

# FACULTY OF ECONOMICS & BUSINESS

## Syllabus

For

### BACHELOR OF BUSINESS ADMINISTRATION (BBA) (Semester I - VI)

Session: 2016-17



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## GURU NANAK DEV UNIVERSITY AMRITSAR

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- (ii) Subject to change in the syllabi at any time.  
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**SCHEME OF COURSES****Semester-I:**

<b>Course Code</b>	<b>Course Title</b>	<b>Theory</b>	<b>Practical</b>	<b>Total Marks</b>	<b>Number of Lectures (L)</b>	<b>Tutorials (T) per week</b>
BBA-101	English (Compulsory)	-	-	50	6	--
BBA-102	Punjabi (Compulsory) <b>OR</b> Basic Punjabi (Mudhli Punjabi)	-	-	50	6	--
BBA-103	Basic Accounting	-	-	50	6	2
BBA-104	Business Organization and Systems	-	-	50	6	--
BBA-105	Managerial Economics- I	-	-	50	6	--
BBA-106	Computer Applications for Business-I	35	15	50	4	2
BBA-107	Business Communication	-	-	50	--	--

**Semester-II:**

<b>Course Code</b>	<b>Course Title</b>	<b>Total Marks</b>	<b>Number of Lectures (L)</b>	<b>Tutorials (T) per week</b>
BBA-201	English (Compulsory)	50	6	--
BBA-202	Punjabi (Compulsory) <b>OR</b> Basic Punjabi (Mudhli Punjabi)	50	6	--
BBA-203	Business Laws	50	6	--
BBA-204	Principles of Management	50	6	--
BBA-205	Managerial Economics- II	50	6	--
BBA-206	Computer Based Accounting System	50	4	2
BBA-207	Fundamentals of Banking	50	6	--

## Bachelor of Business Administration (Semester System)

**Semester – III:**

<b>Course Code</b>	<b>Course Title</b>	<b>Total Marks</b>	<b>Number of Lectures (L)</b>	<b>Tutorials (T) per week</b>
BBA-301	English (Compulsory)	50	6	--
BBA-302	Punjabi (Compulsory) or Basic Punjabi (Mudhli Punjabi)	50	6	--
BBA-303	Statistics for Business	50	6	-
BBA-304	Fundamentals of Human Resource Management	50	6	--
BBA-305	Fundamentals of Marketing Management	50	6	--
BBA-306	Indian Financial System	50	6	--
BBA-307	Management Accounting	50	6	2
ESL-221	*Environmental Studies–I	50 (Qualifying)	3	--

**Semester – IV:**

<b>Course Code</b>	<b>Course Title</b>	<b>Total Marks</b>	<b>Number of Lectures (L)</b>	<b>Tutorials (T) per week</b>
BBA-401	English (Compulsory)	50	6	--
BBA-402	Punjabi (Compulsory) or Basic Punjabi (Mudhli Punjabi)	50	6	--
BBA-403	Financial Management	50	6	--
BBA-404	Production and Operations Management	50	6	--
BBA-405	Business Environment	50	6	--
BBA-406	Operations Research	50	6	2
BBA-407	Fundamentals of Insurance	50	6	
BBA-408	Seminar	50		
ESL-222	*Environment Studies–II	50 (Qualifying)	3	-

**\* Note: The marks of ESL-222 (Environmental Studies) will not be added in the Total Marks.**

**Semester – V:**

<b>Course Code</b>	<b>Course Title</b>	<b>Total Marks</b>	<b>Number of Lectures (L)</b>	<b>Tutorials (T) per week</b>
BBA-501	English (Compulsory)	50	6	--
BBA-502	Punjabi (Compulsory) or Basic Punjabi (Mudhli Punjabi)	50	6	--
BBA-503	Company Law	50	6	--
BBA-504	Entrepreneurship & Small Business	50	6	--
BBA-505	Cost Accounting	50	6	2
	<b>Any one Group from the following:</b>	50	6	
	<b>Group A</b>			
BBA-511	Consumer Behaviour	50	6	--
BBA-512	Advertising & Sales Management	50	6	--
	<b>Group B</b>			
BBA-521	Industrial relations & Labour Legislations	50	6	--
BBA-522	Organisation Change & Development	50	6	--
	<b>Group C</b>			
BBA-531	Management of Banking Operations	50	6	--
BBA-532	Insurance & Risk Management	50	6	--
	<b>Group D</b>			
BBA-541	International Business Environment	50	6	--
BBA-542	Management of International Business Organization	50	6	--

## Bachelor of Business Administration (Semester System)

**Semester – VI:**

<b>Course Code</b>	<b>Course Title</b>	<b>Total Marks</b>	<b>Number of Lectures (L)</b>	<b>Tutorials (T) per week</b>
BBA-601	English (Compulsory)	50	6	--
BBA-602	Punjabi (Compulsory) or Basic Punjabi (Mudhli Punjabi)	50	6	--
BBA-603	Income Tax	50	6	--
BBA-604	Fundamentals of Capital Markets	50	6	--
BBA-605	Viva-Voce	50		
	<b>Any one Group from the following:</b>			
	<b>Group A</b>			
BBA-611	Services Marketing	50	6	--
BBA-612	E-Marketing	50	6	--
	<b>Group B</b>			
BBA-621	Training and Development	50	6	--
BBA-622	Contemporary Issues in Human Resource Management	50	6	--
	<b>Group C</b>			
BBA-631	Security Analysis and Portfolio Management	50	6	
BBA-632	Contemporary Issues in Accounting	50	6	
	<b>Group D</b>			
BBA-641	Export- Import Management and Documentation	50	6	--
BBA-642	Global Strategic Management	50	6	--

**BBA-101**  
**ENGLISH (COMPULSORY)**

**Time: 3 Hours**

**Max. Marks: 50**

**Texts Prescribed:**

1. *Tales of Life* (Guru Nanak Dev University, Amritsar)
2. *Prose for Young Learners* (Guru Nanak Dev University, Amritsar)
3. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP

**Course Contents:**

1. *Tales of Life*: Stories at Sr. No. 1,2,3,5 and 6
2. *Prose for Young Learners*: Essays at Sr. No. 1,2,3,5, and 6
3. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP: Units 1-48

**Instructions for the Paper-Setter and Distribution of Marks:**

**The paper setters should avoid questions of theoretical nature on English Grammar.**

**The question paper will consist of three sections and distributions of marks will be as under:**

**Section–A: 16 Marks**

**Section–B: 20 Marks**

**Section–C: 14 Marks**

**SECTION–A**

- I. TWENTY (20) questions on the usage of grammar related to units 1-48 of *English Grammar in Use* will be set for the students to attempt any SIXTEEN (16) of these questions.  
**(1x16=16 Marks)**

**SECTION–B**

2. EIGHT (8) questions (**four** from each literary text) on theme, characterization, tone and style etc. will be set for the students to attempt any FIVE questions, choosing at least TWO from each prescribed text. The answer to each question should not exceed 15-20 sentences.  
**(3x5=15 Marks)**
3. A question requiring the students to write the meaning and usage of five vocabulary items, at least two from each literary text, will be set.  
**(1x5=5 Marks)**

**SECTION–C**

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

**BBA-102**  
**ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)**

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

**ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ**

1. ਦੋ ਰੰਗ (ਕਵਿਤਾ ਭਾਗ) (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ ਅਤੇ ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ),  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
2. ਪੰਜਾਬ ਦੇ ਮਹਾਨ ਕਲਾਕਾਰ (ਬਲਵੰਤ ਗਾਰਗੀ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
ਲੇਖ: ਕੇ.ਐਲ.ਸਹਿਗਲ, ਬੜੇ ਗੁਲਾਮ ਅਲੀ ਖਾਂ, ਸੋਭਾ ਸਿੰਘ, ਪ੍ਰਿਥਵੀਰਾਜ ਕਪੂਰ, ਭਾਈ ਸਮੁੰਦ ਸਿੰਘ।
3. ਪੈਰ੍ਹਾ ਰਚਨਾ
4. ਪੈਰ੍ਹਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ।
5. (ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ : ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਵਿਧੀਆਂ, ਸਵਰ, ਵਿਅੰਜਨ, ਸੁਰ।  
(ਅ) ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ ਦਾ ਅੰਤਰ, ਪੰਜਾਬੀ ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।
6. ਮਾਤ ਭਾਸ਼ਾ ਦਾ ਅਧਿਆਪਨ  
(ੳ) ਪਹਿਲੀ ਭਾਸ਼ਾ ਦੇ ਤੌਰ ਉੱਤੇ  
(ਅ) ਦੂਜੀ ਭਾਸ਼ਾ ਦੇ ਤੌਰ ਉੱਤੇ

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ**

- |    |   |        |
|----|---|--------|
| 1. | ਕਿਸੇ ਕਵਿਤਾ ਦਾ ਸਾਰ ਜਾਂ ਉਸਦਾ ਵਿਸ਼ਾ ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ)                         | 10 ਅੰਕ |
| 2. | ਰੇਖਾ ਚਿਤਰ : ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਸ਼ਖਸੀਅਤ ਦੇ ਗੁਣ                                 | 10 ਅੰਕ |
| 3. | ਪੈਰ੍ਹਾ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਉੱਤੇ ਪੈਰ੍ਹਾ ਲਿਖਣ ਲਈ<br>ਕਿਹਾ ਜਾਵੇ । | 05 ਅੰਕ |

## Bachelor of Business Administration (Semester – I)

4. ਪੈਰਾ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ 05 ਅੰਕ
5. ਨੰਬਰ 5 ਉਤੇ ਦਿੱਤੀ ਵਿਆਕਰਣ ਦੇ ਆਧਾਰ 'ਤੇ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ 10 ਅੰਕ
6. ਨੰਬਰ 6 ਵਿਚ ਮਾਤ ਭਾਸ਼ਾ ਦੇ ਪਹਿਲੀ ਭਾਸ਼ਾ ਅਤੇ ਦੂਜੀ ਭਾਸ਼ਾ ਵਜੋਂ ਅਧਿਆਪਨ, ਮਹੱਤਵ ਅਤੇ ਸਮੱਸਿਆਵਾਂ ਬਾਰੇ ਚਾਰ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ, ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਦੋ ਦਾ ਉੱਤਰ ਦੇਣਾ ਹੋਵੇਗਾ। 5×2=10 ਅੰਕ



**BBA-102**  
**ਮੁੱਢਲੀ ਪੰਜਾਬੀ**  
**(In lieu of Compulsory Punjabi)**

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

**ਪਾਠ-ਕ੍ਰਮ**

1. ਪੈਂਤੀ ਅੱਖਰੀ; ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ, ਲਗਾਂ ਮਾਤਰਾਂ
2. ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ)
3. (ੳ) ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਵਰਤੋਂ,  
(ਅ) ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਲਿੰਗ ਅਤੇ ਵਚਨ

**ਅੰਕ ਵੰਡ ਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ**

1. ਪੈਂਤੀ ਅੱਖਰੀ ਦੀ ਬਣਤਰ ਅਤੇ ਤਰਤੀਬ ਨਾਲ ਸੰਬੰਧਿਤ ਪ੍ਰਸ਼ਨ। **10 ਅੰਕ**  
 (ਦੋ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚੋਂ ਇੱਕ ਕਰਨਾ ਹੋਵੇਗਾ)  
 ਕਵਰਗ, ਚਵਰਗ, ਤਵਰਗ, ਟਵਰਗ ਆਦਿ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾ ਸਕਦਾ ਹੈ। ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਲਗਾਂ ਮਾਤਰਾਂ ਦੀ ਵਰਤੋਂ ਨਾਲ ਸੰਬੰਧਿਤ ਪ੍ਰਸ਼ਨ (ਦੋ ਵਿਚੋਂ ਇੱਕ ਕਰਨਾ ਹੋਵੇਗਾ) **10 ਅੰਕ**
2. ਬਿੰਦੀ, ਟਿੱਪੀ ਅਤੇ ਅੱਧਕ ਦੀ ਵਰਤੋਂ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ **10 ਅੰਕ**
3. (ੳ) ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਵਰਤੋਂ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ **10 ਅੰਕ**  
 (ਅ) ਨਾਂਵ ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ ਅਤੇ ਲਿੰਗ ਵਚਨ ਸੰਬੰਧੀ ਮੁੱਢਲੀ ਕਿਸਮ ਦੇ ਪ੍ਰਸ਼ਨ (ਦੋ ਵਿਚੋਂ ਇੱਕ ਕਰਨਾ ਹੋਵੇਗਾ) **10 ਅੰਕ**

**BBA-103**  
**BASIC ACCOUNTING**

**Time : 3 Hours**

**M. Marks : 50**

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

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

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

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

**Part-I**

**Introduction:** Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.

**Conceptual Frame work:** Accounting Concepts, Principles and Conventions, Accounting Standards-concept, objectives, benefits, brief review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline, valuation Principles, Accounting estimates.

**Recording of Transactions:** Voucher System;- Accounting Process, Journal, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM).

**Part-II**

**Preparation of Final Accounts:** Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business

**Introduction to Company Final Accounts:** Important provisions of Companies Act, 1956 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company.

**Computerised Accounting:** Computers and its application in accounting. Accounting software package (Tally)

**Suggested Readings:**

1. Gupta, Ambrish, “Financial Accounting for Management: An Analytical Perspective”, Pearson Education, New Delhi.
2. Khatri, Dhanesh, “Financial Accounting” Tata McGraw-Hill, New Delhi.
3. Horngren, Charles T., Sundem, Gart I, Elliot, John A. Philbrick, Donna R., “Introduction to Financial Accounting”, Prentice Hall, New Delhi.
4. Ramachandran, N and Kakani, Ram, “Financial Accounting for Management”, Tata McGraw-Hill, New Delhi.
5. Shukla, M.C., Grewal T.S. and Gupta, S.C., “Advance Accounts”, Sultan Chand & Sons, New Delhi.

*Note: The latest editions of the books should be followed.*

**BBA-104**  
**BUSINESS ORGANISATION & SYSTEMS**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

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

**Part – I**

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

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

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

**Part – II**

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

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

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

**Suggested Readings:**

1. Kaul, Vijay Kumar “Business Organization and Management: Text and Cases”, Pearson Education, New Delhi.
2. Singla, R.K., “Business Organization and Management”, V.K. (India) Enterprises, New Delhi.
3. Daft, Richard L., Daft, J., Murphy, H., & Willmott, “Organization Theory and Design”, Cengage Learning EMEA, New Delhi.
4. Fernando, A.C., “Business Environment” Pearson Education, New Delhi.
5. Archie B. Carroll, Ann K. Buchholtz, “Business & Society: Ethics, Sustainability and Stakeholder Management”, Cengage Learning, New Delhi.

*Note: The latest editions of the books should be followed.*

**BBA-105**  
**MANAGERIAL ECONOMICS- I**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

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

**Part – I**

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

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

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

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

**Part – II**

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

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

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

**Suggested Readings:**

1. Koutsoyiannis, A., “Modern Micro Economics”, Palgrave Macmillan.
2. Dwivedi, D.N., “Microeconomics: Theory and Applications”, Pearson Education, New Delhi.
3. Gravelle H., and Rees, R., “Microeconomics”, Pearson Education, New Delhi.
4. Ahuja, H.L., “Advanced Economic theory; Microeconomic Analysis”, S. Chand & Company Ltd. New Delhi.
5. Mithani, D.M., “Managerial Economics”, Himalaya Publishing House, New Delhi.

*Note: The latest editions of the books should be followed.*

**BBA-106**  
**COMPUTER APPLICATIONS FOR BUSINES- I**

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

**Note:** The question paper covering the entire course shall be divided into three sections. 2.40 hours of practical session of one hour each duration for every student

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

**Section B:** It will consist of easy type / numerical questions with answer to each question up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the miner from Part-I of the syllabus. Student's will attempt 2 questions. Each question will carry 7½ marks. The total weight age of this section shall be 15 marks.

**Section C:** It will consist of easy type / numerical questions with answer to each question up to five pages in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. Students will attempt 2 questions. Each question will carry 7½ marks. The total weightage of this section shall be 15 marks.

**Part – I**

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

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

**Operating System:** Definiton, Types of operating on the Basis of processing. Introduction to various types of operating system such as windows & DOS Overview and Anatomy of windows, Working with files and folder in windows. Basic Commands of Internal & External commands in DOS.



**Part – II**

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

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

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

**Suggested Readings:**

1. Peter Norton, “Introduction to Computers”, McGraw-Hil, New Delhi.
2. Sanjay Sexana, “A First Course in Computers”, Vikas Publishing House, New Delhi.
3. Rajaraman, V., “Fundamental of Computers”, Prentice Hal India, New Delhi.
4. Srivastava, S.S., “MS-Office” Firewal Media, New Delhi.
5. Alexis Loeon and Matheus Leon, “Introduction to Computers with MS-Office 200”, Tata McGraw-Hil, New Delhi.

Note: The latest editons of the boks should be folowed.

**BBA-107**  
**BUSINESS COMMUNICATION**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

**Part – I**

**Business Communication** – Meaning & Importance, Communication purpose, process, elements, barriers to communication and conditions for successful communication. Forms of Communication, basic models of communication, 7C's of effective business communication.

**Organizational Communication:** Importance of Communication in Management, Formal and Informal Communication, Internal and external communication

**Presentation Skills:** Presentation on any chosen topic, Oral presentations, Principles of oral presentations, factors affecting presentations.

**Business Etiquette:** Understanding etiquette, Cross-cultural etiquette, Business manners. Business to business etiquette.

**Part – II**

**Internal Correspondence:** -Memos, Circulars, Notices, Office orders

**Correspondence with banks-** Regarding overdrafts, cash credits, loans; Drafting of sales letters, circulars, preparation of sales reports,

**Customers' correspondence:** - Complaints, Regarding dues, follow up letters

**Secretarial Correspondence:** -Correspondence with shareholders, debenture holders regarding dividend, interest, transfer-transmission. Communicating with statutory authorities and bodies like Stock exchange, RBI, SEBI.

Preparation of resume, Job application, Drafting of interview letters, call letters, final appointment orders.

**Suggested Readings:**

1. Taylor, S. and Chandra, V., “Communication for Business: A Practical Approach”, Fourth Edition, 2011, Pearson Education.
2. Bovee, C. and Thill, J., “Business Communication Today”, 2011, Prentice Hall.
3. Sethi, A and Adhikari, B. “Business Communication”, 2009, McGraw Hill Education.
4. Kaul, A., “Business Communication”, 2004, Prentice Hall of India, New Delhi.
5. Dulek, R. and Fielden, J., “Principles of Business Communication”, 1990, Macmillan Publishing Co., New York.
6. Rodriques M.V., (2003), “Effective Business Communication”, 13<sup>th</sup> Edition.
7. Doshi S.R., (2008), “Business Communication & Management–Methods & Techniques”.
8. Herata. A. Murphy, Charles E. Peck, (1981), 3<sup>rd</sup> Edition, “Effective Business Communication”, Tata McGraw Hill Publishing Co. Ltd.

**Note: The latest Editions of the books should be followed.**

**BBA–201**  
**ENGLISH (COMPULSORY)**

**Time: 3 Hours**

**Max. Marks: 50**

**Texts Prescribed:**

1. *Tales of Life* (Guru Nanak Dev University, Amritsar)
2. *Prose for Young Learners* (Guru Nanak Dev University, Amritsar)
3. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP

**Course Contents:**

1. *Tales of Life*: Stories at Sr. No. 7,9,10,11 and 12
2. *Prose for Young Learners*: Essays at Sr. No. 7,8,9,10 and 11
3. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP: Units 49-97

**Instructions for the Paper-Setter and Distribution of Marks:**

The paper setters should avoid questions of theoretical nature on English Grammar.

The question paper will consist of three sections and distributions of marks will be as under:

**Section-A: 16 Marks**

**Section-B: 20 Marks**

**Section-C: 14 Marks**

**SECTION-A**

1. TWENTY (20) questions on the usage of grammar related to units 49-97 of *English Grammar in Use* will be set for the students to attempt any SIXTEEN (16) of these questions.

**(1X16=16 Marks)**

**SECTION-B**

2. EIGHT (8) questions (four from each literary text) on theme, characterization, tone and style etc. will be set for the students to attempt any FOUR questions, choosing at least TWO from each prescribed text. The answer to each question should not exceed 15-20 sentences.

**(3x4=12 Marks)**

3. A question requiring the students to write the meaning and usage of four vocabulary items, two from each literary text, will be set.

**(1x4=4 Marks)**

4. The students will be required to write a personal letter on ONE of the TWO situations / issues provided in the question paper.

**(4 Marks)**

**SECTION-C**

5. TWO questions, one from each literary text, will be set. The students will be required to answer any ONE.

**(1x6=6 Marks)**

6. The students will be required to answer FOUR short questions showing their comprehension of a passage (about 200 words) selected from either of the prescribed literary books (4 short questions of 2 marks each)

**(2x4=8 Marks)**

**BBA-202**  
**ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)**

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

**ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ**

1. ਦੋ ਰੰਗ (ਕਹਾਣੀ ਭਾਗ) (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ ਅਤੇ ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
2. ਪੰਜਾਬ ਦੇ ਮਹਾਨ ਕਲਾਕਾਰ (ਬਲਵੰਤ ਗਾਰਗੀ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।  
ਲੇਖ : ਸਤੀਸ਼ ਗੁਜਰਾਲ, ਗੁਰਚਰਨ ਸਿੰਘ, ਠਾਕੁਰ ਸਿੰਘ, ਬਲਰਾਜ ਸਾਹਨੀ, ਸੁਰਿੰਦਰ ਕੌਰ।
3. ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ : ਪਰਿਭਾਸ਼ਾ, ਮੁਢਲੇ ਸੰਕਲਪ।
4. ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ
5. ਪੈਰ੍ਹਾ ਰਚਨਾ
6. ਪੈਰ੍ਹਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ
7. ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ**

- |      |   |        |
|------|---|--------|
| 1.   | ਕਿਸੇ ਕਹਾਣੀ ਦਾ ਸਾਰ ਜਾਂ ਉਸਦਾ ਵਿਸ਼ਾ ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ)   | 10 ਅੰਕ |
| 2.   | ਰੇਖਾ ਚਿਤਰ : ਸਾਰ, ਵਿਸ਼ਾ-ਵਸਤੂ, ਸ਼ਬਦੀਅਤ ਦੇ ਗੁਣ   | 10 ਅੰਕ |
| 3-4. | 3-4 ਨੰਬਰ ਉੱਤੇ ਦਿੱਤੀ ਵਿਆਕਰਣ ਦੇ ਆਧਾਰ ਤੇ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ   | 10 ਅੰਕ |
| 5.   | ਪੈਰ੍ਹਾ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਉੱਤੇ ਪੈਰ੍ਹਾ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇ ।  | 05 ਅੰਕ |
| 6.   | ਪੈਰ੍ਹਾ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ   | 05 ਅੰਕ |
| 7.   | ਨੰਬਰ 7 ਵਿਚ ਅੱਠ ਅਖਾਣ ਅਤੇ ਅੱਠ ਮੁਹਾਵਰੇ ਪੁੱਛੇ ਜਾਣਗੇ, ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਵਿਦਿਆਰਥੀ ਨੇ ਪੰਜ-ਪੰਜ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤ ਕੇ ਅਰਥ ਸਪੱਸ਼ਟ ਕਰਨੇ ਹੋਣਗੇ |        |

5+5=10 ਅੰਕ

**BBA-202**  
**ਮੁੱਢਲੀ ਪੰਜਾਬੀ**  
**(In lieu of Compulsory Punjabi)**

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ - ਕ੍ਰਮ

1. ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ  
ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਸ਼ਬਦ  
ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ 20 ਅੰਕ
2. ਭਾਸ਼ਾ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਮੁੱਢਲੀ ਜਾਣ ਪਛਾਣ  
ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ 15 ਅੰਕ
3. ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ  
ਸਾਧਾਰਨ ਵਾਕ: ਕਿਸਮਾਂ  
ਸੰਯੁਕਤ ਵਾਕ: ਕਿਸਮਾਂ  
ਮਿਸ਼ਰਤ ਵਾਕ: ਕਿਸਮਾਂ  
ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ ਦੇ ਵਿਭਿੰਨ ਸਮਾਜਿਕ ਪ੍ਰਸੰਗ 15 ਅੰਕ

ਯੂਨਿਟ ਅਤੇ ਥੀਮ

1. ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ: ਸੰਯੁਕਤ ਸ਼ਬਦ; ਸਮਾਸੀ ਸ਼ਬਦ (ਜਿਵੇਂ ਲੋਕ ਸਭਾ); ਦੋਹਰੇ ਸ਼ਬਦ / ਦੁਹਰਰੁਕਤੀ (ਜਿਵੇਂ ਧੂੜ ਧਾੜ / ਭਰ ਭਰ), ਮਿਸ਼ਰਤ ਸ਼ਬਦਾਂ ਦੀ ਬਣਤਰ/ਸਿਰਜਨਾ; ਅਗੇਤਰਾਂ ਰਾਹੀਂ (ਜਿਵੇਂ ਉਪ ਭਾਸ਼ਾ), ਪਿਛੇਤਰਾਂ ਰਾਹੀਂ (ਜਿਵੇਂ ਰੰਗਲਾ), ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ: ਪੜਨਾਵੀਂ ਰੂਪ, ਕਿਰਿਆ/ਸਹਾਇਕ ਕਿਰਿਆ ਦੇ ਰੂਪ; ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ: ਰੁੱਤਾਂ, ਮਹੀਨਿਆਂ, ਮੌਸਮਾਂ, ਗਿਣਤੀ ਨਾਲ ਸੰਬੰਧਿਤ ।
2. I. ਭਾਸ਼ਾ ਅਤੇ ਮਾਤ ਭਾਸ਼ਾ ਦੇ ਮਹੱਤਵ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ  
II. ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਸੰਬੰਧੀ ਪ੍ਰਸ਼ਨ
3. ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ: ਕਰਤਾ ਕਰਮ ਕਿਰਿਆ; ਸਾਧਾਰਨ ਵਾਕ, ਬਿਆਨੀਆ, ਪ੍ਰਸ਼ਨਵਾਚਕ, ਆਗਿਆਵਾਚਕ, ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕਾਂ ਦੀਆਂ ਕਿਸਮਾਂ; ਸੁਤੰਤਰ ਅਤੇ ਅਧੀਨ ਉਪਵਾਕ; ਸਮਾਨ (ਤੇ/ਅਤੇ) ਅਤੇ ਅਧੀਨ (ਜੋ/ਕਿ) ਯੋਜਕਾਂ ਦੀ ਵਰਤੋਂ; ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ: ਵਿਭਿੰਨ ਸਮਾਜਿਕ/ਸਭਿਆਚਾਰਕ ਪ੍ਰਸੰਗ; ਘਰ ਵਿਚ, ਬਾਜ਼ਾਰ ਵਿਚ, ਮੇਲੇ ਵਿਚ, ਸ਼ੋਪਿੰਗ ਮਾਲ/ਸਿਨੇਮੇ ਵਿਚ, ਵਿਆਹ ਵਿਚ, ਧਾਰਮਿਕ ਸਥਾਨਾਂ ਵਿਚ, ਦੋਸਤਾਂ ਨਾਲ ਆਦਿ।

## ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

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

20 ਅੰਕ

2. ਦੂਸਰੇ ਯੂਨਿਟ ਵਿੱਚ ਭਾਸ਼ਾ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਮੁਢਲੀ ਜਾਣ ਪਛਾਣ ਨਾਲ ਸੰਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇੱਕ-ਇੱਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।

15 ਅੰਕ

3. ਤੀਜੇ ਯੂਨਿਟ ਵਿੱਚ ਪੰਜਾਬੀ ਵਾਕ-ਬਣਤਰ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਦੋ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ। ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਿਹਾਰਕ ਵਰਤੋਂ ਨਾਲ ਸਬੰਧਿਤ 5 ਅੰਕਾਂ ਦਾ ਇਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ, ਜਿਸ ਵਿਚ ਵਿਦਿਆਰਥੀ ਨੂੰ ਕਿਸੇ ਸਮਾਜਿਕ/ਸਭਿਆਚਾਰਕ ਪ੍ਰਸੰਗ ਵਿਚ ਵਰਤੇ ਜਾਂਦੇ ਪੰਜ ਵਾਕ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।

ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਭਾਸ਼ਾ ਸਰਲ ਅਤੇ ਸਪਸ਼ਟ ਰੱਖੀ ਜਾਵੇ।

15 ਅੰਕ

**BBA-203  
BUSINESS LAWS****Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part -I**

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

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

**Part -II**

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

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



**Suggested Readings:**

1. Singh, Avtar, “The Principles of Mercantile Law”, Eastern Book Company, Lucknow.
2. Kapoor, N.D., “Business Law”, Sultan Chand & Sons, New Delhi.
3. Tulsian, P.C., “Business Law”, Tata McGraw Hill, New Delhi.
4. Usa Tbp Usa, “Indian Business Law”, International Business Publications, USA.

*Note: The latest editions of the books should be followed.*

**BBA-204**  
**PRINCIPLES OF MANAGEMENT**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

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

**Part – I**

**Management:** Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, Management as a social system, Concept of management, administration and organization Principles of management, Scientific Management.

**Evolution of Management Thought:** Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of Management Thought), Indian management thought.

**Management Techniques:** Management by Objective: Meaning, Process, Benefits, Weaknesses.

**Planning:** Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making.

**Organizing:** Meaning, Nature and Purpose of organization, Theories of organization, principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization, Delegation, Span of Management: Factors determining effective span.

**Departmentation:** Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Decentralisation and Departmentation.

### **Part – II**

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

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

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

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

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

### **Suggested Readings:**

1. Robbins, S.P., & Coulter, M.K., "Management", Pearson Education Inc., New Delhi.
2. Gupta, Meenakshi, "Principles of Management", PHI Learning Pvt. Ltd., New Delhi.
3. Koontz, H., Wehrich, H., & Aryasri, A.R., "Essentials of Management", Tata McGraw-Hill, New Delhi.
4. Aswathapa, K. "Essential of Business Administration", Himalaya Publishing House, Mumbai.

*Note: The latest editions of the books should be followed.*

**BBA-205  
MANAGERIAL ECONOMICS-II****Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Objective:** To provide a basis of understanding macroeconomics concepts.

**Part – I**

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

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

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

**Part – II**

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

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

**Inflation:** Meaning, types and theories.

**Suggested Readings:**

1. Ackley, G., “Macroeconomics: Theory and Policy”, Macmillan, New York.
2. Shapiro, E., “Macroeconomic Analysis”, Galgotia Publication, New Delhi.
3. Gppdwin Neva, J. A. Nelson & J. Harris, “Macroeconomics in Context”, PHI Learning Pvt. Ltd, New Delhi.
4. Dornbusch R., S. Ficher & R. Startz, “Macro Economics”, Tata McGraw Hill Publishing Company Ltd., New Delhi.
5. Agarwal, Vanita, “Macroeconomics: Theory and Policy”, Pearson Education, New Delhi.

*Note: The latest editions of the books should be followed.*

**BBA-206**  
**COMPUTER BASED ACCOUNTING SYSTEM**

**Time: 3 Hour**

**M. Marks: 50**

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

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

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

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

**Part – I**

Computerized Accounting: - Meaning, need, Concepts of Accounting groups, Hierarchy of accounts, Codification in accounting.

Accounting package - Setting up an accounting entity, Creation of groups and accounts

Designing and creating vouchers; Data Entry operations using the vouchers, Processing for reports to prepare ledger accounts, trial balance and balance sheet.

**Database Design for Accounting**

Identifying and appreciating the data content in accounting transactions; overview of database concepts, ER model; creating and implementing RDM for Financial Accounting; SQL to retrieve data and generate accounting information.

Documenting transactions using vouchers; System of vouchers and database design for accounting; Storing and maintain transaction data.

**Part – II****Tally**

Financial Accounting Packages: Preparation and online finalization of accounts on Tally, ERP 9.0; Introduction of Tally, ERP 9.0, Phases of Implementation, Aides for implementation. Accounts Management (Using Tally, ERP 9.0 Software Package); Accounts Masters, Accounts Transaction, Accounts Reports. Preparation and Compilation of complete balance sheet of any Industries/Organization/ Firms.

(The mentioned versions of Tally must be replaced with latest available version)

**Suggested Readings:**

1. Hall, J.A, “Accounting Information System”, South Western College Publishing.
2. Gelinas, Ultric, J. and Steve, G. Suffon, “Accounting Information System, South Western Thomson Learning.
3. “Tally- ERP 9, Simple Steps of Learning”, Kogent Learning.

*Note: The latest editions of the books should be followed.*

**BBA- 207**  
**FUNDAMENTALS OF BANKING**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

**Part – I**

Commercial Banks—Introduction, evolution, nature, functions, importance and services provided by commercial banks.

Types of Banks-Commercial Bank, Regional Rural Banks, Foreign Banks, Cooperative Banks, Public bank and Private bank, difference between public and private banks.

Central Bank—meaning and functions, Techniques of credit control, mechanism of Credit Creation.

**Part – II**

Practical Aspect of Banking- Negotiable Instruments— Cheques, bills of exchange and promissory notes, endorsements, difference between cheques and bills of exchange.

Customer's Pass Book-Entries in Pass Book, Effects of errors favourable to the Banker and Customer.

Clearing House System.

Systems of Banking- Group and Chain Banking, Unit and Branch Banking, Investment Banking and Mixed Banking.



**Suggested Readings:**

1. Sundharam, Varsheney, “Banking Theory, Law & Practice”, Sultan Chand & Co.
2. Shekhar, K.C; Shekhar, Lekshmy, “Banking Theory and Practice”, Vikas Publishing House.
3. Sethi, Jyotsana; Bhatia, Nishwan, “Elements of Banking and Insurance”, PHI Learning Private Limited, New Delhi
4. [www.rbi.org](http://www.rbi.org)

*Note: The latest editions of the books should be followed.*

**BBA-301**  
**ENGLISH (COMPULSORY)**

**Time: 3 Hours**

**Max. Marks: 50**

**Texts Prescribed:**

1. *Making Connections* by Kenneth J. Pakenham, 2<sup>nd</sup> Edn. CUP
2. *Moments in Time: An Anthology of Poems*, GNDU, Amritsar
3. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP

**Course Contents:**

1. *Making Connections* by Kenneth J. Pakenham, 2<sup>nd</sup> Edn. CUP: Unit-I and Unit-II
2. *Moments in Time: Poems* at Sr. No. 1-6
3. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP: Units 98-145

**Instructions for the Paper-Setter and Distribution of Marks:**

**The paper setters should avoid questions of theoretical nature on English Grammar.**

**The question paper will consist of three sections and distributions of marks will be as under:**

**Section-A: 16 Marks**

**Section-B: 20 Marks**

**Section-C: 14 Marks**

**SECTION–A**

- I. TWENTY (20) questions on the usage of grammar related to units 98-145 of *English Grammar in Use* will be set for the students to attempt any SIXTEEN (16) of these questions. **(1x16=16 Marks)**

**SECTION–B**

2. TWO (2) questions (with sub parts) based on strategies and skill development exercises as given before and after reading essays in UNIT-I & UNIT-II of the prescribed text book *Making Connections* will be set. The number of items in each question will be 50% more than what a student will be expected to attempt so that the question provides internal choice. **(6x2=12 Marks)**
3. THREE (3) questions on central idea, theme, tone and style etc. of three poems from the prescribed textbook, *Moments in Time* will be set. The students will be required to attempt any TWO of these questions. **(4x2=8 Marks)**

**SECTION–C**

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

**BBA-302**  
**ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)**

ਸਮਾਂ : ਤਿੰਨ ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

1. **ਕਾਵਿ ਕੀਰਤੀ** (ਸੰਪਾ. ਹਰਿਭਜਨ ਸਿੰਘ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ (ਇਸ ਪੁਸਤਕ ਦੇ "ਗਤੀ" ਅਤੇ "ਪ੍ਰਗਤੀ" ਭਾਗਾਂ ਨੂੰ ਪਾਠ-ਕ੍ਰਮ ਵਿਚ ਸ਼ਾਮਿਲ ਕੀਤਾ ਗਿਆ ਹੈ। ਇਹਨਾਂ ਭਾਗਾਂ ਵਿੱਚੋਂ ਪ੍ਰੀਤਮ ਛਹ, ਕ੍ਰਿਸ਼ਨ ਜੀ, ਬੁਧ ਜੀ ਦਾ ਬੁੱਤ, ਧਿਆਨੀ ਬੁੱਧ, ਮਨਸੂਰ, ਦਾਗ, ਗਰੂਰ ਦੀ ਨੁਹਾਰ, ਸੁਭਾਸ਼ ਬਾਬੂ ਦੇ ਗੁੰਮ ਹੋ ਜਾਣ 'ਤੇ ਅਤੇ ਈਸ਼ਵਰ ਸਿੰਘ ਦੀਆਂ ਸਾਰੀਆਂ ਕਾਵਿਤਾਵਾਂ ਪਾਠ-ਕ੍ਰਮ ਦਾ ਹਿੱਸਾ ਨਹੀਂ ਹਨ।)
2. **ਆਧੁਨਿਕ ਇਕਾਂਗੀ** (ਸੰਪਾ. ਰੋਸ਼ਨ ਲਾਲ ਆਹੂਜਾ ਅਤੇ ਮਨਜੀਤ ਪਾਲ ਕੌਰ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ ।  
(ਇਸ ਪੁਸਤਕ ਵਿੱਚੋਂ ਸੁਹਾਗ, ਜਫ਼ਰਨਾਮਾ ਅਤੇ ਬੰਬ ਕੇਸ ਇਕਾਂਗੀਆਂ ਪੜ੍ਹਾਈਆਂ ਜਾਣਗੀਆਂ)
3. **ਸੰਖੇਪ ਰਚਨਾ** (ਪ੍ਰੈਸੀ)
4. **ਮੂਲ ਵਿਆਕਰਣ ਇਕਾਈਆਂ** : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵੰਨਗੀਆਂ  
(ਭਾਵੰਸ਼, ਸ਼ਬਦ, ਵਾਕੰਸ਼, ਉਪ-ਵਾਕ ਅਤੇ ਵਾਕ)

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ:**

1. ਕਿਸੇ ਇੱਕ ਕਵਿਤਾ ਦਾ ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ/ਸੰਦੇਸ਼, ਪ੍ਰਸੰਗਿਕਤਾ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ) । 15 ਅੰਕ
2. ਕਿਸੇ ਇੱਕ ਇਕਾਂਗੀ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ) ਜਾਂ ਚਾਰ ਵਿੱਚੋਂ ਦੋ ਪਾਤਰਾਂ ਦੀ ਪਾਤਰ ਉਸਾਰੀ । 15 ਅੰਕ
3. ਸੰਖੇਪ ਰਚਨਾ (ਪ੍ਰੈਸੀ) । 10 ਅੰਕ
4. ਲੜੀ ਨੰਬਰ ਚਾਰ ਉੱਤੇ ਨਿਰਧਾਰਤ ਵਿਆਕਰਣ ਵਿੱਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। 10 ਅੰਕ

## BBA-302

## ਮੁੱਢਲੀ ਪੰਜਾਬੀ

(In lieu of Compulsory Punjabi)

## ਪਾਠ-ਕ੍ਰਮ

ਸਮਾਂ: ਤਿੰਨ ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

- |    |  |        |
|----|--|--------|
| 1. | ਵਿਆਕਰਣਕ ਇਕਾਈਆਂ ਦੀ ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ; ਵਾਕਾਂਸ਼, ਉਪਵਾਕ ਅਤੇ ਵਾਕ ਅੰਕ | 20     |
| 2. | ਪ੍ਰਕਾਰਜੀ ਪੰਜਾਬੀ : ਪੈਰਾ ਰਚਨਾ, ਚਿੱਠੀ ਪੱਤਰ, ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ    | 15 ਅੰਕ |
| 3. | ਪ੍ਰਕਾਰਜੀ ਪੰਜਾਬੀ<br>ਪੈਰਾ ਅਧਾਰਿਤ ਪ੍ਰਸ਼ਨ<br>ਸੰਖੇਪ ਰਚਨਾ          | 15 ਅੰਕ |

## ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

- ਵਿਆਕਰਣਕ ਇਕਾਈਆਂ ਦੀ ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।
- ਵਿਦਿਆਰਥੀ ਨੂੰ ਕਿਸੇ ਇਕ ਵਿਸ਼ੇ 'ਤੇ ਪੈਰਾ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।
- ਵਿਦਿਆਰਥੀ ਨੂੰ ਕਿਸੇ ਵਿਸ਼ੇ 'ਤੇ ਨਿੱਜੀ ਜਾਂ ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।
- ਵਿਦਿਆਰਥੀ ਨੂੰ ਇਕ-ਇਕ ਅੰਕ ਦੇ ਪੰਜ ਅਖਾਣਾਂ ਜਾਂ ਮੁਹਾਵਰਿਆਂ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤ ਕੇ ਅਰਥ ਸਪੱਸ਼ਟ ਕਰਨ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।
- ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਕ ਪੈਰਾ ਦਿੱਤਾ ਜਾਵੇਗਾ ਅਤੇ ਉਸ 'ਤੇ ਆਧਾਰਿਤ ਇਕ-ਇਕ ਅੰਕ ਦੇ ਪੰਜ ਪ੍ਰਸ਼ਨ ਦਿੱਤੇ ਜਾਣਗੇ। ਉੱਤਰ 50 ਸ਼ਬਦਾਂ ਤਕ ਸੀਮਤ ਹੋਵੇਗਾ।
- ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਕ ਪੈਰਾ ਦਿੱਤਾ ਜਾਵੇਗਾ ਜਿਸ ਦੀ ਉਸ ਨੇ ਇਕ ਤਿਹਾਈ ਹਿੱਸੇ ਵਿਚ ਸੰਖੇਪ ਰਚਨਾ ਕਰਨੀ ਹੋਵੇਗੀ ਅਤੇ ਢੁੱਕਵਾਂ ਸਿਰਲੇਖ ਦੇਣਾ ਹੋਵੇਗਾ।
- ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਭਾਸ਼ਾ ਸਰਲ ਅਤੇ ਸਪਸ਼ਟ ਹੋਵੇਗੀ।

**BBA-303**  
**STATISTICS FOR BUSINESS**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

**Part-I**

**Matrix Algebra:** Types of matrices; basic operations of matrices; determinant of a matrix and its properties; rank and inverse of a matrix; solution of simultaneous linear equations – Cramer’s rule and matrix inversion, method, application of matrices.

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

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

**Part-II**

**Simple Correlation and Regression Analysis:** Assumptions; Pearsons product moment and Spearman’s rank correlation method; least squares technique; properties of correlations and regression coefficients .

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

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

Conditional probability, laws of addition and multiplication of probability. properties of binomial, Poisson and normal distributions.

**Suggested Readings:**

1. Chiang A.C., “Fundamental Methods of Mathematical Economics”, McGraw Hill, Kogakusha.
2. Hopfe, M.M., Mathematics – “Foundations for Business Science, Research Association”.
3. Mizrahi, A. and Sullivan M., “Mathematics for Business and Social Sciences”, John Wiley and Sons.
4. Raghawachari, M., “Mathematics for Management – An Introduction”, Tata McGraw Hill, New Delhi.
5. Webber, J.E., “Mathematical Analysis: Business and Economic Applications”, Harper & Row,
6. Yamuna, T., “Mathematics for Economics – An Elements Survey”, Prentice Hall of India Pvt.Ltd., New Delhi.
7. Chou, Y. “Statistical Analysis”, Holt, Rinehart and Winston, New York.
8. Croxton, F.E., Cowden, D.J. and Klien, S., “Applied General Statistics”, Prentice Hall of India Pvt. Ltd.
9. Karmel, P.H. and Polar, K.M., “Applied Statistics for Economists”, Pitman London.
10. Wetherill, G.B., “Elementary Statistical Methods”, Chapman and Hall, London.

*Note: The latest editions of the books should be followed.*

**BBA-304**  
**FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

**Part-I**

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

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

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

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

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

**Part-II**

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

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

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

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

**Suggested Readings:**

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

*Note: The latest editions of the books should be followed.*



**BBA-305**  
**FUNDAMENTALS OF MARKETING MANAGEMENT**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

**Part-I**

**Marketing:** Concepts, Philosophies and Importance, Scope of Marketing, the selling concept, the Marketing concept, Components of a modern marketing information system, Marketing Intelligence.

Analyzing the Microenvironment; Needs and Trends, The Demographic Environment, Economic, Social-Cultural and Natural, Technological, Political-Legal Environment.

The Buying Decision Process: The Five Stage Model. Levels of Marketing Segmentation, Bases for segmenting consumer markets: Market Targeting, Bases for segmenting business markets.

**Part-II**

**Product Life Cycle Marketing Strategies:** - Introduction stage and the Pioneer advantage, Growth, Maturity and Declining Stage. Product Characteristics and Classifications; Product levels; The Customer value hierarchy, Product Classification, Differentiation. Packaging, Labeling, Branding. Understanding Pricing; Setting the Price.

**Marketing Communications:-**

Advertising: - Evolution, Definition, Features, Importance, Advertising and Publicity, Functions of advertising. Advertising media, advertising copy, Objections against advertising. Sales Promotions. Direct Marketing, Personnel Selling, Interactive Marketing and Word of Mouth marketing and Channels of distributions.

**Suggested Readings:**

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

*Note: The latest editions of the books should be followed.*

**BBA-306**  
**INDIAN FINANCIAL SYSTEM**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

**Part-I**

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

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

**Part-II**

**Financial Intermediaries:-**

Non Banking financial companies, Mutual Funds: - Its Introduction and guidelines, schemes and products . IRDA Act of Insurance Companies.

An Introduction to FII's and FDI's and its importance.

**Financial Assets/Instruments:** - An Overview of Capital Market instruments.

**Suggested Readings:-**

1. Khan, M.Y, “Indian Financial System” fifth edition by Tata McGraw Hill Publishing Co.Ltd.
2. Vasant Desai, “The Indian Financial System & Development”, Himalaya Publishing House.
3. Dr.K.Ravichandran, “Merchant Banking & Financial Services”, Himalaya Publishing House.
4. Bhole, L.M , “Indian Financial Institutions and Market”, Tata McGraw Hill Publishing Co. Ltd.
5. Avadhani V.A., “Capital Market Management”, Himalaya Publishing House.
6. SEBI Guidelines, Nabhi Publication.

*Note: The latest editions of the books should be followed.*

**BBA 307**  
**MANAGEMENT ACCOUNTING**

**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part I**

Origin, Concept, nature and Scope of Management Accounting. Need and Importance of Management Accounting, Tools & techniques of Management Accounting, Limitations, Management Accountant duties, functions, Distinction between management accounting & Financial Accounting.

Financial statement Analysis:- meaning, types, Comparative Statements, Common Size, Trend analysis, Introduction of EVA.

Tools of Financial Analysis – Ratio Analysis (Liquidity, Activity, Solvency and Profitability ratios), Fund flow and cash flow analysis ( Conceptual Only).

**Part II**

Management Reporting – Importance Needs, Types, Requirements of good report preparation including prewriting and form of final draft, Working Capital Management: - Meaning, importance, need, advantages and disadvantages, factors affecting working capital requirements, principles of working capital management, Financing of working capital, Approaches for determining working capital mix, Trends in financing working capital by banks.

Responsibility Accounting: - Meaning, features, steps, types of responsibility centers, transfer price; meaning, methods, selection of transfer pricing method.

**Suggested Readings:**

1. Jain, P.K and Khan M.Y “Management Accounting”, Tata Mc Graw Hill Publishing Co. Ltd. New Delhi.
2. Horngren Charles, Gary, Sundem, Stratton William, “ Introduction to Management Accounting”, Pearson Education Publishers,
3. Jawaharlal, “Accounting for Management”, Himalaya Publishing House, New Delhi.

**Note:** The latest editions of the books should be followed.

**ESL–221: ENVIRONMENTAL STUDIES–I (COMPULSORY)****Time: 3 Hrs.****Max. Marks: 50****Theory Lectures: 1½ Hours/ Week**

**Section–A: (15 Marks):** It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.

**Section–B: (20 Marks):** It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying ten marks. Answer to any of the questions should not exceed four pages.

**Section–C: (15 Marks):** It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

**1. The Multidisciplinary Nature of Environmental Studies:**

- Definition, scope & its importance.
- Need for public awareness.

**2. Natural Resources:**

- Natural resources and associated problems:
  - a) Forest Resources:** Use of over exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
  - b) Water Resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
  - c) Mineral Resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
  - d) Food Resources:** World food problems, change caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problem, salinity, case studies.
  - e) Energy Resources:** Growing of energy needs, renewable and non-renewable energy resources, use of alternate energy sources, case studies.
  - f) Land Resources:** Land as a resource, land degradation, soil erosion and desertification.
- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

**3. Ecosystem:**

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.
- Introduction, types, characteristic features, structure and function of the following ecosystems:
  - a. Forest ecosystem
  - b. Grassland ecosystem
  - c. Desert ecosystem
  - d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

**4. Social Issues and Environment:**

- From unsustainable to sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environmental Protection Act:
  - Air (prevention and Control of Pollution) Act.
  - Water (prevention and Control of Pollution) Act.
  - Wildlife Protection Act.
  - Forest Conservation Act.
- Issues involved in enforcement of environmental legislation.
- Public awareness.

**5. National Service Scheme**

- **Introduction and Basic Concepts of NSS:** History, philosophy, aims & objectives of NSS; Emblem, flag, motto, song, badge etc.; Organizational structure, roles and responsibilities of various NSS functionaries.
- **Health, Hygiene & Sanitation:** Definition, needs and scope of health education; Food and Nutrition; Safe drinking water, water borne diseases and sanitation (Swachh Bharat Abhiyan); National Health Programme; Reproductive health.

**References/Books:**

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

**BBA-401: ENGLISH (COMPULSORY)****Time: 3 Hours****Max. Marks: 50****Texts Prescribed:**

1. *Making Connections* by Kenneth J. Pakenham 2<sup>nd</sup> Edn. CUP
2. *Moments in Time: An Anthology of Poems*, GNDU, Amritsar
3. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP

**Course Contents:**

1. *Making Connections* by Kenneth J. Pakenham, 2<sup>nd</sup> Edn. CUP: Unit-III and Unit-IV
2. *Moments in Time: Poems* at Sr. No. 7-12
3. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP: Revision of units: 26-37, 42-48, 92-97, 113-120.

**Instructions for the Paper-Setter and Distribution of Marks:**

**The paper setters should avoid questions of theoretical nature on English Grammar.**

**The question paper will consist of three sections and distributions of marks will be as under:**

**Section-A: 16 Marks**

**Section-B: 20 Marks**

**Section-C: 14 Marks**

**SECTION-A**

- I. TWENTY (20) questions on the usage of grammar related to units 26-37, 42-48, 92-97, 113-120 of *English Grammar in Use* will be set for the students to attempt any SIXTEEN (16) of these questions. **(1x16=16 Marks)**

**SECTION-B**

2. TWO (2) questions (with sub parts) based on strategies and skill development exercises as given before and after reading essays in UNIT-III & UNIT-IV of the prescribed text book *Making Connections* will be set. The number of items in each question will be 50% more than what a student will be expected to attempt so that the question provides internal choice. **(6x2=12Marks)**
3. THREE (3) questions on central idea, theme, tone and style etc. of three poems from the prescribed textbook, *Moments in Time* will be set. The students will be required to attempt any TWO of these questions. **(4x2=8 Marks)**

**SECTION-C**

4. ONE question (with internal choice) requiring students to explain a stanza with reference to context will be set. The stanzas for explanation will be taken from the poems prescribed in the syllabus. **(1x7=7 Marks)**
5. ONE question based on “Beyond the reading” section at the end of each chapter of the prescribed textbook, *Making Connections* will be set. **(1x7=7 Marks)**



**BBA-402: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)**

ਸਮਾਂ ਤਿੰਨ ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

1. **ਕਾਵਿ ਕੀਰਤੀ** (ਸੰਪਾ. ਹਰਿਭਜਨ ਸਿੰਘ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ (ਇਸ ਪੁਸਤਕ ਦੇ 'ਨਵਗਤੀ' ਭਾਗ ਨੂੰ ਪਾਠ-ਕ੍ਰਮ ਵਿਚ ਸ਼ਾਮਲ ਕੀਤਾ ਗਿਆ ਹੈ। ਇਹਨਾਂ ਭਾਗਾਂ ਵਿਚੋਂ ਪਦਮਾ, ਲੂਣਾ, ਚਿੜੀਆਂ ਦਾ ਚੰਬਾ ਕਵਿਤਾਵਾਂ ਪਾਠ-ਕ੍ਰਮ ਦਾ ਹਿੱਸਾ ਨਹੀਂ ਹਨ। ਇਸਦੇ ਨਾਲ ਹੀ ਤਾਰਾ ਸਿੰਘ ਅਤੇ ਹਰਨਾਮ ਸਿੰਘ ਦੀਆਂ ਸਾਰੀਆਂ ਕਵਿਤਾਵਾਂ ਨੂੰ ਪਾਠ ਕ੍ਰਮ ਵਿਚ ਸ਼ਾਮਲ ਨਹੀਂ ਕੀਤਾ ਗਿਆ।)
2. **ਆਧੁਨਿਕ ਇਕਾਂਗੀ** (ਸੰਪਾ. ਰੋਸ਼ਨ ਲਾਲ ਆਹੁਜਾ ਅਤੇ ਮਨਜੀਤ ਪਾਲ ਕੌਰ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ (ਇਸ ਪੁਸਤਕ ਵਿਚੋਂ 'ਪਰਵਾਨਾ-ਏ-ਆਜ਼ਾਦੀ', 'ਜੁੱਤੀਆਂ ਦਾ ਜੋੜਾ' ਅਤੇ 'ਕੱਚ ਦਾ ਗਜ਼ਰਾ' ਇਕਾਂਗੀਆਂ ਪੜ੍ਹਾਈਆਂ ਜਾਣਗੀਆਂ) ।
3. **ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ**
4. **ਵਿਆਕਰਣ**
  - (ੳ) ਸ਼ਬਦ ਜੋੜਾਂ ਦੇ ਨਿਯਮ
  - (ਅ) ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ:**

1. ਕਿਸੇ ਇੱਕ ਕਵਿਤਾ ਦਾ ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ/ਸੰਦੇਸ਼, ਪ੍ਰਸੰਗਿਕਤਾ (ਦੋ ਵਿਚੋਂ ਇੱਕ) 15 ਅੰਕ
2. ਕਿਸੇ ਇੱਕ ਇਕਾਂਗੀ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ (ਦੋ ਵਿਚੋਂ ਇੱਕ) ਜਾਂ ਚਾਰ ਵਿਚੋਂ ਦੋ ਪਾਤਰਾਂ ਦੀ ਪਾਤਰ ਉਸਾਰੀ । 15 ਅੰਕ
3. ਦਫ਼ਤਰੀ ਚਿੱਠੀ-ਪੱਤਰ (ਦੋ ਵਿਚੋਂ ਇੱਕ) 10 ਅੰਕ
4. ਲੜੀ ਨੰਬਰ ਚਾਰ ਉੱਤੇ ਨਿਰਧਾਰਤ ਵਿਆਕਰਣ ਵਿਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। 10 ਅੰਕ

**BBA-402: ਮੁਢਲੀ ਪੰਜਾਬੀ**  
**(ਪੰਜਾਬ ਦਾ ਇਤਿਹਾਸ ਤੇ ਸੱਭਿਆਚਾਰ)**  
**(In Lieu of Punjabi Compulsory)**

Time: 3 Hrs.

Marks: 50

ਅੰਕਾਂ ਦੀ ਵੰਡ:-

ਭਾਗ ਓ:- ਇਸ ਭਾਗ ਵਿੱਚ 15 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਵੱਲੋਂ ਕਿਸੇ 10 ਦੇ ਉੱਤਰ 30-40 ਸ਼ਬਦਾਂ ਵਿੱਚ ਦਿੱਤੇ ਜਾਣ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ।

ਭਾਗ ਅ:- ਇਸ ਭਾਗ ਵਿੱਚ 6 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਕਿਸੇ 3 ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ 400-500 ਸ਼ਬਦਾਂ ਵਿੱਚ ਦਿੱਤੇ ਜਾਣ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 10 ਅੰਕ ਹਨ।

1. ਸਿੱਖ ਧਰਮ ਦੀ ਸਥਾਪਨਾ ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਦਾ ਜੀਵਨ ਤੇ ਉਪਦੇਸ਼ (1469-1539):- ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਦਾ ਜੀਵਨ, ਰੱਬ ਸਬੰਧੀ ਵਿਚਾਰ, ਗੁਰੂ ਦਾ ਮਹੱਤਵ, ਸਿੱਖਿਆਵਾਂ। ਸੰਗਤ-ਪੰਗਤ, ਗੁਰਗੱਦੀ ਦੀ ਸਥਾਪਨਾ ਇਸ ਦਾ ਸਮਾਜ ਤੇ ਪ੍ਰਭਾਵ।
2. ਸਿੱਖ ਪੰਥ ਦਾ ਵਿਕਾਸ:- ਗੁਰੂ ਅੰਗਦ ਦੇਵ ਜੀ ਤੋਂ ਗੁਰੂ ਰਾਮਦਾਸ ਜੀ ਤੱਕ (1539-1581):- ਗੁਰੂ ਅੰਗਦ ਦੇਵ ਜੀ ਦਾ ਸਿੱਖ ਧਰਮ ਦੇ ਵਿਕਾਸ ਵਿੱਚ ਯੋਗਦਾਨ, ਗੁਰਮੁੱਖੀ ਲਿੱਪੀ, ਗੁਰੂ ਅਮਰਦਾਸ ਜੀ ਦਾ ਸਿੱਖ ਧਰਮ ਦੇ ਵਿਕਾਸ ਵਿੱਚ ਯੋਗਦਾਨ: ਗੋਇੰਦਵਾਲ ਸਾਹਿਬ ਦੀ ਸਥਾਪਨਾ, ਮੰਜੀ ਪ੍ਰਥਾ ਅਤੇ ਸਮਾਜਿਕ ਸੁਧਾਰ, ਗੁਰੂ ਰਾਮਦਾਸ ਜੀ ਦਾ ਯੋਗਦਾਨ, ਰਾਮਦਾਸਪੁਰਾ ਦੀ ਸਥਾਪਨਾ, ਮਸੰਦ ਪ੍ਰਥਾ।
3. ਗੁਰੂ ਅਰਜਨ ਦੇਵ ਜੀ ਦੇ ਸਮੇਂ ਸਿੱਖ ਪੰਥ ਦਾ ਵਿਕਾਸ:- ਗੁਰੂ ਅਰਜਨ ਦੇਵ ਜੀ ਦਾ ਯੋਗਦਾਨ, (1581-1606), ਹਰਿਮੰਦਰ ਸਾਹਿਬ ਦਾ ਨਿਰਮਾਣ, ਆਦਿ ਗ੍ਰੰਥ ਸਾਹਿਬ ਦਾ ਸੰਕਲਨ, ਗੁਰੂ ਅਰਜਨ ਦੇਵ ਜੀ ਦੀ ਸ਼ਹਾਦਤ ਤੇ ਇਸਦਾ ਮਹੱਤਵ।

ਸਬੰਧਿਤ ਪੁਸਤਕਾਂ:-

1. 'ਸ਼ਿਰੋਮਣੀ ਸਿੱਖ ਇਤਿਹਾਸ' 1469-1708 ਡਾ. ਸੁਖਦਿਆਲ ਸਿੰਘ, ਸੰਗਮ ਪਬਲੀਕੇਸ਼ਨ, ਸਮਾਣਾ।
2. 'ਸੰਖੇਪ ਜੀਵਨ ਦਸ ਗੁਰੂ ਸਾਹਿਬਾਨ', ਗਿਆਨੀ ਜਗਤਾਰ ਸਿੰਘ ਰਾਏ ਮੋਰਾਵਾਲੀ ਆਜਾਦ ਬੁੱਕ ਡੀਪੂ, ਹਾਲ ਬਜਾਰ, ਅੰਮ੍ਰਿਤਸਰ।
3. 'ਸਿੱਖ ਇਤਿਹਾਸ' (1469-1765), ਪ੍ਰਿੰਸੀਪਲ ਤੇਜਾ ਸਿੰਘ, ਡਾ. ਗੰਡਾ ਸਿੰਘ ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ ਪਟਿਆਲਾ।
4. 'ਸਿੱਖ ਇਤਿਹਾਸ' ਭਾਗ ਪਹਿਲਾ, ਖੁਸ਼ਵੰਤ ਸਿੰਘ ਅਨੁਵਾਦਕ ਡਾ. ਗੁਰਦਰਸ਼ਨ ਸਿੰਘ ਐਲਖ ਲਾਹੌਰ ਬੁੱਕ ਸ਼ਾਪ ਲੁਧਿਆਣਾ
5. 'ਪੰਜਾਬ ਦਾ ਵਿਰਸਾ' (ਪੰਜਾਬ ਦੇ ਸਭਿਆਚਾਰ ਦਾ ਵਿਕਾਸ) ਪ੍ਰਿੰਸੀਪਲ ਸਿੰਘ ਕਪੂਰ ਨਿਊ ਬੁਕ ਕੰਪਨੀ ਜਲੰਧਰ।
6. 'ਸਿੱਖ ਹਿਸਟਰੀ' 1469-1988 ਖੁਸ਼ਵੰਤ ਸਿੰਘ, ਨਵਯੁੱਗ ਪਬਲਿਸ਼ਰਜ ਨਵੀ ਦਿੱਲੀ।
7. 'ਸਾਡਾ ਇਤਿਹਾਸ' ਭਾਗ ਪਹਿਲਾ (1469-1708) ਪੰਜਾਬ ਦਾ ਇਤਿਹਾਸ: ਸਤਿਬੀਰ ਸਿੰਘ ਨਿਊ ਬੁੱਕ ਕੰਪਨੀ ਜਲੰਧਰ।
8. 'ਪੰਜਾਬ ਦਾ ਇਤਿਹਾਸ' (1469-1799) ਸ਼ਿਵ ਗਜਰਾਨੀ, ਮਦਨ ਪਬਲਿਸ਼ਰਜ ਪਟਿਆਲਾ।

**BBA-403**  
**FINANCIAL MANAGEMENT**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

**Part-I**

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

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

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

**Sources of finance:** Long term and short term.

**Part-II**

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

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

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

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

**Suggested Readings:**

1. Berk, Jonathan and DeMarzo, Peter, “Financial Management”, Person Education, Dorling Kindersley (India) Pvt Ltd.
2. Bhattacharya, Hrishlkas, “Working Capital Management: Strategies and Techniques”. Prentice Hall, New Delhi.
3. Brealey, Richard A and Stewart C. Myers, “Corporate Finance”, McGraw Hill. Int. Ed, New York.
4. Chandra, Prasanna, “Financial Management”, Tata McGraw Hill, Delhi
5. Hampton, John, “Financial Decision Making”, Prentice Hall, Delhi
6. Pandey, I, M: “Financial Management”, Vikas Publishing House, Delhi.
7. Van Horne. J.G. and J.M. Wachowicz Jr, “Fundamentals of Financial Management”. Prentice-Hall, Delhi.
8. Van Horne, James G , “Financial Management and Policy”, Prentice Hall, Delhi,
9. Khan MY, Jain PK, “Financial Management”, Tata McGraw Hill, New Delhi.

*Note: The latest editions of the books should be followed.*

**BBA-404**  
**PRODUCTION AND OPERATIONS MANAGEMENT**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

**Part-I**

**Introduction:** - Concept of Production & Operations management, Market Analysis, Competitive Priorities and capabilities. New Product Design and development. Plant location and Plant layout. Scheduling for Manufacturing Systems: Production Scheduling Techniques – Sequencing.

Economic Batch Quantity with Joint Production Runs, Gantt. Charts. Network Analysis.

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

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

**Part-II**

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

**Inventory Management:** Concept and Classification of Inventory, Relevant Costs for

**Inventory Decisions:-** Inventory Control Models, Reorder level, Lead Time and Safety Stock.

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

**Suggested Readings:**

1. B. Mahadevan “Operations Management Theory & Practice”, Pearson Education.
2. Kanishka Bedi , “Production & Operations Management”, Oxford Higher Education.
3. L.J. Krajewski & L.P. Ritzman “Operations Management Processes & Value Chains”, Pearson Education.
4. B.S. Goel “Production Operation Management”.
5. Richard B Chase, F Robert Jacobs, Nicholas J Aquilano and Nitin K Agarwal , “Operations Management – For Competitive Advantage”, The McGraw Hill Companies.

*Note: The latest editions of the books should be followed.*

**BBA-405**  
**BUSINESS ENVIRONMENT**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

**Part-I**

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

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

**Part-II**

Economic Planning in India: objectives, Strategies and Evaluation of Xth plan and Strategy and priorities of XIth plan. Analysis of Current Annual Budget. The Social responsibility of business, social audit, business ethics & corporate governance Deficit Financing and its implications for the Indian Economy; Disinvestment of Public Enterprises: Rationale; Objectives and Implications.

Fiscal and Monetary Policy Changes in India, Salient Features of FEMA.



**Suggested Readings:**

1. Francis Cherunilam, “Business Environment”, Himalaya Publishing House, New Delhi.
2. K Aswathappa, “Legal Environment of Business”, Himalaya Publishing House. New Delhi.
3. M. Adhikary, “Economic Environment for Business”, Sultan Chand & Sons, New Delhi.
4. Ruddar Dutt and KPM Sundharam, “Indian Economy”, S. Chand and Company Ltd., New Delhi,
5. P.K. Ghosh and G.K. Kapoor, “Business Policy and Environment”, Sultan Chand and Sons, Delhi.
6. Paul Justin, “Business Environment – Text and Cases”, Tata McGraw Hills Pvt. Ltd., New Delhi
7. Govt. of India, Five Years Plan Documents.
8. Govt. of India, Various Issues of Annual Economic Survey of India.

*Note: The latest editions of the books should be followed.*

**BBA-406  
OPERATIONS RESEARCH****Time: 3 Hours****M. Marks: 50**

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

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

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

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

**Part-I**

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

**Part-II**

**CPM/PERT-**Basic concepts of Network Models, Preparation of the Network diagram, project duration and critical path, probability of Project completion.

**Games Theory:** Two persons zero sum games, pure strategies, mixed strategies, Dominance.

**Suggested Readings:**

1. V.K. Kapoor, "Operation Research".
2. N.D. Vohra, "Quantitative Techniques in Management".
3. Narinder K. Sethi, "Operation Management".
4. Gordon/Pressman, "Quantitative Decision Making for Business".
5. C.R. Kothari, "Quantitative Methods".
6. Barry Shore, "Quantitative Method for Research".

*Note: The latest editions of the books should be followed.*

**BBA- 407**  
**FUNDAMENTALS OF INSURANCE**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

**Part I**

Insurance- Concept of Insurance, Need, Purpose, Principles of Insurance-Principle of Indemnity, Principle of Insurable Interest, Principle of Subrogation, Principle of Utmost Good Faith, Principle of Proximate Cause, Principle of Contribution.

Reforms In Indian Insurance Sector-meaning, need and its Implications

Legal Framework- Insurance Act 1938, LIC Act 1956, GIC Act 1972 and IRDA 1999

An overview of Insurance Industry- Types of Insurance –Life Insurance, Marine Insurance, Motor Vehicle Insurance, Health Insurance, Liability Insurance.

**Part II**

Underwriting-Meaning, Purpose and Process of Underwriting

Reinsurance-Meaning, Features of reinsurance, difference between reinsurance and double insurance, Essentials of Reinsurance Programs as per IRDA.

Distribution Channels in Insurance- Role and Code of Conduct by IRDA for Agents, Direct Marketing, Bancassurance and Brokers

Insurance Specialists- Underwriters, Surveyors and Loss Assessors, Actuaries, Third Party Administrators

**Suggested Readings:**

1. Sethi, Jyotsana and Bhatia, Nishwan, “Elements of Banking and Insurance”.
2. Emmett J. Vaughan and Therese Vaughan “Fundamentals of Risk and Insurance”
3. Agarwal, O.P “Banking and Insurance”
4. Periasamy,P; Veeraselvam,M., “Risk and Insurance Management”, Tata Mc Graw Hill
5. [www.irda.org](http://www.irda.org)

*Note: The latest editions of the books should be followed.*

**BBA-408****SEMINAR****Max. Marks: 50**

**ESL–222: ENVIRONMENTAL STUDIES–II (COMPULSORY)****Time: 3 Hrs.****Max. Marks: 50****Theory Lectures: 1½ Hours/ Week**

**Section–A: (15 Marks):** It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.

**Section–B: (20 Marks):** It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying ten marks. Answer to any of the questions should not exceed four pages.

**Section–C: (15 Marks):** It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

**1. Biodiversity and its Conservation:**

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

**2. Environmental Pollution:**

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

**3. Human Population and the Environment**

- Population growth, variation among nations.
- Population explosion-Family welfare programme.
- Environment and human health.
- Human rights.

- Value education.
- HIV/AIDS.
- Women and child welfare.
- Role of information technology in environment and human health.
- Case studies.
- Road Safety Rules & Regulations: Use of Safety Devices while Driving, Do's and Don'ts while Driving, Role of Citizens or Public Participation, Responsibilities of Public under Motor Vehicle Act, 1988, General Traffic Signs.
- Accident & First Aid: First Aid to Road Accident Victims, Calling Patrolling Police & Ambulance.

#### 4. National Service Scheme

- **Entrepreneurship Development:** Definition & Meaning; Qualities of good entrepreneur; Steps/ ways in opening an enterprise; Role of financial and support service Institutions.
- **Civil/Self Defense:** Civil defense services, aims and objectives of civil defense; Needs for self defense training.

#### 5. Field Visits:

- Visit to a local area to document environmental assets—river/forest/grassland/hill/mountain.
- Visit to a local polluted site—Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds.
- Study of simple ecosystems—pond, river, hill slopes etc.
- Contribution of the student to NSS/any other social cause for service of society.

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

#### References/Books:

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

**BBA–501: ENGLISH COMPULSORY****Time: 3 Hours****Max. Marks: 50****Texts Prescribed:**

1. *All My Sons* by Arthur Miller
2. *Poems of Nature and Culture*, Guru Nanak Dev University Amritsar

**Course Contents:**

1. The study of the whole text of the play, *All My Sons* **20 Marks**
2. The study of the following poems from the prescribed book. **20 Marks**  
*Poems of Nature and Culture*

William Wordsworth:	The World is Too Much With Us
	The Solitary Reaper
Gordon Lord Byron:	She Walks in Beauty
P.B. Shelly:	Ozymandias
John Keats:	La Belle, Dame Sans Merci
Alfred Lord Tennyson:	In Memoriam
Robert Browning:	Meeting at Night
Mathew Arnold:	Dover Beach
W.B. Yeats:	Words
Walter De La Mare:	The Listeners
Wilfred Owen:	Strange Meeting
Robert Graves:	The Portrait
W.H. Auden:	The Unknown Citizen
Dylan Thomas:	Do not Go Gentle into That Good Night
Ted Hughes:	The Thought-Fox
Sylvia Plath:	Mirror
Seamus Heaney:	Honeymoon Flight
Rabindranath Tagore:	False Religion
Nissim Ezekiel:	Night of Scorpion

3. Formal letter and application writing **10 Marks**

**Instructions for the Paper Setter and Distribution of Marks:**

The question paper will consist of three sections and the distribution of marks will be as under:

**Section A: 10 Marks****Section B: 24 Marks****Section C: 16 Marks**

**Section–A:**

- I. Six questions (three questions from the play *All My Sons* and three questions from *Poems of Nature and Culture*) requiring very short answers based on the reading of *All My Sons* and the prescribed poems shall be set and examinees will be expected to answer any FIVE.  
(2x5=10 Marks)

**Section–B:**

- II. THREE questions requiring brief descriptive answers based on character, tone, plot and theme(s) in the play *All My Sons* will be set and examinees will be expected to attempt any TWO.  
(6x2= 12 Marks)
- III. THREE questions on central idea, theme, tone or style etc. of the prescribed poems from the textbook, *Poems of Nature and Culture* will be set for the students to attempt any TWO of these questions.  
(6x2= 12 Marks)

**Section–C:**

- IV. ONE question requiring students to explain a stanza with reference to context will be set. The stanza for explanation will be taken from the poems prescribed in the syllabus. ONE essay type question from the play *All My Sons* will be set.

**The students will be required to answer any of these two questions.**

**(1x8=8 Marks)**

- V. ONE question with internal choice will be set on formal letter/application writing.  
(1x8=8 Marks)



**BBA-502**  
**ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)**

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

**ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ**

1. ਜੰਗ ਬੀਤੀ ਹੱਡ ਬੀਤੀ (ਕਥਾ ਸੰਗ੍ਰਹਿ) (ਸੰਪਾ. ਜੁਗਿੰਦਰ ਸਿੰਘ ਰਾਹੀ),  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2008.  
(ਪਹਿਲੀਆਂ ਛੇ ਕਹਾਣੀਆਂ)
2. ਗੰਦ ਪ੍ਰਵਾਹ  
(ਸੰਪਾ. ਡਾ. ਬਿਕਰਮ ਸਿੰਘ ਘੁੰਮਣ ਅਤੇ ਜਸਪਾਲ ਸਿੰਘ ਰੰਧਾਵਾ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ  
(ਭਾਗ ਪਹਿਲਾ)
3. ਲਗਪਗ 200 ਸ਼ਬਦਾਂ ਵਿਚ ਪੈਰ੍ਹਾ ਰਚਨਾ
4. ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰ੍ਹੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ
5. ਵਿਆਕਰਣ :  
(ੳ) ਨਾਉ ਵਾਕੰਸ਼ : ਪਰਿਭਾਸ਼ਾ, ਬਣਤਰ ਤੇ ਪ੍ਰਕਾਰ  
(ਅ) ਵਾਕਾਤਮਕ ਜੁਗਤਾਂ : ਮੇਲ ਤੇ ਅਧਿਕਾਰ

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ**

- |    |  |        |
|----|--|--------|
| 1. | ਕਿਸੇ ਇਕ ਕਹਾਣੀ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ)  | 10 ਅੰਕ |
| 2. | ਕਿਸੇ ਇਕ ਰੇਖਾ-ਚਿਤ੍ਰ ਦਾ ਸਾਰ/ਵਿਸ਼ਾ-ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ)   | 10 ਅੰਕ |
| 3. | ਪੈਰ੍ਹਾ : ਤਿੰਨਾਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਵਿਸ਼ੇ ਉਤੇ  | 05 ਅੰਕ |
| 4. | ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰ੍ਹੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ   | 05 ਅੰਕ |
| 5. | ਨੰਬਰ 5 ਉਤੇ ਨਿਰਧਾਰਿਤ ਵਿਆਕਰਣ ਵਿਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ   | 10 ਅੰਕ |
| 6. | ਉਪਰੋਕਤ ਲੜੀ ਨੰਬਰ 1 ਅਤੇ 2 ਦੀਆਂ ਪੁਸਤਕਾਂ ਵਿਚੋਂ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ<br>5 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰੇਕ ਦਾ ਉੱਤਰ 50 ਸ਼ਬਦਾਂ ਤੋਂ ਵੱਧ ਨਾ ਹੋਵੇ |        |

5x2=10 ਅੰਕ

**BBA-502: ਮੁਢਲੀ ਪੰਜਾਬੀ**  
**(ਪੰਜਾਬ ਦਾ ਇਤਿਹਾਸ ਤੇ ਸੱਭਿਆਚਾਰ)**  
**(In Lieu of Punjabi Compulsory)**

**Time: 3 Hrs.**

**Marks: 50**

**ਅੰਕਾਂ ਦੀ ਵੰਡ:-**

**ਭਾਗ ਓ:-** ਇਸ ਭਾਗ ਵਿੱਚ 15 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਵਲੋਂ ਕਿਸੇ 10 ਦੇ ਉੱਤਰ 30-40 ਸ਼ਬਦਾਂ ਵਿੱਚ ਦਿੱਤੇ ਜਾਣ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ।

**ਭਾਗ ਅ:-** ਇਸ ਭਾਗ ਵਿੱਚ 6 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਵਲੋਂ ਕਿਸੇ 3 ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ 400-500 ਸ਼ਬਦਾਂ ਵਿੱਚ ਦਿੱਤੇ ਜਾਣ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 10 ਅੰਕ ਹਨ।

1. ਸਿੱਖ ਪੰਥ ਵਿੱਚ ਪਰਿਵਰਤਨ:- ਗੁਰੂ ਹਰਗੋਬਿੰਦ ਸਾਹਿਬ ਤੋਂ ਗੁਰੂ ਤੇਗ ਬਹਾਦਰ ਸਾਹਿਬ ਤੱਕ (1606-1675) ਮੀਰੀ-ਪੀਰੀ, ਇਸ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਤੇ ਪ੍ਰਭਾਵ, ਗੁਰੂ ਤੇਗ ਬਹਾਦਰ ਜੀ ਦਾ ਜੀਵਨ ਅਤੇ ਯੋਗਦਾਨ, ਗੁਰੂ ਤੇਗ ਬਹਾਦਰ ਸਾਹਿਬ ਦੀ ਸ਼ਹਾਦਤ।
2. ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਤੇ ਖਾਲਸਾ ਪੰਥ ਦਾ ਨਿਰਮਾਣ:- ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਜੀ (1675-1708), ਆਰੰਭਿਕ ਜੀਵਨ, ਖਾਲਸਾ ਪੰਥ ਦੀ ਸਾਜਨਾ (1699), ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਜੀ ਦੀ ਸ਼ਖਸ਼ੀਅਤ।
3. ਪੰਜਾਬ ਦਾ ਸਮਾਜਿਕ ਤੇ ਸੱਭਿਆਚਾਰਕ ਜੀਵਨ:- ਮੇਲੇ ਅਤੇ ਤਿਉਹਾਰ, ਲੋਕ ਗੀਤ, ਲੋਕ ਨਾਚ, ਪੰਜਾਬ ਦੇ ਪ੍ਰਸਿੱਧ ਲੋਕ ਕਿੱਸੇ: ਪੂਰਨ ਭਗਤ, ਹੀਰ ਰਾਂਝਾ, ਸੋਹਣੀ ਮਹੀਵਾਲ

ਸਬੰਧਿਤ ਪੁਸਤਕਾਂ:-

1. 'ਪੰਜਾਬ ਦਾ ਲੋਕ ਵਿਰਸਾ', ਕਰਨੈਲ ਸਿਮਘ ਬਿੰਦ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਉਰੋ ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ ਪਟਿਆਲਾ।
2. 'ਪੰਜਾਬ ਦਾ ਵਿਰਸਾ', ਪ੍ਰਿਥੀਪਾਲ ਸਿੰਘ ਕਪੂਰ, ਨਿਊ ਬੁੱਕ ਕੰਪਨੀ ਜਲੰਧਰ।
3. 'ਪੰਜਾਬ' (ਇਤਿਹਾਸ; ਕਲਾ ਸਾਹਿਤ ਤੇ ਸੱਭਿਆਚਾਰ ਆਦਿ) ਮੁੱਖ ਸੰਪਾਦਕ ਮਹਿੰਦਰ ਸਿੰਘ ਰੰਧਾਵਾ, ਭਾਸ਼ਾ ਵਿਭਾਗ ਪੰਜਾਬ ਪਟਿਆਲਾ।
4. 'ਸ਼ਿਰੋਮਣੀ ਸਿੱਖ ਇਤਿਹਾਸ' 1469-1708 ਡਾ. ਸੁਖਦਿਆਲ ਸਿੰਘ, ਸੰਗਮ ਪਬਲੀਕੇਸ਼ਨ, ਸਮਾਣਾ।
5. 'ਸੰਖੇਪ ਜੀਵਨ ਦਸ ਗੁਰੂ ਸਾਹਿਬਾਨ', ਗਿਆਨੀ ਜਗਤਾਰ ਸਿੰਘ ਰਾਏ ਮੋਰਾਵਾਲੀ, ਆਜਾਦ ਬੁੱਕ ਡੀਪੂ, ਹਾਲ ਬਜਾਰ, ਅੰਮ੍ਰਿਤਸਰ।
6. 'ਸਿੱਖ ਇਤਿਹਾਸ' (1469-1765), ਪ੍ਰਿੰਸੀਪਲ ਤੇਜਾ ਸਿੰਘ, ਡਾ. ਗੰਡਾ ਸਿੰਘ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਉਰੋ ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ ਪਟਿਆਲਾ।
7. 'ਸਿੱਖ ਇਤਿਹਾਸ' ਭਾਗ ਪਹਿਲਾ, ਖੁਸ਼ਵੰਤ ਸਿੰਘ ਅਨੁਵਾਦਕ ਡਾ. ਗੁਰਦਰਸ਼ਨ ਸਿੰਘ ਔਲਖ, ਲਾਹੌਰ ਬੁੱਕ ਸ਼ਾਪ ਲੁਧਿਆਣਾ।
8. 'ਪੰਜਾਬ ਦਾ ਵਿਰਸਾ' (ਪੰਜਾਬ ਦੇ ਸਭਿਆਚਾਰ ਦਾ ਵਿਕਾਸ) ਪ੍ਰਿਥੀਪਾਲ ਸਿੰਘ ਕਪੂਰ, ਨਿਊ ਬੁੱਕ ਕੰਪਨੀ ਜਲੰਧਰ।
9. 'ਸਿੱਖ ਹਿਸਟਰੀ' 1469-1988 ਖੁਸ਼ਵੰਤ ਸਿੰਘ, ਨਵਜੁੱਗ ਪਬਲਿਸ਼ਰਜ ਨਵੀਂ ਦਿੱਲੀ।
10. 'ਸਾਡਾ ਇਤਿਹਾਸਭਾਗ ਪਹਿਲਾ' (1469-1708) ਪੰਜਾਬ ਦਾ ਇਤਿਹਾਸ: ਸਤਿਬੀਰ ਸਿੰਘ, ਨਿਊ ਬੁੱਕ ਕੰਪਨੀ ਜਲੰਧਰ।
11. 'ਪੰਜਾਬ ਦਾ ਇਤਿਹਾਸ' (1469-1799) ਸ਼ਿਵ ਗਜਰਾਨੀ, ਮਦਨ ਪਬਲਿਸ਼ਰਜ ਪਟਿਆਲਾ।

**BBA- 503  
COMPANY LAW****Time: 3 Hour****Max. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part – I**

Company – Meanings, Features, Types, Promotion and Registration, Preliminary contracts, Memorandum of Association: Meaning, Importance, Contents, Alteration, Doctrine of Ultra-Virus.

Article of Association: Meaning, Contents, Alteration, Memorandum of Association and Article of Association, Constructive notice of Memorandum and Article, Doctrine of Indoor Management.

Prospectus: Definition, Dating and Registration of Prospectus, Kind of Prospectus: Shelf Prospectus, Deemed Prospectus, Abridge Prospectus, Red herring Prospectus,

Statement in lieu of Prospectus and Liability for Misstatement in prospectus.

Share Capital: Kinds, Classes of Capital, Alteration of Capital, Further issue of Capital, Voting Rights. Transfer and transmission of shares

**Part – II**

Board of Directors: Directors Powers, duties, appointment, removal, legal position, Borrowing Powers, Raising Public deposits and debenture

Company Meetings:- Statutory, Annual general meeting, extraordinary meeting, meeting of BOD, Guidelines for managerial remuneration, Quorum for different meetings, Kinds of resolutions, dividend and bonus shares, Notes on winding up.

Procedure for Conducting Meetings (including Board meetings).

**Suggested Readings:**

1. Avtar Singh, “Company Law”.
2. N. D. Kapoor, “Company Law & Secretarial Practice”.

***Note I:*** The latest editions of the books should be followed.

***Note II:*** The teacher will use simulation method and will hold at least one statutory meeting, one Annual General Meeting, one Extraordinary Meeting and one Board Meeting.

**BBA-504**  
**ENTERPRENEURSHIP AND SMALL BUSINESS**

**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part-I**

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

Characteristics of Entrepreneur Leadership risk taking, decision making and business planning. Innovation and entrepreneurship, entrepreneurial behaviour and motivation.

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

**Part-II**

**Small Business as a Seed Bed of Entrepreneurship:** Concept of business venture. The start-up process: Concept, Plan, Implementation, Initial Strategic Planning, Product and Marketing Scope, Legal and tax consideration, risk analysis and financial considerations. Profit

Planning in Small Enterprise: Growth Strategies and diversification. Finance Management in current operations and expansion of capital.

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

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

**Suggested Readings:**

1. Hall, B. Pricke; and Royce L. Brahamson, “Small Business Management”.
2. Kenneth R., Van Voorthis, “Entrepreneurship and Small Business Management”.
3. Hans Schollhammer and Arthur H. Kuriloff, “Entrepreneurship and Small Business Management”.
4. Joseph R. Mancuso, “How to Start, Finance and Manage Your Own Small Business”.
5. Sharma, R.A, “Entrepreneurial Change in Indian Industries”.
6. Dhar, P.N. and Lydall H.F., “The Role of Small Enterprises in Indian Economic Development”.

*Note: The latest editions of the books should be followed.*

**BBA- 505**  
**COST ACCOUNTING**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

**Unit I**

Introduction:- Concept of cost, costing, cost Accounting & Cost Accountancy, Limitations of Financial Accounting, Origin and Objectives of cost Accounting, Advantages and limitations of Cost Accounting, Difference between Financial and Cost Accounting , Cost Unit & Cost Centre, Elements of cost, Material, Labour and other Expenses Classification of cost, Types of Costs and Preparation of Cost Sheet

**Methods of Costing**

Contract Costing

Process Costing - Meaning, Features, Normal and Abnormal Loss/ Gains

**Unit II**

**Marginal Costing** – Meaning and various concepts - Fixed Cost Variable Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety.

**Standard Costing-** Definition and Meaning of Various Concepts Advantages and Limitations of Standard Costing,

Variance Analysis – Material and Labour Variances only.

**Budget and Budgetary Control-** Definition, Meaning and objectives of Budgetary control Advantages and disadvantages of Budgetary Control Types of Budget

**Suggested Readings:**

1. Vasistha and Saxena, “Advanced Cost Accounting”,
2. Jain. S.P. and Narang, “Advanced Cost Accounting”.
3. Maheshwari, S.N. “Cost Accounting”
4. Arora, M.N “ Cost Accounting Principles & Practices”, Vikas Publishing House, New Delhi
5. Dev, Prabhu “Cost Accounting”, Himalaya Publication, New Delhi
6. Horngreen, Charles, T., Datar and Rajan, Madav. V, “Cost Accounting”, Dorling Kindersley (India) Pvt. Ltd, Pearson Publishers Ltd.

*Note: The latest editions of the books should be followed.*



**BBA-511**  
**GROUP A- CONSUMER BEHAVIOUR**

**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part –I**

Introduction to Consumer Behavior (CB) - Importance, Scope, Need for studying CB, Consumer Research Consumer Motivation: Needs & Goals, Positive & Negative motivation, Types & Systems of Needs Hierarchy & Trio of Needs.

Personality: Nature, Theories; Freudian, Neo Freudian & Trait, Self-Concept.

Perception: Sensation, Absolute Threshold and Differential Threshold.

Learning: Classical learning, Instrumental learning and Cognitive learning theories

Attitude: Tricomponent Attitude Model, Sources of Influence, Attitude Measurement.

**Part - II**

Reference Groups: Concepts and Appeals.

Social Class & its measurement

Culture & Sub Culture: Definition & Influence

Introduction to Opinion leadership & Consumer Innovation

Consumer Decision Making

**Suggested Readings:**

1. Schiffman, I. G. and Kanuk, L. L. "Consumer Behaviour", Pearson Education, New Delhi.
2. Blackwell, Roger D., Miniard, Paul W., and Engel James F. "Consumer Behaviour", Cengage Publishing.
3. Solomon, Michael R. "Consumer Behaviour", Pearson Education, New Delhi.
4. Assael, Henry, "Consumer Behaviour and Marketing Action", Cengage Publishing.
5. Loudon, David L. and Della Bitta, Albert J., "Consumer Behavior", Tata McGraw-Hill.

*Note: The latest editions of the books should be followed.*

**BBA- 512****GROUP A- ADVERTISING & SALES MANAGEMENT****Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part – I**

Definition, Nature and Evolution of Advertising, its functions and role and types of Advertising Social, Economic and Legal Aspects of Advertising. Advertising and Marketing Mix, Advertising and Communication Process Advertising Budget: Objectives, Preparation and Methods of Advertising Budget Advertising Agency: Function, Selection and Compensation.

Advertising Media: Different Types of Media, Function, Merits and Demerits of Media, Selection of Media and its Vehicles.

Copy Writing: Different Elements of a Copy and Layout

**Part –II**

Introduction to Sales Management, Nature, role and importance. Functions of Sales Manager, Sales Organization: Formal, Informal, Horizontal, Vertical, Centralized, Decentralized, Geographic, Customer, Product, Combination, Organizations.

Planning and recruitment of sales force - Job analysis specification, Job description, Sources of Recruitment, Selection of Sales Person.

Sales Training - Objective, Designing Training Programme.

Sales Force Motivation: Nature, Importance, Factors Influencing the Motivation of sales force.

Compensations: Types, Compensations Plan.

Evaluation of Sales Forces Performance: Qualitative and Quantitative Basis to Evaluate Sales Force Control and Budget.

**Suggested Readings:**

1. Belch, George E. and Belch, Michael A. “Advertising and Promotion”, Tata McGraw Hill.
2. Guinn, Allen, Chris T., Semenik, Richard J. “Advertising & Integrated Brand Promotion”, Thomson – South Western.
3. Batra, Rajeev, Mayers, John G., and Aaker, David A. “Advertising Management”, Pearson Education, New Delhi.
4. Spiro, Stanton and Rich “Management of a Salesforce”, Tata McGraw Hill.
5. Richard R Still, Cundiff W Edward Govoni A P Norman, “Sales Management Decision Strategy and Cases”, Pearson Education.
6. Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar, “Marketing Management”, South Asian Perspective, Pearson Education, New Delhi.
7. Aaker, David A and Myera John G., “Advertising Management”, Prentice Hall of India, New Delhi.

*Note: The latest editions of the books should be followed.*

**BBA-521****GROUP B- INDUSTRIAL RELATIONS & LABOUR LEGISLATIONS****Time: 3 Hour****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part – I**

Concept of Industrial Relations : Factors affecting industrial relations. Importance of Industrial Relations, Collective Bargaining and Labour Management Co-Operation in India including Works Committee.

Discipline and Grievance Management; Negotiation and Collective Settlements; Workers Participation in Industry, Productive Bargaining and Gain Sharing; Employee Empowerment and Quality Management; Industrial Relations and Technological Change

**Part – II**

Emergence and Objectives of Labour Laws and their Socio-economic Environment; Industrial Relations Laws-Laws Relating to Industrial Disputes, Trade Unions, and Standing Order; Social Security.

Workmen's Compensation Act., Employees' State Insurance Act.

Wages and Bonus Laws-The Law of Minimum Wages, Payment of Wages, Payment of Bonus; Laws relating to working conditions: The Law Relating to Factories.

**Suggested Readings:**

1. Sinha, P.R.N, Sinha, Indu Bala and Shekhar, Seema Priyadarshani , “Industrial Relations, Trade Unions and Labour Legislation”, Pearson Education, New Delhi.
2. Sarma, A.M, “Industrial Relations and Labour Laws”, Himalaya Publishing House, Mumbai.

*Note: The latest editions of the books should be followed.*

**BBA- 522****GROUP B -ORGANISATION CHANGE AND DEVELOPMENT****Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part – I**

Organisation Change: - Introduction, importance, forces of change and types of change.

Models of change: - systems model of change, Lewin's Force Field Analysis Model, the Continuous change Process Model, Change and Transition Management.

Change & its impact: - effects of change on people, operational effects, psychological effects, social effects, people's reaction to change:- Acceptance of change, indifference, organized resistance, frustration & aggression, Reasons for resistance and Methods of minimizing resistance.

**Part – II**

Organisation Development: - Meaning, features, objectives, History of OD in India and abroad, organizational problems and process of organizational development.

OD interventions: - concept, characteristics, classification of intervention, OD interventions as tool to improve effectiveness of organization. Process of OD interventions, Team building.

**Suggested Readings:**

1. Bhatia, S.K, "Management of Change & Organisation Development- Innovative Approaches", Deep & Deep Publications, New Delhi.
2. Bhattacharya, Dipak Kumar, "Organization Change & Development", Oxford University Press.
3. Singh, Kavita, "Organisation Change & Development, Excel Books.

*Note: The latest editions of the books should be followed.*

**BBA-531**  
**GROUP C - MANAGEMENT OF BANKING OPERATIONS**

**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part – I**

Management of banks: Regulatory role of RBI, Monetary Policy-meaning and its implications  
Laws in banking-RBI Act 1934, Negotiable Act 1881, The Banking Regulation Act 1949

Types of Bank Accounts- Fixed or time deposit account, Savings bank deposit account, Current deposit account, Recurring deposit account.

Lending- Features of bank credit, types of lending, terms and conditions of lending, different types of loans and their features

**Part – II**

Risk management in banks- types of risks, Capital Adequacy- the Basel Accord implications for bank, CRAR and Prudential Norms for asset classification, income recognition and provisioning, Anti- money laundering and KYC norms.

Introduction to Asset Liability Management, Customer Relationship Management,

Corporate Governance in Commercial Banks

Innovations in Banking with special reference to Fee Based Services

**Suggested Readings:**

1. Padmalatha, Suresh and Justin Paul, “Management of Banking and Financial Services”, Pearson Education, New Delhi.
2. Sharma, R.K., Gupta, Shashi K, Jagwant Singh, “Banking and Insurance”
3. Agarwal O.P, “Banking and Insurance”
4. Sethi, Jyotsana and Bhatia, Nishwan, “Elements of Banking and Insurance”

*Note: The latest editions of the books should be followed.*

**BBA-532**  
**GROUP C -INSURANCE & RISK MANAGEMENT**

**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part – I**

Definition, nature, Role and Importance of Insurance, Salient Feature of IRDA Act 1999, Rationale for opening up of the Insurance Sector to the private sector. Nature of Life Insurance Contract.

Annuities, Surrender Value, Calculation of Premium and measurement of risk. Progress of Life Insurance Business in India, Fire Insurance – Nature and Use, Policy Condition, Rate Fixation, Payment of Claims, Reinsurance, Marine Insurance: Nature. Premium Calculation, Payment of Claims

Motor Insurance Policy and Covers, Comprehensive Policy, Third Party Act Policies, Extra Benefits cover Motor Insurance Claims.

**Part – II**

Concept of Risk, Corporate and Personal Risk Management .

Identification of Risk: Tools/Techniques for perception of risk; Methods for determining the operative causes of peril; Safety audit.

Evaluation of Risk: Risk Avoidance & Reduction of Risk: methods of loss prevention and risk reduction; Role of surveyors in loss prevention/ risk reduction.

Techniques of Risk Financing: Retention of risk; Captive insurance companies, Transfer of Risk: Types of risk transfer; Benefits and limitation of Insurance:- Partial insurance arrangements.

**Suggested Readings:**

1. Insurance Regulation and Development Act.
2. Gopal Krishan, G, “Insurance Principles and Practice”, Sterling Publishers, New Delhi.

*Note: The latest editions of the books should be followed.*



**BBA- 541****Group D- INTERNATIONAL BUSINESS ENVIRONMENT****Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part – I**

Introduction to International Business: Importance nature and scope of International business; modes of entry into International Business.

Environmental Context of International Business: Framework for analyzing International business environment – Domestic, foreign and global environments and their impact on international business decisions.

International Financial Environment: Foreign investments -Pattern, Structure and effects; Movements in foreign exchange and interest rates and then impact on Trade and investment flows.

**Part – II**

International Economic Institutions and Agreements: WTO, IMF, World Bank, UNCTAD, and other International agreements; International commodity trading and agreements.

Global Trading Environment: World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; Counter trade.

Globalisation & Society:- Emerging Developments and Other Issues: Growing concern for ecology; IT and international business.

**Suggested Readings:**

1. Bennet, Roger, “International Business”, Financial Times, Pitman Publishing, London.
2. Bhattacharya, B., “Going International: Respon se Strategies of the Indian Sector”, Wheeler Publishing, New Delhi.
3. Griffin, Ricky W. and Pustay, Michael W, “International Business: A Managerial Perspective”, Addison Wesley Readings.

Note: The latest editions of the books should be followed.

**BBA- 542****GROUP D– MANAGEMENT OF INTERNATIONAL BUSINESS ORGANISATIONS****Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part – I**

Globalization and International Business: - Meaning, Forces Driving Globalization, Reasons for Globalization of Business, Modes of Operation of International Business, International Business vs. Domestic Business. Dealing of international Business with Cultural Differences.  
Globalisation and Society: - Impact of FDI, Economic Impact of MNE, Foundations of Ethical Behavior, Ethics & Corporate Bribery, Ethicals Dilemmas and Business Practices.  
Multinational Corporations and their Involvement in International Business, Issues in Foreign Investments, Technology Transfer, Pricing and Regulations.

**Part – II**

Export Import Strategies: - Introduction, Export Strategy, Import Strategy, Export Import Process and Documentation.  
Direct Investment and Collaborative Strategies: - Types of Collaborative Arrangements, Problems with Collaborative Arrangements, Managing Foreign Arrangements.  
Organization of International Business: - Introduction, Organization Structure, Coordination and Control System, Organization Culture.  
Managing International Operations, Global Manufacturing and Supply Chain Management, International Accounting Issues.

**Suggested Readings:**

1. Daniels, John D and Radebaugh, Lee.H, “International Business –Environments and Operations, Pearson Publishing House Ltd, New Delhi.
2. Bennet, Roger, “International Business”, Financial Times, Pitman Publishing, London.

*Note: The latest editions of the books should be followed.*

**BBA- 601**  
**ENGLISH COMPULSORY**

**Time: 3 Hours**

**Max. Marks: 50**

**Texts Prescribed:**

1. *The English Teacher* by R.K. Narayan
2. *Glimpses of Theatre*, Guru Nanak Dev University Amritsar.

**Course Contents:**

- |   |                 |
|---|-----------------|
| 1. The study of the whole text of the novel, <i>The English Teacher</i>                             | <b>21 Marks</b> |
| 2. The study of the following one-act plays from the prescribed book,<br><i>Glimpses of Theatre</i> | <b>21 Marks</b> |
| i) The Will   |                 |
| ii) Villa for Sale  |                 |
| iii) Progress   |                 |
| iv) The Monkey's Paw  |                 |
| v) Sorry Wrong Number   |                 |

Essay Writing

**8 Marks**

**Instructions for the Paper Setter and Distribution of Marks:**

**Note: The paper setters should avoid questions of theoretical nature on English Grammar. The question paper will consist of three sections and the distribution of marks will be as under:**

**Section A: 10 Marks**

**Section B: 24 Marks**

**Section C: 16 Marks**

**Section–A:**

- I. SIX questions (three questions based on the prescribed one-act plays from the textbook, *Glimpses of Theatre* and three questions based on the novel, *The English Teacher* requiring very short answers based on the close reading of the prescribed novel and one-act plays shall be set and examinees will be expected to answer any FIVE.  
**(2x5=10 Marks)**

**Section–B:**

- II. THREE questions requiring brief descriptive answers based on character, tone, plot and theme(s) in the prescribed one-act plays will be set and examinees will be expected to attempt any TWO. **(6x2= 12 Marks)**
- III. THREE questions on central idea, theme, tone or style etc. of the prescribed novel will be set for the students to attempt any TWO of these questions. **(6x2= 12 Marks)**

**Section–C:**

- IV. ONE question requiring the students to write an essay on one of the three given topics will be set. **(1x8=8 Marks)**
- V. TWO essay type questions (one from the prescribed one-act plays and one from the prescribed novel) will be set for the students to answer any ONE of these questions. **(1x8= 8 Marks)**

**BBA- 602**  
**ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)**

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

**ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ**

1. **ਜੰਗ ਬੀਤੀ ਹੱਡ ਬੀਤੀ** (ਕਥਾ ਸੰਗ੍ਰਹਿ) (ਸੰਪਾ. ਜੁਗਿੰਦਰ ਸਿੰਘ ਰਾਹੀ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2008. (ਪਿਛਲੀਆਂ ਛੇ ਕਹਾਣੀਆਂ)
2. **ਗੰਦ ਪ੍ਰਵਾਹ**  
(ਸੰਪਾ. ਡਾ. ਬਿਕਰਮ ਸਿੰਘ ਘੁੰਮਣ ਅਤੇ ਜਸਪਾਲ ਸਿੰਘ ਰੰਧਾਵਾ)  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ  
(ਭਾਗ ਦੂਜਾ)
3. **ਲੇਖ ਰਚਨਾ** (ਵਿਦਿਅਕ ਅਤੇ ਸਭਿਆਚਾਰਕ ਵਿਸ਼ਿਆਂ ਬਾਰੇ)
4. **ਸੰਖੇਪ ਰਚਨਾ**
5. **ਵਿਆਕਰਣ :**  
(ੳ) ਕਿਰਿਆ ਵਾਕੰਸ਼ : ਪਰਿਭਾਸ਼ਾ, ਬਣਤਰ ਤੇ ਪ੍ਰਕਾਰ  
(ਅ) ਕਾਰਕ ਅਤੇ ਕਾਰਕੀ ਸਬੰਧ

**ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ**

- |    |   |        |
|----|---|--------|
| 1. | ਕਿਸੇ ਇਕ ਕਹਾਣੀ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ)   | 10 ਅੰਕ |
| 2. | ਕਿਸੇ ਇਕ ਨਿਬੰਧ ਦਾ ਸਾਰ/ਵਿਸ਼ਾ-ਵਸਤੂ (ਦੋ ਵਿਚੋਂ ਇਕ)   | 10 ਅੰਕ |
| 3. | ਲੇਖ ਰਚਨਾ : ਤਿੰਨਾਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਵਿਸ਼ੇ ਉਤੇ   | 05 ਅੰਕ |
| 4. | ਸੰਖੇਪ ਰਚਨਾ  | 05 ਅੰਕ |
| 5. | ਨੰਬਰ 5 ਉਤੇ ਨਿਰਧਾਰਿਤ ਵਿਆਕਰਣ ਵਿਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ  | 10 ਅੰਕ |
| 6. | ਉਪਰੋਕਤ ਲੜੀ ਨੰਬਰ 1 ਅਤੇ 2 ਦੀਆਂ ਪੁਸਤਕਾਂ ਵਿਚੋਂ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ 5 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰੇਕ ਦਾ ਉੱਤਰ 50 ਸ਼ਬਦਾਂ ਤੋਂ ਵੱਧ ਨਾ ਹੋਵੇ |        |

5X2=10 ਅੰਕ

## BBA -602

## ਮੁਢਲੀ ਪੰਜਾਬੀ

## (ਪੰਜਾਬ ਦਾ ਇਤਿਹਾਸ ਤੇ ਸੱਭਿਆਚਾਰ)

(In Lieu of Punjabi Compulsory)

Time: 3 Hrs.

Marks: 50

ਅੰਕਾਂ ਦੀ ਵੰਡ :-

ਭਾਗ ਓ:- ਇਸ ਭਾਗ ਵਿੱਚ 15 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਵਲੋਂ ਕਿਸੇ 10 ਦੇ ਉੱਤਰ 30-40 ਸ਼ਬਦਾਂ ਵਿੱਚ ਦਿੱਤੇ ਜਾਣ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ।

ਭਾਗ ਅ:- ਇਸ ਭਾਗ ਵਿੱਚ 6 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਕਿਸੇ 3 ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ 400-500 ਸ਼ਬਦਾਂ ਵਿੱਚ ਦਿੱਤੇ ਜਾਣ। ਹਰੇਕ ਦੇ 10 ਅੰਕ ਹਨ।

1. ਰਣਜੀਤ ਸਿੰਘ ਅਧੀਨ ਪੰਜਾਬ ਦਾ ਏਕੀਕਰਨ ਅਤੇ ਵਿਸਥਾਰ :- 1790 ਵਿੱਚ ਪੰਜਾਬ ਦੇ ਰਾਜਨੀਤਿਕ ਹਾਲਾਤ, ਰਣਜੀਤ ਸਿੰਘ ਦਾ ਜੀਵਨ ਅਤੇ ਜਿੱਤਾਂ, ਅੰਮ੍ਰਿਤਸਰ ਦੀ ਸੰਧੀ, ਰਣਜੀਤ ਸਿੰਘ ਦੇ ਅੰਗਰੇਜ਼ਾਂ ਨਾਲ ਸਬੰਧ, ਸੈਨਿਕ ਪ੍ਰਬੰਧ, ਪੰਜਾਬ ਦਾ ਮਿਲਾਨ ਬ੍ਰਿਟਿਸ਼ ਰਾਜ ਵਿੱਚ।
2. ਰਾਜਨੀਤਿਕ ਜਾਗ੍ਰਿਤੀ ਅਤੇ ਸਮਾਜਿਕ-ਧਾਰਮਿਕ ਸੁਧਾਰ ਅੰਦੋਲਨ :- 1857 ਦਾ ਵਿਦਰੋਹ ਅਤੇ ਪੰਜਾਬ, ਕੂਕਾ ਅੰਦੋਲਨ, ਗਦਰ ਅੰਦੋਲਨ, ਆਰੀਆ ਸਮਾਜ, ਨਿਰੰਕਾਰੀ ਤੇ ਨਾਮਧਾਰੀ, ਸਿੰਘ ਸਭਾ ਅੰਦੋਲਨ, ਗੁਰਦੁਆਰਾ ਸੁਧਾਰ ਅੰਦੋਲਨ ਅਤੇ ਅਕਾਲੀ।
3. ਵੰਡ ਅਤੇ ਸੁਤੰਤਰਤਾ :- ਜਲਿਆਵਾਲਾ ਬਾਗ ਹੱਤਿਆਕਾਂਡ, ਅਸਹਿਯੋਗ ਅੰਦੋਲਨ, ਨੌਜਵਾਨ ਭਾਰਤ ਸਭਾ, ਸਿਵਲ ਨਾ ਫੁਰਮਾਨੀ ਅੰਦੋਲਨ, ਭਾਰਤ ਛੱਡੋ ਅੰਦੋਲਨ, ਮਹਾਨ ਸੁਤੰਤਰਤਾ ਸੈਨਾਨੀਆਂ ਦਾ ਯੋਗਦਾਨ-

# ਲਾਲਾ ਲਾਜਪਤ ਰਾਏ

# ਮਾਸਟਰ ਤਾਰਾ ਸਿੰਘ

# ਸ.ਕਰਤਾਰ ਸਿੰਘ ਸਰਾਭਾ

# ਸ. ਭਗਤ ਸਿੰਘ

# ਸ.ਊਧਮ ਸਿੰਘ

# ਸ. ਖੜਕ ਸਿੰਘ

## ਸਬੰਧਤ ਪੁਸਤਕਾਂ:-

1. ‘ਰਣਜੀਤ ਸਿੰਘ’, ਨਰਿੰਦਰ ਕ੍ਰਿਸ਼ਨ ਸਿਨਹਾ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
2. ‘ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ’, ਸੀਤਾ ਰਾਮ ਕੋਹਲੀ, ਆਤਮਾਰਾਮ ਐਂਡ ਸੰਨਜ, ਪਬਲਿਸ਼ਰਜ਼ ਐਂਡ ਬੁੱਕ ਸੈਲਰਜ਼ ।
3. ‘ਸਿੱਖ ਹਿਸਟਰੀ’ 1469-1988 ਖੁਸ਼ਵੰਤ ਸਿੰਘ, ਨਵਯੁੱਗ ਪਬਲਿਸ਼ਰਜ਼, ਨਵੀ ਦਿੱਲੀ ।
4. ‘ਸਿੱਖ ਇਤਿਹਾਸ’ ਭਾਗ ਦੂਜਾ (1839-2004), ਖੁਸ਼ਵੰਤ ਸਿੰਘ ਅਨੁਵਾਦਕ ਡਾ. ਗੁਰਦਰਸ਼ਨ ਸਿੰਘ ਔਲਖ, ਲਾਹੌਰ ਬੁੱਕ ਸ਼ਾਪ ਲੁਧਿਆਣਾ।
5. ‘ਸਿੱਖ ਇਤਿਹਾਸ’ (1526-1849) ਬਿਸ਼ਨ ਦਾਸ, ਮਲਹੋਤਰਾ ਬ੍ਰਦਰਜ਼ ਪਬਲਿਸ਼ਰਜ਼, ਦਿੱਲੀ ।
6. ‘ਪੰਜਾਬ ਦੀਆਂ ਲਹਿਰਾਂ’ (1850-1910), ਸ਼ਮਸ਼ੇਰ ਸਿੰਘ ‘ਅਸ਼ੋਕ’, ਪ੍ਰਕਾਸ਼ਕ ਕਵਿਰਾਜ ਨਰਾਇਣ ਸਿੰਘ ਵੱਲਭ ਨਿਆਮਤ ਪੁਰੀ ।
7. ‘ਪੰਜਾਬ ਦਾ ਵਿਰਸਾ’, ਪ੍ਰਿਥੀਪਾਲ ਸਿੰਘ ਕਪੂਰ, ਨਿਉ ਬੁੱਕ ਕੰਪਨੀ, ਜਲੰਧਰ।
8. ‘ਸਿੱਖ ਇਤਿਹਾਸ’, ਕਨਿੰਘਮ, ਲਾਹੌਰ ਬੁੱਕ ਸ਼ਾਪ, ਲੁਧਿਆਣਾ ।
9. ‘ਪੰਜਾਬ ਦਾ ਇਤਿਹਾਸ’ (1791-1966) ਸ਼ਿਵ ਗਜਰਾਨੀ, ਮਦਨ ਪਬਲੀਸ਼ਰਜ਼, ਪਟਿਆਲਾ ।

**BBA-603**  
**BBA-603: INCOME TAX**

**Time: 3 Hours****Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part – A**

Basic concepts: Income, Agricultural Income, Person, Assessee, Assessment Year, Previous Year, Gross Total Income, Total Income. Residential Status Tax Incidence and Residential Status Exempted income under section 10(1), 10(2), 10(2A), 10(5), 10(7), 10(10), 10(10A), 10(10AA), 10(10B), 10(10D), 10(11), 10(12), 10(13), 10(13A), 10(14), 10(16), 10(32), 10(34), 10(35), 10(36), 10(37), 10(38).

Computation of income under different heads Salaries, Income from house property Profits and gains of business or profession. Sections to be covered are: Sec-28, 29, 30, 31, 32, 35, 36, 37, 40(a), 40(b), 40A, 43B, 44AA, 44AB, 44AD and 44AE.

**Part-B**

Capital Gains: Basis of Charge. Meaning of capital assets. Classification of capital assets and their tax implication. Meaning of Transfer; Elementary Knowledge of Transactions not to be Treated as Transaction of Transfer. Computation of Capital Gains( Depreciable and Non-Depreciable Assets) Special cases to be covered - Conversion of Capital assets into stock in Trade; Compulsory acquisition of assets; Self generated assets; Transfer of bonus shares.

Exemptions to be covered: Sec 54, 54B, 54EC, 54F, 54H.

Computation of tax liability under section 111A and 112

Capital gain provisions related to Individual and Firm need to be covered.

Income from other sources [excluding Sec-2(22)] Computation of Total Income and Tax Liability of an individual.

Clubbing of income and Aggregation of income and set-off and carry forward of losses (excluding Sec-94(7) and 94(8))

Deductions from Gross Total Income; Section 80A, 80AB, 80AC, 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80GGC, 80TTA and 80U.

Computation of total income and tax liability of individuals and firms.

**Suggested Readings:**

1. Ahuja, Girish and Ravi Gupta, “Systematic Approach to Income Tax”, Bharat Law House, Delhi.
2. Singhanian, Vinod K., and Kapil Singhanian, “TDS Computation and E- filing of TDS Returns”, Taxmann Publications Pvt. Ltd., New Delhi.
3. Singhanian, Vinod K., “Tax Computation and E-filing of Income Tax Returns”, Taxmann Publications Pvt. Ltd., New Delhi.

**BBA- 604**  
**FUNDAMENTALS OF CAPITAL MARKET**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

**Part – I**

Introduction-evolution, structure, functions, objectives and importance of capital market in India.

Components of capital market- introduction to New issue market, stock market, financial institutions

Instruments in capital market-Shares (Equity and Preference), Warrants, Bonds and its types, GDRs, ADRs, ETFs, Mutual Funds, Derivatives (forwards, futures and options).

Participants in Capital Market

Difference between Capital Market and Money Market.

**Part – II**

Stock Exchanges-Stock Exchanges in India, Organisation, Management, Membership, rules of stock exchange, operators at stock exchanges SEBI guidelines on Stock Exchange, weaknesses of stock exchange in India

Listing of securities-requirement for listing, objectives of listing, advantages of listing,

Security Market Indices-Uses of Security Market Indices, Types of Indices, Differentiating Factors in constructing Market Indices.



**Suggested Readings:**

1. V.A Avadhani, “Security Analysis and Portfolio Management”, Himalaya Publishers, New Delhi.
2. Brown, Reilly, “Investment Analysis and Portfolio Management”, Thomson Publishers.
3. Singh, Preeti, “Investment Management”, Himalaya Publishers, New Delhi.
4. NCFM Modules ([www.nseindia.com](http://www.nseindia.com))
5. [www.sebi.gov.in](http://www.sebi.gov.in), [www.nseindia.com](http://www.nseindia.com), [www.capitalmarket.com](http://www.capitalmarket.com)

*Note: The latest editions of the books should be followed.*

**BBA-605****VIVA-VOCE****Max. Marks: 50**

**BBA -611****Group A- SERVICES MARKETING****Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part – I**

**Evolution and Understanding of Services Marketing:** Conceptual Framework, Service Defined, Nature of services; Characteristics of services- Intangibility, Inconsistency, Inseparability and inventory. Classification of Services; Consumer versus Industrial Services, Importance of Services Marketing in Indian Economy & Global Scenario  
Service Marketing Mix: Introduction to the 7Ps ( 4 Ps + Extended 3 Ps)of Services Marketing Mix.

Services Marketing Mix (4Ps):

**Product Service Mix:-** introduction, Transition from Product Marketing from Service Marketing, Differentiating goods from service, categories of service mix. Goods- Services marketing continuum.

**Price:** Factors involved in pricing a service product, capacity planning, measures to respond to change in demand, Reshaping demand using effective pricing.

**Place:** Distribution Strategies, Challenges in distribution of services, Role of internet in distribution.

**Promotion:** Objectives, Personal Selling, Advertising & Sales Promotion.

**Part – II**

Extended 3 Ps of Service Marketing Mix

**People:** Role of service employees in service business, training & development of employees, Motivation and Empowerment.

**Process:** Services as process or system- different process aspects and managerial challenges, strategies for managing inconsistency, customer service in service marketing.

**Physical Evidence:** nature, importance, service scapes.

**Services Marketing Implementation:** Services Marketing Triangle, Servqual Model Rater, PZB Gap Model.

**Suggested Readings:**

1. Zeithaml, V.A., Bitner, Mary Jo, Pandit, “Services Marketing”, Tata McGraw Hill, New Delhi.
2. Lovelock, Christopher, Wirtz Jochen, Chatterjee, “Services Marketing: People,Technology, Strategy”, Pearson Education, New Delhi.
3. Payne, Adrian, “The Essence of Services Marketing”, Prentice Hall of India, New Delhi.
4. Nargundhar, Rajendra, “Services Marketing”, Tata McGraw Hill, New Delhi.
5. Goncalves, Karen P., “Services Marketing-A Strategic Approach”, Prentice Hall International, New Jersey.
6. Jauhari, Vinnie, Dutta, “Services- Marketing, Operations Management”, Oxford University Press, New Delhi.
7. Srinivasan, R., “Services Marketing- The Indian Context”, Prentice Hall of India, New Delhi.

*Note: The latest editions of the books should be followed.*

**BBA-612**  
**Group A - E-MARKETING**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

**Part – I**

Introduction: Concept, nature and importance of e-marketing; E-marketing versus traditional marketing; Issues, challenges and opportunities for e-marketing; Reasons for growth of e-marketing; Tools and techniques of e-marketing—advantages and disadvantages; e-marketing situations. E-Marketing Management: Segmentation, targeting and positioning; E-marketing mix; E-marketing and customer relationship management – concept and scope; E-customers and their buying process; E-marketing and customer loyalty and satisfaction; Communities and social networks.

**Part – II**

Internet Marketing: Concept and role of internet marketing; Search engine optimization –functions, type of traffic, keywords and steps in search engine optimization; Internet advertising – types and tracking ROI; Online PR, News and Reputation Management; Direct marketing –scope and growth; E-mail marketing; Social Media Marketing: Concept and tools; Blogging – benefits, types; Video-marketing for business purpose – tools and techniques; Pay per click marketing; Issues and challenges. E-payment systems: Payment gateways; use of Debit and credit cards; Mobile Marketing Trends and terminologies; Benefits and applications of mobile and smart phone applications; M-commerce.

**Suggested Readings:**

1. Joseph, P.T. “E-Commerce – An Indian Perspective”, Prentice Hall of India
2. Schneider, Gary P. “E-Commerce: Strategy, Technology and Implementations”, Cengage Learning India Private Limited.
3. Murthy, C.S.V. “E-Commerce; Concepts, Models, Strategies”, Himalaya Publishing House.
4. Brahm Canzer, “E-Business and Commerce: Strategic Thinking & Practice”, Biztantra Publishers.
5. Kotler, Philip. “Marketing Management”.

*Note: The latest editions of the books should be followed.*

**BBA- 621****Group B- TRAINING & DEVELOPMENT****Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part – I**

Training:- Conceptual aspects, Training and Learning, Training objectives, Identification of training needs, Training Process, Policies, Plans designing training programmes, Methods of Training, Evaluation of Training Effectiveness and Significance of Training.  
Wages and Salary Administration.

**Part – II**

Development:- Concept, Difference between training and development, Objectives of development, Development Process, Development needs evolving development policies, Preparing development plans, Designing development programmes. Development Methods, Case studies, Role play and Sensitivity Training.  
Business Games, Transaction Analysis, Behavior Modelling and Evaluation of Development Effectiveness.

**Suggested Readings:**

1. Armstrong M.A. "Handbook of Human Resource Management Practice", Cogan Page, London
2. Dayal ,I "Manpower Training in organizations" Prentice Hall of India, New Delhi.
3. Craig ,Robert "Training and Development Handbook" McGraw Hill, New York
4. Brahm Canzer, "E-Business and Commerce: Strategic Thinking & Practice", Biztantra Publishers.
5. Kotler, Philip. "Marketing Management".

*Note: The latest editions of the books should be followed.*

**BBA- 622****GROUP B- CONTEMPORARY ISSUES IN HUMAN RESOURCE MANAGEMENT****Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part – I**

Human Resources and the Competitive advantage, ethical issues and challenges in HRM Job stress and work family conflict, Gender issues in workplace, Performance Management and Organizational Reward System:-,definition, purpose , principles, concerns Ethical considerations , scope and background , Performance Management as a Business strategy , Theoretical framework ; Goal setting theory, Expectancy theory ; Designing of Performance management systems ; setting goals ,measuring performance , Rewarding performance; Concept and significance , Foundation of the reward system , Economic Theories relating to pay , Psychological and Motivational theories affecting reward

**Part – II**

Managing Diversity: Meaning, Challenges in managing diversity, Diversity in organizations, improving the management of Diversity.

The nature of work: Meaning of work; Theories about work; Organizational factors affecting work; Changing patterns of work; Unemployment; Attitudes to work;

HRM in Electronic Era, Human Resource Accounting & Auditing, The role of HRM in 21<sup>st</sup> century and future directions of HRM.

**Suggested Readings:**

1. Michael Armstrong, 'A Handbook of Human Resource Management Practices', Kogan Page London.
2. Luis R. Gomez –Mejia, David B Balkin and Robert L Cardy, "Managing Human Resources", PHI, New Delhi.
3. Tanuja Agarwal, "Strategic Human Resource Management", Oxford University Press, New Delhi.

*Note: The latest editions of the books should be followed.*



**BBA-631****GROUP C- SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT****Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part – I**

Security Analysis- Concept of Risk and Return and their types, Risk Return Trade Off, Valuation of Equity Shares, Preference Shares, Debentures, Factors affecting Share Prices, Classification of security buyers , methods of marketing of securities

Regulation of securities- Securities Contracts (Regulation) Amendment Rules,1996

Investment Analysis- concept of Fundamental Analysis, Technical Analysis, Efficient Market Hypothesis, Capital Asset Pricing Model, Arbitrage Pricing Theory.

**Part – II**

Portfolio Management- Definition Of Investment, Defining Investment Objectives, The Investment Process, Investment Categories, difference between Portfolio management and mutual funds

Portfolio Selection: - Risk and Investor Preferences - Investment Constraints.

Brief Introduction to Portfolio Management Schemes-features of PMS

SEBI Guidelines on Portfolio Management.

**Suggested Readings:**

1. Chandra, Prasanna, “Investment Analysis and Portfolio Management”, Tata McGraw Hill
2. Chandra, Prasanna, “Financial Management”, Tata McGraw Hill
3. Avadhani, V.A, “Security Analysis and Portfolio Management”, Himalaya Publishing House, New Delhi
4. Bodie, Zvi; Kane, Alex;J Marcus, Alan; Mohanty, Pitabas, “Investments”, Tata McGraw Hill.
5. Brown, Reilly, “Investment Analysis and Portfolio Management”, Thomson Publication.

*Note: The latest editions of the books should be followed.*

**BBA- 632****GROUP C -CONTEMPORARY ISSUES IN ACCOUNTING****Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part – I**

Emergence of Contemporary Issues in Accounting – Influence of other disciplines on Accounting and Changing Environment.

Human Resource Accounting: Meaning , Objectives and Scope, Methods of Human Resource Accounting- Human Resource Cost Accounting ( Historical cost Approach, Replacement Cost approach and Opportunity Cost approach), Human Resource Value Accounting (Lev & Schwartz Model, Flamholtz Model and Hermanson's Model), Objections against Human resource accounting, Use of Human resource Accounting in Managerial Decisions. Human Resource Accounting in India.

Price Level Accounting – introduction, Methods (Current Purchasing Power, Current Cost Accounting, Current Value Accounting Technique, and Replacement Cost Accounting Techniques), Utility and Corporate Practices

Corporate Social Reporting: Areas of Corporate Social Performance, Approaches to Corporate Social Accounting and Reporting, Corporate Social Reporting in India.

**Part – II**

Corporate Reporting: Concept of Disclosure in relation to Published Accounts, Issues in Corporate Disclosure, Corporate Disclosure Environment, Conceptual framework of corporate reporting.

Recent Trends in the Presentation of Published Accounts.

Economic Value Added, EVA Disclosure in India. Corporate Reporting through Web.

Accounting Standards in India: - Significance and formulation of Accounting Standards.

**Suggested Readings:**

1. Lal, Jawahar and Lele, R.K., “Contemporary Accounting Issues”, Himalaya Publishers, New Delhi.
2. Porwal, L.S., “Accounting Theory”, Tata McGraw Hill.
3. Lal, Jawahar, “Corporate Financial Reporting”, Taxman Arora, J.S., “Price Level Accounting”, Deep and Deep Publishers, New Delhi.
4. Chander, Subhash, “Corporate Reporting Practices”, Deep and Deep Publishers.

*Note: The latest editions of the books should be followed.*

**BBA-641****GROUP D- EXPORT IMPORT MANAGEMENT & DOCUMENTATION****Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

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

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

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

**Part – I**

International Commercial Terms – Need, Groups, Ex-works, FOB, FAS, CFR, CIF. Documents for starting up a new export venture; aligned documentation system: meaning, Rationale, various documents, EDI initiative; methods of payment: advance payment, open Account, consignment sales, and documents against acceptance (D/A), documents against payment (D/P), letter of credit; pre shipment credit: meaning, procedure, rates, documents needed; post shipment credit: meaning, procedure, types and documents needed.

**Part – II**

Export Credit and Guarantee Corporation (ECGC): Export Credit Insurance, Insurance Policies, Bank Guarantees and Special Schemes, Role of ECGC; Theories and Practice of Foreign Exchange Rate Determination, Floating and Fixed Exchange Rates; Exchange Control Regulations and Procedures in India, FEMA.  
Marine Insurance: Types of Marine Insurance, Marine Losses, Procedure and Documents Needed for Claim.

**Suggested Readings:**

1. Current Foreign Trade Policy
2. Handbook of procedures Volume I & II.
3. Jain, S.C., Export Procedures and Documents
4. Kumar, A., “Export and Import Management”, Excel Books.
5. Lall, G. S., “Finance of Foreign Trade and Foreign Exchange”
6. Manual on Export Documentation, Nabhi publication.
7. Ram, P., “Export, What, Where and How”, Anupam Publishers.
8. Varshney, R.L. and Bhattacharya, B., “International Marketing Management”, S. Chand Publishers Pvt. Ltd, New Delhi.

***Note: The latest editions of the books should be followed.***

**BBA- 642**  
**GROUP D-GLOBAL STRATEGIC MANAGEMENT**

**Time: 3 Hours**

**M. Marks: 50**

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

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

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

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

**Part – I**

Concept of strategy including global strategy, An overview of formulation and implementation of global strategy, analysing the external environment especially the tools of analysis, culture and global strategy, analysing company resources and capabilities, personal goals of top management, corporate level strategy including vertical integration, diversification, strategic alliance and acquisition.

**Part – II**

Entering foreign markets, business level strategies, functional level strategies, strategy and Technology, evaluation of strategy, implementation of strategy, organization structure and Strategy, management of political risk and negotiation, governing the corporation around the World.

**Suggested Readings:**

1. Deresky, H., “International Management: Managing Across Borders and Cultures, Pearson Education.
2. Hill, C. W. L. and Jones, G. R., “Strategic Management, An Integrated Approach”, Biztantra.
3. Hill, C. W. L. and Jain, A. K. , “ International Business Competing in the Global Market Place”, McGraw Hill Co., New Delhi.
4. Hitt, M. A., Duance, R. and Hoskisson, R. E., “Strategic Management: Competitiveness and Globalization”, Thomson, South Western.
5. Peng, M. W., “Global Strategy”, Thomson Publishers.
6. Rugman, A. M., Richard, M. H., “International Business: A Strategic Management Approach”, Pearson Education, New Delhi.
7. Taggar, J. H. and Mc Dermot, M. C., “The Essence of International Business”, Prentice Hall.
8. Thakur, M., Burton, G. E. and Srivastava, B.N., “International Management: Concept and Cases”, Tata McGraw Hill Co.

*Note: The latest editions of the books should be followed.*