

**- PANJAB UNIVERSITY, CHANDIGARH**  
**FACULTY OF BUSINESS MANAGEMENT**  
**& COMMERCE**

**OUTLINES OF TESTS SYLLABI AND COURSES OF**  
**READING**

**FOR**

**BACHELOR OF BUSINESS ADMINISTRATION**  
**( 1<sup>ST</sup> Year, 2<sup>nd</sup> year and 3<sup>rd</sup> year)**

**For the Examinations of 2011**

**OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR  
BACHELOR OF BUSINESS ADMINISTRATION - 2011  
(B.B.A.)**

**NOTE :**

1. A unit should be of 30 students.
2. 80 percent marks shall be assigned to external examination and 20 percent to internal assessment. In the papers relating to computers, the division of marks shall be as follows:

Written Test	:	50 marks
Practical	:	30 marks
Internal Assessment	:	20 marks

The Internal Assessment mentioned as above be divided as under:-

HST (House Examination)	:	10 marks
Written Assignments	:	05 marks
Class Participation	:	05 marks

3. Case Study and tutorial system of imparting instructions shall be followed. A unit shall be divided into two tutorial groups.
4. Work load shall be 5 theory + 1 tutorial period per week.

**BACHELOR OF BUSINESS ADMINISTRATION 1<sup>st</sup> YEAR**

	<i>Title of the paper</i>	<i>Marks</i>
1.	English & Business Communication Skill	100
2.	* Punjabi/History & Culture of Punjab	50
3.	Organization & Management	100
4.	Quantitative Techniques	100
5.	Business Laws-I	100
6.	Business Economics	100
7.	Basic Accounting	100
8.	Computers (Fundamentals of Information Technology) (On the job training during summer vacation 4 to 6 weeks)	100
9.	** Environmental Education	100

**BACHELOR OF BUSINESS ADMINISTRATION 2<sup>nd</sup> YEAR**

1.	Business Laws-II	100
2.	Marketing Management	100
3.	Human Resource Management	100
4.	Financial Management	100
5.	Production & Operations Management	100
6.	Business Environment	100
7.	Computer (Operating Systems and P.C. Software) (On the job training during summer vacation 4 to 6 weeks)	100

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\* The following categories of the students shall be entitled to take option of History & Culture of Punjab in lieu of Punjabi as compulsory subject:

- (i) Students who have not studied Punjabi upto class 10<sup>th</sup>.
- (ii) Wards of and Defence Personnel and Central Government employee/employees who are transferable on all India bases.
- (iii) Foreigners.

\*\* This is a compulsory qualifying paper, which the students have to study in the B.B.A./B.A./B.Sc./B.Com. 1<sup>st</sup> year. The students are required to qualify this paper either in the first year, second year and third year of the course. The examination will be conducted by the University.

**THE DISTRIBUTION OF MARKS WOULD BE AS UNDER:-**

External Evaluation		80 marks
Internal Assessment		20 marks
Written Assignment	5 marks	
Class Participation	5 marks	
House Examination	10 marks	

The Convener, Undergraduate Board of Studies in Commerce has given further clarification for awarding 10 marks in each paper (internal assessment for practical work) as under:

The contents in practical would be from the curriculum.

Teacher should assign some project or practical work to students. Students should be guided to carry on field work and collect primary data (wherever possible). Whatever project work/practical work/assignment is submitted by the student, should be evaluated by the class teacher of the college and marks be awarded accordingly. Further work of the student should be preserved for at least one year, which can be inspected by the University at any time.

In English paper, the assignment could be in the form of Business Letters/Public Notice/Tenders/ Precise etc.

**BACHELOR OF BUSINESS ADMINISTRATION 3<sup>rd</sup> YEAR**

<u>Sr.No.</u>	<u>Titles</u>	<u>Marks</u>
1.	Entrepreneurship Development	100
2.	Computer Based Information System	100
3.	Project Report & Viva	100

Any two groups of the following :

**Group A**

1.	Insurance Management	100
2.	Banking Law & Management	100

**Group B**

1.	Organization Behavior	100
2.	Industrial Relations & Labor Legislation	100

**Group C**

1.	International Marketing	100
2.	Sales & Distribution	100

Division of marks in each paper :

1.	Internal Assessment	20
2.	External Examinations	80

In Computer Exams.

1.	Internal Assessment	20
2.	External Examinations	50
3.	Practical Exams.	30

## **SYLLABUS FOR BACHELOR OF BUSINESS ADMINISTRATION FIRST YEAR**

### **Paper I : English & Business Communication Skill**

Max. Marks	:100
External Assessment	:80
Internal Assessment	:20
Time :	3 Hrs.

#### **UNIT-I**

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

*Corporate Communication:* Formal and Informal communication networks, grapevine and communication barriers, improving communication.

*Principles of Effective Communication:* Concept; Writing-Skills; Planning Business Messages, Rewriting, Editing, The first-draft, Reconstructing the final draft business letters and memo formats and appearance, Request letters, Good news and bad news letters, Persuasive letters, Sales letters, Collection letters, Office memorandum etc. Modern Forms Communication -Telex, Fax, Telegram and Tele-conferences.

Text book-patterns in Prose (including chapters 3, 5, 11).  
Advertisements, Tender notices, Auction notice, Public notices.

#### **UNIT -II**

*Report Writing:* Introduction to proposals, Short reports and formal reports, report preparation of any chosen topic. Oral presentations, Principles of oral presentations, factors effecting presentations, Sales presentation, Conducting surveys resume writing.

*Non-verbal:* Aspects of Communicating.

*Effective Listening:* Principles of effective listening.

Factors affecting listening, Listening exercises - Oral, Written and Video sessions.

Preparation of matter for meetings, the writing of notices, agenda minutes. The Organization and conduct of Conference.

- a) Vocabulary from the text book
- b) Match columns
- c) Synonyms/Antonyms
- d) Pair of Words

Non-textual comprehension

**Text Book**

Patterns in Prose by Jagdish Chander, Panjab University, Publication Bureau.

**Note:** From text book, only a comprehension question should be asked. No general questions.

Testing:

- 1. Two questions on the Text (Patterns in Prose) with Internal choice 10 x 2= 20 marks
- 2. Letter 08 marks.
- 3. Report 10 marks.
- 4. Public Notices/Tender Notice/Auction Notice/Memo 12 marks.
- 5. Vocabulary/Match Columns/Pair of words (All text based) 12 marks.
- 6. Theory (Short notes) e.g. e-mail /tale-conference/fax/  
Body language/Principles of Communication etc. 08 marks.
- 7. Unseen Passage for comprehension 10 marks.

**PAPER-II: PUNJABI**

Max. Marks : 50 marks.  
Written : 45 marks.  
Internal Assessment : 05 marks.

Time: 3 hrs.

- |  |          |
|--|----------|
| 1. A book of Punjabi.  | 15 marks |
| 2. Essay writing on National and International Problems.                       | 7 marks  |
| 3. Business Correspondence (Letters and Telegrams)                             | 5 marks  |
| 4. Practical Grammar (Correct-Incorrect words, Sentences, Punctuation, Idioms) | 8 marks  |
| 5. Translation of Business Advertisement from English to Punjabi               | 5 marks  |
| 6. Vocabulary of Business Administration                                       | 5 marks  |

**Courses:**

1. Katha Bodh out of 18 chapters only 12 chapters, 1,3,6,7,8,9,10,11,12,13,14 &17 are in the syllabus, and others are deleted.
2. List of words attached.

**Themes and Units :**

- |  |          |
|--|----------|
| 1. Two questions from the book Katha Bodh (With internal choice.)                              | 15 marks |
| 2. Four topics may be given, on one of which an essay be asked to be written.                  | 7 marks  |
| 3. Two subjects may be given, a letter of telegram on one of which may be asked to be written. | 5 marks  |

4. Questions may be set in three parts 8 marks
- (a) Correct-Incorrect 3 marks
  - (b) Punctuation 3 marks
  - (c) Sentence Making 2 marks
5. A piece of business advertisement may be given for translation. 5 marks
6. 10 words may be given and the students be asked to give each word's meaning in Punjabi 5 marks

**Suggested Reading:**

College Panjabi Viakaran by Harkirat Singh published by Punjab State University Text Book Board, Chandigarh.



phHphHJ/H

tgko gqpx dh ôpdktbh

Absorption - ;wkJh  
 Abnormal Returns -n;kXkoD nkwdB  
 Absolute Priority - fBog/y soihj  
 Accelerated Depreciation-s/ih Bkb x;kJh  
 Accounts Payable-d/D: 'r b/y/  
 Accounts Receivable-b?D: 'r b/y/  
 Accrued Interest-T[gfus ftnki  
 Accrual Based Accounting-  
 Acid Test Ratio-s[ozs nB[gks  
 Acquisition- nfGrqfjD, ep÷k eoBk  
 Accounting Earnings-b/yk bkG  
 Accounting Liquidity-b/ykrs sobsk  
 Acquiree -wep{i, T[j cow fi; T[Zs/  
 ep÷k j't/  
 Acquirer-ekp÷  
 Acquisition of assets-;zgsh dk nfGrqfjD  
 Acquisition of Stock-Gzvko dk nfGrqfjD  
 Active Market-;orow wzvH  
 Advertising -fJôfsjko, ftfrnkgB  
 Advertising media-ftfrnkgB ;kXB  
 Aggregate-;w[Zu  
 Agribusiness-y/sh-tgko  
 Allocation of Resources-;o'sK dh tzv  
 Alternative Cost-ftebgh bkrs  
 Amortization of Debts - eof÷nK dk  
 feôstko G[rskB  
 Amortization of Fixed Assets-nub ;zgsh dh  
 feôstko g{osh  
 Annual report-;bkBk fog'oN  
 Annuity-tkofôeh  
 Appreciation-w[Zb tkXk  
 Apprenticeship-ôkfrrodh  
 Arbitrage-wfXn;Esk, ftu'brh, fJe''  
 ;w/A yohd ns/ t/u  
 Assets-;zgsh  
 Asset/Liability management-bfjD/ ns/  
 d/D/ dk gqpxX  
 Asset/liability statement-bfjD/ ns/ d/D/  
 dk fuZmk  
 Asset based financing-;zgsh nkXkos  
 ftZsh ;jfkJsk  
 Associated Companies-;zfwbs ezgBhnK

Auction Markets-fBbkwh wzvH  
 Average- n";s  
 Average Productivity- n";s T[sgkdesk  
 Average revenue- n";s nkwdB  
 Balance Sheet- ô/ô ;koDh  
 Balanced budget-;zs[fbs piN  
 Bank Account-p?Ae ykSk  
 Barriers to Entry-dkôb/ T[Zs/ o'eK  
 Bilateral Agreement-d' fXoh ;wM"sk  
 Blue Collar Worker-fi;wkBh feos eoB  
 tkb/ ekw/  
 Board of Directors-vkfJo?eNoK dk p'ov  
 Bond Yield-foD-gZso bkG  
 Break-Even-Point - ;wkB-fpzd{  
 Branded Good-No/v wkoe tkbhnK t;sK  
 Business Consultants-tgko ;bkjeko  
 Business Relations-tgkoe ;pzX  
 Business Equipment-tgkoe ;wZroh  
 Business Forecasting-tgkoe g{ot nB[wkB  
 Business-Services-tgko-;/tktK  
 Business Solutions-tgkoe r[zMbK dk jZb  
 Capacity-;woZEK  
 Capital Account-g{zihrs ykSk  
 Capital Expenditure-g{ziho{g you  
 Capital Formation-g{zih-fBowkD  
 Capital Gains- g{zih o{g bkG  
 Capital Goods- g{zih o{g t;sK  
 Capital Intensive Technique-g{zih gqXkB  
 ekoi ftXh  
 Capital Market-g{zih-wzvH  
 Cartel- ekONb  
 Cash based Accounting- Bed nkXkfos  
 b/ykekoh  
 Cash Flow- Bedh dk tjkU  
 Circulating Capital- wkoeN ftZu bZrh  
 g{zih  
 Collateral-;fjGkrh iK izdh ;zgsh  
 Company- ezgBh  
 Competition- gqfs:'rsk  
 Conciliation-;wM"skekoh  
 Convenience Goods-;"y Bkb jk;b t;sK  
 Corporate Image Advertising- fBrw fpzp  
 ftfrnkgB

Corporation- fBrw  
 Corporate Business- fBrw tgko  
 Cost of Goods- t;sK dh bkrs

Cost of Production- T[sgkdB dh bkrs  
 Current Assets- ubzs ;zgsh  
 Current Liabilities- ubzs d/DdkohnK  
 Debenture- vhp?Auo

Debt Service- eoik ;/tk  
 Debt Management- foDFgqppzX  
 Deferred Payment- o'e/ j'J/ G[rskB  
 Deflation- w[Zdok ft;chsh  
 Demonstration Effect- gqdoôBh gqGkt  
 Depreciation- w[Zb xNkJh  
 Depression- nkofEe wzdk  
 Direct Sales Method- T[sgkde d[nkok  
 f;ZXk ftZeohFgqppzX  
 Disinvestment- ftfBt/ô  
 Dividend- bkG-nzô  
 Distribution Channel- ftsoDFgqDkbh  
 Economic Indicator- nkofEe ;{ue  
 Economic System- nkofEe gqppzX  
 Economic Sanctions- nkofEe o'eK  
 Entrepreneur- T[Zdwh  
 Equity- fJe[fJNh  
 Established Procedure-;Ekfgs ftXh  
 Establishment- nwbk, ;EkgBk  
 Estimate of Expenditure- you nB[wkB  
 Executive Committee- ekoiekoh ew/Nh  
 Feasibility-;zGktBk  
 Fiscal Policy- ftZsh Bhsh  
 Fiscal Year- ftZsh ;kb  
 Fixed Assets-;EkJh ;zgsh  
 Fixed Costs-;EkJh you/  
 Foreign Exchange- ftd/ôh w[Zdok  
 General Procedure- nkW ekoiFftXh  
 Governing Body- nzsozr ;Gk65  
 Gross Profit- e[b bkG  
 Hierarchy- gdth soshp  
 Hoarding-+ôhokpk+h  
 Human Capital- wB[Zyh g{zih  
 Human Resources- wB[Zyh ;z;kXB  
 Impersonal Service- r?o ôy;h ;/tkkK  
 Incumbent- gdXkoh

Income Statement- nkwdB fuZmk  
 Inflation- w[Zdok ;chsh  
 Infrastructural Facilities- p[fBnkdh ;j{bsK  
 Innovation-BthBekoh  
 Installation Goods- ;Ekgsh t;sK  
 International Monetary Fund- nzsookôNoh  
 w[Zdok e'ô  
 Intangible Assets- n;E{b b?DdkohnK  
 Investment- fBt/ô  
 Investment Function- fBt/ôh gqgekoi  
 Joint Venture-;KMk T[Zdw  
 Labour Intensive Technique- feos gqXkB  
 ekoi ftXh  
 Labour Organisation- feosh ;zrmB  
 Laissez Fair- y[ZbQh ftt;Ek  
 Liabilities- d/DdkohnK  
 Licensing Agreement- b;z; ;wM"sk  
 Limited Company- fbwfnv ezgBh  
 Liquid Capital- jk+o ;zgsh  
 Liquidity- sobsk  
 Localization of Industry- T[d:'fre  
 ;EkBheoD  
 Long Term Assets- dhoxekbh ;zgsh  
 Long Term Liabilities- dkoxekbh  
 d/DdkohnK  
 Magnate- f;ow"o  
 Major-Head- w[Zy wZd  
 Management- gqppzX  
 Manager- gqppzXe  
 Managing Director- gqppzXeh fBod/ôe  
 Managing Partner- gqppzXeh fjZ;/dko  
 Market- wzvH  
 Market Fluctuation- pk+ko dk T[sokn  
 uVkn  
 Market Share- pk+ko ftZu fjZ;k  
 Marketable Goods- fteD:'r t;sK

-10-

Mechanization- wôhBheoB  
 Mediation- ftu'brh  
 Mercantilism- tgkotkd  
 Merger-;fwzbb  
 Mixed Economy- fwôfos noEFftt;Ek  
 Monopoly- J/ekfXeko  
 National Income- okôNoh nkwdB  
 Net Investment- fBo'b fBt/ô  
 Net Profit- fBo'b bkG  
 Oligopoly- r[ZN nfXeko

Open Market Operations- y[ZbQk wzvH  
 ftjko  
 Partnership- fjZ;/dkoh, ;KMhdkoh  
 Perfect Monopoly- g{ob J/ekfXeko  
 Personal Service- ôy;h ;/tkkK  
 Planned Economy-;[:'fis noE  
 ftt;Ek  
 Price War- ehws :[ZX  
 Production- T[sgkdB  
 Production Capacity- T[sgkdB ;woZEK

Productivity- T[sgkdesk  
 Profit Margin- bkG nzô  
 Proprietary Technology-;zgsh o{g  
 seBkb'ih  
 Protective Duty-;[oZfynk eo  
 Public Sector-;kotifBe y/so  
 Quotas- e'N/  
 Quotation- w[Zb ;{uh  
 Recession- nkofEe wzdhd dk d"o  
 Redemption- w[es j'Dk  
 Revenue- nkwdB  
 Sales Promotion- gquko eoe/ ftZeoh  
 tXkT[DK  
 Seasonal Variation- w";w nB[;ko  
 nzso  
 Service Conditions-;/tk jkbsK  
 Service Goods-;/tk t;sK  
 Shares- ô/no, fjZ;/  
 Sinking Fund- foD fBtkoD e'ô  
 Skill Formation- e"ôb fBowkD  
 Slump- wzdK  
 Social Security Programme-;wkfie  
 ;[oZfynk gq'rokw  
 Sole Proprietorship- J/eb wkbeh  
 Speciality Goods- ftô/ôr t;sK  
 Speculative Motive-;ZNk ;[Gkth wzst  
 Staple Good- gqw[Zy tgkoe t;s

Statutory Company- ekB{zB nXhB  
 ;Ekfgs ezgBh  
 Stock Exchange- ok; dh wzvh, ô/no  
 pk÷ko  
 Subsidiary Company- ;jkfJe ezgBh  
 Strategic Relationships- Bshhrs ;pzX  
 Syndicate- f;zvhe/N  
 Trademark- wkoek  
 Tariff- do ;{uh  
 Tax Equity- eo ;wBhsh  
 Technology- seBkb'ih  
 Terms of Payment- G[rskB dhkK ôosK  
 Terms of Trade- tgko dhkK ôosK  
 Trade Barriers- tgkoe o[ektNK  
 Trade Union- No/v :{BhnB  
 Under Employment- nbg o[÷rko  
 Productive Expenditure- nDFT[gikT{  
 ôou  
 Unproductive Labour- nDFT[gikT{  
 feos  
 Vertical Integration-;wo{g ;zxNB  
 Wages- w÷d{oh  
 Wage Goods- w÷d{oh t;sK  
 Wholesale Sales Method- E'e ftZeoh  
 Yzr  
 Working Capital- ubzs g{zih

-11-

**OR**

**PAPER II: HISTORY AND CULTURE OF PUNJAB**

Max. Marks	: 50 marks
Written	: 45 marks
Internal Assessment	: 05 marks
Time	: 3. 00 hrs.

**One Paper**

**General Instructions:**

1. In all, nine questions will be set. Each question will carry 9 marks.
2. First question shall be Short Answer type containing 15 short questions spread over the whole syllabus. Candidates will attempt nine questions out of the fifteen questions in about 25 to 30 words each. Each short question will carry 1 mark totaling 9x1=9 marks. The first question is **compulsory**.

3. Rest of the paper shall contain 4 units. Each unit shall have two essay type questions and the candidate shall attempt one question from each unit - 4 in all.
4. For private candidates, who have not been assessed earlier for internal assessment, the marks secured by them in theory paper will proportionately be increased to maximum marks of the paper in lieu of internal assessment. The paper setter must put note (4) in the question paper.

## **HISTORY AND CULTURE OF PUNJAB 1200-1849 A.D.**

### **UNIT-I**

1. Society in the Punjab during the Afghan rule.
2. The Punjab under the Great Mughals.
3. Salient feature of the Bhakti movement and Sufism in the Punjab.

### **UNIT-II**

4. Guru Nanak: His teachings ;concept of Langar and Sangat.
5. Development of Sikhism (1539-1581): Contributions of Guru Angad Dev, Guru Amar Das and Guru Ram Das for the development of Sikhism.
6. Transformation of Sikhism: Compilation of Adi-Granth; Martyrdom of Guru Arjan Dev; Guru Hargobind's New Policy.

### **UNIT-III**

7. Martyrdom of Guru Tegh Bahadur; foundation of the Khalsa by Guru Gobind Singh.
8. Banda Bahadur and his achievements; Sikh struggle for sovereignty from 1716 to 1765; role of Dal Khalsa, Rakhi, Gurmata and Misl.
9. Ranjit Singh's rise to power: civil and military administration; relations with the British.

**-12-**

### **UNIT-IV**

10. Social change with special reference to the position of women.
11. New developments in language, literature, architecture in the Punjab during the Medieval Period.
12. Famous Folk tales of Medieval Punjab.

### **Suggested Readings:**

- 1 Singh, Kirpal, *History and Culture of the Punjab*, Part II (Medieval Period), Publication Bureau, Punjabi University, Patiala, 1990 (3<sup>rd</sup> edn.)  
N.B. The required detail and depth would conform to the treatment of the subject in the above survey This book will also form the basis of the short answer questions).

2. Grewal, J.S., *The Sikhs of the Punjab, The New Cambridge University History of India*, Orient Longman, Hyderabad, 1990.
  3. Singh, Khushwant, *A History of the Sikhs*, Vol.1:1469-1839, Oxford University Press, Delhi,1991.
  4. Singh., Fauja (ed.), *History of the Punjab*, Vol.II, Punjabi University. Patiala,1972.
  5. Chopra, P.N. ; Puri, B.N., and Das, M.N.A *Social Cultural & Economic History of India*, Vol.II, Macmillan, Delhi,1974.
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- (a) Students who are not domiciled in Punjab and have not studied Punjabi upto class 10<sup>th</sup>.
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- (c) Foreigners.

-13-

### **PAPER III: ORGANISATION AND MANAGEMENT**

Max. Marks : 100  
Ext. Assessment: 80  
Int. Assessment : 20  
Time : 3 hours

#### **UNIT- I**

##### ***INTRODUCTION:***

Nature and Scope of Business, Business Systems, Objectives of Business, Organizing a Business, Forms of ownership organization, Sale proprietorship, Partnership.

Company promotion and Management location and size of a Business Unit, Business combination.

*Management:* Definitions, Meaning, Importance, Principles, Management as an art or science or both, Management as a Profession, Scientific Management and Rationalization.

Functions, Process of Management

Planning: Meaning, Significance, Types, Elements - Objectives, Policies, Rules, Procedures, Programmes, Decision Making.

## **UNIT-II**

*Organizing:* Nature and purpose of Organizing, Types of organization structure, Process of organizing, Delegation, Decentralization and Departmentation.

*Staffing:* Meaning, Nature and Functions of Personnel Management, Selection, Training and Development, Performance Appraisal, Supervision, Span of Supervision.

Directing : Communication, Motivation, Leadership.

Controlling: Nature and Process of Control, Control Techniques, Coordinating.

-14-

## **PAPER IV: QUANTITATIVE TECHNIQUES**

Max. Marks : 100  
Int. Assessment : 20  
Ext. Assessment : 80  
Time : 3 hours

## **UNIT-I**

Limit and continuity of functions, Derivatives, Repeated Derivatives, Theory of maxima and minima single variable, Integration of Algebraic, Logarithmic and Exponential functions.

Integration by parts, Integration using Partial fraction.

Determinants and Matrices, Inverse of a Matrix, Solution of System of Linear Equations using Cramer's Rule, Method, Matrix Inverse. Gauss Reduction Method, Linear Programming graphical and simplex methods.

## **UNIT-II**

Introduction, Methods of Presentation of Statistical Information, Collection and Presentation of Data. Frequency distribution. Measures of Central Tendency, Mean, Median, Mode, Measure of dispersion. Range quintile deviation, Mean, Average deviation and Standard deviation.

Probability Theory: Addition, Multiplication Rule, Bayesian Probability, Distribution, Binomial. Poisson, Normal Sampling and Sampling techniques.

Regression Correlation, Karl Pearson's and Rank Correlation Methods, use of Regression analysis, Regression equation (two variables only).

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.

**PAPER-V : BUSINESS LAW-I**

Max. Marks : 100  
Ext. Assessment : 80  
Int. Assessment : 20  
Time: : 3 hours

**UNIT-I**

Law of Contract: Definition & Nature of Contract, Offer and Acceptance, Consideration, Capacity of parties, Free Consent, Legality of object and consideration, Contingent contracts, Performance and Discharge of contract, Quasi-Contracts, Remedies for Breach of Contract, Indemnity, Guarantee, Bailment and Pledge, Agency.

Partnership Act, Definition & Nature of Partnership, Relation of Partners, Interest, Relation of Partners to Third Parties, Incoming & Outgoing Partners. Dissolution of Firms.

**UNIT-II**

Law of Sale of Goods Act: Contract of sale of goods, Conditions and Warranties, Transfer of Ownership, Performance of Contracts.

Remedial Measures.

Factories Act 1948: Object, Definitions, Approval, Licensing and Registration of Factories, Inspecting Staff, Health, Safety and Welfare, Working Hours of Adults, Employment of woman, Employment of young persons, Leave with wages, Penalties and Procedures.

Salient Features of RTI Act - Right to Information (Sec.3), Obligation of Public Authorities (Sec.4), Request for Obtaining Information (Sec.6), Disposal of Request (Sec.7), Exemption from Disclosure of Information (Sec.8), Grounds for Refection (Sec.9).



**PAPER-VI : BUSINESS ECONOMICS**

Max. Marks : 100  
Ext. Assessment: 80  
Int. Assessment : 20  
Time : 3 Hrs.

**UNIT-I**

Business Economics: Nature, Scope and Objectives, Demand analysis, Determinants of Individual and Market Demand, Empirical estimation of demand, Concepts and measurements of price, income and cross elasticities of demand.

Production Function: Laws of production in short & long run.

Economics of scale, Short run & long run cost functions. Managerial use of cost functions.

Break even analysis, Supply functions & its determinants. Revenue curves and their relationship with Elasticity of Demand.

**UNIT-II**

Equilibrium of firm under various market conditions. Perfect Competition, Monopoly, Monopolistic, Oligopolistic.

Profit, sales, growth & utility maximization

Capital Budgeting & Capital Rationing

Profit Dynamic Theory, Risk Theory and Uncertainty Theory. Innovation Theory of Profit.

**PAPER VII : BASIC ACCOUNTING**

Max. Marks : 100  
Ext. Assessment : 80  
Int. Assessment : 20  
Time : 3 Hrs.

**UNIT-I**

Financial Accounting - Introduction to Accounting, Meaning, Process cycle, Advantages of Accounting, Generally Accepted Accounting Principles and Practice (GAAP), Incorporate Financial Reporting. Form and Content of Income Statement and Balance Sheet.

Accounting Mechanics - Dual concept, Accounting equations, Affect of transactions on accounting equations, Recording of transactions in journal, Cash Book, Subsidiary Books and Bank books. Ledger Posting, Bank reconciliation Statement, Bills of Exchange, Rectification of Errors. Depreciation Accounting.

**UNIT-II**

Preparation of Financial Statement, Trial balance and adjustments, Errors disclosed and concealed by Trial balance, Profit & Loss accounting. Single Entry System and Accounting for non-trading organizations (professionals and non-profit organizations).

## **PAPER VIII: COMPUTERS ( FUNDAMENTALS OF INFORMATION TECHNOLOGY)**

### ***1. Introduction to Information Technology (IT):***

Introduction, Applications of IT in Business and Industry.

Education and Training, Science, Engineering and Maths.

### ***2. Basics of Computer:***

Types of computers, Anatomy of a computer, Introduction to the concepts of Bit, Byte, Word, Microprocessor, Chips, ROM, RAM, Buses, Ports, Hardware, Software, Operative System, System software, Application software, Typical configuration of a Pentium computer.

### ***3. Input, Output and Memory:***

Various input devices including keyboard. Mouse, Joystick, Scanners, Cameras.  
Various output devices including Monitors, Printers and Plotters.

### ***4. Primary and Secondary Memory:***

Volatile and non-volatile memory, Extended and Expanded memory, Movable and Non-removable secondary storage-tapes, Disks, CDROM, DVD, Comparison of these devices based on technology and speed, Introduction to Multimedia - Application, Video, Audio graphics presentation devices.

### ***5. Fundamentals of Internet Technology:***

Network applications, Concepts of bandwidth frequency, Local area networks and wide area network, Internet, WWW, E-mail, Telnet and FTP, Browsing and Search engines.

### **References:**

1. (Chapters 1-6 and Chapter 10 ) from “Information Technology” by Dennis P. Curtin, Kim Foley, Kunal Sen and Cathleen Morin, Tata Mc Graw Hill Edition.
2. Computer Science : Theory and Application by Balagurusamy and B. Sushila
3. Computers Today by Sauders
4. Computers Fundamentals by P.K. Sinha
5. Fundamentals of Computers by V. Rajaraman

**Paper-IX : ENVIRONMENTAL EDUCATION**

**Max. Marks : 50**  
**Time : 60 hours**

**1. Environment Concept: (25 HRS. COURSE)**

Introduction, Concept of biosphere - Lithosphere, Hydrosphere, Atmosphere; Natural resources - their need and types; Principles and scope of ecology; Concepts of ecosystem, Population, Community, Biotic interactions, Biomes, Ecological succession.

**2. Atmosphere:**

Parts of atmosphere, Components of air; Pollution, Pollutants, Their sources, Permissible limits, Risks and possible control measures.

**3. Hydrosphere:**

Types of aquatic systems. Major sources (including ground water) and uses of water, Problems of the hydrosphere, Fresh water shortage; Pollution and pollutants of water, Permissible limits, Risks and possible control measures.

**4. Lithosphere:**

Earth crust, Soil - A life support system, Its texture, Types, Components, Pollution and pollutants, Reasons of soil erosion and possible control measures.

**5. Forests:**

Concepts of forests and plantations, Types of vegetation and forests, Factors governing vegetation, Role of trees and forests in environment, various forestry programmes of the Govt. of India, Urban forests, Chipko Andolan.

**6. Conservation of Environment:**

The concepts of conservation and sustainable development, Why to conserve, Aims and objectives of conservation, Policies of conservation; Conservation of life support systems - Soil, Water, Air, Wildlife, Forests.

**7. Management of Solid Waste:**

Merits and demerits of different ways of solid waste management - Open, Dumping, Landfill, Incineration, Resource reduction, Recycling and reuse, Vermicom posting and vermiculture, Organic farming.

**8. Indoor Environment:**

Pollutants and contaminants of the in-house environment; Problems of the environment linked to urban and rural lifestyles; Possible adulterants of the food; Uses and harms of plastics and polythene; Hazardous chemicals, Solvents and cosmetics.

**9. Global Environmental Issues:**

Global concern, Creation of UNEP; Conventions on climate change, Convention on biodiversity; Stratospheric ozone depletion, Dangers associated and possible solutions.

**10. Indian Laws on Environment:**

Indian laws pertaining to Environmental Protection: Environment (Protection) Act, 1986; General information about laws relating to control of Air, Water and Noise pollution. What to do to seek redressal.

**11. Biodiversity:**

What is Biodiversity, Levels and types of biodiversity, Importance of biodiversity, Causes of its loss, How to check its loss; Hotspot zones of the world and India, Biodiversity Act, 2002.

**12. Noise and Microbial Pollution:**

Pollution due to noise and microbes and their effects.

**13. Human Population and Environment:**

Population growth and family welfare programme, Human Health, HIV/AIDS, Human rights.

**14. Social Issues:**

Environmental Ethics: Issues and possible solutions, Problems related to lifestyle, Sustainable development: Consumerisms and waste generation.

**15. Local Environmental Issues:**

Environmental problems in rural and urban areas, Problem of Congress grass & other weeds, Problems arising from the use of pesticides and weedicides, smoking etc.

**Practicals:**

Depending on the available facility in the college, a visit to vermicomposting units or any other such.

units or any other such non-polluting eco-friendly site or planting/caring of vegetation/trees could be taken.

**Note:** *Above 15 topics to be covered in 25 hours lectures in total, with 2 lectures in each topics from 2 to 11 and one each for the topics 1 and 12 to 15.*

- **Examination Pattern** : Fifty multiple choice questions (with one correct and three incorrect alternatives and no marks deduction for wrong answer or un-attempted question).
- All questions compulsory i.e. no choice.
- Qualifying marks 33 per cent i.e. 17 marks out of 50.
- Total marks:50
- Duration of Examination: 60 minutes.
- Spread of questions: Minimum of 2 questions from each of the topics 1 and 12 to 15  
Minimum of 4 questions from topics 2 to 11.

**SYLLABUS FOR BACHELOR OF BUSINESS ADMINISTRATION**

**SECOND YEAR**

**PAPER I : BUSINESS LAWS-II**

Max. Marks : 100  
Int. Assessment : 20  
Ext. Assessment : 80  
Time : 3 hours

**UNIT-I**

Company Law: Definition, Kinds of companies, Promotion of company, Provisions of Companies Act regarding Memorandum of Association, Articles of Association, Prospectus, Membership & Directors.

**UNIT-II**

Tax Law: Definition, Basis of charge, Exempted income, Steps involved in calculation of total income, Calculation of incomes under various heads of income.



**PAPER –II : MARKETING MANAGEMENT**

Max. Marks : 100  
Ext. Assessment : 80  
Int. Assessment : 20  
Time : 3 Hours

**UNIT-I**

Marketing: Definition of Marketing, Importance, Modern marketing concepts, Marketing process, Strategic planning and marketing and selling, Types of Organization, Marketing environment with special reference to India & its new economic policies.

Marketing Segmentation: Targeting & Positioning, Marketing mix elements.

Product Management: Features, Classification, Policies, Product planning & development, Product mix, Product diversification. Product elimination, Modification and Product failures.

Branding and Packaging.

Pricing Management: Importance, Objective, Factors, Pricing policies, Kinds of pricing, Methods of pricing.

**UNIT-II**

Promotional activities, Communication & Promotion, Promotion mixes & strategies, Forms of promotion and sales promotion.

Advertising: Evolution, Definition, Features, Importance, Advertising and Publicity, Functions of advertising. Advertising media, Advertising copy, Objections against advertising.

Personal selling and Sales management: Objectives, Importance, Qualities. Types of salesmen, Sales forecasting, Motivation, Compensation.

Channels of Distribution: Types, Middlemen, Elimination of middlemen. Service rendered by middlemen, Physical distribution. Consumer protection and consumerism.

**PAPER –III : HUMAN RESOURCE MANAGEMENT**

Max. Marks :100  
Int. Assessment : 20  
Ext. Assessment : 80  
Time : 3 hours

**UNIT-I**

Introduction, Nature, Scope, Evolution of personnel management, Relevance of HRM, Challenges faced by Modern Personnel Specialist, Organization of Personnel Department, Personnel Policies, Principles of Personnel Management, Acquisition of Human Resources, Job Analysis and Job Description, Job Redesigning, Job Enlargement and Job Enrichment, Human Resource Planning, Recruitment and Selection Process, Psychological Tests and Interview, Placement Induction and Promotions, Meaning, Purpose and methods of Performance Appraisal. Meaning, Process, Limitations and Benefits of MBO, Concept, process and methods of job evaluation, Nature and Role of incentives, individual and organization wide incentive system, Non Financial incentives, Nature and significance of Fringe Benefits.

**UNIT-II**

Training: Conceptual aspects, Training and Learning, Training objectives, Training process, policies, Plans designing training programmes, Methods of training, Evaluation of training effectiveness. Significance of training, nature, significance of principles of wages and salary administration.

Development: What is development, Difference between training and development, Objectives of development, Development process, Define development needs evolving development policies, Preparing development plans, Designing development programmes.

Development Methods, Case studies, Role play, Sensitivity training in basket exercise, Business games, Transaction analysis, Behavior modelling, Evaluation of development effectiveness.

**PAPER –IV : FINANCIAL MANAGEMENT**

Max. Marks : 100  
Int. Assessment : 20  
Ext. Assessment : 80  
Time: : 3 hours

**UNIT-I**

Functions and Goals: What is finance, what are finance function, what does the financial manager do, Financial goals, Profit vs Wealth, How finance functions are organized . Relationship of finance with other business functions. Cost of capital: Concept Components, Weighted average. Cost of capital, Equity share capital, Retained earnings, Cost of equity issuing.

Capital Budgeting Techniques: Pay back period, NPV, IRR, Accounting Rate of return. Working Capital Management: Meaning, Classification, Need, Factors Determining working capital management of working capital, Estimation of Working capital requirements, Functioning of working capital.

**UNIT-II**

Receivables Management - Meaning, Factors influencing size of receivables, Forecasting, Objectives and Dimensions of receivables management, Forming credit policy, Length of credit and executing credit policy, Financing investment in receivables, Formulating and executing collection policy.

Cash Management: Nature of cash, motives of holding cash, Cash planning, Managing cash flows, Methods of accelerating cash inflows, Showing cash outflows, Investment of surplus fund, Inventory Management EOQ. Determination of Level of Safety Stocks. Dividend Policy & Practice: Issues in Dividend Policy, Dividend theories-Walter's model, Gordon model, M.M. Approach, Factors influencing dividend decision. Forms of Dividend. Bonus issue and right issue.

**PAPER V :                    PRODUCTION & OPERATIONS MANAGEMENT**

Max. Marks     :100  
Ext. Assessment : 80  
Int. Assessment : 20  
Time                : 3 hours.

**UNIT-I**

Concept of Production, Types of production system, Strategic planning and forecasting, Production process analysis and planning , Capital investment, Capacity planning, Revenue budget and cost of production, Profitability analysis, Break-even analysis, CPM, PERT. Plant Location and Layout.

Methods of Improvement and Work simplification: Basic Concept, Method of study of production.

**UNIT-II**

Work Measurement and Production Standard, Work measurement. Time study. Purchasing Decisions - Basic concepts, Decision making process, Inventory control decisions, Purchase order Qty & EOQ Models decisions, Material requirement planning, Just in Time. Make or buy decisions: Basic concepts, Functional Analysis, Factor Analysis or Techniques, Standardization: Introduction, Objectives, Standardization by functions, divisions & levels, Implementation and Maintenance of standards.

**PAPER VI: BUSINESS ENVIRONMENT**

Max. Marks : 100  
Int. Assessment: 20  
Ext. Assessment : 80  
Time : 3 hours

**UNIT-I**

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

The process of environmental scanning. The scanning of some consumer goods industries. Environmental Threats and Opportunity Profile (ETOP) and SWOT analysis of some important industries like T.V., Tractor, Watches, Car, Scooters, Pharmaceuticals etc.

The key elements of economic environment. Economic system and economic planning in India. Objectives, strategies and evaluation of various Five year plans. The relevance of planning in the market oriented economy.

The changing dimensions of various Industrial policies in India particularly after 1980.

Monetary policy and its relevance to business, Fiscal Policy in India -The taxation system. The Public debt and the role of deficit financing.

The importance of Union budget. The evaluation of latest budgets. The concept, philosophy and performance of public sector in India. The debate of privatization of Public Sector in India.

**UNIT-II**

The key elements of Political environment. The relationship between business and government. The Economic roles of Government. The role of Government machinery, particularly the legal environment in India. The licensing system, the introductory framework of some of business laws i.e. FEMA, SEBI, the latest company law bill, the Consumer Protection Act, 1986. The changing dimension of regulatory framework in India and its impact of Indian business environment.

The components of social and cultural environment. The salient feature of Indian culture and values. The changing role of Indian family system. Emergence of middle class and its influence on business. The role of T.V. on Indian culture and values. The need for social responsibility of business; the ecological Issues and Indian business.

The International business environment. The role and importance of MNC's in India. The foreign direct investment in India. The role of non-resident Indians. The changing dimension of foreign trade policy. The devaluation of Indian rupee and its impact on Indian business.

The technological environment. The technology policy, the role of Research & Development in Business. The import of technology and problems associated with it. The debate of sophisticated technology and the problems of unemployment.

## PAPER VII : COMPUTER OPERATING SYSTEMS AND PC SOFTWARE

Max. Marks	: 100
Ext. Assessment	: 90
Int. Assessment	: 10
Time	: 3 hours.
L	P
30	30

### 1. **Disk Operating System (Dos):**

Introduction, Features of Dos, Booting process, Internal and External dos commands including file and directory commands such as DIR, MD, RD, REN, COPY, FORMAT, PATH, XCOPY, TREE, MORE

### 2. **Window Operating System:**

Introduction to Graphical User Interface (GUI), Features of windows operating system, Concept of desktop, Taskbar, Start button, Help button, Scroll bars, Minimizing and maximizing buttons; Functions of My computer, Recycle bin, Windows explorer; Creating folders and short cuts.

### 3. **Word Processing Software: MS-Word:**

Introduction and applications of word processing, Features of MS-Word, Creating, Opening, Saving and Inserting files, Editing Documents, Formatting documents, Inserting pictures, Creating graphs, Using tools such as spelling and grammar check; Using Mail Merge.

### 4. **Spreadsheet Software: MS-Excel:**

Introduction and applications of spreadsheet, Creating, Opening and saving worksheet, Entering information including text, numeric, formula, date and time; Using built-in functions including mathematical, statistical, date and time and financial functions, Formatting worksheet, Protecting cells, Printing worksheet, Creating 2D and 3d graphics, Concept of workbook.

### 5. **Relational Data Base Management System Package (Ms-Access):**

Introduction to database and data base management system (DBMS), Applications of DBMS, Features of MS; Access, Creating tables, Use of Import and Export facility, creating queries, form design and report design.

### 6. Introduction and applications of presentations, Software features of Ms-Power point, Introduction to Virus detections, Prevention and anti-virus packages.

**References:**

1. Chapter 1 and Chapter 2 Unit II and Units IV-IX of “A Book of Windows Based Computer Courses” by Gurvinder Singh and Rachpal Singh, Kalyani Publishers Rs. 195.
2. Rapidex Computer Course (Windows Edition) by Vikas Gupta, Pushpak Mahal, Rs. 149/-
3. P.C. Software Made Simple by R.K. Texali, Tata McGraw Hill.
4. Compact Guide to Windows, Word and Excel by Ron Mansfield, BPB publication.

**SYLLABUS FOR BACHELOR OF BUSINESS ADMINISTRATION THIRD YEAR**

Max. Marks	: 100
Ext. Assessment	: 80
Int. Assessment	: 20
Time	: 3 hours.

**PAPER-I : ENTREPRENEURSHIP DEVELOPMENT**

**Objectives:**

- To provide theoretical information to learners about the economic environment and role of entrepreneur in economic development.
- To help learners understand various issues involved in setting up a private enterprise and develop required entrepreneurial skills in economic development.
- To motivate students to put for entrepreneurship and self-employment as alternate career options.

**UNIT-I**

Entrepreneurship and Economic Development. Definition of Entrepreneurship. Need for Entrepreneurship, Difference between entrepreneur and self employed person, Entrepreneur and Entrepreneurship, Role of Entrepreneur, Linkage between Entrepreneur and Economic Development, Entrepreneurial Motivation: Establish Entrepreneurial Competencies the essential ones only : 15-20 of them, Entrepreneurial Motivation, Defreezing with the Help of Micro-lab, Data Collection about self. Administering Behavioral Games and Exercise for Explaining Desired Entrepreneur Behavior, Career Counselling.

**UNIT-II**

Exposure to Enterprise Support System at District, State and National Level: District Level Activities and Functions of District Industry Centers (KVIC etc.). State Level State Financial Corporations, State Small Industries and Export Corporations, Commercial Banks National Level: Small Industries Development Bank of India. National Small Industries Corporations, National Research Development Corporation. Project Identification and Project Design: Considerations in Product/Project Selection, Market Survey, Project Classification, Writing a Project Plan/Proposal, Project Appraisal and Documentation : Appraisal Criteria and the various formalities requiring clearance for availing financial support.

**Suggestions for Teaching/Testing:**

1. The subject comprises many disciplines. Therefore, assistance of outside field expertise needs to be taken, Collaborative teaching is essential.
2. The question paper should include objective type as well as descriptive type questions.
3. Internal Assessment:  
Internal Assessment would largely depend upon learners regularity and punctuality in class, participation in class discussion, completion of given assignment(s), conduct of mintmarket survey and preparation of a brief business plan for a proposed/suggested project. Evaluation of market survey work and business plan should be jointly done by the teacher concerned and the expert from District Industries Center/Commercial banks.

**Note:** Teachers must remember that the learners are not expected to execute the project proposal prepared by them in the Entrepreneurship Development paper. The project proposal is merely a tool to give them confidence in preparing a plan for entrepreneurial venture.



**Paper -II: Computer Based Information Systems**

Max. Marks	: 100
Ext. Assessment	: 90
Int. Assessment	: 10
Time :	:3 hours.
L	P
45	15

**1. System Life Cycle :**

System concepts, General system model, System, Data, information, System Life Cycle phases planning, Analysis, Design and Implementation, Introduction to Case tools.

**2. Concepts of Computer Based Systems model, Computer based information system, Introduction to Management Information System, Decision Support System and Knowledge Based Systems.**

**3. Accounting Information System :**

Characteristics, Sample system, Sub system for filling customer order, Ordering replenishment stock, Performing general ledger processes; features and use of Accounting Information System Package-TALLY.

**4. Marketing Information System :**

Basic concepts, Model, Subsystems including, Marketing Research, Marketing Intelligence, Product, Place, Promotion and Pricing subsystems.

**5. Manufacturing Information System :**

Model and subsystem including, Accounting information, Industrial Engineering, Inventory, Quality and Cost subsystem.

**6. Financial Information System :**

Model and subsystems including, Forecasting, Funds management and control subsystem.

**7. Human Resources Information Systems :**

Model, Subsystems including, Human resources research, Human resources intelligence, HRIS data base, HRIS output.

**8. Fundamentals of Electronic Commerce :**

Electronic Data Interchange, Electronic Commerce Methodology: Electronic Commerce Technology, Security.

**References:**

1. Chapter 17,18,19,20,22,23,24,25,27,29,30,31,32 from “Computer Systems Today” by Suresh K. Basaudra, Wheeler Publishing.Rs-320/-

**Group A**

**PAPER – I : INSURANCE MANGEMENT**

Max. Marks :100  
Ext. Assessment : 80  
Int. Assessment : 20  
Time : 3 Hrs

**UNIT-I**

Definition & Nature of Insurance, Evaluation of Insurance Contract, Motor Insurance, Burglary & Personal Accident Insurance, Misc. forms of insurance, Rural insurance in India, Urban non-traditional insurance, Emerging insurance, Business scans in India, Nature of life insurance contract, Principles, Classification, Amenities, Policy conditions, Salient feature of TRDA.

**UNIT-II**

General Insurance in India. Organization and Management of general insurance, Insurance and Taxation. Nature of Marine insurance in contract, Marine insurance policies, Policy conditions, Premium calculation, Marine Losses, Nature & use of Fire Insurance, Fire insurance contract, Kinds of policies & conditions, Rate fixation in Fire Insurance.

**PAPER –II : BANKING LAW & MANAGEMENT**

Max. Marks : 100  
Ext. Assessment : 80  
Int. Assessment : 20  
Time : 3 hours.

**UNIT-I**

Banking Regulation Act 1949, A study of Negotiable Instrument Act 1881, Banker & Customer relations, Banks as Borrowers, Employment of Funds, Guarantees, Advances secured by collateral securities, Goods & Bank balance sheet, Innovative Banking.

**UNIT-II**

Structure of Money & Capital Markets, Role of Financial Institutions in capital formation, Commercial Banks, Organization, Structure & Functions, Process of multiple credit creation, Sources & uses of bank funds, Liquidity Concepts, Instruments & Procedures. Profitability of Banks. The issue of NPAs & capital adequacy.

**Group B**

**Paper – I : Organisational Behaviour**

Max. Marks :100  
Ext. Assessment : 80  
Int. Assessment : 20  
Time : 3 hours

**UNIT-I**

Introduction to Human Behavior in organization, Individual Behavior, Personality: Meaning, Self Concepts, Self esteem, Determinants of personality. Perception, Nature and importance, Perceptual selectivity. Stereotyping halo effect etc.

Attitude and Behavior - Modification, Motivation, Types of motivation, Theories of motivation given by Maslow, Herzberg, Alderfer's, MCgregor, Vroom and Porter Lawyer, Inter Personal Behavior.

**UNIT-II**

Leadership (Leadership styles, Trait approach, Behavioral approaches.

Group Dynamics: Types of groups, Group norms, and roles, Group cohesiveness, Group development.

Management of conflict. Stress management, Organizational Communication. (Importance, Process Barriers.)

Note: CASE STUDIES FOR EACH TOPIC MUST BE DISCUSSED IN THE CLASS.

**PAPER –II : INDUSTRIAL RELATIONS & LABOUR LEGISLATION**

Max. Marks :100  
Ext. Assessment : 80  
Int. Assessment :20  
Time : 3 Hrs

**UNIT-I**

Industrial Relations: Concepts, Objectives, Approaches, Participant, Essentials of effective Industrial Relations, Industrial Conflicts: Nature, Form, Causes, Effects, Grievance administration concept, Procedure, Guidelines, Discipline, Approaches.

**UNIT-II**

Industrial Disputes Act 1947, Trade Unions Act 1926, Payment of Wages Act, 1936, Laws relating to Social Security, Employees State Insurance Act 1948, Compensation Act 1923, Employees Provident Fund Act, 1951. The Employment (Standing Order) Act, 1946.

**Group-C**

**PAPER- I : INTERNATIONAL MARKETING**

Max. Marks :100  
Ext. Assessment : 80  
Int. Assessment : 20  
Time :3 hours

**UNIT-I**

Introduction, Framework of International Marketing, Basis of International trade, Trends in world trade, Foreign trade & Economic growth, Identifying foreign markets, New Techniques in International Marketing, Multi-Nationals, Role of International Marketing, India's trade policies, Trends in India's foreign trade.

**UNIT-II**

Export Marketing: Product Planning & Marketing plan for export policies, Decision & EXIM policy. Export costing pricing and finance, Export document and procedures, Export assistance, Methods of payment, Assistance and incentives given for Indian exports. Export promotion in India and foreign trade organizations, Export management and personal selling.

**PAPER- II : SALES AND DISTRIBUTION**

Max. Marks	:100
Int. Assessment	:20
Ext. Assessment	:80
Time	: 3 Hrs

**UNIT-I**

Management & Importance of Sales Force. Functions of sales manager, Recruitment & Selection, Training & Direction, Motivation & Compensation. Appraisal of performance. Sales force size organization of sales department. Geographic product wise and market based, sales planning and central market analysis. Sales forecasting Methods, Sales Budget - Importance, Process of Sales Budget, Uses of sales budget, Sales territory considerations in allocation of sales territory, Sales Quota, Objectives, Principles of Ceiling Sales Quota, Administration of Sales Quota, Uses of Sales Quota, Sales and Cost analyses, uses and methods.

**UNIT-II**

Physical Distribution: Meaning, Organization & Management. Channels of Distribution: Its functions, Selection & motivation of intermediaries. Transport system elements and management: Features, Types & role of different modes of transport, Transportation rates of pricing, Distribution control & performance evaluation. Inventory Management, Inventory control, Role under conditions of certainty & uncertainty. Distribution warehousing: Its modern Concepts, Functions, Types & features of warehousing, Locations, Automation in warehousing.

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