

INSTITUTE OF ADVANCED STUDIES IN  
EDUCATION (DEEMED UNIVERSITY)  
GANDHI VIDYA MANDIR  
SARDARSHAHR

DETAILED SYLLABUS

**Under Graduate Degree Programme**

**Bachelor of Business Administration**

(Degree in Business Administration)

(SEMESTER SYSTEM)

**COURSE TITLE : BACHELOR OF BUSINESS ADMINISTRATION**

**DURATION : 3 YEARS (Semester System)**

**TOTAL DEGREE MARKS : 2400**

**FIRST SEMESTER**

| COURSE TITLE           | PAPER CODE | MARKS  |           |       |
|------------------------|------------|--------|-----------|-------|
|                        |            | THEORY | PRACTICAL | TOTAL |
| MANAGEMENT FOUNDATIONS | BBA110     | 100    | 00        | 100   |
| ECONOMIC ENVIRONMENT   | BBA120     | 100    | 00        | 100   |
| MARKETING MANAGEMENT   | BBA130     | 100    | 00        | 100   |
| COMPUTER AWARENESS     | BBA140     | 50     | 50        | 100   |

**SECOND SEMESTER**

| COURSE TITLE                         | PAPER CODE | MARKS  |           |       |
|--------------------------------------|------------|--------|-----------|-------|
|                                      |            | THEORY | PRACTICAL | TOTAL |
| INDIAN SYSTEM OF BUSINESS            | BBA210     | 100    | 00        | 100   |
| OPERATIONS MANAGEMENT                | BBA220     | 100    | 00        | 100   |
| INFORMATION TECHNOLOGY IN MANAGEMENT | BBA230     | 100    | 00        | 100   |
| MANAGERIAL ECONOMICS                 | BBA240     | 100    | 00        | 100   |

**THIRD SEMESTER**

| COURSE TITLE                           | PAPER CODE | MARKS  |           |       |
|--|------------|--------|-----------|-------|
|  |            | THEORY | PRACTICAL | TOTAL |
| RETAIL MANAGEMENT                      | BBA310     | 100    | 00        | 100   |
| FINANCIAL MANAGEMENT                   | BBA320     | 100    | 00        | 100   |
| BEHAVIOURAL TECHNIQUES IN ORGANIZATION | BBA330     | 100    | 00        | 100   |
| BUSINESS POLICIES                      | BBA340     | 100    | 00        | 100   |

#### **FOURTH SEMESTER**

| COURSE TITLE                           | PAPER CODE | MARKS  |           |       |
|--|------------|--------|-----------|-------|
|  |            | THEORY | PRACTICAL | TOTAL |
| INTERNET & E-COMMERCE                  | BBA410     | 50     | 50        | 100   |
| BRAND MANAGEMENT                       | BBA420     | 100    | 00        | 100   |
| COMMUNICATION IN BUSINESS & MANAGEMENT | BBA430     | 100    | 00        | 100   |
| SALESMANSHIP                           | BBA440     | 100    | 00        | 100   |

#### **FIFTH SEMESTER**

| COURSE TITLE                               | PAPER CODE | MARKS  |           |       |
|--|------------|--------|-----------|-------|
|  |            | THEORY | PRACTICAL | TOTAL |
| HUMAN RESOURCE MANAGEMENT                  | BBA510     | 100    | 00        | 100   |
| ADVERTISING AND SALES PROMOTION MANAGEMENT | BBA520     | 100    | 00        | 100   |
| SALES MANAGEMENT                           | BBA530     | 100    | 00        | 100   |
| CAPITAL MARKETS                            | BBA540     | 100    | 00        | 100   |

#### **SIXTH SEMESTER**

| COURSE TITLE                     | PAPER CODE | MARKS  |           |       |
|----------------------------------|------------|--------|-----------|-------|
|                                  |            | THEORY | PRACTICAL | TOTAL |
| INTERNATIONAL MARKETING          | BBA610     | 100    | 00        | 100   |
| CONSUMER BEHAVIOUR               | BBA620     | 100    | 00        | 100   |
| DATABASE SYSTEMS                 | BBA630     | 50     | 50        | 100   |
| CUSTOMER RELATIONSHIP MANAGEMENT | BBA640     | 100    | 00        | 100   |

**Note:**

Theory Paper : **30%** Continuous Internal Assessment and **70%** University examination.  
Practical Paper: **30%** Continuous Internal Assessment and **70%** University examination.  
Minimum Pass Marks : **40%**

**Continuous Internal Assessment:**

- 1) Two or three tests out of which minimum two will be considered for Assessment **70% of Continuous Internal Assessment**
- 2) Seminars/Assignments/Quizzes **30% of Continuous Internal Assessment**
- 3) Attendance, class participation and behavior **10% of Continuous Internal Assessment**

## FIRST SEMESTER

**BBA110**

### MANAGEMENT FOUNDATIONS

**Maximum Time** : 3 Hrs.      **University Examination** : 70 Marks  
**Total Marks** : 100      **Continuous Internal Assessment** : 30 Marks  
**Minimum Pass Marks** : 40%

#### **A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

#### **B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

#### **SECTION A**

1. BASIC CONCEPTS:  
Definition of Management, Nature, Utility & Universality of Management functions; Management Process, Role & Responsibility of a manager; Decision making process, Levels in Management.
2. Evolution of Management Thoughts

#### **SECTION B**

3. MANAGERIAL PLANNING PROCESS:  
Management Planning, Importance of Planning, Forms of planning. Types of Plans, Steps in Planning, Limitations of Planning, Forecasting, MBO

#### **SECTION C**

4. ORGANIZATIONAL STRUCTURES AND DESIGN:  
Why study organisation, Process of organizing as a basic function, Span of Management-Principles of organizing, Departmentation, Organization Structure.
5. AUTHORITY AND ORGANISATIONAL RELATIONSHIP  
Authority, Power, Difference between authority and power; sources of authority, Responsibility & Accountability, Delegation of authority; Centralisation, Decentralisation of authority.

#### **SECTION D**

6. COORDINATION AND CONTROL.  
Coordination – Concept, Significance, techniques.  
Control – Meaning, Process, Requisites of effective control, control Techniques.

#### **References:**

1. Essentials of Management – by Koontz.
2. Management – by Robbins & Coulter.
3. Principles and Practices of Management – by L.M. Prasad.

**BBA120**

**ECONOMIC ENVIRONMENT**

**Maximum Time : 3 Hrs.**

**University Examination : 70 Marks**

**Total Marks : 100**

**Continuous Internal Assessment : 30 Marks**

**Minimum Pass Marks : 40%**

**A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

**B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

**SECTION A**

An overview of Business Environment, Economic Environment, Internal and External Environment, Micro and Macro Environment Forces.

**SECTION B**

National Income: Concepts of GDP, GNP, NNP at Market Prices & Factor Cost. Methods for Measuring National Income - Consumption method, Production method, Expenditure method and Value added method. Planning in India, Rural Development.

**SECTION C**

Monetary Policy, Fiscal Policy, Industrial Policy and Export – Import policy.

**SECTION D**

International trade and Investment in India, Foreign Direct Investment, Globalization, Balance of trade and Balance of payment, Exchange rate determination.

**References:-**

1. Francis Cherunilam - Business Environment
2. K. K. Dewett & Adarsh - Modern Economic Theory
3. H. C. Ahuja - Macro Economics
4. Dornbush & Fischer - Macro Economics
5. Business Papers & Magazines

**Maximum Time : 3 Hrs. University Examination : 70 Marks**  
**Total Marks : 100 Continuous Internal Assessment : 30 Marks**  
**Minimum Pass Marks : 40%**

**A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

**B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

**SECTION A**

1. **INTRODUCTION TO MARKETING:**  
Marketing concepts, functions of marketing, importance of marketing, difference between marketing & selling, marketing environment.
2. **PLANNING AND MARKETING MIX:**  
The element of marketing mix, The place of marketing mix in marketing planning, The relationship between marketing mix and marketing strategy, The concept of optimum marketing mix
3. **MARKET SEGMENTATION & TARGETTING:**  
The concept of market, the concept of segment, Bases for segmentation, Positioning.

**SECTION B**

4. **MARKETING RESEARCH AND ITS APPLICATION:**  
Definition and Purpose of Marketing Research, Scope of Marketing Research, Marketing Research procedure, application of Marketing Research, Limitations of Marketing Research.
5. **MARKETING OF SERVICES:**  
The concept of service, reasons for the growth of the service sector, Characteristics of services, Elements of Marketing mix in service marketing.

**SECTION C**

6. **CONSUMER BEHAVIOUR:**  
Importance of consumer behavior for markets, types of consumer, Models of consumer behavior, Factor influencing consumer behavior.
7. **PRODUCT AND PRODUCT POLICIES:**  
Product life cycle, Product Planning and development, Product decisions and strategies, Overview of Branding, Packaging and Labeling.

8. PRICING POLICIES:  
Determinants of pricing, Pricing methods, objectives of pricing policy

SECTION D

9. ADVERTISING MANAGEMENT:  
Advertising Management, Objectives and function of Advertising, Media of Advertising, Publicity, Public Relations.
10. SALES PROMOTION& DISTRIBUTION:  
Sales promotions objectives, Sales promotions methods, Personal selling and its role, Distribution channels – Role, factors affecting channel choice, Exclusive channel choice, Role of Retailing in Channelising .

**References:**

1. Marketing Management – by Philip Kotler.
2. Marketing Management – by Varshney & Gupta.
3. Marketing Management – by Rajan Saxena
4. Marketing in India – by S. Neelamegham.

|                           |                 |                                       |                   |
|---------------------------|-----------------|---------------------------------------|-------------------|
| <b>Maximum Time</b>       | <b>: 3 Hrs.</b> | <b>University Examination</b>         | <b>: 35 Marks</b> |
| <b>Total Theory Marks</b> | <b>: 50</b>     | <b>Continuous Internal Assessment</b> | <b>: 15 Marks</b> |
| <b>Minimum Pass Marks</b> | <b>: 40%</b>    |                                       |                   |

**A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 7 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 7marks candidates will have to attempt any 7 questions.

**B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

**SECTION A**

1. INTRODUCTION TO COMPUTER:  
i) Introduction ii) Characteristics of a computer iii) Advantages and disadvantages of computer iv) Brief history of computer v) Simple model of a computer vi) Computer generations vii) Evolution of Digital Computer viii) Classification of computers xi) Data representation in computers x) Computer applications
2. INPUT/OUTPUT UNITS:  
i) Input Devices ii) Output Devices iii) Input/Output Techniques v) Printers vi) Input/Output Processor.
3. MEMORY ORGANIZATION:  
i) Introduction ii) Semiconductor Memory iii) RAM iv) ROM v) PROM vi) EPROM vii) EEPROM viii) Cache memory ix) Real and virtual memory x) Magnetic memory xi) secondary storage devices xii) Floppy Disk xiii) Hard disk xiv)Magnetic Tapes xv) Optical Disk xvi) CD-ROM xvii) DVD-ROM xviii) Memory Management

**SECTION B**

4. CENTRAL PROCESSING UNIT:  
i) CPU Organization ii) CPU registers iii) ALU iv) Control unit v) Interrupts vi) Example of some processor vi) Different types of BUS
5. NUMBER SYSTEM:  
i) Introduction ii) Decimal Number System. iii) Binary Number System iv) Conversion of Binary Number to Decimal Number. v) Conversion of Decimal to Binary Number vi) Addition, Subtraction of binary Numbers vii) Signed numbers viii) Binary Coded Decimal (BCD) ix) Hexadecimal Number System x) Octal Number system xi) ASCII and ISCII codes xii) EBCDIC code xiii) Gray Code, Unicode.

**SECTION C**

6. SOFTWARES & COMPUTER LANGUAGES:



i) Introduction ii) Difference between software and hardware iii) Assembly level language iv) Higher level programming language v) Types of software – system and application software

**7. OPERATING SYSTEM:**

i) Introduction ii) Types of Operating System iii) Operating System Structure iv) Functions of Operating System v) Directory and File Structure vi) GUI and CUI vii) Features of Windows, DOS and Linux viii) Differences between Windows, DOS and Linux xi) Working with Windows, DOS and Linux

**8. NETWORKING:**

i) Introduction, ii) Advantages of networking, iii) Types of networking: LAN, WAN, MAN iv) Internet and intranet, v) E-mail.

**SECTION D**

**9. MS - WORD:**

Entering, Writing & Editing Text ii) Printing iii) Formatting Text & paragraphs iv) Applying text & language tools iv) Designing pages with columns & Tables v) Graphics in Word vi) outlines, Styles & Templates vii) Mail merge viii) Creating & distributing word forms

**10. MS – EXCEL:**

Creating & printing Excel Worksheets ii) Managing data with worksheets, references formulas & functions iii) Creating, Editing & formatting charts iv) Custom & Special formats

**PRACTICAL:**

- a) Basic operations in Computer.
- b) DOS Commands
- c) Working with Windows
- d) Working with Linux
- e) MS-Word
- f) MS-Excel

**References:**

- 1. Fundamentals of computers – by V. Rajaraman
- 2. Computer system architecture – by M. Mano
- 3. Computer fundamentals – by B. Ram
- 4. Mastering Office 2000 : Professional Edition – by Marquis
- 5. MS Office 2000 – by G. Courter and A. Marquis

## SECOND SEMESTER

**BBA210**

### INDIAN SYSTEM IN BUSINESS

**Maximum Time : 3 Hrs. University Examination : 70 Marks**  
**Total Marks : 100 Continuous Internal Assessment : 30 Marks**  
**Minimum Pass Marks : 40%**

#### **A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

#### **B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed..

#### **SECTION A**

Basic Macro Economic Tools : Basic concepts of national income accounting and fund flow chart. Aggregate demand and aggregate supply and income determination. Consumption, savings and investment function.

#### **SECTION B**

Basics of – money supply, Money and inflation.

Demand for money and supply of money

Economic policies: Monetary and Fiscal policy framework & its application in solving economic problems at macro level.

#### **SECTION C**

Economic trends & structural changes : Economic growth (trends), Economic development(structural changes), Issues in economic development. Long run strategy & policy of economic development. Economic development & physical environment. Economic planning in India, Indian Planning Commission.

#### **SECTION D**

Anatomy of Indian Economy : Agriculture, Industries, Public sector, Demographic features, Foreign trade. Other socio-economic problems like unemployment and the inequalities. Regional imbalances, social injustice.

Emerging Trends & Tendencies : Structural features of Indian economy.

#### **References:-**

1. M. Adhikary – Economic Environment of Business.
2. Edward Shapiro – Macro Economic Analysis.
3. Ruddar Dutt & K.P.M. Sundharam – Indian Economy.
4. S.K. Misra & V.K. Puri-Indian Economy
5. S.K. Misra & V.K. Puri-Macro Economics

**Maximum Time : 3 Hrs.**  
**Total Marks : 100**  
**Minimum Pass Marks : 40%**

**University Examination : 70 Marks**  
**Continuous Internal Assessment : 30 Marks**

**A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

**B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

**SECTION A**

1. INTRODUCTION:  
Definition & nature of operations management, significance of operations management decision areas to cover operations management.
2. Steps in designing operation research studies, operations research models.

**SECTION B**

3. FACILITIES LOCATION:  
Linear programming & it's applications, graphic method & simplex method.
4. FACILITIES LAYOUT & MATERIALS HANDLING:  
Waiting line models, waiters & services, Basic models of queuing theory & application.

**SECTION C**

5. GAME THEORY:  
Zero sum game; pure & mix strategies
6. TRANSPORTATION PROBLEMS:  
Transportation models, formation of transportation problems – Balanced and unbalanced, initial basic feasible solution based on VAM, Degeneracy in transportation problems, finding an optimum solution.

**SECTION D**

7. ASSIGNMENT PROBLEMS:  
Assignment models (Balanced and Unbalanced); Hungarian method of solving an assignment problem – minimization & maximization cases
8. PERT AND CPM:  
Introduction to Network analysis Guidelines for constructing network analysis; Time estimates in network analysis; Critical path method (CPM); Crashing of Projects; Time estimates of PERT.

**References:**

1. Production & Operations Management – by S.N. Chary
2. Quantitative Business Decisions – by V K Kapoor

**Maximum Time : 3 Hrs. University Examination : 70 Marks**  
**Total Marks : 100 Continuous Internal Assessment : 30 Marks**  
**Minimum Pass Marks : 40%**

**A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

**B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

**SECTION A**

1. INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS  
Data and information – definition, need and difference; Why Information System; Different levels of Management – Information need at different levels; Information Systems and Business Strategy.
2. DECISION MAKING AND MIS:  
The decision making process, concepts of information, Humans as information processors, systems concepts, Management Support Systems; Decision-Support System; Executive Information System; Knowledge based system.

**SECTION B**

3. SYSTEMS DEVELOPMENT  
Building Information System; Systems development Lifecycle; Analyzing Systems; Process Analysis.

**SECTION C**

4. MIS PLAN  
Nolans Stage Growth Model; 3 Stage Planning Model; Limitations & Pitfalls of MIS; Organization and Management of Information Resource Function; Quality Assurance and Evaluation.

**SECTION D**

5. DATABASE MANAGEMENT  
Database and Database Management, Data Model Concepts and terminology, RDBMS, Normalization in Database Design;
6. ELECTRONIC COMMERCE  
Electronic commerce, EDI, E-Business Concepts, Developing E-Business Strategy.

**References:**

1. Management Information Systems – by Jawadekar
2. Management Information Systems - by Davis & Olson
3. Management Information Systems by K C Laudon & J P Laudon

**BBA240****MANAGERIAL ECONOMICS**

**Maximum Time : 3 Hrs.**  
**Total Marks : 100**  
**Minimum Pass Marks : 40%**

**University Examination : 70 Marks**  
**Continuous Internal Assessment : 30 Marks**

**A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

**B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

**SECTION A**

1. Introduction to Managerial Economics, Scope of managerial economics, economic theories applied to business analysis.

**SECTION B**

2. CONSUMER BEHAVIOUR :

Cardinal approach and ordinal approach, Law of diminishing marginal utility, Law of equi-marginal utility, Consumer's surplus, Concept of demand, Law of demand, Elasticity of demand, Demand forecasting, Indifference curve analysis.

**SECTION C**

3. INPUT –OUTPUT DECISIONS:

Law of returns, Returns to scale, Least cost combination of factors, Cost analysis and Revenue analysis.

**SECTION D**

4. PRICE – OUTPUT DECISIONS:

Market structures, Price and Output determination under perfect competition, Monopoly and price discrimination, pricing under monopolistic competition and oligopoly.

**References:**

1. Modern Economics – by H. L. Ahuja
2. Managerial Economics – by Mote, Gupta, PAI
3. Managerial Economics – by D. N. Dwivedi
4. Managerial Economics – by Peterson & Lewis

## THIRD SEMESTER

**BBA310**

### RETAIL MANAGEMENT

**Maximum Time : 3 Hrs.**

**University Examination : 70 Marks**

**Total Marks : 100**

**Continuous Internal Assessment : 30 Marks**

**Minimum Pass Marks : 40%**

#### **A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.
4. Internship for a period of 06 weeks where student will take project with modern retail store concluded with its presentation.
5. There will be no internal assessment; Instead internship project submitted by the candidates shall be forwarded to the University well before the commencement of the examination for evaluation.

#### **SECTION A**

An introduction to Retailing system, Retailing - definition, Nature, Importance; The Retailing Environment - Economic Forces, Social forces, Technological Forces, Competitive Forces; The development of retail institution, Dynamics of institutional change.

#### **SECTION B**

The retail consumer, Consumer purchase behaviour, Buying process, Factors affecting consumer behaviour and decision; consumer – an individual approach and sociological approach, Reference group influence.

Retail store Location-Types of Location Site, Retail Location Strategies, Retail store Layout – Exteriors and Interiors, Creating an Environment for consumer purchase through design, Visual Merchandising.

#### **SECTION C**

Merchandise Planning- Warehousing & Supply chain management – Role of IT in supply chain management, Merchandise flows, Online logistics Management, Retail Pricing, Credit management, Retail Promotion; Training to staff, Employee motivation, Organisation Culture.

#### **SECTION D**

Retail Formats – Corporate chains, Retailer co-operative and voluntary system, Departmental stores, Discount stores, Super Markets, Warehouse clubs, Direct Marketing, Tele Marketing, Automatic vending, Customer Service and Quality Management- Customer Service, Good Service quality to Customer, Customers Perspective of service quality, Evaluation of Retail Service, GAPS Model to improve quality of Retail Service.

#### **References:-**

1. Butchev, Mc Aneity – Fundamentals of Retailing.
2. Dorothy, S. Rogers, L Merei, T. Grassi – Retailing : New perspectives.
3. Diamond Allen, Fashion – Retailing
4. Diamond, Jay & Gerald Pintal – Retailing.
5. Levy, Michael & Barton A. Weitz – Retailing Management.
6. Suja Nair- Retail Management.

**Maximum Time : 3 Hrs. University Examination : 70 Marks**  
**Total Marks : 100 Continuous Internal Assessment : 30 Marks**  
**Minimum Pass Marks : 40%**

**A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

**B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

**SECTION A****1. INTRODUCTION:**

Financial goals, Profit maximization vs., Wealth maximization, Finance functions – investment, financing and dividend decisions. Sources of capital short term and long term.

**SECTION B****2. CAPITAL STURUCTURE :**

Determinants of capital structure, Optimum capital structure, Cost of Capital : Calculating cost of debt, preference share capital, equity share capital and retained earnings, Weighted average cost of capital.

**SECTION C****3. OPERATING AND FINANCIAL LEVERAGE:**

Measures of operating leverage, financial leverage and combined leverage.

**4. CAPITAL BUDGETING:**

Importance, techniques of capital budgeting, pay back period, Accounting rate of return, Net present value and Internal rate of return.

**SECTION D****5. MANAGEMENT OF WORKING CAPITAL:**

Types, importance, factors determining working capital, Receivables and inventory management.

**References:**

1. Financial Management - by I.M. Pandey
2. Essentials of Financial Management - by Prasanna Chandra.

**BBA330****BEHAVIOURAL TECHNIQUES IN ORGANIZATION****Maximum Time : 3 Hrs.****University Examination : 70 Marks****Total Marks : 100****Continuous Internal Assessment : 30 Marks****Minimum Pass Marks : 40%****A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

**B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

**SECTION A****1. INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR**

What is an organization, concepts of organization theories, what is behaviour, What is Organization behaviour, Concepts of organization behaviour, Organization structure – determinants, Organization planning and designing. Intra personal processes understanding human behaviour, attitudes, perceptions.

**SECTION B****2. PERSONALITY**

Description of personality, theories of personality, Johri window. Motivation – Definition, theories of motivation, learning. Job satisfaction – Definition, job satisfaction, Measuring job satisfaction, Determinants of job satisfaction, Job designing.

**SECTION C****3. LEADERSHIP:**

Definition, Leadership perspectives, Leadership styles & effectiveness, leadership background & processes. Group Dynamics-What is group, Inter group relations, formal and Informal groups, Group dynamics, Group cohesiveness, powers politics. Team management- What is team, difference between groups and teams, types of teams, team development, group dynamics in team work.

**SECTION D****4. CONFLICT MANAGEMENT:**

Intra personal conflict, Inter personal conflict, Organization conflict, Managing conflict. Organization stress and its management – What is stress, sources of stress, effects of stress, coping strategies.

**5. ORGANIZATION CULTURE:**

Conceptual Framework, Nature of Organizational Culture, Functions of Organizational Culture, Organizational change and development

**References:**

1. Organizational Behaviour – by L.M.Prasad
2. Organizational Behaviour – by S S Khanka
3. Organizational Behaviour - by Mirza S Saiyadain
4. Organizational Behaviour – by Robbins
5. Organizational Behaviour – by Luthans



**BBA340****BUSINESS POLICIES**

**Maximum Time : 3 Hrs.**  
**Total Marks : 100**  
**Minimum Pass Marks : 40%**

**University Examination : 70 Marks**  
**Continuous Internal Assessment : 30 Marks**

**A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

**B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

**SECTION A**

1. BUSINESS POLICY – Process of policy formulation, stability versus flexibility of Business Policy.
2. INTRODUCTION TO CORPORATE STRATEGY & PLANNING:  
Concept of corporate strategy, The 7-S framework, Corporate policy & planning in India.

**SECTION B**

3. CORPORATE MANAGEMENT:  
Board of Directors: Role & function, Top Management: Role & Function
4. ENVIRONMENTAL ANALYSIS & DIAGNOSIS :  
External Environmental analysis, ETOP, Internal Corporate analysis, Competitive analysis, CAP, SWOT Analysis.

**SECTION C**

5. STRATEGIC ALTERNATIVES AND STRATEGIC CHOICE:  
Classifying Strategic Alternatives, Selection of Strategy, What is Diversification ? Types of Diversification, Integration, Definition of Merger, Acquisition, Merger motivations, strategy formulation process.

**SECTION D**

6. PORTFOLIO STRATEGY:  
Portfolio Analysis- BCG Matrix ,
7. IMPLEMENTATION & EVALUATION OF STRATEGY:  
Implementation of Strategy, Evaluation & Control of Strategy, Turnaround Management. Effectiveness of strategy, strategic Audit.

**References:**

1. Business Policy and Strategic Management - by Azhar Kazmi
2. Corporate Strategy – by Satish Seth
3. Business Policy & Strategic Management - by L M Prasad

## FOURTH SEMESTER

**BBA410**

### INTERNET & E-COMMERCE

**Maximum Time** : 3 Hrs.      **University Examination** : 35 Marks  
**Total Theory Marks** : 50      **Continuous Internal Assessment** : 15 Marks  
**Minimum Pass Marks** : 40%

#### A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 7marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 7 marks candidates will have to attempt any 7 questions.

#### B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

#### SECTION A

Basics of E-Commerce :- Basics of Internet and networking ; Network Economics ; Commerce Paradigm ; Interactions ; Transactions ; Introduction to Money / Payment System ; Economics Of Information ; Business Process (an Overview )

#### SECTION B

Understanding E-Commerce : Types of E- Commerce ; Details of Each ; Payment Systems ; Trust on Net ; Privacy on Net Reliability on Net ; Security & threat issues on net ;

#### SECTION C

Marketing on Net - Consumer Behavior , Advertising on Net , Retailing, Distribution on Net , Branding on Net ; Segmentation on Net, Sales promotion on Net PLC on Net; Managing Competition ; Facilitators

E-Commerce Applications : Portals ; Extra-nets ; Banking ; New Intermediaries ; Auctions and Reverse Auctions ; Supply Chain Management

#### SECTION D

Implementing E- Commerce : Developing Business Plan ; Visualizing E-Commerce Site ; Tools of E- Commerce Building ; Outsourcing Development ; Process of Handling E-Commerce Site Building ; Managing Costs ; Selling the Concept internally.

#### PRACTICAL:

- a) Internet
- b) Web site browsing
- c) E-commerce
- d) HTML

#### References:

1. 1. Data & computer Communications – William Stalling
2. HTML, DHTML, Java script, Perl CGI – Ivan Bayross
3. Mastering the internet
4. Mastering the internet – Glee Harrahcady, Pat Mc Gregor
5. electronic Commerce a managerial perspective – Efaaim Turban, Jae Lee, David King, H. Michael Chung

**BBA420**

**BRAND MANAGEMENT**

**Maximum Time : 3 Hrs.**  
**Total Marks : 100**  
**Minimum Pass Marks : 40%**

**University Examination : 70 Marks**  
**Continuous Internal Assessment : 30 Marks**

**A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

**B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

**SECTION A**

Understanding Brand Equity : What is Brand ; what can be branded ; why do brands matter  
Concept of brand equity ; Sources and Benefits of brand equity Brand Knowledge Structures -  
Brand Awareness, Brand Image, Brand Hierarchy, Brand Positioning, Value addition from  
Branding.

**SECTION B**

Building Brand Equity : Choosing Brand Elements ; Criteria for choice ; brand element options  
and tactics Designing Marketing Programs- Product , Pricing, Channels strategy Integrating  
Marketing Programs - Communications Options ; Integrating Programs Leveraging Secondary  
Brand Associations.

**SECTION C**

Measuring Brand Equity : Measuring Sources of Brand Equity ; Research - Qualitative and  
Quantitative Measuring Outcomes of Brand Equity - Comparative and Holistic Methods Brand  
Equity Measurement Systems - Brand Audits, Brand Tracking Studies , Establishing a Brand  
Equity Management System

**SECTION D**

Managing Brand Equity : Brand Creation, Brand Extensions, Branding Strategies - Brand  
Product Matrix, Brand Portfolio, Designing a Branding Strategy Brand Extensions - Advantages  
/ Disadvantages , Evaluating Extensions and Opportunities.

**References:**

1. Compendium of Brand Management- S.A Chunawalla
2. Strategic Brand Management- Jean- Noel Kapferer
3. Managing Brand Equity – David A. Aaker
4. Understanding Brands – Don Cowley

**Maximum Time : 3 Hrs.****University Examination : 70 Marks****Total Marks : 100****Continuous Internal Assessment : 30 Marks****Minimum Pass Marks : 40%****A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

**B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

**SECTION A**

Introduction – Communication : Concept, Nature, Scope, types, Function, Communication process, communication Channels – Formal, Informal, Downward, Upward and Horizontal, Essentials of effective communication, limitations of communication, barriers of communication, Over coming the barriers of communication.

**SECTION B**

Oral Communication, Effective oral communication, methods of oral communication, conversion skills, Presentation of skills; Non-verbal communication. Interview skills – Interview process & requirements of a successful interview. Resume preparation.

**SECTION C**

Meetings; Notice, Agendas, Minutes, Resolution Written communication; Essentials of written communication.

Feedback; Effectiveness in feedback, Guidelines to improve feedback giving skills, Significance of feedback.

Report Writing.

**SECTION D**

Business correspondence; Nature, structure and layout of business letters, Planning for business correspondence, Different types of business letters; Quotations and orders, Sales letters, Credit letters, Collection letters, Adjustment letters.

E-mail and changing landscape of business communication.

**References:-**

1. Lesikar , R.V. and J.D. Petitt , Jr. Business Communication : Theory and Application Homewood III ; Richard D. Irwin.
2. Michael, V.P. Communication and Research for management Himalaya Publishing House, Bombay.
3. Sharma , R.C & K. Mohan . Business Report writing and Correspondence (TMH)
4. Aggarawal, Rohini; Business Communication and organization & Management (Taxmann's)
5. Rao Nageshwar & Das R.P. – Communication skills Himalaya Publishing House, Delhi.

**BBA440****SALESMANSHIP**

|                           |                 |   |                   |
|---------------------------|-----------------|---|-------------------|
| <b>Maximum Time</b>       | <b>: 3 Hrs.</b> | <b>University Examination</b>           | <b>: 70 Marks</b> |
| <b>Total Marks</b>        | <b>: 100</b>    | <b>Internship : Project with modern</b> |                   |
| <b>Minimum Pass Marks</b> | <b>: 40%</b>    | <b>Retails Stores</b>                   | <b>: 30 Marks</b> |

**A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
6. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.
7. Internship for a period of 06 weeks where student will take project with modern retail store concluded with its presentation.
8. There will be no internal assessment; Instead internship project submitted by the candidates shall be forwarded to the University well before the commencement of the examination for evaluation.

**B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

**SECTION A**

Salesmanship – Definition, nature, scope & Importance; Origin and Development of Salesmanship, competitive salesmanship, creative salesmanship.  
Qualities of a good salesman – Physical traits, Mental traits, Social traits and character traits; Improving the personality.

**SECTION B**

Knowledge of Goods – Importance, Type of product knowledge required product background and knowledge of competitive product.  
Methods of acquiring product knowledge  
Knowledge of market conditions, Government policies and competition.  
Buying Motives – Various types of Buying motives – Primary and Secondary, Product and Patronage, Rational and Emotional

**SECTION C**

Knowledge of Customers – Sizing up of customers, Character analysis of customers, Various types of customers and How to deal with them?  
Selling Process – Prospecting, Pre approach, The approach, Presentation and demonstration, Meeting of objections, closing the sale, After sales service.

**SECTION D**

Selling Jobs and setting a career, Types of salesmen – The manufacturer's salesman, Wholesaler's salesman, The Retail salesman, specialty salesman, The Industrial salesman, The exporter's salesman, Traveling sales man,

**References:-**

1. P K Sahu and K.C. Raut – Salesmanship and Sales Management
2. R. Davar, S. Davar and N. Davar – Salesmanship and Publicity.
3. Anderson, R. – Professional Personal Selling.
4. Robinson and Stidsen – Personal Selling in modern Perspective.

## **FIFTH SEMESTER**

**BBA510**

**HUMAN RESOURCE MANAGEMENT**

**Maximum Time : 3 Hrs.**

**University Examination : 70 Marks**

**Total Marks : 100**

**Continuous Internal Assessment : 30 Marks**

**Minimum Pass Marks : 40%**

### **A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

### **B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

### **SECTION A**

Concepts and Perspectives on Human Recourse Management; Human Resource Management in Changing Environment; Human Resource Management System.

### **SECTION B**

Corporate objective & human recourse planning; Job analysis and roll description; Methods of Manpower search; Attracting and Selecting Human Resources; Induction and Socialization; Manpower Training and development, career planning, Internal mobility.

### **SECTION C**

Job Evaluation and Wage Determination; Salary Structure; Wage Policies and Regulations; Performance Appraisal and Potential Evaluation. Human Resource maintenance, Personnel Audit.

### **SECTION D**

Industrial Relations and Trade unions; Collective Bargaining – Concept, pre-requisites and principles Dispute Resolution and Grievance Management; Employee Empowerment. Workers participation in management.

### **References:-**

1. C.S. Venkata Ratnam et al., Personnel management & Human Resource Management, Tata McGraw Hill, New Delhi.
2. Monappa and Sayadain, Personnel Management, Tata McGraw Hill, New Delhi.
3. De Cenzo & Robins, Human Resource Management, John Wiley, N.Y.
4. Cascio W.F. Managing Human Resources : productivity , quality of work Life Profits. McGraw Hill New York 1995
5. Parikh U. and Rao T.V. , Designing and Managing Human Resource Management , Wiley New Delhi 1984

## **BBA520      ADVERTISING AND SALES PROMOTION MANAGEMENT**

**Maximum Time           : 3 Hrs.                   University Examination           : 70 Marks**  
**Total Marks             : 100                        Continuous Internal Assessment : 30 Marks**  
**Minimum Pass Marks : 40%**

### **A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

### **B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

### **SECTION A**

#### **1. ADVERTISING PRINCIPLES & PRACTICES**

Introduction to Advertising / Scope & Objectives / Difference with Sales Promotion, Advertising as a Marketing Communication Tool / Forms of Advertising, Communication models, source, message, media, Legal and Ethical Issues in Advertising, Role of Advertising standards, Council of India Advertising in India.

### **SECTION B**

#### **2. MEDIA MANAGEMENT**

Media Concepts, types, Media Research, Characteristics and Issues in Media Planning, Media Selection, Planning and Scheduling, Internet as an emerging Advertising media, Brief Overview of E Commerce & E Business, Advertising Effectiveness.

### **SECTION C**

#### **3. BRAND MANAGEMENT & CLIENT SERVICING**

Brand Concepts, Logo Preparation, process of Branding, Branding Decisions and Positioning, Introduction to Ad Agencies, Function & Structure, their importance in positioning Brands, Strategies for Account Management Managing Client -Agency Relationship.

#### **4. PUBLIC RELATIONS**

Nature, Importance & Scope, Communication in Public Relation Strategy, Planning & Functions, Distinction between Advertisement, publicity & public relation.

### **SECTION D**

#### **5. SALES PROMOTION:**

Introduction to Sales Promotion, Sales promotion objectives. Strategies and Procedures of Sales Promotion in FMCG, Planning for Sales Promotion / Penetration effect considerations, Information Technology and promotion, Cost Effectiveness & Budgeting

### **References:**

1. Advertising Management - by S.K. Batra & S.H.H. Kazmi
2. Advertising & Promotion - by Belch
3. Advertising Management - by Sarojit Dutta
4. Brand Positioning Strategies for Competitive Advantages – by Sengupta , Subroto -
5. Marketing Management – by Philip Kotler

**BBA530**

**SALES MANAGEMENT**

**Maximum Time : 3 Hrs.**  
**Total Marks : 100**  
**Minimum Pass Marks : 40%**

**University Examination : 70 Marks**  
**Continuous Internal Assessment : 30 Marks**

**A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

**B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

**SECTION A**

**INTRODUCTION:**

Sales Management – Nature, Scope and Importance, Introduction to selling, Basis of selling, selling skills, personal selling, sales process, concept selling, Direct Marketing, Application of computers in sales, Generation of sales, Data base.

**SECTION B**

**SALES FORCE MANAGEMENT:**

Recruiting and selecting sales personnel, Training Programme : Objectives, Need and Techniques, Development and conducting sales training programme; Designing and Administering compensation plans, Motivating sales staff, Incentive and Allowance planning, Sales meeting and sales contacts.

**SECTION C**

**ORGANISING SALES EFFORTS:**

Sales policies, Sales planning, purpose of sales organization, setting up a sales organization, Basic types of sales organization; Designing, Assigning and Revising sales Territories; Sales Quota: Purpose, Type, Procedure for setting and Administration of sales quota.

**SECTION D**

**CONTROLLING SALES EFFORTS:**

Sales Budget: purpose, Budgeting process; Sales analysis and evaluation; Sales cost analysis; Evaluating sales force performance: Nature and Importance of performance evaluation, programme for evaluating performance; Ethical and social responsibilities of sales executives.

**References:**

1. Sales and Distribution Management - by Dr. Matin Khan
2. Strategic Marketing Problems - by Kerin & Peterson
3. Sales Management - by John F. Lyttle
4. Sales Management - by Cundiff, Still & Govani
5. Salesmanship & Sales Management – by P K Sahu & Raut
6. Basics of Distribution Management : A Logistical Approach - by Satish K Kapoor & Purva Kansal



|                           |                 |                                       |                   |
|---------------------------|-----------------|---------------------------------------|-------------------|
| <b>Maximum Time</b>       | <b>: 3 Hrs.</b> | <b>University Examination</b>         | <b>: 70 Marks</b> |
| <b>Total Marks</b>        | <b>: 100</b>    | <b>Continuous Internal Assessment</b> | <b>: 30 Marks</b> |
| <b>Minimum Pass Marks</b> | <b>: 40%</b>    |                                       |                   |

#### **A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

#### **B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

#### **SECTION A**

Capital Markets: Evolution, Instruments of capital market, need for regulatory mechanism, establishment of SEBI, role of SEBI in primary market & secondary market, achievements of SEBI, Guidelines of SEBI, role of intermediaries in capital market.

#### **SECTION B**

Security Market – Primary Market – meanings & functions of primary market, methods for selling new securities, listing procedure & legal requirement, agency related with primary market, secondary market – stock exchange: definition, characteristics functions & role of security market, merchant banking it's role & functions.

#### **SECTION C**

Equity & debt instruments, pricing, credit rating, management of pre issue & post issue activities, including issue of prospectus, right issue, bonus issue.

#### **SECTION D**

Introduction to securities, investment process, portfolio analysis, capital assets pricing model, investment risk-type, investment returns – type, Risk analysis.

#### **References:-**

1. Investments : Analysis & Management – Francis.
2. Security Analysis & Portfolio Management – Jordan & Fischer.
3. Portfolio Management – Barua, Varma & Raghunathan.
4. Manual Of Merchant Banking – Dr. J. C. Verma
5. Nabhi's Manual for Capital Issues, SEBI and Mutual Funds.
6. Capital Market Management – V. A. Avadhani

## SIXTH SEMESTER

**BBA610**

### INTERNATIONAL MARKETING

**Maximum Time : 3 Hrs**

**University Examination : 70 Marks**

**Total Marks : 100**

**Continuous Internal Assessment : 30 Marks**

**Minimum Pass Marks : 40%**

#### **A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

#### **B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

#### **SECTION A**

International market environment: International Marketing – Conceptual Aspects, Economic Environment, Socio - Cultural Environment, Political Environment, Global Marketing, Challenges in International Marketing.

#### **SECTION B**

Planning for international marketing: International Marketing Planning – International Marketing Research and Information System, Global Segmentation

#### **SECTION C**

Training and Positioning, International Market Analysis & Foreign Market Entry Strategies  
Product & pricing strategies: Product Planning, Branding and Packaging Decisions, Pricing Strategies, Price quotations, Terms of Sale and Payment.

#### **SECTION D**

Distribution & promotion strategies: Channels of Distribution, Foreign Sales Agent – Selection criteria, Agency contract, Physical Distribution, Advertising, Personal Selling, Publicity and Sales Promotions, International Trade Fairs & Exhibitions.

#### **References:-**

1. Onkvisit , Sak and Shaw, J. J. - International Marketing : Analysis and Strategy.
2. Keegan , Warren - Global Marketing Management.
3. Terpstra, Vern and Sarthy R. - International Marketing.
4. Philip R. Cateora - International Marketing.
5. Varsheny and Bhattacharya - International Marketing Management.

**BBA620****CONSUMER BEHAVIOUR****Maximum Time : 3 Hrs.****University Examination : 70 Marks****Total Marks : 100****Continuous Internal Assessment : 30 Marks****Minimum Pass Marks : 40%****A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

**B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

**SECTION A****1. CONSUMER PSYCHOLOGY, ISSUES & CONCEPTS**

Basic factors influencing the Consumer Psychology, Consumer behaviour - Nature, Scope and application, Consumer perception, Consumer Attitudes – its components, Formation and change of consumer attitude.

**SECTION B****2. INDIVIDUAL BUYING BEHAVIOUR**

Diagnosing the Buying Process Buyer Identification Process, Consumer Needs and Motivations, ability & willingness to buy, perception of a product, Consumer, Industrial Consumers

**SECTION C****3. GROUP INFLUENCES ON BUYING BEHAVIOUR**

Group Influence & Group Dynamics, Family Buying Influences, Family pattern and Buying Roles, Cultural & Sub Cultural Influences, Life Style Influence, social class and consumer behaviour.

**SECTION D****4. MODELLING BUYING BEHAVIOUR**

Pre Purchase & Post Purchase Buying Behaviour, Product Oriented Buying Behaviour

**References:**

1. Consumer oriented Business Design - by Sulzmaeir
2. Competitive Strategies for Service organization - by Bolton
3. Assessing Business Excellence - by Porier
4. Consumer Behaviour in Indian Context – by S Ramesh Kumar
5. Consumer Behaviour – by Loudon & Della Bitta
6. Consumer Behaviour – by Kanirk & Schiffman

**BBA630****DATABASE SYSTEMS**

|                           |                 |                                       |                   |
|---------------------------|-----------------|---------------------------------------|-------------------|
| <b>Maximum Time</b>       | <b>: 3 Hrs.</b> | <b>University Examination</b>         | <b>: 35 Marks</b> |
| <b>Total Theory Marks</b> | <b>: 50</b>     | <b>Continuous Internal Assessment</b> | <b>: 15 Marks</b> |
| <b>Minimum Pass Marks</b> | <b>: 40%</b>    |                                       |                   |

**A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 7 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 7 marks candidates will have to attempt any 7 questions.

**B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

**SECTION A**

Data Base Concepts: What is Database? Need of Database, Function of the Database ; Types Database ; Relational Database Management System, Relational Model - Key Concept ; Domain constraint Integrity Constraints ; Foreign Key.

**SECTION B**

Database Development Process, Database Modeling & Database Design.

E- R. Model, Attributes, Relationship, Logical database design , Normalization , First form, Second Normal Form , Third Normal form, Translating E-R Diagram to Relations. Physical Database Design.

**SECTION C**

Relational Algebra & SQL Relational database commands.

Data-types, create table, Drop Table, Alter Table, Insert Into, Delete From, Update, General Query Syntax ( Select ), Create View , Drop View , Set Operators - Union, Intersect, Minus, Functions, Group Functions , Join, sub queries.

**SECTION D**

Data Administration, Client / Server and Distributed Databases

Data administration functions, Data administration tools - Repositories, CASE Tools, Concurrency Control, Database Security , Database Recovery.

Database Applications : Financial Systems, Marketing System, foreign Trade, Inventory Information systems.

**References:-**

1. Database Management 4th Edition - Mcfadden
2. Systems - Design Implantation and Management - Rob & Coronal
3. Systems - Elmsari, Nawathe
4. Systems - C. J. Date
5. Oracle –7 Database, Beginner (TATA Macgrawa-Hill)
6. Database- Structure, Scott (TATA Macgrawa-Hill)

**BBA640**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**Maximum Time : 3 Hrs.**

**University Examination : 70 Marks**

**Total Marks : 100**

**Continuous Internal Assessment : 30 Marks**

**Minimum Pass Marks : 40%**

**A) Instructions for paper-setter**

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

**B) Instructions for candidates**

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

**SECTION A**

Concept of Customer relationship management (CRM), Importance of Customer, Customer managed relationship-Mini marketing, Types of CRM, Building Blocks of CRM and CRM strategy, CRM by Indian firms.

**SECTION B**

Customer retention strategy, Human element in CRM, Implementing a technology based CRM, Quality and CRM, CRM: A new perspective of knowledge management, Future trends in CRM.

**SECTION C**

Call centre management; Introduction of call centre, Opportunity and challenges of call centre, Function of call centre, Team building, Contact centre glossary, CRM in banking and financial services.

**SECTION D**

E-CRM, CRM to E-CRM, E-CRM implementation, E-CRM: A new business strategy, E-CRM in the information era.

**References:-**

1. Mukesh Chaturvedi & Abhinav Chaturvedi :Customer Relationship Management
2. V.Venkata Ramana & G. Somayajulu: Customer Relationship Management
3. Jill Dyche: The CRM Handbook, Addison Wesley
4. Burnett: The Handbook of Key Customer Relationship Management
5. Brown Stanley A: Customer Relationship Management