FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

BACHELOR OF BUSINESS ADMINISTRATION
(BBA)
(Semester I - VI)
Session: 2019-20

GURU NANAK DEV UNIVERSITY
AMRITSAR

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(ii) Subject to change in the syllabi at any time.
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### Bachelor of Business Administration (Semester System)

### SCHEME OF COURSES

#### Semester-I:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Th.</th>
<th>Pr.</th>
<th>Total Marks</th>
<th>Number of Lectures (L)</th>
<th>Tutorials (T) per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA-101</td>
<td>English (Compulsory)</td>
<td>-</td>
<td>-</td>
<td>50</td>
<td>6</td>
<td>--</td>
</tr>
<tr>
<td>BBA-102</td>
<td>Punjabi (Compulsory) OR Punjab History &amp; Culture (From Earliest Times to C 320) (Special Paper in lieu of Punjabi Compulsory)</td>
<td>-</td>
<td>-</td>
<td>50</td>
<td>6</td>
<td>-</td>
</tr>
<tr>
<td>BBA-103</td>
<td>Basic Accounting</td>
<td>-</td>
<td>-</td>
<td>50</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>BBA-104</td>
<td>Business Organization and Systems</td>
<td>-</td>
<td>-</td>
<td>50</td>
<td>6</td>
<td>--</td>
</tr>
<tr>
<td>BBA-105</td>
<td>Managerial Economics- I</td>
<td>-</td>
<td>-</td>
<td>50</td>
<td>6</td>
<td>--</td>
</tr>
<tr>
<td>BBA-106</td>
<td>Computer Applications for Business-I</td>
<td>35</td>
<td>15</td>
<td>50</td>
<td>4</td>
<td>2</td>
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<tr>
<td>BBA-107</td>
<td>Business Communication</td>
<td>-</td>
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<td>50</td>
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*Drug Abuse: Problem, Management and Prevention (Compulsory)*

#### Semester-II:

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Total Marks</th>
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<tbody>
<tr>
<td>BBA-201</td>
<td>English (Compulsory)</td>
<td>50</td>
<td>6</td>
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</tr>
<tr>
<td>BBA-202</td>
<td>Punjabi (Compulsory) OR Punjab History &amp; Culture (C 320 to 1000 B.C.) (Special Paper in lieu of Punjabi Compulsory)</td>
<td>50</td>
<td>6</td>
<td>--</td>
</tr>
<tr>
<td>BBA-203</td>
<td>Business Laws</td>
<td>50</td>
<td>6</td>
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</tr>
<tr>
<td>BBA-204</td>
<td>Principles of Management</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-205</td>
<td>Managerial Economics- II</td>
<td>50</td>
<td>6</td>
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</tr>
<tr>
<td>BBA-206</td>
<td>Computer Based Accounting System</td>
<td>50</td>
<td>4</td>
<td>2</td>
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<tr>
<td>BBA-207</td>
<td>Fundamentals of Banking</td>
<td>50</td>
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</tbody>
</table>

*Drug Abuse: Problem, Management and Prevention (Compulsory)*

*Note: The marks of Paper will not be added in the Grand Total.*
Bachelor of Business Administration (Semester System)

Semester – III:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Total Marks</th>
<th>Number of Lectures (L)</th>
<th>Tutorials (T) per week</th>
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<tbody>
<tr>
<td>BBA-301</td>
<td>English (Compulsory)</td>
<td>50</td>
<td>6</td>
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</tr>
<tr>
<td>BBA-302</td>
<td>Punjabi (Compulsory) OR अंग्रेजी भाषा OR Punjab History &amp; Culture (From 1000 to 1605 A.D.) (Special Paper in lieu of Punjabi Compulsory)</td>
<td>50</td>
<td>6</td>
<td>--</td>
</tr>
<tr>
<td>BBA-303</td>
<td>Statistics for Business</td>
<td>50</td>
<td>6</td>
<td>--</td>
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<tr>
<td>BBA-304</td>
<td>Fundamentals of Human Resource Management</td>
<td>50</td>
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<td>--</td>
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<tr>
<td>BBA-305</td>
<td>Fundamentals of Marketing Management</td>
<td>50</td>
<td>6</td>
<td>--</td>
</tr>
<tr>
<td>BBA-306</td>
<td>Indian Financial System</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-307</td>
<td>Management Accounting</td>
<td>50</td>
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Semester – IV:

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<tr>
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<th>Tutorials (T) per week</th>
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<tbody>
<tr>
<td>BBA-401</td>
<td>English (Compulsory)</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-402</td>
<td>Punjabi (Compulsory) OR अंग्रेजी भाषा OR (From 1605 to 1849 A.D.) (Special Paper in lieu of Punjabi Compulsory)</td>
<td>50</td>
<td>6</td>
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</tr>
<tr>
<td>BBA-403</td>
<td>Financial Management</td>
<td>50</td>
<td>6</td>
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</tr>
<tr>
<td>BBA-404</td>
<td>Production and Operations Management</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-405</td>
<td>Business Environment</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-406</td>
<td>Operations Research</td>
<td>50</td>
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<tr>
<td>BBA-407</td>
<td>Fundamentals of Insurance</td>
<td>50</td>
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<tr>
<td>BBA-408</td>
<td>Seminar</td>
<td>50</td>
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<tr>
<td>ESL-221</td>
<td>*Environment Studies (Qualifying)</td>
<td>100</td>
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*Note :- Paper of Environmental Studies in the marks are not included in the total marks.
### Bachelor of Business Administration (Semester System)

**Semester – V:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Total Marks</th>
<th>Number of Lectures (L)</th>
<th>Tutorials (T) per week</th>
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<tbody>
<tr>
<td>BBA-501</td>
<td>English (Compulsory)</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-502</td>
<td>Punjabi (Compulsory) OR ਪੰਜਾਬੀ ਪੰਜਾਬੀ</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-503</td>
<td>Company Law</td>
<td>50</td>
<td>6</td>
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</tr>
<tr>
<td>BBA-504</td>
<td>Entrepreneurship &amp; Small Business</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-505</td>
<td>Cost Accounting</td>
<td>50</td>
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**Any one Group from the following:**

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Total Marks</th>
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<th>Tutorials (T) per week</th>
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<tbody>
<tr>
<td>BBA-511</td>
<td>Consumer Behaviour</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-512</td>
<td>Advertising &amp; Sales Management</td>
<td>50</td>
<td>6</td>
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</tr>
<tr>
<td>BBA-521</td>
<td>Industrial relations &amp; Labour Legislations</td>
<td>50</td>
<td>6</td>
<td>--</td>
</tr>
<tr>
<td>BBA-522</td>
<td>Organisation Change &amp; Development</td>
<td>50</td>
<td>6</td>
<td>--</td>
</tr>
<tr>
<td>BBA-531</td>
<td>Management of Banking Operations</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-532</td>
<td>Insurance &amp; Risk Management</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-541</td>
<td>International Business Environment</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-542</td>
<td>Management of International Business Organization</td>
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### Bachelor of Business Administration (Semester System)

#### Semester – VI:

<table>
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<tr>
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<tbody>
<tr>
<td>BBA-601</td>
<td>English (Compulsory)</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-602</td>
<td>Punjabi (Compulsory) or OR घुंझी धंजी</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-603</td>
<td>Income Tax</td>
<td>50</td>
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<tr>
<td>BBA-604</td>
<td>Fundamentals of Capital Markets</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-605</td>
<td>Viva-Voce</td>
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**Any one Group from the following:**

<table>
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<th>Tutorials (T) per week</th>
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<tbody>
<tr>
<td>BBA-611</td>
<td>Services Marketing</td>
<td>50</td>
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<tr>
<td>BBA-612</td>
<td>E-Marketing</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-621</td>
<td>Training and Development</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-622</td>
<td>Contemporary Issues in Human Resource Management</td>
<td>50</td>
<td>6</td>
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</tr>
<tr>
<td>BBA-631</td>
<td>Security Analysis and Portfolio Management</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-632</td>
<td>Contemporary Issues in Accounting</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-641</td>
<td>Export- Import Management and Documentation</td>
<td>50</td>
<td>6</td>
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<tr>
<td>BBA-642</td>
<td>Global Strategic Management</td>
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</table>
Bachelor of Business Administration (Semester-I)

BBA-101 ENGLISH (COMPULSORY)

Time: 3 Hours  Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Texts Prescribed:-

1. *Tales of Life* (Guru Nanak Dev University, Amritsar) Stories at Sr.No.1, 2, 3, 5 and 6
2. *Prose for Young Learners* (Guru Nanak Dev University, Amritsar) Essays at Sr. No. 1, 2, 3, 5 and 6
3. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP

The syllabus is divided in four sections as mentioned below.

**SECTION–A**

English Grammar in Use, 4th Edition by Raymond Murphy, CUP (Units: 1-37)

**SECTION–B**

Paragraph Writing and English Grammar in Use (Units: 38-48)

**SECTION–C**

Tales of Life (Guru Nanak Dev University, Amritsar): Stories at Sr. No. 1, 2, 3, 5 and 6

**SECTION–D**

Prose for Young Learners: Essays at Sr. No. 1, 2, 3, 5 and 6
Bachelor of Business Administration (Semester-I)

BBA-102 ब्यांग (छात्री)

माध्यम : 3 पृष्ठ
विषय : 50

प्रवेश-चूँज अनुसार प्रवेश-प्रमाण

मेचनल दे

दे देना (सज्जित अनुमा) (मंग. उपशिष्ट मिश्रित हिंदी अनुसार प्रवेश मिश्र मतलबोऽवीण), चूँज तानव दे वृत्तीयविवरण, अभियुक्तमत।
(लेखन दे प्रवेश दे तत्वसं/पूर्वा माहें देशाभाषा/बांग्ला दे इंग्रेजी)

मेचनल - दी

मेचनल दीमां पूर्वम उम्मीद (सीमित से : 1 टू 9 उंच)
(मंग. प्रिया हून मिश्र, उपशिष्ट मिश्र माध)।
पृष्ठही मिश्रित प्रवेशदत, अभियुक्तमत।
(इंग्रेजी/ माहें/ तिनविंद विच)

मेचनल - दी

(€) पेट्रा चक्र (सज्जित हिंदी हिब)
(€) पेट्रा भूमि दे पूर्वम मे दु:उल्ल।

मेचनल - दी

(€) बामा ऐविवैशंसिक : बामा दे टिबमकी तुषि, बामा अने चिथ-बामा हिंद भुमि, पृष्ठि चिथमानसे दे पहाड़-सिंदूर।
(€) बामाभु मान : हिबम दे हिबम

अभ-चूँज अनुसार उत्तीर्णवाल छात्र उत्तीर्ण

1. बुधख खेज दे ज्वल बना ग्वति। एव बना हिंद दे पूर्वम पृष्ठ माठाव।
2. हिबिवार्ती हो वहुँ भूमि चढ़े उल्ल। एव बना हिंद दिव पूर्वम लाभानी दे। पृष्ठही पूर्वम तिने दी बना हिंद तीतु ना सन्धान दे।
3. चालव भूमि दे चलकर भें गुर।
4. खेज गेंट चल्न द्वारा सेल्क चरे अंग पूर्वम ची रंग औंग लेंग दे लेंग चल चिथ-पूर्वम हिंद चल सन्धान दे।
BBA-102 बहुवर्ती समाधान
(In lieu of Compulsory Punjabi)

भाषा: 3 पेंटे
चुनाव अंक: 50

वार्ता-चूह

मैथमेटिक्स

पहिली अध्याय, गणित बूढ़, पैठ सिर्फ द्वारा दरबार अभी पैठ हिर्स पैठ
दरबार अभी भारतीय (सुंदरी सूर फड़ा)
उपादेश (सिंही, टिंगी, ऑफिस) : पत्थर अभी रूखे

मैथमेटिक्स

पहिली संघर्ष-पदार्थ : पूर्णी सूर-पदार्थ
(संघर्ष संघर्ष, संघर्ष संघर्ष, संघर्ष संघर्ष, भूत संघर्ष, भूतों अभी विठ्ठु)

मैथमेटिक्स

हिंदी वस्तु तथा पहिली संघर्ष-पदार्थ : पर्थार, ब्रह्म, निमित्त-रूखे, पहिली अभी रूखे बीमार भाषाने बाज रूखे पसीयुड़.

मैथमेटिक्स

उदाहरण तेंटें पत्थर दें तो, पथरें भास्करण दें तो, तूफां दें तो, विशेष दें में उब विठ्ठ्ठी संघर्ष हिर्स

भूम-हृदें अभी पहिलीभाषा स्वी उपादेश

1. पूर्ण बूढ़ दे चल क्या बुरा व्हैज़ी। उब ज्ञान दिशाएं दे पूर्ण पूढ़े नगरो.
2. विशिष्टशाश्नी दे रूखे पैठ पूर्ण बुरा व्हैज़ी। उब ज्ञान दिशाएं हिर्स पूर्ण लगभी दें।
   भूतों पूर्ण तिमे ही ज्ञान दिशाएं बीण ना मववण दें।
3. उबेह बूढ़ दे बषाक्षर अभी उब।
4. विशेष मैट बुरा हैक्स निमित्त पत्थर दें उं पूर्ण ती बूढ़े बुरां व्हैज़ी ज्ञान दें चंचल चल विद्ध-पूर्ण विशेष बत मववण दें।
Bachelor of Business Administration (Semester-I)

Punjab History & Culture (From Earliest Times to C 320)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours
Max. Marks: 50

Instructions for the Paper Setters:–
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
1. Physical features of the Punjab and its impact on history.
2. Sources of the ancient history of Punjab.

Section B
3. Harappan Civilization: Town planning; social, economic and religious life of the Indus Valley People.

Section C
5. Social, Religious and Economic life during Rig Vedic Age.

Section D
7. Teachings and impact of Buddhism.

Suggested Readings
Bachelor of Business Administration (Semester-I)

BBA-103: BASIC ACCOUNTING

Time : 3 Hours

M. Marks : 50

Instructions for the Paper Setters:-
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SECTION A


SECTION B


Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM).

SECTION C


Final Accounts with Adjustments : Treatment of Some Items which may be Direct Items, Indirect Items, Incomes and Expenses, Treatment of Items of Adjustment Appearing Outside the Trial Balance, Treatment of Items of Adjustment Appearing Inside the Trial Balance.

SECTION D


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


Note: The latest editions of the books should be followed.
Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
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.

Section B
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. Business size and location decisions, various factors to be considered for starting a new unit, Problems in starting a new business.

Section C
Business and Society: Changing Concepts and Objectives of Business, Business ethics, Social responsibilities of business, Manager and his environment: external and internal
Domestic & Foreign Trade: Import export trade procedure & their organization.

Section D
Stock Exchange: Definition and Meaning, Importance, Functions, Dealers.
Suggested Readings:


Note: The latest editions of the books should be followed.
BBA-105: MANAGERIAL ECONOMICS- I

Time: 3 Hours  M. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>SECTION A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Theory of Demand:</strong> Meaning of demand and its types, Law of demand. Price elasticity of demand and its measurement.</td>
</tr>
<tr>
<td><strong>Consumer's Behaviour:</strong> Utility approach: Brief outline of law of diminishing marginal utility and law of equi-marginal utility.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Indifference Curve Approach:</strong> Consumer equilibrium; Income, Price and Substitution effects. Revealed Preference Approach.</td>
</tr>
<tr>
<td><strong>Theory of Supply:</strong> Concept and law of supply, factors affecting supply.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Theory of Production:</strong> Law of variable proportion: total, average and marginal physical product. Law of Returns to scale, Economies and diseconomies of scale.</td>
</tr>
<tr>
<td><strong>Theory of Cost:</strong> 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.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pricing Under Various Market Conditions:</strong> Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition, Monopoly - Price determination under Monopoly, Monopolistic Competition - Price and Output, determination under Monopolistic Competition.</td>
</tr>
</tbody>
</table>
Suggested Readings:


Note: The latest editions of the books should be followed.
BBA-106: COMPUTER APPLICATIONS FOR BUSINESS- I

Time: 3 Hours

Total Marks: 50
Theory: 35
Practical: 15

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

**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.

SECTION B

**Operating System**: Definition, 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.

SECTION C


SECTION D


Suggested Readings:


Note: The latest editions of the books should be followed.
Bachelor of Business Administration (Semester-I)

BBA-107 BUSINESS COMMUNICATION

Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>Section A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Communication</strong> – Meaning &amp; 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. <strong>Organizational Communication</strong>: Importance of Communication in Management, Formal and Informal Communication, Internal and external communication</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section B</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Section C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Internal Correspondence</strong>: Memos, Circulars, Notices, Office orders. <strong>Correspondence with banks</strong>-Regarding overdrafts, cash credits, loans; Drafting of sales letters, circulars, preparation of sales reports. <strong>Customers’ correspondence</strong>: - Complaints, Regarding dues, follow up letters.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Secretarial Correspondence</strong>: -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.</td>
</tr>
</tbody>
</table>
Suggested Readings:


Note: The latest Editions of the books should be followed.
Bachelor of Business Administration (Semester-I)

Drug Abuse: Problem, Management and Prevention

PROBLEM OF DRUG ABUSE

Time: 3 Hours
Max. Marks: 50

Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION – A

Meaning of Drug Abuse:

SECTION – B

Consequences of Drug Abuse for:
- Family: Violence.
- Society: Crime.
- Nation: Law and Order problem.

SECTION – C

Management of Drug Abuse:
Medical Management: Medication for treatment and to reduce withdrawal effects.

SECTION – D

Psychiatric Management: Counselling, Behavioural and Cognitive therapy.
Social Management: Family, Group therapy and Environmental Intervention.

References:

1. Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur.
20
Bachelor of Business Administration (Semester-I)

BBA-201  ENGLISH (COMPULSORY)

Time: 3 Hours  Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section.

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

The syllabus is divided in four sections as mentioned below.

SECTION–A

English Grammar in Use, 4th Edition by Raymond Murphy, CUP (Units: 49-81)

SECTION–B

Personal letter Writing and English Grammar in Use (Units: 82-97)

SECTION–C

Tales of Life (Guru Nanak Dev University, Amritsar) 7, 9, 10, 11, 12

SECTION–D

Prose for Young Learners (Fourth Edition) by Raymond Murphy, CUP 7, 8, 9, 10 and 11
BBA-202 पंजाबी (संस्कृत)

भाग: 3 खण्ड

पाठ-चूँकि पाठ-प्रमाण

मैवमल - घे
दे ठेंजा (बच्ची बाबा) (मंग. उज्ज्वलन मिश्र रिजेंट अवे पूजा मिश्र मलवालपीरा),
दुआ तरसव राधा पूजीकरणित, अभिनवमत।
(विष-मन्त्र/मन्त्र/मेध्य दे नील ते उच्चत)

मैवमल - घी
मैवन दीभा पूजीय उमडीभा (सीखी ते: 10 एं 18 उँच)
(मंग. दिन. आप मिश्र, उज्ज्वल मिश्र माफ),
पंजाबी मिंदा पुकारक, आभिनवमत।
(विष-मन्त्र/मन्त्र/मेध्य दिव्य)

मैवमल - गी

(१) प्रमण-घटुत क्यों प्रमण-घटुत : पहिकाम, भाच्चे मंचनम।
(भ) प्रमण मृत्तिकाभ

मैवमल - दी

(१) सडुती सिंही झूठ
(भ) भुजन्दे अवे अनाज

अव-टैँटँ अवे पनविचार सभी उत्तरित

1. पुकार पुंडर दे चान जना ठेटो। तत जना हरिं दे पुकार पुंडरे माफजो।
2. विषिकारणी दे वुड़ं पुंड पुकार बतले उठ। तत जना हरिं दिव पुकार संभाली दे।
3. इतर पुकार दे वजमत आये उठ।
4. फेतह मेंट वचन दास्त रेतर छने उं पुकारं दी दिंडः आंगों दंग उं दंग चाच
पुंड-पुकारं दिव पुकार सयन दे।
BBA-202

पंडलिंगी पाठ्नागी
(In lieu of Compulsory Punjabi)

संतो: 3 वटें

पाठ-वूम

मेन्वर्मल-टे

मवदल शेयरीयां: पहाड़ अवे रहवउं
(साल, पहाड़ अवे, विज्ञान, विज्ञान, विज्ञान, विज्ञान, मथा पव, जेब के रि मिनिबै)

मेन्वर्मल-शी

पंडलिंगी लव घटउड़: पहली लात-पहाड़
(ब) मामला लव, मेन्वर्मल लव अवे थिमालो लव (पहाड़ अवे रहवउं)
(अ) विज्ञानीय लव, पुलबहाल लव अवे चुहनी लव (पहाड़ अवे रहवउं)

मेन्वर्मल-शी

पेड़म तस्रा
मेन्वर्मल-शी

शिक्षा प्रहुड़ (पहले अवे चुहनी)
अवल अवे भुजक्के

अव-बंद अवे बातीमनव धड़ी उपरिवर्तन

1. पुलमंड प्रहुड़ दे चट ज्वा रहउड़े। उत ज्वा दिएं दे पुलमंड पुले नहुंगी।
2. विज्ञानीय दे तुँख धम पुलमंड रहउड़े उत। उत ज्वा दिए दिए पुलमंड सपहनी दे।
3. ऊँच धम दे घतपत अव उत।
4. धमंड मंड घन द्वार में खाने ऊँ पुलमंड सी ठंड ज्वों दैं दैं घन छन दिए धमंड-पुलमंड दिए वड़ मवड़े दे।
Bachelor of Business Administration (Semester – II)

Punjab History & Culture (C. 320 to 1000 B. C)  
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours  
Max. Marks :50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
1. Alexander’s Invasion and its Impact
2. Punjab under Chandragupta Maurya and Ashoka.

Section B
3. The Kushans and their Contribution to the Punjab.
4. The Punjab under the Gupta Empire.

Section C
5. The Punjab under the Vardhana Emperors
6. Socio-cultural History of Punjab from 7th to 1000 A.D.

Section D
7. Development of languages and Education with Special reference to Taxila
8. Development of Art & Architecture

Suggested Readings
1. L. M Joshi (ed), History and Culture of the Punjab, Art-I, Punjabi University, Patiala, 1989 (3rd edition)
Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>SECTION A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Law of Contract (1872):</strong> Nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent, Consideration.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION B</th>
</tr>
</thead>
</table>
| **Law of Contract:** 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. |

<table>
<thead>
<tr>
<th>SECTION C</th>
</tr>
</thead>
</table>
| **Sales of Goods Act :** Transfer of property in goods; Performance of the contact of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement.  
**The Consumer Protection Act (1886):** Definition of consumer, Features, Grievance regressed machinery. |

<table>
<thead>
<tr>
<th>SECTION D</th>
</tr>
</thead>
</table>
| **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. |

Suggested Readings:

*Note: The latest editions of the books should be followed.*
BBA-204                  PRINCIPLES OF MANAGEMENT
Time: 3 Hours                  M. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

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

SECTION A
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.

SECTION B

SECTION C
Departmentation: Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Decentralisation and Departmentation.
Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization

SECTION D
Coordination: Principles and Techniques, Difference between coordination and cooperation.
Controlling: Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.
Suggested Readings:


Note: The latest editions of the books should be followed.
Bachelor of Business Administration (Semester – II)

BBA-205 MANAGERIAL ECONOMICS-II
Time: 3 Hours M. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Objective: To provide a basis of understanding macroeconomics concepts.

<table>
<thead>
<tr>
<th>SECTION A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Macroeconomics:</strong> Meaning, nature and scope. Basic concepts: Stock and flow variables, static, comparative static and dynamic analysis.</td>
</tr>
<tr>
<td><strong>National Income:</strong> Concept and Importance of National Income. Gross and Net National Product, Gross and Net Domestic Product; Personal Income and Disposable Income.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consumption Function:</strong> Meaning and Nature, Determinants and Measures to raise Propensity to Consume, Keynes Psychological Law of Consumption- Meaning, Properties and Implications.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Investment:</strong> Classical Theory of Investment, Keynesian Theory of Investment, Accelerator Theory of Investment.</td>
</tr>
<tr>
<td><strong>Keynesian Economics:</strong> Theory of Money, Saving and Investment Function.</td>
</tr>
<tr>
<td><strong>Multiplier:</strong> Static and Dynamic Analysis; Balanced Budget Multiplier, Employment Multiplier.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Cycle:</strong> Keynes’s Theory of Trade Cycle, Kaldor’s Theory of Trade Cycle, Hicks’ Theory of Trade Cycle, Samuelson’s Theory of Trade Cycle</td>
</tr>
<tr>
<td><strong>Inflation:</strong> Meaning, Types, Theories, Causes, effects and Context.</td>
</tr>
</tbody>
</table>
Suggested Readings:


*Note: The latest editions of the books should be followed.*
**Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>SECTION A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computerized Accounting: - Meaning, need, Concepts of Accounting groups, Hierarchy of accounts, Codification in accounting.</td>
</tr>
<tr>
<td>Accounting package - Setting up an accounting entity, Creation of groups and accounts</td>
</tr>
<tr>
<td>Designing and creating vouchers; Data Entry operations using the vouchers, Processing for reports to prepare ledger accounts, trial balance and balance sheet.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Database Design for Accounting</td>
</tr>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Documenting transactions using vouchers; System of vouchers and database design for accounting; Storing and maintain transaction data.</td>
</tr>
<tr>
<td><strong>Tally</strong></td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>Accounts Management (Using Tally, ERP 9.0 Software Package);</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECTION D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Masters, Accounts Transaction, Accounts Reports. Preparation and Compilation of complete balance sheet of any Industries/Organization/ Firms.</td>
</tr>
<tr>
<td>(The mentioned versions of Tally must be replaced with latest available version)</td>
</tr>
</tbody>
</table>

**Suggested Readings:**


*Note: The latest editions of the books should be followed.*
Bachelor of Business Administration (Semester – II)

BBA- 207 FUNDAMENTALS OF BANKING
Time: 3 Hours

M. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
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.

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

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

SECTION C

Clearing House System

SECTION D
Systems of Banking- Group and Chain Banking, Unit and Branch Banking, Investment Banking and Mixed Banking.
Suggested Readings:


3. Sethi, Jyotsana; Bhatia, Nishwan, “Elements of Banking and Insurance”, PHI Learning Private Limited, New Delhi

4. www.rbi.org

*Note: The latest editions of the books should be followed.*
Bachelor of Business Administration (Semester – II)

Drug Abuse: Problem, Management and Prevention

DRUG ABUSE: MANAGEMENT AND PREVENTION

Time: 3 Hours
Max. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION – A

Prevention of Drug abuse:
Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.

SECTION – B

School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

SECTION – C

Controlling Drug Abuse:
Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program

SECTION – D


References:

1. Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur.


BBA-301: ENGLISH (COMPULSORY)

Time: 3 Hours Max. Marks: 50

Important Note: The textbook Making Connections (3rd edition) is significantly different from its 2nd edition. The third edition (by Kenneth J Pakenham, Jo EcEntire, Jessica Williams) is to be followed for this course.

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Texts Prescribed:
1. Making Connections by Kenneth J. Pakenham, Jo McEntire, Jessica Williams, 3rd Edition. CUP.
3. English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP

Syllabus is divided into four sections as mentioned below:

Section A
English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP: Units 98-130

Section B
Essay writing and English Grammar in Use: Units 131-145

Section C
Moments in Time: Poems at Sr. No. 1-6

Section D
Making Connections by Kenneth J. Pakenham, 3rd Edn. CUP: Unit-I (Global Health) and Unit-II (Multicultural Societies)
BBA-302: भौगली (सच्चाई)

तुल्य अंक : 50

1. पृष्ठ पूँच आंत्र नाव बनाकर घड़ी तालिकाओं
2. डिटेल्स पूँच बंते पृष्ठ पूँच घड़ी उठाते। उठ पृष्ठ पूँच घड़ी तालिकाओं।
3. पृष्ठ पूँच निवेदित दिशा नाव दिशा तालिकाओं।
4. ठेके पृष्ठ पूँच बंते दास नेवल घड़ी में पृष्ठ पूँच बंते लेंगे लेंगे पृष्ठ पूँच बंते दिशा बंते सबसे।

पृष्ठ-बूझ आंत्र पृष्ठ-पूँच

मैत्रा - दे

आधुनिक भौगली बाला (मिंग. डा. तृतीय बलि उल्लिख),
भौगली मानिया पूरब, आधुनिक।
(हिंसा-नविन/नविन/नविन पंख)

मैत्रा - घरी

वाटेटें भौगली दिवाली (दिवांगणी संग्रह)
मिंग. डा. तृतीय बलि, बालूकी मानिया संग्रह, आधुनिक।

1. मुख्य आधुनिक वर्ग
2. तरीके चरण उल्लिख
3. अधिक तिमानी आधुनिक वर्ग
4. अधिक चरण संग्रह
5. दिवाली आधुनिक वर्ग
6. पौरी दिवाली गोधि
7. पौरी दिवाली गोधि

किमा बालू काल्र चित्रकृत/देखा भाषे पंक्ति दे पंक्ति दे

मैत्रा - मी

(छ) मिंग. दिन (भौगली)
(त्र) टिंडे चरणें दिशा आधुनिक मानिया संग्रह दे पंक्ति दे पंक्ति दे

मैत्रा - दी

भौगली बालू दिवाली : पवित्रमाण आंत्र दैवतीयां
(उद्धरण, मधुर, ट्रांस, चित्र-दाब आंत्र दैव)
BBA-302:
भूली पंजाबी
(In lieu of Compulsory Punjabi)

पाठ-२०२

समांः डिल पढ़े

बांग-२०२ अठे भविष्यवाणी लक्षी उचाँड़ते

1. भूमत पंडूर चौ हत दमा चेतने। उव दमा विंड़े दे भूमत पंडूर नतने।
2. विशिष्टवाजी से दुःख पंडूर भूमत बनते रह। उव दमा विंड़े हिव भूमत लससी है। पंडूर भूमत विमे दी दमा विंड़े बीड़ा ना समस्या है।
3. उपेक भूमत दे घरणख भंड रह।
4. धेरूर मैंट बदल रात सेवा चारे उंप भूमत दी इंड अठे हॅप दे हॅप चार भूमत-भूमत हिन्द चत समस्या है।

पाठ-२०२

पैवालवत-७०
हितमायलाव हिवाणीभां ची पदान्त अठे रहूँ; हामिन, पुरुषव अठे रहूँ

पैवालवत-७१
पैव उशाय,हिंदी पंडूर,

पैवालवत-७२
असाठ अठे भुजाबटे

पैवालवत-७३
पैव भविष्यवाणी भूमत नमेह उजा
Punjab History & Culture (From 1000 to 1605 A.D)  
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours   
Max. Marks : 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
1. Society and Culture of Punjab during the Turko-Afghan rule. 
2. The Punjab under the Mughals

Section B
3. Bhakti movement and its impact on Society of Punjab

Section-C
5. Guru Nanak-Life and travels 

Section-D
8. Compilation of Adi Granth and martyrdom of Guru Arjun Dev

Suggested Readings

BBA-303  STATISTICS FOR BUSINESS

Time: 3 Hours  M. Marks: 50

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
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.

Section B

Section C
Simple Correlation and Regression Analysis: Assumptions; Pearsons product moment and Spearmen’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.

Section D
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:
5. Webber, J.E., “Mathematical Analysis: Business and Economic Applications”, Harper & Row,

Note: The latest editions of the books should be followed.
BBA-304 FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A


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

Section B


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

Section C


Section D

**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:

5. Gomez, Mejia, Balkin, Cardy, “Managing Human Resources,” New Delhi, Pearson Education.

Note: The latest editions of the books should be followed.
# BBA-305 FUNDAMENTALS OF MARKETING MANAGEMENT

**Time: 3 Hours**

**M. Marks: 50**

**Instructions for the Paper Setters:**
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

## Section A
**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.

## Section B

**Product Life Cycle Marketing Strategies:** - Introduction stage and the Pioneer advantage, Growth, Maturity and Declining Stage.

## Section C
Product Characteristics and Classifications; Product levels; The Customer value hierarchy, Product Classification, Differentiation.
Packaging, Labeling, Branding. Understanding Pricing; Setting the Price.

## Section D
**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.


*Note: The latest editions of the books should be followed.*
BBA-306  
INDIAN FINANCIAL SYSTEM  
Time: 3 Hours  
M. Marks: 50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>Section A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial System: - Functions, organisation/structure and an overview of Indian Financial System.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section B</th>
</tr>
</thead>
<tbody>
<tr>
<td>An Overview of Primary and Secondary Market. Money Market Organisation &amp; RBI (Role and functions).</td>
</tr>
<tr>
<td>Non Banking financial companies</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mutual Funds: - Its Introduction and guidelines, schemes and products.</td>
</tr>
<tr>
<td>IRDA Act of Insurance Companies</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section D</th>
</tr>
</thead>
<tbody>
<tr>
<td>An Introduction to FII’s and FDI’s and is importance.</td>
</tr>
</tbody>
</table>

Suggested Readings:-

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

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>Section A</th>
<th>Origin, Concept, nature and Scope of Management Accounting, Need and Importance of Management Accounting, Tools &amp; techniques of Management Accounting, Limitations, Management Accountant duties, functions, Distinction between management accounting &amp; Financial Accounting.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section B</td>
<td>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)</td>
</tr>
<tr>
<td>Section C</td>
<td>Fund flow and Cash flow analysis Responsibility Accounting: - Meaning, features, steps, types of responsibility centers, transfer price; meaning, methods, selection of transfer pricing method</td>
</tr>
</tbody>
</table>

Suggested Readings:

Note: The latest editions of the books should be followed.
BBA-401: ENGLISH (COMPULSORY)

Time: 3 Hours  Max. Marks: 50

Important Note: The textbook Making Connections (3rd edition) is significantly different from its 2nd edition. The third edition (by Kenneth J Pakenham, Jo EcEntire, Jessica Williams) is to be followed for this course.

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Texts Prescribed:-
1. Making Connections by Kenneth J. Pakenham, Jo McEntire, Jessica Williams, 3rd Edition. CUP.
3. English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP.

Syllabus is divided into four sections as mentioned below:

Section A
English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP: Revision of Units 26-37, 42-48, 92-97, 113-120.

Section B
Moments in Time: Poems at Sr. No. 7-12

Section C
Making Connections by Kenneth J. Pakenham, 3rd Edn. CUP: Unit-III (Aspects of Language) and Unit-IV (Sustaining Planet Earth)

Section D
Essay type question based on the section “Beyond the reading” from the text, Making Connections.
BBA-402: 

PUNJABI (COMPULSARY)

पंजाबी (साफ़हारी)

मार्च विलंब एटे 

बुध अंब्र : 50

१. पुमत पॉँड दे रख रखा टेक्टो। उत प्राया दिच दे पुमत पॉँडः नालो।
२. दिशिनाउची दे तेल धन पुमत वरले उठा। उत प्राया दिच दिच पुमत साफ़हारी 
     दे। धनां पुमत रिसे दी रखा दिच एज श्री अस्त नालो।
३. रक्षेत पुमत दे राम खों उठा।
४. पेश डॉंट चतुर राखर मेनर चले अं पुमत ची बॉड़ भेंज दे टेएँ चतु 
     कुछ-पुमतसं दिच नाल माला दे।

पाठ-खंभ अधिक पाठ-पुमतबाबं

मेंवमल - दे

भेदी सीटेक देशा (में-सीटेकी) : डा. दीक्षा मिश्र, 
 वणिकी लाल अंड मैत्री, अभिज्ञान 
 (शाखाविभाग/मदी नीतियों दे उड़े प्रश्न/प्रश्न पैली)

मेंवमल - घी

डाम्से (गाँठ): मदिरल घणछ, 
 ननत भिख पुमतबाबं, अभिज्ञान 
 (शिष्य/मदी/गाँठ वन)

मेंवमल - मै

(श) केभ तलछ (मदानव, मदिरलणव, दिशिनाउची अधे दिशिनाउ मेदवां मेंवती) 
 (अ) अधिकार दूः रिप्लिक (हिमी, रिप्लिक)

मेंवमल - दी

शिक्षाबाबं

(श) मदान-मदी दे रिज्यां 
 (अ) एनायती दिशी दीवा प्लेटिमुखां
BCG-102

Bachelor of Business Administration Semester-IV

भूकळी पंजाबी
पंजाब का इतिहास के मजबूतांग
(In Lieu of Punjabi Compulsory)

Time: 3 Hrs

Marks: 50

टेस्ट: इतिहासकी ढूंढ़ 5 पुस्तकें द्वारा चिंता करें। उत्तर मैचकर हिंदी
हिंदी पुस्तकें द्वारा चिंता करें। भूकळ पुस्तकें द्वारा बधिमे ही मैचकर
हिंदी बड़े चलें दै।

Section-A

मिंड यतम की मगरें: गुरु तलव देख सं की दी टे पे ध्ष्रीक्रिया (1469-1539):
गुरु तलव देख सं की दी टे, हंद शरीरी विलेक, गुरु द्वारा भरठु, मिंड माकं
रंग, गुरर्मींन ती संगर्म शिक न सभा दे पुष्पा।

Section-B

मिंड यंग द्वारा विवाद: गुरु भंगार देख सं की दी
मिंड यतम के विवाद हिंदी भेड़वाल, गुरर्मींन हिंदी।

Section-C

गुरु अभधम के गुरु वधम की ढळ (1522-1581): गुरु अभधम सं की मिंड
यतम के विवाद हिंदी भेड़वाल: ग्रेंटकर मांगिव ती संगर्म, भूमी पुरा अठे संगर्मिय
म्या, गुरु वधम सं की दी भेड़वाल, ऐम्यम्यपुल की संगर्म, नर्म्मे पुरा।

Section-D

गुरु अज्ञात देख सं के समें मिंड यंग द्वारा विवाद (1581-1606): गुरु अज्ञात देख सं
की दी भेड़वाल, ग्रेंटकर मांगिव द्वारा विवाद, भूमी पुरा मांगिव द्वारा म्या, गुरु
अज्ञात देख सं की संगर्म द्वारा शिक न भरठु।

Suggested Readings:

1. Kirpal Singh (ed.), History and Culture of the Punjab, Patiala, Part II,
4. J.S Grewal, The Sikhs of the punjab, The New Cambridge History of
Bachelor of Business Administration Semester-IV

Punjab History & Culture (From 1605 to 1849 A.D)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours

Max. Marks :50

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
1. Politicization of Sikhism under Guru Hargobind.
2. Martydom of Guru Teg Bahadur

Section-B
3. Creation of Khalsa
4. Khalsa and its impact on the Punjab

Section-C
5. Rise of Banda Bahadur and his achievements.

Section-D
7. Ranjit Singh’s rise to power; Civil, Military and Land Revenue Administration.
8. Art and Architecture, Fair, Festivals and Folk Music in the Punjab during the medieval period.

Suggested Readings
# Instructions for the Paper Setters:

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>Section A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Finance &amp; Financial Management:</strong> Meaning and nature; Financial goal-profit vs. wealth maximization; Finance functions-investment, Financing, Liquidity and dividend decisions. Theories of capitalization.</td>
</tr>
<tr>
<td><strong>Capital Structure Theories:</strong> Conceptual framework. Determinants. Net income approach, Net operating income approach, Intermediary approach and M.M.approach.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost of Capital:</strong> Meaning and significance of cost of capital; Calculation of cost of debt, Preference capital, Equity capital and retained earnings; Combined cost of capital.</td>
</tr>
<tr>
<td><strong>Sources of finance:</strong> Long term and short term.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Capital Budgeting:</strong> Nature of investment decisions; Investment evaluation criteria on-discounted cash flow criteria, Discounted cash flow criteria; Risk analysis in capital budgeting.</td>
</tr>
<tr>
<td><strong>Dividend Policies:</strong> Issues in dividend decisions. Forms of dividends; Theories of relevance and irrelevance of dividends.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating and Financial Leverage:</strong> Measurement of leverages; Financial and operating leverage, combined leverage.</td>
</tr>
<tr>
<td><strong>Management of Working Capital:</strong> Meaning, Significance and types of working capital; Approaches of working capital.</td>
</tr>
</tbody>
</table>
Suggested Readings:


Note: The latest editions of the books should be followed.
BBA-404 PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 Hours

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>Section A</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Section B</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Productivity:</strong> Concept and Importance, Factors Affecting Productivity, Methods to improve productivity. Value Analysis.</td>
</tr>
<tr>
<td><strong>Work study:</strong> Methods Analysis – Various Charts, Principles of Motion Economy. Work Measurement.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Inventory Management:</strong> Concept and Classification of Inventory, Relevant Costs for Inventory Decisions:- Inventory Control Models, Reorder level, Lead Time and Safety Stock.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Supply Chain Management:</strong> Concept &amp; Components of Supply Chain, Activities in Supply Chain Management, Logistics Management.</td>
</tr>
</tbody>
</table>
Suggested Readings:

1. B. Mahadevan “Operations Management Theory & Practice”, Pearson Education.
4. B.S. Goel “Production Operation Management”.

Note: The latest editions of the books should be followed.
BBA-405 BUSINESS ENVIRONMENT

Time: 3 Hours M. Marks: 50

Instructions for the Paper Setters:
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>Section A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Introduction</strong>: 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. <strong>Description of environmental analysis</strong>: Techniques for environmental analysis, the role of business manager in analysis and diagnosis of environment.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section B</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section C</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Section D</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>
Suggested Readings:

4. Ruddar Dutt and KPM Sundharam, “Indian Economy”, S. Chand and Company 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

Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>Section A</th>
</tr>
</thead>
<tbody>
<tr>
<td>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</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definition of Dual Problem, general rules of converting primal into its dual. Transportation Problem, Assignment Problem.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games Theory: Two persons zero sum games, pure strategies, mixed strategies, Dominance. Inventory-Types, Nature and classification Economic lot size models, quantity discounts.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section D</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPM/PERT-Basic concepts of Network Models, Preparation of the Network diagram, project duration and critical path, probability of Project completion</td>
</tr>
</tbody>
</table>

Suggested Readings:
2. N.D. Vohra, “Quantitative Techniques in Management”.
5. C.R. Kothari, “Quantitative Methods”.

Note: The latest editions of the books should be followed.
Instructions for the Paper Setters:-
Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

<table>
<thead>
<tr>
<th>Section A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reforms In Indian Insurance Sector-meaning, need and its Implications</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section B</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Section C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underwriting-Meaning, Purpose and Process of Underwriting</td>
</tr>
<tr>
<td>Reinsurance-Meaning, Features of reinsurance, difference between reinsurance and double insurance, Essentials of Reinsurance Programs as per IRDA.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution Channels in Insurance- Role and Code of Conduct by IRDA for Agents, Direct Marketing, Bancassurance and Brokers</td>
</tr>
<tr>
<td>Insurance Specialists- Underwriters, Surveyors and Loss Assessors, Actuaries, Third Party Administrators</td>
</tr>
</tbody>
</table>

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”
5. www.irda.org

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

Teaching Methodologies
The Core Module Syllabus for Environmental Studies includes class room teaching and field work. The syllabus is divided into 8 Units [Unit-1 to Unit-VII] covering 45 lectures + 5 hours for field work [Unit-VIII]. The first 7 Units will cover 45 lectures which are class room based to enhance knowledge skills and attitude to environment. Unit-VIII comprises of 5 hours field work to be submitted by each candidate to the Teacher in-charge for evaluation latest by 15 December, 2018.

Exam Pattern:  
End Semester Examination- 75 marks  
Project Report/Field Study- 25 marks [based on submitted report]  
Total Marks- 100

The structure of the question paper being:

Part-A, Short answer pattern with inbuilt choice – 25 marks  
Attempt any five questions out of seven distributed equally from Unit-1 to Unit-VII. Each question carries 5 marks. Answer to each question should not exceed 2 pages.

Part-B, Essay type with inbuilt choice – 50 marks  
Attempt any five questions out of eight distributed equally from Unit-1 to Unit-VII. Each question carries 10 marks. Answer to each question should not exceed 5 pages.

Project Report / Internal Assessment:

Part-C, Field work – 25 marks [Field work equal to 5 lecture hours]  
The candidate will submit a hand written field work report showing photographs, sketches, observations, perspective of any topic related to Environment or Ecosystem. The exhaustive list for project report/area of study are given just for reference:

1. Visit to a local area to document environmental assets: River / Forest/ Grassland / Hill / Mountain / Water body / Pond / Lake / Solid Waste Disposal / Water Treatment Plant / Wastewater Treatment Facility etc.
2. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
3. Study of common plants, insects, birds
4. Study of tree in your areas with their botanical names and soil types
5. Study of birds and their nesting habits
6. Study of local pond in terms of wastewater inflow and water quality
7. Study of industrial units in your area. Name of industry, type of industry, Size (Large, Medium or small scale)
8. Study of common disease in the village and basic data from community health centre
9. Adopt any five young plants and photograph its growth
10. Analyze the Total dissolved solids of ground water samples in your area.
11. Study of Particulate Matter (PM$_{2.5}$ or PM$_{10}$) data from Sameer website. Download from Play store.
12. Perspective on any field on Environmental Studies with secondary data taken from Central Pollution Control Board, State Pollution Control Board, State Science & Technology Council etc.

Unit-I
The multidisciplinary nature of environmental studies  
Definition, scope and importance, Need for public awareness  
(2 lectures)
Bachelor of Business Administration Semester-IV

Unit-II
Natural Resources: Renewable and non-renewable resources:
Natural resources and associated problems.
(a) Forest resources: Use and 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, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
(e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
(f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
   - Role of an individual in conservation of natural resources.
   - Equitable use of resources for sustainable lifestyles.

Unit-III
Ecosystems
- 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 ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Unit-IV
Biodiversity and its conservation
- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Unit-V
Environmental Pollution
Definition
- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- 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
Unit-VI

Social Issues and the Environment
- From unsustainable to sustainable development
- Urban problems and 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, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

(7 Lectures)

Unit-VII

Human Population and the Environment
- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- 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

(6 Lectures)

Unit-VIII

Field Work
- Visit to a local area to document environmental assets river/forest/grassland/hill/mountain
- Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- Study of common plants, insects, birds
- Study of simple ecosystems-pond, river, hill slopes, etc

(Field work equal to 5 lecture hours)

References:
2. Down to Earth, Centre for Science and Environment, New Delhi.
9. State of India’s Environment 2018 by Centre for Sciences and Environment, New Delhi
BBA–501: ENGLISH COMPULSORY

Time: 3 Hours

Max. Marks: 50

Texts Prescribed:
1. *All My Sons* by Arthur Miller

Course Contents:
1. The study of the whole text of the play, *All My Sons*
2. The study of the following poems from the prescribed book:

*Poems of Nature and Culture*

- William Wordsworth: “The World is Too Much with Us”
- Gordon Lord Byron: “She Walks in Beauty”
- P.B. Shelly: “Ozymandias”
- Alfred Lord Tennyson: “In Memoriam”
- Robert Browning: “Meeting at Night”
- Mathew Arnold: “Dover Beach”
- W.B. Yeats: “Words”
- 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, Resume Writing, Business Writing and Report writing

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. The examinees will be expected to answer any FIVE.

\[(2 \times 5 = 10 \text{ Marks})\]

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.

\[(6 \times 2 = 12 \text{ Marks})\]

III. THREE questions on the 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.

\[(6 \times 2 = 12 \text{ Marks})\]

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.

\[(1 \times 8 = 8 \text{ Marks})\]

V. TWO questions with internal choice will be set on (a) formal letter/application writing (5 Marks) and (b) Resume Writing/Business Writing and Report Writing (3 Marks)

\[(5 + 3 = 8 \text{ Marks})\]
Bachelor of Business Administration (Semester – V)

PUNJABI (COMPULSORY)

BBA-502:

शब्द: 3 पंटे

बाल-वृष्टि अथवा वाद-धाराओं

1. चेटलीता पुस्तक अध्यायां

(मेल, नाम, शाखा, भाषा, प्रातःसंकल्प, विषय, वर्तनविवरण, अभिव्यक्ति, 2018)

कौशल
बाली
अभ्यस्त वेंट
हिंदी जीवन
शृंखला-भाषा
खेती
भालक
gkm
gizkph

2. रहस्य: देव-धर्म सूचना (रसीध बेंट धनरेजा)

3. संवाद 200 माहवर्षी भिन्न पेप्टा उच्च

4. महत्त्व अंतर्देशी येदें ए पुस्तक भिन्न अध्याय

5. विशेषता:

(ई) पुस्तक यूथी विकास
(फ) राष्ट्रीय भाषा: मेल तै अधिवंत
(ह) राष्ट्र तै राष्ट्रीय समय

अंक-वैल में अन्वेषण-धारा उपसंधां

1. विद्या-संदर्भ खेती ए पुस्तक तै उच्च-माहवर्षी उद्देश्य (रे दिखीं दिख) 10 अंक
2. माह/विद्या-संदर्भ/उद्देश्य (रे दिखीं दिख) 10 अंक
3. पेड़ा: दिखीं दिख तिमे दिखीं दिखे दिखे 05 अंक
4. महत्त्व अंतर्देशी येदें ए पुस्तक भिन्न अध्याय 05 अंक
5. दीर्घ 5 दिखे दिखींबिंदु विशेषता विद्या-संदर्भ उद्देश्य 10 अंक
6. उपदेश लघु तंत्र 1 अंक 2 लघु उद्देश्य विद्या-संदर्भ विद्या-संदर्भ दिखे 5 पुस्तक खेती समय। उच्च दिखीं उद्देश्य 50 माहवर्षी ए पुस्तक तै दें 5x2=10 अंक
BBA-502: 
मुख्य भन्नी धारणी
(पंजाब द्वारा निर्दिष्ट डे मॉडिफायर)
(In Lieu of Punjabi Compulsory)

Time: 3 Hrs. 
Marks: 50

Q1:- दिन बाज़ा दिन्च 15 पृष्ठ पुप्शे सार्धे। विशिष्टभाषी दलें सप्तमि 10 रेत दुपुर 30-40 मासवण सिंह किंडे सार्धे। उधेजे पृष्ठ दे 2 साल गेंठे।

Q2:- दिन बाजा दिन्च 6 पृष्ठ पुप्शे सार्धे। विशिष्टभाषी दलें सप्तमि 3 पृष्ठ दे दुपुर 400-500 मासवण सिंह किंडे सार्धे। उधेजे पृष्ठ दे 10 साल गेंठे।

1. मिङ्क थंग दिन्च धर्म उद्दिष्टात:- गुजरू उद्दिष्टिक महिला ढे गुजरू देघ लगाए योगिण कुंज (1606-1675) भीमी-दीपी, दिन थिएं दिनिक उद्दिष्टात ढे धारण, गुजरू देघ योगिण ती दो सीढ़ अढ़ ढैंगिर्त, गुजरू देघ योगिण महिला दी योगिण。

2. गुजरू वेठिक मिङ्क ढे धारण थंग दि दिनिकात:- गुजरू वेठिक मिङ्क सी (1675-1708), भाविक दी, धारण थंग दी महिला (1699), गुजरू वेठिक मिङ्क सी दी योगिणीत।

3. धारण ढे भाविक ढे मॉडिफायर तीर्थ:- भेजे अठेन दिनिकात, चेव तीर्थ, चेव राघु, धारण ढे पूर्वमिन ढेव जिम्मे: पूर्वम ब्रह्म, तीर्थ दंका, मेहरी भविष्य
मध्यम युगकाल:–
1. ‘पंतप्रधान द्वारा भित्रम’; वर्तमान समय चिंता, पवित्रस्मृति विद्वान धर्मशास्त्री ठाकुराला।
2. ‘पंतप्रधान द्वारा भित्रम’, धर्मशास्त्री समय चिंता, हिंदू संत वंशी नवंपुरा।
3. ‘पंतप्रधान’ (मंडिरम, बल्ला मध्यक दे रूढ़ितिवास आदि) रूढ़ितिवास अविलंब समय वंशी, धर्म भित्रम पंतप्रधाना।
4. ‘प्रेमत्वोत्तर संधि भित्रम’ 1469-1708 डा. सुधाकरभाष मिश्र, संजय पवित्रस्मृति, महाद्वार।
5. ‘भित्रम नीतिक रम निम्न महिलाय’; पवित्रस्मृति महाद्वार संदेश रवि भारती, भारत पंज भारती, उत्तर भारत, अंतिमेतु काल।
6. ‘संधि भित्रम’ (1469-1765), धर्मशास्त्री समय चिंता, डा. बोधा संधि, पवित्रस्मृति विद्वान धर्मशास्त्री वृद्धिवासिमी पंतप्रधाना।
7. ‘संधि भित्रम’ बल्ला पवित्र, धर्मभार धर्म मधुरद स्वामी बोधा संधि, संतेक बुध संत मधुरद संधि।
8. ‘पंतप्रधान द्वारा भित्रम’ (पंतप्रधान से रूढ़ितिवास द्वारा भित्रम) धर्मशास्त्री समय चिंता, हिंदू संत वंशी नवंपुरा।
9. ‘संधि विमलदी’ 1469-1988 धर्मशास्त्री संधि, नवंपुरा पवित्रस्मृति तिथि रंगी।
10. ‘संधि भित्रममत्त धवल’ (1469-1708) धर्मशास्त्री संधि, तिथि हिंदू संत वंशी नवंपुरा।
11. ‘पंतप्रधान द्वारा भित्रम’ (1469-1799) संधि जानवली, भारत पवित्रस्मृति पंतप्रधाना।
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

Memorandum of Association: Meaning, Importance, Contents, Alteration, Doctrine of Ultra Vires.
Article of Association: Meaning, Contents, Alteration, Differences between Memorandum of Association and Articles of Association, Constructive notice of Memorandum and Article, Doctrine of Indoor Management.

Part – II

Company Meetings: Rules of Meetings, Annual general meeting, extraordinary general meeting, Meeting of BOD, Quorum for different meetings, Kinds of resolutions, dividend, Procedure for Conducting Meetings (including Board meetings).

Winding Up: Modes of Winding up, Commencement and Procedure of Winding up and Consequences of Winding up order.

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 \hspace{2cm} 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

Suggested Readings:

1. Hall, B. Pricke; and Royce L. Brahamson, “Small Business Management”.
5. Sharma, R.A, “Entrepreneurial Change in Indian Industries”.

Note: The latest editions of the books should be followed.
Bachelor of Business Administration (Semester – V)

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 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.

Unit I

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.

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”.
3. Maheshwari, S.N. “Cost Accounting”

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 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
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:

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 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

Part – II
Suggested Readings:


*Note: The latest editions of the books should be followed.*
BBA-521: GROUP B- \hspace{1cm} INDUSTRIAL RELATIONS & LABOUR LEGISLATIONS

Time: 3 Hour \hspace{2cm} 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 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
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:

Note: The latest editions of the books should be followed.
Bachelor of Business Administration (Semester – V)

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:


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 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

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:

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.
Bachelor of Business Administration (Semester – V)

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

Part – II

1. Insurance Regulation and Development Act.

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.
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:


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
Multinational Corporations and their Involvement in International Business, Issues in Foreign Investments, Technology Transfer, Pricing and Regulations.

Part – II
Direct Investment and Collaborative Strategies: - Types of Collaborative Arrangements, Problems with Collaborative Arrangements, Managing Foreign Arrangements.

Suggested Readings:


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

Course Contents:
1. The study of the whole text of the novel, *The English Teacher*
2. The study of the following one-act plays from the prescribed book, *Glimpses of Theatre*
   i) The Will
   ii) Villa for Sale
   iii) Progress
   iv) The Monkey’s Paw
   v) Sorry Wrong Number

Essay Writing

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. 

   \[(2x5=10 \text{ Marks})\]

**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.

   \[ (6x2= 12 \text{ Marks}) \]

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.

   \[ (6x2= 12 \text{ Marks}) \]

**Section–C:**
IV. ONE question requiring the students to write an essay on one of the three given topics will be set.

   \[ (1x8=8 \text{ Marks}) \]

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.

   \[ (1x8= 8 \text{ Marks}) \]
PUNJABI (COMPULSORY)

BBA- 602:

भाषा: 3 घंटे  
विषय अंक: 50

पाठ-सूची अनुसार पाठ-प्रमाण

1. बांध चौक (पढ़िएं देखि)
   (मैथिली, बिहारी भाषा, बंगाली भाषा)
   नवरत्न देव फुलीदास सिंह, अभिव्यक्ति,
   (मिठ दीपक, माघ गुरूमती, बाबू नवरत्न देव सी, बाबू भवनस्तु देव सी,
   रामकुमार माघ, माघ अभिव्यक्ति)
   (भूपेश भागवत विभागिता/विहार चमनु/माघ)

2. पत्तीखाने वे बीड़ (महाकाव्य), वहीनिस्तार सिंह ,भारत, नवरत्न बाबू, अभिव्यक्ति
   (केकेप नीलदेव दे उजयम/भारत मानकाष्ठ पत्रिपथ/महाकाव्य में इंटेन्स इंटेन्स)

3. (२) दंड उपजा (विजयित भाषा, उद्देशकेकी अक्षर चरित्र भाषिकां मधवी)
   (भ) आयुर्विज्ञान मधवी धुरी: वैदिक, ब्राह्मण, राष्ट्र, राष्ट्र, शिवरात्रि
   (विभाग भाग में इंटेन्स)

4. विभागिता:
   (२) विभागिता मूलीकिता: हिंदी, दर्शन अक्षर उठान
   (भ) विभागिता वर्षम: पत्रिपथ, भारत दे पूर्ण

अंक-दंड अनुसार पत्रिपथ उपायिता

1. पुस्तक लेखिका/विवेकादि/हिंदी/मलयालम (दे दिशें दिशें) 10 अंक
2. महत्त्वपूर्ण पत्रिपथ/भारत दे इंटेन्स (दे दिशें दिशें) 10 अंक
3. दंड उपजा: किंवडं दिशें दिशें दिशें दिशें दिशें 05 अंक
4. भारत नवरत्न 05 अंक
5. तंत्र 5 छात्र भिन्न भिन्न विभागिता दिशें दिशें तंत्रावली पुस्तक 10 अंक
6. शिक्षार्थी छात्र तंत्र 1 छात्र 2 छात्रां पुस्तकां दिशें मध्यवर्ती दिशें दिशें
   5 पुस्तक देखि संख्या। एकेद्र दि इंटेन्स 50 मास्टर अंड एंड दींग दि दींगे

5X2=10 अंक
BBA- 602: 
भूमिका पंजाबी
(भूमिका देने की जिम्मेदारी)
(In Lieu of Punjabi Compulsory)

Time: 3 Hrs. 

 Marks: 50

भाषा दी हुई है:-

डेढ़: विद्यालय संख्या 15 धर्म मंदिर संख्या। शिक्षितवर्ग लें जिम्मे 10 दे ठुंठा 30-40 वर्गबंद सिंच खिले नहीं। उदाहरण पुर्त दे 2 अंक दें दो।

डेढ़: विद्यालय संख्या 6 धर्म मंदिर संख्या। शिक्षितवर्ग लें जिम्मे 3 पुर्त दे ठुंठा 400-500 वर्गबंद सिंच खिले नहीं। उदाहरण 10 अंक दें दो।

1. उपवनिव सिंघ अपील पंजाब देने वीरबल अंके दिव्यांग :- 1790 सिंध धर्म मंदिर दे उपवनिव उत्तर, उपवनिव शिक्षा दे नील अंके, अधिकूर्त दी संपी, उपवनिव शिक्षा दे अंतर्वर्त राशि संघ, मैत्री धर्म, पंजाब दे भिन्न चित्रकित उप दिन्दो।

2. उपवनिव नामित अंके साधनव-पादशिल मुख्य अंतर्वर्त :- 1857 दे दिव्यांग अंके धर्म, बुला अंतर्वर्त, खाना अंतर्वर्त, नागाध्यमा संघ, चित्रकित दे सम्पादिक, शिक्षा ममा अंतर्वर्त, बुलाउना मुख्य मूल्य अंतर्वर्त अंके अवलोक।

3. बंद अंके मुख्यवर्त :- निश्चितक नाम चित्रकितक, असम्पूर्ण अंतर्वर्त, नेतृत्व खाना ममा, अंकला क्रोधाली अंतर्वर्त, खाना बंद अंतर्वर्त, ममा मुख्यवर्त नीतिवर्त मा पेड़ग्री- 

# काल कल्पना वर्ते 
# म.अन्नवर्त सिंघ सरकार 
# म.उत्तर सिंघ 
# म.पूर्व सिंघ 
# म.पवन सिंघ 
# म.जगव सिंघ

# भाष्टर उरा सिंघ 
# म.अन्नवर्त सिंघ
मद्विंबुद्रयः:-

1. ‘बनमनु मिश्र’, सर्विच दिगमब शिक्षक, बंगाली यूनिवर्सिटी, महाभाषा।
2. ‘अनुपम बनमन्द्रि शिक्ष’, मीठा तम वेदि, अनुपम अंड्रे मिंग, यूनिवर्सिटी ऑफ बूम यूनिवर्सिटी।
3. ‘सिंध निमित्ती’ 1469-1988 यूनिवर्सिटी मिश्र, राजनीतिक यूनिवर्सिटी, यूनिवर्सिटी।
4. ‘सिंध निमित्ती’ बाबा उम्रा (1839-2004), पुरातंत्र मिश्र अंड्रे द्रा. बूमराम। मिश्र अंड्रे द्रा. बूमराम मिश्र
5. ‘सिंध निमित्ती’ (1526-1849) बिष्मल सम, बूमराम यूनिवर्सिटी, मिश्र।
6. ‘पंचाख दीपुम लिफ’ (1850-1910), मध्यमह मिश्र ‘अनिल’, पुरातंत्र विहित सदरमित शिक्ष
7. ‘पंचाख लिफ’, धिक्याल मिश्र वरुण, दिवंग वेदि, मध्यमह।
8. ‘सिंध निमित्ती’, दिवंग, लानेर तमह सय, महाभाषा।
9. ‘पंचाख दीपुम लिफ’ (1791-1966) मिश्र नामदेवी, मध्यमह यूनिवर्सिटी, महाभाषा।
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 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 – 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:
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 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-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,


Suggested Readings:
4. NCFM Modules (www.nseindia.com)

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


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

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**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.

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**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

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

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**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**
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:**


*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 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
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 21st century and future directions of HRM.
Suggested Readings:


   *Note: The latest editions of the books should be followed.*
BBA-631: GROUP C- SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Time: 3 Hours

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


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:


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

Part – II
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:


Note: The latest editions of the books should be followed.
BBA-641 : GROUP D- EXPORT IMPORT MANAGEMENT AND DOCUMENTATION

Time: 3 Hours \hspace{1cm} 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.
Suggested Readings:

1. Current Foreign Trade Policy
2. Handbook of procedures Volume I & II.
3. Jain, S.C., Export Procedures and Documents
5. Lall, G. S., “Finance of Foreign Trade and Foreign Exchange”

Note: The latest editions of the books should be followed.
Bachelor of Business Administration (Semester – VI)

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:


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