



Punjab Technical University Jalandhar

**Syllabus Scheme
(1st to 6th Semester)
For**

**Bachelors in
Business Administration (BBA)**

Applicable from August 2005 & Onwards

Study Scheme for Bachelor of Business Administration (BBA)

SEMESTER - 1

Code	Subject	Total Hrs. (Lec+Pra)	INTERNAL	EXTERNAL	TOTAL
BBA-101	Introduction to modern business	35	25	75	100
BBA -102	Basic Business Statistics	45	25	75	100
BBA -103	Micro Economics	45	25	75	100
BBA -104	Basic business communication	35	25	75	100
BBA -105	Business laws	50	25	75	100
BBA-106	Introduction to Computers	30	25	75	100
BBA-107	Communication & Soft Skills		30	50	50
Total		270	200	450	650

SEMESTER - 2

Code	Subject	Total Hrs. (Lec+Pra)	INTERNAL	EXTERNAL	TOTAL
BBA-201	Organizational Behavior	45	25	75	100
BBA -202	Marketing Management	45	25	75	100
BBA -203	Macro Economics	45	25	75	100
BBA -204	Basic Accounting	45	25	75	100
BBA -205	Database System	45	25	75	100
BCA -206	Seminar	15	100	0	100
		240	225	375	600

SEMESTER - 3

Code	Subject	Total Hrs. (Lec+Pra)	INTERNAL	EXTERNAL	TOTAL
BBA -301	Business Mathematics	45	25	75	100
BBA -302	Cost Accounting	40	25	75	100
BBA -303	Logistics managements	40	25	75	100
BBA -304	Human Resource management	45	25	75	100
BBA -305	Production and Operation management	40	25	75	100
BBA -306	Information technology in Management	30	100	0	100
		240	225	375	600

SEMESTER - 4

Code	Subject	Total Hrs. (Lec+Pra)	INTERNAL	EXTERNAL	TOTAL
BBA -401	Research Methodology	45	25	75	100
BBA -402	Financial Management	45	25	75	100
BBA -403	Operations research	50	25	75	100
BBA -404	Legal environment of Indian Business	45	25	75	100
BBA -405	Project Management	40	25	75	100
BBA -406	Seminar	15	100	0	100
		240	225	375	600

SEMESTER - 5

Code	Subject	Total Hrs. (Lec+Pra)	INTERNAL	EXTERNAL	TOTAL
BBA -501	Business Environment	50	25	75	100
BBA -502	Entrepreneurship	45	25	75	100
BBA -503	Specialization Major 1	45	25	75	100
BBA -504	Specialization Major 2	50	25	75	100
BBA -505	Specialization Major 3	50	25	75	100
BBA -506	Training Report		100	0	100
		240	225	375	600

SEMESTER - 6

Code	Subject	Total Hrs. (Lec+Pra)	INTERNAL	EXTERNAL	TOTAL
BBA -601	Corporate Strategy	55	25	75	100
BBA -602	Management Information Systems	50	25	75	100
BBA -603	Specialization-3(major)	50	25	75	100
BBA -604	Specialization-4(minor)	55	25	75	100
BBA -605	Project Report	0	25	75	100
BBA -606	Seminar	30	100	0	100
		240	225	375	600

SEMESTER - 1

BBA-101 Introduction to Modern Business

1. The Indian Business System: Forms of business organizations and ownership: sole proprietorships, partnerships, Joint stock companies: Public & Pvt. Cos. Public Management and its various functions, Nature and scope organizational objectives, management by objectives (MBO), functions of planning: nature and purpose, types, steps in planning decision making; process
2. Organizing: Nature, importance, the organizing process, formal and informal organization, and organizational chart, organizational principles, span of management: factor determining effective span, Graicunas formula. Departmentation: definition, departmentation by function, by territory, product/ service customer group, matrix organization, vertical and horizontal coordination.
3. Authority: Definition, types, responsibility and accountability. Delegation: definition, steps in delegation, obstacles to delegation and their elimination. Decentralization v/s centralization, determinants of effective decentralization, control of decentralization.
4. Staffing: Definition, manpower management, factor affecting staffing, job design, selection process, and techniques. Performance appraisal: need and process.
5. Leading: Motivation, hierarchy on need theory, theory of X and theory of Y. Leadership: styles, types, theories of leadership: trait approach and situational approach, theory Z, job enrichment and job enlargement. Committees nature, merits and demerits. Ways to make committees work.
6. Communication: Importance, process, barriers and breakdown of communication.
7. Controlling: control process, types, the job of controller, barriers to control, making control successful. Control techniques; budget and non-budgetary control devices. Challenges created by information technology. Social responsibility, Business ethics.

BBA-102 BASIC BUSINESS STATISTICS

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Classification & presentation of data including diagrammatic presentation.
Measures of central tendency – Mean, Mode, Median, Arithmetic, Geometric & Harmonic Mean.
Measures of Dispersion Range, Quartile Deviation, Average & standard deviation. Types of sampling, size of sample.

Section II

Probability theory including Bayesian probability, probability distributions and their characteristics – normal, binomial, poisson & exponential, confidence intervals. Sample bivariate, correlation & regression. Only concept of partial & multivariate correlation & regression.

Section III

Index numbers – aggregative & average of price relative methods. Time series analysis – trend analysis using moving average & regression analysis, seasonal, cyclical & irregular factors. Statistical elimination of cyclical factors.

BBA-103 MICRO ECONOMICS

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Demand, supply & market equilibrium. Demand ANALYSIS: Nature of demand for a product individual demand, Market demand, determinants of demand, concepts of income elasticity of demand price elasticity of demand, revenue concepts.

Section II

Theory of consumer behavior: Marginal utility theory: indifference curve theory and its application to tax choice supply of labour and rationing.

Theory of production and costs: production with one variable input: production and optimal input proportions; two variable inputs: Theory of costs in short run and in long run.

Section III

Theory of firm and market organization: pricing under perfect competition: pricing under monopoly, pure and discriminating. Pricing under monopolistic competition, current model, kinked demand curve and price leadership.

BBA-104 BASIC BUSINESS COMMUNICATION**INSTRUCTIONS FOR PAPER-SETTER**

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Introduction Business Communication: Basic forms of communication, communication Self-development and communication: Developing positive personal attitude.

Corporate communication: Formal and informal communication networks, grapevine, communication barriers, improving communication.

Section II

Principles of effective communications : 7 Cs Concept

Writing Skills: Planning business messages, Rewriting editing, the first draft, reconstructing the final draft, Business letters and memo formats and appearances, Request letters, Good news and bad news letters, Persuasive letters, Sales letters, Collection letters, Office memorandum etc.

Section III

Report Writing: Introduction to proposals, short reports and formal reports, report preparation of any chosen topic. Oral presentations: Principles of oral presentations, factors affecting presentations, sales presentations, conducting surveys, resume writing.

Non-Verbal Aspects of communicating:

Effective Listening: Principles of effective listening, factors affecting listening, listening exercise-oral, written and video sessions.

BBA-105 BUSINESS LAWS

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

INDIAN CONTRACT ACT, 1872-Nature of contract, offer and acceptance, consideration, capacity to contract, free consent, legality of object, agreements not declared – avoid, contingent contract, quasi contract.

Section II

Special Contracts – Indemnity and Guarantee, Bailment and Pledge, Contract of Agency.
Sale of goods act 1930 – Formulation of contract, Conditions and Warrants transfer of Property, Performance of Contract, Right of an unpaid seller.

Section III

Negotiable Instruments Act – 1881 Definition Bills & Cheques, Parties to Negotiable, Instruments, Negotiation Presentment, Dishonor, Discharge of a Negotiable Instruments, Rules of Evidence, Estoppel, Hundies, Bank and Customer.

BBA-106 INTRODUCTION TO COMPUTER

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Basic components of computer system: Functional units and their interrelation.
Types of computer system: Computer categories & classification.
MS-DOS: Functions of an operating system: Concepts of files and directories: Basic DOS commands, Redirection filters and pipes, batch files, configuring DOS, role of configure SYS files, fdisk command, concept of installable device drives.

Section II

Spreadsheets: Concepts of spreadsheet, building a spreadsheet application using formulae, conditional calculations and inbuilt functions; printing worksheets; using graph plotting capabilities of spreadsheet package to display and print graphs; database management & interfacing spreadsheets with database systems; writing macros and creating customized menus with macros.

Section III

Windows: What are windows, using the programme manager to run programme, creating and using ICONS, using the file manager to work with directories, files and disks; customizing windows with the control panel, installing a printer and using the print manager using windows accessories like windows write, paintbrush etc.

Word Processing: Creating and editing files, basic formatting and text enhancement, block operations, printing, file management global searches & substitutions, special print features merging files with mail merge, checking spelling with spell check, index & table of contents.

BBA-107 COMMUNICATION AND SOFT SKILLS

Essentials of Grammar: Parts of Speech, Punctuation, Vocabulary Building, Phonetics

Office Management : Types of Correspondence, Receipt and Dispatch of Mail, Filing Systems, Classification of Mail. ,Role & Function of Correspondence, MIS, Managing Computer

Letter & Resume Writing: Types of Letters-Formal / Informal, Importance and Function, Drafting the Applications, Elements of Structure, Preparing the Resume, Do's & Don'ts of Resume, Helpful Hints

Presentation Skills: Importance of Presentation Skills, Capturing Data, Voice & Picture Integration, Guidelines to make Presentation Interesting, Body Language, Voice Modulation, Audience Awareness, Presentation Plan, Visual Aids, Forms of Layout, Styles of Presentation.

Interview Preparation: Types of Interview, Preparing for the Interviews, Attending the Interview, Interview Process, Employers Expectations, General Etiquette, Dressing Sense, Postures & Gestures

Group Discussion & Presentation: Definition, Process, Guidelines, Helpful Expressions, Evaluation

(Note: Every student shall be given 15 minutes. of presentation time & 45 minutes of discussion on his/ her presentation.)

The student will be evaluated on the basis of :

- ⌚ his / her presentation style
- ⌚ Feedback of Faculty & Students
- ⌚ General Etiquette
- ⌚ Proficiency in Letter Drafting / Interview Preparation
- ⌚ The paper is internal and at least 3 tests will be taken. Best 2 of 3 shall account for final grades (70% Test & 30% Presentation)

SEMESTER – 2

BBA-201 ORGANIZATIONAL BEHAVIOUR

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Introduction: What is organizational Behaviour? Its relevance in today's business environment.
Individual behaviour in organization: Understanding Self: Perception – nature and importance, perceptual selectivity, stereotyping, Halo effect.

Section II

Learning and behaviour modification, Attitudes, Personality: Meaning, Self concept, self esteem, major determinants of personality.
Motivation: Types of Motivation, Theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter-Lawler.

Section III

Group behaviour in organization: Group Dynamics: Type of groups, group norms and roles, Group cohesiveness, Group development and Facilitation.
Dynamics of Managerial Leadership: Leadership styles, Trait approach, Behavioural approaches, Managerial Grid.
Inter-personal behaviour in organization: Transactional Analysis.
Management of conflict.
Stress Management.

BBA-202 MARKETING MANAGEMENT

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Marketing: Nature and scope of marketing, concepts of traditional and modern marketing, marketing environment-marketing and its environment.

Consumer Buying Behaviour: Factors affecting, purchase behaviour.

Section II

Market segmentation: Nature, basis & strategies.

Marketing mix: Introduction & factors affecting.

Product decisions: Product definition, new product development process, product life cycle, positioning, branding & packaging decisions.

Section III

Pricing decision: Importance, objectives & strategies.

Product promotion: Promotion mix & factors affecting it.

Distribution: Channel decisions, types & factors, physical distribution system & its components.

Marketing of services: Introducing services, characteristics, services marketing mix, successful marketing of service, mastering service quality.

BBA-203 MACRO ECONOMICS**INSTRUCTIONS FOR PAPER-SETTER**

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Introduction to macroeconomics: Macro static and macro dynamics

National Income: Concepts, analysis and measurement through double entry, sectoral accounting and matrix approach.

Keynesian theory of income determination: Concept of employment, determinant of macroeconomics equilibrium with aggregate demand and aggregate supply analysis.

Section II

Consumption: Meaning, determinant and importance. Consumption function. Theories of consumption– absolute income, relative income and permanent income hypothesis.

Theory of multiplier: Income generation process in a static and dynamic setting. Tax multiplier, foreign trade multiplier and balanced budget multiplier bankers from multiplier process, relevance of multiplier to a developing economy.

Section III

Theory of investment: Management efficiency of capital and measures to promote investment, internal rate determination – classical, non-classical and Keynesian control.

Inflation: Meaning, types and theories, stabilization policies monetary and fiscal policies.

BBA-204 BASIC ACCOUNTING**INSTRUCTIONS FOR PAPER-SETTER**

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Accounting – Introduction, importance and scope, concepts & conventions – Introduction generally accepted accounting principles, Double Entry Framework: The accounting equation, Accounting cycle– Journals, Ledgers, Purchase Book, Sales Book, Cash Book, Petty Cash Book, Trial Balance.

Section II

Preparation of financial statements – Profit and loss account and Balance Sheet with necessary adjustments.

Analysis and interpretation of Financial Statement – meaning and significance.

Section III

Tools of Financial Analysis – Ratio Analysis, Trend Analysis, Common size and Comparative Financial Statement.

Fund Flow Statement and Cash Flow Statement

Marginal Costing, Break-Even Analysis, Applications of Marginal Costing.

BBA-205 DATABASE SYSTEMS

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Role of database and its utilization: DBMS

Database models: Hierarchical, network and relational.

Data definition: Creating database structure, copying and modifying it, appending, editing and browsing through the data, deleting records, packing.

Section II

Sorting and indexing of databases, single and compound index files.

Converting data from one data type to another.

Functions and operators, working with logical expressions.

Locate and seek commands, for and while clauses.

Section III

Report forms, labels and screens forms: creation and modification.

Setting a filter, setting up a relational database, work areas and browsing related fields.

Formatted input and output using @..SAY..GET..PICTURE..RANGE Commands.

Simple programming using: IF, DO..WHILE, DO..CASE statements, handling numeric/nonnumeric information.

Use of macro and procedure files.

Current trends in databases.

Use of FoxPro/dBase may be made for illustrating concepts.

SEMESTER - 3

BBA-301 BUSINESS MATHEMATICS

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Set theory, logical statements and truth tables, real number system, linear and quadratic equation. Permutations and combinations.

Section II

Binomial theory, arithmetic and geometric progressions, functions, limitations and continuity, differential calculus (including maxima and minima; excluding trigonometric functions).

Section III

Integral calculus – Integration by parts, by substitution, by partial fractions and its applications to business (excluding trigonometric functions).

Matrix: Algebraic (including simultaneous equations, gauss limitation methods and their application to business).

BBA-302 COST ACCOUNTING

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Concept & classification: Material, labour, overhead, fixed & variable, direct & indirect, product & period costs.

Cost volume profit analysis: Contribution, PV ratios, Break even analysis

Section II

Conditions of boom & depression, margin of safety.

Relevant costs & decision making: Pricing product profitability, make or buy decision.

Section III

Standard costing and variance analysis: Material labour & overhead, reconciliation between budgeted profit and actual profit, preparation of cost-sheet.

BBA-303 LOGISTIC MANAGEMENT

Section I

Introduction, concepts & significance, functions.

Physical distribution, transportation, inventory control, warehousing, packaging, material handling, order processing, location analysis.

Section II

Logistic Cost: Inventory, warehousing, production cost, channels, communication, transportation, material handling, packaging, customer service.

Section III

Logistic information systems: Need, components and design.

Transportation modes, mode choice, inter transport, containerization, routing, logistic organization.

BBA-304 HUMAN RESOURCE MANAGEMENT

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Human Resource Management: Nature, Objectives and importance.

Human Resource Planning: Definition, Objectives, Process and Importance.

Section II

Recruitment, selection, placement and induction, training, transfer and promotion policies. Job compensation, incentives and other benefits, career management and development, performance evaluation.

Section III

Quality of work-life, team working, quality circles, job-satisfaction and morale.

Social security and health, Grievance handling, disciplinary action, introduction to collective bargaining.

BBA-305 PRODUCTION & OPERATIONS MANAGEMENT

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Production & operations functions-overview, Types of production systems. Manufacturing Planning & control – Forecasting, Planning scheduling, Assembly line balancing Location Decision & Models. Layout Decision-Product & Process Layout. Capacity Planning for Manufacturing Systems.

Section II

Productivity Management – Problems of measurement, work study and work simplification, Productivity Linked Incentives.

Section III

Design of service systems – Location & capacity planning, Maintenance Management. Statistical Quality Control & Acceptance Sampling.

Latest techniques – JIT, flexible manufacturing systems, Computer Integrated Manufacturing. TQM – an introduction.

BBA-306 INFORMATION TECHNOLOGY IN MANAGEMENT**INSTRUCTIONS FOR PAPER-SETTER**

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Information Technology in Management

Communication models: Development of Modern Models of communication their role in Business organization, introduction to communication software, features and uses.

Section II

Computer N/W: Need for computer networking (LAN and WAN) their characteristics, features and uses; Networking goals and applications; International, national, public and private networks.

Networking aspects of video conferencing, imaging and multimedia.

Section III

Transmission facilities – Study of Teleprocessing, real time and message control systems, tele conferencing, fax, electronic mail, telephone network, radio and satellite communications, videotext, public message switching system, microwave communication, data transmission facilities.

SEMESTER - 4**BBA-401 RESEARCH METHODOLOGY****INSTRUCTIONS FOR PAPER-SETTER**

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Introduction to research: Definition, scope, limitations and types. Objectives of research planning a research, steps in planning, research designs and its types.

Section II

Collection of data, types, primary & secondary methods. Scaling meaning of scaling, classification, basis, important scaling techniques, rating scales & ranking scales.

Section III

Scale construction techniques, designing questionnaire, tabulation, coding editing.

Definition population and samples, types and techniques of sampling probability sampling, theory of estimation sample lost.

BBA-402 FINANCIAL MANAGEMENT

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Scope of Financial Management, Traditional Approach, Modern approach, Investment Decision, Financing Decision, Dividend decision, Objectives of Financial management, Profit Maximization vs Wealth Maximization.

Section II

Capital Budgeting-Meaning, importance and various techniques-accounting rate of return, pay back method, net present value, net terminal value, internal rate of return, profitability index method. Measurement of cost of capital: cost of debt, cost of preference shares, costs of equity shares, calculation of overall cost of capital based on Historical and Market Weights.

Section III

Operating and Financial Leverage, Capital Structure Decision. NI approach, NOI approach, MM approach, Traditional approach.

Working Capital Management-Definition, importance, factors affecting working capital. Sources of raising working capital finance.

BBA-403 OPERATIONS RESEARCH

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Linear Programming: Formulation of L.P. problems, Graphic Solution, Simplex Methods & Duality, Emphasis will be on Formulation & interpretation.

Section II

Elementary Transportation Problem: N.W. Corner rule, Vogels approximation method (VAM), Assignment problems.

Decision Theory: Pay off table, opportunity loss table, decision trees for sequential decisions,

Section III

expected value of perfect information and sample information. Decision under certainty. Uncertainty and risk.

Game Theory, Inventory Control-EOQ, EOQ with price breaks, ABC analysis.

BBA-404 LEGAL ENVIRONMENT OF INDIAN BUSINESS

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Indian Companies Act (1956)

Meaning & Nature of Company-Advantages & Disadvantages, lifting of corporate veil, company is not a citizen

Registration & Incorporation - Procedure of registration, certificate of incorporation, pre-incorporation,

Section II

Contract, commencement of business.

Memorandum and article of Association. - contents, main misrepresentation remedies for misrepresentation (Sec. 56 and 61).

Section III

Directors - as agent, trustees, powers & duties, Managing Director - appointment Disqualification & termination.

Meaning – Statutory, Annual general & Extra - ordinary General Meeting, power of company Law Board to meeting. Requisitions of a Valid meeting, voting, resolution & minutes.

BBA-405 PROJECT MANAGEMENT

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Project: definition, characteristics, types, project life cycle, identification of projects.

Project management: meaning and scope.

Project appraisal methods:

Section II

Technical appraisal: meaning, need factors considered in technical appraisal.

Market appraisal : market survey for forecasting future demand and sales; concepts, terms and techniques involved in it.

Financial appraisal : estimation of funds required, sources of funds, profitability analysis,

Section III

Capital: budgeting techniques, guidelines for preparation of project report.

Social Cost Benefit Analysis-meaning, rationale, social, appraisal of projects in developing Countries with special reference to India.

Project scheduling & control, network analysis. Gantt charts PERT & CPM

SEMESTER -5

BBA-501 BUSINESS ENVIRONMENT

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Business Environment : Social, Political, culture, Technical, Legal, Economic, Physical.
Economic problems of Growth - unemployment, poverty, social injustice, inflation, parallel economy, industrial sickness. Role of Govt. monetary and Fiscal policy, Industrial policy, Industrial Licensing, privatisation,

Section II

MRTTP, consumer protection, Devaluation Export - Import policy, Regulation of Foreign investment
Collaboration - with special references to recent changes.
The current Five Year Plan - major policies.

Section III

International Environment: International Trading Environment (overview) and terms of trade. Balance of Payments / Trade and instruments of Trade Policy Trends in world Trade and problems of developing countries Foreign Trade and Economic growth, Development in Transitional Economic.
International Economic Grouping, International Economic Institutions - GATT, WTO, UNCTAD, World Bank/IMF, Managing World Trade – GPS, GSPT, Counter Trade, etc.

BBA-502 ENTREPRENEURSHIP

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Definition of entrepreneurship - A conceptual model of entrepreneurship - Views of Schumpeter, Walker and Drucker - Entrepreneurship culture - trail of a true entrepreneur.
Entrepreneur & Manager.

Entrepreneurial Motivation - Motivation factors - entrepreneurial ambitions Compelling factors - Facilitating factors - The Achievement Motivation Theory - The Kakinada Experiment Establishing idea - Source of ideas, idea processing - selection of idea-input requirement, personnel finance, information and intelligences - Role of industrial fairs. Start your own business or buy an existing one: Advantages and disadvantages. Evaluating the existing business.

Section II

Policy Incentive for entrepreneurial growth small scale Industrial Policy-Meaning of incentives and subsidies. Need for incentives and subsidies - Institutions assisting entrepreneurs - Role of District Industry Centres.

Directorate of Industries of States Govt. - State small Industrial Corporation. Entrepreneurial Guidance Bureau - Small Industry Extension Training Institutes - Technical consultancy organizations Commercial Banks.

Section III

Definition of small business - The benefits & opportunities of small business ownership - The potential drawbacks of entrepreneurship. Strategic Planning for small business - steps in Strategic Planning.

Steps for starting a small industry - Selection of product form of ownership, Preparation of project report, Registration as SSI, Power connection obtaining licence compliance under Factories Act, Arrangement of finances, Presentation of Project Report.

BBA 506

Training Report

Total Marks: 100

Written report: 75

Presentation: 25

Each student has to undergo a compulsory summer training of 4 to 6 weeks after the 4th semester and prepare a report of training he/she has undergone. The student will prepare his/her report under the guidance of an internal supervisor appointed by the institution/LC. Student has to submit the report within one month of the beginning of 5th semester. The report will be evaluated by the internal guide out of 75 marks. Every student has to give a power point presentation of his training report. This presentation will be taken by internal supervisor and will evaluate the presentation out of 25 marks.

*Note: Student has to submit 3 hard copies and 1 soft copy of his report 1 for internal examiner, 1 for external examiner and 1 hard and soft copy for Institution/LC library and the original copy of the report has to be retained by the student him/herself.

Instructions for Students

- Students must read the guidelines for preparing training report given in the SIM thoroughly
- Training report should be made in the format suggested in the SIM.

Instructions for Supervisors

- Supervisors must read the guidelines given in the SIM properly and give an orientation lecture to all the students on those lines.
- Evaluation of training report and presentation will be done on the parameters as suggested in the guidelines.

SEMESTER - 6

BB-601 CORPORATE STRATEGY

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Nature and importance, of business policy/strategy.

Strategy formulation: Missions, goals & objective, social responsibilities & managerial & organizational styles.

Section II

Environmental analysis and internal analysis.

Evaluation & Choice of Strategy: Factors influencing choices, tools & techniques for strategic analysis BCG

Section III

Strategic Gap, GE.

Implementing policy/strategy: Organization structures & processes & behavioral considerations.

Strategy Evaluation & control.

BBA-602 MANAGEMENT INFORMATION SYSTEMS

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Introduction to information and business information system, need to having MIS, introduction to business system: payroll, inventory control, financial accounting, sales order processing, supermarkets banks and manufacturing plants etc, evolution of MIS, key components of MIS, management of information resources, process of decision making and value of information, characteristics of effective MIS, impact on MIS on different levels of management.

Section II

Design methodologies & techniques: System development life cycle, various phases & involvement: preliminary survey & feasibility, study, system analysis, conceptual & detailed system design. implementation & evaluation, system approach management use of tools like DFD, DD etc.

Section III

Integrated information system in an organization, use of database for integration, integration across functional areas. Introduction to decision support system, expert system and artificial intelligence, robotics.

Top management and MIS: Corporate planning for MIS, the MIS strategic grid; growth of MIS in an organization, CSF theory for information need analysis issue related to centralization and decentralization of MIS charge-out systems for MIS services.

BBA 605**Project Report**

Total Marks: 100

External: 75

Internal: 25

Topic for the research project is to be allocated in the beginning of 5th Semester and topic should be related to the specialisation area chosen by the student. Project would be assigned on individual basis. Each student would require to work under the supervision of a teacher assigned by the Institution/LC. The students must submit their Projects before one month of final exams of 6th semester.

A team of two examiners will evaluate the Final Research Project. There will be one external examiner and one internal examiner appointed by the Institution/LC, external examiner will evaluate out of 75 marks and internal examiner will evaluate out of 25 marks. The Institute will select and invite an external examiner for the evaluation.

In order to qualify for BBA degree, the students will have to get minimum passing marks in this paper.

*Note: Student has to submit 3 hard copies and 1 soft copy of his project: 1 for internal examiner, 1 for external examiner and 1 hard and soft copy for Institution/LC library and the original copy of the project report has to be retained by the student him/herself.

Instructions for Students

- Students must read the guidelines for preparing Project report given in the SIM thoroughly.
- Project report should be made in the format suggested in the SIM.

Instructions for Supervisors

- Supervisors must read the guidelines given in the SIM properly and give an orientation lecture to all the students on those lines.
- Evaluation of Project report and presentation will be done on the parameters as suggested in the guidelines.
- At the time of evaluation it is responsibility of the institution/LC to brief the same guidelines to the external examiner

SPECILIZATION GROUP- FINANCE

BBA-701 INTERNATIONAL FINANCE

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

The international monetary system – History, Bretton woods and period after 1971.
Foreign Exchange Market and Exchange Rate Determination.
Currency Risk Management.

Section II

Interest Rate Exposure Management.
Eurocurrency Markets.
International Project Appraisal & Project Finance.
Currency future & options, currency swaps.

Section III

Country Risk Analysis.
International cash management.
International Portfolio Management.
International Accounting Standards - Effect of changes in Foreign Exchange Rate.
Financing of Imports & Exports in India.

BBA-702 CAPITAL MARKETS AND SECURITY ANALYSIS

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

1. Investment categories & the investment process.

- (a) Markets and their functions - Structure of Indian Financial markets.
- (b) Major players in the capital market – NSE, OTCEI, Regional Exchanges.
Role of Broker, merchant banker, underwriter, depository.
- (c) Types of instruments in the Indian Market, - Equity, Preference Shares, Debentures, Bonds, Warrants, Options, Convertible securities, Fixed deposits, Derivatives, Debt Securitisation, Commercial Paper, Euro Issue etc.

Section II

2. Regulations of the, capital market in India. (introduction only.

- (a) Securities and contracts Regulation Act.
- (b) SEBI

3. Security Valuation & Risk Analysis

- (a) Fundamental Approach to Valuation, Three stage stock valuation.
- (b) Systematic & unsystematic Risk. Expected Return & Risk

Section III

4. Common stock analysis.

- (a) Economic Analysis - Economic Forecasting & Stock Investment Decision, Forecasting Techniques.
- (b) Industry Analysis - Classification, Economy & Industry, Key Factor in Analysis, Industry life cycle, Techniques for evaluation.
- (c) Company Analysis - Internal Information - Detailed Analysis. External Information.
- (d) Forecasting Company Earnings - Earnings Model, Market share/profit margin approach. Forecasting of Revenue & Expenses.

BBA-703 MERCHANT BANKING AND FINANCIAL SERVICES**INSTRUCTIONS FOR PAPER-SETTER**

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Evolution of Merchant Banking, scope, functions and its role in Indian context.
SEBI Guide lines for Merchant Bankers.

Issue Management - Public, Rights, Issue, Private placement:

Bought out Deals. Designing & pricing of Instruments preparing for public issues, SEBI Guidelines, Pre-Issue & Post Issue work.

Section II

Credit Rating - Credit rating agencies in India, Scope, Process and Limitations in credit rating system.

Project Appraisal - Project life cycle, Evaluation, Social Cost benefit Analysis, Capital Cost and Financial Projections.

Section III

Long Term Finance & Working Capital Finance - Term Loan Working capital loans, maximum permissible Bank Finance., Loan syndication, consortium finance, Factoring, Leasing & Hire Purchase.

Venture Capital Companies - Evolution, Concept, Role, Importance, SEBI guidelines and present status of VCC's in Indian context.

Mergers and Acquisitions, takeovers, sell offs and divestitures.

BBA-704 EQUITY RESEARCH & PORTFOLIO MANAGEMENT

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Futures & Options: Rationale of Futures & Options, put & call, option value determination, pricing strategies, Black Scholes model.

Warrants & Convertible Futures: Stock index fixtures, portfolio strategies, fixed income securities, long term securities.

Section II

Technical Analysis & the efficient Market Theory: Technical analysis-market indicators, forecasting individual stock performance, charts, efficient market theory – random walk and efficient market Hypothesis.

Portfolio Analysis: Traditional, Markowitz Optimisation, C-Diversification.

Section III

Portfolio selection – Risk & Preferences, Simple Sharp portfolio optimization, significance of Beta, Traditional portfolio selection.

Capital Market Theory: CAPM, Arbitrage pricing theory.

Managed Portfolio & their Evaluation – Type of mutual Funds, Advantage of managed portfolios SEBI Guidelines relating to PMS.

BBA-705 CORPORATE TAXATION AND FINANCIAL PLANNING

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Basic concepts of income tax : Residential status of a company; Computation of income under different heads of income.

Set off and carry forward of losses;

Section II

Deduction and exemptions in additional tax on undistributed profits; Companies profits Sur Tax Act; Computation of tax liability.

Section III

Meaning and scope of tax planning and; location of undertaking; Types of activity; Ownership pattern, Tax planning regarding dividends policy, Issue of bonus shares, inter-corporate dividends and transfers.

BBA-706 MANAGEMENT OF FINANCIAL INSTITUTIONS

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

The role and importance of financial institutions: Financial management models and their applications in financial institutions. Analysis of the borrowing and lending behaviour of financial institutions.

Financial management of commercial banks: Banking law and regulations, inflation, provisions of RBI's operations, credit and monetary planning;

Section II

Insurance companies; Thrift institutions, development banks capital adequacy and capital planning; Strategy of growth, problems of time and cost over-runs, financial planning of financial institutions; financial goals and performance statements;

Working and organization of different financial institutions in India like IFC, ICICI, IDBI, UTI, LIC, Mutual Funds.

Section III

Financial system in India: RBI and financial system, money market, characteristics, instruments, role of DFID, introduction to capital market, its role, significance.

History of stock exchanges, regulations of stock exchanges, licensed dealer, on-line trading concept, qualification for membership, functions of stock exchanges, regulations on trading, measures to promote healthy stock markets.

SPECIALIZATION GROUP - MARKETING

BBA-801 INTERNATIONAL MARKETING

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Framework of International Marketing; Intrafirm and Environmental Factor.
Difference between Domestic Marketing International marketing; Definition, and concept.
Policy framework -India's trade policy Recent trends in India's foreign trade.
Basic Steps in starting an Export Business - An overview licensing regulations & Procedure.

Section II

Product planning for export.-manufacturing firms & export house. Identifying foreign markets. Market Research overseas.
Market entry.
Distribution Logistics for export. Foreign sales Agent – Selection Appointment.
Promotion of products/services abroad-overview, merchandising, trade fair/exhibitions.

Section III

Institutional infrastructure for export in Indian Export Assistance.
Marketing Plan for Export.
Export pricing – International terms. Payment terms.
Introduction to export documentation and procedures, framework International terms, reshipments documents. Export Finance.
Role of ITPO in export promotion, quality control & pre-shipment inspection. Labeling/packing, market of consignments, marine cargo insurance.

BBA-802 MARKETING OF SERVICES

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

The concept of service marketing, growth of service sector in the world and in the Indian economy.
Unique features of service marketing. types of services: social financial physical, economic, domestic & cultural.

Non-profit service marketing; concept, importance & characteristics;

Section II

public distribution system & family planning programme.

Analysing the service marketing: marketing information, measuring demand, scanning the environment, study of buying behaviour, analysing competitors, market segmentation & target marketing.

Section III

Marketing strategies for service marketing: differentiation, positioning life cycle, service quality, productivity, pricing, channel selection & market communication.

Hurdles to good service marketing.

BBA-803 ADVERTISING AND SALES PROMOTION**INSTRUCTIONS FOR PAPER-SETTER**

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Marketing Communication Models

Advertising its place in marketing - Different kinds of advertising.

Section II

Advertising Art & Layout

Brand Strategy & Campaign Planning: T.V. & Radio commercials

Creative Copy Strategies.

Section III

Media Planning & Scheduling.

Management of Sales Promotion at the Consumer, Trade & Sales force Levels.

Sales Displays & Merchandising.

Legal & Ethical Aspects of Advertising.

BBA-804 CONSUMER BEHAVIOUR

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Consumer Behaviour: Nature & Application.

Consumer as an individual: -

- (i) Consumer needs & Motivations.
- (ii) Influence of personality, psychographics & attitude on consumer behaviour.

Section II

- (iii) Consumer as a perceiver & learner.
- (iv) Individual differences in behaviour personality, values, lifestyle.
- Consumer behaviour & external influences :-
 - (i) Group dynamic & consumer reference groups

Section III

- (ii) Social class & Status.
- (iii) Culture & ethic values.
- (iv) Family & household influences.
- Situational influences.

BBA-805 INDUSTRIAL MARKETING

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Industrial Marketing : Concept & nature, the industrial customer: motives, characteristics;

Industrial marketing decisions: market identification,

Section II

segmentation, target marketing, positioning, industrial marketing, strategy, product / service design, channel strategy, channel logistics,

Section III

industrial advertising, sales promotion, personal selling, pricing.
Industrial marketing control

BBA-806 MARKETING RESEARCH**INSTRUCTIONS FOR PAPER-SETTER**

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Basic concepts

Research process

Research Design: Exploratory, Descriptive and Experimental design

Section II

Processes of Data Collection: Secondary Data, Primary data, questionnaire construction & Survey administration.

Scaling Techniques: Concepts, Types, rating scales & ranking scales.

Section III

Sampling: Concepts, Types & Techniques.

Data Analysis : Tests of significance based on T, F & Z Distribution and Chi- Square test; Basic concepts of Discriminate Analysis, Factor Analysis, Cluster Analysis and Conjoint Analysis.

Marketing Research Applications.

SPECIALIZATION GROUP – HUMAN RESOURCE MGMT.

BBA-901 HUMAN RESOURCE DEVELOPMENT

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

HRD: Concept, importance, benefits and its distinction from HRM.

Development: Analysing the role of development, key performance.

Management Development: Concept, need, management development methods

Section II

Potential Appraisal: Concept, need, objectives, methods, Obstacles.

Training: Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of training.

Job Enrichment: Concept, principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign.

Section III

Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.

HRA: Introduction, scope, limitations, methods.

Management of careers.

Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.

BBA-902 INDUSTRIAL RELATIONS

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Concept and Importance of Industrial Relations

Trade Unions:

Structures of Trade Unions, management of trade Unions, Problems of Trade Unionism, in India New Directions in Trade Unions-White Collar Unionism, Rural Unionism.

Section II

Workers Participation in management:

Conceptual Aspects, Practice of Workers Participation-Self Management Systems Member of Management Bodies, Work Councils, Joint management Councils.

Collective Bargaining:

Concept and Importance, process of Bargaining, Goals and Strategy in Bargaining.

Problems of collective Bargaining.

Section III

Industrial Disputes:

Theoretical Framework, Causes of Disputes.

Types of Disputes:

Settlement of Industrial Disputes, Conciliations, Arbitration, Adjustment

Grievances:

Causes, Grievance Procedure, Employee Discipline, dysenteries.

BBA-903 INDUSTRIAL AND LABOUR LEGISLATION

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Purpose of industrial and labour legislation and their importance for the economy.

Industrial and labour legislation in India – its role and historical development.

Section II

A detailed study of the following Acts:

The Payments of Wages Act, 1936

The Minimum wages Act, 1948

Section III

The Industrial Employment (standing order) Act 1946

The Trade Union Act, 1926

The Industrial Disputes Act, 1947

Health and safety provisions in the factories Act, 1948.

BBA-904 TRAINING AND DEVELOPMENT

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Concept Aspects – What is Training?

Knowledge and Action, Training and Learning.

Training Process – Conceptual Models.

Learning spiral for participants, Pre Training- Expectations and Motivations.

Training-Exposure to opportunities for learning Training Process for the Participant's organization. Pre Training-objectives, and Motivation, Training Post Training Support and organizational, Adjustments

Section II

Training Strategy

External – Establishing Training Goals Defining Training specifications.

Internal Organizing Training Inputs.

Pre Training Phase –

Organisational collaboration through clarifying needs.

Individual Motivation

Training methods training requirements, business, game lab training, Training for Personnel and OD, Incidents Cases, Seminars & Lectures, Sampling Real Life, Role Playing Sensitivity Training, In Basket, Designing the Programme-Building Training Groups.

Section III

Training phase –

Developing the Group

Social Process

Standards of Behaviours

Indicators of Group Development, participants expectations VIS, Participants Intentions

Individual VIS Group Needs

Consistency VIS Flexibility.

Post Training Phase – Support and Evaluation

Input Overload

Unrealistic Goals

Linkage Failure

BBA-905 COMPENSATION MANAGEMENT

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Basic aspects of Compensation in determination of pay rates Establishing pay Hall Pricing managerial and professional jobs. Current Issues in compensation Management
Human needs motivation, Equitable rewards and Human motivation, money and motivations. Incentives for other professional: **Merit pay**

Section II

Organisation-wide Incentive plans. Developing effective Incentive plans, Incentive idea for small employers. Benefits and services, supplementary pay benefits, insurance benefits and benefits and benefits today and tomorrow.
Non – financial Motivations techniques.

Section III

Alternative work arrangements using quality circles and other latest programmes comprehensive quality improvement programmes.

Es in India, Minimum wage, Fair wage and living wage Methods of state regulation of wages. Regulating payment of wages. Pay commissions, dearness Allowance, Bonus and related acts Linking wages with productivity, Wage differentials and National Wage Policy.

BBA-906 SOCIAL SECURITY & LABOUR WELFARE

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

The concept and scope of social security; Social assistance and social insurance; Evolution of Social security; Financing of Social Security Schemes; Social security and National Economy; Social security in the international context role of International Labour Organization.

Section II

Laws relating to social security:

Workman's Compensation Act, 1923

Maternity Benefit Act 1961

Employees State Insurance Act, 1948

Payment of Gratuity Act. 1912

Section III

Employee's Provident Fund & miscellaneous provisions Act, 1952

The Payment of Bonus Act, 1965

The concept of labour welfare: Definition, scope and objectives, welfare work and social work;

Evolution of labour welfare; classification of welfare work; Agencies for welfare work.

Labour welfare provisions in the Factories Act.

SPECIALIZATION GROUP – INFORMATION TECHNOLOGY

BBA-1001 E-COMMERCE

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Internet Fundamentals

Internet, Its origin, connectivity and services. Introduction to www, Gopher, FTP, Telnet, HTTP, Network, Protocols, Internet facilities through www.

Section II

HTML (Hypertext Markup Language)

Basic HTML tags, Language description, usability, static nature and creation of HTML web pages. Creating Tables, Forms and their advantages.

DHTML (Dynamic HTML)

Section III

What is DHTML? Style sheets, their advantages and interaction with scripting language. Java Script objects, and events, Cookies.

ASP Active Server Pages

Introduction to ASP technology. How to create dynamic web pages. Understanding ASP objects model, processing data using session variables. What is the purpose of global.asa file. Database connectivity through ADO's.

BBA-1002 PROGRAMMING IN C/C++

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Introduction to programming : Structured and Object oriented programming, various stage of software: Low level, high level, assembly etc.

C: Concepts of variables, constants and data types;

Operator: arithmetic. logical, relational, increment and decrement, assignment and size of operators.

Section II

Expressions: their evaluation using rules of precedence.

Input and Output statement; Control structures : if, if.. else, multiple if... then. . else, switch statement.

Functions: Declaring., user-defined functions, return statement, break and continue, Recursion.

Arrays : one-dimensional, two dimensional, string and string functions.

Section III

Structures, enumerated data type, structures as functions parameters.

Pointers, pointers and arrays, pointers to structures. File and data management.

Brief introduction to C++, different between C and C++, Objects and Classes, Constructors and destructors implementation of input/output, Control statement and functions using concept C++

practical lab : ten programs in C/C++

BBA-1003 INTRODUCTION TO OPERATING SYSTEM

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Operating system concepts: Basic operating system, functions. measures of effectiveness, Process management: Process concept, process scheduling, operations on processes, CPU, scheduling concepts, scheduling concepts, scheduling criteria,

Section II

scheduling algorithms (First come first serve, shortest job first scheduling, priority scheduling round ribbon scheduling); process synchronization, deadlock, - characterization, methods for handling deadlocks, deadlock prevention, avoidance, detection and recovery.

Section III

Storage management: Memory management-fixed and variable partition multiprogramming, swapping, virtual memory concepts, contiguous allocation, paging and segmentation. File management: File attributes, file operations, file types access methods sequential access, direct access, other access methods, directory structure, protection.

I/O System: I/O hardware, polling, interrupts.

BB-1004 INTERNET APPLICATIONS

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Introduction to Internet, www, Network essential, HTML, introduction to TCP/IP, DHCP remote access services.

Concepts: Working, Surfing and Security on the Internet

Section II

Internet protocols: Internet addressing Internet routing protocols, Internet messages protocol Internet Group Management protocols and Internet Mail Protocols.

Web: World Wide Web, Advantages of web, web terminology, web access using web browser locating information on the web

Section III

Introduction to Java, Java Architecture, Security Model of Java, JDBC, Corba application and JDK, differences between java and C++, working with Java Objects, Encapsulation, Inheritance and Polymorphism, constructors, garbage collection and finalizers, data types, Modifier and expressions, arrays and flow control statement, exception handling, threads, event handling, network programming and Java virtual machine.

BBA-1005 DATA BASE MANAGEMENT SYSTEM

INSTRUCTIONS FOR PAPER-SETTER

The question paper will consist of Two parts, A and B. Part A will have 15 short answer questions (40-60 words) of 2 marks each. Part B will have 12 long answer questions of 5 marks each.

The syllabus of the subject is divided into 3 sections I, II and III. The question paper will cover the entire syllabus uniformly. Part A will carry 5 questions from each Section and Part B will carry 4 questions from each section.

INSTRUCTION FOR CANDIDATES

Candidates are required to attempt all questions from Part A and 9 questions of Part B out of 12.

Section I

Introduction: Definition of data, uses and need of data in organization.

Basic Concepts: Entries and their attributes, relationship, records and files, abstraction and data integration. Three level architecture proposal for DBMS, data independence, and components of DBMS, advantages & disadvantages of DBMS.

Section II

Data Models: Relational, Network and Hierarchical.

Relational data Model: Relational databases – Attributes & domain, tuples relations & their schemes, Relation representation, keys, relationship, relation operations, integrity rules.

Section III

Relation Database Manipulation: SQL – Database manipulation, data definition, view & queries.

Data Protection: Recovery, Concurrency, security, integrity & control.

Distributed databases: Introduction, Networks, data distribution

Practical lab: Create an application in ORACLE