business Administration", 7th Ed., Himalaya Publishing House, Mumbai.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–II)

BBA-205: MANAGERIAL ECONOMICS-II

Time: 3 Hours   **M. Marks: 50**

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Objective: To provide a basis of understanding macroeconomics concepts.

Part – I

Macroeconomics: Meaning, nature and scope. Basic concepts used: Stock and flow variables, static, comparative static and dynamic analysis.

National Income: Definition and Importance of National Income. Gross and Net Domestic Product; Personal Income and Disposable Income. Measurement of National Income: Income, Output and Expenditure Method, Problems in Measurement of National Income.

Consumption: Meaning, determinants (subjective and objective) and importance. Keynes psychological law of consumption.

Part – II

Investment: Types of investment, determinants of investment, marginal efficiency of capital, net present value, internal rate of return, interest rate determination, classical, neoclassical and Keynesian theories.

Multiplier: Static and Dynamic Analysis. Accelerator and super multiplier.

Inflation: Meaning, types and theories.

Suggested Readings:

Ackley, G. (1978), "Macroeconomics: Theory and Policy", Macmillan, New York.

Shapiro, E. (1996), "Macroeconomic Analysis", Galgotia Publication, New Delhi.

Gppdwin Neva, J. A. Nelson & J. Harris (2009), "Macroeconomics in Context", PHI Learining Pvt. Ltd, New Delhi.

Dornbusch R., S. Ficher & R. Startz (2009), "Macro Economics", Tata McGraw Hill Publishing Company Ltd., New Delhi.

Agarwal, Vanita, (2010), "Macroeconomics: Theory and Policy", Pearson Education, New Delhi.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–II)

BBA-206: Computer Applications for Business-II

Time: 3 Hours   **Total Marks: 50**
Theory: 35
Practical: 15

Note: The question paper covering the entire course shall be divided into three sections.

Section-A : It will have question No. 1 consisting of 6 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 5 questions. Each question will cary one mark; the total weightage being 5 marks.

Section B: It will consist of essay type / numerical questions with answer to each question upto five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. Each question will carry 7½ marks. The total weightage of this section shall be 15 marks.

Section C: It will consist of essay type / numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. Each question will carry 7½ marks. The total weightage of this section shall be 15 marks.

Part – I

Electronic Commerce: Definition, Brief History of Electronic Commerce; Forces fueling Electronic Commerce- Electronic Forces; Marketing and Customer Interaction Forces. Technology and Digital Convergence, Implications of Various forces, Types of Electronic Commerce: Inter-organizational Electronic Commerce, Intra-organizational Electronic Commerce, Consumer-to Business Electronic Commerce, Intermediaries and Electronic Commerce.

World Wide Web: Meaning, Brief History of the Web; The web and ease of use, The web and ease of publishing, The web as a new distribution channel, The web and applications: The web and Electronic Commerce.

Part – II

Firewalls and Transaction Security: Types of Firewall, Firewall security policies, emerging firewall management issues.

Electronic Payment System: Electronic Payment Technology, Online Shopping, Limitations of Traditional Payment Instruments, Electronic or Digital Cash: Properties of Electronic Cash; Digital cash in Action; Electronic Cheques: Benefits and Electronic Cheques, Electronic Cheques in Action; Online Credit Card based systems- Secure Electronic Transactions (SET); Other Emerging Financial Instruments- Debit Cards at the Point of Sale (POS), - Debit Cards and Electronic Benefit Transfer, Smart cards: Consumer, Legal and Business Issues.

Suggested Readings:

P.T. Joseph (2006), "E-Commerce, An Indian Perspective", 2nd Edition, PHI Learning Pvt. Ltd, New Delhi.

Schneider, Gary. (2011), "E-Commerce", 9th Edition, Cengage Learning, New Delhi.

Greenstein, Marylin (2002), "Electronic Commerce: Security, Risk Management and Control", Tata McGraw Hill, New Delhi.

Slyke, Craig Van and Bélanger, France (2002), "E-business Technologies: Supporting the Net-enhanced Organization", Wiley India.

Dave, Chaffey (2008), "E-Business and E-Commerce Management", Pearson Education India, New Delhi.

BBA-207: VIVA-VOCE   **Marks: 50**

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–III)

BBA-301: ENGLISH (COMPULSORY)

Time: 3 Hours   **Total Marks: 50**

Text books Prescribed & Course Contents:
1. *Making Connections* by Kenneth J. Pakenham 2nd Edn., CUP.
2. *Moments in Time: An Anthology of Poems,* G.N.D.U. Amritsar.
3. *Exploring Grammar in Context* by Ronald Carter, Rebecca Hughes and Michael McCarthy, CUP.
Course Contents:
Making Connections: Unit -I & Unit- II.
Moments in Time: Poems at serial No.1–6.
Exploring Grammar in Context: Section- E.

Instructions for the Paper Setter and Distribution of Marks:
The question paper will consist of three sections and distribution of marks will be as under:
 Section A: 12 Marks
 Section B: 24 Marks
 Section C: 14 Marks

Section–A
I. FIFTEEN (15) questions on the usage of grammar related to Section E of *Exploring Grammar in Context* will be set for the students to answer any TWELVE (12) of the questions.   (1 x 12=12 Marks)

Section–B
II. TWO questions (with sub parts) based on strategies & skill development exercises as given before and after reading essays in Unit-I & Unit-II of the prescribed text book *Making Connections* will be set. The number of items in each question will be 50% more than what a student will be expected to attempt so that the question provides internal choice.   (8x2= 16 Marks

III. THREE questions on central idea, theme, tone & style etc. of three poems from the prescribed textbook, *Moments in Time* will be set. The students will be required to attempt any TWO of these questions.   (4x2 = 8 Marks)

Section–C
IV. One question (with internal choice) requiring students to explain a stanza with reference to context will be set. The stanzas for explanation will be taken from the poems prescribed in the syllabus.   (1x7=7 Marks)
V. One question requiring the students to write an essay on ONE of the TWO given topics will be set.   (1x7= 7 Marks)

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–III)

BBA-302: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : ਤਿੰਨ ਘੰਟੇ   ਕੁਲ ਅੰਕ : 50

1. **ਕਾਵਿ ਕੀਰਤੀ** (ਸੰਪਾ. ਹਰਿਭਜਨ ਸਿੰਘ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ (ਇਸ ਪੁਸਤਕ ਦੇ ''ਗਾਤੀ'' ਅਤੇ ''ਪ੍ਰਗਾਤੀ'' ਭਾਗਾਂ ਨੂੰ ਪਾਠ-ਕ੍ਰਮ ਵਿਚ ਸ਼ਾਮਿਲ ਕੀਤਾ ਗਿਆ ਹੈ। ਇਹਨਾਂ ਭਾਗਾਂ ਵਿਚੋਂ ਪ੍ਰੀਤਮ ਫੂਹ, ਕ੍ਰਿਸ਼ਨ ਜੀ, ਬੁਧ ਜੀ ਦਾ ਬੁੱਤ, ਧਿਆਨੀ ਬੁੱਧ, ਮਨਸੂਰ, ਦਾਗ, ਗਰੂਰ ਦੀ ਨੁਹਾਰ, ਸੁਭਾਸ਼ ਬਾਬੂ ਦੇ ਗੁੰਮ ਹੋ ਜਾਣ 'ਤੇ ਅਤੇ ਈਸ਼ਵਰ   ਸਿੰਘ ਦੀਆਂ ਸਾਰੀਆਂ ਕਾਵਿਤਾਵਾਂ ਪਾਠ-ਕ੍ਰਮ ਦਾ ਹਿੱਸਾ ਨਹੀਂ ਹਨ।)

2. **ਆਧੁਨਿਕ ਇਕਾਂਗੀ** (ਸੰਪਾ. ਰੋਸ਼ਨ ਲਾਲ ਆਹੂਜਾ ਅਤੇ ਮਨਜੀਤ ਪਾਲ ਕੌਰ), ਗੁਰੂ   ਨਾਨਕ   ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ।

    (ਇਸ ਪੁਸਤਕ ਵਿਚੋਂ ਸੁਹਾਗਾ, ਜ਼ਫ਼ਰਨਾਮਾ ਅਤੇ ਬੰਬ ਕੇਸ ਇਕਾਂਗੀਆਂ ਪੜਾਈਆਂ ਜਾਣਗੀਆਂ)

3. **ਸੰਖੇਪ ਰਚਨਾ** (ਪ੍ਰੈਸੀ)

4. **ਮੂਲ ਵਿਆਕਰਣ ਇਕਾਈਆਂ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵੰਨਗੀਆਂ**

    (ਭਾਵੰਸ਼, ਸ਼ਬਦ, ਵਾਕੰਸ਼, ਉਪ-ਵਾਕ ਅਤੇ ਵਾਕ)

ਅੰਕ–ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ:

1. ਕਿਸੇ ਇੱਕ ਕਵਿਤਾ ਦਾ ਵਿਸ਼ਾ ਵਸਤੁ/ਸਾਰ/ਸੰਦੇਸ਼, ਪ੍ਰਸੰਗਿਕਤਾ (ਦੋ ਵਿਚੋਂ ਇੱਕ) ।   15 ਅੰਕ

2. ਕਿਸੇ ਇੱਕ ਇਕਾਂਗੀ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੁ/ਸਾਰ (ਦੋ ਵਿਚੋਂ ਇੱਕ) ਜਾਂ ਚਾਰ ਵਿਚੋਂ ਦੋ ਪਾਤਰਾਂ ਦੀ ਪਾਤਰ ਉਸਾਰੀ ।   15 ਅੰਕ

3. ਸੰਖੇਪ ਰਚਨਾ (ਪ੍ਰੈਸੀ) ।   10 ਅੰਕ

4. ਲੜੀ ਨੰਬਰ ਚਾਰ ਉੱਤੇ ਨਿਰਧਾਰਤ ਵਿਆਕਰਣ ਵਿਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।

                                                                10 ਅੰਕ

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–III)

ਮੁੱਢਲੀ ਪੰਜਾਬੀ

(In lieu of Compulsory Punjabi)

ਪਾਠ-ਕ੍ਰਮ

ਸਮਾਂ : ਤਿੰਨ ਘੰਟੇ   ਕੁੱਲ ਅੰਕ : 50

1. ਪੰਜਾਬੀ ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਦੀ ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ;
   ਨਾਂਵ, ਪੜਨਾਂਵ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ   20 ਅੰਕ

2. ਵਿਆਕਰਣਕ ਇਕਾਈਆਂ ਦੀ ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ;
   ਵਾਕੰਸ਼, ਉਪਵਾਕ ਅਤੇ ਵਾਕ   15 ਅੰਕ

3. ਪ੍ਰਕਾਰਜੀ ਪੰਜਾਬੀ
   ਪੈਰਾ ਅਧਾਰਿਤ ਪ੍ਰਸ਼ਨ
   ਸੰਖੇਪ ਰਚਨਾ
   ਪ੍ਰਤੀ ਕੋਡਨ (Transcoding)   15 ਅੰਕ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

1. ਪਹਿਲੇ ਭਾਗ ਵਿੱਚੋਂ ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਦੀ ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਚਾਰ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।

2. ਵਿਆਕਰਣਕ ਇਕਾਈਆਂ ਦੀ ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।

3. ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਕ ਪੈਰਾ ਦਿੱਤਾ ਜਾਵੇਗਾ ਅਤੇ ਉਸ 'ਤੇ ਆਧਾਰਿਤ ਇਕ-ਇਕ ਅੰਕ ਦੇ ਪੰਜ ਪ੍ਰਸ਼ਨ ਦਿੱਤੇ ਜਾਣਗੇ। ਉੱਤਰ 50 ਸ਼ਬਦਾਂ ਤਕ ਸੀਮਤ ਹੋਵੇਗਾ।

4. ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਕ ਪੈਰਾ ਦਿੱਤਾ ਜਾਵੇਗਾ ਜਿਸ ਦੀ ਉਸ ਨੇ ਇਕ ਤਿਹਾਈ ਹਿੱਸੇ ਵਿਚ ਸੰਖੇਪ ਰਚਨਾ ਕਰਨੀ ਹੋਵੇਗੀ ਅਤੇ ਚੁੱਕਵਾਂ ਸਿਰਲੇਖ ਦੇਣਾ ਹੋਵੇਗਾ।

5. ਵਿਦਿਆਰਥੀ ਨੂੰ ਇਕ ਵਾਰਤਾਲਾਪ ਜਾਂ ਵਾਰਤਕ ਦਾ ਟੋਟਾ ਦਿਤਾ ਜਾਵੇਗਾ ਜਿਸ ਨੂੰ ਉਸ ਨੇ ਵਾਰਤਕ ਜਾਂ ਵਾਰਤਾਲਾਪ ਵਿਚ ਤਬਦੀਲ ਕਰਕੇ ਲਿਖਣਾ ਹੋਵੇਗਾ। ਵਾਰਤਾਲਾਪ ਜਾਂ ਵਾਰਤਕ ਦਾ ਟੋਟਾ 50 ਸ਼ਬਦਾਂ ਤਕ ਸੀਮਤ ਹੋਵੇਗਾ।

6. ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਭਾਸ਼ਾ ਸਰਲ ਅਤੇ ਸਪਸ਼ਟ ਹੋਵੇਗੀ।

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–III)

BBA-303: STATISTICS FOR BUSINESS

Time: 3 Hours   **M. Marks: 50**

Note: 1. The question paper covering the entire course shall be divided into three section
2. The candidates are allowed to use [Non-Scientific] calculator.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART-I

Differential Calculus: Limit of a function; concept of a derivative rules of differentiation; Maxima and minima of a function.

Matrix Algebra: Types of matrices; basic operations of matrices; determinant of a matrix and its properties; rank and inverse of a matrix; solution of simultaneous linear equations – Cramer's rule and matrix inversion, method, application of matrices – National Income model, input – output analysis (Introductory Treatment).

Introduction, Methods of Presentation of Statistical Information, Collection and Presentation of Data. Frequency distribution. Concept of sampling and sampling Designs.

Measures of Central Tendency:- Mean, Median, Mode, Measure of dispersion. Range quintile deviation, Mean, Average deviation and Standard deviation.

PART-II

Simple Correlation and Regression Analysis: Assumptions; Pearsons product moment and Spearmen's rank correlation method; least squares technique; properties of correlations and regression coefficients; estimation of semi–log and double–log equations.

Time Series Analysis: Trend analysis using moving average and regression analysis, seasonal, cyclic and regular fluctuations, Index number construction of unweighted and weighted index numbers, quantity Index.

Elementary Probability Theory: Deterministic and non–deterministic experiments; different types of events; a priori and empirical definition of probability.

Conditional probability, laws of addition and multiplication of probability.

Characteristic properties of binomial, Poisson and normal distributions.

Suggested Readings:

1. Chiang A.C., 1984, "Fundamental Methods of Mathematical Economics", McGraw Hill, Kogakusha,

2. Hopfe, M.M., Mathematics – "Foundations for Business Science, Research Association", Inc.1980.

3. Mizrahi, A. and Sullivan M., 2007, "Mathematics for Business and Social Sciences", John Wiley and Sons, Inc.

4. Raghawachari, M., 1980, "Mathematics for Management – An Introduction", Tata McGraw Hill, New Delhi.

5. Webber, J.E., 1982, "Mathematical Analysis: Business and Economic Applications", Harper & Row,

6. Yamuna, T., "Mathematics for Economics – An Elements Survey", Prentice Hall of India Pvt.Ltd., New Delhi, 1995.

7. Chou, Y. "Statistical Analysis", Holt, Rinehart and Winston, New York, 1975.

8. Croxton, F.E., Cowden, D.J. and Klien, S., "Applied General Statistics", Prentice Hall of India Pvt. Ltd., 1973.

9. Karmel, P.H. and Polar, K.M., "Applied Statistics for Economists", Pitman London, 1970.

10. Wetherill, G.B., "Elementary Statistical Methods", Chapman and Hall, London.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–III)

BBA-304: FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT

Time: 3 Hours   **M. Marks: 50**

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART-I

Human Resource Management (HRM): Nature, Scope, Objectives and Functions of HRM, Evolution of HRM, Changing Trends in HRM.Status and competencies of HR manager.

Human Resource Planning (HRP): Concept, Need and Importance of HRP, Factors affecting HRP, Human Resource Planning Process.

Job Analysis: Meaning and Objective, Process, Methods of Collecting job data, Uses of Job Analysis, Problems of Job Analysis.

Recruitment and Selection: Meaning and Factors governing Recruitment, Recruitment Sources and Techniques. Meaning and Process of Selection, Problems associated with Recruitment and Selection.

Employee Retention: Meaning, Factors Responsible for High Employee Turnover, Employee Retention Strategies.

PART-II

HR Training and Development: Concept and Need, Process of Training and Development Programme: - Identification of Training and Development Needs, Objectives, Strategy & Designing of Training and Development, Implementation and Methods of Training Programme and Levels of Training Evaluation.

Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal.

Managing Compensation and Employee Remuneration: Concept, Objectives, Components of Employee Remuneration, Factors Influencing Employee Remuneration, Challenges of Remuneration. Incenive plans , fringe benefits, employee health and safety and employee grievance system.

Job Evaluation: Meaning, Process and Methods of Job Evaluation.

Suggested Readings:

1) Dessler, Gary, (2007) 11th Edition, "Human Resource Management", New Delhi, Pearson Education, Asia.
2) Durai, Pravin, "Human Resource Management," New Delhi, Pearson.
3) Noe, Raymond A., Hollenbeck, John R, Gerhart, Barry, Wright, Patrick M., (2005) "Human Resource Management: Gaining a Competitive Advantage," New Delhi, McGraw-Hill.
4) Mathis, Robert L. and Jackson, John H.,(2009), 13th Edition, "Human Resource Management," New Delhi,Thomson.
5) Gomez, Mejia, Balkin, Cardy, (2010) "Managing Human Resources," New Delhi, Pearson Education.
6) Aswathappa, K., (2010), "Human Resource Management", Text and Cases. New Delhi, Tata McGraw – Hill.
7) Snell, Scott, and Bohlander, George, (2009), 16th Edition "Human Resource Management," New Delhi, Cengage Learning.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–III)

BBA-305: FUNDAMENTALS OF MARKETING MANAGEMENT

Time: 3 Hours   **M. Marks: 50**

Note: The question paper covering the entire course shall be divided into three sections.
Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.
Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.
Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART–I
Marketing: Concepts, Philosophies and Importance, Scope of Marketing, the selling concept, the Marketing concept, Components of a modern marketing information system, Marketing Intelligence.
Analyzing the Microenvironment; Needs and Trends, The Demographic Environment, Economic, Social-Cultural and Natural, Technological, Political-Legal Environment.
The Buying Decision Process: The Five Stage Model.
Levels of Marketing Segmentation, Bases for segmenting consumer markets: Market Targeting, Bases for segmenting business markets.

PART–II
Product Life Cycle Marketing Strategies: - Introduction stage and the Pioneer advantage, Growth, Maturity and Declining Stage.
Product Characteristics and Classifications; Product levels; The Customer value hierarchy, Product Classification, Differentiation. Packaging, Labeling, Branding. Understanding Pricing; Setting the Price.
Marketing Communications:-
 Advertising: - Evolution, Definition, Features, Importance, Advertising and Publicity, Functions of advertising. Advertising media, advertising copy, Objections against advertising. Sales Promotions. Direct Marketing, Personnel Selling, Interactive Marketing and Word of Mouth marketing. Channels of distributions.

Suggested Readings:
1. Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar; (2009). "Marketing Management: South Asian Perspective", 13th Edition, Pearson Education New Delhi.
2. Ramaswamy, V.S. and Namakumari, S., "Marketing Management: Global Perspective, Indian Context", 4th edition, MacMillan.
3. Kurtz, David L. and Boone, Louis E., (2006), 12th Edition, "Principles of Marketing, Thomson South-Western".
4. Enis, B. M., (1991) "Marketing Classics: A Selection of Influential Articles", New York, McGraw- Hill.
5. Saxena, Rajan, (2006) " Marketing Management", Tata McGraw-Hill, New Delhi.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–III)

BBA-306: INDIAN FINANCIAL SYSTEM

Time: 3 Hours **M. Marks: 50**

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

Part-I

Financial System: - Functions, organisation/structure and an overview of Indian Financial System.

Financial Markets: - Functions, organisation and types of financial markets, Securities Contract (Regulations) Rules, SEBI (Securities Exchange Board of India). An Overview of Primary and Secondary Market. Money Market Organisation & RBI (Role and functions).

Part-II

Financial Intermediaries:-
Non Banking financial companies, Mutual Funds: - Its Introduction and guidelines, schemes and products . IRDA Act of Insurance Companies.
An Introduction to FII's and FDI's and is importance.
Financial Assets/Instruments: - An Overview of Capital Market instruments.

Suggested Readings:

1. Khan, M.Y (2007), "Indian Financial System" Fifth Edition by Tata McGraw Hill Publishing Co.Ltd.

2. Vasant Desai, (2005), "The Indian Financial System & Development" First Edition by Himalaya Publishing House.

3. Dr. K.Ravichandran, (2008), "Merchant Banking & Financial Services", First Edition by Himalaya Publishing House.

4. Bhole, L.M, (2004) "Indian Financial Institutions and Market" by Tata McGraw Hill Publishing Co. Ltd.

5. Avadhani V.A., (2012), "Capital Market Management" by Himalaya Publishing House.

6. SEBI Guidelines, Nabhi Publication.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–III)

BBA-307: MANAGEMENT AND COST ACCOUNTING

Time: 3 Hours **M. Marks: 50**

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART-I

Management Accounting- Meaning, scope and functions. Difference between Financial Accounting and Management Accounting. Nature, Importance and limitation of financial statements. Tools of Financial Analysis: - Ratio Analysis (Liquidity, Activity, Solvency and Profitability ratios). Trend Analysis common size financial statements and comparative financial statements.

Responsibility Accounting: - Concept, Steps in Responsibility Accounting and Advantages of Responsibility Accounting.

PART-II

Cost Accounting: - Elements of costs and preparation of cost-sheet.

Funds flow & Cash Flow Analysis- Concept, preparation & limitation.

Budget and Budgetary control- Concept, Types of budgets, Preparations of budgets & functioning of budgetary control system.

Standard Costing: Concept & process of setting standard. Variance Analysis, Marginal costing-application & merits of marginal costing. Break even analysis-concept, cost, volume, profit analysis and application of Break Even Analysis. Limitations of Break Even Analysis.

Suggested Readings:

1. Khan, M.Y. and Jain, P.K (2009), "Management Accounting" Tata McGraw Hill Co.Ltd.

2. Ravi M. Kishore, (2011), "Cost and Management Accounting" Taxmann Publications P. Ltd.

3. Shashi K.Gupta and R.K. Sharma (2011), " Management Accounting" Kalyani Publishers Lyall.

4. Jawahar Lal (2009) "Cost Accounting" Tata McGraw Hill Co. Ltd.

5. N.K. Prasad, "Cost Accounting—Principles and Practice".

6. Jain & Narang (2012), "Cost Accounting", Kalyani Publishers Lyall.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–III)

ESL-221: ENVIRONMENTAL STUDIES-I

Theory Lectures: 1.5 Hours/ Week   **Max. Marks: 50**
Time of Examination: 3 Hours

Section A (15 Marks): It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.
Section B (20 Marks): It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying ten marks. Answer to any of the questions should not exceed four pages.
Section C (15 Marks): It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

1. **The multidisciplinary nature of environmental studies:**
     Definition, scope & its importance.
     Need for public awareness.
2. **Natural resources**:
     Natural resources and associated problems:
  a) **Forest resources**: Use of over exploitation, Deforestation, Case studies. Timber extraction, Mining, Dams and their effects on forests and Tribal people.
  b) **Water resources**: Use and Over-utilization of surface and Ground water, Floods, drought, Conflicts over water, Dams-benefits and Problems.
  c) **Mineral resources**: Use and exploitation, Environmental effects of extracting and using mineral resources, Case Studies.
  d) **Food resources**: World food problems, Change caused by agriculture and overgrazing, Effects or modern agriculture, Fertilizer-pesticide problem, Salinity, Case Studies.
  e) **Energy resources**: Growing of energy needs, Renewable and Non-renewable energy Resources, Use of alternate energy sources, Case Studies.
  f) **Land recourses**: Land as a resource, Land degradation, Soil erosion and Desertification.
     Role of an individual in conservation of natural resources.
     Equitable use of resources for sustainable lifestyles.
3. **Ecosystem:**
     Concept of an ecosystem.
     Structure and function of an ecosystem.
     Producers, consumers and decomposers.
     Energy flow in the ecosystem.
     Ecological succession.
     Food chains, food webs and ecological pyramids.
     Introduction, types, characteristic features, structure and function of the following ecosystems:
     a. Forest ecosystem
     b. Grassland ecosystem
     c. Desert ecosystem
     d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

4. Social Issues and Environment:

From unsustainable to sustainable development.

Urban problems related to energy.

Water conservation, rain water harvesting, watershed management.

Resettlement and rehabilitation of people; its problems and concerns. Case studies.

Environmental ethics: Issues and possible solutions.

Climate change, global warning, acid rain, ozone layer depletion, nuclear accidents and Holocause. Case Studies.

Wasteland Reclamation.

Consumerism and Waste Products.

Environmental Protection Act:
➢   Air (prevention and Control of Pollution) Act.
➢   Water (prevention and Control of Pollution) Act.
➢   Wildlife Protection Act.
➢   Forest Conservation Act.

Issues involved in enforcement of environmental legislation.

Public awareness.

References/Books:

1.   Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.

2.   Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.

3.   Down to Earth, Centre for Science and Environment, New Delhi.

4.   Jadhav, H. & Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub.

5.   Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.

6.   Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.

7.   Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.

8.   Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut.

9.   Booklet on Safe Driving. Sukhmani Society (Suvidha Centre), District Court Complex, Amritsar

10. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–IV)

BBA-401: ENGLISH COMPULSORY

Time: 3 Hours   **Total Marks: 50**

Text books Prescribed & Course Contents:
1. *Making Connections* by Kenneth J. Pakenham 2nd Edn. CUP.
2. *Moments in Time*: An Anthology of Poems, G.N.D.U. Amritsar.
3. *Exploring Grammar in Context* by Ronald Carter, Rebecca Hughes, and Michael McCarthy, CUP.

Course Contents:
Making Connections: Unit -III & Unit-IV.
Moments in Time: Poems at Serial No. 7-12.
Exploring Grammar in Context: Revision of Sections A- E.

Instructions for the Paper Setter and Distribution of Marks:

The question paper will consist of three sections and distribution of marks will be as under:
 Section A: 14Marks
 Section B: 24 Marks
 Section C: 12 Marks

Section–A
I.   SEVENTEEN (17) questions on the usage of grammar related to Section A--E of *Exploring Grammar in Context* will be set for the students to answer any FOURTEEN (14) of these questions.   (1 x 14=14 Marks)

Section–B
II. TWO questions (with sub parts) based on strategies & skill development exercises as given before and after reading essays in Unit-I & Unit-II of the prescribed text book *Making Connections* will be set. The number of items in each question will be 50% more than what a student will be expected to attempt so that the question provides internal choice.
                                                                      (7x2= 14 Marks)
III. THREE questions on central idea, theme, tone & style etc. of the poems from the prescribed textbook, *Moments in Time* will be set for the students to attempt any TWO of these questions.   (5x2= 10 Marks)

Section–C
IV. ONE question (with internal choice) requiring students to explain a stanza with reference to context will be set. The stanzas for explanation will be taken from the poems prescribed in the syllabus.   (1x6=6 Marks)
V. ONE question based on beyond the reading section at the end of each chapter of the prescribed textbook, *Making Connections* will be set.
                                                                      (1x6= 6 Marks)

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–IV)

BBA-402: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ ਤਿੰਨ ਘੰਟੇ   ਕੁਲ ਅੰਕ : 50

1.   **ਕਾਵਿ ਕੀਰਤੀ** (ਸੰਪਾ. ਹਰਿਭਜਨ ਸਿੰਘ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ (ਇਸ   ਪੁਸਤਕ ਦੇ ''ਨਵਗਤੀ'' ਭਾਗ ਨੂੰ ਪਾਠ-ਕ੍ਰਮ ਵਿਚ ਸ਼ਾਮਿਲ ਕੀਤਾ ਗਿਆ ਹੈ। ਇਹਨਾਂ ਭਾਗਾਂ ਵਿਚੋਂ ਪਦਮਾ, ਲੂਣਾ, ਚਿੜੀਆਂ ਦਾ ਚੰਬਾ ਕਵਿਤਾਵਾਂ ਪਾਠ-ਕ੍ਰਮ ਦਾ ਹਿੱਸਾ   ਨਹੀਂ ਹਨ। ਇਸਦੇ ਨਾਲ ਹੀ ਤਾਰਾ ਸਿੰਘ ਅਤੇ ਹਰਨਾਮ ਸਿੰਘ ਦੀਆਂ ਸਾਰੀਆਂ ਕਵਿਤਾਵਾਂ ਨੂੰ ਪਾਠ ਕ੍ਰਮ ਵਿਚ ਸ਼ਾਮਿਲ ਨਹੀਂ ਕੀਤਾ ਗਿਆ।)

2.   **ਆਧੁਨਿਕ ਇਕਾਂਗੀ** (ਸੰਪਾ. ਰੋਸ਼ਨ ਲਾਲ ਆਹੂਜਾ ਅਤੇ ਮਨਜੀਤ ਪਾਲ ਕੌਰ), ਗੁਰੂ   ਨਾਨਕ   ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ (ਇਸ ਪੁਸਤਕ ਵਿਚੋਂ 'ਪਰਵਾਨਾ-ਏ-ਆਜ਼ਾਦੀ', 'ਜੁੱਤੀਆਂ ਦਾ ਜੋੜਾ' ਅਤੇ 'ਕੱਚ ਦਾ ਗਜਰਾ' ਇਕਾਂਗੀਆਂ ਪੜ੍ਹਾਈਆਂ ਜਾਣਗੀਆਂ) ।

3.   **ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ**

4.   **ਵਿਆਕਰਣ**

    (ੳ)   ਸ਼ਬਦ ਜੋੜਾਂ ਦੇ ਨਿਜਮ

    (ਅ)   ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ

ਅੰਕ–ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ:

1.   ਕਿਸੇ ਇੱਕ ਕਵਿਤਾ ਦਾ ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ/ਸੰਦੇਸ਼, ਪ੍ਰਸੰਗਿਕਤਾ (ਦੋ ਵਿਚੋਂ ਇੱਕ)   15 ਅੰਕ

2.   ਕਿਸੇ ਇੱਕ ਇਕਾਂਗੀ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ (ਦੋ ਵਿਚੋਂ ਇੱਕ) ਜਾਂ ਚਾਰ ਵਿਚੋਂ ਦੋ ਪਾਤਰਾਂ

    ਦੀ ਪਾਤਰ ਉਸਾਰੀ ।   15 ਅੰਕ

3.   ਦਫ਼ਤਰੀ ਚਿੱਠੀ-ਪੱਤਰ (ਦੋ ਵਿਚੋਂ ਇੱਕ)   10 ਅੰਕ

4.   ਲੜੀ ਨੰਬਰ ਚਾਰ ਉੱਤੇ ਨਿਰਧਾਰਤ ਵਿਆਕਰਣ ਵਿਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।

                                                                            10 ਅੰਕ

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–IV)

ਮੁੱਢਲੀ ਪੰਜਾਬੀ

(In lieu of Compulsory Punjabi)

(ਪੰਜਾਬ ਦਾ ਸਾਹਿਤ)

ਪਾਠ-ਕ੍ਰਮ

ਸਮਾਂ : ਤਿੰਨ ਘੰਟੇ   **ਕੁੱਲ ਅੰਕ : 50**

1. ਪ੍ਰੋ: ਮੋਹਨ ਸਿੰਘ ਦੀ ਕਵਿਤਾ "ਅੰਬੀ ਦਾ ਬੂਟਾ"

    ੳ) ਕਵਿਤਾ ਦਾ ਸੰਖੇਪ ਸਾਰ

    ਅ) ਕਵਿਤਾ ਦਾ ਵਿਸ਼ਾ–ਵਸਤੂ

    ੲ) ਕਾਵਿ-ਬੰਦ ਬਾਰੇ ਪ੍ਰਸ਼ਨ

    ਸ) ਪੰਜ ਸ਼ਬਦਾਂ ਦੇ ਅਰਥ   20 ਅੰਕ

2. ਪ੍ਰਿੰਸੀਪਲ ਤੇਜਾ ਸਿੰਘ ਦਾ ਲੇਖ 'ਘਰ ਦਾ ਪਿਆਰ'

    ੳ) ਲੇਖ ਦਾ ਸੰਖੇਪ ਸਾਰ

    ਅ) ਲੇਖ ਦਾ ਵਿਸ਼ਾ–ਵਸਤੂ

    ੲ) ਵਾਰਤਕ-ਪੈਰੇ ਬਾਰੇ ਪ੍ਰਸ਼ਨ

    ਸ) ਪੰਜ ਸ਼ਬਦਾਂ ਦੇ ਅਰਥ   15 ਅੰਕ

3. ਨਾਨਕ ਸਿੰਘ ਦੀ ਕਹਾਣੀ "ਭੂਆ"

    ੳ) ਕਹਾਣੀ ਦਾ ਸੰਖੇਪ ਸਾਰ

    ਅ) ਕਹਾਣੀ ਦਾ ਵਿਸ਼ਾ–ਵਸਤੂ

    ੲ) ਮੁਖ ਪਾਤਰ

    ਸ) ਕਹਾਣੀ ਬਾਰੇ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ   15 ਅੰਕ

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–IV)

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

1. ਪਹਿਲੇ ਯੂਨਿਟ ਵਿੱਚੋਂ 5-5 ਅੰਕਾਂ ਦੇ ਚਾਰ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰ ਥੀਮ ਵਿੱਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ। ਪਹਿਲੇ ਦੋ ਥੀਮਜ਼ ਵਿੱਚੋਂ ਪੁੱਛੇ ਪ੍ਰਸ਼ਨਾਂ ਦਾ ਉੱਤਰ ਘੱਟੋ-ਘੱਟ ਪੰਜ ਸਤਰਾਂ ਵਿਚ ਦੇਣਾ ਹੋਵੇਗਾ।

2. ਦੂਸਰੇ ਯੂਨਿਟ ਵਿੱਚੋਂ 5-5 ਅੰਕਾਂ ਦੇ ਚਾਰ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਇਹਨਾਂ ਵਿੱਚੋਂ ਤਿੰਨ ਪ੍ਰਸ਼ਨ ਹੱਲ ਕਰਨੇ ਜ਼ਰੂਰੀ ਹੋਣਗੇ।ਪਹਿਲੇ ਦੋ ਥੀਮਜ਼ ਵਿੱਚੋਂ ਪੁੱਛੇ ਗਏ ਪ੍ਰਸ਼ਨਾਂ ਦਾ ਉੱਤਰ ਘੱਟੋ-ਘੱਟ ਪੰਜ ਸਤਰਾਂ ਵਿਚ ਦੇਣਾ ਹੋਵੇਗਾ।

3. ਤੀਸਰੇ ਯੂਨਿਟ ਵਿੱਚੋਂ 5-5 ਅੰਕਾਂ ਦੇ ਚਾਰ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਇਹਨਾਂ ਵਿੱਚੋਂ ਤਿੰਨ ਪ੍ਰਸ਼ਨ ਹੱਲ ਕਰਨੇ ਜ਼ਰੂਰੀ ਹੋਣਗੇ।ਪਹਿਲੇ ਤਿੰਨ ਥੀਮਜ਼ ਵਿੱਚੋਂ ਪੁੱਛੇ ਗਏ ਪ੍ਰਸ਼ਨਾਂ ਦਾ ਉੱਤਰ ਘੱਟੋ-ਘੱਟ ਪੰਜ ਸਤਰਾਂ ਵਿਚ ਦੇਣਾ ਹੋਵੇਗਾ।

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–IV)

BBA-403: FINANCIAL MANAGEMENT

Time: 3 Hours   **M. Marks: 50**

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART-I

Finance & Financial Management: Meaning and nature; Financial goal-profit vs. wealth maximization; Finance functions-investment, Financing, Liquidity and dividend decisions. Theories of capitalization.

Capital Structure Theories: Conceptual framework. Determinants. Net income approach, Net operating income approach, Intermediary approach and M.M.approach.

Cost of Capital: Meaning and significance of cost of capital; Calculation of cost of debt, Preference capital, Equity capital and retained earnings; Combined cost of' capital.

Sources of finance: Long term and short term.

PART-II

Capital Budgeting: Nature of investment decisions; Investment evaluation criteria on-discounted cash flow criteria, Discounted cash flow criteria; Risk analysis in capital budgeting .

Dividend Policies: Issues in dividend decisions. Forms of dividends; Theories of relevance and irrelevance of dividends.

Operating and Financial Leverage: Measurement of leverages; Financial and operating leverage, combined leverage.

Management of Working Capital: Meaning, Significance and types of working capital; Approaches of working capital.

Suggested Readings:

1. Berk, Jonathan and DeMarzo, Peter (2011), "Financial Management", Pearson Education, Dorling Kindersley (India) Pvt Ltd.

2. Bhattacharya, Hrishlkas (2006), "Working Capital Management: Strategies and Techniques", Prentice Hall, New Delhi.

3. Brealey, Richard A and Stewart C. Myers (2007), "Corporate Finance", McGraw Hill, Int. Ed, New York.

4. Chandra, Prasanna: (2007), "Financial Management", Tata McGraw Hill, Delhi.

5. Hampton, John: (Fourth Edition) "Financial Decision Making", Prentice Hall, Delhi.

6. Pandey, I, M., "Financial Management", Vikas Publishing House, Delhi.

7. Van Horne. J.G. and J.M. Wachowicz Jr. (2009), 13th Edition, "Fundamentals of Financial Management". Prentice-Hall, Delhi.

8. Van Horne, James G (2002), 12th Edition, "Financial Management and Policy", Prentice Hall, Delhi.

9. Khan MY, Jain PK: (2004), "Financial Management", Tata McGraw Hill, New Delhi.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–IV)

BBA-404: PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 Hours   **M. Marks: 50**

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART-I

Introduction: - Concept of Production & Operations management, Market Analysis, Competitive Priorities and capabilities. New Product Design and development. Plant location and Plant layout.

Scheduling for Manufacturing Systems: Production Scheduling Techniques – Sequencing. Economic Batch Quantity with Joint Production Runs, Gantt. Charts. Network Analysis.

Productivity: Concept and Importance, Factors Affecting Productivity, Methods to improve productivity. Value Analysis.

Work study: Methods Analysis – Various Charts, Principles of Motion Economy. Work Measurement.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–IV)

PART-II

Quality Issues: Concept of Quality and Total Quality Management, Statistical Quality Control. Just in Time Manufacturing Systems.

Inventory Management: Concept and Classification of Inventory, Relevant Costs for **Inventory Decisions**:- Inventory Control Models, Reorder level, Lead Time and Safety Stock.

Supply Chain Management: Concept & Components of Supply Chain, Activities in Supply Chain Management, Logistics Management.

Suggested Readings:

1. B. Mahadevan, (2010), "Operations Management Theory & Practice", Pearson Education.

2. Kanishka Bedi , (2007), "Production & Operations Management", Oxford Higher Education.

3. L.J. Krajewski & L.P. Ritzman, (2007), 8th Edition, "Operations Management Processes & Value Chains", Pearson Education.

4. B.S. Goel ,(2011) "Production Operation Management".

5. Richard B Chase, F Robert Jacobs, Nicholas J Aquilano and Nitin K Agarwal , (2006), "Operations Management – For Competitive Advantage", The McGraw Hill Companies.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–IV)

BBA-405: BUSINESS ENVIRONMENT

Time: 3 Hours   **M. Marks: 50**

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART-I

The Concept, Nature and Significance of business environment. Influence of environmental factors like economic, political, legal, social, technological and International upon business. The relationship of various environmental forces on business. The need for environmental analysis and diagnosis. Description of environmental analysis. Techniques for environmental analysis,the role of business manager in analysis and diagnosis of environment.

The process of environmental scanning and its importance.
Environmental Threats and Opportunity Profile (ETOP) and SWOT analysis of some important industries.
Aspects of Economic Reforms: Liberalisation; Privatisation; Globalisation and its Implications for India.

PART-II

Economic Planning in India: objectives, Strategies and Evaluation of Xth plan and Strategy and priorities of XIth plan. Analysis of current annual budget.
The Social responsibility of business, social audit, business ethics & corporate governance

Deficit Financing and its implications for the Indian Economy;
Disinvestment of Public Enterprises: Rationale; Objectives and Implications.
Fiscal and Monetary policy changes in India, Salient Features of FEMA.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–IV)

Suggested Readings:

1. Francis Cherunilam, (2003), 13th Edition, "Business Environment" Himalya Publishing House, New Delhi.

2. K. Aswathappa, (2007), "Legal Environment of Business", Himalaya Publishing House. New Delhi.

3. M. Adhikary, (1978), "Economic Environment for Business", Sultan Chand & Sons, New Delhi.

4. Ruddar Dutt and KPM Sundharam, (2006), "Indian Economy (Fifty-Third.)", S. Chand and Company Ltd., New Delhi,

5. P.K. Ghosh and G.K. Kapoor, (1996), "Business Policy and Environment", Sultan Chand and Sons, Delhi.

6. Govt. of India, Five Years Plan Documents.

7. Govt. of India, Various Issues of Annual Economic Survey of India.

8. Paul Justin, (2006) "Business Environment – Text and Cases", Tata McGraw Hills Pvt Ltd., New Delhi.

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–IV)

BBA-406: OPERATIONS RESEARCH

Time: 3 Hours **M. Marks: 50**

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 10 marks. The total weightage of the section shall be 20 marks.

PART-I

Operations Research: Meaning, significance and scope. Introduction to linear programming, formation of Linear Programming Problem, Graphical method Simplex Method, two Phase Simplex Method. Duality in Linear Programming, Definition of Dual Problem, general rules of converting primal into its dual. Transportation Problem, Assignment Problem, Inventory-Types, Nature and classification Economic lotsizemodels, quantity discounts.

PART-II

CPM/PERT-Basic concepts of Network Models, Preparation of the Network diagram, project duration and critical path, probability of Project completion. Project Crashing.
Games Theory: Two persons zero sum games, pure strategies, mixed strategies, Dominance.

Sequencing problems: Introduction Classification of sequencing problems.

Suggested Readings:

1. V.K. Kapoor:(2011), "Operation Research".

2. N.D. Vohra: (1990), "Quantitative Techniques in Management".

3. Narinder K. Sethi: (2005), "Operation Management".

4. Gordon/Pressman: (1990), " Quantitative Decision Making for Business".

5. C.R. Kothari: (2005), "Quantitative Methods".

6. Barry Shore: (2011) Latest Edition, "Quantitative Method for Research".

BACHELOR IN BUSINESS ADMINISTRATION (SEMESTER–IV)

ESL-222: ENVIRONMENTAL STUDIES-II

Theory Lectures: 1.5 Hours/ Week   **Max. Marks: 50**
Time of Examination: 3 Hours

Section A (15 Marks): It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.
Section B (20 Marks): It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying ten marks. Answer to any of the questions should not exceed four pages.
Section C (15 Marks): It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

1. **Biodiversity and its Conservation:**
   Definition: Genetic, species and ecosystem diversity.
   Biogeographical classification of India.
   Value of Biodiversity: Consumptive use; productive use, social, ethical, aesthetic and option values.
   Biodiversity of global, National and local levels.
   India as mega-diversity nation.
   Hot-spots of biodiversity.
   Threats to Biodiversity: Habitat loss, poaching of wild life, man wildlife conflicts.
   Endangered and endemic species of India.
   Conservation of Biodiversity: In situ and Ex-situ conservation of biodiversity.

2. **Environmental Pollution:**
   Definition, causes, effects and control measures of:
     a) Air Pollution
     b) Water Pollution
     c) Soil Pollution
     d) Marine Pollution
     e) Noise Pollution
     f) Thermal Pollution
     g) Nuclear Hazards
     h) Electronic Waste
   Solid Waste Management: Causes, effects and control measures of urban and industrial wastes.
   Role of an individual in prevention of pollution.
   Pollution case studies.
   Disaster Management: Floods, Earthquake, Cyclone and Landslides.

3. Human population and the environment

Population growth, variation among nations.

Population explosion-Family welfare programme.

Environment and human health.

Human rights.

Value education.

HIV/AIDS.

Women and child welfare.

Role of information technology in environment and human health.

Case studies.

Road Safety Rules & Regulations**:** Use of Safety Devices while Driving, Do's and Don'ts while Driving, Role of Citizens or Public Participation, Responsibilities of Public under Motor Vehicle Act, 1988, General Traffic Signs.

Accident & First Aid**:** First Aid to Road Accident Victims, Calling Patrolling Police & Ambulance.

4. Field Visits:

Visit to a local area to document environmental assets–river/forest/grassland/hill/ mountain.

Visit to a local polluted site–Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds.

Study of simple ecosystems–pond, river, hill slopes etc.

Note: In this section the students will be required to visit and write on the environment of an area/ecosystem/vi1lage industry/disaster/mine/dam/agriculture field/waste management/hospital etc. with its salient features, limitations, their implications and suggestion for improvement.

References/Books:

1. Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.
2. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
3. Down to Earth, Centre for Science and Environment, New Delhi.
4. Jadhav, H. & Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub.
5. Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
6. Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
7. Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.
8. Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut.
9. Booklet on Safe Driving. Sukhmani Society (Suvidha Centre), District Court Complex, Amritsar
10. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.

BBA–408   **SEMINAR**   **Marks: 50**

BACHELOR IN BUSINESS ADMINISTRATION (Part-III)

BBA-301: ENGLISH (COMPULSORY)

Time: 3 Hours   **Max. Marks: 100**

Text Prescribed:
1. **Arther Miller,** All my sons.
2. **Poems of Nature and Culture**, Guru Nanak Dev University, Amritsar.

   The following poems are excluded:
   1. Stanzas Written in Dejection Near Naples by P.B. Shelley
   2. Words by W.B. Yeats
   3. Piano by D.H. Lawrence
   4. La Figlia Che Piange by T.S. Eliot
   5. Funeral Blues by W.H. Auden
   6. The Express by Stephen Spender
   7. Do Not Go Gentle into That Good Night By Dylan Thomas
   8. The Thought-Fox by Ted Hughes
   9. Night of Scorpion by Nissim Ezekiel
   10. Honeymoon Flight

3. **Murphy's English Grammar (Raymond Murphy)**, 3rd Edition, CUP, 2004, Rept. 2005 (Units: 92-97, 113-145).

Instructions for the paper setter/examiner:

Note: The Question Paper will consist of three sections and the distribution of marks will be as follows:

   Section A: 20 Marks
   Section B: 48 Marks
   Section C: 32 Marks

Section-A: It will consist of ten (10) questions on usage of Grammar related to units 92-97, 113-145 of **Murphy's English Grammar (Raymond Murphy)**, 3rd Edition, CUP, 2004, Rept. 2005. Each question will carry two (2) marks. All questions will be compulsory.

Section-B: It will consist of eleven (11) questions. Students will be required to attempt eight (08) questions. Each question will carry six (6) marks. The total marks for this section will be 48.

Eight (08) questions (Q.I-VIII) will be set from the two literary texts (four from the Plays and four from Poems). The questions on literary texts will include two reference to context questions on the play and the poems. The students will be required to attempt any five (5) choosing atleast two (2) questions from each prescribed text. The questions (Q.I to VIII) from literary texts will be answered in about 15 lines each.

BACHELOR IN BUSINESS ADMINISTRATION (Part-III)

The questions (IX-XI) set on vocabulary and composition will be compulsory.

Question IX will be set on vocabulary introduced in the two prescribed texts. The question should test meaning and usage of items glossed in the texts.

Question X will be Precis Making.

Question XI will be Comprehension of an unseen prose passage. Three short answer questions of 2 marks each shall be set on the given passage.

Section-C: It will consist of 4 questions, each carrying 8 marks. Total marks for this section will be 32.

Questions I and II will be set from the prescribed Play and Poems respectively. Each question will have internal choice and has to be answered in not more than 300 words.

Question III will be Essay writing. The examiner will give 4 topics relating to current affairs and the students will be required to write an essay of about 300 words on any of them.

Question IV will relate to business writing like resume writing, business letters, report writing etc. The examiner may offer internal choice between different writing tasks.

Suggested Reading:

Oxford Guide to Effective Writing and Speaking by John Seely.

BBA-302: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : ਤਿੰਨ ਘੰਟੇ   ਕੁਲ ਅੰਕ : 100

ਸਲੇਬਸ ਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

1. **ਜੱਗ ਬੀਤੀ ਹੱਡ ਬੀਤੀ** (ਕਥਾ ਸੰਗ੍ਰਹਿ)
   (ਸੰਪਾ. ਡਾ ਜੁਗਿੰਦਰ ਸਿੰਘ ਰਾਹੀ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2008.

2. **ਗਿਆਨ ਮਾਲਾ** (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ-ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ)
   (ਸੰਪ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2007.

   ਇਸ ਪੁਸਤਕ ਵਿਚੋਂ ਹੇਠ ਲਿਖੇ ਨਿਬੰਧ ਹਨ :
   1. ਪਹੀਆ ਪ੍ਰਦੂਸ਼ਨ (ਭਜਨ ਸਿੰਘ ਲਾਰਕ)
   2. ਭਰੂਣ ਹੱਤਿਆ ਦੇ ਦੇਸ਼ ਵਿਚ (ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ, ਪਰਮਜੀਤ ਸਿੰਘ ਸਿਧੂ)
   3. ਨਾਰੀ ਸ਼ਕਤੀ (ਬਲਵਿੰਦਰ ਕੌਰ ਅਰੋੜਾ)
   4. ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਨ ਅਤੇ ਮਨੁੱਖ (ਡੀ.ਪੀ. ਸਿੰਘ)
   5. ਏਡਜ਼ : ਇਕ ਗੰਭੀਰ ਸੰਕਟ (ਸ੍ਰੀਮਤੀ ਕੈਲਾਸ਼ਪੁਰੀ)

3. **ਲੇਖ ਰਚਨਾ** (ਵਿਦਿਅਕ ਅਤੇ ਸਭਿਆਚਾਰਕ ਵਿਸ਼ਿਆਂ ਬਾਰੇ 500 ਸ਼ਬਦਾਂ ਦੀ)

4. ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰ੍ਹੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ

5. **ਵਿਆਕਰਣ :**
   (ੳ) ਨਾਂਉ ਵਾਕੰਸ਼ : ਪ੍ਰੀਭਾਸ਼ਾ, ਬਣਤਰ ਤੇ ਪ੍ਰਕਾਰ
   (ਅ) ਕਿਰਿਆ ਵਾਕੰਸ਼: ਪ੍ਰੀਭਾਸ਼ਾ, ਬਣਤਰ ਤੇ ਪ੍ਰਕਾਰ
   (ੲ) ਵਾਕਾਤਮਕ ਜੁਗਤਾਂ : ਮੇਲ ਤੇ ਅਧਿਕਾਰ
   (ਸ) ਕਾਰਕ ਅਤੇ ਕਾਰਕੀ ਸਬੰਧ ।

ਅੰਕ-ਵੰਡ ਤੇ ਪੇਪਰ ਸੈਟਰਾਂ ਲਈ ਹਦਾਇਤਾਂ :

1. ਕਿਸੇ ਇੱਕ ਕਹਾਣੀ ਦਾ ਵਿਸ਼ਾ ਵਸਤੂ / ਸਾਰ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ)   20 ਅੰਕ
2. ਕਿਸੇ ਇੱਕ ਨਿਬੰਧ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ / ਸਾਰ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ)   20 ਅੰਕ
3. ਲੇਖ : ਤਿੰਨਾਂ ਵਿੱਚੋਂ ਕਿਸੇ ਇਕ ਵਿਸ਼ੇ ਉੱਤੇ   10 ਅੰਕ
4. ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ   10 ਅੰਕ
5. ਨੰਬਰ 5 ਉੱਤੇ ਨਿਰਧਾਰਤ ਵਿਆਕਰਣ ਵਿਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ   20 ਅੰਕ
6. ਉਪਰੋਕਤ ਲੜੀ ਨੰਬਰ 1 ਅਤੇ 2 ਦੀਆਂ ਪੁਸਤਕਾਂ ਵਿੱਚੋਂ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ 10 ਪ੍ਰਸ਼ਨ
   ਪੁੱਛੇ ਜਾਣਗੇ । ਹਰੇਕ ਦਾ ਉੱਤਰ 50 ਸ਼ਬਦਾਂ ਤੋਂ ਵੱਧ ਨਾ ਹੋਵੇ ।   10x2 =20 ਅੰਕ

BACHELOR IN BUSINESS ADMINISTRATION (Part-III)

BBA-302: PUNJAB HISTORY AND CULTURE (1849-1970)
(Special Paper in lieu of Punjabi Compulsory)

Time: 3 Hours   **Max. Marks: 100**

Total Teaching Periods: 75

Note: Each question paper shall consist of two sections viz. A and B as under :-

Section A: The examiner shall set 10 questions and the candidates will attempt any 7 questions carrying 4 marks each. Answer to each question shall be in 10 to 15 sentences. The total weightage of this section shall be 28 marks.

Section B: The examiner shall set 8 questions which will cover the entire syllabus. The candidates shall attempt any 4 questions in atleast 5 pages each. Each question carry 18 marks. The total weightage of this section will be 72 marks.

1.   The early British Administration.
2.   British policies towards Agriculture, Industry, Trade and Commerce.
3.   Spread of Modern Education in the Punjab.
4.   Socio-Religious Reform Movements : Arya Samaj, Singh Sabha and Ahmadiyas.
5.   Growth of political consciousness in the Punjab upto 1907.
6.   Struggle against the Raj with special reference to Gaddar Movement, Jallianwala Bagh Tragedy, Gurdwara Reform Movement, Non co-operation and Civil Disobedience Movement.
7.   Towards Independence and Partition, 1940-1947.
8.   Eminent Freedom Fighters of the Punjab-Lajpat Rai, Sohan Singh Bhakna, Kartar Singh Sarabha, Udham Singh, Saifuddin Kitchlew, Kharak Singh and Bhagat Singh.
9.   Great writers of the Punjab - Bhai Vir Singh, Mohammad Iqbal, Puran Singh, Ishwar Chander Nanda, Dhani Ram Chatrik and Mohan Singh.
10. Achievements of the Punjab Since 1947 - Development of Agriculture (Green Revolution), Irrigation.
11. Development of Industry, transport and education
12. Formation of Punjabi Suba.

SUGGESTED READINGS:

1.   Fauja Singh (Ed.) : History and Culture of the Punjab, Part-III Patiala, 1987.
2.   G.S. Chhabra : The Advanced History of the Punjab, Vol-II.
3.   Khushwant Singh : A History of the Sikhs, Vol. II, 1839-1988, Delhi, 1991.
4.   Fauja Singh, : Eminent Freedom Fighters of Punjab, Patiala, 1972.

BACHELOR IN BUSINESS ADMINISTRATION (Part-III)

BBA-303: MANAGEMENT TECHNIQUES AND SERVICES

Time : 3 Hours   **Max. Marks : 100**

Note: 1.The question paper covering the entire course shall be divided into three sections.
   2. The candidates are allowed to use [Non-Scientific)] calculator.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

Section B: It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

Part-I
Forecasting and Planning: Business and Technological Forecasting Principles and Methods. Preparation of Short, Medium and Long Range plans. Corporate Planning and Procedures. Man Power Planning. Decision Trees: Cost Benefit Analysis.

Service Sector : Nature of Services, Characteristics of services, problems and strategies.

Part-II
Computers for Management Information System : Introduction, need; Information life cycle-Components, stages of developments. Limitation of traditional MIS, Need for computer aided information systems.

Requirements for Computerised MIS--Introduction of hardware, software, humanware.

Role of Management Services Division: External Consultancy Services; Work Study (Incorporating Hawthrone Studies). Work Measurement. Activity Sampling. An introduction of Ergonomics. Work Simplification.

References:

1. Gorden, Robert Aaron: Business Forecasting.

2. Davar, Rustom S., : The Principles of Management.

3. Maimann, The Professional Management.

4. Koontz, Harold & Donnell, C.O., Essentials of Management.

5. Hongren, Charles T: Cost Accounting-- A menagerial Emphasis.

6. Prasad, N.K.: Principles and Practice of Cost Accounting.

7. Pattanshetty, P.T., Cost Accounting.

8. Goel B.S. & Mittal, S.K.: Operations Research.

9. Oborne, David J. : Ergonomics at Work.

10. Marvin, James: Computer Based Information System.

BACHELOR IN BUSINESS ADMINISTRATION (Part-III)

BBA-304: COMPUTER APPLICATIONS FOR BUSINESS-III

Time : 3 Hours　　　　　　　　　　　　　　　　　　　**Total Marks: 100**
　　　　　　　　　　　　　　　　　　　　　　　　　　　　Theory: 70
　　　　　　　　　　　　　　　　　　　　　　　　　　　Practical: 30

Note:
1.　**The question paper covering the entire course shall be divided into three sections.**
2.　**The candidate has allowed to use (Non-Scientific) Calculator**
3.　　**40 hours of practical session of one hour each duration for every student related to programming in C language.**

Section-A : It will have question No. 1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will cary one mark; the total weightage being 10 marks.

Section B: It will consist of essay type / numerical questions with answer to each question up to five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt two questions selecting one from questions 2 and 3 and one from questions 4 and 5. Each question will carry 15 marks. The total weightage of this section shall be 30 marks.

Section C: It will consist of essay type / numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt two questions selecting one from questions 6 and 7 and one from questions 8 and 9. Each question will carry 15 marks. The total weightage of this section shall be 30 marks.

Part-I

Fundamentals:- Character set, Indentifiers & Keywords, Data types, constant, set, Variables, expressions, statements, symbolic constants.

Operator and Expressions:- Arithmetic operators, unary operators, relational and logical operator, assignment and conditional operators, library functions.

Data Input & Output:- Preliminaries, single character input, single character output, entering input data, more about the scanf function, writing output data, more about print functions, gets and puts, function interactive programming.

Part-II

Control Statements:- Preliminaries, while, do while and for statements, nested loops, if else, switch, break & external and static variables.

Arrays:- Defining and processing and array, passing array to a function, multi-dimensional arrays.
Strings: string declaration, string functions and string manipulation.

Structure and Unions:- Defining and processing a structure, user defined data types structure and pointers, passing structure to a function, self referential structure, unions.

Books Recommended:

1.   Computer Programming in C: Rajaraman.

2.   Data Structures and Program Design in C: Kruse, Leung & Tondo.

BACHELOR IN BUSINESS ADMINISTRATION (Part-III)

BBA-305: BUSINESS LAWS

Time : 3 Hours   **M. Marks : 100**

Note:
   1.   **The question paper covering the entire course shall be divided into three sections.**
   2.   **The candidates are allowed to use [Non-Scientific)] calculator.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

Section B: It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

Part-I

Meaning of Business Law, its scope, significance and relevance to modern civilized society;

The Indian Contract Act, 1872: Contract-meaning, essentials of a valid Contract; Nature of Contract; Performance of Contract; Termination and Discharge of Contract; Indemnity and guarantee; bailment and pledge; law of agency.

The Sale of Goods Act, 1930: Essentials of a Contract of sales; Sale Distinguished from agreement to sell, bailment and hire-purchase; Conditions and warranties; transfer of property; transfer of title; performance of the contract; rights of unpaid seller.

The Negotiable Instruments Act, 1881. Definition of a negotiable instrument; types; parties to a negotiable instrument-duties, rights, liabilities and discharge; provisions relating to crossed cheques.

Part-II

The Indian Partnership Act, 1932. Nature of Partnership and certain similar organisations-co-ownership; joint Hindu Family; Partnership Deed; rights and liabilities of partners; implied authority of partners and its scope; registration of firms; dissolution of a firm.

The Arbitration Act, 1940; Arbitration Agreement-Format; appointment of Arbitrator, empire; Powers of Arbitrator; Award-modification or correction of award; stay of legal proceedings-effect of legal proceedings on arbitration.

Nature and Meaning of Company; types of companies ; promotion and incorporation of a company; legal aspects of distinctions between companies and various kinds of business organisations including forms of incorporated and unicorporated associations and Govt. undertakings.

Recommended Books:

1. Iyengar, S.P. & Goyal, B.K.: Mercantile Law with Industrial Law. R. Chand & Co.

2. Shukla, M.C. : A Manual of Mercantile Law, S Chand & Co., New Delhi.

3. Kapoor, N.D. : Mercantile Law, Sultan Chand & Sons, New Delhi.

4. Sen & Mitra : Commercial Law, The World Press Pvt. Ltd., Calcutta.

5. A. Ramaiya : Guide to the Companies Act, Wadhwa & Company, Nagpur.

BACHELOR IN BUSINESS ADMINISTRATION (Part-III)

BBA-306: ENTERPRENEURSHIP AND SMALL BUSINESS

Time: 3 Hours **M. Marks: 100**

Note: 1. The question paper covering the entire course shall be divided into three sections.
2. The candidates are allowed to use [Non-Scientific] calculator.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

Section B: It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

Part-I

Concept of Enterpreneurship : The Enterpreneur: Definition, nature, and characteristics of enterpreneurhsip. Emergence of enterpreneurial class including women enterpreneurs. Theories of enterpreneurship ; Socio-economic environment and the enterpreneur. The concept of joint stoke company, public company, private company, government company, partnership company, Hindu undivided family.

Characteristics of Enterpreneur Leadership risk taking, decision making and business planning.

Innovation and enterpreneurship, enterpreneurial behaviur and motivation.

Enterpreneurial Development Programmes-Their relevance and achievements, Role of government in organising such programmes. Critical Evaluation.

Part-II

Small Business as a Seed Bed of Enterpreneurship: Concept of business venture. The start-up process: Concept, Plan, Implementation, Intial Strategic Planning, Product and Marketing Scope, Legal and tax consideration, risk analysis and financial considerations. Profit Planning in Small Enterprise: Growth Strategies and diversification.

Finance Management in current operations and expansion of capital.

Role of Small Business in the national economy. National Policies for small business development. Government and Non-Governmental assistance.

Contribution of Commercial Banks in Promoting and servcing small business. Small business and modern technology.

Government Policies and formalities in setting up a unit. Basic requirements regarding registration, Excise, Sales Tax, Factory Act.

Suggested Readings:

1. Hall, B. Pricke; and Royce L. Brahamson: Small Business Management.

2. Kenneth R., Van Voorthis: Enterpreneurship and Small Business Management.

3. Hans Schollhammer and Arthur H. Kuriloff: Enterpreneurship and Small Business

   Management.

4. Joseph R. Mancuso: How to Start, Finance and Manage Your Own Small Business.

5. Sharma, R.A.: Enterpreneurial Change in Indian Industries.

6. Dhar, P.N. and Lydall H.F.: The Role of Small Enterprises in Indian Economic

   Development.

BACHELOR IN BUSINESS ADMINISTRATION (Part-III)

BBA-307: INDIAN ECONOMY AND BUSINESS ENVIRONMENT

Time : 3 Hours   **M. Marks: 100**

Note: 1.The question paper covering the entire course shall be divided into three sections.
2. The candidates are allowed to use [Non-Scientific)] calculator.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

Section B: It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

Part-I

Nature of Indian Economy. Meaning of Undeveloped, underdeveloped, developing and developed economy. Causes of underdevelopment in India. Determinants of development.

Estimates of national income ; trends in growth and structure of national income.

Theory of demographic transition ; size and growth of population in India; Population growth as a retarding factor ; population policy.

Nature of unemployment in India; extent of problem and the measures taken by the government to solve it.

Industry : Industrial Policy in India with emphasis on the policy of 1948, 1956, 1977, 1980 and 1991.

Small Scale Industry: Role, Problems and measures by the government to solve the problems.

Large Scale Industry: Progress and problems of Iron-Steel, Sugar & Textile Industries. Growth of large business houses ; MRTP ; Act. Industrial Finance : Sources of Industrial Finance ; Industrial Finance Corporation, State Finance Corporations and Industrial Credit & Investment Corporation of India.

Part-II

Economic Planning and Policy: Outlines of Indian Financial System and the Fiscal Policy.

Importance of Planning ; Brief outline, achievements and failure of planning in India.

Objectives, role and performance of public sector, Joint sector and private sector in India.

Export and Import Policies : Export Promotion measures.

Business Environment: Economic and non economic factors affecting business environment.

Economic System : Features & evaluation of capitalism and socialism

Mixed Economy in India.

Role of Foreign capital and its limitations.

Problem of Industrial sickness ; its extent, remedies and Government's policies.

Paralled economy : Estimates of black money, factors responsible and impact of black money. **Inflation :** Meaning, Causes, types, consequences and control.

Recommended Books:

1.   Ruder Datt & Sundram : Indian Economy.

2.   Francis Cherunilam : Business Environment.

3.   M.Y. Khan : Indian Financial System.

4.   Michael P. Todaro : Economics for a Developing World.

BACHELOR IN BUSINESS ADMINISTRATION (Part-III)

BBA-308: OPTION (i): PERSONNEL MANAGEMENT

Time: 3 Hours   **M. Marks: 100**

Note: 1.The question paper covering the entire course shall be divided into three sections.
2. The candidates are allowed to use [Non-Scientific)] calculator.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

Section B: It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

Part-I

Personnel Management : Objectives, scope and functions Organisation of Personnel Department and its relationship with other departments. Manpower Planning : Job Analysis, Job description, job specification, recruitment, selection, placement and induction.

Transfer and promotion policies.

Training and Development : Methods of training and executive development programmes.

Part-II

Performance Appraisal-Objectives and techniques.

Wage and salary administration-objectives, Time keeping, basis of remuneration and incentive system.

Factors determining labour Management relations; grievance handing procedure; Introductory idea of worker participation in Management. Trade Unionism and collective bargaining.

BBA-308: OPTION (ii): PRODUCTION MANAGEMENT

Time : 3 Hours   **M. Marks: 100**

Note: 1.The question paper covering the entire course shall be divided into three sections.
2. The candidates are allowed to use [Non-Scientific)] calculator.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

Section B: It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

Part-I

Role and scope of Production Management, concept of production management, Types of production system, Plant Location and layout.

Production Planning and Control, Production process analysis and planning product designs and developments.

Demand Forecasting, Productivity, factors affecting productivity and methods of meaning productivity. Time and Motion Study.

Quality Control, Statistical Quality Control, Basic Statistical methods, techniques of quality control, control charts for attributes and variables.

Part-II

Materials Management : Concept, objectives and function. Purchase of Material, make or Buy decision.

Inventory Control, Classification and codification of Inventory. Inventory Control Methods : ABC Analysis, EOQ, Leadtime, Safety Stock, minimum and maximum stock level.

BACHELOR IN BUSINESS ADMINISTRATION (Part-III)

BBA-308: OPTION (iii): MARKETING MANAGEMENT

Time : 3 Hours   **M. Marks: 100**

Note: 1.The question paper covering the entire course shall be divided into three sections.
       2. The candidates are allowed to use [Non-Scientific)] calculator.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

Section B: It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

Section C: It will   consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

Part-I

MARKETING : Meaning, traditional and modern concepts of marketing and its functions.

MARKET : Meaning and types ; States of demand and tasks of marketing manager. Marketing management : Meaning and Evolution.

Concept of marketing mix and various elements of mix. Personal Selling-Role, Types and techniques. Sales promotion, tools and their utility.

Part-II

Market Segmentation-Meaning, Basis and importance, Levels and process.

Developing Appropriate marketing Organisation Structure.

Review and control of Marketing Operations.

Marketing of Services-Various strategies.

Export Marketing-Various decisions involved in the process.

Importance of marketing with special reference to India.

Role of Marketing in Non-Profit organisations.

Consumer Behaviour : Meaning, Factor affecting buying behaviour, process & buying behaviour.

Recommended Readings:

1.   Philip Kotler : Marketing Management.

2.   J.C. Gandhi : Marketing–A Managerial Approach.

3.   R.S. Davar : Marketing Management.

4.   C.B. Mamoria : Marketing Management.

BACHELOR IN BUSINESS ADMINISTRATION (Part-III)

BBA-308: OPTION (iv): OPERATIONS RESEARCH

Time: 3 Hours   **M. Marks: 100**

Note: 1.The question paper covering the entire course shall be divided into three sections.
2. The candidates are allowed to use [Non-Scientific)] calculator.

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

Section B: It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

Part-I

Definition, significance and scope of Operations Research, Linear Programming problem: Mathematical formulation of L.P.P., Solution of L.P.P. by Graphical Method, Simplex Method and Two phase Simplex Method.

Duality in Linear Programming: Definition of Dual Problem, general rules of converting any primal into its dual. Assignment problem: Definition, Solution by Hungarian Assignment. Transportation problem.

Transportation Problem : Model initial feasible Solution by NWCM, LCM and VAM Optimality Test : Modi, stepping stone, maximization and minimization problem.

Part-II

Game Theory: Introduction; Basic Definitions, Minimax-Maximum Criterion, Saddle Point, Mixed Strategy, Solution of Games with Saddle Points, Rectangular games without saddle points.

Minimax (Maximin) criterion for mixed strategy problem, Replacement Models, Sequencing.

Inventory Models: Introduction; Definition of Inventory Problem, Costs involved in Inventory problem. Deterministic Model; Economic Lot size system, Economic Lot Size system with different rates of demand in different cycles, Economic lot size with finite rate of replenishment. Application of PERT CPM techniques to Project Scheduling – An Introductory approach.

Suggested Readings:

1. V.K. Kapoor : Operations Research.
2. N.D. Vohra : Quantitative Techniques in Management.
3. Narender K. Sethi : Operations Management.
4. Gordon/Pressman : Quantitative Decisions Making for Business.
5. C.R. Kothari : Operation Research.
6. Barry Shore : Quantitative Methods for Business Decisions ; Text and Cases.

BBA-309: VIVA-VOCE   **Marks: 50**