



VIKRAMA SIMHAPURI UNIVERSITY :: NELLORE
Common Framework of CBCS for Colleges in Andhra Pradesh
(A.P. State of Council of Higher Education)

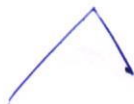
SYLLABUS OF

BACHELORS OF BUSINESS ADMINISTRATION

(UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21)

PROGRAMME: FOUR-YEAR UG PROGRAMME

Asst Prof. [Signature]
K. [Signature]
13/02
V. Srilata
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BBA Course Details

The BBA programme aims at creating transformed, future-ready individuals who can take up any business challenge head-on. With a continuous emphasis on practical knowledge.

BBA COURSE SUBJECTS & SYLLABUS

The BBA course syllabus entails an immersive approach towards subjects like accounts, economics, management, behaviour, business laws. Here, we aim to teach them nuances of interplay between various factors in the business sphere. The students are taught to analyse the impact of economy, law's and technology on business.

In the latter half of the programme, BBA subjects are extremely varied in nature. From writing skills, negotiation and dispute resolution, human resource management, business laws, marketing management, social media and digital marketing - all are imbibed in the students with theoretical study and practical application.

BBA Elective course Subjects (Skill Enhancement subjects)

Elective courses aim to make the student to become an expert in their chosen specialization. The elective courses are offered in the fifth Semester of BBA.

BBA Skill Development

Life skills and Skill development subjects arc from Semester 1 to III.

Life Skills

Life Skills Subject examination will be held by concern University's.

Skill Development subjects

Skill Development subjects are inserted in the syllabus for the students to leant the job skills and improve knowledge which broadens the scope of employment. Skill development subjects are updated according to industry related curriculum.

Admission

The admission policy and procedure shall be decided from time to time by the APSHCE of the University based on the guidelines issued by the UGC7 Ministry of Human Resource Development (MHRD), Government of India.

Eligibility for Admission

The Candidate should have qualified in 10 + 2 examination.

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STUDENT DISCIPLINE

Every Student is required to observe utmost discipline and decorum both inside and outside the campus and not to indulge in any activity which may affect adversely the prestige/ reputation of the Institute.

Any act of indiscipline of a student reported to the Principal (Student affairs) and Head of the Departments will be referred to a Discipline Committee constituted for the purpose. The Committee will enquire into the charges and decide on a suitable punishment if the charges are substantiated.

Ragging in any form is a criminal and non-bailable offence in our country'. The current State and Central legislations provide stringent punishments including imprisonment. Once the involvement of a student is established in ragging, offending fellow students/staff, harassment of any nature to the fellow students/staff etc. the student(s) will be liable to be dismissed from the Institute, as per the laid down procedures of the IJGC / Govt. /Institute. Every senior student of the Institute, along with their parent, shall give an undertaking even' year in this regard and the same should be submitted at the time of Registration.

Attendance

The teacher handling a course must finalise, the attendance 3 calendar days before the last instructional day of the course.

A student has to obtain minimum 75% cumulative attendance for all the courses put together in a semester.

The remaining 25% allowance in attendance is given to account for activities under NCC / NSS / Cultural / Sports i Minor Medical conditions etc.

Irrespective of the reason for the shortfall of the attendance, a student with a cumulative attendance of less than 75%, will not be permitted to appear for the end semester examination for all the courses in that semester and will be categorized as "DF", meaning Detained due to shortage of attendance. The students with "DE" category' cannot proceed to the subsequent semester.

Such students shall register for all lire courses of the semester in which DE has occurred, in the subsequent year by paying the prescribed fee.

Additional condonation may be considered in rare and genuine cases which includes, approved leave for-attending select NCC / Sports Camps, cases requiring prolonged medical treatment and critical illness involving hospitalization.

For medical cases, submission of complete medical history and records with prior information from the parent / guardian to Dean (Student Affairs) is mandatory'.

The assessment of such cases will be done by the attendance sub - committee on the merit of the case and put up recommendations to the Principal. Such condonation is permitted only twice for a student in the entire duration of the programme.

The Principal, based on the recommendation of the attendance sub - committee may then give condonation of attendance, only if the Principal deems it fit and deserving, but in any case, the condonation cannot exceed 10%.

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Examination Assessment Procedure

Every course shall have two components of assessment namely.

Continuous Internal Assessment "CIA": This assessment will be carried out throughout the semester as per the Academic Schedule with an internal examination of 25 marks.

Attendance	Activities & events	Behavior	Internal Exam
4 marks	4 marks	4 marks	13 marks

Total: 25 marks

End Semester Examination "ESE": This assessment will be carried out at the end of the Semester as per the Academic Schedule

Semester end Theory Exam	75 Marks
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BBA Internships Guidelines

Social Immersion Internship

All first-year students are required to undergo an internship in an NGO or a company in social development for a period of five to six weeks during the summer vacation at the end of the Second semester of the Program.

The objective of this internship is to help students appreciate the social needs of the society; understand how technology and a good business model can help to address those issues and come up with a self-sustainable solution. The summer internship is an integral part of the BBA program. To enable students, get ready for this internship, a subject is offered in the first semester of the program that dwells on the social responsibility and sustainability'.

The internship has a partial credit of 4 and 100 marks. The Placement Office will assist the students in finding suitable summer internships. At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. They will also be required to make peer group presentations and discuss their learning with their fellow students. A 'certificate of completion' from the host organization is an essential requirement, the Social Immersion Internship shall be credited as approved in the **curriculum**.

Sno	Course	Total Marks	Credits
1	Two months Social Immersion Internship	100	04

Marks Break up

- * Attendance 20 Marks
- * Training certificate 20 Marks
- * Report evaluation 10 Marks
- * Report Presentation 10 Marks
- * Viva Voce 40 Marks
- Total 100 Marks

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- * Attendance and Training Certificate to be authenticated by Faculty Committee nominated by Principal of the Colleges.
- * Viva Voce and Report evaluation, Report presentation to be evaluated by the nominated industry related expert selected by the Principal of the Colleges.

Report Writing Format

Here are the main sections of the standard report writing format:

Title Section - This includes the name of the author(s) and the date of report preparation.

Summary - There needs to be a summary of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only skim the report, so make sure you include all the relevant information. It would be best to write this last so you will include everything, even the points that might be added at the last minute.

Introduction — The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made. You need to give a definition of terms if you did not include these in the title section, and explain how the details of the report are arranged.

Body - this is the main section of the report. There needs to be several sections, with each having a subtitle. Information is usually arranged in order of importance with the most important information coming first.

Conclusion - This is where everything comes together. Keep this section free of jargon as most people will read the Summary and Conclusion.

Corporate Internship (End of Fourth semester)

At the end of the Fourth Semester every student shall undertake an internship in an organization / company for a period of six to eight weeks during the summer vacation. The summer internship is compulsory and an integral part of the BBA Program. The Placement Office will assist the students in finding suitable summer assignments / projects.

The summer placement aims at achieving the following objectives: (a) Application of knowledge and techniques learnt in the first year to real life business problems and make them better prepared to enrich their learning in the second year, (b) Appreciating the inter-linkage among different functions and developing a realistic managerial perspective about organizations in their totality. The students should take the internship seriously. They are expected to diligently in the job so that the internship converts naturally into a pre-placement offer.

A faculty member will work closely with the company to define the scope of the internship and ensure proper understanding of the terms of engagement by all concerned. The student should be ready to not only learn from the business practices in the company but also present a professional front i.e. being punctual at the workplace, well behaved and appropriately dressed.

At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. They would also be expected to present and discuss their learning points with their fellow students. A 'certificate of completion' from the host organization is essential. The Industry internship shall be credited as approved in the curriculum.

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Sno	Course	Total Marks	Credits
1	Two months Social Immersion Internship	100	04

MARKS BREAK UP

* Attendance	20 Marks
* Training certificate	20 Marks
^Report evaluation	10 Marks
* Report Presentation	10 Marks
* Viva Voce	40 Marks
Total	100 Marks

* Attendance and Training Certificate to be authenticated by Faculty Committee nominated by Principal of the Colleges.

* Viva Voce and Report evaluation, Report presentation to be evaluated by the nominated Corporate related expert selected by the Principal of the Colleges.

Report Writing Format

Here are the main sections of the standard report writing format:

- * **Title Section**-This includes the name of the author(s) and the date of report preparation.
- * **Summary** There needs to be a summary of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only skim the report, so make sure you include all the relevant information. It would be best to write this last so you will include everything, even the points that might be added at the last minute.
- * **Introduction** - The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made. You need to give a definition of terms if you did not include these in the title section, and explain how the details of the report are arranged.
- * **Body** - This is the main section of the report. There needs to be several sections, with each having a subtitle. Information is usually arranged in order of importance with the most important information coming first.
- * **Conclusion** - This is where everything comes together. Keep this section free of jargon as most people will read the Summary and Conclusion.

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Specialization internship (sixth Semester) Sixth Semester:

Every student shall undertake specialization internship in an organization / company for a period of Twenty to Twenty-four weeks in the sixth semester. The summer internship is compulsory and an integral part of the BRA Program. The Placement Office will assist the students in finding suitable summer assignments / projects.

The summer placement aims at achieving the following objectives: (a) Application of know ledge and techniques learnt in the first year to real life business problems and make them better prepared to enrich their learning in the second year, (b) Appreciating the inter-linkage among different functions and developing a realistic managerial perspective about organizations in their totality. The students should take the internship seriously.

They arc expected to diligently in the job so that the internship converts naturally into a pre-placement offer. A faculty member will work closely with the company to define the scope of the internship and ensure proper understanding of the terms of engagement by all concerned. The student should be ready to not only learn from the business practices in the company but also present a professional front i.e. being punctual at the workplace, well behaved and appropriately dressed.

At the end of the internship, the student should submit a brief report explaining briefly the key learning points and the insights gained. They would also be expected to present and discuss their learning points with their fellow students. A 'certificate of completion' from the host organization is essential. The Industry internship shall be credited as approved in the curriculum.

SIX MONTHS ON JOB SPECIALIZATION INTERNSHIP

Sno	Course	Total Marks	Credits
1	SIX Months on Job specialization Training	400	30

MARKS BREAKUP

Attendance	50 Marks
Training certificate	100 Marks
Training Log Book Evaluation	25 Marks
Training Presentation	25 Marks
Project Report	100 Marks
Viva voce	100 Marks
Total	400 Marks

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PROJECT CONTENTS AND GUIDELINES

Topic	Page No
Certificate	
Acknowledgement	
Executive summary	
Chapter 1: Introduction	
Chapter 2: Review of Literature	
Chapter 3: Research Methodology	
Chapter 4: Data Reduction, Presentation & Analysis	
Chapter 5: Data Interpretation	
Chapter 6: Summary & Conclusions	
References," Bibliography	
Appendices	
List of Tables	
List of figures	

Viva Voce and Report evaluation. Report presentation and project report will be evaluated by the both Internal and externals nominated by University. Committee is instructed to nominate externals from professionals from organisational /Industry professionals/academia.

If the student is employed during the Job training and unable to attend the Viva voce, Externals are recommended to conduct online evaluation of students to allocate the marks.

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MODEL FORMAT FOR QUESTION PAPER RECOMMENDATIONS TO THE PAPER SETTERS

1. The paper setter may him/herself prepare a blue print assigning appropriate weight age to all learning outcomes as per Blooms Taxonomy and specified in the syllabus (if no design is prescribed)
2. All units may be fairly covered and even the learning outcomes may be fairly distributed.
3. Action verbs specific to the learning outcome to be tested may be used.
4. There may be no ambiguity in the question. The wording may be carefully framed.
5. Weightage to the difficulty level may also be determined in such a way that neither the paper is too difficult nor too easy. Even an average learner shall be able to pass the examination with minimum marks.

SECTION - A Write Short Answer for any FIVE of the following
Each question carries 5 marks ($5 \times 5 = 25$ Marks)

1	
2	
3	
4	
5	
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8	
9	
10	

(Total 10 Questions in Section A)

SECTION - B : Answer the following questions Each question carries 10 marks ($5 \times 10 = 50$ Marks)

11	
12	
13	
14	
15	
16	
17	
18	
19	
20	

Note : Paper Setter Must Select Two Short Question and Two Easy Question from Each Unit.

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Revised Common Framework of CBCS for Colleges in Andhra Pradesh
(A.P. State Council of Higher Education)
B.B.A. - Semester - I

SL. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life skills	Life Skills Any One out of Three	50		50	2	2
4.	Skill Development Courses	Skill Development Courses	50		50	2	2
5.	1C	Principles of Management	100	25	75	5	4
6.	2C	Managerial Economics	100	25	75	5	4
7.	3C	Quantitative Methods for Managers	100	25	75	5	4
Total			600	125	475	27	22

Note : 3C to be taught by Mathematics Teachers

B.B.A. - Semester - II

SL. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French)	100	25	75	4	3
3.	Life Skills	Life Skills (Any one out of Three)	50	--	50	2	2
4.	*Skill Development Courses	Skill Development Courses	50 50	--	50 50	2 2	2 2
5.	1C	Accounting for Managers	100	25	75	5	4
6.	2C	Fundamentals of Marketing	100	25	75	5	4
7.	3C	E-Commerce	100	25	75	5	4
8.		Two Months Social Immersion Internship	100	-	-	-	4
Total			750	125	525	29	28

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B.B.A. - Semester - III

SL. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1	First Language	General English	100	25	75	4	3
2	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3	Life skills	Life Skills Any One out of Three	50	--	50	2	2
		Environmental Education Compulsory)	50	--	50	2	2
4	* Skill Development Courses	Skill Development Courses	50	--	50	2	2
5	1C	Organization Behavior	100	25	75	5	4
6	2C	Human Resource Management	100	25	75	5	4
7	3C	Financial Management	100	25	75	5	4
Total			650	125	525	29	24

B.B.A. - Semester - IV

SL. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1	1C	Training and Development	100	25	75	5	4
2	2C	Business Law	100	25	75	5	4
3	3C	Micro, Small, & Medium Enterprises Management	100	25	75	5	4
4	4C	International Business	100	25	75	5	4
5	5C	Cost & Management Accounting	100	25	75	5	4
6	6C	Financial Services	100	25	75	5	4
7		Corporate Internship	100	-	-	-	4
Total			700	150	450	30	28

Asst. Prof. Dr. K. K. K.
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B.B.A. - Semester - V

B.B.A. - Semester - V							
SL. No.	Course Skill Enhancement	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1	Skill Enhancement Course	(HR) Talent Management	100	25	75	5	4
		(HR) Global HR	100	25	75	5	4
2	Skill Enhancement Course	(OM) Export and Import	100	25	75	5	4
		(Marketing) Brand Management	100	25	75	5	4
3	Skill Enhancement Course	(FM) Foreign Exchange Management	100	25	75	5	4
		(FM) E-Payments System	100	25	75	5	4
Total			600	150	450	30	24

B.B.A. - Semester - VI

1	Six Months Job Specialization Internship	Total	400	-	-	-	30
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Semester – I

Revised Common Framework of CBCS for Colleges in Andhra Pradesh (A.P. State Council of Higher Education)

B.B.A. - Semester - I

SL. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life skills	1. Human Values and Professional Ethics 2. Computer Applications 3. Entrepreneurship Development (Any 1 of the 3)	50		50	2	2
4.	Skill Development Courses	1. Secretary ship 2. Insurance Promotion 3. Tourism Guidance 4. Public Relations	50		50	2	2
5.	1C	Principles of management	100	25	75	5	4
6.	2C	Managerial Economics	100	25	75	5	4
7.	3C	Quantitative Methods for Managers	100	25	75	5	4
Total			600	125	475	27	22

Note : 3C to be taught by Mathematics Teachers

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SYLLABUS FOR SEMESTER - I (BBA)

Principles of Management

Course Introduction

This course is an introduction to the management function. It will focus on the theory and fundamental concepts of management including planning, organization, leadership, and control. This course will review the evolution of management thought, function and practice and will stress current approaches and emerging concepts.

Course outcome:

On completion of the course the student will understand the basic principles of management -will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management.

Unit – I introduction of Management

Definition – Management – functions of management – principles of management -levels of management– Trends and Challenges of Management in Global Scenario.

Unit – II Planning Nature and purpose of planning – Planning process – Types of plans – Objectives – Managing by objective (MBO) Strategies – Types of strategies

Unit – III Organizing Nature and purpose of organizing – Organization structure – Formal and informal groups organization – Line and Staff authority —Centralization and Decentralization – Delegation of authority

Unit – IV Directing– Motivation – Motivation Theories -Leadership Styles – Leadership theories – Communication – Barriers to effective communication.

Unit – V Controlling Process of controlling – Types of control – Budgetary and non-budgetary, control techniques – Managing Productivity – Cost Control – Purchase Control –Maintenance Control – Quality Control .

• Books Recommended

- Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st edition.
- L. M. Prasad; Principles of Management; Sultan Chand and Sons, 6th edition.
- Harold Koontz & Heinz Weihrich "Essentials of Management", Tata McGraw-Hill, 1998
- Joseph L Massie "Essentials of Management", Prentice Hall of India, (Pearson) Fourth Edition, 2003.
- Principles of Management, By Tripathi, Reddy Tata McGraw Hill
- Management Theory & Practice J.N.Chandan
- Management: Concept and Strategies By J. S. Chandan, Vikas Publishing

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BBA :: SEMESTER - I CBCS
PRINCIPLES OF MANAGEMENT
MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks : 75

PART - A

5 X 5 = 25M

Answer any FIVE of the following Questions

1. Functions of Management
2. Administration Vs Management
3. Decision Making
4. Planning Types
5. Principles of Organizing
6. Span of Management
7. Functions of a Leader
8. Characteristics of a Leader
9. Controlling
10. Types of Controlling

PART - B

5 X 10 = 50M

Answer any FIVE of the following Questions

11. Define Management? Explain Principles of Management (Henry Fayol 14 Principles)?
12. Define Social Responsibility? Explain Social Responsibility in detail?
13. Describe the process of Management by Objective (MBO) in detail with diagram?
14. Define Planning? Discuss the steps and techniques of Planning?
15. Define Organization? Explain the types of Organizations in detail with diagrams?
16. Describe Line and Staff functions in detail?
17. Define Leadership? Explain the styles of Leadership?
18. Explain the theories of Leadership?
19. Define Controlling? Explain the steps in Controlling?
20. Describe the techniques in Controlling?

Note : Paper Setter must select TWO Short Questions and TWO Essay Questions from Each Unit

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SYLLABUS FOR SEMESTER – I (BBA)

MANAGERIAL ECONOMICS

UNIT – I : Introduction

Meaning and Definitions of Business Economics – Nature and scope of Business Economics Micro and Macro Economics and their differences.

UNIT – II: Demand Analysis

Meaning and Definition of Demand – Determinants of Demand – Demand function – Law of demand – Demand Curve – Exceptions to law of Demand.

UNIT – III: Elasticity of Demand

Meaning and Definition of Elasticity of Demand – Types of Elasticity of Demand measurements of Price elasticity of demand – Total outlay Method – Point Method – Arc Method.

UNIT – IV: Cost and Revenue Analysis

Classification of Costs – Total Average – Marginal and Cost function – Long-run – Short-run – Total Revenue – Average revenue – Marginal Revenue.

UNIT – V: Break-Even Analysis

Type of Costs – Fixed Cost – Semi-variable Cost – Variable Cost – Cost behavior – Breakeven Analysis – Its Uses and limitations.

RECOMMENDED BOOKS :

1. S. Sankaran, Business Economics, Margham Publications, Chennai.
2. Business Economics – Kalyani Publications.
3. Business Economics – Himalaya Publishing House.
4. Aryasri and Murthy Business Economics, Tata McGraw Hill.
5. Business Economics, Maruthi Publications.

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BBA :: SEMESTER - II CBCS
MANAGERIAL ECONOMICS
MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks : 75

PART-A

Answer any FIVE of the following Questions:

5 X 5 = 25 Marks

1. Meaning and Definition of managerial Economics.
2. Macro Economics
3. Exception of Law of Demand
4. Meaning and Definition of Demand.
5. Arc Method
6. Meaning and Definition of Elasticity of Demand.
7. Total Cost.
8. Marginal Revenue.
9. Fixed Cost.
10. Variable cost.

PART-B

Answer any FIVE of the following Questions

5 X 10 = 50M

11. Define managerial Economics and Explain Nature and Scope of managerial Economics.
12. Explain difference between Micro and Macro Economics.
13. Explain demand function.
14. Explain Determinants of Demands.
15. Explain Types of Elasticity of Demand.
16. Explain point method.
17. Explain Long run cost curve.
18. Describe classification of cost.
19. Explain Breakeven analysis.
20. Explain advantages and limitations of breakeven analysis.

Note : Paper Setter must select TWO Short Questions and TWO Essay Questions from Each Unit

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SYLLABUS FOR SEMESTER – I (BBA)
QUANTITATIVE METHODS FOR MANAGERS
(Statistical Tables and Electronic Calculators are allowed)

Unit - I : Introduction to Business Statistics :

Introduction of Statistics, measures of central tendency, computation of Arithmetic mean, Median and Mode only for ungrouped data and grouped data. (Numerical Applications Only)

Unit - II : Measures of Dispersion :

Measures of Dispersion, Computation of Range – Coefficient of Range – Quartile Deviation – Coefficient of Quartile Deviation – Mean Deviation – Coefficient of Mean Deviation. Variance standard Deviation – Coefficient of Variation for grouped and ungrouped data. (Numerical Applications Only). Concept of Skewness, Karl-Pearson's coefficient of skewness, Bowley's coefficient of skewness.

Unit - III : correlation :

Meaning of Correlation, Types of correlation Karl-Pearson's coefficient of correlation (for individual series only) Spearman's Rank correlation.

UNIT – IV :

Finite Differences and Interpolation : Forward Differences - Backward differences. Newton's forward interpolation formula - Newton's backward interpolation formula.

Set Theory : Set, Subset, Types of Sets – Operations on sets – De Morgan's Laws – statements only.

UNIT – V : Matrices :

Definition – Examples – Types of Matrices – Matrix Addition multiplication Inverse of a Matrix – Solution of Linear equations by Inverse Method and Cramer's Method.

NOTE : 1. Concentration on numerical problems Only.

2. Proofs of theorems and Derivations of expressions are omitted.

Text Books :

1. Statistical Methods – Dr. S.P. Gupta – Chand & Sons.
2. Quantitative Techniques by C. Sathyadevi – S. Chand.
3. A Text Book of Business Mathematics by P. Hazarika – S. Chand & Company Ltd.,

Reference Books :

1. Statistical Methods – Snedecor G.W. & Cochran W.G. Oxford & + DII.
2. Elements of Statistics – Mode. E.B. - Prentice Hall.

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BBA :: SEMESTER - I CBCS
QUANTITATIVE METHODS FOR MANAGERS
(Statistical Tables and Electronic Calculators are allowed)
MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks : 75

PART-A

Answer any FIVE of the following Questions:

5 X 5 = 25 Marks

1. From the following data the monthly income of ten employees in an office. Calculate the Arithmetic mean
Income (Rs) : 4780, 5760, 6690, 7750, 4840, 4920, 6100, 7210, 7050, 6950.
2. In Asymmetrical Distribution, mode=32.1, Mean=35.4, find out the value of Median.
3. Find the range to the following data 200, 210, 208, 160, 220, 250.
4. Compute Quartile Deviation From the following data

Marks	10	20	30	40	50	60
No. of Students	4	7	15	8	7	2
5. Find Correlation Coefficient to the Following data $\sum x^2 = 222$, $\sum y^2 = 364$, $\sum xy = 261$
6. Find Coefficient of variation for $\sum x = 100$, $n=10$, $\sigma = 5$
7. $A = \{1, 2, 3, 4\}$, $B = \{2, 3, 5, 6\}$ find $A - B$ and $B - A$.
8. Find forward difference table to the following data :

x	:	35	45	55	65	75
y	:	200	220	243	270	289
9. $A = \begin{bmatrix} 1 & 2 \\ 3 & 4 \end{bmatrix}$, $B = \begin{bmatrix} 2 & 4 \\ 5 & 9 \end{bmatrix}$ find $A+B$ and $A-B$.
10. $A = \begin{bmatrix} 6 & 7 \\ 5 & 6 \end{bmatrix}$, $B = \begin{bmatrix} 1 & 0 \\ & \end{bmatrix}$ find AB and BA .

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PART -B

Answer any **FIVE** questions each question carries equal marks: -

5 X 10 = 50M

UNIT-I

11. Calculate Arithmetic Mean for the following data :

X	1	2	3	4	5	6	7
F	5	9	12	17	14	10	6

12. Find Mode to the following data :

Marks	0-10	10-20	20-30	30-40	40-50
No of students	3	15	7	10	12

UNIT-II

13. Calculate Mean Deviation for the following data :

X	5	10	15	20	25	30
F	3	4	8	12	7	2

14. Compute Karl-Pear sons Coefficient of Skewness to the following data :

Distance (km)	10	20	30	40	50
No.of Buses	16	20	29	49	61

UNIT-III

15. Calculate coefficient of correlation of the following data :

X	10	12	13	16	17	20	25	30	34
Y	20	22	26	27	29	33	37	40	42

16. Calculate Rank Correlation for the data given below :

X	72	70	46	69	56	65	65	45	35	75
Y	111	110	105	112	115	115	101	118	107	120

UNIT-IV

17. If $A = \{8, 3, 2, 6, 5\}$, $B = \{1, 2, 7, 9\}$, $C = \{4, 5, 9\}$ prove that $A \cup (B \cap C) = (A \cup B) \cap C$.

18. Below are the given values of x and y respectively. Estimate by a suitable formula of interpolation the value of y, when x = 7.

x	:	2	4	6	8
y	:	7	21	43	73

UNIT-V

19. $A = \begin{bmatrix} 1 & 2 & 1 \\ 2 & -1 & 1 \\ 3 & 4 & 5 \end{bmatrix}$, $B = \begin{bmatrix} 1 & 2 & -1 \\ 2 & 1 & -1 \\ 3 & 4 & -5 \end{bmatrix}$, $C = \begin{bmatrix} 1 & 0 & 0 \\ 0 & 1 & 0 \\ 0 & 0 & 1 \end{bmatrix}$ $A + (B + C) = (A + B) + C$.

20. Solve the following by inverse method :

$$2x + 5y = 11$$

$$4x - 3y = 9$$

Note : Paper Setter must select **TWO** Short Questions and **TWO** Essay Questions from Each Unit

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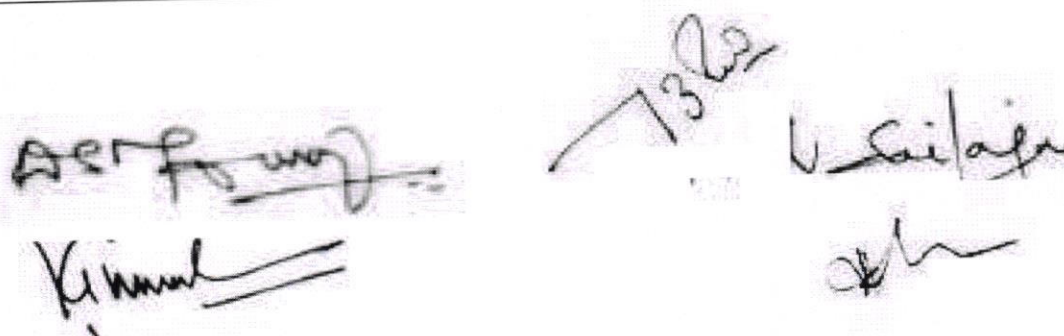
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Semester – II

Revised Common Framework of CBCS for Colleges in Andhra Pradesh (A.P. State Council of Higher Education)

B.B.A. - Semester - II

SL. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French)	100	25	75	4	3
3.	Life skills	1. Indian Culture and Science 2. Information and Communication Technology (ICT) 3. Elementary Statistics (Any 1 of the 3)	50	--	50	2	2
4.	*Skill Development Courses	1. Agricultural Marketing 2. Business Communication (English) 3. Advertising 4. Logistics & Supply Chain 5. Journalistic Reporting 6. Survey & Reporting 7. Social Work 8. Performing Arts	50 50	--	50 50	2 2	2 2
5.	1C	Accounting for Managers	100	25	75	5	4
6.	2C	Fundamentals of Marketing	100	25	75	5	4
7.	3C	E-Commerce	100	25	75	5	4
8.		Two Months Social Immersion Internship	100	-	-	-	4
Total			750	125	525	29	28



SEMESTER – II ACCOUNTING FOR MANAGERS

Financial Accounting Objectives: The subject of Financial Accounting includes basic concepts underlying the accounting practices and its techniques with special reference to Sole-proprietorship. Trading and Non-Trading concerns. The syllabus also includes computerized accounting using the software TALLY.

Unit-I – Introduction to Accounting

Need for Accounting – Definition – Objectives, Advantages – Book keeping and Accounting – Accounting concepts and conventions – Accounting Cycle – Classification of Accounts and its rules – Double Entry Book keeping – Journalizing – Posting to Ledgers, Balancing of ledger accounts – (Problems) Difference between manual accounts and computerized accounts.

Unit –II – Subsidiary Books:

Types of Subsidiary Books – Cash Book, Three column Cash Book- Petty cash Book (Problems).

Unit-III- Bank Reconciliation Statement:

Need for bank reconciliation – Reasons for difference between Cash Book and Pass Book Balances- Preparation of Bank Reconciliation Statement- Problems on both favorable and unfavorable balances.

Unit -IV -Trial Balance:

Trial Balance – Importance, Needs and methods of Trail Balance (Total Method, balance Method).

UNIT - V : Final Accounts:

Preparation of Trading Account, Profit and Loss Account and Balance Sheet with Adjustments.

Text Books Reference Books : 1. Accounting for Managers J. Gowda – Himalaya Publishing House
2. Introduction to Accountancy T.S. Grewal & S.C. Gupta S. Chand 8th Edition 3. Modern Accountancy – Hanif Mukerji – TMH 4. Financial Accounting by Dr. kastubh Sontake – 1st Edition Himalaya Publishing House.

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BBA :: SEMESTER - II CBCS
ACCOUNTING FOR MANAGERS
MODEL QUESTION PAPER

Max. Marks : 75

Time: 3 Hours

PART-A

(5 X 5 = 25 Marks)

Answer any **FIVE** of the following Questions

1. From the following particulars prepare Raju's A/c

	Rs.
1-1-2014 Amount due from Raju	8,000
5-1-2014 Sold goods to Raju	14,000
8-1-2014 Purchased goods from Raju	5,000
14-1-2014 Cash received from Raju	6,000
24-1-2014 Cash paid to Raju	4,000
31-1-2014 Raju's A/c settled by cheque	
2. What are the rules relating to different types of accounts?
3. A trader maintains Petty cash book under imprest system. Record the following Transactions in his Petty Cash Book:

		Rs.
2014		
Sep. 1	Received for Petty payments	500
2	Postage	40
5	Stationery	25
8	Advertising	50
12	Wages paid	20
16	Carriage	15
20	Conveyance	22
30	Postage	50
4. Explain Different type of Subsidiary Books?
5. From the following particulars prepare bank Reconciliation statement as on 30.04.2010
 a) Bank Balance as per Pass book Rs 12000.
 b) Cheques deposited but not collected Rs.2000
 c) Cheques issued but not presented Rs 1500
 d) Bank Charges appeared in Passbook Rs 200
6. What are the causes for the difference in cash book and pass book balance ?
7. From the following particulars Prepare Trial Balance.

Cash	4000	Plant	30000
Capital	25000	Bank Loan	6000
Stock	5000	Sales	10000
O/S Expenses	1000	Reserve	3000
Drawing	3000	O/S Income	4000
Purchase Returns	1000	Creditors	15000
Purchases	15000		
8. What are the errors disclosed by trial balance?
9. Prepare Trending Account from the following particulars

Opening Stock Rs 5000	Salaries Rs. 12000
Purchases Rs.85000	Sales Rs. 185000
Purchases Returns RS 5000	Sales Returns Rs.5000
Wages Rs. 10000	Closing Stock Rs. 20000
10. Write adjusting entries
 i) Unexpired Insurance Rs.1000.
 ii) Out stating Wages Rs. 4000.
 iii) Rent received in advance Rs.2000.
 iv) accrued interest Rs. 5000
 v) appreciation on building Rs. 3000.

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PART-B

5 X 10 = 50M

Answer any **FIVE** questions each question carries equal marks: -**UNIT-I**

11. Classify the following into Personal, Real and Nominal Accounts
 (a) Capital (b) Rent recovered (c) Accrued Interest
 (d) Discount (e) Bad debts (f) Carriage (g) goodwill
 (h) Premises (i) Investments (j) Work-in-Progress.
12. Journalise the following transactions.
 (a) Rao starts business with Rs.10,000 cash and a building worth Rs.50,000
 (b) Purchased goods worth Rs.20,000 out of which goods worth Rs.12,000 was on credit from Shyam.
 (c) Sold goods on credit worth Rs.16,000 to Ram.
 (d) Received Rs.15,600 from Ram in full settlement of his account.
 (e) Paid Rs.11,800 to Shyam in full settlement of Rs.12,000 due to him.
 (f) Paid wages Rs.500 and salaries Rs.2,000

UNIT-II

13. Enter the following transactions in suitable subsidiary books.

		Rs.
Jan.1	Purchased goods from Rekha	7,500
4	Sold goods to Midhum	8,000
5	Returned goods to Rekha	500
6	Sridevi bought goods from us	4,000
8	Received goods returned by Midhun	400
10	Rajesh sold goods to us	4,000
15	Sold goods to Kishore	3,000
16	Returned goods to Rajesh	600
20	Kishore returns goods	500

14. The following transactions in a three column cash book.

2015		Rs.
January 1	Started business with cash	40,000
2	Opened savings bank account with Vijaya Bank	16,000
5	Bought goods by cheque	350
6	Received cheque from Suhas	400
	Allowed him discount	20
8	Sold goods for cash	80
10	Paid into bank - Cash	60
	Cheque	400
14	Paid Sateesh by cheque	690
	Discount received	10
17	Paid Carriage	300
20	Drew from bank for office	400
31	Paid Salaries by cheque	200

UNIT-III

15. Prepare Bank Reconciliation Statement from the following particulars :
 (i) Overdraft as per pass book Rs. 8,200
 (ii) Interest on overdraft charged by the bank Rs. 240
 (iii) Bank Charges charged by the Bank Rs. 50
 (iv) Cheques issued but not presented for payment by customers Rs. 1,750
 (v) Cheques paid into bank but not collected Rs. 3,200
 (vi) Interest on investment directly collected by bankers Rs. 130.
16. From the following transactions prepare bank reconciliation statement.
 (a) Overdraft balance as per cash book Rs. 2,000
 (b) Out of cheques issued Rs. 35,000 payment was made for cheques amounting Rs. 28,000
 (c) Of Rs. 20,000 Cheques sent for collection Rs. 2,000 not realised up to reconciliation date.
 (d) Bank charges Rs. 20 recorded in the debit side of the cash book.
 (e) Interest on investments Rs. 350 was realised by the banker but entered in the credit Side of the cash book.
 (f) The cash book receipts side was overcast by Rs. 100

(g) The pass book payments side was under caste by Rs. 300

UNIT-IV

17. The following trial balance was prepared by a clerk appointed newly by Rao & Company. Some errors were found in the Trial Balance due to lack of experience in preparing accounts. Prepare Trial Balance by rectifying these mistakes.

S.No	Particulars	Debit Rs.	Credit Rs.
1.	Opening Stock	5,000	
2.	Capital		60,000
3.	Discount allowed		500
4.	Discount received		700
5.	Fixed Assets		60,000
6.	Sales	85,000	
7.	Purchases		45,000
8.	Purchase returns		1,000
9.	Sales returns	2,000	
10.	Carriage inwards		600
11.	Carriage outwards		700
12.	Wages, Salaries	25,000	
13.	Bills receivable	7,000	
14.	Debtors	9,000	
15.	Bills Payable		7,000
16.	Rent	3,000	
17.	Interest Paid		2,000
18.	Cash	800	
19.	Creditors	6,900	
20.	Closing Stock	33,800	
		1,77,500	1,77,500

18. From the following list of balances extracted from the books of Ravila, prepare a trial balance as on 31st march 2014.

<u>PARTICULARS</u>	<u>Rs.</u>	<u>PARTICULARS</u>	<u>Rs.</u>
Capital	28,810	Bills Receivable	10,000
Drawings 3,000	Salaries	4,000	
Free hold premises	11,600	Bank Loan	4,000
Purchases	63,000	Sales	8,500
Sundry Debtors	13,500	Stock (1 st April 2004)	20,000
Sundry Creditors	8,500	Bills payable	6,850
Furniture and Fittings	5,000	Carriage on purchases	300
General expenses	3,250	Wages	1,570
Returns inward	900	Bank Charges	300
Postage and Stationery	250	Carriage on sales	350
Discount allowed	840	Discount received	280
Cash at bank	2,400	Cash in hand	480

UNIT-V

19. From the following Trail Balance of Sri Rangoli Prepare Final Accounts after making the necessary adjustments.
- Insurance unexpired to the extent of Rs. 180.
 - Salaries and Rent are outstanding to the extent of Rs. 280 and Rs. 120 respectively.
 - Loose tools are revalued at Rs. 9,000.
 - Allow interest on capital at 5% p.a.
 - Make a reserve of 5% on Debtors for doubtful debts.
 - Closing Stock was valued at Rs. 60,000 on 31-12-2006.

TRIAL BALANCE

<u>Debit Balances :</u>	<u>Rs.</u>	<u>Credit Balances :</u>	<u>Rs.</u>
Freehold land	70,000	Mortgage Loans	40,000
Loose Tools	11,200	Bills payable	6,800
Plant & Machinery	91,000	Sales	2,43,000
Sundry Debtors	36,400	Creditors	31,200
Cash at bank	22,000	Discount	350
Opening Stock 1-1-2006	21,000	Capital	80,000

Insurance	600	
Bad debt.	1,120	
Bills receivable	10,800	
Purchases	1,00,000	
Cash in hand	1,120	
Rent, Rates etc.	2,600	
Interest	500	
Wages	21,400	
Trade expenses	300	
Salaries	3,120	
Repairs	1,750	
Carriage Inwards	700	
Discount	580	
Drawings	5,000	
	<u>4,01,350</u>	<u>4,01,350</u>

20. From the following Trail Balance of Mr. Avinash as at 31st December 2016 prepare the Final Accounts after considering the necessary adjustments.

TRAIL BALANCE

<u>PARTICULARS</u>	<u>Dr. Rs.</u>	<u>Cr Rs.</u>
Capital account	--	30,000
Drawings account	2,600	--
Plant and Machinery	12,000	--
Stock on 1st Jan 2014	5,000	--
Purchases	35,000	--
Sales	--	50,000
Returns Inwards	2,000	--
Returns outwards	--	1,000
Sundry Debtors	8,000	--
Sundry Creditors	--	6,000
Carriage inwards	500	--
Carriage outwards	500	--
Wages	3,000	--
Salaries	2,000	--
Factory Rent	200	--
Office Rent	500	--
Insurance	500	--
Discount received	--	600
Discount allowed	300	--
Furniture	2,000	--
Bad debts	400	--
Commission	300	--
Building	8,000	--
Bills Payable	--	2,000
Cash in hand	200	--
Cash at bank	600	--
Bills Receivable	6,000	--
	89,600	89,600

Adjustments : (a) Closing stock Rs. 20,000 (b) Prepaid Insurance Rs. 200 (c) Interest on Capital at 5% (d) Office Rent Outstanding Rs. 400 (e) Depreciation is to be provided at 10% on furniture and Plant and Machinery.

Note : Paper Setter must select TWO Short Questions and TWO Essay Questions from Each Unit

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BBA :: SYLLABUS FOR SEMESTER – II

FUNDAMENTALS OF MANAGEMENT

UNIT – I

Marketing: Introduction to Marketing Analytics - What is Marketing Analytics - Impact of Marketing Analytics – Porter's Five Force Analysis - PESTEL Analysis - Market Segmentation - Competitive Analysis – SWOT Analysis.

UNIT – II

Product: Product hierarchy – Product Classification (Consumer and Industrial Products) – Product mix Analysis – Product life Cycle Analysis – New Product Development

UNIT – III

Pricing: Challenges in Deciding Price - Important Factors that affect Pricing Strategy – Geographical Pricing - Price Discrimination: Group Pricing, Channel Pricing, Regional Pricing, Couponing, Product Versioning - Latest Trends in Pricing Strategy: E-auction, Reverse Auction – Pricing Strategies: Premium, Economic, Good Value and Overcharging Pricing – New Product Pricing Methods

UNIT – IV

Marketing Channels: Need for marketing channels - Importance of marketing Channels – Channel design decisions – Channel management decisions

UNIT – V

Communication Mix: Advertising:- Meaning, Objectives, Types of Advertising – Sales Promotion:- Objectives and Tools – Public relations:- Meaning and Tools – Personal Selling:- Process

References:

1. Philip Kotler and Armstrong, Principles of Marketing, PHI
2. Philip Kotler, Marketing Management, PHI
3. V.S Ramaswamy and S. Namakuari, Marketing Management.
4. J.P.Gupta and Joyti Rana, Principles of Marketing Management, R. Chand & Co. New Delhi.

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BBA :: SEMESTER – II CBCS
FUNDAMENTALS OF MANAGEMENT

MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks : 75

PART – A

5 X 5 = 25 Marks

Answer any FIVE of the following questions

1. Marketing Analytics
2. SWOT Analysis
3. Product hierarchy
4. Product life Cycle
5. Challenges in Deciding Price
6. New Product Pricing Methods
7. Marketing Channels
8. Need for marketing channels
9. Public relations
10. Sales Promotion

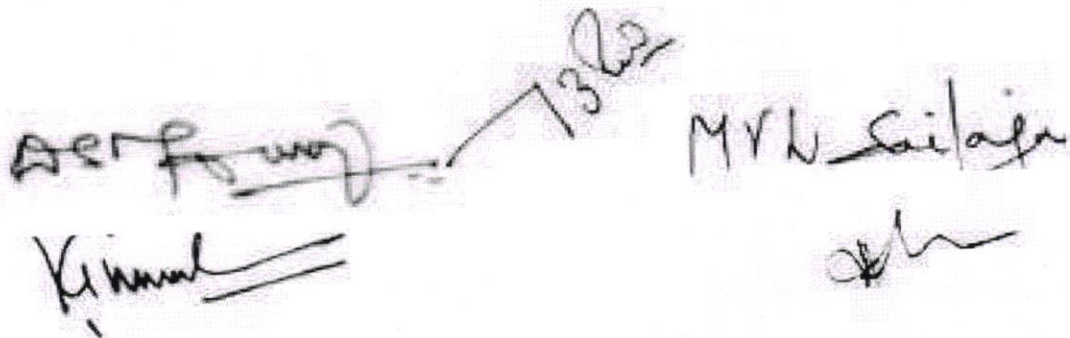
PART – B

5 X 10 = 50 Marks

Answer any FIVE of the following Questions

11. Define Marketing? Explain Porter's Five Force Analysis?
12. Define Market Segmentation? Explain the bases of Market Segmentation?
13. Define Product? Explain Product Classification in detail?
14. Explain Product mix in detail with example?
15. Define Pricing? Explain Price Discrimination?
16. Describe Pricing Strategies in detail with examples?
17. Define Marketing Channels? Explain Channel design decisions?
18. Explain the importance of marketing channels?
19. Define Personal Selling? Explain the process of Personal Selling?
20. Define Advertising? Explain the types of Advertising?

Note : Paper Setter must select TWO Short Questions and TWO Essay Questions from Each Unit

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BBA :: SEMESTER – II

E-Commerce

UNIT-I:

Introduction to Internet: Internet Terminology – History of the Internet – Advantages & disadvantages of Internet – How internet works

Electronic Commerce: Definition, types, advantages and disadvantages, E-Commerce transaction on World Wide Web. Electronic Market-Online shopping, Three models of Electronic Market - E-Business.

UNIT-II:

Models and methods of e-payments (Debit Card, Credit Card, e-money), Digital Signatures (Procedure, Working And Legal Position), Payment Gateways, Online Banking (Meaning, Concepts, Importance, Electronic Fund Transfer), Risks Involved in e-payments.

UNIT-III:

Meaning, Purpose, Advantages and Disadvantages of Transacting Online, E-Commerce Applications in Various Industries Like (Banking, Insurance, Payment of Bills), Benefits, Problems and Features, Online Services (Financial, Travel and Career), Online Learning, Online Shopping (Amazon, Flipkart, etc.)

UNIT-IV:

Introduction to HTML: Basic HTML – HTML document structure – HTML tags – Basefont tag – title tag – body tag – Horizontal Rule Tag - Text formatting tags – Character tags - Character entities,

HTML Lists : Ordered List , Unordered List & Definition List – Using colors – Using Images

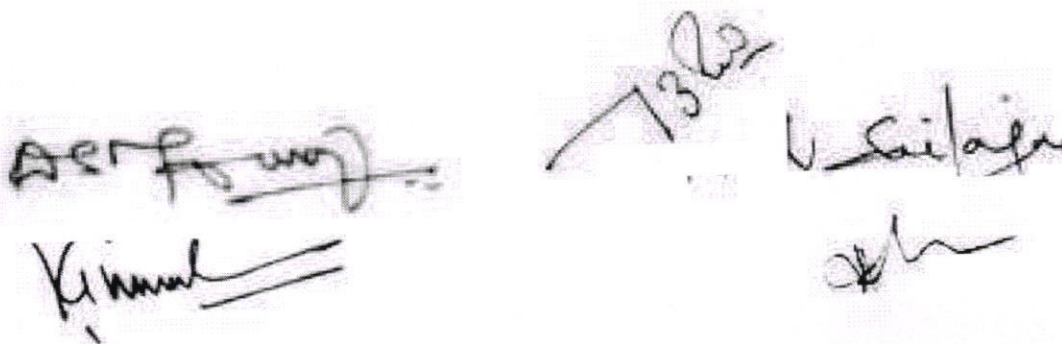
UNIT-V:

Hyperlinks: Textual links, Graphical links, types of document links, anchor tag

HTML Tables – table creations tags, Nested Tables, **Frames:** Frame introduction - frame creation tags – Nested Frames

REFERENCES:

1. CSV Murthy, E-Commerce: Concepts, Models, Strategies, Himalaya Publishing House.
2. Laura Lemay; Rafe Colburn, Teach Yourself Web with HTML in 24 Hours, Sams Publishing
3. Steven Holzner, HTML Black Book, Dream Tech Press.
4. E-commerce and E-business, Himalaya publishers
5. E-Commerce by Kenneth C Laudon, PEARSON INDIA
6. Fundamentals Of Web Development by Randy Connolly, Ricardo Hoar, Pearson
7. HTML & CSS: COMPLETE REFERENCE POWELL, THOMAS, McGrawHill

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BBA :: SEMESTER - II CBCS
E-COMMERCE
MODEL QUESTION PAPER

Time : 3 Hrs

Max.Marks:75

PART-A

5 x 5 = 25 Marks

*Answer any **FIVE** of the following Questions:*

1. Define electronic commerce
2. What is e-commerce transaction? Explain
3. Define SCM
4. Define EDI
5. Write about Electronic payment system.
6. Define secure socket layer
7. Write about basefont and title tags
8. Explain text formatting tags
9. Briefly write about frames in HTML
10. Differentiate check box and radio buttons

PART-B

5 X 10 = 50M

*Answer any **FIVE** of the following Questions*

11. Write advantages of e-commerce
12. Explain different models of e-market
13. Explain benefits and goals of supply chain management
14. Write about applications of EDI
15. What is EPS? Explain payment security
16. Define e-security. Explain secure electronic transaction
17. Explain about HTML document structure
18. Describe HTML lists with an example
19. Explain tables creation using HTML
20. Explain about processing of forms

*Note : Paper Setter must select **TWO** Short Questions and **TWO** Essay Questions from Each Unit*

Asst. Prof. Dr. V. S. Srinivas

V. Srinivas

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Semester – III

Revised Common Framework of CBCS for Colleges in Andhra Pradesh (A.P. State Council of Higher Education)

B.B.A. - Semester - III

SL. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1	First Language	General English	100	25	75	4	3
2	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3	Life skills	1. Analytical Skills 2. Personality Enhancement 3. Health & Hygiene (Any 1 of the 3)	50	--	50	2	2
		4. Environmental Education	50	--	50	2	2
4	* Skill Development Courses	1. Online Business 2. Retailing 3. Financial Markets 4. Disaster Management	50	--	50	2	2
5	1C	Organization Behavior	100	25	75	5	4
6	2C	Human Resource Management	100	25	75	5	4
7	3C	Financial Management	100	25	75	5	4
Total			650	125	525	29	24

Asst. Prof. Dr. K. K. K.

K. K. K.

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B.B.A. Semester – III FINANCIAL MANAGEMENT

COURSE OBJECTIVE

To introduce the participants with the basic fundamentals and tools and techniques of Corporate Financial Management in a changing, Challenging and competitive global economic environment.

UNIT-I:

Financial Management : Meaning, nature and scope of finance, financial goals profit maximization wealth maximization finance functions, - investment, financing and dividend decisions.

UNIT-II:

Capital Budgeting : nature of investment decisions; investment evaluation criteria – net present value, internal rate of return, profitability index, payback period, accounting rate of return, NPV and TRR comparison; capital rationing; risk analysis in capital budgeting.

Unit-III:

Working capital meaning significance and types of working capital; determinants of working capital; sources of working capital; management of inventory; management of cash; management of account receivables.

UNIT-IV:

Cost of capital : Meaning and significance of cost of capital, calculation of cost of debt, preference capital equity capital and retained earning, Operating and financial leverages.

UNIT-V:

Dividend decisions - Types of dividend – dividend models – Determinants of dividend policy practical aspects of dividend.

SUGGESTED READINGS

Home, James Van Financial Management & Policy
Soloman Ezre The Theory of Financial Management.
Hunt William and Donaldson Basic Business Finance,
Kuchal, S.C. Financial Management
Bradley Fundamentals of Corporation Finance
Pandey, LM. Financial Management
Fred, Weston J. The Scope & Methodology of Finance
Weston & Brigham Essentials of Management Finance

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B.B.A. :: SEMESTER - III CBCS
FINANCIAL MANAGEMENT
MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks : 75

SECTION - A

Answer any FIVE Questions. Each Question carries 5 Marks :

(5 X 5 = 25 Marks)

1. Define financial Management.
2. Wealth Maximization?
3. Risk Analysis in Capital Budgeting?
4. A Project required 40,00,000 as initial Investment and annual cash inflow is 8,00,000 calculate payback period?
5. What is working Capital?
6. Calculate Economic order Quantity from the data given below :
Annual Demand – 500 Units, Ordering Cost Rs. 60 per order, Price per unit Rs. 100, Inventory carrying cost – 15% on average inventory.
7. Financial Leverage?
8. The delta company used capacity is 4000 units whose selling price is Rs. 100, variable cost is Rs. 60 and fixed cost is Rs. 80,000 calculate operating Leverage.
9. Stock dividend.
10. Earning per share – Rs. 6, Rate of return on investment – 20%, Rate of return require by share holder – 16%, payout ratio – 40%. Calculate the price per share as per walter's model.

SECTION - B

Answer any FIVE questions. Each Question carries TEN Marks :

5 X 10 = 50M

11. Profit maximization Vs wealth maximization Discuss?
12. Explain the scope of financial Management?
13. Computer NPV of a project whose cost of capital is 10% and is expected to generate the following cash flows :

Year	0	1	2	3	4	5
Cash Flow	15,00,000	2,00,000	3,00,000	6,00,000	8,00,000	3,00,000
P.V. Factor @ 10%	-	0.909	0.826	0.751	0.683	0.621

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14. A chemical Co., is considering to investment into a project that cost Rs. 20,00,000. The Project generate the cash in flow after taxes for five years is given below. Calculate Average rate of Return :

Year	1	2	3	4	5
Cash in Flow After Tax	5,00,000	5,00,000	5,00,000	5,00,000	7,00,000

15. Component 'A' used as follows :

Normal usage – 50 units per week

Normal usage – 25 units per week

Maximum usage – 75 units per week

Re order Quantity – 300 Units

Re order Period – 4 to 6 week

Calculate : (a) Reorder level (b) Minimum stock level (c) Maximum stock level

(d) Average stock level.

16. From the following information, determine (a) Value of order (b) No of orders per year

(i) Monthly consumption – 150 units

(ii) Listed price unit – Rs. 10

(iii) Trade discount allowed 25% of list price

(iv) Cost of carrying per unit – Rs. 1

(v) Cost of Placing one order – Rs. 25

(vi) The usage is evenly spread throughout the year.

17. Zen Electronic Ltd., has issued 1000 Equity share of Rs. 100 each as fully paid. The company has earned a profit of Rs. 10,000 after tax. The market price of these share is Rs. 160 Per share. On these shares dividend has been paid of the rate of Rs. 8 per share calculate of cost of equity using : (a) Dividend Yield Method (b) Earning Yield Method.

18. Almas company ltd has sales of Rs. 25,00,000. The fixed cost are Rs. 4,00,000 and variable cost are Rs. 17,00,000. The company uses a debt of Rs. 10,00,000 and pay Interest @ 12% p.a. calculate operating and financial Leverages.

19. The following data are available for Gill-Morgan International :

EPS = Rs. 10

Rate of Return on Investment = 20%

Rate of Return required by share holder = 16%

Compute the price per share under Gordon model if dividend payout Ratio

(a) 25% (b) 75%

20. The following information is available for yahoo corporation ltd.,

Earning per share – Rs. 10

Rate of Return on Investment – 20%

Rate of Return required by share holder is – 15%

Compute the price per share on per walter's model if the payout ratio (a) 50% (b) 60%

Note : Paper Setter must select TWO Short Questions and TWO Essay Questions from Each Unit

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B.B.A. SEMESTER – III

ORGANIZATIONAL BEHAVIOUR

UNIT-I:

Focus and Purpose: Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

UNIT-II:

Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories.

Unit-III:

Attitudes – Characteristics – Components – Formation – Measurement- Values. Perceptions – Importance – Factors influencing perception.

UNIT-IV:

Organization structure – Formation – Groups in organizations – Influence – Group dynamics– Group decision making techniques.

UNIT-V:

Leadership and Power : Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

REFERENCES:

1. Stephen P. Robins, Organizational Behavior, PHI Learning/Pearson Education, 2008.
2. Fred Luthans, Organizational Behavior, McGraw Hill, 2001.
3. Schermerhorn, Hunt and Osborn, Organizational behavior, John Wiley, 9th Edition, 2008.
4. UdaiPareek, Understanding Organizational Behaviour, Oxford Higher Education, 2004.
5. Mc Shane & Von Glinov, Organizational Behaviour, 4th Edition, Tata Mc Graw Hill, 2007.
6. Hellrigal, Slocum and Woodman, Organizational Behavior, Cengage Learning, 2007.
7. Ivancevich, Konopaske&Maheson, Organizational Behaviour & Management, Tata McGraw Hill, 2008.

Asif Farooq

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B.B.A :: SEMESTER - III CBCS
ORGANIZATIONAL BEHAVIOUR
MODEL QUESTION PAPER

Time : 3 Hrs

Max.Marks:75

PART-A

Answer any FIVE of the following Questions :

(5 x 5= 25 Marks)

1. Importance of OB
2. Types of Personalities
3. Types of learners
4. Characteristics of Attitudes
5. Group dynamics
6. Importance of perception
7. Importance of leadership
8. Leaders vs managers
9. Psycho analytical theory
10. Likerts leadership styles

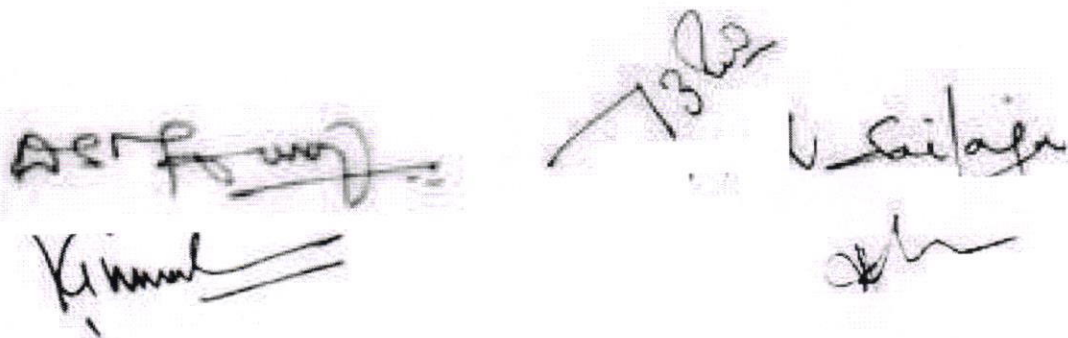
PART-B

Answer any FIVE of the following Questions

5X10= 50M

11. Explain the nature and scope of OB
12. Explain the Models of OB
13. Define personality and explain factors influencing personality
14. Explain learning process
15. Define Attitudes and explain components of Attitudes
16. Explain the factors influencing perception
17. Explain different types of organization structure
18. Explain group decision making techniques
19. Explain leadership theories
20. Explain the sources of power

Note : Paper Setter must select TWO Short Questions and TWO Essay Questions from Each Unit

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B.B.A. SEMESTER – III

HUMAN RESOURCE MANAGEMENT

UNIT-I:

Introduction to Human Resource Management: Introduction, Concept of Human Resource Management, Scope of Human Resource Management, Role of HR Executives.

Unit-II:

HRM in India: Introduction, Changing Role of Human Resource in India, Globalization, Its Impact on HR.

Unit-III:

Human Resource Planning: Process of Human Resource Planning, Need for Human Resource Planning, HR Forecasting Techniques.

UNIT-IV:

Recruitment and Selection: Concept of Recruitment, Factors Affecting Recruitment, Sources of Recruitment, Selection, Selection Process

UNIT-V:

Training and Management Development: Meaning of Training, Area of Training, Methods of Training, Concept of Management Development, Management Development Methods, Differences Between Training and Development.

REFERENCES:

1. D'Cenzo, David A., Stephen P. Robbins, and Susan L. Verhulst, Human Resource Management, John Wiley and Sons, New Delhi.
2. Gomez-Mejia, Luis R., D. B. Balkin, and R. L. Cardy, Managing Human Resources, Prentice Hall, New Jersey.
3. Ian, Beardwell, and Len Holden, Human Resource Management, Prentice Hall.
4. Dessler, Garry, Human Resource Management, Prentice Hall of India. Department of Commerce, University of Delhi 20
5. Saiyadain, Mirza S., Human Resource Management, Tata McGraw-Hill Pub. Co. Ltd., New Delhi.

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K. Kumar

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B.B.A. :: SEMESTER – III CBCS
HUMAN RESOURCE MANAGEMENT
MODEL QUESTION PAPER

Time : 3 Hrs

Max.Marks:75

PART-A

Answer any FIVE of the following Questions :

(5 x 5 = 25 Marks)

1. Human resource management
2. Delphi technique in forecasting human resource.
3. Hrp
4. Difference between recruitment and selection.
5. Write any two personality tests in selection process.
6. Induction
7. Training vs development
8. Compensation
9. Areas of training
10. Impact of work force diversity

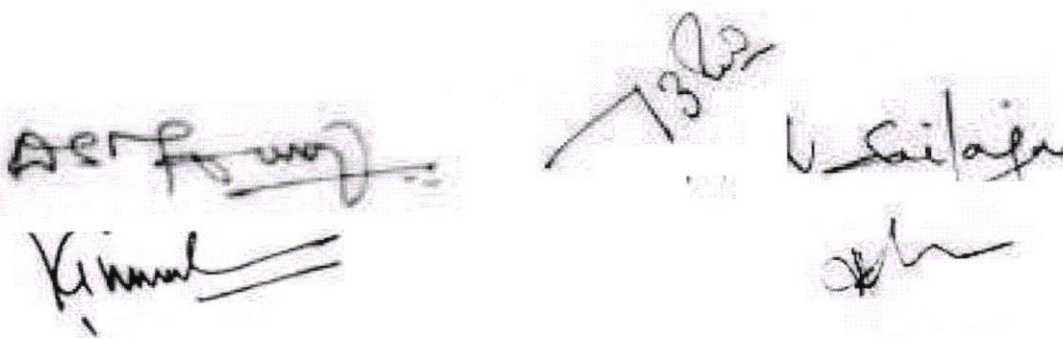
PART-B

Answer any FIVE of the following Questions

5X10= 50M

11. Explain the functions of human resource management
12. Briefly discuss about the roles of human resource executives
13. Explain the changing role of human resource in india.
14. Discuss how globalisation impacts on HR.
15. Define HRP? Explain the process of HRP.
16. Discuss various techniques for forecasting human resources in an organisation
17. What do you understand by selection? Explain in brief the steps involved on selection procedure.
18. Define recruitmen? Bring out the sources of recruitment.
19. Explain the various methods of training.
20. Explain the various methods of development.

Note : Paper Setter must select TWO Short Questions and TWO Essay Questions from Each Unit

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Semester – IV

Revised Common Framework of CBCS for Colleges in Andhra Pradesh
(A.P. State Council of Higher Education)

B.B.A. - Semester - IV

SL. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1	1C	Training and Development	100	25	75	5	4
2	2C	Business Law	100	25	75	5	4
3	3C	Micro, Small, & Medium Enterprises Management	100	25	75	5	4
4	4C	International Business	100	25	75	5	4
5	5C	Cost & Management Accounting	100	25	75	5	4
6	6C	Financial Services	100	25	75	5	4
7		Corporate Internship	100	-	-	-	4
Total			700	150	450	30	28

Asst. Prof. (w/o)

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M. V. L. Sailaja

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B.B.A -SEMESTER – IV TRAINING AND DEVELOPMENT

Unit-I:

Meaning and Definition - Need for Training - Importance of Training, Objectives of Training, Responsibility for Training.

Unit-II:

Steps in Training Programs, Training Policy, Training courses, support material for training, Training period, Training for Different employees principles of learning.

Unit III:

Training methods: On the Job, Vestibule Training, Training by Experience Workman, Training by Supervisors, Demonstrations and examples, Simulation, Apprenticeship. Off the Job: Lecturers, Conference method, Seminar or Team Discussion, Case Studies, Role playing, Programmed Instruction, T-Group training, Audio-visual aids, Retraining.

Unit-IV:

Development: Importance of Development - Management Development, Purpose and objectives of Development, Stages in development programs, Components of development program, Factors inhibiting Development.

Unit-V:

Coaching and Counselling: Methods, Management syndicate, Incident process, In-Basket, Sensitivity counselling - Special Projects, Committee assignments conferences, Management games.

References:

- 1.P.Subba Rao, VSP, Rao, Human Resource Management, Konark Publishing Houses, Mumbai.
- No index entries found.2.SubasGurg& S C Jain, Managing Human Resource, Arihant Publications, Jaipur.
- 3.Bearddwell&LenHoldmen, Human Resource Management, Macmillan Publisher.

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**B.B.A. :: SEMESTER - IV CBCS
TRAINING AND DEVELOPMENT
MODEL QUESTION PAPER**

Time : 3 Hrs

Max.Marks:75

PART-I

5 X 5 = 25 Marks

Answer any Five of the following Question :-

1. Need for Training
2. Importance of Training
3. Training Policy
4. Training period
5. Apprenticeship
6. Case Studies
7. Management Development
8. Importance of Development
9. Management games.
10. Management syndicate

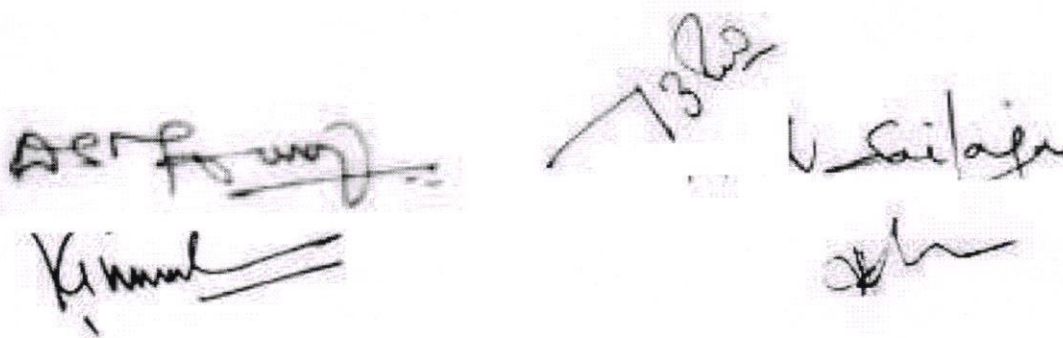
PART-II

5X10= 50M

Answer any FIVE of the following Questions

- 11) Define Training? Explain in detail Objectives of Training?
- 12) Describe responsibility for training?
- 13) Explain steps in training programs?
- 14) Explain the material essential to support training program?_
- 15) Explain in detail On the Job Training?
- 16) Describe Off the Job Training?_
- 17) Explain components of development program?
- 18) Explain stage in development programs?
- 19) Explain the difference between coaching and counseling in detail?
- 20) Explain methods of coaching?

Note : Paper Setter must select TWO Short Questions and TWO Essay Questions from Each Unit

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B.B.A. SEMESTER - IV

BUSINESS LAW

UNIT-1 Contract :

Meaning and Definition of Contract-Essential elements of valid Contract – Valid, Void and voidable Contracts – Indian Contract Act, 1872.

UNIT-2 Offer and Acceptance :

Definition of Valid Offer, Acceptance and Consideration – Essential elements of a Valid offer, Acceptance and Consideration.

UNIT-3 Capacity of the Parties and Contingent Contract:

Rules regarding to Minors contracts – Rules relating to contingent contract – Different modes of discharge of contracts – Rules relating to remedies to breach of contract.

UNIT-4 Sale of Goods Act 1930:

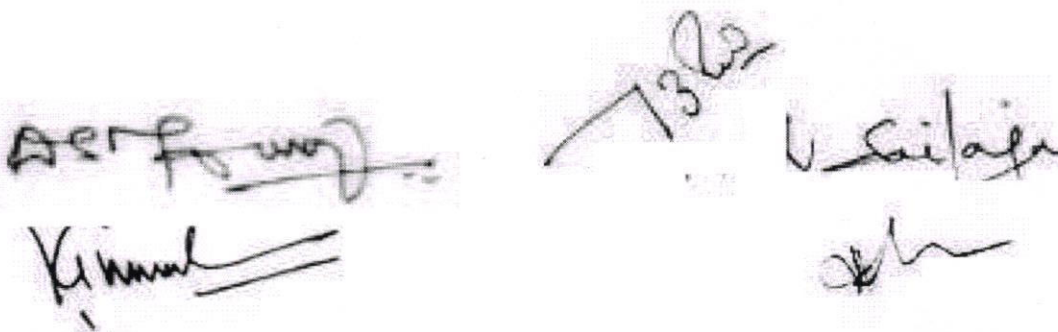
Contract of sale – sale and agreement to sell – Implied conditions and warranties – Right of unpaid vendor.

UNIT-5 :

Cyber law and Contract Procedures – Digital Signature – Safety Mechanisms, Right to information Act.

Suggested Readings :

1. J. jayasankar, business Laws, Margham Publication, Chennai – 17.
2. Kapoor ND, Mercentile Law, Sultan Chand.
3. Balachandram V. Business Law Tata.
4. Tulsian, Business Law Tata.
5. Pillai Bhagavathi, Business Law, S Chand.
6. Business Laws, maruthi Publishers.

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B.B.A. :: SEMESTER-IV CBCS
SUB : BUSINESS LAW
MODEL QUESTION PAPER

Time : 3 Hours

Max.Marks : 75

PART -A

*Answer any **FIVE** of the following questions.*

5 X 5 = 25 Marks

1. Meaning and definition of Contract.
2. Classification of Contract on Account of formation
3. What is Offer?
4. What is Consideration?
5. What is Contingent?
6. Implied conditions.
7. Implied Warranties.
8. Executed & Executory contracts.
9. Digital Signature
10. Information technology Act – 2000

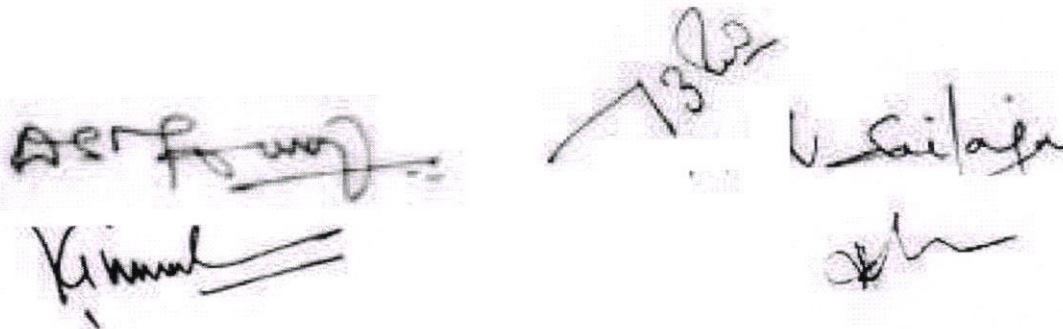
PART -B

*Answer any **FIVE** of the following Questions*

5 X 10 = 50Marks

11. Explain essentials of Valid Contract
12. Explain various types of contract.
13. What is Offer? Explain its Essentials.
14. No Consideration, No Contract - Explain.
15. What are the rules regarding Contingent contract.
16. What are the different modes of Discharge of Contract?
17. Distinguish between Sale & Agreement to Sale.
18. Explain implied conditions & Warranties.
19. Explain briefly about Digital Signature.
20. Explain Potentials & problems of Information Technology.

*Note : Paper Setter must select **TWO** Short Questions and **TWO** Essay Questions from Each Unit*

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B.B.A -SEMESTER – IV

MICRO, SMALL & MEDIUM ENTERPRISES MANAGEMENT

Unit-I:

Small and Medium Enterprises: Significance in Indian economy - Problems and the steps taken up by the Government to tackle their problems - Role of government in promoting small and medium enterprises - incentives provided to Backward Area Development.

Unit-II:

Project Formulation: Project identification and formulation, Feasibility study - Project report preparation, location of Units, Industrial estates and the role of KIABD, TEKSOC and registration with DIC.

Unit-III:

Management Functions in Small and Medium Enterprises –Finance function: Capital Estimation, Sources of finance - Subsidies and Incentives, Venture Capital - Marketing and Human Resource Management functions.

Unit-IV:

Sickness in Small and Medium enterprises - Causes of sickness, Prevention of sickness, and Remedial measures for sickness Role of Board for Industrial & Financial Reconstruction (BIFR).

Unit-V

Ancillary Industries, Rural Industries and Artisans - Role of SIDO, SSIDC, SISI, DIC - Prospects for small-scale industries.

References:

1. C.S.V. Murthy, Small Scale Industries and Entrepreneurial Development, Himalaya Publishing House.
2. Vasant Desai, Management of SSI, Himalaya publishing House, Delhi, 1998.
3. Vasant Desai, Small Scale Industries & entrepreneurship, Himalayan Publishing House.
4. S S Khanka, Entrepreneurial Development, Sultan Chand & Co. Ltd., New Delhi. 1999.¹

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BBA :: SEMESTER - IV CBCS
MICRO, SMALL & MEDIUM ENTERPRISES MANAGEMENT
MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks : 75

PART-A

Answer any FIVE of the following questions.

5 X 5 = 25 Marks

1. Explain the role of govt. in promoting small and medium enterprise.
2. Discuss the incentives provided to backward area. Development.
3. Define project and explain feasibility study.
4. Explain industrial Estates in details.
5. Explain finance function in small medium.
6. How to estimate a capital Enterprise in small and medium Enterprise.
7. Explain causes of sickness in small and medium Enterprise
8. Discuss remedial measures for sickness in small and medium enterprises.
9. Ancillary industries.
10. Rural industries and artisans.

PART-B

Answer any FIVE of the following Questions

5 X 10 = 50Marks

11. What is the significance of small and medium enterprises in Indian economy.
12. What are the problems in small and medium enterprises and steps taken by govt. to take them?
13. Discuss the steps in project formulation.
14. Discuss the following (a) KIABD (b) TEKSOC
15. Explain sources of capital.
16. How the management functions marketing & HR works in small & Medium Enterprise.
17. Explain in detail about sickness in small and medium enterprises.
18. Discuss the role of industrial and financial reconstruction (BIFR) in rectifying sickness in small and medium enterprises.
19. Discuss the role of SDO, SSIDC, in development of small-scale industries.
20. Explain the prospects for Small Scale Industries.

Note : Paper Setter must select TWO Short Questions and TWO Essay Questions from Each Unit

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BBA :: SYLLABUS FOR SEMESTER – IV

INTERNATIONAL BUSINESS

UNIT-I : Introduction – Definition – International business Advantages –IMF Meaning – Objectives of IMF - Difference between Domestic and International/ Foreign Trade

UNIT II : International Business Environment: Economic Environment, Political Environment, Legal Environment, Cultural Environment. FDI Meaning – Advantages and Disadvantages of FDI.

UNIT III : WTO: WTO Formulation, advantages and disadvantages of WTO, VIII and XI round discussions and agreements. Globalization (Privatization & Liberalization) Meaning, Definition and Advantages.

UNIT IV: Risks in International Business - Marine Insurance, ECGC and export credit insurance - Letter of Credit.

UNIT V: Export Documentation and Procedure, Principal and Auxiliary documents, Bill of Lading, Commercial Invoice, AR and GP forms.

References:

- References:**
1. C. Jeevanandam, Foreign Exchange Practice, Concepts and Control, Sultan Chand & Sons.
 2. T.S. Balagopal, Export Management, Himalaya Publishing House.
 3. K P M Sundaram&Rudradatta, Indian Economy ,S. Chand & Co., New Delhi.
 - 4.Francis Cherumilum, Foreign Trade and Export Management, Himalaya Publication

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**B.B.A. :: SEMESTER-IV CBCS
INTERNATIONAL BUSINESS
MODEL QUESTION PAPER**

Time: 3 Hours

Max. Marks : 75

PART-A

Answer any Five of the following Question :-

5 x 5 = 25 Marks

1. International Business
2. IMF Meaning and Objectives
3. Economic Environment
4. Legal Environment
5. Globalization
6. VIII and XI round discussions and agreements
7. Marine Insurance
8. ECGC
9. Conceptual framework of engagement.
10. Succession planning

PART-B

Answer any FIVE of the following Questions

5X10= 50M

- 11) Define International Business? Explain difference between domestic and international/ foreign trade?
- 12) Explain International business Advantages?
- 13) Explain FDI and its advantages and disadvantages?
- 14) Explain Cultural Environment in detail?
- 15) Explain WTO Formulation its advantages and disadvantages?
- 16) Define Globalization? Explain advantages of Globalization?
- 17) Explain Letter of Credit in detail?
- 18) Explain Risks in International Business?
- 19) Explain Export Documentation and Procedure?
- 20) Explain Bill of Lading?

Note : Paper Setter must select TWO Short Questions and TWO Essay Questions from Each Unit

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B.B.A -SEMESTER – IV

COST & MANAGEMENT ACCOUNTING

Unit-I:Introduction:Management accounting- nature -scope-functions- Distinguish between Financial Accounting, Cost Accounting and management accounting - Cost Concepts and Classification.

Unit-II: Elements of Cost: Materials: Material control Selective control, ABC technique Methods of pricing issues FIFO, LIFO, Weighted average, (including problems). Labour: Control of labor costs time keeping and time booking Idle time Methods of remuneration labour incentives schemes

Unit-III: Financial statement Analysis: Financial Statements Need for analysis of Financial statements-comparative statements-commonsize statements- Trend analysis.

Unit IV: Ratio Analysis: Meaning – Accounting Ratios – uses – limitations – types of ratios – profit and loss account ratios – balance sheet ratios – mixed ratios.

Unit V: Costing Techniques: Marginal Costing –cost classification- differences between marginal costing and absorption costing – marginal cost equation- contribution- p/v ratio- margin of safety-BEP Analysis – (including problems).

Reference Books

Cost & Management Accounting : Kishore, R. M. 4th ed Taxman Allied Service

Principles & Practice Of Cost Accounting : Bhattacharyya, A. K. 3rd ed PHI

Management & Cost Accounting: Drury, Colin 6th ed Thompson Books

Cost Accounting: Managerial Emphasis: Horngren C. T/ Datar, S. M/ Foster, G. 12th ed Pearson

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B.B.A. :: SEMESTER-IV CBCS
COST & MANAGEMENT ACCOUNTING
MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks : 75

PART-A

Answer any Five of the following Question :-

5 X 5 = 25 Marks

1. What is specific cost?
2. Explain cost concept?
3. ABC Technique means?
4. Explain Taylor's differential plan?
5. What is trend analysis?
6. Briefly explain financial statement analysis?
7. Explain liquidity ratios?
8. What is ratio analysis?
9. What is marginal costing?
10. Explain BEP analysis?

PART-B

Answer any FIVE Questions each question carries equal marks :-

5 X 10 = 50M

UNIT - I

11. Explain the functions of management accounting?
12. Distinguish between financial accounting and cost accounting?

UNIT - II

13. Explain Briefly control of Labour cost?
14. Record the following transactions in the store ledger account of X Ltd., using FIFO Method.

1-5-2018	Opening Stock	400 Units @ 5 per unit.
4-5-2018	Receipts	600 units @ 2.50 per unit.
6-5-2018	Receipts	1000 units @ 4.25 per unit.
8-5-2018	Issue	500
12-5-2018	Receipts	250 units @ 6.75 per unit.
14-5-2018	Issue	750 units
16-5-2018	Issue	325 units
20-5-2018	Receipts	800 units @ 2.25 per unit.
27-5-2018	Issue	450 units

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UNIT - III

15. What is the need of financial statement analysis?
16. From the following data. Prepare common size income statement :

<u>Particulars</u>	<u>2012</u>	<u>2013</u>
Sales	10,00,000	18,00,000
Cost of goods sold	3,50,000	3,75,000
Operating Expenses	1,20,000	180,000
Non operating Expenses	---	25,000
Non operating Income	20,000	---
Tax rate	40%	40%

UNIT - IV

17. Explain uses and limitation of ratio analysis?
18. The following is the balance sheet of a limited company on 31-March-2019

<u>Liabilities</u>	<u>Rs.</u>	<u>Assets</u>	<u>Rs.</u>
Share capital	20,00,000	Land & Buildings	14,00,000
Profit & loss A/c	3,00,000	Plant & Machinery	35,00,000
General Reserve	4,00,000	Stock in trade	20,00,000
12% Debentures	42,00,000	Sundry debtors	10,00,000
Sundry Creditor	10,00,000	Bills receivable	1,00,000
Bills payable	<u>5,00,000</u>	Cash at bank	<u>4,00,000</u>
	<u>84,00,000</u>		<u>84,00,000</u>

Calculate : (i) Current ratio (ii) Quick Ratio (iii) Proprietary ratio (iv) Debt to equity ratio (v) Current assets to fixed assets.

UNIT - V

19. What is difference between marginal costing and absorption costing?
20. From the following data calculate (a) BEP (b) P/V ratio (c) margin of safety (d) BEP ratio (e) % of MOS.
(i) Sale – 25,00,000 (ii) Fixed cost – 4,50,000 (iii) Variable cost – 6,50,000.

Note : Paper Setter must select TWO Short Questions and TWO Essay Questions from Each Unit

As per
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B.B.A -SEMESTER – IV FINANCIAL SERVICES

Unit-I:

Financial Services: Public Issue –Prospectus-Pricing of New issues - SEBI Guidelines, Functions of Merchant Bankers and Under Writers, Issue Managers, Registrar to Issue –Credit Rating Agencies - Mutual Funds –Determination of NAV.

Unit-II:

Factoring and Forfaiting: Meaning, Role in financial services - Theoretical Framework, Factoring services in India.

Unit-III:

Leasing: Lease Evaluation, Types of Lease, Structuring and Funding of Leases, Import Leasing and Cross Border Leasing, Hire Purchase Agreements- Evaluation of Hire purchase Agreements.

Unit-IV:

Credit Cards-Consumer Finance – Financing Schemes for Consumer durables– Process and Instruments and Venture capital financing.

Unit-V:

Housing Finance: National Housing Bank (NHB), NHB's Housing Finance Companies - Guidelines for extending equity support to housing finance companies - Guidelines for extending Refinance support to Housing Finance, Mortgage.

References:

- 1.Khan M.Y., Financial Services, Tata McGraw Hill Education Private Limited, New Delhi.
- 2.Vasant Desai, Financial Markets and Financial Services, Himalaya Publishing House, Mumbai.
- 3.Siddiah, T., Financial Services, Pearson
- 4.TripatyNaliniPrava, Financial Services, Prentice Hall of India, New Delhi.
- 5.Guruswamy.S, Financial Services, Tata McGraw Hill Education Pvt. Ltd., New Delhi.
- 6.V. Avadhani, Financial Services in India, Himalaya Publishing House, Mumbai, 2009.
- 7.Rajesh Kothari, "Financial Services in India", SAGE.

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B.O.S

B.B.A. :: SEMESTER-IV CBCS
FINANCIAL SERVICES
MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks : 75

SECTION - A

Answer any Five of the following Question :-

5 X 5 = 25 Marks

1. What is meant by mutual fund?
2. Explain credit rating agencies?
3. What is forfeiting?
4. Meaning of Invoice factoring?
5. Explain financial lease?
6. What is cross border lease?
7. Explain briefly In Store Card?
8. What is Smart Card?
9. What is meant by mortgage?
10. What is NHB?

SECTION - B

Answer any FIVE of the following Questions

5 X 10 = 50M

11. Explain in detail the function of merchant banker?
12. What are the SEBI Guidelines for public issue?
13. What is the role of factoring services in India?
14. Difference between factoring and forfaiting?
15. Explain the merits and demerits of lease?
16. Explain the structure of leases?
17. Explain the financing scheme for consumer durables?
18. Explain the importance of venture capital financing?
19. Explain the guideline for extending refinance support to housing finance?
20. Explain the guideline for extending Equity support to housing finance company?

Note : Paper Setter must select TWO Short Questions and TWO Essay Questions from Each Unit



Semester – V

Revised Common Framework of CBCS for Colleges in Andhra Pradesh (A.P. State Council of Higher Education)

B.B.A. - Semester - V

SL. No.	Course Skill Enhancement	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1	Skill Enhancement Course	(HR) Talent Management	100	25	75	5	4
		(HR) Global HR	100	25	75	5	4
2	Skill Enhancement Course	(OM) Export and Import	100	25	75	5	4
		(Marketing) Brand Management	100	25	75	5	4
3	Skill Enhancement Course	(FM) Foreign Exchange Management	100	25	75	5	4
		(FM) E-Payments System	100	25	75	5	4
Total			600	150	450	30	24

Asst. Prof. (Ug)

K. Kumar

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MR. N. Sailaja

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B.B.A -Semester – V

Talent Management

Unit-I:

Talent Management: Meaning and significance of talent management - attracting talent, retaining talent, right sizing the workforce, work life balance initiatives, providing HR leadership to business.

Unit-II:

Competency Mapping: Features of competency methods, approaches to mapping and case studies in competency mapping - Competency mapping procedures and steps- business strategies -methods of data collection for mapping - Developing competency models from raw data- data recording, analysing the data, content analysis of verbal expression, validating the competency models.

Unit-III:

Performance management and employee development: Personal Development plans, 360degree feedback as a developmental tool, performance management & reward systems: performance linked remuneration system, performance linked career planning & promotion policy.

Unit-IV:

Employee engagement- meaning and significance, constituents of engagement, conceptual framework of engagement, behaviours associated with engaged employees, engaged, not engaged, actively disengaged, parameters to measure employee engagement, Q 12 model of Gallup, employee satisfaction survey .

Unit-V:

Succession planning: Identifying managerial positions which are critical for the business -Identifying second line of leaders and developing their capabilities to occupy the critical positions in the event of the exit of current incumbents – Taking-up lateral hiring when there is discontinuity in the succession plans.

References:

1. Competence at work - Iyle M. Spencer, Signe M. Spencer. John Wiley 1993
2. Competency mapping, Assessment and Growth - Naik G.P, IHRM, 2010.
3. Performance Management - Herman Aguinis, Pearson Education, 2007.
4. Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, Tata McGraw Hill.
5. Appraising and Developing Managerial Performance- Rao T. V, Excel Books
6. Performance Management - Dixit Varsha, 1/e, Vrinda Publications Ltd
7. A Handbook of Competency Mapping – Seema Sangi, Response Books, 2004
8. The Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, TMH.

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B.B.A -SEMESTER – V

GLOBAL HUMAN RESOURCE MANAGEMENT

Unit-I:

Introduction to IHRM: Difference between IHRM and Domestic HRM, Reasons for emergence of IHRM, Organizational dynamics and IHRM: Role of culture in IHRM, Organizational Processes in IHRM, Challenges of International Human Resource Management.

Unit-II:

Recruitment, Selection in International context: International Managers- Parent country nationals, third country nationals, host country nationals, Recruitment methods using head-hunters, cross-national advertising, e-recruitment; Selection criteria and techniques, Selection tests, interviews for international selection..

Unit-III:

Performance Management: A conceptual background, performance management cycle, models, Appraisal of expatriate, Third and host country employees, issues and challenges in international performance management, country specific performance management practices.

Unit-IV:

Training and development in international context: Training and development of international staff, types of expatriate training, HCN training, Career Development, repatriate training, developing international staff and multinational teams, knowledge transfer in multinational companies.

Unit-V:

International Compensation: Forms of compensation and factors that influence compensation policy, Key components of international compensation, compensation practices across the countries, social security systems across the countries, global compensation; emerging issues.

References:

1. Monir H. Tayeb, International Human Resource Management, Oxford University Press, 2005.
2. Peter J. Dowling, Denise E. Welch, International Human Resource Management, Cengage Learning.
3. Aswathappa K, Sadhna Das, International Human Resource Management, Mc Graw Hill.
4. Evans, Pucik, Barsoux, The Global Challenge: Framework for International Human Resource Management - Tata McGraw-Hill Irwin.
5. Tony Edwards, Chris Rees, International Human Resource Management, Person Education.
6. Rao P. L., International Human resource Management, Excel Books.
7. Chris Brewster, International Human resource Management, University Press.

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B.B.A -SEMESTER – V EXPORT AND IMPORT

Unit-I:

Exporting Preliminary Considerations -Generation of Foreign enquiries, obtaining local quotation and offering to overseas buyers scrutinizing export order, opening L/C by buyers- Export Controls and Licenses Patent, Trade Mark, Copy Right Registrations Confidentiality and NDA.

Unit-II:

Export Sales Selling and Purchasing- Consignment - Leases Marine and Air Causality Insurances - Export Finance - Forex - Major currencies, Exchange rates, relations & impact - Export costing and pricing and Incoterms Export License Import License.

Unit-III:

Export Packaging - Preparation of pre-shipment documentation – Methods of Transportation – Country of Origin Marking- Inspection of Export consignment - Export by Post, Road, Air & Sea - Claiming for Export benefits and Duty drawbacks.

Unit-IV:

Shipment & Shipping documents - Complicated problems in shipments & negotiation of shipping documentations - Corporate marketing strategies - 100% EOU and Free trade zone - Deemed Export Isolated Sales Transactions.

Unit-V:

Acts for export/import - Commencement - Customs Formalities - Export Documentation - Export of Services - Export of Excisable Goods - Import Documentation - Clearance - 100% export-oriented units - customs house agents - import of different products - import/export incentives - import licenses etc.

References:

- 1.C. Rama Gopal, Export Import Procedures- Documentation and Logistics, New Age International.
2. P K Khurana, Export Management.
- 3.Thomas E Johnson and Donna L, Export Import Management, Export and Import Procedures and Documentations.

13/10/2020

B.B.A -Semester – V

Brand Management

Course Objectives :To help the students appreciate the relationship between Corporate Strategy and Product and Brand Management

UNIT 1 :

Product Management — An Introduction , Corporate Strategy and Product Policy ,Product line Decisions , Product Life Cycle and Marketing Strategies.

Unit 2

New Product Development and the Techniques of Idea Generation and Screening ,Concept Development and Testing ,Test Marketing ,Launching and Tracking New Product Programmes .

UNIT 3

Organising for New Products ,Introduction to Brand Management and Crafting of Brand Elements , Consumer Brand Knowledge ,Brand Identity, Personality and Brand Associations

Unit 4

Managing Brand Architecture and Brand Portfolios , Corporate Branding and Tools for Building Brand Equity

Unit 5

Leveraging Brand Equity , Measurement of Brand Equity

References

Brand Against the Machine: How to Build Your Brand, Cut Through the Marketing Noise and Stand Out from the Competition *by : John Michael Morgan*

Marketing Management by Philip Kotler and Kevin Lane Keller

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BOS

B.B.A -Semester – V

Foreign Exchange Management

Unit-I:

Nature and Scope of Forex management: Objectives, significance, relationship between Forex management and financial management, Forex management and global environment.

Unit-II: I

international financial markets and instruments: An overview of international capital and money markets, arbitrage opportunities, integration of markets, international capital and money market instruments – GDRs, DRs, Euro Bonds, Dual currency bonds, euro equity, euro deposits.

Unit-III:

Foreign Exchange Market: Functions, characteristics, organization, and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.

Unit-IV:

Foreign exchange rates and its determination: Exchange rate, Spot, Forward and Cross exchange rates, Forex trading and financing of international trade.

Unit-V:

Foreign Exchange Risk Hedging techniques: Swaps, Options, offshore banking, payment terms, i.e., Commercial Invoice, Letter of credit, bill of exchange, documents and financing techniques.

References:

- 1) Jeevanandan, C, Foreign Exchange and Risk Management, Sultan Chand and sons, New Delhi
- 2) Chatterjee, Principles of Foreign Exchange, Himalaya, Bombay.
- 3) Ian Giddy, Global Financial Markets, AIYBS, New Delhi.
- 4) Sailaja, G., International Finance, Universities Press.
- 5) Jeff Madura. International Financial Management, Cengage, New Delhi.
- 6) Shapiro, Alan., Multinational Financial Management, Prentice Hall of India, New Delhi.
- 7) ThummuluriSiddaiah, International Financial Management, Pearson, New Delhi.
- 8) VyuptakeshSharan, International Financial Management, Prentice Hall of India, New Delhi.

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B.B.A -Semester – V e-Payments System

Unit-I:

e-Cash and Virtual Money: Electronic Data Interchange (EDI) - NEFT/RTGS/Electronic Payment modes - Foundations of e-Cash and Issues; Security, Anonymity, Untraceability, Virtual currencies, Bitcoin.

Unit-II:

Automated Clearing and Settlement: Process of Real Time Gross Settlement System - Net Settlement - ATM Networks - Fedwire, CHIPS and SWIFT.

Unit-III:

e-Payment Security and Digital Signature: Cryptographic Methods - Hash functions - Public/Private Key methods: RSA - Digital Signatures - Certification Process - Digital identity Documents and Remote Authentication.

Unit-IV:

Mobile Payments: Wireless payments, Digital Wallets, Google Wallet – Obopay - Security Challenges – Debit & Credit Cards – RU Pay Card – e-Challan.

Unit-V:

Electronic Invoice and Payment System: Electronic Statement Delivery - EIPP providers - Biller service providers - Customer service providers - Reconciliation through Bank - Invoice Paper elimination - Scan-based trading (SBT).

References:

1. Domonique Rambure and Alec Nacamuli, "Payment Systems: From the Salt Mines to the Board Room", Palgrave MacMillan.
2. Weidong Kou, "Payment Technologies for E-Commerce". Springer, Germany.
3. Donald O'Mahony, Michael Peirce and Ilitesh Tewari, "Electronic Payment Systems", Artech House, Inc.
4. M. H. Sherif, Protocols for Secure Electronic Commerce, Boca Raton, Fla, CRC Press.

B.B.A. :: SEMESTER-V CBCS

MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks : 75

SECTION - A

Answer any Five of the following Question :-

5 X 5 = 25 Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

SECTION - B

Answer any FIVE of the following Questions

5 X 10 = 50M

- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

Note : Paper Setter must select TWO Short Questions and TWO Essay Questions from Each Unit

Asif Ali
K. K. K.

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M. V. S. S. S.
S. S. S.