

FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

BACHELOR IN BUSINESS ADMINISTRATION (BBA) (Semester: I and II)

(Old System) (Part: II and III)

Examination: 2012-13



GURU NANAK DEV UNIVERSITY AMRITSAR

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**(ii) Subject to change in the syllabi at any time.
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Eligibility for admission:

The admission to Bachelor in Business Administration first year shall be open to any person who has obtained 40% marks in aggregate in plus two examinations (Senior Secondary System,) in any group from the Punjab School Education Board/C.B.S.E. or any other examination recognised as equivalent there to by the Guru Nanak Dev University, Amritsar.

Note : Detailed Ordinances related to examination for this class are contained in the Guru Nanak Dev University Calendar Vol.II. Read with syndicate decisions / amendments made from time to time.

SEMESTER SYSTEM**SCHEME OF COURSES****Semester-I**

Course Code	Course Title	Maximum Marks	Number of Lectures (L)	Tutorials (T) per week
BBA-101	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	50	4	2
BBA-107	Seminar	50	--	--

Semester-II

Course Code	Course Title	Maximum Marks	Number of Lectures (L)	Tutorials (T) per week
BBA-201	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	50	6	--
BBA-207	Viva-Voce	50	--	--

IInd Year

Subject	Maximum Marks	Number of Lectures (L) Tutorials (T) per week	
BBA 201 English (Compulsory)	100	6	-
BBA 202 Punjabi (Compulsory) or Punjab History and Culture	100	6	-
BBA 203 Financial & Cost Accounting	100	6	2
BBA 204 Administrative Practices	100	6	-
BBA 205 Money, Banking and International Trade	100	6	-
BBA 206 Computer Applications for Business-II	100	6	2
BBA 207 Financial Management	100	6	2
*BBA 208 Environmental Studies	100		

Note: The marks of BBA 208 (Environmental Studies) will not be added in the total marks.

IIIrd Year

Subject	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	100	6	2
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	2
BBA 308 Any 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 Allowed: 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. Murphy's English Grammar, (Raymond Murphy), 3rd Ed. CUP 2004, Rept. 2005.

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) Unit 1-37 from *Murphy's English Grammar*.

Division of Marks:**Section-A:**

Twenty (20) questions on the usage of grammar related to units 1-37 of Murphy's English Grammar. All questions will be compulsory. (½ x 20=10 Marks)

Section-B:

- I. Eight (8) questions from the two literary texts (four from Tales, four from Prose). The students will be required to attempt any five choosing at least two questions from each prescribed text. The answers should not exceed 15 lines each. (3x5=15 Marks)
- II. Eight (8) questions on vocabulary testing meaning and usage of items glossed in the two prescribed text. All questions will be compulsory. (½x8=4 Marks)
- III. Translation of a short passage from English to Hindi/Punjabi

OR

Precise of a short passage (only for foreign students who do not know Punjabi/Hindi. (5 Marks)

Section-C:

- I. There will be two questions one from each literary text. The students will be required to answer any one. (1x8=8 Marks)
- II. Writing a paragraph (1 out of 2) (1x8=8 Marks)

BBA-102: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. **ਗਿਆਨ ਮਾਲਾ** (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ-ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ)
(ਸੰਪ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2007 ।
ਲੇਖ : ਪਹੀਆ ਪ੍ਰਦੂਸ਼ਣ, ਭਰੂਣ ਹੱਤਿਆ ਦੇ ਦੇਸ਼ ਵਿਚ, ਨਾਰੀ ਸ਼ਕਤੀ, ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ ਅਤੇ ਮਨੁੱਖ, ਏਡਜ਼ : ਇਕ ਗੰਭੀਰ ਸੰਕਟ।
2. **ਪੰਜਾਬ ਦੇ ਮਹਾਨ ਕਲਾਕਾਰ** (ਬਲਵੰਤ ਗਾਰਗੀ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
ਲੇਖ : ਅੰਮ੍ਰਿਤਾ ਸ਼ੇਰਗਿਲ, ਕੇ.ਐਲ.ਸ਼ਹਿਗਲ, ਬੜੇ ਗੁਲਾਮ ਅਲੀ ਖਾਂ, ਸੋਭਾ ਸਿੰਘ, ਪ੍ਰਿਥਵੀਰਾਜ ਕਪੂਰ, ਭਾਈ ਸਮੁੰਦ ਸਿੰਘ
3. **ਪੈਰਾ ਰਚਨਾ**
4. **ਪੈਰਾ 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 ਵਿੱਚੋਂ ਇਕ) । | 10 ਅੰਕ |
| 2. ਵਾਰਤਕ ਰੂਪ : ਰੇਖਾ ਚਿਤਰ, ਨਾਇਕ ਬਿੰਬ, ਕਲਾਤਮਕ ਗੁਣ, ਰੇਖਾ ਚਿਤਰ ਸਾਹਿਤ ਨੂੰ ਦੇਣ । | 10 ਅੰਕ |
| 3. ਪੈਰਾ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿੱਚੋਂ ਕਿਸੇ ਇਕ ਉੱਤੇ ਪੈਰਾ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇ । | 5 ਅੰਕ |
| 4. ਪੈਰਾ 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 |

BBA-102: ਮੁੱਢਲੀ ਪੰਜਾਬੀ

(In the lieu of Compulsory Punjabi)

ਪਾਠ-ਕ੍ਰਮ**ਸਮਾਂ: ਤਿੰਨ ਘੰਟੇ****ਕੁਲ ਅੰਕ: 50**

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|----|---|--------|
| 1. | ਪੰਜਾਬੀ ਭਾਸ਼ਾ,
ਗੁਰਮੁਖੀ ਲਿਪੀ
ਗੁਰਮੁਖੀ ਲਿਪੀ : ਬਣਤਰ ਅਤੇ ਤਰਤੀਬ | 20 ਅੰਕ |
| 2. | ਗੁਰਮੁਖੀ ਆਰਥੋਗ੍ਰਾਫੀ
ਸੂਰ ਬਣਤਰ ਅਤੇ ਉਚਾਰਨ
ਵਿਅੰਜਨ ਬਣਤਰ ਅਤੇ ਉਚਾਰਨ | 15 ਅੰਕ |
| 3. | ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ
ਸਾਧਾਰਨ ਸ਼ਬਦ
ਇਕ ਉਚਾਰਥੰਡੀ ਸ਼ਬਦ | 15 ਅੰਕ |

ਯੂਨਿਟ ਅਤੇ ਥੀਮ

- ਪੰਜਾਬੀ ਭਾਸ਼ਾ : ਨਾਮਕਰਣ ਅਤੇ ਸੰਖੇਪ ਜਾਣ ਪਛਾਣ, ਗੁਰਮੁਖੀ ਲਿਪੀ : ਨਾਮਕਰਣ, ਗੁਰਮੁਖੀ ਵਰਣਮਾਲਾ; ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਸੂਰ ਵਾਹਕ (ਓ ਅ ਏ), ਲਗਾਂ ਮਾਤਰਾਂ, ਪੈਰ ਵਿਚ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ, ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ, ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ।
- ਗੁਰਮੁਖੀ ਆਰਥੋਗ੍ਰਾਫੀ ਅਤੇ ਉਚਾਰਨ; ਸੂਰਾਂ ਦੀ ਬਣਤਰ ਅਤੇ ਉਚਾਰਨ (ਲਘੂ-ਦੀਰਘ ਸੂਰ); ਸੂਰ ਅਤੇ ਲਗਾਂ ਮਾਤਰਾਂ; ਵਿਅੰਜਨਾਂ ਦੀ ਬਣਤਰ ਅਤੇ ਉਚਾਰਨ; ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣਾਂ (ਹ, ਰ, ਵ) ਦਾ ਉਚਾਰਨ ; ਲ ਅਤੇ ਲ਼ ਦਾ ਉਚਾਰਨ; ਭ, ਧ, ਢ, ਝ, ਞ ਦਾ ਉਚਾਰਨ; ਪੈਰ ਵਿਚ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣਾਂ ਦਾ ਉਚਾਰਨ।
- ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ : ਸਾਧਾਰਨ ਸ਼ਬਦ; ਇਕੱਲਾ ਸੂਰ (ਜਿਵੇਂ ਆ); ਸੂਰ ਅਤੇ ਵਿਅੰਜਨ (ਜਿਵੇਂ ਆਰ); ਵਿਅੰਜਨ ਅਤੇ ਸੂਰ (ਜਿਵੇਂ ਪਾ); ਵਿਅੰਜਨ ਸੂਰ ਵਿਅੰਜਨ (ਜਿਵੇਂ ਪਾਰ); ਕੋਸ਼ਗਤ ਸ਼ਬਦ (ਜਿਵੇਂ ਘਰ, ਪੀ); ਵਿਆਕਰਣਕ ਸ਼ਬਦ (ਜਿਵੇਂ ਨੂੰ, ਨੇ); ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ-1; ਲਿੰਗ-ਪੁਲਿੰਗ, ਇਕ ਵਚਨ-ਬਹੁ ਵਚਨ; ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ-1: ਖਾਣ-ਪੀਣ, ਸਾਕਾਦਾਰੀ, ਰੁੱਤਾਂ, ਮਹੀਨਿਆਂ, ਗਿਣਤੀ, ਮੌਸਮ ਆਦਿ ਨਾਲ ਸੰਬੰਧਿਤ।

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ :

- ਯੂਨਿਟ ਪਹਿਲਾ ਵਿੱਚੋਂ ਦੋ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ ਜਿਨ੍ਹਾਂ ਵਿੱਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਇਕ ਦਾ ਉੱਤਰ ਦੇਣਾ ਹੋਵੇਗਾ।
(15 ਅੰਕ)
- ਯੂਨਿਟ ਦੂਜਾ ਅਤੇ ਤੀਜਾ ਵਿੱਚੋਂ ਚਾਰ ਪ੍ਰਸ਼ਨ (ਹਰ ਇਕ ਭਾਗ ਵਿੱਚੋਂ ਦੋ-ਦੋ ਪ੍ਰਸ਼ਨ) ਪੁੱਛੇ ਜਾਣਗੇ ਜਿਨ੍ਹਾਂ ਵਿੱਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਦੋ ਪ੍ਰਸ਼ਨਾਂ ਦਾ (ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇਕ-ਇਕ ਪ੍ਰਸ਼ਨ), ਉੱਤਰ ਦੇਣਾ ਹੋਵੇਗਾ।
(10X2=20 ਅੰਕ)
- ਯੂਨਿਟ ਪਹਿਲਾ, ਦੂਜਾ ਅਤੇ ਤੀਜਾ ਵਿੱਚੋਂ ਸੰਖੇਪ ਉੱਤਰ ਵਾਲੇ ਛੇ ਪ੍ਰਸ਼ਨ (ਹਰ ਇਕ ਭਾਗ ਵਿੱਚੋਂ ਦੋ-ਦੋ ਪ੍ਰਸ਼ਨ) ਪੁੱਛੇ ਜਾਣਗੇ ਜਿਨ੍ਹਾਂ ਵਿੱਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਤਿੰਨ ਪ੍ਰਸ਼ਨਾਂ (ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇਕ-ਇਕ ਪ੍ਰਸ਼ਨ) ਦਾ ਉੱਤਰ ਦੇਣਾ ਹੋਵੇਗਾ।
(05X3=15 ਅੰਕ)

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:

Gupta, Ambrish (2009), “Financial Accounting for Management: An Analytical Perspective” 3rd Ed, Pearson Education, New Delhi.

Khatri, Dhanesh (2011), “Financial Accounting” Tata McGraw-Hill, New Delhi.

Horngren, Charles T., Sundem, Gert I, Elliot, John A. Philbrick, Donna R. (2008). “Introduction to Financial Accounting”, 9th Ed., Prentice Hall, New Delhi.

Ramachandran, N and Kakani, Ram, (2011), “Financial Accounting for Management” 3rd Ed., Tata McGraw-Hill, New Delhi.

Shukla, M.C., Grewal T.S. and Gupta, S.C. (2011), “Advance Accounts”, 14 Ed. Sultan Chand & Sons, New Delhi.

BBA-104: BUSINESS 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.

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.

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 carry 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.

BBA–201: ENGLISH (COMPULSORY)**Time Allowed: 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. Murphy's English Grammar, (Raymond Murphy), 3rd Ed. CUP 2004, Rept. 2005.

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) Unit 121-136, 69-91 from *Murphy's English Grammar*.

Division of Marks:**Section-A:**

Twenty (20) questions on the usage of grammar related to units 121-136, 69-91 of Murphy's English Grammar. All questions will be compulsory.

($\frac{1}{2} \times 20 = 10$ Marks)

Section-B:

- I. Eight (8) questions from the two literary texts (four from Tales, four from Prose). The students will be required to attempt any five choosing at least two questions from each prescribed text. The answers should not exceed 15 lines each.

($3 \times 5 = 15$ Marks)

- II. Eight (8) questions on vocabulary testing meaning and usage of items glossed in the two prescribed text. All questions will be compulsory.

($\frac{1}{2} \times 8 = 4$ Marks)

- III. A personal letter (1 out of 2)

(5 Marks)

Section-C:

- I. There will be two questions one from each literary text. The students will be required to answer any one.

($1 \times 8 = 8$ Marks)

- II. Comprehension of a passage (about 200 words) selected from either of the prescribed books of *Prose* or *Tales*. (4 short questions of 2 marks each).

($4 \times 2 = 8$ Marks)

BBA-202: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. **ਗਿਆਨ ਮਾਲਾ** (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ-ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ)
(ਸੰਪ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਸਿੰਘ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2007 ।
ਲੇਖ : ਸਾਹਿਤ ਤੇ ਲੋਕ ਸਾਹਿਤ, ਅੱਖਾਂ, ਅਚੇਤਨ ਦਾ ਗੁਣ ਤੇ ਸੁਭਾਅ, ਕੰਪਿਊਟਰ ਅਤੇ ਇੰਟਰਨੈੱਟ, ਮਨੁੱਖੀ ਅਧਿਕਾਰ ।
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, ਮੁੱਢਲੇ ਸੰਕਲਪ
4. **ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ**
5. **ਪੈਰਾ ਰਚਨਾ**
6. **ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ**
7. **ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ**

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

- | | |
|---|-------------|
| 1. ਕਿਸੇ ਨਿਬੰਧ ਦਾ ਸਾਰ ਜਾਂ ਉਸਦਾ ਵਿਸ਼ਾ ਵਸਤੂ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ) । | 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. ਪੈਰਾ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿੱਚੋਂ ਕਿਸੇ ਇੱਕ ਉੱਤੇ ਪੈਰਾ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇ । | 5 ਅੰਕ |
| 6. ਪੈਰਾ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ । | 5 ਅੰਕ |
| 7. ਨੰਬਰ 7 ਵਿਚ ਅੱਠ ਅਖਾਣ ਅਤੇ ਅੱਠ ਮੁਹਾਵਰੇ ਪੁੱਛੇ ਜਾਣਗੇ, ਜਿਨ੍ਹਾਂ ਵਿੱਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਪੰਜ-ਪੰਜ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤ ਕੇ ਅਰਥ ਸਪੱਸ਼ਟ ਕਰਨੇ ਹੋਣਗੇ । | 5+5= 10 ਅੰਕ |

BBA-202: ਮੁੱਢਲੀ ਪੰਜਾਬੀ

(In the lieu of Compulsory Punjabi)

ਪਾਠ-ਕ੍ਰਮ**ਸਮਾਂ: ਤਿੰਨ ਘੰਟੇ****ਕੁਲ ਅੰਕ: 50**

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| 1. | ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ,
ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਸ਼ਬਦ
ਬਹੁਉਚਾਰਥੀ ਸ਼ਬਦ | 20 ਅੰਕ |
| 2. | ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ
ਸਾਧਾਰਨ ਵਾਕ : ਕਿਸਮਾਂ
ਸੰਯੁਕਤ ਵਾਕ : ਕਿਸਮਾਂ
ਮਿਸ਼ਰਤ ਵਾਕ : ਕਿਸਮਾਂ | 15 ਅੰਕ |
| 3. | ਪ੍ਰਕਾਰਜੀ ਪੰਜਾਬੀ
ਚਿੱਠੀ ਪੱਤਰ
ਪੈਰਾ ਰਚਨਾ
ਸੰਖੇਪ ਰਚਨਾ
ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ | 15 ਅੰਕ |

ਯੂਨਿਟ ਅਤੇ ਥੀਮ

- ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ : ਸੰਯੁਕਤ ਸ਼ਬਦ; ਸਮਾਸੀ ਸ਼ਬਦ (ਜਿਵੇਂ ਲੋਕ ਸਭਾ); ਦੋਜਾਤੀ ਸ਼ਬਦ (ਜਿਵੇਂ ਕਾਲਾ ਸਿਆਹ); ਦੋਹਰੇ ਸ਼ਬਦ/ਦੁਹਰਰੁਕਤੀ (ਜਿਵੇਂ ਧੂੜ ਧਾੜ/ਭਰ ਭਰ), ਮਿਸ਼ਰਤ ਸ਼ਬਦਾਂ ਦੀ ਬਣਤਰ/ਮਿਸ਼ਰਨਾ; ਅਗੇਤਰਾਂ ਰਾਹੀਂ (ਜਿਵੇਂ ਉਪ ਭਾਸ਼ਾ), ਪਿਛੇਤਰਾਂ ਰਾਹੀਂ (ਜਿਵੇਂ ਰੰਗਲਾ), ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ-2: ਪੜਨਾਵੀਂ ਰੂਪ, ਕਿਰਿਆ/ਸਹਾਇਕ ਕਿਰਿਆ ਦੇ ਰੂਪ; ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ-2: ਮਾਰਕੀਟ/ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਧੰਦਿਆਂ ਨਾਲ ਸੰਬੰਧਿਤ।
- ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਕਰਤਾ ਕਰਮ ਕਿਰਿਆ; ਸਾਧਾਰਨ ਵਾਕ, ਬਿਆਨੀਆ, ਪ੍ਰਸ਼ਨਵਾਚਕ, ਆਗਿਆਵਾਚਕ, ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕਾਂ ਦੀਆਂ ਕਿਸਮਾਂ; ਸੁਤੰਤਰ ਅਤੇ ਅਧੀਨ ਉਪਵਾਕ; ਸਮਾਨ (ਤੋਂ/ਅਤੇ) ਅਤੇ ਅਧੀਨ (ਜੋ/ਕਿ) ਯੋਜਕਾਂ ਦੀ ਵਰਤੋਂ; ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ : ਵਿਭਿੰਨ ਸਮਾਜਕ/ਸਭਿਆਚਾਰਕ ਪ੍ਰਸਥਿਤੀਆਂ ਦੇ ਅੰਤਰਗਤ; ਘਰ ਵਿਚ, ਬਾਜ਼ਾਰ ਵਿਚ, ਮੇਲੇ ਵਿਚ, ਸ਼ੋਪਿੰਗ ਮਾਲ/ਸਿਨੇਮੇ ਵਿਚ, ਵਿਆਹ ਵਿਚ, ਧਾਰਮਿਕ ਸਥਾਨਾਂ ਵਿਚ, ਦੇਸਤਾਂ ਨਾਲ ਆਦਿ।
- ਇਸ ਯੂਨਿਟ ਵਿਚ ਚਿੱਠੀ ਪੱਤਰ (ਨਿੱਜੀ/ਦਫ਼ਤਰੀ/ਵਪਾਰਕ), ਪੈਰਾ ਰਚਨਾ, ਸੰਖੇਪ ਰਚਨਾ ਅਤੇ ਅਖਾਣ ਮੁਹਾਵਰਿਆਂ ਦੀ ਵਰਤੋਂ ਰਾਹੀਂ ਵਿਦਿਆਰਥੀ ਦੀ ਭਾਸ਼ਾਈ ਯੋਗਤਾ ਨੂੰ ਪਰਖਿਆ ਜਾਵੇਗਾ।

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ :

- ਯੂਨਿਟ ਪਹਿਲਾ ਵਿੱਚੋਂ ਦੋ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ ਜਿਨ੍ਹਾਂ ਵਿੱਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਇੱਕ ਦਾ ਉੱਤਰ ਦੇਣਾ ਹੋਵੇਗਾ। (15 ਅੰਕ)
- ਯੂਨਿਟ ਦੂਜਾ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ ਜਿਨ੍ਹਾਂ ਵਿੱਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਇੱਕ ਦਾ ਉੱਤਰ ਦੇਣਾ ਹੋਵੇਗਾ। (10 ਅੰਕ)
- ਯੂਨਿਟ ਪਹਿਲਾ ਅਤੇ ਦੂਜਾ ਵਿੱਚੋਂ ਸੰਖੇਪ ਉੱਤਰ ਵਾਲੇ ਚਾਰ ਪ੍ਰਸ਼ਨ (ਹਰ ਇੱਕ ਭਾਗ ਵਿੱਚੋਂ ਦੋ-ਦੋ ਪ੍ਰਸ਼ਨ) ਪੁੱਛੇ ਜਾਣਗੇ ਜਿਨ੍ਹਾਂ ਵਿੱਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਦੋ ਪ੍ਰਸ਼ਨਾਂ (ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ-ਇੱਕ ਪ੍ਰਸ਼ਨ) ਦਾ ਉੱਤਰ ਦੇਣਾ ਹੋਵੇਗਾ। (5x2=10 ਅੰਕ)
- ਨਿੱਜੀ, ਦਫ਼ਤਰੀ ਅਤੇ ਵਪਾਰਕ ਚਿੱਠੀ : ਵਿਦਿਆਰਥੀ ਨੂੰ ਦੋ ਵਿੱਚੋਂ ਕਿਸੇ ਇੱਕ ਵਿਸ਼ੇ ਤੇ ਚਿੱਠੀ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। (5 ਅੰਕ)
- ਵਿਦਿਆਰਥੀ ਨੂੰ ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿੱਚੋਂ ਕਿਸੇ ਇੱਕ ਤੇ ਪੈਰਾ ਲਿਖਣ ਲਈ ਜਾਂ ਕੋਈ ਪੈਰਾ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ਦੇਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। (5 ਅੰਕ)
- ਅੱਠ ਅਖਾਣ/ਮੁਹਾਵਰੇ ਪੁੱਛੇ ਜਾਣਗੇ ਜਿਨ੍ਹਾਂ ਵਿੱਚੋਂ ਵਿਦਿਆਰਥੀ ਨੂੰ ਕਿਸੇ ਪੰਜਾਂ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤ ਕੇ ਅਰਥ ਸਪਸ਼ਟ ਕਰਨ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। (5 ਅੰਕ)

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 contract 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 redressed 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.

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, Weaknesses.

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.

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 Learning 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.

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 carry 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-201: ENGLISH (COMPULSORY)**Time: 3 Hours****Max. Marks: 100****Texts Prescribed:**

1. **'Gauri' by M.R. Anand.**
2. **Moments in Time: An Anthology of Poem**, Guru Nanak Dev University, Amritsar.
3. ***Murphy's English Grammar (Raymond Murphy)*, 3rd Edition, CUP, 2004, Rept. 2005 (Unit 42-48, 53-68, 98-112)**

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 (42-48, 53-68, 98-112) 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 questions (Q.I to VIII) will be set from the two literary texts (four from Novel and four from Poems). The questions on literary texts will include two reference to the context questions on poems. The students will be required to attempt any five (5), choosing at least two questions from each prescribed text. The questions from literary texts will be answered in about 15 lines each.

The next three (03) questions (IX-XI) will be set on vocabulary and composition as given below. All of these questions will be compulsory.

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

Question X will be Translation of a short passage from English to Hindi/Punjabi.

Or

Paraphrase of a short poem (only for foreign students who do not know Punjabi/Hindi)

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

Section-C: It will consist of four (04) questions, each carrying eight marks. Total marks for this section will be 32.

Question I-III will be set from the two literary texts, atleast one from each. Each question will have internal choice and has to be answered in not more than 300 words (two to three pages). The students will be required to attempt all the three questions.

Question IV will be writing an Essay of about 350 words on a given topic (with internal choice).

BBA-202: ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ

ਸਮਾਂ 3 ਘੰਟੇ

ਕੁੱਲ ਅੰਕ : 100

1. ਕਾਵਿ ਕੀਰਤੀ - ਹਰਿਭਜਨ ਸਿੰਘ
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2008.
2. ਆਧੁਨਿਕ ਇਕਾਗਰੀ
(ਸੰਪਾ.) ਰੋਸ਼ਨ ਲਾਲ ਅਹੂਜਾ ਅਤੇ ਮਨਜੀਤਪਾਲ ਕੌਰ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2007.
3. ਸੰਖੇਪ ਰਚਨਾ (ਪ੍ਰੈਸੀ)
4. ਦਫਤਰੀ ਚਿਠੀ-ਪੱਤਰ
5. ਵਿਆਕਰਣ:
 - (ੳ) ਮੂਲ ਵਿਆਕਰਣ ਇਕਾਈਆਂ ਦੀ ਪਛਾਣ ਅਤੇ ਸਥਾਪਤੀ
 - (ਅ) ਵਾਕ ਬਣਤਰ ਅਤੇ ਵਾਕ ਰਚਨਾ
 - (ੲ) ਉਪਵਾਕ ਬਣਤਰ : ਪਛਾਣ ਅਤੇ ਕਾਰਜ
 - (ਸ) ਸ਼ਬਦ ਜੋੜਾਂ ਦੇ ਨਿਯਮ
 - (ਹ) ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ

ਅੰਕ-ਵੰਡ ਤੇ ਪੇਪਰ ਸੈਟਰਾਂ ਲਈ ਹਦਾਇਤਾਂ

- | | |
|---|--------------|
| 1. ਕਿਸੇ ਇੱਕ ਕਵਿਤਾ ਦਾ ਵਿਸ਼ਾ ਵਸਤੂ / ਸਾਰ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ) | 20 ਅੰਕ |
| 2. ਕਿਸੇ ਇੱਕ ਇਕਾਗਰੀ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ/ ਸਾਰ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ) | 20 ਅੰਕ |
| ਜਾਂ (ਚਾਰ ਵਿੱਚੋਂ ਦੋ ਪਾਤਰਾਂ ਦੀ ਪਾਤਰ ਉਸਾਰੀ) | |
| 3. ਸੰਖੇਪ ਰਚਨਾ (ਪ੍ਰੈਸੀ) | 10 ਅੰਕ |
| 4. ਦਫਤਰੀ ਚਿਠੀ-ਪੱਤਰ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ) | 10 ਅੰਕ |
| 5. ਨੰਬਰ 5 ਉੱਤੇ ਨਿਰਧਾਰਤ ਵਿਆਕਰਣ ਵਿੱਚੋਂ ਵਰਣਾਤਮਿਕ 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 |

BBA 202 PUNJAB HISTORY AND CULTURE
(1000 to 1849 A.D.)
(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 Punjab under Turko-Afghan Sultans.
2. The Punjab under the Great Mughals.
3. Salient features of the Bhakti Movement and Sufism in the Punjab.
4. Guru Nanak Dev's teachings and impact on society.
5. Development of Sikhism (1539-1606) with special reference to Sangat, Masand System, Compilation of Adi Granth and Martyrdom of Guru Arjan Dev Ji.
6. Martyrdom of Guru Teg Bahadur ; Foundation of Khalsa by Guru Gobind Singh.
7. Banda Bahadur and his achievements.
8. Sikh struggle for sovereignty in the Punjab, 1716 to 1799.
9. Ranjit Singh's rise to power, his civil and military administrations and relations with the British.
10. The Anglo-Sikh Wars and Annexation of the Punjab.
11. Development of Punjabi Language and Literature classical writings and famous legends of the Punjab.
12. Social life with special reference to position of women, fairs, festivals, folk music, dances and games in the Punjab.

Suggested Readings:

1. Kirpal Singh (ed.) History and Culture of the Punjab, Part-II, Patiala, 1990 (3rd edition).
2. Fauja Singh (ed.) History of the Punjab, Vol. III, Patiala, 1972.
3. G.S.Chhabra : The Advanced History of the Punjab, Vol. I.
4. J.S.Grewal : The Sikhs of the Punjab, The New Cambridge History of India, Cambridge, 1991.

BBA-203: FINANCIAL AND COST ACCOUNTING**Time: 3 Hours****Max. Marks: 100****Note:**

1. **Atleast 50% of the questions to be set in the Section-B & Section-C should be numericals.**
2. **The question paper covering the entire course shall be divided into three sections.**
3. **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

Accounting Concepts and Convention: Double entry system of Book Keeping. Preparation of Journal, Subsidiary books and Ledger Accounts. Trial Balance.

Distinction between Capital and Revenue items. Preparation of Final Accounts of Sole Traders.

Management Accounting-Meaning, scope and functions. Difference between Financial Accounting and Management Accounting. Nature and limitation of financial statements. Ratio analysis-liquidity, activity, profitability & solvency ratios, Trend analysis.

Part-II

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. Jain & Narang: Higher Accounts
2. M.C. Shukla & Grewal: Advanced Accounts
3. N.K. Prasad: Cost Accounting
4. R.K. Lal & Jawahar Lal: Accounting Theory.
5. N.K. Prasad: Cost Accounting-Principles & Practice.
6. R.K. Anthony: Management Accounting
7. Hingorani, Ramanathan: Management Accounting.

BBA-204: ADMINISTRATIVE PRACTICES**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

Office Accommodation and Equipment: Factors determining the location, layout, staffing and standards of office accommodation and equipment, including the choice between purchase and rental of office space. Office cost reduction and cost saving.

Office, Administration: Principles and Practice of basic office administration, Office systems, procedures and routine. Use of organisation and control charts. Office manuals--its types and uses, preparing of office manuals.

Part-II

Effective Office Communication: Communication in the office including the treatment of correspondence and principles of security of documents and filling informations. Planning of work and simple budgeting. Internal control-internal check and internal audit. Impact of New Technology in Business Communication.

Law and procedure of Meetings and types of general meetings. Provisions relative to convening of general meetings, the requisites of valid meeting. Preservation of order at meetings. The powers and duties of a Chairman with regard to general meetings. Motions--meaning and types Voting. Proxies, and adjournment. The practical work of the secretary with reference to the organisation of meetings.

References:

1. Modern Office Management. by John J.W. Neunor and B. Lewis Keeling.
2. Office Management, By Denyer.
3. Office Systems and Procedures By George R. Terry
4. Office Organisation and Management By S.P. Arora.
5. Guide to the Companies, By A Rемаiya

BBA-205: MONEY, BANKING AND INTERNATIONAL TRADE**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

Money: Definition and functions. Role of Money in capitalist and socialist systems. Money and economic activity. Methods of issues of currency.

Value of Money: Determination with the help of quantity theory-- Fisher's and Cambridge equations. Income expenditure approach and Liquidity Theory (Gurley and shaw; Radcliffe Commission).

Inflation: Meaning, Causes, types, consequences and control.

Banking: Commercial Bank--Types and functions. Objectives and principles of portfolio management. Credit creation, Central Bank: Meaning, functions, technique of credit control. Monetary policy, Meaning and objectives. Money market; Constituents of a money market, characteristics of a developed money market, Difference between capital and money market.

Part-II

International Trade: Classical theory and modern theory (Heccher Ohlin) of international trade. Terms of Trade and Meaning, Commodity and Gross barter terms of trade, Single and Double Factoral terms of trade and gains from term of trade.

Rate of Exchange: Meaning, determination-demand and supply the theory and purchasing power, parity theory. Causes and control of exchange rate fluctuation. Protection and free trade. Arguments for and against protection. Different terms of protections, Effects of protection. Balance of payment: Meaning of disequilibrium in balance of payment, how to control the problem.

Commercial banking in India-Progress since independence, Nationalisation of commercial banks-causes and achievements.

R.B.I. Functions and monetary policy since 1951, International agencies I.M.F. and I.B.R.D., value, direction and composition of India's foreign trade.

India's Foreign Trade: Foreign trade policy, present position, direction and reforms needed for growth of India's foreign trade.

Suggested Readings:

1. D.G. Lockett : Money and Banking.
2. R.S. Thorn : Introduction to Money and Banking.
3. B.O. Soderston : International Economics.
4. M.C. Vaish and Sudama Singh : International Economics.
5. K.P.M. Sandharam : Money, Banking and International Trade.

BBA-206: COMPUTER APPLICATIONS FOR BUSINESS-II**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 candidates are allowed to use (Non-Scientific) Calculator
3. 40 hours of practical session of one hour each duration for every student related to Internet and Foxpro.

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 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

Introducing the Internet: Overview: Description of the Internet-working and development, internet Domain names and addresses.

Electronic Mail and Telnet: Overview: Working of email, advantages of email, understanding of Internet *e-mail*, addresses using Telnet to access a remote machine, telnet commands, telnet sessions.

Search Engines: Introduction to usenet, organisation of usenet articles, reading, saving, mailing, writing and posting of an article. Basic gopher, commands, accessing virtual reference desk through gopher, working with a document on a gopher menu.

WWW-World Wide Web: Working of WWW, Hypertext and hypermedia, URL, Searching the WWW.

Part-II

Introduction to Database Management System, components of DBMS, E. R. Diagrams, Data Description Language, Data Manipulation Language, SQL.

Data Models, Hierarchical Model, Network Model and Relational Model, Relational Databases.

Relational Algebra and Calculus Normalisation

Database security, Protection, Integrity, Recovery, concurrency, control, decomposition.

Distributed Databases, Knowledge Base/Expert Systems and Object Oriented Databases.

Foxpro: Introduction, Loading, Creating Databases, Entering Data, Basic field types etc.

Viewing, Editing, Modifying, Sorting, Indexing, Reports, Labels, Queries

Time functions, Memory Variables, Keyboard Macros, Mathematical commands and functions.

Programming: Do While-Enddo, If-Endif, Scan-Endscan, For-Endfor, Do Case-Endcase
Text –Endtext, Errorsend Debugging.

Use of Multiple Databases, @commands, Windows, Menus & Prompts.

Recommended Books:

1. Data Base Management Systems : C.J. Date
2. Data Base Management and Design : Hansen & Hansen
3. Internet 6-in-1 : Kraynak & Habraken
4. Mastering Foxpro 2.5 : Siegal, C.

BBA-207: FINANCIAL 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

Financial Management: Objective, functions and scope. Financial Planning.

Financial Analysis: Objective and significance, Tools of Financial Analysis:- Ratio Analysis, funds flow analysis trend analysis and common size financial statements.

Working Capital Management: Working capital and fixed capital, working capital management-need and significance; determinants of working capital, working capital cycle.

Part-II

Capital Budgeting concept, need and significance, methods of capital budgeting: Pay-Back period, average rate of return, net present value and internal rate of return. Introductory knowledge about cost of capital and methods.

Capital Structure Planning: Sources of finance factors determining capital structure, optimum capital structure, trading on equity.

Dividend Policy: Determinants of dividend policy, Types of dividend policy.

BBA – 208**Environmental Studies (Compulsory)****Theory Lectures: 50 Hours****Time: 3 Hours****M. Marks: 100**

Section A (30 Marks): It will consist of ten short answer type questions. Candidates will be required to attempt six questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.

Section B (45 Marks): It will consist of six essay type questions. Candidates will be required to attempt three questions, each question carrying fifteen marks. Answer to any of the questions should not exceed four pages.

Section C (25 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. In this section the students will be required to write on the environment of an area/ ecosystem/ village industry/ disaster/ mine/ dam agriculture field/ waste management/ hospital etc. with its salient features, limitations, their implications and suggestion for improvement.

- 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 of 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 resources:** Land as a resource, land degradation, soil erosion and desertification.
 - g) 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. 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.

5. 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

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

6. 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 warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. 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

7. 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

8. Field Work: 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. (Field work equal to 5 lecture hours)

References:

1. Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.
2. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
3. Bharucha, E. 2004. The Biodiversity of India, Mapin Publishing Pvt. Ltd. Ahmedabad.
4. Brunner, R. C. 1989. Hazardous Waste Incineration, McGraw Hill Inc. New York.
5. Clark, R. S. 2000. Marine Pollution, Clanderson Press Oxford.
6. Cunningham, W. P., Cooper, T. H., Gorhani, E. & Hepworth, M. T. 2001. Environmental Encyclopedia, Jaico Publications House, Mumbai.
7. De, A. K. 1989. Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment, New Delhi.

9. Hawkins, R. E. 2000. Encyclopedia of Indian Natural History, Bombay Natural History Society.
10. Heywood, V. H & Waston, R. T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.
11. Jadhav, H. & Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub.
12. Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
13. Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
14. Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.
15. Odum, E. P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA.
16. Rajagopalan, R. 2005. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
17. Sharma, B. K. 2001. Environmental Chemistry. Geol Publishing House, Meerut.
18. Sharma, J. P. 2004. Comprehensive Environmental Studies, Laxmi Publications (P) Ltd, New Delhi.
19. Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut.
20. Subramanian, V. 2002. A Text Book in Environmental Sciences, Narosa Publishing House, New Delhi.
21. Survey of the Environment. 2005. The Hindu.
22. Tiwari, S. C. 2003. Concepts of Modern Ecology, Bishen Singh Mahendra Pal Singh, Dehra Dun.
23. Townsend, C., Harper, J. and Michael, B. 2001. Essentials of Ecology, Blackwell Science.
24. Booklet on Safe Driving. Sukhmani Society (Suvidha Centre), District Court Complex, Amritsar

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.

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 ਰਾਹੀਂ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2008.
2. ਗਿਆਨ ਮਾਲਾ (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ-ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ)
(ਸੰਪਾ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2007.

ਇਸ ਪੁਸਤਕ ਵਿਚੋਂ ਹੇਠ ਲਿਖੇ ਨਿਬੰਧ ਹਨ :

1. ਪਹੀਆ ਪ੍ਰਦੂਸ਼ਣ (ਭਜਨ ਸਿੰਘ ਲਾਰਕ)
 2. ਭਰੂਣ ਹਤਿਆ ਦੇ ਦੋਸ਼ ਵਿਚ (ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ, ਪਰਮਜੀਤ ਸਿੰਘ ਸਿਧੂ)
 3. ਨਾਰੀ ਸ਼ਕਤੀ (ਬਲਵਿੰਦਰ ਕੌਰ ਅਰੋੜਾ)
 4. ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ ਅਤੇ ਮਨੁੱਖ (ਡੀ.ਪੀ. ਸਿੰਘ)
 5. ਏਡਜ਼ : ਇਕ ਗੰਭੀਰ ਸੰਕਟ (ਸ਼੍ਰੀਮਤੀ ਕੈਲਾਸ਼ਪੁਰੀ)
3. ਲੇਖ ਰਚਨਾ (ਵਿਦਿਅਕ ਅਤੇ ਸਭਿਆਚਾਰਕ ਵਿਸ਼ਿਆਂ ਬਾਰੇ 500 ਸ਼ਬਦਾਂ ਦੀ)
 4. ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ
 5. ਵਿਆਕਰਣ :
(ੳ) ਨਾਉਂ ਵਾਕਾਂਸ਼ : ਪ੍ਰੀਭਾਸ਼ਾ, ਬਣਤਰ ਤੇ ਪ੍ਰਕਾਰ
(ਅ) ਕਿਰਿਆ ਵਾਕਾਂਸ਼: 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 |
| 3. ਨੰਬਰ 5 ਉੱਤੇ ਨਿਰਧਾਰਤ ਵਿਆਕਰਣ ਵਿੱਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ | 20 ਅੰਕ |
| 4. 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 |

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.

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 Hawthorne 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. Osborne, David J. : Ergonomics at work.
10. Marvin, James: Computer Based Information System.

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 carry 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, Identifiers & 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

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, empanelment; 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 unincorporated 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

BBA-306: ENTREPRENEURSHIP 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 Entrepreneurship : The Entrepreneur: Definition, nature, and characteristics of entrepreneurship. Emergence of entrepreneurial class including women entrepreneurs. Theories of entrepreneurship ; Socio-economic environment and the entrepreneur. The concept of joint stock company, public company, private company, government company, partnership company, Hindu undivided family.

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

Innovation and entrepreneurship, entrepreneurial behaviour and motivation.

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

Part-II

Small Business as a Seed Bed of Entrepreneurship: Concept of business venture. The start-up process: Concept, Plan, Implementation, Initial 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 servicing 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-Entrepreneurship and Small Business Management.
3. Hans Schollhammer and Arthur H. Kuriloff: Entrepreneurship and Small Business Management.
4. Joseph R. Mancuso-How to Start, Finance and Manage Your Own Small Business.
5. Sharma, R.A.: Entrepreneurial Change in Indian Industries.
6. Dhar, P.N. and Lydall H.F.: The Role of Small Enterprises in Indian Economic Development.

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.

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 measuring 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.

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-Variou strategies.

Export Marketing-Variou 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.

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.