

# **PROGRAMME GUIDE FOR**

## **BACHELOR OF BUSINESS ADMINISTRATION (BBA)**



Dr. Babasaheb Ambedkar Open University  
Jyotirmay Parisar, Opp. Shri Balaji Temple,  
Sarkhej-Gandhinagar Highway,  
Chharodi, Ahmedabad, Gujarat 382481

*Electronic version of the  
prospectus is also available  
for download at:  
<http://www.baou.edu.in>*

1. BAOU is a State Open University established by an Act No. 14 of 1994 passed by Gujarat State legislature. BAOU Degrees/Diplomas/ Certificates are recognised by all the member institutions of the Association of Indian Universities (AIU) and are at par with Degrees/ Diplomas/ Certificates of all Indian Universities/Deemed Universities/ Institutions.
2. Recognised by AIU- letter no. & date. EV/II(499)/94/176915-177115,dt. 14/1/1994
3. Recognised by UGC - letter no. & date. - F.No. 1-18/2018(DEB-1), dt. 31.12.2018

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## Message from the Vice Chancellor

Dear Students,

Greetings from Dr. Babasaheb Ambedkar Open University, Ahmedabad!

It gives me immense pleasure to welcome you all to Dr. Babasaheb Ambedkar Open University (BAOU). I appreciate your urge to attain knowledge, grow and contribute in the growth of the society. John Dewey rightly says, "*Education is not preparation for life; education is life itself*". We, at BAOU have inculcated this philosophy in our system. I firmly believe a good society is always committed to provide a quality education to every student to serve the public common good resulting in Great Nation Building. As we look to the future, one thing is certain that knowledge will be a key resource and even ours is the society that strongly affirms 'विद्वान् सर्वत्र पूज्यते'. BAOU is committed to provide qualitative education with the objective to create a welfare nation.

BAOU is unique, being the only state Distance Mode-Open University of Gujarat, established by the Government of Gujarat. The prime objective of the university is to equip its learners with knowledge, skills and competencies associated with employability through flexible, learner-centered and technology enhanced way following the basic principles of open and distance education. BAOU has contributed substantially to meet the educational needs of such aspiring students who hail from all strata of the society and wish to gain degrees in distance mode. Due to the nature of the teaching methodology adopted by the university, the infrastructure it possesses and the system it has developed, BAOU serves a large student population spread throughout Gujarat through the network of Regional Study Centers located in every district of the state satisfying strong urge of learning of every learner.

Moreover, BAOU, in very near future, is planning to introduce a set of unique Online Programmes for the students across Gujarat seeking for variety of new, opportunity opener and challenging courses. The university is also going to set a Study Centre at the campus for the students who would like to have an experience of Contact teaching along with Distance Learning and get maximum benefit by consulting the respective teachers.

John F. Kennedy says, "Let us think of education as the means of developing our greatest abilities, because in each of us there is a private hope and dream, which, fulfilled, can be translated into benefit for everyone and greater strength for our nation." Let's all dream big and strive hard to realize it.

I would wholeheartedly attend to the comments and suggestions from academicians, employers and students to enhance the quality and process of imparting education. I invite all stakeholders to join in the Journey of Knowledge, the eternal journey.

Best Wishes.



Prof. (Dr.) Ami Upadhyay  
Vice Chancellor (I/C)

## **1. Basic Information**

### **1.1 BBA Programme Objectives**

Bachelor of Business Administration (BBA) helps learners build their path in the field of business and administration and make a successful career in future. Bachelor of Business Administration programme is developed for exploring management knowledge and skills in the learners. The programme is designed in such a way so as to develop basic business and administration skills in the learners. BBA equips the learners with the latest business knowledge to meet the requirement of changing corporate firms. The main objective of the course is to explaining the business environment in which the public and private sector operate. The programme provide the skills and productivity tools needed to be a key part of the success in today`s highly specialized offices.

#### **Objectives:**

- ✓ To provide business management skills to perform the business manager roles and function
- ✓ To provide proficiency in marketing management and human resource management
- ✓ To provide knowledge about different business departments and their activities and functions
- ✓ To provide information about different ways of business finance including accounting and bookkeeping
- ✓ To provide clear understanding of the organization and their structure including motivation, control and communication.
- ✓ To demonstrate the ability to identify critique and synthesis complex information and apply it to problem-solving and decision-making exercises as an individual and as a team member.
- ✓ To develop the critical and research skills necessary to prepare learners for successful further study.
- ✓ To prepare learners' for higher studies in business at home, Indian universities or abroad.
- ✓ To develop entrepreneurial skills to learners

## **1.2 Duration of the Programme**

The Bachelor of Business Administration programme is a three years degree programme. However, the maximum duration of the programme is eight years as stated below:

Minimum Duration: 3 years

Maximum Duration: 8 years.

In case, a learner is not able to qualify a course in the first attempt, he/ she shall have to qualify in the particular course within the next four attempts, subject to the maximum duration of the study.

## **1.3 Programme Fee**

- For Three Years Degree Course Bachelor of Business Administration (BBA) Programme, learners will have to pay Rs 4000/- per semester. Total would be Rs. 24000/- for three year programme.
- Charges for issue of certificates (TC, Migration & Degree) will be according to university rules
- Examination fees will be as per university norms

## **1.4 Medium of Instruction**

English

## **1.5 Credit Hours**

The University follows the system of assigning 30 hours of study per credit of a course. Therefore, following this norm, a 4-credit course constitutes a total of 120 hours of study.

Out of the total credit hours, a minimum of 10%, i.e., minimum 12 hours of counselling per course is offered to the learners at their respective study centres/ Learner Support Centre.

## 1.6 Bachelor of Business Administration Programme Structure

The Programme Structure of the Bachelor of Business Administration Programme comprising of various subjects would be as follows:

Subject Code	Subject Name	Credits	
		Th	Pr
<b>First Year First Semester</b>			
BBAR-101	Principles of Management	4	
BBAR-102	Basics of Accounting	4	
BBAR-103	Business Communication Skills	4	
BBAR-104	Business Economics	4	
		16	
<b>First Year Second Semester</b>			
BBAR-201	Marketing Management	4	
BBAR-202	Financial Management	4	
BBAR-203	Computer Application	4	2
BBAR-204	Individual and Organisational Behaviour	4	
		18	
<b>Second Year Third Semester</b>			
BBAR-301	Business Environment	4	
BBAR-302	Human Resource Management	4	
BBAR-303	Management & Information System	4	
BBAR-304	Business Analytics	4	
		16	
<b>Second Year Fourth Semester</b>			
BBAR-401	Basics of Research Methods	4	
BBAR-402	Business and Industrial Laws	4	
BBAR-403	Service Marketing	4	
BBAR-404	Production & Operation Management	4	
		16	
<b>Third Year Fifth Semester</b>			
BBAR-501	Direct and Indirect Taxes	4	

BBAR-502	Cost Accounting	4	
BBAR-503	Entrepreneurship Development	4	
BBAR-504	Project Work (Research Methods and ROL)		6
		18	
<b>Third Year Sixth Semester</b>		<b>Th</b>	<b>Pr</b>
BBAR-601	Financial Services	4	
BBAR-602	Management Accounting	4	
BBAR-603	Corporate Governance & Business Ethics	4	
BBAR-604	Project (Analysis & Report Writing)		6
		18	

**Total Credit Points: 102**

### 1.7 Recognition

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### 1.8 Learner Support Services

The learner support services available in the Bachelor of Business Administration programme include the following:

- I. Self-Learning Materials covering the entire syllabi,
- II. Counselling sessions at study centers/ learner support centres,

- III. Access to library services at study centers
- IV. Access to University's Library "Vivekananda"
- V. Official Website: We have developed official website [www.baou.edu.in](http://www.baou.edu.in) for our learners and general public. It provides all the relevant information to the learners.
- VI. Chaitanya Studio: University has its own state of the art HD "Chaitanya" studio for producing high end Audio- Video programmes.
- VII. SWADHYAY TV: Audio- Video programmes are made available online on university's official website through SWADHYAY TV.
- VIII. E- SLM: An e-learning portal named OMKAR has been launched by the university. It is digital repository where the study materials are uploaded for the learners.
- IX. ASK-ME-Kiosk: Initiative by BAOU, it is a student friendly internet enable digital touch screen device displaying detailed information about the university free of cost
- X. SMS and e-mail Alert Facility: University has initiated an SMS and e-mail alert facility for learners regarding any news, events and learner-related information of the university.

### **1.9 Newsletter**

BAOU Newsletter can be accessed at <https://baou.edu.in/news-announcements>

### **1.10 How to contact the BBA Program Coordinator**

Learners may contact the BBA Programme Coordinator by sending a communication through post to the BBA Programme Coordinator, BAOU, Jyotirmay Parisar, Sarkhej-Gandhinagar Highway, Chharodi, opp. Shri Balaji Temple, Ahmedabad, Gujarat 382481, or can send an email to [kmro@baou.edu.in](mailto:kmro@baou.edu.in)

## 2. Instructional System

Through face to face contact programme - Counselling sessions will be conducted at respective study centres/ Learner Support centre on Saturdays, Sundays and on public holidays.

Various others techniques are also used to benefit the learners:

- By providing Self Learning Material
- Swadhyay TV (Video lecture through web portal)
- VANDE Gujarat Educational channel 16 of Govt. of Gujarat

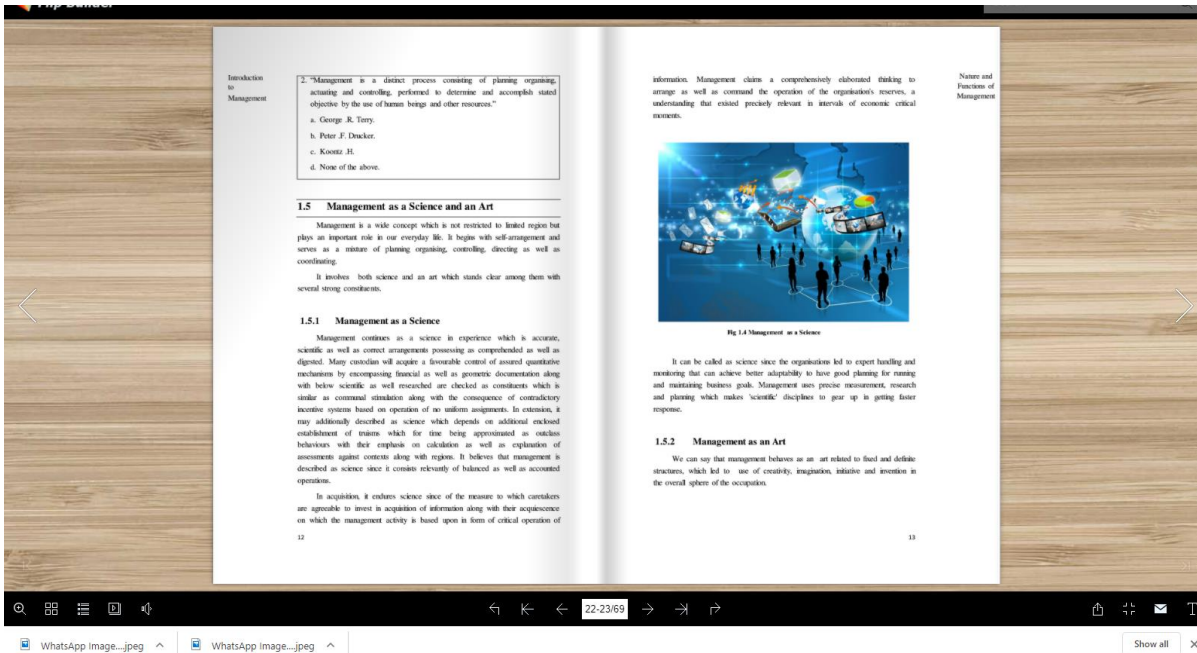
### 2.1 Print Material (Self Learning Material)

Self Learning Material is the primary form of instructional materials. These are supplied to the learners in the form of 4 booklets called blocks. Each block consists of 3-6 units. The size of a unit is such that the material given therein may be expected to be studied by a student in a session of about 6 to 8 hours of study. Therefore, you are advised to concentrate mainly on the Self Learning Material, which we will distribute to you in a hard copy as well as soft copy as fast pace of computer industry necessitates that students must do some additional readings. Students are advised to study reference books which we have sited after the end of each and every units.

### 2.2 E-Book

E Book are also available in order to felicitate our learners so that they can study anywhere, any time at ease. Below is the glimpse of the E Book.





## 2.3 Video Material

BAOU produces high quality audio-visual content at State of the art full HD “Chaitanya” studio with facilities for post production, storage of content and archival of content. Video lectures are recorded by the Professor, Pricipal, Subject Expert, Emminent Personnel, Renowned Teachers across India in order to equip learners with knowledge and skills.

Below is the weblink to watch the video lecture:  
<http://14.139.122.7/swadhyaytv/school.aspx?id=2>

## 2.4 Vande Gujarat

Government of Gujarat, under the "Vande Gujarat" program, undergraduate education, skill enhancement, women empowerment, computer training, health, agriculture and animal husbandry, departmental training and expansion, digital knowledge, cleanliness campaign etc.

Vande Gujarat URL : [https://vande.gujarat.gov.in/Home\\_guj.aspx](https://vande.gujarat.gov.in/Home_guj.aspx)





Schedule of Lecture : <https://vande.gujarat.gov.in/programlist.aspx>

નં. તારીખ	વેબ નંબર	વિભાગ	વિષય	વોચર કાર્યક્રમ નામ	સમય	
1	01/12/2020	16	BAOU	Sociology	સમાજશાસ્ત્રના સિદ્ધાંતો	1:55:56 PM To 2:26:03 PM
2	01/12/2020	16	BAOU	Sociology	Sociology Promo	1:55:45 PM To 1:55:56 PM
3	01/12/2020	16	BAOU	Sociology	સમાજશાસ્ત્રના સિદ્ધાંતો કાલ્પનિક વાત	2:26:03 PM To 3:11:02 PM
4	01/12/2020	16	BAOU	CFM	શ્રદ્ધાસ્ત, પૌષ્ટિક અને પોષક તત્ત્વો	3:11:02 PM To 3:58:16 PM
5	01/12/2020	16	BAOU	Schedule	સમય વ્યવસ્થા	3:58:16 PM To 4:00:00 PM
6	01/12/2020	16	BAOU	Computer	C Programming	4:00:00 PM To 4:22:07 PM
7	01/12/2020	16	BAOU	Economics	Economics Promo	4:22:07 PM To 4:22:30 PM
8	01/12/2020	16	BAOU	Economics	SUSTAINABLE DEVELOPMENT AND BIODIVERSITY	4:22:30 PM To 4:45:30 PM
9	01/12/2020	16	BAOU	Management	Management Promo	4:45:30 PM To 4:45:55 PM
10	01/12/2020	16	BAOU	Management	સંચાલન	4:45:55 PM To 5:21:44 PM
11	01/12/2020	16	BAOU	English	English Promo	5:21:44 PM To 5:22:03 PM
12	01/12/2020	16	BAOU	English	TEACHING OF ENGLISH UNIT-1-NATURE,NEED & OBJECTIVES	5:22:03 PM To 5:55:45 PM
13	01/12/2020	16	BAOU	Sociology	Sociology Promo	5:55:45 PM To 5:55:56 PM
14	01/12/2020	16	BAOU	Sociology	સમાજશાસ્ત્રના સિદ્ધાંતો	5:55:56 PM To 6:26:03 PM
15	01/12/2020	16	BAOU	Sociology	સમાજશાસ્ત્રના સિદ્ધાંતો કાલ્પનિક વાત	6:26:03 PM To 7:11:02 PM
16	01/12/2020	16	BAOU	CFM	શ્રદ્ધાસ્ત, પૌષ્ટિક અને પોષક તત્ત્વો	7:11:02 PM To 7:58:16 PM
17	01/12/2020	16	BAOU	Computer	C Programming	12:00:00 AM To 12:22:07 AM
18	01/12/2020	16	BAOU	Economics	Economics Promo	12:22:07 AM To 12:22:30 AM
19	01/12/2020	16	BAOU	Economics	SUSTAINABLE DEVELOPMENT AND BIODIVERSITY	12:22:30 AM To 12:45:30 AM
20	01/12/2020	16	BAOU	Management	Management Promo	12:45:30 AM To 12:45:55 AM

## 2.5 Swdhyay TV, Swdhyay Radio, OMKAR-e

Today TV and Radio have come up as very powerful mediums of edutainment. They provide education with the fun and concentration of entertainment. Considering the importance and need of imparting quality education and training by TV and Radio production as a part of the curriculum of the University, Dr. Babasaheb Ambedkar Open University, Government of Gujarat has initiated two projects through its state-of-the-art Studio and Radio. They are named as „Swadhyay TV“ and „Swadhyay Radio“. These innovative project initiatives by BAOU, facilitate web based learning through video and radio. A state of the art High Definition TV and Sound recording studio with post production facilities supplement these initiatives to ensure high quality educational content production. This facility and initiatives will also work towards enriching the archival system for OMKAR-e (Online Courses at BAOU).

The great initiatives facilitates Internet enabled High definition Television called "Swadhyay TV" and Internet enabled Radio station called "Swdhyay Radio" at the "Jyotirmay" campus of University. The Dr. Babasaheb Ambedkar

Open University has established a state-of-the-art HDTV and sound recording studio called "Chaitanya" with post production facilities suitable for premier educational institution with required infrastructure for production of TV and audio content. BAOU utilizes these facilities for preparation of audio/video instruction material for its courses as well as content development of other subjects.

## 2.6 Counselling Sessions

Counseling sessions are divided into two parts, one is Theory Sessions and the another one is Practical Sessions. Below is the details of the theory and practical Counseling sessions are furnished.

**2.6.1 Theory Session:** This theory sessions are mainly conducted to solve the quarries of the learners because in ODL system, face-to-face contact between the learners and their tutors/counsellors is relatively less. If learners have doubt they can avail the sessions to clarify their doubts that may not be possible through any other means of communication. It also provides learners with an opportunity to meet their fellow students. There are academic counsellors at the Study Centres to provide Counseling and guidance to them in the courses that they have chosen for study. Normally, these sessions will be held at the study centres on Saturdays and Sundays. Learner should note that the Counseling sessions would be very different from the classroom teaching or lectures. Counsellors will not be delivering lectures as in conventional teaching.

**2.6.2 Practical Sessions:** The practical sessions will be held in the computer centres / labs of the Learner Support Centre/ Study Centres. In these computer labs, the participants will have the facility to use the computer and software packages relevant to the syllabus.

**2.6.3 Lab Manual:** Lab Manuals are provided to the learners which is as follows:

Sr. No.	Year	Subject Code	Subject Name
1	1 <sup>st</sup> Year- Second Semester	BBAR-203	Computer Application

### Guidelines to learners (LAB):

- Equipment in the lab for the use of learner's community. Learners need to maintain a proper decorum in the computer lab.
- Learners must use the equipment with care. Any damage is caused is punishable.
- Learners are required to carry their observation / programs book with

completed exercises while entering the lab.

- Learners are supposed to occupy the machines allotted to them and are not supposed to talk or make noise in the lab. The allocation is put up on the lab notice board.
- Lab can be used in lab time decided by lab-in charge.
- Lab records need to be submitted on or before date of submission.
- Learners are not supposed to use any USB or other devices.
- Use of computer network is encouraged.

**Project Guidelines:** Project Guidelines are provided to the learners which are as follows:

Sr. No.	Year	Subject Code	Subject Name
1	Third Year-Fifth Semester	BBAR-504	Project Work (Research Methods and ROL)
2	Third Year-Sixth Semester	BBAR-604	Project (Analysis & Report Writing)

#### 2.6.4 Counselling Session Details:

Subject wise Number of Counselling Sessions (Theory/Lab)			
Subject Code	Subject Name	Credits Point	No. of Counselling Sessions
First Year			
First Semester			
BBAR-101	Principles of Management	4	12
BBAR-102	Basics of Accounting	4	12
BBAR-103	Business Communication Skills	4	11
BBAR-104	Business Economics	4	11

<b>First Year</b>			
<b>Second Semester</b>			
BBAR-201	Marketing Management	4	12
BBAR-202	Financial Management	4	12
BBAR-203	Computer Application	6	18
BBAR-204	Individual and Organisational Behaviour	4	12
<b>Second Year</b>			
<b>Third Semester</b>			
BBAR-301	Business Environment	4	12
BBAR-302	Human Resource Management	4	12
BBAR-303	Management & Information System	4	12
BBAR-304	Business Analytics	4	12
<b>Second Year</b>			
<b>Fourth Semester</b>			
BBAR-401	Basics of Research Methods	4	12
BBAR-402	Business and Industrial Laws	4	11
BBAR-403	Service Marketing	4	12
BBAR-404	Production & Operation Management	4	12
<b>Third Year</b>			
<b>Fifth Semester</b>			
BBAR-501	Direct and Indirect Taxes	4	12
BBAR-502	Cost Accounting	4	12
BBAR-503	Entrepreneurship Development	4	11

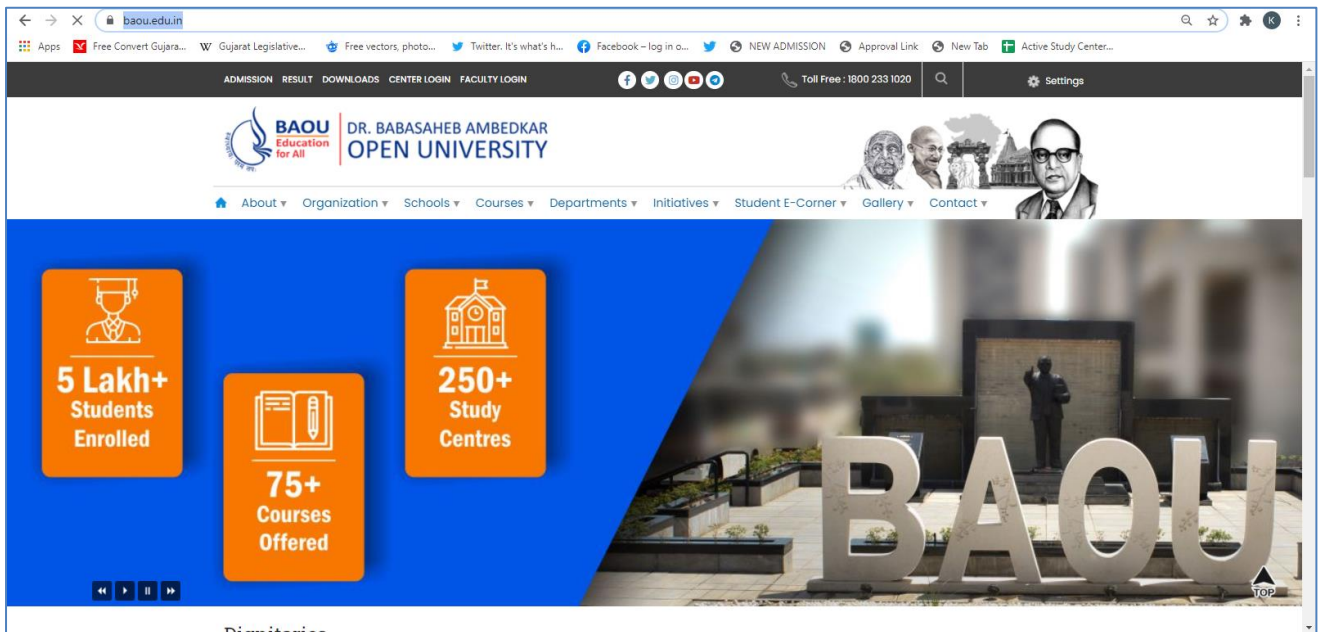
BBAR-504	Project Work (Research Methods and ROL)	6	18
<b>Third Year</b>			
<b>Sixth Semester</b>			
BBAR-601	Financial Services	4	12
BBAR-602	Management Accounting	4	12
BBAR-603	Corporate Governance & Business Ethics	4	11
BBAR-604	Project (Analysis & Report Writing)	6	18

Note: BBAR-504 & BBAR-604 courses, number of counselling sessions will be as per the requirement of the learners.

### 3. Browsing BAOU's Website

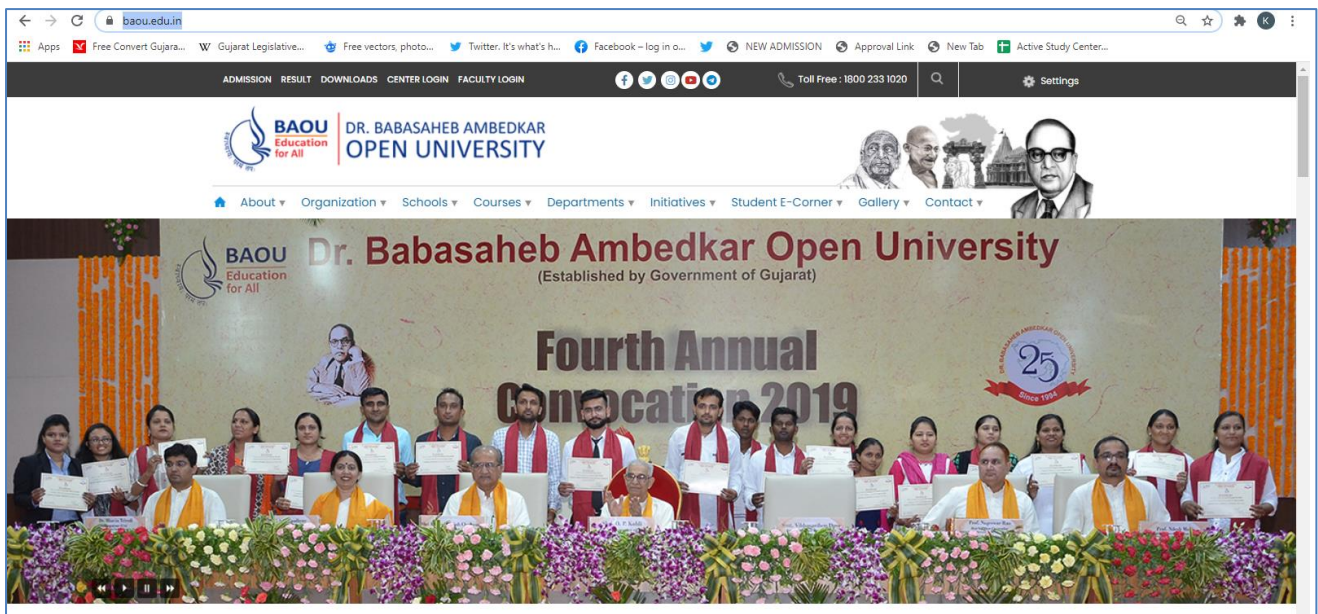
BAOU Website URL : <https://baou.edu.in/>

#### 3.1 Navigation from Home Page



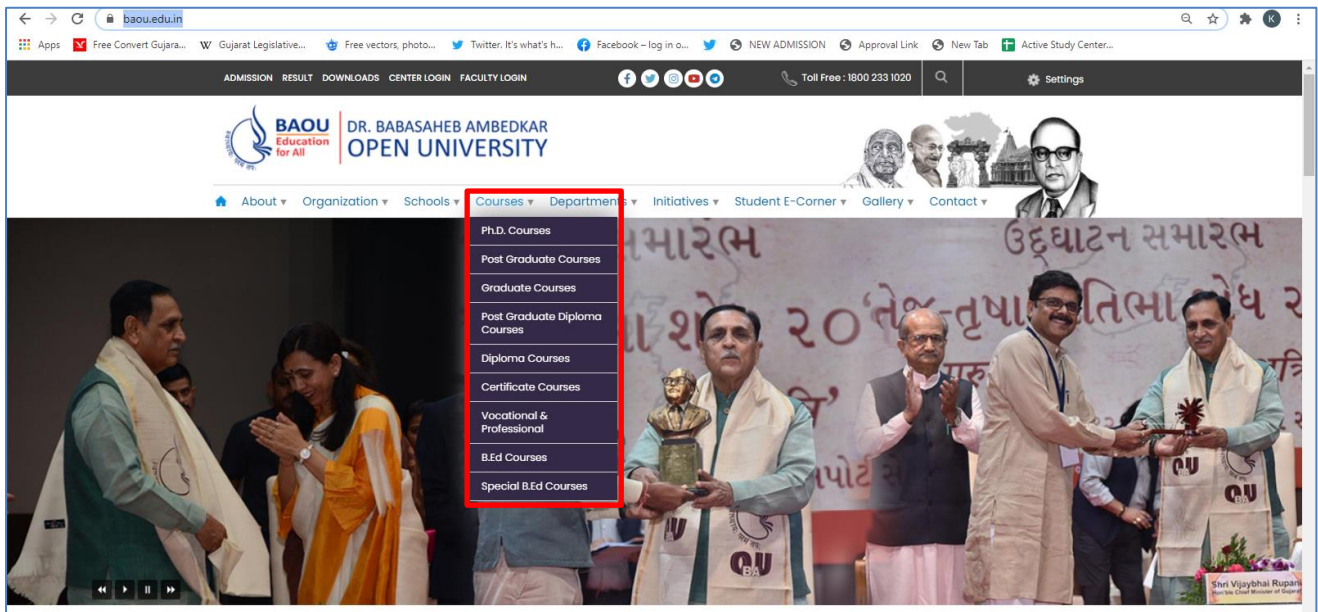
#### 3.2 Navigation of BBA pages

Step-1 : Visit <https://baou.edu.in/> website.

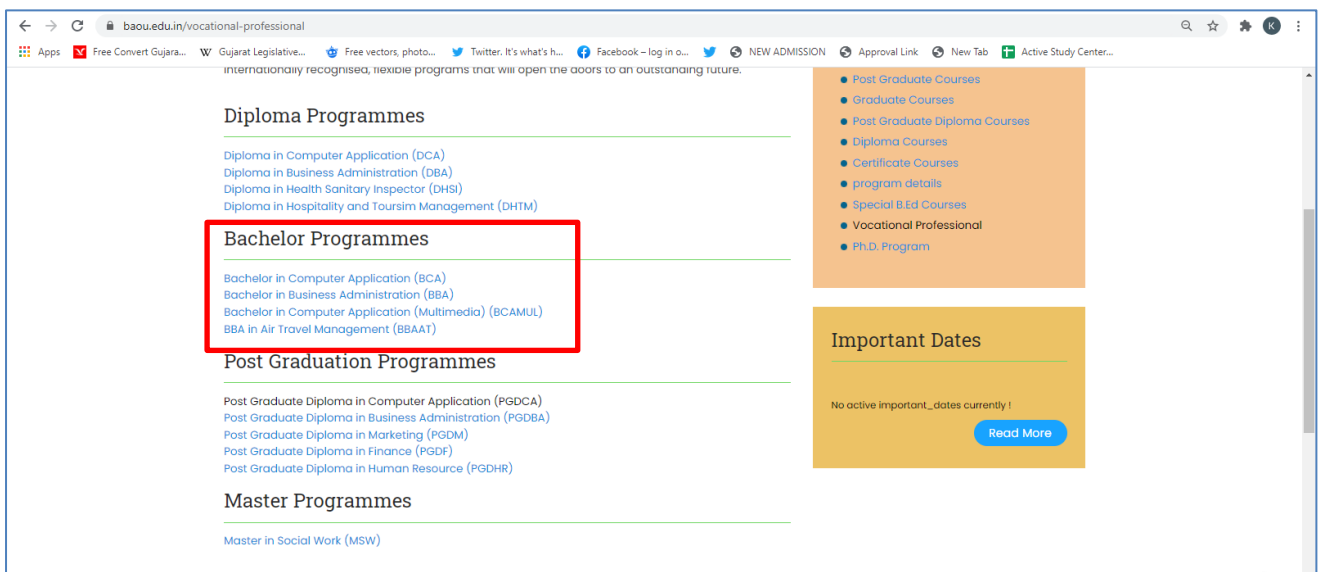




**Step-2 :** Click to 4<sup>th</sup> Section from left side Course, Click Vocational and Professional Courses.



**Step-3 :** Select Bachelor Programmes



#### **4. Bachelor of Business Administration (Revised) Programme Syllabus**

### **BBAR-101 PRINCIPLES OF MANAGEMENT**

#### **Syllabus**

#### **BLOCK 1: INTRODUCTION TO MANAGEMENT**

##### **UNIT 1: NATURE AND FUNCTIONS OF MANAGEMENT**

Definition, Nature- Features of Management, Management Functions, Management as a Process, Importance of Management, Management and Administration.

##### **UNIT 2: MORE ON MANAGEMENT**

Functional Areas of Management, Managerial Skills, Roles of a Manager, Levels of Management, Management as a Science, an Art and as a Profession.

##### **UNIT 3: HISTORY OF MANAGEMENT**

Schools of Management Thought, Classical Approaches: Systematic Management, Scientific Management, Administrative Management, Human Relations Movement and Contemporar Approaches: Quantitative Management, Organizational Behaviour, Systems Theory, Contingency Theory

#### **BLOCK 2: PLANNING, DECISION-MAKING, ORGANIZATION AND STAFFING**

##### **UNIT 1: PLANNING**

Planning – Meaning and Definition, Features, Steps in Planning Process, Approaches, Principles, Importance, Advantages and Disadvantages of Planning, Types of Plans, Types of Planning, Management by Objectives.

##### **UNIT 2: DECISION-MAKING**

Decision-making- Meaning, Characteristics, Decision-Making Process, Guidelines for



Making Effective Decision, Types of Decisions.

### **UNIT 3: ORGANIZATION AND ORGANIZATION STRUCTURE**

Organizing Process – Meaning and Definition, Characteristics, Process, Need and Importance, Principles, Span of Management. Organization Chart – Types, Contents, Uses, Limitations, Factors Affecting Organizational Chart, Organizational Structure – Line Organization, Line and Staff, Functional, Project, Matrix and Virtual. Informal Organization – Meaning, Characteristics, Importance, Limitations, Difference between Formal and Informal Organization

### **UNIT 4: STAFFING**

Staffing – Meaning, Nature, Importance, Staffing Process – Manpower Planning, Recruitment, Selection, Orientation and Placement, Training, Remuneration, Performance Appraisal, Promotion and Transfer.

## **BLOCK 3: DIRECTION, SUPERVISION, CONTROLLING AND COORDINATING**

### **UNIT 1: DIRECTION AND SUPERVISION**

Direction – Definition, Nature, Need and Importance, Principles of Directing. Supervision – Role and Functions of a Supervisor, Effective Supervision, Direction and Supervision.

### **UNIT 2: CONTROLLING**

Controlling – Meaning, Features, Importance, Control Process, Characteristics of an Effective Control System, Types of Control.

### **UNIT 3: CO-ORDINATION**

Co-ordination – Characteristics, Essentials, Types and Techniques, Principles, Obstacles and Needs.

## **BLOCK 4: MORE ON MANAGEMENT**

## **UNIT 1: MOTIVATION AND LEADERSHIP**

Motivation: Concept, Theories – Classical and Modern, Importance, Financial and Non-Financial Motivation, Positive and Negative Motivation, Group Motivation. Leadership: Definition, Meaning, Factors, Theories, Principles and Leadership Styles.

## **UNIT 2: COMMUNICATION**

Communication: Definition, Meaning, Nature, Communication Process, Types and Barriers to Communication.

## **UNIT 3: SOCIAL RESPONSIBILITIES OF BUSINESS**

Social Responsibility – Meaning, Definition, Features, Scope, Social Responsibility of a Manager, Interested Group – Shareholders, Workers, Customers, Creditors, Suppliers, Government, Society. Indian Business and Social Responsibility.

## **UNIT 4: STRATEGIC MANAGEMENT**

Meaning, Definition, Elements, Scope and Dimensions, Process, Importance, Strategic Decisions and SWOT Analysis

# **BBAR-102 BASICS OF ACCOUNTING**

## **Syllabus: BLOCK-1: BASICS OF ACCOUNTING**

### **UNIT-1 ACCOUNTANCY MEANING AND SCOPE**

Introduction, Definitions of Accounting, Origin and Growth of Accounting, Need for Accounting, Functions of Accounting, Users of Accounting Information, Book Keeping, Definition of Book-Keeping, The object of Book-Keeping, Accounting Mechanics, The Double Entry System, Terminology of Financial Accounting, Accounting Documents, Accountant's Responsibility, Accounting Measurement, Basis of Accounting, Accounting Principles, The book-keeping and accounting process, Type of Accounts, Rules for Debit (Dr.) and Credit (Cr.)

### **UNIT-2 JOURNAL AND LEDGER**

Introduction, The Journal, Advantages of using a Journal, Types of Entries, Ruling of a Journal, The Ledger, Sub-division of Ledger, Ledger Format, Ledger Posting, Balancing Ledger Accounts, Difference between Journal and Ledger

### **UNIT-3 SUBSIDIARY BOOKS**

Introduction, Cash Book, Features of Cash Book, Types of Cash Book, Single Column Cash Book, Double Column Cash Book, Three Column Cash Book, Petty Cash Book, Sales Book, Purchase Book, Sales Return Book, Purchase Return Book, Bills Receivable Book, Bills Payable Book, Journal Proper.

## **BLOCK-2: TRIAL BALANCE, BANK RECONCILIATION STATEMENT, CAPITAL AND REVENUE TRANSACTION AND BAD DEBTS**

### **UNIT-1 TRIAL BALANCE**

Introduction, Objectives of Trial Balance, Limitations of Trial Balance, Errors disclosed by a Trial Balance, Errors that are not disclosed by a Trial Balance, Methods

of preparing Trial Balance, Methods of Locating Errors, Suspense Account

## **UNIT-2 BANK RECONCILIATION STATEMENT**

Introduction, Causes of Difference, Need for Bank Reconciliation Statement, Method of preparation (Without Adjustment).

## **UNIT-3 CAPITAL AND REVENUE TRANSACTION**

Introduction, Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditures, Difference Between Capital Expenditure, Revenue Expenditure and Deferred Revenue Expenditure, Difference between Capital Expenditure and Revenue Expenditure, Difference between Capital Expenditure and Deferred Revenue Expenditure, Capital Receipt, Revenue Receipt, Capital and Revenue Profits, Capital and Revenue Losses.

## **UNIT-4 ACCOUNTING FOR BAD DEBTS**

Introduction, Sundry Debtors, Bad Debts, Provision Reserve for Bad Debts, Methods of Accounting, Provision for Discount Debtors, Provision for Discount on Creditors, Bad Debts Recovery

## **BLOCK-3 : DEPRECIATION ACCOUNTING, FINAL ACCOUNTS (WITHOUT ADJUSTMENTS) & FINAL ACCOUNTS (WITH ADJUSTMENTS)**

### **UNIT-1 DEPRECIATION ACCOUNTING**

Introduction, Meaning of Depreciation, Characteristics of Depreciation, Causes of Depreciation, Objectives of providing Depreciation, Computation of Depreciation, Methods of charging Depreciation, Change of Method of Charging Depreciation, Salient Features of AS-6: Depreciation Accounting, Illustrations

### **UNIT-2 FINAL ACCOUNTS (WITHOUT ADJUSTMENTS)**

Introduction, Trading Account: Format of a Trading Account, Trading Account Items

(Dr.Side), Trading Account Items (Cr.Side), Balancing of Trading Account, Profit and Loss Account: Profit and Loss Account Items (Dr.Side), Profit and Loss Account Items (Cr. Side), Balancing Profit and Loss Account, Adjustments, Difference between Trading A/c and Profit and Loss A/c, Balance Sheet: Preparation and Presentation of Balance Sheet, Difference between Trial Balance and a Balance Sheet, Explanation and Clarification of certain Items, Limitations of balance Sheet, Illustrations

### **UNIT-3 FINAL ACCOUNTS (WITH ADJUSTMENTS)**

Introduction, Objectives or need of adjustment, Types of adjustments, Various Illustrations

### **BLOCK-4: RECTIFICATION OF ERRORS, BILLS OF EXCHANGE, ACCOUNTS FOR HIRE PURCHASE & ELEMENTS OF COST**

#### **UNIT-1 RECTIFICATION OF ERRORS**

Introduction, Errors which do not affect trial balance, Errors which affect trial balance, Errors detected before preparation of final accounts

#### **UNIT-2 BILLS OF EXCHANGE**

Introduction, Bill of exchange, Specimen to Bill of exchange, Bills receivables and Bills payable, Terms of bill, Due date, Days of grace, Disposal or uses of a bill, Dishonor of a bill, Promissory note, Characteristics, Parties to promissory note, Difference between Bills of exchange and Promissory note

#### **UNIT-3 ACCOUNTS FOR HIRE PURCHASE**

Introduction, Meaning, Difference between Hire Purchase and Instalment system, Ascertaining the interest rate, Accounting records under Hire Purchase system

#### **UNIT-4 ELEMENTS OF COST**

Introduction, Meaning of Cost, Various elements of cost, Classification of cost

# **BBAR-103 Business Communication Skills**

## **Syllabus**

### **BLOCK 1: BASICS OF BUSINESS COMMUNICATION AND GENERAL ENGLISH**

#### **Unit 1:** Introduction to Communication

Definition of Communication, Process of Communication, Objectives of Communication

#### **Unit 2:** Type of Communication

Verbal Communication, Non-Verbal Communication

#### **Unit 3:** General English

Parts of Speech, Some Important Aspects, Use of Articles

#### **Unit 4:** Reading Comprehension

Paragraph Writing, Comprehension

### **BLOCK 2: BUSINESS LETTER WRITING AND DIALOGUE FORMATION**

#### **Unit 1:** Basics of Letter Writing

Physical Appearance, Structure, Design of Letter and Essential parts of Letter, Principles of Effective Letter Writing

#### **Unit 2:** How to Write Business Letters

Stages of Writing, Preparing Notes, How to Compose Business Messages, Style and Tone, Dictionary and Thesaurus Usage, Punctuation, Deleting Redundancies/Using Simple Words

#### **Unit 3:** Types of Business Letters

Sample Letters, Inquiry Letters, Reply Letters, Order Letters, Letters for Execution of Orders, Complaint Letters, Reply and Adjustment Letters, Sales Letters, Reminder

Letters

**Unit 4:** Dialogue Writing

Sample Dialogues, Dialogue between a student and a teacher, Dialogue between a father and a son/daughter, Dialogue between two friends, Dialogue between siblings, Dialogue between a customer and a shopkeeper, Dialogue between a husband and his wife.

**BLOCK 3: LETTER WRITING AND INTER-DEPARTMENTAL COMMUNICATION**

**Unit 1:** Knowing other letters - 1

Letters to Bank, Job Application Letters

**Unit 2:** Knowing other letters - 2

Condolence Letters, Gratitude Letters, Resignation Letters

**Unit 3:** Letter Writing

Personal Letter, Interview Letter, Appointment Letter, Calling for Written Test, Order of Appointment Letter, Show-Cause Notice, Charge Sheet, Letter of Dismissal, Discharge and other Functions, Secretarial Correspondence with Shareholders and Debenture Holders

**Unit 4:** Inter Departmental Communication

Inter-Office Memo, Office Circulars, Office Orders, Office Notes, Communication with Regional and Branch Offices, Report Writing

**BLOCK 4: WRITING SKILLS AND ETIQUETTES**

**Unit 1:** Report Writing

Business Reports, Individual Reports, Committee Reports

**Unit 2:** Essay Writing

Introduction: Essay Writing, Tips to Write Good Essay, Forms and Styles of Essays, How to Write a Good Business Essay, Sample Essays

**Unit 3: E-mail Writing and E-mail Etiquettes**

Meaning of Email, Concept of Email, Use of Email in Business Communication, Email Etiquette, Tips to Write Professional Mails, Business and Workplace Email Etiquette, E-mail Mistakes



# **BBAR-104 BUSINESS ECONOMICS**

## **Syllabus**

### **BLOCK-1: INTRODUCTION TO ECONOMICS**

#### **UNIT 1 NATURE AND SCOPE OF ECONOMICS**

Introduction, Definitions of Economics, The scope of Economics, Micro-economics, Macro-economics, Specialized Branches of Economic Studies, Nature of Economics, Nature of Economic Laws, Problems of Economy

#### **UNIT 2 THE ECONOMY AND ITS BASIC PROBLEM**

Introduction, The Basic Problems of an Economy, How Market Mechanism Solves the Basic Problems, How efficient is the Market System, Reasons for the Failures of the Market System, The Government and the Economy

#### **UNIT 3 BASIC CONCEPTS WITH COST CONCEPTS.**

Introduction, Accounting cost /Economics cost. Money cost / Real cost. Private cost/Social cost. Fix cost, Variable cost, Average cost, Marginal cost, opportunity cost and sunk cost. Positive Vs Normative economics, Public goods - private goods -Merit goods. Production function. Stock and flow concept

### **BLOCK-2: DEMAND AND SUPPLY ANALYSIS,TECHNIQUE OF INDIFFERENCE CURVES**

#### **UNIT 1 DEMAND AND SUPPLY ANALYSIS**

Introduction, Demand Analysis, Law of Demand, Elasticity of demand, Methods of calculating lasticity of demand, Importance of elasticity of demand, Some analytical cost concepts, Law of Supply and supply curve

#### **UNIT 2 TECHNIQUE OF INDIFFERENCE CURVES:**

Introduction, Theory of Consumer Behaviour, Indifference Curve Technique, Marginal

Rate of Substitution, Budget Constraint: The Price-Income Line, Consumer Equilibrium

### **UNIT 3 PRICE, INCOME AND SUBSTITUTION EFFECTS ON**

Introduction, The Income Effect: Income Consumption Curve, The Substitution Effect, The Price Effect: Price-Consumption Curve, Separation of Price Effect into Income Effect and Substitution Effect, Price Effect in Case of 'Inferior' Goods, Giffen's Paradox, The Derivation of Demand Curve from PCC, Superiority of Indifference Curve Approach, Shortcomings of the Indifference Curve Approach

### **UNIT 4 DEMAND FORECASTING**

Introduction, Demand Forecast and Sales Forecast, Role of Macro- Level Forecasting in Demand Forecasts

## **BLOCK 3: MARKET STRUCTURE, PRODUCT AND THEORY OF RENT**

### **UNIT 1 MARKET STRUCTURE**

Introduction, Market Structure, Classification of market, Perfect competition, Pure and perfect competition, Perfect competition in practice, Monopoly, Monopolistic competition, Oligopoly definition, Duopoly definition

### **UNIT 2 MARKET STRUCTURE PART II**

Excess Capacity in Monopolistic competition, Concept of selling cost for monopolistic competition.

### **UNIT 3 MARKET STRUCTURE PART III (OLIGOPOLY)**

Oligopoly characteristics. Cartels- Types of cartels - Joint profit maximization and market sharing cartel, Price leadership, Noncollusive oligopoly, Kinky demand curve.

## **BLOCK 4: PRODUCT, RENT, PROFIT THEORIES WITH WELFARE, INFORMATION AND POLITICAL ECONOMICS**

### **UNIT 1 PRODUCT AND FACTOR PRICING**

Introduction, Role of Factor Price, Theory of Distribution, Meaning of Wages, Theories of Wages, Subsistence Theory, Wages Fund Theory, Residual Claimant Theory.

### **UNIT 2 THEORY OF RENT, INTEREST AND PROFIT**

Introduction, Ricardian Theory of Rent, Interest, Demand for Capital, Keynes' Liquidity-Preference Theory, Determination of Interest Rate, Profit, Non-Insurable Risks, The Innovation Theory of Profit, Concept of Theories

### **UNIT 3 WELFARE ECONOMICS AND MARKET FAILURE.**

Introduction, Welfare Economics, Consumer Surplus, Market failure and externalities

### **UNIT 4 INFORMATION AND POLITICAL ECONOMICS.**

Introduction, Asymmetric Information and Moral Hazards, Impact of Government policies on business, Political Economy

# **BBAR-201 Marketing Management**

## **Syllabus**

### **Block : 1 Understanding Marketing, Its Strategies, Its Plans, Its Research**

Unit: 1 Introduction of Marketing

Definition of Marketing, Scope of Marketing (Marketing, Marketed, Markets), Various Marketing Concepts, Philosophy of Marketing, Emerging Trends in Marketing.

Unit: 2 Marketing Strategies and Plans

Marketing and Customer Value, Corporate, Division, Business Unit Strategic Planning, Marketing Plan.

Unit: 3 Market Research

The Scope of Market Research, Research Process

### **Block: 2 CRM, Gathering Information and Forecasting Demand, Consumer and Business Market**

**Unit 1:** Customer Relation Management (CRM)

CRM, Different types of Customer, Orientation of Customer, Features ,Importance, Misunderstanding, Benefits, Challenges, Future of CRM

**Unit 2:** Marketing Information System, Forecasting and Demand Measurement

Marketing Information System, Internal Records, MIS(Marketing Intelligence System), Micro Environment, Forecasting and Demand Measurement.

**Unit 3:** Consumer Behaviour

Consumer Behaviour, influencing factors, psychological processes, Five Stage Model of Buying Process.

## **Unit 4 Business Markets**

Business Markets, Institutional and Government Market, Business Buying Process, B2B Marketing Programme, B2B Customer Relationship

## **Block :3 STP, Growth Strategies, New Product Offerings, Global Market and Holistic Marketing**

### **Unit 1: Marget Segmentation, Targeting and Growth Strategies**

Marget Segmentation and Targeting, Differentiation and positioning strategies, Product Life Cycle marketing Strategies, Dealing with competition and competitive strategies.

### **Unit 2: New Product Offering**

New product development and marketing

### **Unit 3: Global Market and Holistic Marketing**

Global Market and managing holistic Marketing Management

## **Block:4 Product , Branding, Pricing Strategies, Managing Service, Marketing Channels and IMC**

### **Unit 1: Product and Branding**

Setting Product and Branding Strategies & Building Brand Equity

### **Unit 2: Services Marketing**

**Unit 3:** Designing Marketing Channels, Managing retailing, wholesaling and market logistics

**Unit 4:** Integrated Marketing Communications, Managing advertising, sales promotions, events, public relations, direct marketing and personal selling including sales management.

# **BBAR-202 FINANCIAL MANAGEMENT**

## **Syllabus**

### **BLOCK1: BASICS OF FINANCIALMANAGEMENT**

#### **UNIT 1 INTRODUCTION TO FINANCIAL MANAGEMENT**

Finance, Financial Management, Scope of Financial Management, Finance and Management Functions, Objectives of Financial Management, Role and Functions of Finance Manager, Changing Role of Finance Manger, Organization of Finance Function, Liquidity and Profitability, Financial Management and Accounting, Financial Management and Economics, Financial Management-Science or Art, Significance of Financial Management, Strategic Financial Management, Techniques of Financial Management

#### **UNIT 2 SOURCES OF LONG -TERMFINANCE**

Introduction, Types of Capital, Equity Capital, Preference Capital, Debenture capital, Term Loan, Convertibles, Warrants, Leasing, Hire-Purchase, Initial Public offer, Rights Issue, Private Placement

#### **UNIT 3 SOURCES OF SHORT TERM FINANCE**

Trade Credit, Cash Credit, Bank Overdraft, Letter of Credit, Factoring, Call/Notice Money, Treasury bills, Commercial Papers, Certificate of Deposit, Bills of Exchange

#### **UNIT 4 TIME VALUE OF MONEY**

Introduction, Future Value; Simple Interest, Compounding Interest, Compound value of series of cash flows, Present Value; Present Value of single amount, Present value of series of cash flows, Sinking Fund Factor, Loan Amortization

### **BLOCK 2: COST OF CAPITAL, CAPITAL STRUCTURE AND LEVERAGES**

## **UNIT 1 COST OFCAPITAL**

Concept of Cash Capital, Elements of Cost of Capital, Classification of Cost of Capital, Opportunity Cost of Capital, Trading on Equity

## **UNIT 2 CAPITAL STRUCTURE THEORIES**

Introduction to Capital Structure, Factors affecting capital structure, Features of an optimal capital structure, Capital Structure Theories, CAPM and Capital Structure , Adjusted Present Value

## **UNIT 3 ANALYSIS OF LEVERAGES**

Introduction, Operating Leverage; Meaning, Formulas, When there can be operating leverage? What is indicated by operating leverage? Risk associated with operating leverage, Components of cost structure which brings higher degree of operating leverage. Financial Leverage; Formulas, When there can be financial leverage? What is indicated by financial leverage? Risk associated with financial leverage, Components of capital structure which brings higher degree of financial leverage. Total Leverage; Meaning, Formulas, What is indicated by total leverage? Risk associated with total leverage

## **BLOCK 3: WORKING CAPITAL MANAGEMENT, INVESTMENT DECISIONS AND DIVIDEND POLICIES**

### **UNIT 1 WORKING CAPITALMANAGEMENT-I**

Introduction, Meaning and Definition of Working Capital, Types of Working Capital, Factors Affecting Working Capital/Determinants of Working Capital, Operating Working Capital Cycle, Working Capital Requirements, Estimating Working Capital Needs and Financing Current Assets, Capital Structure Decisions, Leverages

## **UNIT 2      WORKING CAPITALMANAGEMENT-II**

Inventory Management, Purpose of holding inventories, Types of Inventories, Inventory Management Techniques, Pricing of inventories, Receivables Management, Purpose of receivables, Cost of maintaining receivables, Monitoring Receivable, Cash Management, Reasons for holding cash, Factors for efficient cash management

## **UNIT 3      INVESTMENTS AND FUND**

Meaning of Capital Budgeting, Principles of Capital Budgeting, Kinds of Capital Budgeting Proposals, Kinds of Capital Budgeting Decisions, Capital Budgeting Techniques, Estimation of Cashflow for new Projects, Sources of long Term Funds

## **UNIT 4 DIVIDEND POLICIES**

Introduction, Definition of Dividend, Types of dividend, Forms of dividend, Dividend and Provision under Companies Act 2013, Procedure for declaration and payment of Final dividend, Determinants of dividend policy, Dividend Policies

## **BLOCK 4: INVESTMENTANALYSISANDFINANCIALPLANNING**

### **UNIT1      INVESTMENTANALYSIS**

Introduction, Investment and Financing Decisions, Components of cashflows, Complex Investment Decisions

### **UNIT 2      FINANCIAL PLANNING-I**

Introduction, Advantages of financial planning, Need for Financial Planning, Steps in Financial planning, Types of Financial planning, Scope of Financial planning

### **UNIT 3      FINANCIALPLANNING-II**

Derivatives, Future Contract, Forward Contracts, Options, Swaps, Difference between Forward Contract and future contract, Financial Planning and Preparation of Financial Plan after EFR Policy is Determined



## **BBAR-204**

### **INDIVIDUAL AND ORGANISATIONAL BEHAVIOUR**

#### **Syllabus**

#### **BLOCK 1: Understanding Individual Behaviour**

**Unit 1:** Foundations of Individual Behaviour – Organization as an iceberg, Meaning Individual Behaviour in organizations, Organization, Need for Organization, Process of Organizing, Concept of Organizational Behaviour, Disciplines that Contribute to the OB Field

**Unit 2:** Organizational Behavior - A Field For Managers Because....

A Field for Managers, Managerial Roles, Management Skills, OB Model

**Unit 3:** The Individual – Diversity, Personality And Values (Inputs)

Diversity, Discrimination in the workplace undermines organizational effectiveness, Personality, Personality Models, Values, Importance of Values in Organization, Dominant Work Values

**Unit 4:** The Individual – Emotions, Motivation, Perception, Decision-Making (Processes)

Emotions, Motivation, Perception, Decision-making

#### **BLOCK 2: Understanding Individual Behaviour**

**Unit 1** The Individual – Attitude and Stress as Outcomes in the Organization

Attitude, Relationship between Attitude and behaviour, Job attitudes - Job Satisfaction and Job Involvement , Organizational Commitment, Perceived Organizational Support and Employee Engagement, Stress at Work, Managing Stress,

**Unit 2** The Individual – Task Performance

Meaning of Task Performance, characteristics of task performance, how behaviour influences the outcome of task performance of individuals in organizations.

**Unit 3** The Individual – Citizenship Behaviour

Organizational citizenship behaviours: Meaning and Definitions, Understanding OCB as an Outcome Variable, Dimensions of OCB, Measurements of OCB,

**Unit 4** MARS Model of Individual Behavior

Meaning and Importance of the Model, Components of MARS Model

**BLOCK 3: Collective Organizational Behaviour**

**Unit 1** Group Behavior – Group structure, Group roles, Group Cohesion, Group Functioning, Team responsibilities

Group Structure: Meaning and Types of Groups, Group Structure: Social Identity Theory, Group Structure: Ingroups and Outgroups, Group Structure: Stages of Group Development, Group Roles, Group Cohesion, Group Functioning, Team and Groups, Types of Teams

**Unit 2** Group Behavior – Communication (communication – functions, process, interpersonal versus organizational communication, barriers to effective communication), Leadership

Communication functions, process, modes , Various barriers of effective communication, Leadership, trait theories, behavioral theories and contingency theories of leadership, how leaders can have a positive impact on their organizations through building trust and mentoring.

**Unit 3** Group Behavior – Power and Politics (meaning, bases, contrasting leadership and power)

Leadership and power, three bases of formal power and the two bases of personal power, causes and consequences of abuse of power.

**Unit 4** Group Behavior – Conflict

Definition of Conflict, types of conflicts, Conflict Process, Conflict Management Techniques, Outcomes of Conflict Management

**BLOCK 4: Collective Organizational Behaviour**

**Unit 1** The Organization - Structure and design

Meaning of Organizational Structure, Organizational Frameworks and Networks, Structural Models, Organizational Size, Technology, Environment, Institution

**Unit 2** The Organization – Design and employee behaviour

Behavioral Implications of Organizational Designs, Contingencies of Organizational Design, Implications for Managers

**Unit 3** The Organization – Culture, culture creates climate

Meaning and Characteristics of organizational culture, Transmission of culture to employees, Identification of factors that create and sustain an organization's culture

**Unit 4** The Organization - Change and change practices

Change, Approaches to managing organizational change, Creating a culture for change,

# **BBAR-301 BUSINESS ENVIRONMENT**

## **Syllabus**

### **BLOCK 1: INTRODUCTION TO INDIAN BUSINESS ENVIRONMENT**

#### **UNIT 1 BASICS OF INDIAN BUSINESS ENVIRONMENT**

Indian Business Environment concept and importance – Need of Environmental studies for Business.

#### **UNIT 2 TYPES OF BUSINESS ENVIRONMENT**

Types of Environment – Natural, Economic, Political, Social, Technical, Cultural, Educational, Legal, Cross-cultures.

#### **UNIT 3 PROBLEMS OF GROWTH**

Unemployment, Poverty, Regional imbalance, Social injustice, inflation, Parallel Economy, Industries sickness, Environmental problems affecting growth of Business.

### **BLOCK 2: NATURAL ENVIRONMENT RESOURCES AND ENVIRONMENTAL ISSUE**

#### **UNIT 1 ENVIRONMENTAL FACTORS AFFECTING BUSINESS**

- a) Physical–Topography, Climate, Minerals, Waterresources.
- b) Cultural – infrastructure, Technology, Tradition, Political set up, Social Set-up, Educational Set-up.

#### **UNIT 2 NATURAL RESOURCES AND SUSTAINABILITY**

Renewable and Nonrenewable resources, Limitations of non- renewable resources – need of renewable resources, strategy for conservation of natural resources.

#### **UNIT 3 ENVIRONMENTAL ISSUE RELATED TO BUSINESS**

Global warming and Kyoto Protocol, Oil Crisis and its impact on business, Problems related to water resources management, Industries and Pollution – Air, Water, Noise.

### **BLOCK 3: INDIAN ECONOMIC ENVIRONMENT AND GLOBAL DYNAMICS.**

**UNIT 1** Indian economic environment Part I

Planning in India, Agriculture Development in India, Industrial policy in India, Disinvestment and privatization in India.

**UNIT 2** Indian economic environment Part II

Competition policy, Price and distribution control, Demographic features, Unemployment and Inequality, Patents and trademarks, Labor legislation India.

**UNIT 3** Indian monetary and fiscal policy with exchange rate.

Money market and capital market. Foreign exchange regulation. Monetary and fiscal policy.

**UNIT 4** India and World.

Foreign investments, Multinational corporations, WTO and India.

**BLOCK 4: SOCIETY AND INDUSTRY - INDIAN AND GLOBAL TRENDS WITH CASES.**

**Unit 1** Social Responsibility of Business

Social Responsibility of Business, Social Audit.

**Unit 2** Consumerism and Consumer's Rights.

Consumerism, Consumer's Rights

**Unit 3** Industrial Sickness and Trade Unions.

Industrial Sickness, Trade Unions

**Unit 4** Worker's participation in management and Industrial Relations

Worker's Participation in Management (WPM), Industrial Relations and Disputes.

# **BBAR-302 HUMAN RESOURCE MANAGEMENT**

## **Syllabus**

### **BLOCK-1: BASICS OF HUMAN RESOURCE MANAGEMENT, HUMAN RESOURCES PLANNING, JOB ANALYSIS AND JOB DESIGN**

#### **UNIT-1 HUMAN RESOURCE MANAGEMENT – INTRODUCTION**

Introduction; Meaning of Human Resource Management; Evolution of the Personnel Function into Human Resource Management - The Commodity Concept, The Factor of Production concept, The Goodwill concept, The Paternalistic Concept, The Humanitarian Concept, Human Resources Concept; Objectives of Human Resource Management - Broad Objectives of Human Resource Management, Specific Objectives of Human Resource Management; Features of Human Resource Management; Functions of Human Resource Management - Managerial Functions, Operative Functions, Advisory Functions; Process of Human Resource Management - Acquisition Function, Development Function, Motivation Function, Maintenance Function; Importance or Significance of Human Resource Management; Significance for Enterprise - Professional Significance, Significance to the Society, Significance to Nation; Changing Role of Human Resource Management

#### **UNIT-2 HUMAN RESOURCE PLANNING**

Introduction; Meaning of Human Resource Planning; Characteristics of Human Resource Planning; Need for Human Resource Planning; Objectives of Human Resource Planning; Factors affecting Human Resource Planning - External Factors, Internal Factors; Human Resource Planning Process – Analysis of Plans and Objectives of the Organisation, Forecasting the demand of manpower, Forecasting the factors which affect the Human Resources requirements, Estimating the Net Human Resources requirements, Developing Employment Plans, Developing Human Resource Plan; Requirements of an effective Human Resource Plan; Significance of Human Resource Planning; Benefits of Human Resource Planning; Limitations of Human Resource Planning.

### **UNIT-3 JOB ANALYSIS AND JOB DESIGN**

Introduction; Meaning of Job Analysis; Objectives of Job Analysis; Features of Job Analysis; Uses of Job Analysis; Process of Job Analysis; Techniques of Data collection – Questionnaire Method, Job Performance Method, Observation Method, Critical Incident Method, Interview Method, Diary Maintenance Method, Technical Conference Method; Job Description; Job Specification; Challenges affecting the effective of Job Analysis; Job Design; Factors affecting Job Design; Components of Job Design - Job Enrichment, Self Managing Teams, Job Rotation, Job Reengineering, Job Enlargement; Limitations of Job Design.

### **BLOCK-2: RECRUITMENT, SELECTION, TRAINING AND PERFORMANCE APPRAISAL**

#### **UNIT-1 RECRUITMENT AND SELECTION**

Introduction; Meaning of Recruitment; Features of Recruitment; Factors Affecting Recruitment Policy of an Organisation- Internal Factors, External Factors; Recruitment Process; Sources of Recruitment - Internal Sources of Recruitment, External Sources of Recruitment; Evaluation of Sources of Recruitment - Evaluation of Internal Sources, Evaluation of External Sources; Meaning of Selection; Difference between Recruitment and Selection; Selection Process.

#### **UNIT-2 TRAINING**

Introduction; Meaning of Training; Significance of Training; Assessment of Training Needs; Employee Training Process; Types of Training programs; Methods of Training - On-the- job training methods, Off-the-job training methods; Selection of a training method; Challenges impairing the quality of training; Conditions for an effective training program.

#### **UNIT-3 PERFORMANCE APPRAISAL**

Introduction; Meaning of Performance Appraisal; Objectives of Performance Appraisal; Uses of Performance Appraisal; Criteria for Performance Appraisal; Process of Performance Appraisal; Methods of Performance Appraisal; Issues in Performance Appraisal; Steps to overcome problems in Performance Appraisal process.

## **BLOCK-3 : EMPLOYEE WELFARE AND WELLBEING, COUNSELING AND MENTORING, MOTIVATING HUMAN RESOURCES AND INCENTIVES AND BENEFITS**

### **UNIT-1 EMPLOYEE WELFARE AND WELLBEING**

Introduction; Meaning of Employees welfare; Features of Employee welfare; Objectives of Employee welfare; Types of Employee welfare; Merits of welfare measures; Limitations of welfare measures; Meaning of Employee safety; Objectives of employee safety; Steps in Employee safety programs; Need for employee safety; Essentials of an effective safety program.

### **UNIT-2 COUNSELLING AND MENTORING**

Introduction, Definitions of Counseling, Characteristics of Counseling, Need for Counseling, Types of Counseling.

### **UNIT-3 MOTIVATING HUMAN RESOURCES**

Introduction; Meaning of Motivation; Nature and characteristics of Motivation; Importance of motivating human resources; Types of Motivation; Theories of Motivation - Maslow's Need Hierarchy Theory, Herzberg's Two factor theory, McClelland's Need theory, McGregor's Participation theory, Alderfer's ERG Theory, Victor Vroom's Expectancy theory; Requirements of a sound motivation system; Factors determining response to motivation; Measures to build high employee morale.

### **UNIT-4 INCENTIVES AND BENEFITS**

Introduction; Meaning of wage incentive; Objectives of Incentives; Wage incentive planning process; Pre-requisites for a good incentive scheme; Evaluation of Incentive schemes; Fringe Benefits.

## **BLOCK-4: HUMAN RESOURCE RECORDS AND INFORMATION SYSTEMS, HUMAN RESOURCE ACCOUNTING, HUMAN RESOURCE AUDITING AND HUMAN RESOURCE DEVELOPMENT**

### **UNIT-1 HUMAN RESOURCES RECORDS AND INFORMATION SYSTEMS**



Uses of Human Resources records; Objectives of Human Resources Records, Significance of Human Resources records; Purpose of Human Resources Records; Essentials of a Good Human Resources Record; Fundamental Principles of Record Keeping; Reports; Essentials of a Good Report; Personnel inventory; Information system; Management's need and information system; Advantages of Human Resources information system; Designing a modern Human Resources information system.

#### **UNIT-2 HUMAN RESOURCES ACCOUNTING**

Introduction; Meaning of Human resources accounting; Objectives of Human resources accounting; Approaches to Human resources Accounting; Uses of Human resources accounting; Weaknesses of Human resources Accounting.

#### **UNIT-3 HUMAN RESOURCE AUDITING**

Meaning of Human Resources audit; Features of Human Resources audit; Objectives of Human Resources audit; Scope of Human Resources audit; Steps in Human Resources audit; Essential conditions for an effective Human Resources audit

#### **UNIT-4 HUMAN RESOURCE DEVELOPMENT**

Meaning of Human Resources Development; Concept of Human Resources Development; Goals of Human Resources Development; Features of Human Resources Development; Benefits of Human Resources Development; Human Resources Management as a strategic activity; Scope of Human Resources Development - Organisation change and stress management, Succession Planning, Compensation Administration, Worker's Participation in Management.

# **BBAR-304 Business Analytics**

## **Syllabus**

### **BLOCK-1: Business Analytics Fundamentals**

#### **UNIT-1** Introduction to Business Analytics

Introduction to Analytics, importance of data in business world, data sources, life cycle of business analytics process, scope of business analytics, business problem solving process, classification and important tool used in different type of business analytics, framework for data- driven decision making, challenges in business analytics

#### **UNIT-2** Descriptive Analytics

Introduction to descriptive analytics, different type of data measurement scales, understanding population and sample data, components of descriptive analytics, measures of central tendency, relevance of different measures in understanding location and spread of data

#### **UNIT-3** Visualization Techniques for Business Analytics

Introduction to visualization techniques, histogram, application of histogram into business world, Bar chart and various variants, scatter plot and how it helps in identifying relationship between quantitative variables, Box plot interpretation and application to understand variability of continuous variables, control charts and its application, visualization of hierarchal data – Tree map

### **BLOCK-2: Statistical Concepts and Hypothesis Testing**

#### **UNIT-1** Sampling and Confidence Intervals

Requirements of sampling techniques in business, population parameters and sample statistics, different type of probabilistic sampling – random, bootstrap aggregating (bagging), stratified, cluster, non- probabilistic probability sampling techniques – voluntary sampling, convenience sampling, concepts of central limit theorem, estimating sampling size and sample statistics, estimation of population sample size, confidence interval for population mean and variance

## **UNIT-2** Continuous & Discrete Probability Distributions

Concepts of random variables – discrete and continuous, probability mass function for a discrete variable, cumulative distribution function, variance, standard deviation, expected value for discrete random variable, important discrete probability distributions – binomial and Poisson distribution, probability mass function of continuous variable, cumulative distribution function of continuous variables, important continuous distribution – normal distribution, exponential distribution, student's t distribution

## **UNIT-3** Introduction to Hypothesis Testing

Introduction to Hypothesis Testing, description of hypothesis statements, concepts of test statistics and decision criteria, one tail and two tail test for hypothesis testing, testing of hypothesis about a Population Mean using Z and t Statistics, type I and type II error

## **UNIT-4** Hypothesis Testing for Categorical data

Basics of Chi square test, relationship between chi square distribution and standard normal distribution, understanding generalized Chi square probability distribution, chi Square goodness of fit tests, chi square test of independence, decision rules for decision making

## **BLOCK-3: Correlation and Regression and Decision Tree**

### **UNIT-1** Covariance and Correlation Analysis

Introduction to covariance, concepts of Pearson correlation coefficient, relevance, calculation and application of covariance and correlation coefficient, visualization of correlation analysis, hypothesis test for correlation coefficient

### **UNIT-2** Simple Linear Regression

Introduction to simple linear regression, ordinary least squares estimation for linear regression, visualization used in linear regression, validation of regression model,

understanding coefficient of determination (R-Square), hypothesis test for linear regression, residual analysis

### **UNIT-3 Multiple Linear Regression**

Introduction to multiple linear regression, visualization used in linear regression, validation of regression model, understanding coefficient of determination (R-square and adjusted R-square), hypothesis test for linear regression, residual analysis, multi-collinearity and variance inflation factor

## **BLOCK-4: Time Series Analysis**

### **UNIT-1 Introduction to Forecasting Techniques**

Introduction to time series, visualization used in time series, important components of time series data, forecasting accuracy techniques – mean absolute error calculation, mean absolute percentage error formula, mean square error and root mean square error

### **UNIT-2 Moving Average and Single Exponential Smoothing Techniques**

Introduction to moving average methods, graphical interpretation of moving average method, introduction to single exponential smoothing techniques, introduction and optimization smoothing constants, accuracy measures, relationship between smoothing constant and accuracy measures

### **UNIT-3 Regression methods for forecasting**

Application of regression theory in time series analysis, forecasting time series data in influence with seasonal variation, application of regression methods in business decisions

### **UNIT-4 Auto-Regression (AR) and Moving Average (MA) forecasting models**

Introduction to Auto-regressive (AR) and Moving average (MA) methods, introduction of auto- correlation function (ACF) and partial auto correlation function (PACF), interpretation of correlogram

# **BBAR-401 BASICS OF RESEARCH METHODS**

## **Syllabus**

### **BLOCK 1: INTRODUCTION TO RESEARCH**

#### **UNIT 1 FOUNDATIONS OF RESEARCH**

Introduction, Nature, Structure and Assumptions of Science, Various Tools of Science, Objectivist and Subjectivist Conceptions of Social Reality, Different Approaches.

#### **UNIT 2 MEANING AND OBJECTIVES OF GOOD RESEARCH**

Meaning of good research, Basic and Applied Research, Objectives of good research, Significance of good research, Criteria of good research

#### **UNIT 3 TYPES OF RESEARCH**

Types of Research and Research Processes, Contemporary Debate on the Status of Scientific Method, Characteristics of Research, Objectivity and Ethical Concerns in Research

#### **UNIT 4 STRUCTURING A RESEARCH PROPOSAL**

Title, Problem Statement, Formulating the Hypothesis, Demarcation Region of study, Defining Terminology, Significance of the Research, Literature Survey, Time Schedule, Budget, Resource List

### **BLOCK 2: RESEARCH DESIGN AND RESEARCH METHODS**

#### **UNIT 1 RESEARCH DESIGN**

Introduction, Types of Research Design: Historical Design, Descriptive Design, Formation of Hypothesis, Synopsis Writing, Computers in Research

#### **UNIT 2 GENERAL RESEARCH**

Introduction: Meaning, Need, Spiral Scientific Method, Types of Research, Kinds of Research, Research Ethics

### **UNIT 3 METHODS OF RESEARCH**

Introduction, Experimental Research: Different Types and Basic Principles, Survey Research: Different Types and Tools of Survey

### **UNIT 4 BASIC THUMB RULES FOR RESEARCH PROCESS**

Identifying and defining the problem, Exploratory Research, Developing the hypothesis, Creating a Research Design, Determining Sampling Design, Data Collection, Data Analysis, Testing of Hypothesis, Generalizations and Interpretations, Reporting the Results

## **BLOCK 3: SAMPLING AND QUANTITATIVE METHODS IN RESEARCH**

### **UNIT 1 SAMPLING THEORY AND FUNDAMENTALS**

Introduction, Need and Purpose of Sampling, Sampling Theory, Important Sampling Distribution, Various Techniques/Methods of Sampling, Sampling and Non-Sampling Errors

### **UNIT 2 TESTING OF HYPOTHESIS**

Hypotheses Testing, Type I and Type II Errors, Two Tailed and One Tailed Tests, Sampling of Attributes and Sampling of Variables

### **UNIT 3 QUANTITATIVE TECHNIQUES**

Introduction, Regression and Correlation Analysis, Parametric Tests, Non-Parametric Tests, Multivariate Analysis

## **BLOCK 4: DATA ANALYSIS AND RESEARCH REPORTING**

### **UNIT 1 STATISTICAL DATA AND TECHNIQUES USED IN DATA ANALYSIS**

Introduction, Types of Data, Primary and Secondary Data, Levels of Data

### **UNIT 2 DATA INTERPRETATION AND ANALYSIS**

Introduction, Geographical and Graphical Representation of Data, Statistical Analysis (Measures of Central Tendency, Measures of Dispersion, Regression and Correlation, Chi-Square Test), Statistical Package, Tools of Argument (Definition, Analysis, Synthesis,

Interpretation, Inference)

### **UNIT 3 APPLICATION OF STATISTICAL TOOLS**

Statistical Package, Tools of Argument (Definition, Analysis, Synthesis, Interpretation, Inference)

### **UNIT 4 RESEARCH REPORTING**

Introduction, Structure, Style and Contents, Style Manuals (Chicago, APA, MLA), Citation Styles: Footnotes, References, Evaluation of Research, Current Trends in LIS research (Advanced Countries, Less Advanced Countries and Global)

# **BBAR-402 Business and Industrial Laws**

## **Syllabus**

### **Block 1: Contract and Negotiable Instrument Act**

#### **Unit 1** Law of Contract

Indian Contract Act 1872 - Definition, kinds and concept of contract, Offer / Proposal, Acceptance, Contractual Capacity, Free Consent, Consideration, Lawful Object, Discharge of Contract, Remedies for Breach of Contract.

#### **Unit 2** Special Contract

Indian Contract Act 1872 - Contract of Indemnity, Elements of Indemnity Contract, Contract of Guarantee, Essentials of Contract of Guarantee, Kinds of Guarantee, Rights of Surety/Co-surety, Discharge of Surety.

#### **Unit 3** Negotiable Instruments Act, 1881

Introduction, Negotiable Instruments Act, Definition and Features, Promissory Notes, Definition, Essentials, Bill of Exchange, Definition, Essentials, Cheque, Definition, Distinction between a Cheque and a Bill of Exchange, Bank Draft and Hundis, Holder, Holder in Due Course, Parties to Negotiable Instruments, Negotiation of Negotiable Instruments, Modes of Negotiation, Endorsement, Dishonor of Negotiable Instruments, Discharge of the Instrument and Parties

### **Block 2: Indian Partnership Act, 1932 and Consumer Protection Act, 2019**

#### **Unit 1** Indian Partnership Act, 1932

Partnership : nature, definition and Establishment, Partnership Firm versus other entities (HUF, Co-ownership, Company)

Unit 2 Partners : Rights, Duties and Liabilities, Reconstitution and Dissolution of Partnership Firm

#### **Unit 3** The Consumer Protection Act, 2019.



Introduction, Rights of Consumer or Objectives of the Act, Important Definitions : Consumer, Consumer Dispute, Goods, Services, Defect, Deficiency, Unfair Trade Practices, Restrictive Trade Practices, Consumer Disputes Redressal Agencies, Consumer Protection Councils

Unit 4 Competition Act, 2002 : Role, Aim and Object of the Act, Function of CCI

### **Block 3: Company Law and Arbitration Act**

#### **Unit 1** Company Law

Companies Act, 2013 - Introduction, Definition of a Company, Types of Companies, Procedure for Formation for a Company – Memorandum of Association, Article of Association, prospectus.

#### **Unit 2** Company Law

Companies Act, 2013 - Share Capital, Company Management, Meetings, Requisites of a Valid Meeting

#### **Unit 3** Arbitration and Conciliation Act, 1996

Introduction, Scheme of the Act, Objectives of the Act, Power of Judicial Authority to Refer Parties to Arbitration, Composition of Arbitral Tribunal, Jurisdiction of Arbitral Tribunals, Conduct of Arbitral Proceedings, Award, Conciliation (Section 61 To 81), Mediation - (The Parties Decide), Negotiation

#### **Unit 4** Right to Information Act, 2005 : Application, Mechanism and Important Provisions

### **Block 4 Other Important Legislations**

#### **Unit 1** The Trade Union Act, 1929

Introduction, Objectives of a trade Union, Reasons for Workers to Join a Trade Union, Problems faced by trade unions, The Trade Union Act, 1929

#### **Unit 2** Factories Act, 1948

Introduction, Applicability, Important Definitions, Health and Welfare of the Workers,

Labor Welfare Officer, Penalty for Offences

**Unit 3** Payment of Gratuity Act, 1972

Introduction, Applicability of the Act, Important Definitions, Gratuity when Payable, Computation of Gratuity, Forfeiture of Gratuity

**Unit 4** Information Technology Act 2000

Introduction, Overview of the Act, What does IT Act enable?, Why Cyber Law in India?

# **BBAR- 403 Service Marketing**

## **Syllabus**

### **Block 1: Introduction to Services, Service Quality, GAP model, Service Expectation.**

**Unit 1:** Meaning and definition of service, difference b/w Goods and Services, Overview of service sector in India, Characteristic of Services, Service Marketing Mix.

**Unit 2:** Definition of Service Quality, Gap Model of Service Quality

**Unit 3:** Customer Expectation of Service, Customer perception of services, Service Quality, Service Encounter

### **Block 2: CRM, Service Recovery, Service Guarantee, Service Blueprint.**

**Unit 1:** Relationship Marketing, Traditional vs Relationship Marketing, The Development of Customer Relationship, Customer Profitability Segments, Relationship Development Strategies, Relationship Challenge.

**Unit 2:** Service Recovery, How customer responds to the service failures, Type of customer complaint actions, Type of complainer, Service Recovery strategies: fixing the customer

**Unit 3:** Service Guarantees, Characteristic of effective Guarantees, Types of Service Guarantee, Benefits of Service Guarantees, Reason behind Switching Services, Type of Service Innovation, Stages in Service Innovation and Development.

**Unit 4:** Service Blueprint, Blueprint Components, Building a Blueprint

### **Block 3: Service Standards, Servicescape, and Employee Role in Service Delivery**

**Unit 1:** Factors for service standards, Types of Customer defined service standards, Process of setting standards.

**Unit 2:** Physical evidence, Strategic Roles of the Service Scape, Servicescape effect on behavior.

**Unit 3:** Service Culture, The Critical role of service employee, Boundary Spanning roles, Strategies for Delivery Service Quality Through People, Customer Orientated Service Delivery

**Block 4: Customers Role in Service Delivery, Demand and Capacity, ISMC, Service Pricing, Financial and Economic Impact of Service**

**Unit 1:** The Importance of Customers in Service Co-creation and Delivery, Customer Roles, Self-Service Technologies, Strategies for Enhancing Customer Participation

**Unit 2 :** The Underlying Issue: Lack of Inventory Capability, Capacity Constraints, Demand Patterns, Yield Management, Waiting line strategies

**Unit 3 :** Service Communication Challenges, Categories of Strategies to Match Service Promises with Delivery, Pricing of Service, Approaches to Pricing Services.

**Unit 4:** Service and Profitability, Offensive and Defensive Marketing Effects of Service, Customer Perceptions of Service Quality and Purchase Intentions, Drivers of Service Quality, Customer Retention, Profits, Company Performance Measurement

# **BBAR-404 PRODUCTION AND OPERATION MANAGEMENT**

## **Syllabus**

### **BLOCK-1: INTRODUCTION TO PRODUCTION AND OPERATIONS MANAGEMENT**

#### **UNIT 1 NATURE AND SCOPE OF PRODUCTION AND OPERATIONS MANAGEMENT**

Introduction, History of Production and Operations Management , Concepts of Production and Operations Management, Objectives of Production and Operations Management, Functions of Production and Operations Management, Scope of Production and Operations Management, Problems of Production and Operations Management, Difference between Productio and Operations Management.

#### **UNIT 2 PLANT LOCATION- PLANT LAYOUT**

Introduction, Plant Location, Theories of Plant Location, Factors Influencing Location, What Is Plant Layout, Objectives of Plant Layout, Factors Affecting Plant Layout, Characteristics Of An Efficient Layout, Techniques of Plant Layout, Advantages of Plant Layout, Types Of Layout.

#### **UNIT 3 MATERIALS HANDLING**

Introduction, Objectives of Material Handling, Principles of Material Handling, Material Handling Equipments, Guidelines for Effective Utilization of Material Handling Equipments, Relationship Between Plant Layout And Material Handling

#### **UNIT 4 PRODUCTION PLANNING AND CONTROL**

Production Planning: Objective, Characteristics, Importance, Organization and Steps involved in production Planning. Production Control: Objective, Advantage, techniques and Functions. Production Control & planning: Objective, Scope, Phase, Benefits, Limitation, techniques etc. of Production Planning & control. Network Analysis.

### **BLOCK 2: QUALITY CONTROL AND MATERIALS AND MAINTENANCE MANAGEMENT**

#### **UNIT 1 QUALITY CONTROL**

Introduction, Concepts of Quality Management, Inspection and Testing, Quality Control, Objectives of Quality Control , Benefits of Quality Control , Difference between

Inspection and Quality Control, Seven tools for Quality Control, Control Charts, Acceptance Sampling

## **UNIT 2 CONCEPT OF WASTE AND QUALITY ASSURANCE**

Introduction, Types of wastes, Concept of Quality Assurance, Quality Assurance: ISO 9000, Total Quality Management (TQM), Six Sigma, Gap Analysis, Quality Control Vs. Quality Assurance

## **UNIT 3 MATERIAL MANAGEMENT**

Introduction, What is Material Management, Manufacturing Strategy, Concept of Purchase Management, Concept of Store Management, Concept of Supply Chain Management.

## **UNIT 4 MAINTENANCE MANAGEMENT**

Introduction, Concept of Maintenance Management, Objectives of Maintenance Management, Types of Maintenance System, Functions of Maintenance Management, Replacement Policies

## **BLOCK 3: INDUSTRIAL ENGINEERING AND SALES FORECASTING**

### **UNIT 1 PRODUCT DESIGN AND DEVELOPMENT**

Introduction, Concept of Product Design and Development, Need for Product Design and Development, Characteristics of Good Design, Product Life Cycle (Plc), Product Development Process, Product Development Techniques, Process Design, Relationship Between Product Design And Process Design

### **UNIT 2 INDUSTRIAL ENGINEERING AND WORK STUDY**

Introduction, Meaning and Nature of Industrial Engineering, Applications of Industrial Engineering, Functions of the Industrial Engineers, Techniques Of Industrial Engineering, Concept Of Work Study, Method Study, Work Measurement, Productivity, Measures To Improve Productivity

### **UNIT 3 SALES FORECASTING**

Introduction, Concept of Sales Forecasting, Importance Of Sales Forecasting, Objectives

of Sales Forecasting, Techniques of Sales Forecasting, Limitations Of Sales Forecasting, Approaches To Sales Forecasting

## **BLOCK 4: OPERATION RESEARCH, BREAK EVEN ANALYSIS AND CONTEMPORARY ISSUES**

### **UNIT 1 USE OF OPERATION RESEARCH IN SOLVING PRODUCTION PROBLEM**

Introduction, Evaluation Of Operation Research, Nature of Operation Research, Characteristics Of Operation Research, Phases Of Operation Research, Scope Of Operation Research, Methodology Of Operations Research, Models In Operations Research, Classification Of Operation Research Model, Characteristics Of A Good Model, Operations Research And Managerial Decisions Making, Advantages Of Operations Research, Techniques Of Operations Research, Limitations Of Operations Research

### **UNIT 2 VALUE BREAK EVEN ANALYSIS**

Introduction, Concept of Value Break Even Analysis, Uses of Value Break Even Analysis, Assumptions and Limitations of Value Break Even Analysis, Value Break Even Point, The Value Break Even Chart

### **UNIT 3 LEAN MANUFACTURING**

Introduction, Concept of Lean Manufacturing, Japanese 5s Model, Kanban System, PDCA Cycle, Kaizen

# **BBAR-501 Direct and Indirect Taxes**

## **Syllabus**

### **BLOCK 1: BASICS OF INCOME TAX**

#### **UNIT 1 INCOME TAX ACT 1961**

Introduction, Meaning and Definition of Taxation, Characteristics of Taxation, Types of Taxes, Direct Taxes, Indirect Taxes

#### **UNIT 2 SCOPE AND OBJECTIVES OF INCOME TAX**

Introduction, Background of Income Tax, Scope of Income Tax Law, Application of Income Tax Act, 1961, Objectives of Income Tax, Taxation Structure in India

#### **UNIT 3 BASICS OF INCOME AND PERSON**

Introduction, Concept of Income, Definition of Income, Person, Assessee, Assessment Year, Agricultural Income, Residential Status, Companies, Incomes Exempted from Tax

#### **UNIT 4 RESIDENTIAL STATUS**

Introduction, Different Taxable Entities, Residential Status, Rules to determine Residential Status of an Individual, Non-Resident, Resident and Ordinarily Resident status; Relationship between residential status and incidence of tax, Type of Income, Incidence of tax payer for different taxpayers

### **BLOCK 2: HEADS OF INCOME**

#### **UNIT 1 INCOME FROM SALARY**

Introduction, Income from Salary, Taxability of Salary, Allowances, Perquisites & FBT, Deduction from Salaries [Sec. 16], Chart for computation of taxable salary

#### **UNIT 2 INCOME FROM HOUSE PROPERTY**

Introduction, Income from House Property, Property held as Stock-in-Trade [Section 23], House Property income not charged to tax, certain incomes from house property, Types of House Properties, Computation of Income from house property, Recovery of unrealized rent and Assessment of Arrears of rent received



### **UNIT 3 INCOME FROM BUSINESS OR PROFESSION**

Introduction, Income from Business or Profession, General Principles governing the computation of taxable income under the head “profits and gains of business or profession, Income from Profits and Gains of Business or Profession, Income chargeable under the head Business / Profession, Expenses allowed as deduction from Profit and Gain of Business or Profession, Expenses Expressly Disallowed (u/s40), Additional Information’s

### **UNIT 4 INCOME FROM CAPITAL GAIN**

Introduction, Basic of Charge (Sec 45), Chargeability of Tax, Some Important Definitions, What is Capital Gain, Types of Capital Gains, How is Short-term Capital Gain taxed, How is Long-term Capital Gain taxed, Cost Inflation Index for the Various Financial Years, How is Long-term Capital Gain taxed on Shares and Mutual Funds?, Has the capital Gain Calculation not changed in the case of Shares, Capital Loss Long Term and Short Term, Seven Pillars of Capital Gain Treatment, Computation of Capital Gain

## **BLOCK 3: INCOME FROM OTHER SOURCES, ADVANCE PAYMENT OF TAX AND INTEREST AND INCOME TAX AUTHORITY**

### **UNIT 1 INCOME FROM OTHER SOURCES**

Introduction, Income from other sources (Sec 56), Method of Accounting, Interest on securities, Basis of Charge, Kinds of Securities, Profit and Loss on sale of Securities, Tax upon Income from other sources, Problem with solution

### **UNIT 2 ADVANCE PAYMENT OF TAX AND INTEREST**

Introduction, Incomes with regard to payment of advance tax, When a person becomes liable to pay advance tax, Liability for Payment of Advance Tax (Section 208), Stages in Calculation of payment of advance tax, Income from previous year (Current Income), Calculation of Advance Tax, Interest for late filing of return [Sec. 234A], Interest of non-payment of Advance Tax [Sec.234B], Interest for deferment of different instalment of Advance Tax [Sec. 234C]

### **UNIT 3 INCOME TAX AUTHORITY**

Introduction, Income-tax Authorities, Executive Authorities, Central Board of Direct Taxes, Director General of Income-tax, Commissioners of Income-tax, Deputy Commissioners, Assessing Officers, Income-tax Inspector, Appellate (Judicial) Authorities, Deputy Commissioner (Appeals), Commissioner (Appeals), Appellate Tribunal, High Court, Supreme Court, Settlement Commission

### **BLOCK 4: GOODS AND SERVICE TAX**

#### **UNIT 1 GOODS AND SERVICE TAX – I (INTRODUCTION)**

Introduction, History of Indirect Taxation, Concept of goods and services (GST); The year wise evolution of GST in India, Components of GST, Limitations of Old Indirect Tax Structure , Basic Idea of GST, Example for concept of GST

#### **UNIT 2 GOODS AND SERVICE TAX – II (MODEL OF GST, SAILENT FEATURE AND BENEFIT OF GST)**

Introduction, Model of GST, Salient features of GST, Benefits of GST, GST and centre state financial Relation, Role of centre board of excise and customs.

#### **UNIT 3 GOODS AND SERVICE TAX – III (Definitions, Exemptions, Tax rates and Input Tax Credit of GST)**

Introduction, Definition, Exemption from GST, GST Rate, Input Tax credit

# **BBAR-502 Cost Accounting**

## **Syllabus**

### **BLOCK-1: Cost Accounting : Concept Nature and Scope**

#### **UNIT-1** Meaning, Definition and Need for Cost Accounting

Introduction, Cost Accounting : Meaning, Nature and cost of Cost Accounting , Cost Accounting Needs

#### **UNIT-2** Concept of Financial, Cost and Management Accounting

Introduction to Financial Accounting, Cost Accounting and Management Accounting, Meaning, Definition and differences between the Financial Accounting, Cost Accounting and Management Accounting

#### **UNIT-3** Elements and Classification of Cost

Introduction , Elements and Classification of costs on various basis including fixed cost and variable cost etc.

#### **UNIT-4** Technique of Costing, Cost Centre and Cost Unit

Introduction, meaning of costing, meaning nature and explanation about the Costing, Cost Centre and Cost unit.

### **BLOCK-2: Materials & Related Aspects**

#### **UNIT-1** Definition of Inventory, Material and Materials Control

Introduction, Meaning, nature and definition of Inventory, explanation of concepts of Inventory, Material and Materials Control

#### **UNIT-2** Objectives of Material Control, Necessity and Advantages

Introduction, Concept of Material Control, Necessity and Advantages of Material Control and uses of Material Control

#### **UNIT-3** Concept of EOQ, ABC etc.

Introduction, concept of Economic Order Quantity and its uses, advantages and other aspects related to it.

#### **UNIT-4** Methods of Pricing of issue of material FIFO, LIFO & Average

Introduction, Methods of pricing of issues. Concepts of First In First Out, Last in First Out and Average methods.

### **BLOCK-3: Labour & Related Aspects**

#### **UNIT-1** Concept of Direct and Indirect Labour, Labour Cost Accounting

Introduction, meaning, nature and understanding and concept of Direct and Indirect Labour, Labour Cost Accounting

#### **UNIT-2** Labour Turnover and Related Issues, Methods of Wage Payment

Introduction, meaning, nature and understanding and concept Labour Turnover and Related Issues, Methods of Wage Payment

#### **UNIT-3** Classification of Overheads, Technique of Segregation

Introduction meaning, nature and understanding and classification of Overheads and techniques of segregation.

#### **UNIT-4** Basis of Apportionment and Re Apportionment of Overheads

Introduction and techniques of Apportionment and Re Apportionment of Overheads

### **BLOCK-4: Budgetary Control & Other Related Aspects**

#### **UNIT-1** Introduction, Meaning & Objectives of Budgetary Control

Introduction to budget, meaning of budget, Objectives of Budget, use of budgetary control.

#### **UNIT-2** Classification of Budgets

Introduction, classification of budgets on various basis, including like Fixed Budget and Flexible Budget

#### **UNIT-3** Fixed Budget and Flexible Budget

Introduction, meaning, nature and example of Fixed Budget and Flexible Budget along with its applications.

#### **UNIT-4** Contemporary Aspect in Budgeting

introduction, contemporary issues in Budgeting and its use in the various contexts.

# **BBAR-503 Entrepreneurship Development**

## **Syllabus**

### **BLOCK-1: Introduction to Entrepreneurship**

#### **UNIT-1** About Entrepreneurship

Introduction, Meaning of Entrepreneur, Characteristics of Entrepreneur, Factors affecting Entrepreneurship, Advantages and disadvantages of being an Entrepreneur.

#### **UNIT-2** Entrepreneurship and Organisational Environment

Introduction, Types of Entrepreneurship - Classification on the basis of entrepreneurship, Classification on the Basis of Personality Behaviour, Classification based on the Type of organisation, Classification based on the Stages of Development, Environmental challenges for Entrepreneurs, Factors affecting business environment.

#### **UNIT-3** Entrepreneurs and Managers

Introduction, Meaning of Intrapreneurship, Process of Entrepreneurship, Meaning of Manager, Professional Manager, Role of Manager, Difference between Entrepreneur and Manager.

### **BLOCK-2: Importance and types of Entrepreneurs and Women Entrepreneur**

#### **UNIT-1** Concept and Importance of Entrepreneur

Introduction to Entrepreneur, Meaning of Entrepreneur, Characteristics of an Entrepreneur, Skills of an Entrepreneur, Entrepreneurial Process, Importance of an Entrepreneur.

#### **UNIT-2** Types and Functions of Entrepreneur

Introduction, Types of Entrepreneur, Functions of an Entrepreneur, Rewards of being an entrepreneur, Challenges of being an entrepreneur, Role of an Entrepreneurs, Difference between Entrepreneurs and Entrepreneurship.

#### **UNIT-3** Women Entrepreneur

Introduction, An Overview- Women Entrepreneur, Growth of Women Entrepreneurs, Environment for Women Entrepreneurs, Scope of Women Entrepreneurship, Challenges in Women Entrepreneurs, Process of increasing Women Entrepreneurs, Empowerment of Women.

### **BLOCK-3: Planning of Organisational activities**

#### **UNIT-1** Preparing a Business Plan

Introduction, Concept of a Business Plan, Scope of a Business Plan, Advantages of a Business Plan, Preparation of a Business Plan, Evaluation of a Business Plan.

#### **UNIT-2** Marketing Plan

Introduction, Meaning of Marketing, Overview of Marketing Plan, Overview of Marketing Research, Concepts Marketing Research, Key Concepts for marketing Plan, Contemporary Issues of Marketing Plan, Difference between Marketing research and Market research.

#### **UNIT-3** Operation and Production Plan

Introduction, Overview of Production and Operations Management, Types of Production Systems, Product Life Cycle, New Product Development Process, Advantages of New Product Development Process, Disadvantages New Product Development Process

#### **UNIT-4** Human Resource Planning

Introduction, Overview of Human Management, Important precautions for team building, Modern Techniques to Motivate Human Resource, Principles of Managing Human Resource, Nature of Organizational Structure, Advantages of Organizational Structure, Disadvantages of Organizational Structure.

### **BLOCK-4: Financing of Enterprises**

#### **UNIT-1** Financial Statements for Entrepreneurs

Introduction, Introduction to Balance-sheet, Introduction profit and loss account, Difference between Economic and Accounting Profit, Meaning of cash flow, Meaning of working capital flow.

#### **UNIT-2** Ratio Analysis

Introduction, Objectives of financial ratio, Advantages of financial ratio, Limitations of financial ratio, Types of ratios, Roles of ratio, Advantages of ratios, Disadvantages of ratios.

#### **UNIT-3** Financing Venture

Introduction, Objectives of Financing a Venture, Importance of Financing a Venture,

Financing problems for Start-ups, Types of Angel Funders, Type of Funding by Banks, Venture Investors, Funding Opportunities for Start-ups in India.

**UNIT-4 Start-up**

Introduction, Meaning of Start-up, Policies for Start-up, Financial help by Government, Purpose for issuing IPO, About Initial Public Offering, Intermediaries to IPO, Pricing.

# **BBAR-601 Financial Services**

## **Syllabus**

### **Block 1: Basic of Financial Services**

#### **Unit 1** Introduction to financial services

Meaning and concepts, characteristics, types, objectives/functions, importance, evolution and growth, the regulatory frame work of financial services. Merchant banking – meaning, origin and development, functions, regulations

#### **Unit 2** Mutual funds

Meaning, origin and growth, constitution and management, types, advantages and disadvantages, performance, regulations

#### **Unit 3** Insurance services

Insurance: Introduction, Principles, concept, classification, principles of insurance, IRDA and different regulatory norms, operation of General Insurance, Health Insurance, Life Insurance.

#### **Unit 4** An Overview of Indian Financial System

Investment Banking in India, Recent Developments and Challenges ahead, Institutional structure and Functions of Investment / Merchant Banking; SEBI guidelines for Merchant Bankers, Registration, obligations and responsibilities of Lead Managers, Regulations regarding Continuance of association of lead manager with an issue

### **Block 2: Housing Finance and Venture Capital**

#### **Unit 1** Leasing

Definition, types, advantages and limitations for lessor and lessee, Difference between Leasing and Hire Purchase: Concepts of leasing, types of leasing – financial and operating lease, direct lease and sales and lease back.

#### **Unit 2** Hire-purchase

Meaning and features, rights of hirer, Hire Purchase interest and Installment, Choice criteria between Leasing and Hire Purchase mathematics of HP, Factoring, forfaiting and its arrangement.

#### **Unit 3** Housing Finance



Meaning and rise of housing finance in India, Fixing the amount of loan, repricing of a loan, floating vs. fixed rate.

**Unit 4** Venture capital:

Concepts and characteristics of venture capital, stages of investment/financing, incubation financing. venture capital in India, Venture capital -regulatory frame work  
Factoring – meaning, mechanism, types, advantages and disadvantages, factoring Vs bill discounting, Indian scenario,

**Block 3: Basic of Retail Banking**

**Unit 1** Introduction to Retail Banking

Introduction, Birth of Banking, Growth of Retail Banking.

**Unit 2** Concepts of Retail Banking

Introduction, Bank Accounts, Client Profile of Retail Banks, Product and Service Portfolio, Primary Deposits & Interest Rate Risk Management.

**Unit 3** Loans And Advances

Introduction, Principles of Retail Lending, Types of Retail Advances, Loan Evaluation Procedure.

**Unit 4** Banking Technology

Introduction, Significance of Computerization in Banks, Types of Electronic Banking, E-Banking and Corporate Clients, Need for Security, System Level Controls, Network Level Controls, Security and Legal Framework, Money Laundering. Introduction, E-Commerce, Credit Cards, Internet Banking in India, What is Bank assurance?

**Block 4: Ratings and Securitization**

**Unit 1** Credit Ratings

Introduction, meaning, origin and types of credit rating, advantages and disadvantages of credit ratings, Credit rating agencies and their methodology, International credit rating practices.

**Unit 2** Plastic money

Concept and different forms, credit and debit card, credit card cycle, advantages and limitations, factors affecting the usage of cards, future outlook

**Unit 3 Securitization**

Concept, securitization as a funding mechanism, Traditional and non-traditional mortgages, Graduated-payment mortgages (GPMs), Pledged Account Mortgages (PAMs), Centralized Mortgage obligations (CMOs), Securitization of nonmortgage assets, Securitization in India. Latest innovations and technological integration in financial services.

**Unit 4 Depository services**

Depository system, depository participant, SEBI guide lines, dematerialization and rematerialisation of shares, electronic settlement of trade

# **BBAR-602 MANAGEMENT ACCOUNTING**

## **Syllabus**

### **BLOCK 1: INTRODUCTION TO MANAGEMENT AND FINANCIAL ACCOUNTING**

#### **UNIT 1 FUNDAMENTALS OF MANAGEMENT ACCOUNTING**

Introduction, Meaning, definition of Management Accounting, Nature and scope of Management Accounting, Objectives of Management Accounting.

#### **UNIT 2 FINANCIAL ACCOUNTING**

Meaning and definition of Financial Accounting, Analysis of Financial Statements and Ratio Analysis, Limitations of Financial Statements Analysis.

#### **UNIT 3 TOOLS AND TECHNIQUES OF MANAGEMENT ACCOUNTING**

Introduction, Meaning of Management Accounting, Tools and Technique of management Accounting, Features of Management Accounting Tools and Technique , Advantages of Management Accounting Tools and Technique, Limitations of Management Accounting Tools and Technique

### **BLOCK 2: CASH FLOW, RATIO ANALYSIS AND COMMON SIZE FINANCIAL STATEMENT**

#### **UNIT 1 CASH FLOW STATEMENT**

Introduction, Cash Flow Statement, Analysis of Cash Flow Statement, Steps in Cash Flow Statement.

#### **UNIT 2 RATIO ANALYSIS**

Introduction, Accounting Ratios, Classification of Accounting Ratio, Advantages (Utility) Of Ratio Analysis, Limitations Of Ratio Analysis

#### **UNIT 3 COMMON SIZE FINANCIAL STATEMENT**

Introduction, Meaning of Financial Statements, Characteristics of Financial Statements, Natures of Financial Statements, Limitations of Financial Statements, Purpose of

Financial Statements, Method of Analysis of Financial Statements, Common-Size Statements

**BLOCK 3: WORKING CAPITAL MANAGEMENT-I & II, INVENTORY MANAGEMENT & RECEIVABLE AND COST MANAGEMENT- CASH BUDGET**

**UNIT 1 WORKING CAPITAL MANAGEMENT - I**

Introduction, Definition, Nature and Concept of Working Capital Management, Need of Working Capital, Determinants of Working Capital

**UNIT 2 WORKING CAPITAL MANAGEMENT - II**

Sources of working capital, Management of working Capital, Computation of Working Capital

**UNIT 3 INVENTORY MANAGEMENT & RECEIVABLE**

Introduction, Meaning and definition, Types of inventory, Motive for holding inventory, Functions of inventory control, Receivables Introduction, Meaning of Receivables, Objectives of maintaining Receivables, Factors influencing the size of Receivables

**UNIT 4 COST MANAGEMENT –CASH BUDGET**

Introduction, Definition, Advantages of Cash Budget, Difficulties Or limitations of Cash Budget, Methods of Preparing Cash Budget, Illustrations

**BLOCK 4: FINANCIAL PLANNING AND CONTROL**

**UNIT 1 BUDGET & BUDGETORY CONTROL**

Introduction, Definitions and Characteristics of Budget, Meaning and Definition of Budgetary Control, Objectives of Budgetary Control, Advantages of Budgetary Control, Limitations of Budgetary Control

**UNIT 2 FLEXIBLE BUDGET**

Introduction, Classification of Cost, Method of Constructing a Flexible Budget, Utility of Flexible Budgeting

### **UNIT 3 MARGINAL COSTING**

Introduction, Definition, Three Characteristics of Marginal Costing, Advantages of Marginal Costing, Limitations of Marginal Costing, Certain terms relating to marginal costing

### **UNIT 4 MANAGEMENT AUDIT**

Introduction, Definitions, Objectives of Management Audit, Difference between Financial Audit and Management Audit, Need for Management Audit, Conducting Management Audit

# **BBAR-603 Corporate Governance and Business Ethics**

## **Syllabus**

### **BLOCK-1: Business Ethics: Introduction**

#### **UNIT-1** Introduction to Business Ethics

Introduction, Ethics and Business Ethics, The 3 C's of Business Ethics, Importance of Business Ethics, Ethical Concepts, Ethical Models, Ethical Principles, Forms of Ethical Theories

#### **UNIT-2** Values, Norms, Beliefs and Standards

Introduction to VALUES, NORMS, BELIEFS AND STANDARDS, Nature of Values, Value System Formation, 'Secord and Backman' – Mythologies

#### **UNIT-3** Ethical Dilemma and Ethical Decision Making

Introduction to Ethical Dilemma, Features of Ethical Dilemma., METHODS OF RESOLVING ETHICAL DILEMMAS, APPROACHES OF RESOLVING ETHICAL DILEMMAS  
Ethical Decision Making.

#### **UNIT-4** Ethical Leadership

Introduction, Elements of Ethical Leadership, Impacts of Ethical Leadership, The 4-V Model of Ethical Leadership, Traits of an Ethical Leader, Ethical Corporate Behaviour

### **BLOCK-2: Business Ethics & Functional Decision Making**

#### **UNIT-1** Ethical Aspect in Marketing

Introduction, Basic Understanding of Marketing, Marketing Functions, Marketing Decision, Needs for Addressing Ethical Issues in Marketing, Common purposes and issues in Ethical Aspects of Marketing

#### **UNIT-2** Ethics in HRM

Introduction, Basic Understanding of Human Resource Management, HRM Functions, HRM Decisions, Needs for Addressing Ethical Issues in HRM, Common purposes and issues in Ethical Aspects of HRM

#### **UNIT-3** Ethical in Production and Operations Management

Introduction, Basic Understanding of Production and Operations Management,

Production and Operations Management Functions, POM related Decision, Needs for Addressing Ethical Issues in POM, Common purposes and issues in Ethical Aspects of Production and Operations Management

#### **UNIT-4 Ethics in Finance**

Introduction, Basic Understanding of Financial Statements and Financial Management, Finance Functions, Finance related decisions, Needs for Addressing Ethical Issues in Financial Management, Common purposes and issues in Ethical Aspects of Finance and Financial Management

#### **UNIT-5 Ethics and Information Technology**

Introduction, Basic Understanding of Financial Statements and Financial Management, Finance Functions, Finance related decisions, Needs for Addressing Ethical Issues in Financial Management, Common purposes and issues in Ethical Aspects of Finance and Financial Management

### **BLOCK-3 : Corporate Governance : Evolution & Concept**

#### **UNIT-1 Corporate Governance: An Overview**

Introduction, Why is Corporate Governance Important to a Country? Governance for sustainable development, Corporate and Ethics

#### **UNIT-2 Popular Models of Corporate Governance**

Introduction, About Models of Corporate Governance, Anglo – American Model of Corporate Governance, Japanese Model, German Model, France Model and Canadian Model

#### **UNIT-3 Key issues in Corporate Governance**

Introduction, Background and Perspective, Why Corporate Governance is more Important in modern era? Issues and Concerns Related to Corporate Governance, Proxy Advisors.

### **BLOCK-4: Corporate Governance in India & Prevailing Companies act**

#### **UNIT-1 Introduction to Code of Conduct**

Introduction, Meaning in context of The Listing Obligation and Disclosure Regulations, 2015 (LODR), Items to be displayed on company's website under the LODR, Structure of

Code of Conduct.

**UNIT-2** Concept and Type of Directors

Introduction, Concept of Directors, Type of Directors – as per companies Act, Composition of Board of Directors as per LODR and Companies Act.

**UNIT-3** Important Committee in context of Corporate Governance

Introduction, Mandatory and Other Committees under the Companies Act, Mandatory and Other Committees as per LODR.

**UNIT-4** Disclosure Requirements for Corporate Governance

Introduction, Overview of various Disclosure Requirements as per the Companies Act, Disclosure Requirements under the Listing Obligations and Disclosure Regulations, 2015



## **5. Evaluation Scheme**

To get a degree of the Bachelor of Business Administration (BBA) requires successful completion of both Assignment component as well as the Term-end Examination component for each of the courses in the programme. The total numbers of courses in BBA (Revised) are 24 and the total number of credits are 102.

The Evaluation procedure will be the same as follows by the university.

- ✓ Each semester shall have a weightage of 30% for Internal Exams (assessment through assignments) and 70% for term end exams.
- ✓ Examination will be conducted at the end of the year. An Examination conducted in two times i.e. May/June and also in December/January
- ✓ Every candidate must secure 40% marks in each head of passing (Assignments, Term End Examination, Field Work, Dissertation)
- ✓ The passing marks for external examination will thus be 28 out of 70 and for internal examination 12 out of 30 and aggregate marks taking both together will be 40 marks.

### **5.1 Instructions for Assignments**

The following guidelines which are required to be followed while answering Assignments:

#### **I. Instructions for Assignments**

The assignments provide Knowledge and Awareness on technical topics, it helps in widening their cognitive skill horizons and it improves the writing

skills as well. The word limits for answering most of the assignment questions depending on the marks.

There are short question type and long question types. It is advisable to keep the following points in mind:

- I. First comes to Plan: First you need to read the whole assignment carefully. Then go through the units on which they are based. Make some points regarding each question and rearrange these in a logical order.
  
- II. Organise your Answers: Now you need to be selective and analytical and rational before drawing up a rough outline of your answer. In an essay-type question, you need to write the introduction part and conclusion as well.

The introduction must offer brief interpretation of the question and how you propose to develop it. The conclusion must summarize your response to the question.

- III. Exhibition: Once you complete the process of writing and if you are satisfied with your answers, you can write down the final version for submission.

It is advisable to write each answer tidily and underscoring the points you want to highlight.

II. The following format is to be followed for submission of the assignment:

The top of the first page of your response sheet for each assignment should look like this:



**Dr. Babasaheb Ambedkar Open University**

Course Name: \_\_\_\_\_

Subject Code: \_\_\_\_\_

Subject Name: \_\_\_\_\_

**Name of Student:** \_\_\_\_\_

**Enrollment No.:** \_\_\_\_\_

**Name of the Study Centre:** \_\_\_\_\_

**Study Centre Code:** \_\_\_\_\_

**Date of Submission :** \_\_\_\_\_

- III. The assignments answers sheets should be hand written. However the s/w coding, snapshots, test cases etc. can be in the printed form.
- IV. The learners should write each assignment separately. All the assignments should not be written in continuity.
- V. The learners should use only A4 size paper for their answers and tag all the pages carefully. Avoid using very thin paper.
- VI. The students should not copy the assignments from others. If copying is noticed, the assignments of such students will be rejected, and disciplinary action will be taken against the students as per rules of the University.
- VII. The completed assignment answers should be sent to the Coordinator of the Learner Support Centre/ Study Centre.
- VIII. Assignments have to submit to center compulsory.
- IX. The Volume of one assignment should be Minimum 30 pages including Text, Tables, Graphs, Photographs, etc. The assignment is a part of continuous assessment system and mandatory for the submission.
- X. In order to seat for the examination, it is must for the students to submit the assignment. Without submission of the assignment students will not allowed to seat for the examination.

## **6. Other Useful Information**

### **6.1 Requirement to seat in terms end examination**

- i. Completion of minimum time duration of the programme after enrollment
- ii. Submission of the assignment in particular time duration
- iii. Filling and submission of the examination form in particular time duration
- iv. If you have appeared in the previous examination and still its result is awaited than it is advisable to fill up the examination form without waiting for the result
- v. Exam form will be uploaded from time to time on the website for Regular and Repeater students for more information browse :: <http://www.baou.edu.in/>

### **6.2 Scholarship**

Students belonging to Scheduled Caste, Scheduled Tribe, Nomadic Tribes and Denotified Tribes who have accepted Bodh Religion can get the benefit of Scholarship according to the rule of Government. This scholarship is declared by Government of India under the head of Post Matric Scholarship. In this, the included caste in particular course shall get scholarship from concern State Government Department, if the application form of scholarship is approved.

### **6.3 Rules of fees refund**

The University will not refund any fee for any reasons, whatsoever, to any student. Under uncommon cases, the decision of the Vice Chancellor will remain final.

### **6.4 How to take back the extra fee paid for the programme**

For any reason, if the extra amount is paid, than the student has to give an application by enclosing all the required documents (copy of Fee receipt, etc.) within 30 days.

### **6.5 Allotment of the Learners Support Centre/ Study Centre**

To every student, study center is allocated according to their preference by the university. But the student may be allocated to a nearby study centre if the selected study centre does not fulfill the condition of minimum enrollment.

### **6.6 Changes in Address**

Students shall write an application in case if there is change in address. Till the changes are not done in the university records students have to make arrangement to get post from the old address.

## **6.7 Policy on pursuing two or more programmes simultaneously**

The Distance Education Council, in its 40th meeting held on 08 June 2012, approved a policy on pursuing two or more programmes simultaneously in various combination as under.

Two Degree Programmes cannot be allowed to be pursued simultaneously. However, a student can pursue two programmes simultaneously through distance mode or combination of distance and regular mode from the same or different Universities/ Institutions in various combinations, viz., 1 One Degree and one Diploma / P G Diploma / Certificate 2 One P G Diploma and one Diploma / Certificate 3 One Diploma and one Certificate 4 Two P G Diploma 5 Two Diplomas 6 Two Certificates

## **6.8 Student's Communication**

If the student is communicating via letter, than it is advisable to write full name, address, enrollment number, study center name and address which shall be addressed to V&P department. Separate letter is to be written for different issues i.e. Admission, study material, assignment and examination.

## **6.9 Duplicate I-Card**

Generally I-Card is issued to the student by the University. But in uncommon situation if I-card is missed than student shall apply for the duplicate I-card. An application for Duplicate I-Card with Rs 25/- in cash if in person or demand draft in favour of Dr. Babasaheb Ambedkar Open University payable at Ahmedabad is to be submitted at University office. Enclose one photograph and any other Photo I-D proof with an application.

## **7. Examination Centre**

Generally, student's study / programme center or nearby center will be his/her exam center but the decision of the University will remain final and binding for all the students in the matter of examination center in any circumstances.

### **7.1 Examination Fees**

Repeater student has to pay examination fees (Pay-in slip) at their study center or university, along with an examination form, each time he wishes to appear for the examination. Examination Fees for the repeater student is Rs. 200/- per subject. Examination Forms are available at the University, Study Centre and on Website. Examination Fees covers conduct and result declaration of examination for all those subject for which examination fees is paid.

### **7.2 Programme Coordinator**

A person in charge of the administrative and academic affairs at the study center. He/She plans the availability of counsellors, looks after the distribution of self-learning material, arranges and co-ordinates counselling sessions, etc.

## 7. Some Useful Addresses

Sr. No.	Purpose	Concern Department
1	Admission / Re-Admission / Assignment / Lab Manual / I-Card	Concerned Study Center or University Vocational and Professional Department 'JYOTIRMAY' Parisar, Opp: Shri Balaji Temple, Sarkhej- Gandhinagar Highway, Chharodi, Ahmedabad: 382 481 Phone: 9099994484, 9099994461, 9978408584, 9998814484
2	Change of Name/ Correction of name/ address/ Contact no.	Concerned Study Center or University Vocational and Professional Department 'JYOTIRMAY' Parisar, Opp: Shri Balaji Temple, Sarkhej- Gandhinagar Highway, Chharodi, Ahmedabad: 382 481 Phone: 9099994484, 9099994461, 9978408584, 9998814484
3	Collecting Study Material (Self Learning Material)	Concerned Study Center
4	Bonofide Certificate	Concerned Study Center or University Vocational and Professional Department 'JYOTIRMAY' Parisar, Opp: Shri Balaji Temple, Sarkhej- Gandhinagar Highway, Chharodi, Ahmedabad: 382 481 Phone: 9099994484, 9099994461, 9978408584, 9998814484
5	Exam / Hall-Ticket	University Examination Department 'JYOTIRMAY' Parisar, Opp: Shri Balaji Temple, Sarkhej- Gandhinagar Highway, Chharodi, Ahmedabad: 382 481 Phone: 9099994484, 9099994461, 9978408584, 9998814484
6	Marksheet / Transcript / Migration / Degree Certificate	University Examination Department 'JYOTIRMAY' Parisar, Opp: Shri Balaji Temple,

		Sarkhej- Gandhinagar Highway, Chharodi, Ahmedabad: 382 481 Phone: 9099994484, 9099994461, 9978408584, 9998814484
7	Scholarship	University Scholarship Department 'JYOTIRMAY' Parisar, Opp: Shri Balaji Temple, Sarkhej- Gandhinagar Highway, Chharodi, Ahmedabad: 382 481 Phone: 9099994484, 9099994461, 9978408584, 9998814484
8	Assignment Submission	Concerned Study Center
9	Submission of Project Reports	Concerned Study Center
10	Prospectus	Concerned Study Center



## 8. Old Question Papers

Download More Question Paper : <https://baou.edu.in/question-paper>

### Dr. Babasaheb Ambedkar Open University Term End Examination January – 2017

Course	: BBA/BBAHT/DBA	Date	: 08-02-17
Subject Code	: BBA-101(NEW)/BBAHT- 101(NEW)/ DBA-101	Time	: 03:00 to 06:00
Subject Name	: Principles of Management	Duration	: 03 hours
		Max. Marks	: 70

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#### Section A

Answer the following (Attempt any three) (30)

1. Enlist and explain the principles propounded by Henry Fayol.
2. State the importance of planning in detail.
3. Enlist and explain at least ten principles of Organizing.
4. Make a list of the merits and demerits of both formal and informal organization.
5. What are the functions of supervisors?

#### Section B

Answer the following (Attempt any four) (20)

1. Define Management and explain Management as a discipline.
2. List the limitations of planning.
3. Explain the line and staff organization.
4. Explain the objectives of planning.
5. Explain the importance of co-ordination.
6. Define at least five essentials of a good control system.

#### Section C

A Choose the correct answer from the following and rewrite: (20)

1. \_\_\_\_\_ is regarded as the pioneer of scientific management.
  - a. F.W.Taylor
  - b. Me Farland
  - c. Henry Fayol
  - d. Cyril O'Donnell

- 2 “Deciding in advance what to do, how to do, when to do it and who is to do it” is known as \_\_\_\_\_
- Organizing
  - Planning
  - Directing
  - Staffing
- 3 An individual who delegates a work is called a \_\_\_\_\_
- Peer
  - Worker
  - Superior
  - Subordinate
- 4 \_\_\_\_\_ organization structure is the oldest form.
- Functional
  - Divisional
  - Virtual
  - Line
- 5 \_\_\_\_\_ organization is a temporary alliance between two or more organizations that band together to undertake a specified venture.
- Matrix
  - Line and staff
  - Project
  - Virtual
- 6 \_\_\_\_\_ can be delegated by a superior to a subordinate.
- Authority
  - Perceptions
  - Responsibility
- 7 Unity of command, Direct supervision are the principles of \_\_\_\_\_
- Planning
  - Organizing
  - Directing
  - Staffing
- 8 The first step in the planning process is to identify the \_\_\_\_\_ of the organization.
- Course of action
  - Mission
  - Goals
  - Vision
- 9 In ‘SWOT’ analysis, ‘W’ stands for \_\_\_\_\_
- Wealth
  - Weakness
  - Weekness
  - Work
- 10 Any influence that brings out directs or maintains goal directed behavior is known as \_\_\_\_\_
- Objective
  - Mission

- c. Motivation
- d. Perception

**B True or False:**

- 1 The 14 principles of management suggested by Henry Fayol.
- 2 Emotional intelligence and coaching for performance are included in middle level of management.
- 3 Policies and procedures are standing plans.
- 4 Functional structure is created by grouping the activities on the basis of functions required for the achievement of organizational objectives.
- 5 Decentralization is said to be a process where the concentration of decision making is in a few hands.
- 6 Formal organization is created through the co-ordination of efforts of various individuals.
- 7 A decision is a choice made from available alternatives.
- 8 Brainstorming is an option for decision-making.
- 9 End nodes are represented by circles in a decision tree.
- 10 Self-esteem means an individual's degree of liking or disliking for themselves.

**Dr. Babasaheb Ambedkar Open University**  
**Term End Examination January – 2017**

**Course : BBA Date : 09-02-17**  
**Subject Code : BBA-102(NEW)/BBAHT-102(OLD)/BBA-102(OLD)/BBAIB-102/DBA-102 Time : 03:00 to 06:00**  
**Subject Name : Basics of Accounting Duration : 03 hours**  
**Max. Marks : 70**

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**Section A**

**Answer the following (Attempt any three)**

**(30)**

1. Discuss the users of accounting Information.
2. What is journal? Discuss the advantage of journal.
3. Explain the errors which are disclosed and not disclosed by the Trial Balance.
4. Record journal entries in the books of Sudha & sons. From the following transaction: Transaction During March – 2014  
Date:
  1. Started business with cash of Rs.100000, building Rs.400000, Furniture Rs.50000 and stock Rs.50000.
  8. Credits sales of Rs.125000.
  10. Purchased goods of RS.75000
  12. Paid into bank Rs.40000
  18. Credits purchased of Rs.25000
  20. Paid salary of Rs.55000
  25. Purchased machinery and paid by cheque Rs.12500
  31. Withdrawn from bank for personal use Rs.15000
5. The following is the Trial Balance of Sharda as on 31<sup>st</sup> Dec. 2013. Prepare Final Accounts.

<b>Debit balance</b>	<b>Rs.</b>	<b>Credit balance</b>	<b>Rs.</b>
Wages	20000	Sales	390000
Purchases	240000	Capital	450000
Fixed assets	420000	Bills payable	50000
Stock on 1 <sup>st</sup> Jan 13	120000	Purchase return	20000
Salary	40000	Creditors	80000
Advertisement	10000	Bank overdrafts	50000
Sales return	20000		
Office exp.	10000		
Commission	15000		
Rent-tax	5000		
Bills receivable	20000		
Debtors	120000		

<b>Total</b>	<b>1040000</b>	<b>1040000</b>
Additional Information		
The stock on 31 <sup>st</sup> Dec. 2013 was Rs.100000		

**Section B**

**Answer the following (Attempt any four) (20)**

1. Explain the principles of accounting.
2. Write notes on – Capital Expenditure.
3. Write notes on – Provision Reserve for Bad Debts.
4. Discuss the causes of depreciation.
5. Difference between Trading A/c and profit & loss A/c.
6. List the factory overhead and office & administrative overhead expenses.

**Section C (A)**

**M.C.Q (10)**

1. A list of suppliers to whom the business owes money:  
 (A) Creditor (B) Long term liabilities  
 (C) Debtors (D) Goods
2. An amount of money put into the business.  
 (A) Capital (B) Profit (C) Liabilities (D) Drawing
3. Bill drawn by seller and Accepted by buyer called as \_\_\_\_\_  
 (A) Purchase return book (B) Sales return book  
 (C) Bills receivable books (D) Purchase book
4. Capital expenditure \_\_\_\_\_  
 (A) Cost of goods (B) Cost of goodwill  
 (C) Factory rent (D) Wages paid
5. The money taken out of a business by its owner for personal use.  
 (A) Capital (B) Drawing (C) Profit (D) Salary

**Section C (B)**

**Answer the following. (10)**

1. What is cash book?
2. Ledger is called the king of all Books of Accounts: (True / False)
3. Debenture is a example of \_\_\_\_\_ Liabilities.  
 [capital, long term, short term]
4. Trading Account items – Credit side.
5. What is Trial Balance?

**Dr. Babasaheb Ambedkar Open University**  
**Term End Examination January – 2017**

<b>Course</b>	<b>: BBA</b>	<b>Date</b>	<b>: 10-02-17</b>
<b>Subject Code</b>	<b>: BBA-103(NEW/OLD), BBAHT – 103 (OLD) / BBAIB - 103/DBA - 103</b>	<b>Time</b>	<b>: 03:00 to 06:00</b>
<b>Subject Name</b>	<b>: Business Communication Skills</b>	<b>Duration</b>	<b>: 03 hours</b>
		<b>Max. Marks</b>	<b>: 70</b>

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**Section A**

**Answer the following (Attempt any three) (30)**

1. Write a note on the basic rules of using Articles in English Language.
2. How should business message be composed? What factors should be kept in mind?
3. Define communication and discuss the various means of Communication.
4. Discuss the various types of business letters.
5. Differentiate between Formal and Informal letter.

**Section B**

**Answer the following (Attempt any four) (20)**

1. Types of prepositions.
2. Politeness in business communication.
3. Oral Communication.
4. Business correspondence.
5. Order of appointment.
6. Communication with regional and branch office.

**Section C (A)**

**M.C.Q (10)**

1. A \_\_\_\_\_ is a word that stands for or replaces a noun.  
(A) Adverb (B) Adjective (C) Pronoun
2. \_\_\_\_\_ nouns are names of things that can be touched, smelled, seen, felt or tested.  
(A) Collective (B) Concrete (C) Abstract
3. In writing process, \_\_\_\_\_ is the preparatory stage.  
(A) Pre-drafting (B) Drafting (C) Post-drafting
4. \_\_\_\_\_ means writing from the reader's point of view.  
(A) You attitude (B) I attitude (C) Attitude
5. A dictionary is also referred to as a \_\_\_\_\_ or wordbook.  
(A) Text-book (B) Thesaurus (C) Lexicon
6. The word 'Communication' is derived from the \_\_\_\_\_ word 'Communis'.  
(A) German (B) Latin (C) Spanish
7. The sender of the message is also called \_\_\_\_\_.  
(A) Recipient (B) Decoder (C) Encoder
8. \_\_\_\_\_ is an example of informal communication.  
(A) Downward (B) Upward (C) Grapevine

9. Communication which is done through \_\_\_\_\_ is called correspondence.  
(A) Letters (B) Mobile phones (C) Gestures
10. \_\_\_\_\_ is an ideal example of Downward Communication.  
(A) Office Circular (B) Memo (C) Application for Job

**Section C (B)**

**True or False**

**(10)**

1. An adverb is a word that qualifies a noun.
2. A transitive verb is one, the action of which passes over to some object.
3. An antonym is a word or phrase that is opposite in meaning to a particular word or a phrase in the same language.
4. In writing process, abstract and hazy words are better than concrete words.
5. Feedback is the last stage in the process of communication.
6. The sender chooses the message to communicate within a context.
7. In oral communication feedback is not immediate.
8. A business letter should be written in a warm and polite tone but not too personal.
9. E-mails are written in HTML code only.
10. Signature files can be attached to every outgoing e-mail.

**Dr. Babasaheb Ambedkar Open University**  
**Term End Examination January – 2017**

<b>Course</b>	<b>: BBA</b>	<b>Date</b>	<b>: 13-02-17</b>
<b>Subject Code</b>	<b>: BBA-104(NEW) / DBA - 104</b>	<b>Time</b>	<b>: 03:00 to 06:00</b>
<b>Subject Name</b>	<b>: Fundamental of Human Skills</b>	<b>Duration</b>	<b>: 03 hours</b>
		<b>Max. Marks</b>	<b>: 70</b>

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**Section A**

**Answer the following (Attempt any three) (30)**

1. Explain the importance of Group dynamics.
2. What is the importance of Power Basis?
3. Explain the SCARF model of threats and rewards.
4. Describe Leadership Traits.
5. Explain in detail the stages of change process

**Section B**

**Answer the following (Attempt any four) (20)**

1. Explain emotional intelligence.
2. Explain employee motivation
3. Explain Coaching process.
4. Explain Conflict management.
5. Explain the concept of Johari Window
6. Explain the relation between behavior and personality

**Section C**

(20)

1. Capabilities which are concerned with the ability of people to deal with other people.
  - A. Human capability
  - B. Conceptual capability
  - C. Managerial capability
  - D. Technical capability
2. \_\_\_\_\_ is the tendency to be sociable, fun-loving and affectionate vs retiring and reserved
  - A. Extroversion
  - B. Agreeableness
  - C. Conscientiousness
  - D. Neuroticism
3. When groups really becomes cohesive over an issue, \_\_\_\_\_ occurs-
  - A. The free- rider effect
  - B. Polarization
  - C. Deviance



4 Define Conformity.

\_\_\_\_\_

\_\_\_\_\_

5 Write two barriers to communication

1 \_\_\_\_\_

2 \_\_\_\_\_

6. \_\_\_\_\_ rests in the belief among employees that their manager has the right to give orders based on his or her position-

- A. Reward Power
- B. Legitimate Power
- C. Referent Power
- D. Expert Power

7 \_\_\_\_\_ is not the motivator factor according to two factor theory of Herzberg-

- A. Achievement
- B. Work Itself
- C. Responsibility
- D. Pay and Benefits

8 Define personal competence.

\_\_\_\_\_

\_\_\_\_\_

9 Define Empathy.

\_\_\_\_\_

\_\_\_\_\_

10 Explain storming

\_\_\_\_\_

\_\_\_\_\_

**Dr. Babasaheb Ambedkar Open University**  
**Term End Examination January – 2017**

<b>Course</b>	<b>: BBA</b>	<b>Date</b>	<b>: 08-02-17</b>
<b>Subject Code</b>	<b>: BBA-201(NEW)/DBA-201(NEW)</b>	<b>Time</b>	<b>: 11:00 to 02:00</b>
<b>Subject Name</b>	<b>: Indian Business Environment</b>	<b>Duration</b>	<b>: 03 hours</b>
		<b>Max. Marks</b>	<b>: 70</b>

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**Section A**

**Answer the following (Attempt any three)** (30)

1. Why is it important to study the Indian Business Environment, Explain?
2. Write a note on: Global warming and Kyoto Protocol.
3. Explain the objectives of public sector and also explain the various roles of public sector in economic development of country.
4. Explain the structural features of Indian economy.
5. Discuss the Cultural factors affecting business.

**Section B**

**Answer the following (Attempt any four)** (20)

1. Explain the factors of social environment.
2. Explain the types of unemployment.
3. What do you mean by Parallel Economy?
4. State the Limitations of non-renewable resources.
5. State the characteristics of Indian Money Market.
6. Write a note on: Political Environment.

**Section C**

**(A) Choose correct answer.** (10)

1. Unemployment that results from recession of business is known as:
  - A. Frictional Unemployment
  - B. Structural Unemployment
  - C. Cyclical Unemployment
  - D. None of the above
2. Due to inflation the purchasing power of a person would:
  - A. Increase
  - B. Decrease
  - C. Remain Constant
  - D. Will fluctuate
3. Kyoto Protocol was signed by 150 nations in Kyoto, Japan in December \_\_\_\_\_.
  - A. 1995
  - B. 1996
  - C. 1997
  - D. 1998

4. Primary market is the market where new shares or bonds are offered.
  - A. Primary capital Market
  - B. Secondary Capital market
  - C. Money market
  - D. None of the above
5. Language is associated with:
  - A. Cross-cultures Environment
  - B. Legal Environment
  - C. Technical Environment
  - D. Political Environment
6. \_\_\_\_\_ is amount that interest rate is raised to cover effects of anticipated inflation.
  - A. Inflation premium
  - B. Real interest rate
  - C. Both the above
  - D. None of the above
7. Minerals are \_\_\_\_\_ natural resources.
  - A. Inexhaustible
  - B. Exhaustible
  - C. Both the above
  - D. None of the above
8. The energy that uses heat from inside of Earth's core is known as:
  - A. Nuclear energy
  - B. Hydro energy
  - C. Geothermal energy
  - D. None of the above
9. The industry that generates services for individuals and groups is known as:
  - A. Primary industries
  - B. Secondary industries
  - C. Tertiary industries
  - D. None of the above
10. Which of the following is the main component of the Indian capital market?
  - A. New Issues Market.
  - B. Stock Market
  - C. Financial Institutions
  - D. All of the above

(B) **State whether it is true or false.** (05)

1. Solar energy is a non renewable resource of energy.
2. Interest rates are associated with the Economic Environment of business.
3. External factors affecting businesses are in the control of business.
4. The internal factors of Industrial sickness may affect a particular unit only.
5. Methane is a green house gas.

(C) **Fill in the blanks.** (05)

1. The market for borrowing and lending of long-term funds is known as \_\_\_\_\_.
2. If there is prominence of agriculture in the economy it is known as \_\_\_\_\_.
3. When a person is unable to meet their basic needs due to mainly economic

constraints it is termed as \_\_\_\_\_.

4. Nuclear power (uranium) is a \_\_\_\_\_ source of energy.
5. The \_\_\_\_\_ is first internationally binding treaty which is based on lowering emissions of greenhouse gases.

**All The Best...**

**Dr. Babasaheb Ambedkar Open University**  
**Term End Examination January – 2017**

<b>Course</b>	: BBA	<b>Date</b>	: 09-02-17
<b>Subject Code</b>	: BBA-202(NEW) /BBAHT-202(OLD)/BBAI B-202/DBA-202	<b>Time</b>	: 11:00 to 02:00
<b>Subject Name</b>	: Secretarial Practices & Office	<b>Duration</b>	: 03 hours
	<b>Procedure</b>	<b>Max. Marks</b>	: 70

**Section A**

**Answer the following (Attempt any three) (30)**

1. Explain the Features of a Secretary.
2. How many types of Meeting? And explain 'Shareholder's Meeting' in detail.
3. Which are the basic principles of Correspondence?
4. Discuss guidelines for preparing reports.
5. What is 'Office Circulars'? Explain it in detail.

**Section B**

**Write the short notes on following (Attempt any four) (20)**

1. Give any five differences between Director and Managing Director.
2. Rules regarding Motion.
3. Appointment Letter.
4. E-mail
5. Minutes Books
6. Interview Letter

**Section C**

**Choose the correct answer from given alternatives. (20)**

1. The role of a company's secretary has changed considerably due to the \_\_\_\_\_ obligations of the post.
  - a. Non statutory
  - b. Statutory
  - c. Illegal
2. Total remuneration of the manager cannot exceed \_\_\_\_ of the annual net profits.
  - a. 7%
  - b. 5%
  - c. 10 %
3. One member cannot constitute a quorum except when all preference shares in a company are held by one shareholder.
  - a. True
  - b. False

4. The altered motion is called \_\_\_\_\_ motion.
  - a. Substantive Motion
  - b. Altered Motion
  - c. Revised Motion
5. To create a good impression, the \_\_\_\_\_ of the letter must be well balanced and structured.
  - a. paper
  - b. layout
  - c. none of these
6. Office note is a form of \_\_\_\_\_ communication popular in the business organisations.
  - a. external
  - b. internal
7. The written message containing the information of selection of an applicant is known as \_\_\_\_\_.
  - a. Personal letter
  - b. Appointment letter.
  - c. Business letter
8. The regions where first-rate etiquette is stressed are:
  - a. e-mail
  - b. online chat
  - c. news group
  - d. all the three
9. \_\_\_\_\_ is one statutory report and is compulsory under Section 217 of the Indian Companies Act 1956.
  - a. Committee Report
  - b. Annual report
  - c. Progress report
10. The first Annual Return must be filed within \_\_\_\_\_ of incorporation and thereafter it must be submitted every year within 60 days of the annual general meeting.
  - a. 20 months
  - b. 18 months
  - c. 25 months

**All The Best...**

**Dr. Babasaheb Ambedkar Open University**  
**Term End Examination January – 2017**

<b>Course</b>	<b>: BBA</b>	<b>Date</b>	<b>: 10-02-17</b>
<b>Subject Code</b>	<b>: BBA-203(NEW)/DBA - 203 (NEW)</b>	<b>Time</b>	<b>: 11:00 to 02:00</b>
<b>Subject Name</b>	<b>: Computer Application</b>	<b>Duration</b>	<b>: 03 hours</b>
		<b>Max. Marks</b>	<b>: 70</b>

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**Section A**

**Answer the following (Attempt any three) (30)**

1. Explain Digital and Analog computers in detail.
2. Discuss various types of operating systems in detail.
3. Explain with an illustration how to use formulas in Excel.
4. What is network device? Explain modem in detail.
5. Explain Broadband Connection step in detail.

**Section B**

**Answer the following (Attempt any four) (20)**

1. Draw and explain Block Diagram of Computer in detail.
2. Explain the basic features of Word are mentioned of typing with keyboard in detail.
3. What is communication media? Explain Transmission Media in detail.
4. What is Multimedia? Explain Hypertext and Hypermedia in detail
5. Explain Title Bar, Ruler, and Status Bar in detail.
6. Explain Application of Information System (IS) in detail

**Section C**

**A Do as direct (20)**

1. \_\_\_\_\_ is considered as first computer in the world.
2. Mouse is \_\_\_\_\_ device.
3. The operating system is of \_\_\_\_\_ types.
4. \_\_\_\_\_ key is used to erase words or alphabets from right to left?
5. \_\_\_\_\_ is a collection of related information.

**B Do as direct**

1. To insert three columns between columns D and E you would.
2. MS office is application software true or false
3. Which of these toolbars allows changing of fonts and their sizes?
4. Just-in-time compilation is a mechanism used as
5. On the top of Excel Window is the\_\_\_\_\_

**Dr. Babasaheb Ambedkar Open University**  
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<b>Course</b>	<b>: BBA</b>	<b>Date</b>	<b>: 13-02-17</b>
<b>Subject Code</b>	<b>: BBA-204(NEW) DBA - 204</b>	<b>Time</b>	<b>: 11:00 to 02:00</b>
<b>Subject Name</b>	<b>: Organisational Behaviour</b>	<b>Duration</b>	<b>: 03 hours</b>
		<b>Max. Marks</b>	<b>: 70</b>

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**Section A**

**Answer the following (Attempt any three) (30)**

1. What is Organizational Behavior? Explain the Contributing Fields of Organizational Behavior.
2. Discuss the various stages of Group Development.
3. Discuss Maslow's Hierarchy of Needs.
4. Discuss Interpersonal conflict resolving strategies given by Alan Filley, Robert House and Steven Kerr .
5. Define Coordination. Discuss Vertical coordination and Horizontal coordination.

**Section B**

**Answer the following (Attempt any four) (20)**

1. Discuss Super Ego .
2. Discuss Social loafing .
3. Discuss Organizational Commitment.
4. Discuss Types of Motivation .
5. Discuss Strengths of Group Decision-making.
6. Discuss Characteristics of Conflict.

**Section C**

**Do as Directed (20)**

1. \_\_\_\_\_ as a purposeful system with several subsystems where individuals and activities are organized to achieve certain predetermined goals.  
a. Organization      b. Company
2. \_\_\_\_\_ plays a major role in shaping behavior and genetic endowment and personality development is influenced by our historical heritage.  
a. Environment    b. organization
3. Appearance norms are related to dress code and code of conduct in the organization.(True/False)
4. \_\_\_\_\_ are the mirrors of any organization.  
a. Employees    b. Employers
5. \_\_\_\_\_ was given by Joseph Luft and Harry Inghan.  
a. Johari Windows    b. Windows 8
6. Inter-organizational conflict refers to conflict between the two organizations.(True/False)
7. Define Stress.
8. During chartering the change process, \_\_\_\_\_ leadership determines the need for organization redesign to address organization weaknesses and alignment issues identified



during assessment.

a. Senior b. junior

9. Change is one of the most critical aspects of effective management. (True/False)
10. A psychological contract is an unwritten understanding about what the employee will bring to the work environment and what the company will provide in exchange. (True/False)

**Dr. Babasaheb Ambedkar Open University**  
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<b>Course</b>	<b>: BBA</b>	<b>Date</b>	<b>: 23-01-17</b>
<b>Subject Code</b>	<b>: BBA-301(NEW)</b>	<b>Time</b>	<b>: 11:00 to 02:00</b>
<b>Subject Name</b>	<b>: Business Economics</b>	<b>Duration</b>	<b>: 03 hours</b>
		<b>Max. Marks</b>	<b>: 70</b>

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**Section A**

**Answer the following (Attempt any three) (30)**

1. Give the meaning of economics given by Lionel Robbin and state its features and criticism.
2. State the merits of Macroeconomics.
3. Discuss the determinants of Demand.
4. Discuss the types of Elasticity of Demand with diagram.
5. Give the meaning of Perfect Competition and explain its characteristics.

**Section B**

**Answer the following (Attempt any four) (20)**

1. State the criticism of Marshall's Welfare oriented definition of economics.
2. Explain the exceptions to the Law of Demand.
3. Explain any 5 types of Monopolies.
4. Explain oligopoly and duopoly.
5. State the criticism of the Subsistence Theory.
6. Write a note on: Giffen's Paradox

**Section C**

**(A) Choose correct answer. (10)**

1. Who gave the Growth oriented definition of economics?
  - A. Adam Smith
  - B. Marshall
  - C. Robbins
  - D. Samuelson
2. The study of statistical and mathematical techniques applied to economic data with a view to testing hypotheses.
  - A. Labour Economics
  - B. Industrial Economics
  - C. Monetary Economics
  - D. Econometrics
3. The government plays a major role in \_\_\_ economy.
  - A. Socialist economy
  - B. Capitalist economy
  - C. Mixed Economy

- D. None of the above
4. \_\_\_\_ is the addition to the total cost because of producing one additional unit of the product.
    - A. Average Cost
    - B. Total Cost
    - C. Marginal Cost
    - D. Variable Cost
  5. The slope of the supply curve is \_\_\_\_\_.
    - A. Positive
    - B. Negative
    - C. Parallel to X axis
    - D. Parallel to Y axis
  6. If  $AR > AC$ , then a firm under Perfect Competition in short period will have \_\_\_\_\_.
    - A. Supernormal Profits
    - B. Normal profits
    - C. Losses
    - D. None of the above
  7. \_\_\_\_\_ has been derived from Greek term that means a single seller.
    - A. Monopoly
    - B. Perfect competition
    - C. Pure competition
    - D. None of the above
  8. Which of the following is a non-insurable risk?
    - A. Demand Fluctuations
    - B. Technological Changes
    - C. Changes in Government's Policies
    - D. All of the above
  9. \_\_\_\_ innovation theory of profit is a functional theory.
    - A. Schumpeter
    - B. Marshall
    - C. Keynes
    - D. David Ricardo
  10. \_\_\_\_ competition is an ideal concept of market rather than an actual market reality.
    - A. Perfect
    - B. Pure
    - C. Oligopoly
    - D. None of the above

**(B) Fill in the blanks:**

**(10)**

1. \_\_\_\_ is the study of the economic behaviour of individual consumer and producer and of individual economic variables.
2. Economics is a \_\_\_\_ science.
3. Anything that is generally acceptable as a means of exchange is termed as \_\_\_\_.
4. The ratio of the proportionate change in the quantity demanded of commodity X to a given proportionate change in the price of the related Commodity Y is termed as \_\_\_\_\_.

5. Costs that do not vary for a certain level of output are known as \_\_\_\_\_.
6. The wages fund theory was developed by \_\_\_\_\_.
7. The \_\_\_\_\_ reflects the combined influence of the income and substitution effects of the price change.
8. The \_\_\_\_\_ method is a systematic, interactive demand forecasting method, which relies on a panel of experts.
9. \_\_\_\_\_ is a market situation in which there are only two producers or sellers of a product who produce and sell almost identical product.
10. The ratio of proportionate change in the quantity demanded of the commodity to a given proportionate change in the income of the consumer is termed as \_\_\_\_\_ elasticity of demand.

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<b>Course</b>	<b>: BBA</b>	<b>Date</b>	<b>: 24-01-17</b>
<b>Subject Code</b>	<b>: BBA-302(NEW)</b>	<b>Time</b>	<b>: 11:00 to 02:00</b>
<b>Subject Name</b>	<b>: Business and Industrial Laws</b>	<b>Duration</b>	<b>: 03 hours</b>
		<b>Max. Marks</b>	<b>: 70</b>

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**Section A**

**Answer following questions ( Any three) (30)**

- 1) Explain in details the important elements of a contract under section 10 of Indian contract act 1972
- 2) Discuss in details the main features of bill of exchange under the negotiation industrial act 1872
- 3) Discuss and point out the deference between a public and private limited company
- 4) Explain in detail the objectives of the information technology act 2000
- 5) What do you understand by the phrase "Right to seek redressal" What provisions did consumer protection act provides in this respect?

**Section B**

**Answer following (Any four ) (20)**

- Q.1 Explain the registration process for a company
- Q.2 Write a short note on share capital
- Q.3 Explain the difference between an offer and acceptance
- Q.4 Explain any three penalties for offences under factory act
- Q.5 What is meant by dishonor of a cheque?
- Q.6 Write a short not on Bargain sale.

**Section C (A)**

**State True or False (10)**

- Q.1 A payee is the person who issues or draws the cheque
- Q.2 The chairman of the audit committee is elected by the shareholders of the company
- Q.3 Contract is a legal obligation to be fulfilled by the concerned parties
- Q.4 A bill of exchange can be drawn on any person including a banker)
- Q.5 There are three stages of negotiation
- Q.6 Issued capital can be more than or equal to total authorized capital
- Q.7 Managing Director carries day today activities and administration of the company
- Q.8 Unfair trade practice is deceptive and reasonable strategies by seller
- Q.9 If a company has a subsidiary company under its name is called holding company
- Q.10 Adolescent means a person who has completed his fifteenth year of age but not completed 18 years

**Section C (B)**

**Select the appropriate option for the given blank space (10)**

Q.1 The \_\_\_\_\_ party should try to minimize the damage as far as possible  
a) Aggrieved b) defaulter c) None of these

Pg 2 of 2

Q.2 Contract is an agreement enforceable by \_\_\_\_\_  
a) Promise b) law c) understanding

Q.3 \_\_\_\_\_ cheque implies that it cannot be collected by anyone who carries it but only the one whose Name is mentioned on it  
a) Signing b) crossing c) circling

Q.4 In case of \_\_\_\_\_ a person transfer his right to receive the payment of a debt  
a) Negotiation b) assignment c) transfer

Q.5 \_\_\_\_\_ meeting are essential to be held by public companies with share capital  
a) Annual general b) statutory c) special

Q.6 The IT Act has made emails as a \_\_\_\_\_ mode of transaction  
a) Valid b) invalid c) void

Q.7 Conciliation is preferred over arbitration as conciliation is \_\_\_\_\_  
a) Cheaper b) not time taking c) Cheaper & Time taking

Q.8 \_\_\_\_\_ goods and services are goods which are claimed to be genuine but they are actually not so.  
a) hazardous b) white c) spurious

Q.9 Additional or assistant welfare officer is should be appointed in case the number of workforce exceeds \_\_\_\_\_

a) 2500 b) 2400 c) 2000

Q.10 Cyber terrorism is a crime that is targeted at \_\_\_\_\_  
a) A company b) The government c) An individual

**Dr. Babasaheb Ambedkar Open University**  
**Term End Examination January – 2017**

<b>Course</b>	<b>: BBA</b>	<b>Date</b>	<b>: 25-01-17</b>
<b>Subject Code</b>	<b>: BBA-303(NEW)</b>	<b>Time</b>	<b>: 11:00 to 02:00</b>
<b>Subject Name</b>	<b>: Management &amp; Information System</b>	<b>Duration</b>	<b>: 03 hours</b>
		<b>Max. Marks</b>	<b>: 70</b>

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**Section A**

**Answer the following (Attempt any three)** (30)

1. Explain in detail the characteristics and benefits of MIS
2. Discuss the importance and need of MIS in today's changing dynamics
3. Explain DBMS its components and advantages
4. State and discuss difference between MIS and data processing
5. Explain TPS and its features in detail

**Section B**

**Answer the following (Attempt any four)** (20)

1. Discuss in brief decision support system
2. State characteristics and examples of DSS
3. Discuss Horizontal and vertical information system of MIS
4. Explain system development life cycle
5. State advantages and disadvantages of prototyping
6. State sources of information and explain formal and informal information

**Section C**

**Fill in the Blanks** (20)

1. The specific needs vary from level to level but the general functions served by \_\_\_\_\_ remain the same across all the three levels.  
a. information system  
b. decision making system
2. A, \_\_\_\_\_ " is defined as an integrated collection of data stored at one place for efficient processing of information.  
a. database  
b. data
3. The objectives of MIS are derived from the \_\_\_\_\_ objectives.  
a. company's  
b. planned
4. Effective \_\_\_\_\_ should ensure that appropriate presentation formats and time frames required by operations and senior management are met.  
a. MIS  
b. Management
5. \_\_\_\_\_ is the raw material from which useful information is derived.  
a. Data

- b. Content
- 6 \_\_\_\_\_ is software system that enables users to define, create and maintain the data base and provides controlled access to this database.
  - a. DBMS
  - b. MIS
- 7 ACID stands for
  - a. Atomicity, Consistency, Isolation and Durability.
  - b. Activity, calculation, Information and durability
- 8 The function of a \_\_\_\_\_ is to process transactions and produce reports.
  - a. data processing system
  - b. MIS
- 9 Strategic use of \_\_\_\_\_ involves forging electronic linkages to customers and suppliers.
  - a. MIS
  - b. Information technology
- 10 In a decentralised set-up, the allocation of hardware is a \_\_\_\_\_ decision.
  - a. centralised
  - b. decentralized
  - c. information



**Dr. Babasaheb Ambedkar Open University**

**Term End Examination January – 2017**

**Course: BBA**

**Date: 27/01/2017**

**Subject Code: BBA -304 (New)**

**Times: 11.00 to 2.00**

**Subject Name: Basic Research Methods**

**Max. Marks: 70**

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**Section A**

Answer the following questions: (Any three)

**30**

- 1 Explain meaning of research and various tools of science.
- 2 Write down Research Process?
- 3 Describe Synopsis writing.
- 4 Explain various techniques. (methods of sampling)
- 5 Describe Graphical Representation.

**Section B**

Answer the following questions: (Any Four)

**20**

- 1 Explain different approaches in Research.
- 2 Write down types of Research and explain any one of them.
- 3 Write down types of Research design.
- 4 Write short note on Amp ling.
- 5 What is Plagiarism?
- 6 What is measures of Dispersion.

**Section C**

**20**

(A) Answer in one line.

- 1 Historical research sometimes referred to.
  - 2 In Quantitative approach \_\_\_\_\_ data is collected.
  - 3 Scientific facts and mathematical proofs are \_\_\_\_\_ statements.
  - 4 The basic principles of experimental decisions are \_\_\_\_\_.
  - 5 The F statistic, also known as an F value is a random variable that has an \_\_\_\_\_.
  - 6 Type I error is also known as \_\_\_\_\_.
  - 7 Test of a statistical hypothesis, where the region of rejection is on only one side of the sampling distribution called?
  - 8 The alternative hypothesis is symbolized as \_\_\_\_\_.
  - 9 The \_\_\_\_\_ is the middle score for a set of data that has been arranged in order of magnitude.
  - 10 A \_\_\_\_\_ is the most basic complete unit of reasoning a molecule of research.
- (B) Say whether the following statements are **True** or **False**:
- 1 An assumption is a realistic expectation which is something that we believe to be true.
  - 2 Objective research is value free research.
  - 3 Ethics refers to the norms and 'rules of conduct' in the research process that guide moral preferences.
  - 4 Hypothesis testing Research designs are those in which the researcher tests the hypothesis

- of casual relationship between two or more variables.
- 5 Showing of knowledge and collaboration through the Internet has made international Cooperation on scientific projects possible.
  - 6 The research process is the Step – by – Step procedure of developing only research and research paper.
  - 7 The term export Facto research is used for analytical research studies.
  - 8 Attribute sampling means that an item being samples either will or won't posses certain qualities.
  - 9 A quota sample a type of non- probability sample in which a fixed quota is selected.
  - 10 Hypothesis should be clear and precise.

**Dr. Babasaheb Ambedkar Open University**  
**Term End Examination July – 2017**

<b>Course</b> : BBA	<b>Date</b> : 17-Jul-17
<b>Subject Code</b> : BBA –401 (New)	<b>Time</b> : 11:00 to 02:00
<b>Subject Name</b> : Marketing Management	<b>Duration</b> : 03 hours
	<b>Max. Marks</b> : 70

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**Section A**

Answer the following (Attempt any three) (30)

1. What are the Factors affecting the selection of channels of distribution?
2. Discuss the Media of Advertising in detail?
3. Explain the importance of Sales Promotion?
4. Explain the factors influencing the Consumer Behavior?
5. Explain Maslow's Hierarchy of Needs?

**Section B**

Answer the following (Attempt any four) (20)

1. Discuss the Diffusion Process?
2. Discuss the types of Distribution Channels in marketing.
3. Discuss the characteristics of Service Industries.
4. What is Macro Environment? Explain.
5. What are the objectives of Sales Promotion?
6. What is Marketing Audit? Discuss its Purpose & Structure.

**Section C**

**Part – A (Multiple Choice Questions)**

(10)

1. Portion of brand which is expressed verbally, including letters words or numbers.
 

A Trade Mark	B Brand Name
C Brand Mark	D Trade Name
2. A business name under which an organization operates
 

A Brand Name	B Service Name
C Trade Mark	D Trade Name
3. One of the pricing strategies opted to attract customers for a new product or service.
 

A Price elasticity	B Penetration price
C Flexible price	D None of the above
4. Which one is not the part of Market Segmentation?
 

A Geographic	B Demographic
C Technologic	D Behavioral
5. A way to divide large market into smaller groups according to consumer life style is called
 

A Behavioral Segmentation	B Demographic Segmentation
C Psychographic Segmentation	D None of the above
6. Which is not the demand determinant of consumer behavior
 

A Motivation	B Personality
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- C Reference group    D Geographical group
- 7 Which is not in the 4 P's of Marketing Mix  
A Product    B People  
C Place    D Promotion
- 8 Which is not the category of BCG Matrix for a corporate portfolio:  
A Dog    B Star  
C Cat    D Cash Cow
- 9 Which one is not the part of Evolution of Marketing Era?  
A Production Era    B Product Era  
C Sales Era    D Marketing Era
- 10 Which is not the concept of marketing?  
A Marketing Concept    B Exchange concept  
C Selling Concept     D Technological Concept

**Part –B (Do as Directed)**

**(10)**

- 1 Elements within the promotions mix that an organization uses to communicate with vendors is called Communication Channel. (True/False)
- 2 Person or company who sells the goods or services is called Customer. (True/False)
- 3 When the low price is charged during launch & increased afterwards is called Marketing Skimming. (True/False)
- 4 Marketing audit is a unsystematic, critical review and appraisal of the organization. (True/False)
- 5 Environmental scanning is an essential part of marketing management.(True/ False)
- 6 A belief or emotionally neutral cognition the individual holds about some aspect or object in the environment is called Opinion. (True/False)
- 7 Dissociative groups are those whose value an individual accepts. (True/False)
- 8 Secondary groups includes religious groups, professional groups etc. (True /False)
- 9 Marketing profile is the breakdown of a facility's marketing area according to income, demography & life style. (True /False)
- 10 Market share is the proportion of the total sales/use in a market obtained by an individual seller. (True/False)





**Dr. Babasaheb Ambedkar Open University**  
Term End Examination July – 2017

<b>Course</b> : BBA	<b>Date</b> : 19-Jul-17
<b>Subject Code</b> : BBA –403 (New)	<b>Time</b> : 11:00 to 02:00
<b>Subject Name</b> : Human Resource Management	<b>Duration</b> : 03 hours
<b>Max. Marks</b> : 70	

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**Section A**

**Answer the following (Attempt any three) (30)**

1. What is HRP? Explain the need and importance of HRP
2. Which are the objectives of Performance Appraisal? Explain various methods to be used to achieve these objectives
3. What are the objectives of the Wage Incentive Schemes? Mention in detail the advantages and disadvantages of Wage Incentive Schemes
4. Explain the different types of Motivation and also elaborate the Need Hierarchy Theory of Motivation.
5. Explain in detail about HR Audit

**Section B**

**Answer the following (Attempt any four) (20)**

1. Explain HRIS?
2. Importance of Training in Corporate sector.
3. Characteristics of Counselling.
4. Fundamental principles of Record Keeping.
5. Nature and characteristics of Motivation
6. Advantages of HR Accounting.

**Section C**

**Part – A (Multiple Choice Questions) (10)**

1. The move from a job in one salary band or job group to a higher one is?
 

A Promotion	B Demotion
C Transfer	D None of these
2. HR objectives that is socially and ethically answerable for the requirements and intricacy of the society is \_\_\_\_\_.
 

A Societal Objectives	B Organizational Objectives
C Functional Objectives	D Personal Objectives
3. The basic premise of the academic theory of HRM is that humans...
 

A Humans can be considered as machines	B Humans are not machines
C Humans are robots	D None of these
4. Capability to deal with the continuously varying business environment is \_\_\_\_\_.
 

A Challenge of sustainability	B Global challenge
C Technology challenge	D None of these

- 5 A highly structured questionnaire in which the questions are standardized and determined in advance.  
 A Biographic data B Application Blank  
 C . Question bank D None of these
- 6 Example for Negative motivation.  
 A Praise and credit for work done B Appreciation  
 C . Wages and salaries D To instill fear
- 7 Who proposed the general theory of motivation called the ‘\_need hierarchy theory’.  
 A Abraham Maslow B Douglas McGregor  
 C . David C McClelland D None of these
- 8 An information system that tells the management what changes over time are occurring to the human resources of the business.  
 A Human Resource Accounting B Financial Accounting  
 C Management Accounting D None of these
- 9 Human capital reporting provides about the value of human capital, which will be?  
 A Qualitative B Quantitative  
 C Both D None
- 10 The real test of HR policies and programmes lies in the results achieved through  
 A HR planning B HR accounting  
 C HR audit D None of these

**Part – B (Do as Directed)**

**(10)**

Select the correct answer whether **True** or **False**

- 1 Organisation design deals with structural aspects of organizations.  
 a. True b. false
- 2 Staffing is not a part of the HRM process.  
 a. True b. false
- 3 HR Planning reduces surplus manpower and unnecessary financial burden.  
 a. True b. false
- 4 Accurate selection process derives maximum job satisfaction, labour turnover is reduced.  
 a. True b. false
- 5 Training does not bring any change in confidence in the minds of employees.  
 a. True b. false
- 6 Motivating does not create any —will to work||.  
 a. True b. false
- 7 Pay incentive plans, Job Designing and goal setting are methods of motivating people.  
 a. True b. false
- 8 Counselling is an exchange of ideas and feelings between two people.  
 a. True b. false
- 9 Human Resource Auditing has no relation with HR planning and budgeting.  
 a. True b. false
- 10 Monitoring and control of manpower costs have assumed great importance in the modern era of global competition.  
 a. True b. false



**Dr. Babasaheb Ambedkar Open University**  
**Term End Examination July – 2017**

<b>Course</b>	<b>: BBA</b>	<b>Date</b>	<b>: 20-Jul-17</b>
<b>Subject Code</b>	<b>: BBA –404 (New)</b>	<b>Time</b>	<b>: 11:00 to 02:00</b>
<b>Subject Name</b>	<b>: Production &amp; Operation</b>	<b>Duration</b>	<b>: 03 hours</b>
	<b>Management</b>	<b>Max. Marks</b>	<b>: 70</b>

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**Section A**

**Answer the following (Attempt any three)** (30)

1. Describes the functions of production management.
2. Discuss the functions of Maintenance Management.
3. Explain with the help of a diagram: Product Life Cycle (PLC).
4. Discuss the importance of Sales Forecasting.
5. Explain the assumptions and limitations of Value Break Even Analysis.

**Section B**

**Answer the following (Attempt any four)** (20)

1. State the difference between Production and Operations Management.
2. State any 5 objectives of Plant Layout.
3. Explain the four categories of Total Quality Management (TQM).
4. State the essential requirements of a good product design.
5. Discuss the various Models in Operations Research.
6. Write note on Six Sigma.

**Section C**

**Part – A (Multiple Choice Questions)** (10)

1. Which of the following activities are involved in production and operations management functions:  
A Location  
B Plant layouts  
C Process design  
D All of the above
2. Which of the following is an uncontrollable factor affecting Plant location?  
A Transportation facility  
B Government Policy  
C Supply of material  
D Infrastructure availability
3. What is PERT?  
A Programme Evaluation and Review Technique  
B Program execution and Review Technique  
C Program execution and resource Technique  
D None of these
4. Which of the following is the parameter that controls software quality?  
A Products  
B Processes  
C Resources  
D All of these

- 5 Sampling in which the presence or absence of a characteristic in the inspected item is measured on a predetermined scale is \_\_\_\_ Sampling.  
 A Attributes sampling                      B Variable sampling  
 C Both the above                              D None of the above
- 6 Which of the following is not an Information technologies technique of product development?  
 A Computer aided design (CAD)              B Electronic Data Interchange (EDI)  
 C Just in Time                                      D Groupware
- 7 What is Simulation?  
 A It is a technique that involves setting up a model of real situation and then performing experiments  
 B It is a technique used for planning, scheduling and monitoring large projects.  
 C It is an analytical process transferred from the electrical communications field to operations research.  
 D None of these
- 8 Beyond BEP point, all extra unit sold will result in increasing \_\_\_\_ for the business.  
 A Profit    B Loss  
 C Either profit or Loss                          D None of the above
- 9 SCM stand for  
 A Supply Chain Management                  B Software Chain Management  
 C Sampling Chain Management                D None of these
- 10 Gap analysis also known as \_\_\_\_\_.  
 A Need-gap analysis                              B Needs assessment.  
 C Both A and B                                    D None of these

**Part – B (Do as Directed)**

**(10)**

**State whether the following statements are true or false:**

- 1 Proximity to markets is not one of the examples of dominant factor.
- 2 Fixed Position Layout is also called the project type of layout.
- 3 Production Planning has five phases.
- 4 Quality control (QC) is similar to, but not identical with, quality assurance (QA).
- 5 Simple exponential smoothing uses a weighted moving average.
- 6 Unit Contribution Margin = Sales Price – Variable Costs.
- 7 Minimizing the repair time and repair cost, is one of the objective of Maintenance Management.
- 8 A control chart does not begin with a time series graph.
- 9 QFD stands for Quality Functional Design.
- 10 Scheduling is the practice of setting production activities in action through the discharge of order and instructions according to previously planned times.

## 9. Forms and Enclosures



### Dr. Babasaheb Ambedkar Open University

(Established by Government of Gujarat)

'Jyotirmay' Parisar, Opp. Shri Balaji Temple,

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#### **APPLICATION FORM FOR ISSUE OF DUPLICATE I-CARD**

1. NAME : .....
2. COURSE : ..... SEMESTER/YEAR : .....
3. ENROLLMENT NO. .... CENTER CODE : .....
4. STUDENT ADDRESS : .....  
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5. FEE DETAILS : (The fee for Duplicate I-Card is Rs.25/- which is to be paid through Demand Draft in favour of 'Dr.Babasaheb Ambedkar Open University' Payable at Ahmedabad or Cash at Dr. BAOU Campus.)  
Demand Draft No. : ..... DD Date : .....  
Issuing Bank : .....

Date : .....

(Signature of Applicant)

The Filled in form with the requisite fees is to be sent to :-

**Vocational and Professional Department,**

Dr. Babasaheb Ambedkar Open University,

Jyotirmay Parisar, Sarkhej-Gandhinagar Highway,

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### APPLICATION FORM FOR ISSUE OF TRANSCRIPT

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2. COURSE : ..... SEMESTER/YEAR : .....
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.....PIN NO. : .....
5. PURPOSE : .....
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Demand Draft No. : ..... DD Date : .....  
Issuing Bank : .....

Date : .....

(Signature of Applicant)

The Filled in form with the requisite fees is to be sent to :-

Exam Department,

Dr. Babasaheb Ambedkar Open University,

Jyotirmay Parisar, Sarkhej-Gandhinagar Highway,

Ahmedabad-382481.

Require Documents (Compulsory):

1. Marksheet Xerox
2. Degree Certificate Xerox
3. 6 Passport Size Photo



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### APPLICATION FORM FOR ISSUE OF MIGRATION CERTIFICATE

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2. COURSE : ..... SEMESTER/YEAR : .....
3. ENROLLMENT NO. .... CENTER CODE : .....
4. STUDENT ADDRESS : .....  
.....  
..... PIN NO. : .....
5. PURPOSE : .....
6. FEE DETAILS : (The fee for Migration Certificate is Rs.100/- which is to be paid through Demand Draft in favour of 'Dr.Babasaheb Ambedkar Open University' Payable at Ahmedabad or Cash at Dr. BAOU Campus.)  
Demand Draft No. : ..... DD Date : .....  
Issuing Bank : .....

Date : .....

(Signature of Applicant)

**The Filled in form with the requisite fees is to be sent to :-**

**Exam Department,**

Dr. Babasaheb Ambedkar Open University,

Jyotirmay Parisar, Sarkhej-Gandhinagar Highway,

Ahmedabad-382481.

**Require Documents (Compulsory):**

1. Marksheet Xerox
2. Degree Certificate Xerox
3. Passport Size Photo



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### **APPLICATION FORM FOR ISSUE OF BONAFIDE CERTIFICATE**

1. NAME : .....
2. COURSE : ..... SEMESTER/YEAR : .....
3. ENROLLMENT NO. .... CENTER CODE : .....
4. STUDENT ADDRESS : .....  
.....  
..... PIN NO. : .....
5. PURPOSE : .....
6. FEE DETAILS : (The fee for Bonafide Certificate is Rs.50/- which is to be paid through Demand Draft in favour of 'Dr.Babasaheb Ambedkar Open University' Payable at Ahmedabad or Cash at Dr. BAOU Campus.)  
Demand Draft No. : ..... DD Date : .....  
Issuing Bank : .....

Date : .....

(Signature of Applicant)

The Filled in form with the requisite fees is to be sent to :-

**Vocational and Professional Department,**

Dr. Babasaheb Ambedkar Open University,

Jyotirmay Parisar, Sarkhej-Gandhinagar Highway,

Ahmedabad-382481.



**ડૉ. બાબાસાહેબ આંબેડકર ઓપન યુનિવર્સિટી**  
'જ્યોતિર્મય' પરિસર, શ્રી બાલાજી મંદિર સામે, સરખેજ-ગાંધીનગર હાઈવે, છારોડી,  
અમદાવાદ-382 481, ફોન : (02717) 297170 ફેક્સ : (02717) 297144  
E-mail : [feedback@baou.edu.in](mailto:feedback@baou.edu.in) Website : [www.baou.edu.in](http://www.baou.edu.in)

### પદવી પ્રમાણપત્ર મેળવવા માટેનું અરજીપત્રક

(પાછળ દર્શાવેલ સુચનાઓ ધ્યાનથી વાંચ્યા બાદ ફોર્મ ભરવું)

પ્રતિ,  
કુલસચિવશ્રી,  
ડૉ. બાબાસાહેબ આંબેડકર ઓપન યુનિવર્સિટી,  
અમદાવાદ - 382 481

શ્રીમાન,  
હું (નામ)..... ડિગ્રી પ્રોગ્રામ .....  
અભ્યાસક્રમનું ડિગ્રી પ્રમાણપત્ર મેળવવા માટે ભરવાની થતી ફી પેટે રૂ. 110/- રોકડા/ડિમાન્ડ ડ્રાફ્ટ નંબર  
..... બેંકનું નામ ..... શાખા ..... તા. ....  
નો મોકલી આપુ છું. આ સાથે મેં ..... અભ્યાસક્રમ ઉત્તીર્ણ કર્યાના ગુણપત્રકની પ્રમાણિત ઝેરોક્ષ  
નકલ સામેલ કરેલ છે.

ડિગ્રી પ્રમાણપત્ર મેળવવા માટે વિદ્યાર્થીએ કોઈ એક વિકલ્પની પસંદગી કરી (✓) નિશાની કરવી.

- હું ડિગ્રી પ્રમાણપત્ર પદવીદાન સમારંભમાં ઉપસ્થિત રહી મેળવવા માગું છું.  
 મને ડિગ્રી પ્રમાણપત્ર ફોર્મમાં દર્શાવેલ સરનામે મોકલી આપવા વિનંતી.

સ્થળ : ..... આપનો/આપની વિશ્વાસુ  
તારીખ : .....  
(.....)

(નીચેની વિગતો અરજદારે મોટા અને સ્વચ્છ અક્ષરોમાં ભરવી)

નામ : .....  
અટક ..... નામ ..... પિતા/પતિનું નામ .....

નામ : .....  
(અંગ્રેજી કેપિટલ અક્ષરોમાં માર્કશીટ મુજબ)

કાયમી રહેઠાણનું સરનામું :

.....  
..... પિન કોડ નંબર : .....  
ફોન નં : ..... મોબાઈલ : .....  
ઈ-મેઈલ : .....

અભ્યાસક્રમની વિગત

અભ્યાસક્રમનું નામ : .....  
નોંધણી નંબર : .....  
પરીક્ષા સત્ર :  જાન્યુઆરી-ફેબ્રુઆરી-2016  જૂન-જુલાઈ-2016  
માર્કશીટ નંબર : .....  
પ્રાપ્ત કરેલ વર્ગ : .....  
પસંદ કરેલ મુખ્ય વિષય : .....

## ગુણ ચકાસણી માટેની અરજી

અરજી નં. \_\_\_\_\_  
(કાર્યાલય માટે)

તા. \_\_\_\_\_

સત્રાંત પરીક્ષા : જાન્યુઆરી/જુલાઈ \_\_\_\_\_

નોંધણી નંબર :

વિદ્યાર્થીનું નામ : \_\_\_\_\_

સરનામું : \_\_\_\_\_

પીન કોડ : \_\_\_\_\_

કોન નં. (રહે.) : \_\_\_\_\_ કોન નં. (ઓ) : \_\_\_\_\_  
(એસ.ટી.ડી. કોડ સાથે) (એસ.ટી.ડી. કોડ સાથે)

મોબાઈલ : \_\_\_\_\_

અભ્યાસક્રમનું નામ : \_\_\_\_\_

અભ્યાસકેન્દ્રનું નામ : \_\_\_\_\_

પરીક્ષાકેન્દ્ર કોડ : \_\_\_\_\_

જેમાં ગુણ ચકાસણી કરાવવી છે તે પાઠ્યક્રમો :

અં. નં.	પાઠ્યક્રમનું નામ	પાઠ્યક્રમ	ગુણપત્રક પ્રમાણે મેળવેલ ગુણ

નોંધ :- ગુણપત્રકની નકલ સાથે બિડવી.

પાઠ્યક્રમ દીઠ રૂ. લેખે પુનઃ ચકાસણી ફી ની વિગત : (ડૉ. બાબાસાહેબ આંબેડકર ઓપન યુનિવર્સિટી, અમદાવાદની તરફેણ નો ડીમાન્ડ ડ્રાફ્ટ મોકલવાનો રહેશે)

રકમ	ડીમાન્ડ ડ્રાફ્ટ નંબર	તારીખ	બેંકનું નામ

સ્થળ : \_\_\_\_\_

તારીખ : \_\_\_\_\_

અરજી કરનાર વિદ્યાર્થીની સહી

### અરજી નીચેના સરનામે મોકલવાની રહેશે

પ્રતિ, નિયામકશ્રી (વિદ્યાર્થી સેવાઓ), ડૉ. બાબાસાહેબ આંબેડકર ઓપન યુનિવર્સિટી,  
આર. સી. ટેકનીકલ ઈન્સ્ટીટ્યૂટ કેમ્પસ, સરખેજ-ગાંધીનગર હાઈવે,  
ગુજરાત હાઈકોર્ટ સામે, સોલા, અમદાવાદ-૩૮૦ ૦૬૦.