



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

SYLLABUS OF

B.BA (BUSINESS ANALYTICS)
(UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21)

PROGRAMME: FOUR-YEAR UG PROGRAMME

PROGRAM OBJECTIVES

To develop individuals with conceptual knowledge in the multiple disciplines of analytics comprising of mathematics, statistics, information technology and management.

To develop individuals who can pursue career in the area of analytics and continue their professional development by obtaining masters degree specializing in different.

BBA in Business Analytics Career Options and Job Prospects

There are many employment opportunities available after BBA in Business Analytics program. Candidates can also find jobs as per their.

Interest and expertise. Most of the BBA in Business Analytics graduates are hired by IT firms and Telecom companies. Candidates can also apply to research related companies. Besides this, those who are interested in further education in business analytics

Can apply for MBA in Business Analytics or any other master level program.

Candidates can start their career by working part-time or as a trainee to gain some experience.

Some of the are as where they can apply are:

- * MNCs
- * Manufacturers
- * Manufacturers
- * Retailers
- * IT firms
- * E-commerce firms
- * Business Analytics and Intelligence firms
- * Telecom companies
- * Consultancies

Once they get some experience, they can apply for any of the profiles given below:

- * Computer Systems Analyst
- * Quantitative Analyst
- * Healthcare Analyst
- * Statistician
- * Data Scientist
- * Project Manager
- * Market Research Analyst
- * Data Analyst
- * Predictive Modeller
- * Business Analyst
- * Business Analyst Project Manager
- * SAS Programmer
- * Big Data Analyst
- * Business Analyst Industry Expert
- * Data Mining Expert
- * Data Ware housing Expert

BBA (BUSINESS ANALYTICS) COURSE SUBJECTS & SYLLABUS

The BBA (Business Analytics) 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 (BUSINESS ANALYTICS) 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 (Business Analytics).

BBA (Business Analytics) 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.

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%.

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 4 marks	Activities & events 4 marks	Behavior 4 marks	Internal Exam 13 marks
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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 (Business Analytics) 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

- * 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 or 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 naturally⁷ 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.

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 die 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.

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 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'¹ 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

MODEL FORMAT FOR QUESTION PAPER RECOMMENDATIONS TO THE PAPER SETTERS

1. The paper setter may him/herself prepare a blue print assigning appropriate weightage 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	
6	
7	
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.

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

B.B.A. (Business Analytics) - 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	Life skills	Life skills (Any one out of Three)	50	--	50	2	2
3	Skill Development Courses	Skill Development Courses	50	--	50	2	2
4	1C	Principles and Practice of Management	100	25	75	5	4
5	2C	Managerial Economics	100	25	75	5	4
6	3C	Mathematical Techniques for Business Analytics	100	25	75	5	4
7	4C	Case Study and Seminar	100	25	75	4	3
Total			600	125	475	27	22

Note : 3C to be taught by Mathematics Teachers

B.B.A. (Business Analytics) - 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	Life skills	Life skills (Any one out of Three)	50	--	50	2	2
3	Skill Development Courses	Skill Development Courses	50	--	50	2	2
			50		50	2	2
4	1C	Accounting for Business Analytics	100	25	75	5	4
5	2C	Statistical Techniques for Business Analytics	100	25	75	5	4
6	3C	Marketing Management	100	25	75	5	4
7	4C	Case Study & Statistical Techniques Lab	100	25	75	4	3
8		Two Months Social Immersion Internship	100	-	-	-	4
Total			750	125	525	29	28

Note : 2C to be taught by Mathematics Teachers

* Case Study - Seminar only **Internal Exams.**

B.B.A. (Business Analytics) - 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	Life skills	Life Skills (any one out of three)	50	--	50	2	2
		Environmental Education (Compulsory)	50	--	50	2	2
3	Skill Development Courses	Skill Development Courses	50	--	50	2	2
4	1C	Organization Behavior	100	25	75	5	4
5	2C	Human Resource Management	100	25	75	5	4
6	3C	Business Analytics using Excel	100	25	75	5	4
7	4C	Excel Lab	100	25	75	4	3
Total			650	125	525	29	24

B.B.A. (Business Analytics) - 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	Operations Management	100	25	75	5	4
5	5C	International Business	100	25	75	5	4
6	6C	Case Study & Seminar	100	25	75	5	4
7		Corporate Internship	100	-	-	-	4
Total			700	150	450	30	28

* Case Study - Seminar only **Internal Exams.**





B.B.A. (Business Analytics) - Semester - V

SL. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1	Skill Enhancement Course	Talent Management	100	25	75	5	4
		(HR) Global HR	100	25	75	5	4
2	Skill Enhancement Course	Advertising & Media Management	100	25	75	5	4
		Global Marketing	100	25	75	5	4
3	Skill Enhancement Course	E-Commerce	100	25	75	5	4
		Tally and E-Commerce Lab	100	25	75	5	4
Total			600	150	450	30	24

B.B.A. (Business Analytics) - Semester - VI

SL. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1	Six Months Job Specialization Internship	Total	400	-	-	-	30









B.B.A. (Business Analytics) - Semester – I

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

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	Life skills	1. Computer Applications	50	--	50	2	2
		2. Human Values and Professional Ethics					
		3. Entrepreneurship Development (Any 1 of the 3)					
3	Skill Development Courses	1. Secretary ship 2. Insurance Promotion 3. Tourism Guidance 4. Public Relations	50	--	50	2	2
4	1C	Principles and Practice of Management	100	25	75	5	4
5	2C	Managerial Economics	100	25	75	5	4
6	3C	Mathematical Techniques for Business Analytics	100	25	75	5	4
7	4C	Case Study and Seminar	100	25	75	4	3
Total			600	125	475	27	22

Note : 3C to be taught by Mathematics Teachers

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SYLLABUS FOR SEMESTER – I BBA (BUSINESS ANALYTICS)

PRINCIPLES AND PRACTICE OF MANAGEMENT

UNIT-I:

Management: Nature, Concept, Scope and Significance; Functions; Management : Administration Vs. Management. Contributions of Henry Fayol, Principles of Managers; Roles of Managers; Social Responsibility.

UNIT-II:

Planning : Concept, Objectives, Types, Steps and Techniques; Making Planning Effective; Decision Making: Steps in Decision Making and Types; Management by Objectives (MBO).

UNIT -III:

Organizing : Structure, Nature, Types of Organisations, Principles of Organising, Departmentalisation, Delegation, and Decentralisation of Authority, Span of Control - Line and Staff Functions.

UNIT-IV:

Leading : Introduction, Characteristics of a Leader, Functions of a Leader, Leadership and Management, Principles of Leadership, Styles of Leaders, Theories of Leadership – Great man Theories, Trait Theory of Leadership, Behavioral Theories.

UNIT-V:

Controlling : Introduction, Concept of Controlling, Purpose of Controlling, Types of Control, Steps in Controlling, Techniques in Controlling

TEXT BOOK

1. L.M. Prasad – Principal and practice of Management.
2. Harold Koontz & Heinz Weirich (2012), Management, a Global and Entrepreneurial Perspective, New Delhi: Tata McGraw Hill Publishing company.

REFERENCE BOOKS

1. Dipak Kumar Bhattacharyya (2012), Principles of Management Text and Cases, New Delhi: Pearson.
2. Balasubrahmanian. N. (2012), Management Perspectives, New Delhi: Mac Millian India Ltd.
3. Charles Hill, Steven Mc Shane (2012), Principles of Management, New Delhi: Tata McGraw Hill.
4. Ricky W. Griffin . (2012), Management, New Delhi: Cengage Learning.
5. Terry and Franklin. (2011), Principles of Management, New Delhi: AITBSPublishers.
6. Robert Kreitner. (2012), Principles of Management, New Delhi: Cengage South-Western 12 E.

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BBA (BUSINESS ANALYTICS)
SEMESTER – I CBCS
PRINCIPLES AND PRACTICE OF MANAGEMENT

MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks : 75

PART – A

Answer any FIVE of the following Questions

5 X 5 = 25M

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

Answer any FIVE questions each question carries equal marks

5 X 10 = 50M

UNIT – I

11. Define Management? Explain Principles of Management (Henry Fayol 14 Principles)?
12. Define Social Responsibility? Explain Social Responsibility in detail?

UNIT – II

13. Describe the process of Management by Objective (MBO) in detail with diagram?
14. Define Planning? Discuss the steps and techniques of Planning?

UNIT – III

15. Define Organization? Explain the types of Organizations in detail with diagrams?
16. Describe Line and Staff functions in detail?

UNIT – IV

17. Define Leadership? Explain the styles of Leadership?
18. Explain the theories of Leadership?

UNIT – V

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 (BUSINESS ANALYTICS)

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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**SYLLABUS FOR SEMESTER – I
BBA (BUSINESS ANALYTICS)**

MATHEMATICAL TECHNIQUES FOR BUSINESS ANALYTICS

Course Objectives

In order to be able to formulate what a computer system is supposed to do, or to prove that it does meet its specification, or to reason about its efficiency, one needs the precision of mathematical notation and techniques. For instance, to specify computational problems precisely one needs to abstract the detail and then use mathematical objects such as matrices, differentiation and integration. To prove that a proposed solution does work as specified, one needs to apply the principles of mathematical logic, and to use proof techniques such as induction. And to reason about the efficiency of an algorithm, one often needs to count the size of complex mathematical objects. The Mathematics foundation for data science course aims to provide this mathematical background.

Course Outcomes

After successful completion of this course, the student will be able to;

1. Have an idea about basic mathematical techniques which are necessary to analyze the statically technique.
2. Able to know the concept of matrices and its operations.
3. Able to complete the adjoint and determinate of a square matrix, hence it's inverse.
4. Capable of solving the simultaneous equations using matrix method.
5. Understands the technique differentiation, integration and its applications.

SYLLABUS

UNIT-I

Matrix Algebra I: Introduction-Definition of Matrix-Variety types of Matrices –Row Matrix-Column Matrix-Square Matrix-Rectangular Matrix-Scalar Matrix-Unit Matrix-Null Matrix-orthogonal Matrix- Addition of Matrices-Subtraction of Matrices-Multiplication of Matrices and their applications.

UNIT-II

Matrix Algebra II: Transpose of a Matrix-Symmetric Matrix-Skew Symmetric Matrix -Orthogonal Matrix - Singular Matrix - Non Singular Matrix - Determinant of a Matrix -Adjoint of a Square Matrix - Inverse of a Matrix up to 3 order only.

UNIT-III

Matrix Algebra III: Rank of a Matrix - Definition - To find Rank of a Matrix for a given Matrix.

Solutions of Linear equations: 1.Matrix inversion method2.Cramer's Rule up to 3 order only

UNIT-IV

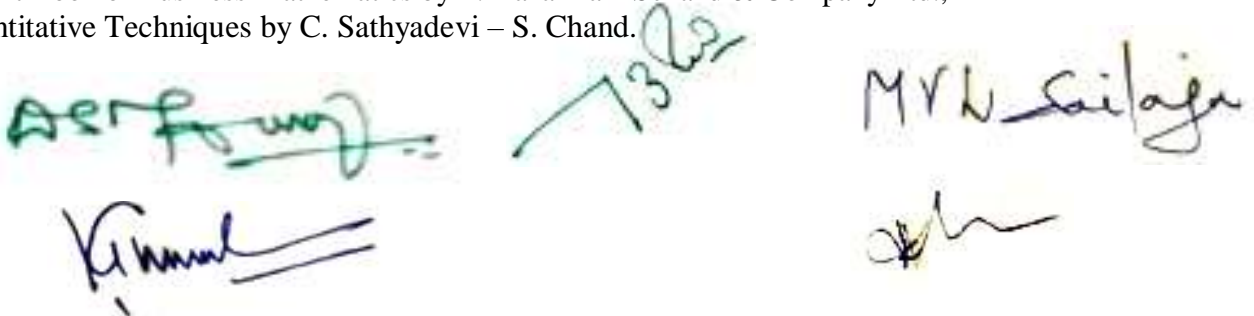
Set Theory : Definition of Set- Types of Sets-Union of Sets-Intersection of Sets-Venn diagrams- Operations on Sets-Complement of Set-Distributive Laws-De'Morgan's Laws

UNIT – V

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

Text Books :

1. A Text Book of Business Mathematics by P. Hazarika – Schand & Company Ltd.,
2. Quantitative Techniques by C. Sathyadevi – S. Chand.



**BBA (BUSINESS ANALYTICS)
SEMESTER – I CBCS**

MATHEMATICAL TECHNIQUES FOR BUSINESS ANALYTICS

(Statistical Tables and Electronic Calculators are allowed)

MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks : 75

PART -A

Answer any FIVE question of the following.

5 X 5 = 25 Marks

1. $A = \begin{bmatrix} 1 & 2 \\ 3 & 4 \end{bmatrix}, B = \begin{bmatrix} 2 & 4 \\ 5 & 9 \end{bmatrix}$ find $A+B$ and $A-B$.

2. $A = \begin{bmatrix} 6 & 7 \\ 5 & 6 \end{bmatrix}, B = \begin{bmatrix} 1 & 0 \\ 0 & 1 \end{bmatrix}$ find AB and BA .

3. $A = \begin{bmatrix} 1 & 2 & 3 \\ 3 & 1 & 1 \\ 1 & 1 & 1 \end{bmatrix}$ find $\det A$.

4. $A = \begin{bmatrix} 2 & 3 \\ -4 & 5 \end{bmatrix}$ find A^{-1} .

5. $A = \begin{bmatrix} 1 & 6 \\ 7 & 5 \end{bmatrix}$ find rank of A .

6. Explain crammer's Rule.

7. $A = \{1, 2, 3, 4\}, B = \{2, 3, 5, 6\}$ find $A - B$ and $B - A$.

8. $A = \{2, 6, 8, 10\}, B = \{6, 8, 10, 11, 12\}$ find $A \cup B$ and $A \cap B$.

9. Find forward difference table to the following data :

x	:	35	45	55	65	75
y	:	200	220	243	270	289

10. Construct backward difference table to the following data :

x	:	0	1	2	3	4	5	6
y	:	0	1	16	81	256	625	1296

PART -B

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

5 X 10 = 50M

UNIT-I

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

12. $A = \begin{bmatrix} 2 & 1 & 2 \\ 1 & 4 & 1 \\ 1 & 3 & 2 \end{bmatrix}$ find $A^2 + 2A - 3I$.

UNIT-II

13. Find the adjoint of $A = \begin{bmatrix} 3 & 2 & 1 \\ 2 & 1 & 4 \\ 5 & 2 & 1 \end{bmatrix}$.

14. Find inverse of matrix $A = \begin{bmatrix} 3 & 1 & 3 \\ 1 & 2 & 1 \\ 2 & 4 & 3 \end{bmatrix}$.

UNIT-III

15. Find rank of the matrix $A = \begin{bmatrix} 1 & 2 & 1 \\ 2 & 2 & 1 \\ 1 & 2 & 3 \end{bmatrix}$.

16. Solve the following by inverse method :
 $2x + 5y = 11$
 $4x - 3y = 9$

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. $U = \{1, 2, 3, 4, 5, 6, 7, 8, 9, 10\}$, $A = \{2, 4, 6, 8, 10\}$, $B = \{1, 3, 5, 7, 9\}$

prove that 1. $(A \cup B)^c = A^c \cap B^c$ 2. $(A \cap B)^c = A^c \cup B^c$

UNIT-V

19. Find $f(2.5)$ using Newton's forward formula from the following table :

x	:	0	1	2	3	4	5	6
y	:	0	1	16	81	256	625	1296

20. 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

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

Answer for question 11
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B.B.A. (Business Analytics) - 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	Life skills	1. Information and Communication Technology (TCT) 2. Indian Culture and Science 3. Elementary Statistics (Any 1 of the 3)	50	--	50	2	2
3	* Skill Development Courses	1. Agricultural Marketing 2. Business Communication (English) 3. Advertising	50	--	50	2	2
		4. Logistics & Supply Chain 5. Journalistic Reporting 6. Survey & Reporting 7. Social Work 8. Performing Arts	50		50	2	2
4	1C	Accounting for Business Analytics	100	25	75	5	4
5	2C	Statistical Techniques for Business Analytics	100	25	75	5	4
6	3C	Marketing Management	100	25	75	5	4
7	4C	Case Study & Statistical Techniques Lab	100	25	75	4	3
8		Two Months Social Immersion Internship	100	-	-	-	4
Total			750	125	525	29	28

Note : 2C to be taught by Mathematics Teachers

* Case Study - Seminar only **Internal Exams.**

ASR for work → 13/02

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MR. S. S. S.

S. S. S.

**SYLLABUS FOR SEMESTER – II
BBA (BUSINESS ANALYTICS)**

ACCOUNTING FOR BUSINESS ANALYTICS

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:

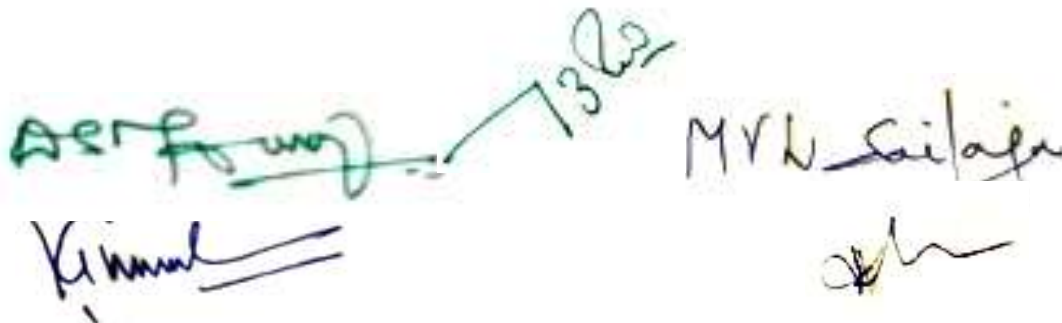
Trial Balance – Importance, Needs and methods of Trail Balance (Total Method, balance Method).

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.


A handwritten signature in green ink is written over the word 'Accounting' in the list of reference books. Below it, the name 'K. K. Kulkarni' is written in blue ink. To the right, the name 'MR. S. S. S. S.' is written in blue ink, with a signature below it. The number '1362' is written in blue ink above the signature.

BBA (BUSINESS ANALYTICS)
SEMESTER – II CBCS
ACCOUNTING FOR BUSINESS ANALYTICS
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 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.

PART-B

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

5 X 10 = 50M

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 gods 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.

- (a) Insurance unexpired to the extent of Rs. 180.
 (b) Salaries and Rent are outstanding to the extent of Rs. 280 and Rs. 120 respectively.
 (c) Loose tools are revalued at Rs. 9,000.
 (d) Allow interest on capital at 5% p.a.
 (e) Make a reserve of 5% on Debtors for doubtful debts.
 (f) Closing Stock was valued at Rs. 60,000 on 31-12-2006.

TRIAL BALANCE

<i>Debit Balances :</i>	<i>Rs.</i>	<i>Credit Balances :</i>	<i>Rs.</i>
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.

<u>PARTICULARS</u>	<u>TRAIL BALANCE</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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**SYLLABUS FOR SEMESTER – II
BBA (BUSINESS ANALYTICS)**

STATISTICAL TECHNIQUES FOR BUSINESS ANALYTICS

UNIT-I :

Introduction 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, Computation of Range – Coefficient of Range – Quartile Deviation – Coefficient of Quartile Deviation – Mean Deviation – Coefficient of Mean Deviation. (Numerical Applications Only)

UNIT-III :

Measures of Dispersion, Variance standard Deviation – Coefficient of Variation for grouped and ungrouped data. (Numerical Applications Only)

UNIT-IV :

Concept of Skewness, Karl-pearsons coefficient of skewness, Bowley's coefficient of skewness. (Numerical Applications Only)

UNIT-V :

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

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.

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 (BUSINESS ANALYTICS)
SEMESTER – II CBCS**

STATISTICAL TECHNIQUES FOR BUSINESS ANALYTICS
(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 Median, and Mode to the following data :
4, 5, 6, 4, 5, 4, 10
4. Find the range to the following data 200, 210, 208, 160, 220, 250.
5. Compute Quartile Deviation From the following data

Marks	10	20	30	40	50	60
No. of Students	4	7	15	8	7	2
6. If mean of a distribution is 160, Mode 157 Standard deviation is 50. Find co-efficient of Variation.
7. Find Karl-Pearsons Coefficient of Skewness to the following data mean=150, mode=185, standard deviation(σ) = 55
8. Find Bowleys Coefficient of Skewness for $Q_1=16.4, Q_2=24.2, Q_3=26.4$.
9. Find Correlation Coefficient to the Following data $\Sigma x^2 = 222, \Sigma y^2 = 364, \Sigma xy = 261$
10. Find rank Correlation when ranks are given :
Stat : 9, 6, 1, 5, 4, 2, 3, 8, 7, 10.
Maths : 8, 5, 1, 4, 10, 7, 6, 9, 3, 2.

PART - B

Answer Any **FIVE** Question each question carries equal marks.:

5 X 10 = 50Marks

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 Coefficient of Quartile Deviation to the following data

Marks	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100
No of students	10	15	28	32	40	35	26	14	10	5

UNIT-III

15. The following are the runs scored by two batsmen A and B in 10 Innings. Find out who is better run getter and who is more consistent player

A runs	90	110	5	10	125	15	35	16	134	10
B runs	65	68	52	47	63	25	25	60	55	60

16. Compute Variance and Standard Deviation for the following data :

C.I	100-110	110-120	120-130	130-140	140-150	150-160	160-170
F	4	14	22	30	20	8	2

UNIT-IV

17. 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

18. Compute Bowley's coefficient of skewness to the following data :

Class	0-5	5-10	10-15	15-20	20-25	25-30
Frequency	5	10	22	28	16	9

UNIT-V

19. 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

20. 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

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

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SYLLABUS FOR SEMESTER – II BBA (BUSINESS ANALYTICS)

MARKETING 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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M.V. Saijaya
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**BBA (BUSINESS ANALYTICS)
SEMESTER – II CBCS**

**MARKETING 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. 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

Answer any FIVE questions, each question carries equal marks: 5 X 10 = 50 Marks

UNIT – I

11. Define Marketing? Explain Porter's Five Force Analysis?
12. Define Market Segmentation? Explain the bases of Market Segmentation?

UNIT – II

13. Define Product? Explain Product Classification in detail?
14. Explain Product mix in detail with example?

UNIT – III

15. Define Pricing? Explain Price Discrimination?
16. Describe Pricing Strategies in detail with examples?

UNIT – IV

17. Define Marketing Channels? Explain Channel design decisions?
18. Explain the importance of marketing channels?

UNIT – V

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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B.B.A. (Business Analytics) - 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	Life skills	1. Health & Hygiene 2. Personality' Enhancement 3. Analytical Skills (Any 1 of the 3)	50		50	2	2
		4. Environmental Education	50		50	2	2
3	* Skill Development Courses	1. Online Business 2. Retailing 3. Financial Markets 4. Disaster Management	50		50	2	2
4	1C	Organization Behavior	100	25	75	5	4
5	2C	Human Resource Management	100	25	75	5	4
6	3C	Business Analytics using Excel	100	25	75	5	4
7	4C	Excel Lab	100	25	75	4	3
Total			650	125	525	29	24

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**SYLLABUS FOR SEMESTER – III
BBA (BUSINESS ANALYTICS)**

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:

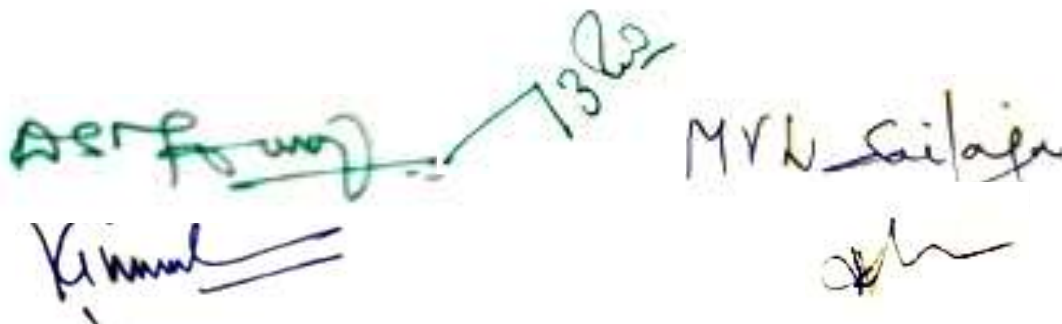
Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Group decision making techniques.

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. Uday Pareek, Understanding Organizational Behaviour, Oxford Higher Education, 2004.
5. Mc Shane & Von Glinov, Organizational Behaviour, 4th Edition, Tata Mc Graw Hill, 2007.
6. Hellrigan, Slocum and Woodman, Organizational Behavior, Cengage Learning, 2007.
7. Ivancevich, Konopaske & Maheson, Organizational Behaviour & Management, Tata McGraw Hill, 2008.

Handwritten signatures and a date stamp. The date stamp is '13/02'. There are two signatures: one on the left that appears to be 'K. Kumar' and one on the right that appears to be 'M.V. Saijaya'.

**BBA (BUSINESS ANALYTICS)
SEMESTER – III CBCS**

**ORGANIZATIONAL BEHAVIOUR
MODEL QUESTION PAPER**

Time: 3 Hours

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** Question each question carries equal marks.:*

5 X 10 = 50Marks

UNIT-I

11. Explain the nature and scope of OB.
12. Explain the Models of OB.

UNIT-II

13. Define personality and explain factors influencing personality.
14. Explain learning process.

UNIT-III

15. Define Attitudes and explain components of Attitudes.
16. Explain the factors influencing perception.

UNIT-IV

17. Explain different types of organization structure.
18. Explain group decision making techniques.

UNIT-V

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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**SYLLABUS FOR SEMESTER – III
BBA (BUSINESS ANALYTICS)**

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:

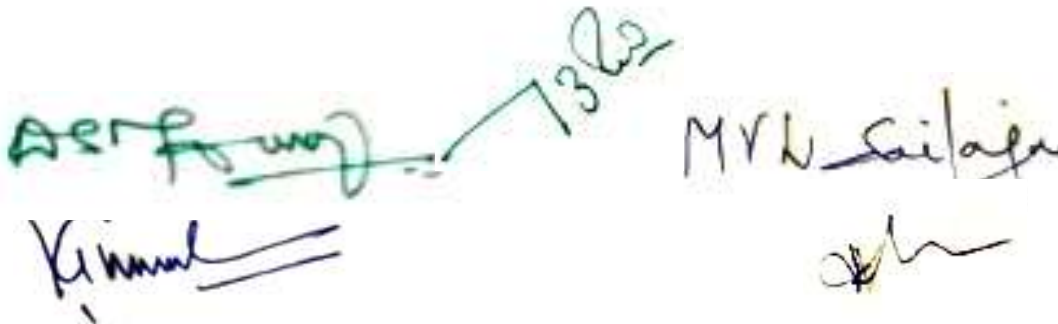
Recruitment and Selection: Concept of Recruitment, Factors Affecting Recruitment, Sources of Recruitment, Selection, Selection Process

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'Ceazo, David A., Stephen P. Robbins, and Susan L. Verhulst, Human Resource Management, John Wiley and Sons, NewDelhi.
2. Gomez-Mejia, Luis R., D. B. Balkin, and R. L. Cardy, Managing Human Resources, Prentice Hall, NewJersey.
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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**BBA (BUSINESS ANALYTICS)
SEMESTER – III CBCS**

**HUMAN RESOURCE 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. 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** Question each question carries equal marks.:

5 X 10 = 50Marks

UNIT-I

11. Explain the functions of human resource management
12. Briefly discuss about the roles of human resource executives

UNIT-II

13. Explain the changing role of human resource in India.
14. Discuss how globalisation impacts on HR.

UNIT-III

15. Define HRP? Explain the process of HRP.
16. Discuss various techniques for forecasting human resources in an organisation

UNIT-IV

17. What do you understand by selection? Explain in brief the steps involved on selection procedure.
18. Define recruitment? Bring out the sources of recruitment.

UNIT-V

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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K. Kumar *M.V. Saijaja*
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SYLLABUS FOR SEMESTER – III
BBA (BUSINESS ANALYTICS)
BUSINESS ANALYTICS USING EXCEL

Model Outcomes:

The objective of the course is to introduce the concepts of computer fundamental & their applications for the efficient use of Excel software in data analysis.

Upon successful completion of the course, a student will be able to:

1. Understand the evolution and functionality of a Digital Computer.
2. Understand hardware and software components
3. Have exposure to Excel software package
4. Understand various functions & formulae used in data analysis, preparing charts etc.
5. Apply data analysis tools like pivot table, goal seek, scenarios etc.

UNIT-I

Microsoft Excel:

Fundamentals of Excel : Features of MS-Excel, Excel Program Screen, the Ribbon, Office button and Quick Access tool bar, Sheet tab, Worksheets, rows, columns, cells.

Worksheet basics: Creating a new workbook, Opening a Workbook, Saving a Workbook, Workbooks, Entering labels, values, and formulas in worksheet

UNIT-II

Editing a worksheet: Editing cell contents - cutting, copying and pasting cells – Find and Replace - Undo, Inserting rows and columns, Deleting rows and columns

Formatting Options: Adjusting row height and column width - Formatting cell values, conditional formatting

UNIT III

Formulas: Enter and edit formula in Excel, operators used in formula, cell references in formula

Functions: Definition, Inserting a function in Excel, Types of functions in Excel: Mathematical, Statistical, Logical, Text, Date & Time functions

UNIT IV

Working with Data ranges: Sorting: Sorting on single column, sorting on multiple columns, **Filtering:** Filtering data using AutoFilter

Working with Charts: Different types of charts, Creating a chart, Parts of chart, Changing chart type, changing chart options

UNIT V

Analyzing and Organizing Data: Data Validation, Scenarios, Subtotals

Working with PivotTables: Creating a PivotTable, Specifying PivotTable data, working with PivotTable Layout

REFERENCES

1. Microsoft Excel 2007, Custom Guide Inc, 2007
2. Microsoft Office 2007 Fundamentals, 1st Edition By Laura Story, Dawna Walls
3. Working in Microsoft Office – Ron Mansfield - TMH.
4. MS Office 2007 in a Nutshell –Sanjay Saxena – Vikas Publishing House.

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ASIF Farooq

K. Harish

MRU. Saijath

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BBA (BUSINESS ANALYTICS)
SEMESTER – III CBCS
BUSINESS ANALYTICS USING EXCEL
MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks : 75

PART-A

Answer any FIVE of the following Questions:

(5 X 5 = 25 Marks)

1. Write about creating a workbook in Excel
2. Explain Office button and quick access toolbar
3. Write about deleting rows and columns in Excel
4. Briefly explain conditional formatting
5. Explain how to enter and edit a formula in Excel
6. Write about inserting a function in worksheet
7. Define sorting
8. Write various parts of chart
9. Define data validation
10. Define Pivot table

PART - B

Answer Any FIVE Question each question carries equal marks.:

5 X 10 = 50Marks

UNIT – I

11. Explain the features of MS-Excel
12. Write about parts of Excel program screen

UNIT – II

13. Write about various editing operations in Excel
14. Write and explain formatting options in Excel

UNIT – III

15. Write about operators used in Excel
16. Explain text functions used in Excel

UNIT – IV

17. Write in detail about sorting in Excel
18. Define chart. Write about different types of charts used in Excel

UNIT – V

19. Explain the use of scenarios in data analysis
20. Explain the working of Pivot table

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

Asst. Prof. (w) → 1362
K. K. K.

MR. S. S. S.
S. S. S.

B.B.A. (Business Analytics) - 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	Operations Management	100	25	75	5	4
5	5C	International Business	100	25	75	5	4
6	6C	Case Study & Seminar	100	25	75	5	4
7		Corporate Internship	100	-	-	-	4
Total			700	150	450	30	28

* Case Study - Seminar only **Internal Exams.**

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MRK Saijaya
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**SYLLABUS FOR SEMESTER – IV
BBA (BUSINESS ANALYTICS)**

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.

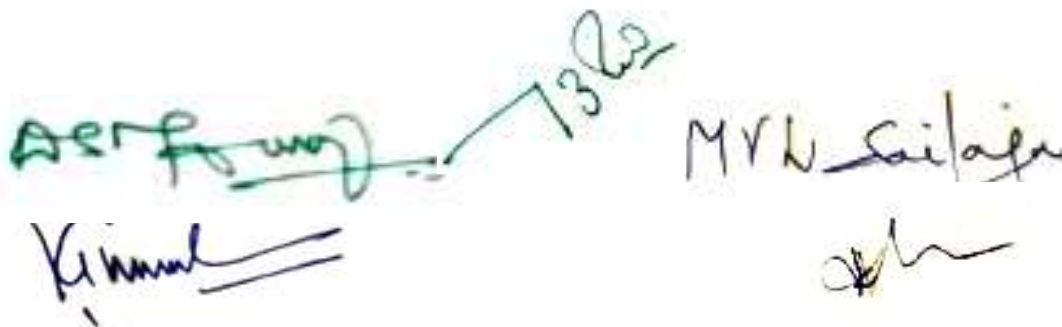
UNIT-III : Training methods: On the Job, Vestibule Training, Training by Experience Workman, Training by Supervisors, Apprenticeship. Off the Job: Lecturers, Conference method, Seminar or Team Discussion, Case Studies, Role playing, Programmed Instruction, T-Group training.

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 Counseling: Methods, Management syndicate, Incident process, In-Basket, Sensitivity counseling - Special Projects, Committee assignments conferences, Management games.

References :

1. P.Subba Rao, VSP, Rao, Human Resource Management; Konark Publishing Houses, Mumbai.
2. SubasGurg& S C Jain, Managing Human Resource, Arihant Publications, Jaipur.
3. Bearddwell& LenHoldmen, Human Resource Management, Macmillan Publisher.

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**BBA (BUSINESS ANALYTICS)
SEMESTER – IV CBCS**

**TRAINING AND DEVELOPMENT
MODEL QUESTION PAPER**

Time: 3 Hours

Max. Marks : 75

PART-A

Answer any Five of the following Question :-

5 X 5 = 25 Marks

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-B

Answer any FIVE Questions each question carries equal marks :-

5 X 10 = 50M

UNIT – I

11. Define Training? Explain in detail Objectives of Training?
12. Describe responsibility for training?

UNIT – II

13. Explain steps in training programs?
14. Explain the material essential to support training program?

UNIT – III

15. Explain in detail On the Job Training?
16. Describe Off the Job Training?_

UNIT – IV

17. Explain components of development program?
18. Explain stage in development programs?

UNIT – V

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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K. Nand *M. V. S. S. S. S.*

**SYLLABUS FOR SEMESTER – IV
BBA (BUSINESS ANALYTICS)**

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:

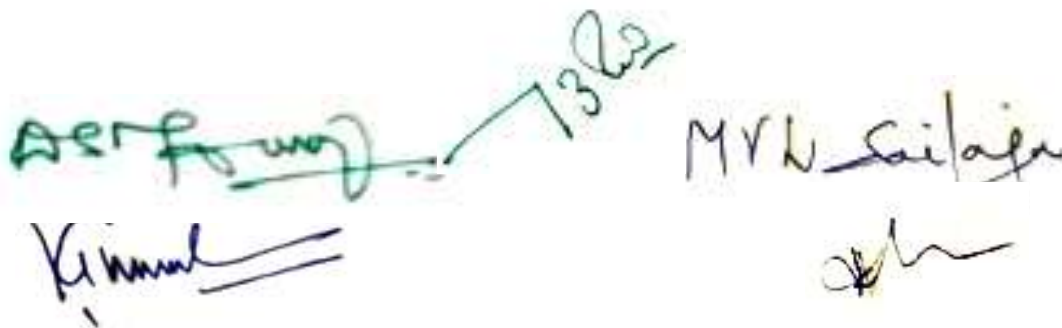
Contract of sale – sale and agreement to sell – Implied conditions and warranties – Right of unpaid vendor.

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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**SYLLABUS FOR SEMESTER – IV
BBA (BUSINESS ANALYTICS)**

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 DIG.

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 :

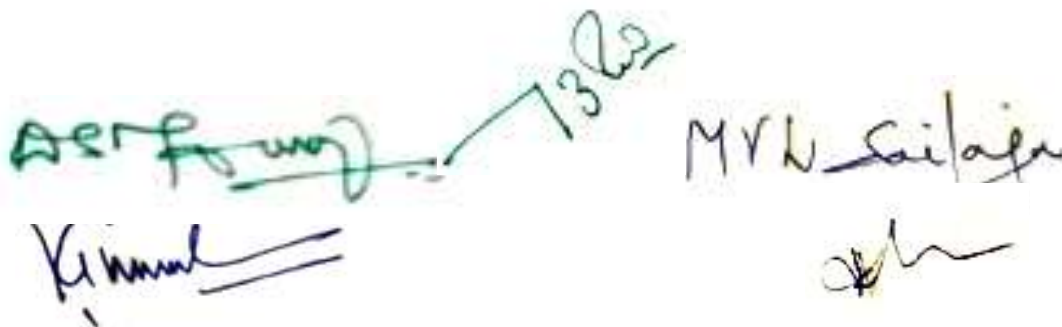
Sickness in Small and Medium enterprises - Causes of sickness, Prevention of sickness, and Remedial measures for sickness Role of Board for industrial & Financial Reconstruction (BIER).

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 Dcsai, 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.

Handwritten signatures and a date stamp. The date stamp is '13/02'. There are two signatures: one on the left that appears to be 'K. Kumar' and one on the right that appears to be 'M.V. Saijaya'.

**BBA (BUSINESS ANALYTICS)
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 Question each question carries equal marks :

5 X 10 = 50Marks

UNIT - I

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?

UNIT - II

13. Discuss the steps in project formulation.
14. Discuss the following (a) KIABD (b) TEKSOC

UNIT - III

15. Explain sources of capital.
16. How the management functions marketing & HR works in small & Medium Enterprise.

UNIT - IV

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.

UNIT - V

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 (BUSINESS ANALYTICS)
SEMESTER – IV CBCS**

**OPERATIONS 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. Characteristics of non-manufacturing operations
2. Operations management
3. Plant location and
4. Principles of Plant layout
5. Explain areas of maintenance
6. Objectives of Operational Planning
7. Importance of Operators Planning
8. Objectives of Operators Controlling
9. Advantages of process layout
10. Manufacturing operations

PART -B

*Answer Any **FIVE** Question each question carries equal marks :*

5 X 10 = 50Marks

UNIT-I

11. Explain scope of operations management
12. Explain the objectives of operations management

UNIT- II

13. Explain the factors affecting plant location
14. Explain the different types of plant lay out

UNIT- III

15. Explain different types of capacities
16. Explain different types of plant location

UNIT- IV

17. Explain the functions of operations planning
18. Explain the functions of operations controlling

UNIT- V

19. Explain the importance & limitations of operations planning & control
20. Explain the functions of operations management

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

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**SYLLABUS FOR SEMESTER – IV
BBA (BUSINESS ANALYTICS)**

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.

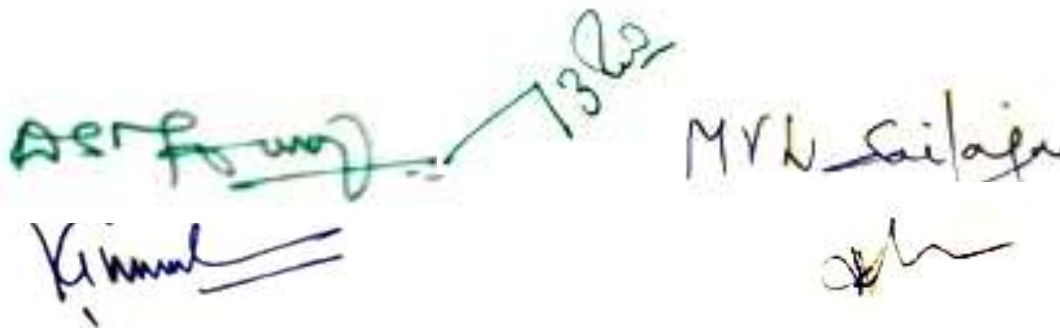
UNIT III : WTO: WTO Formulation, advantages and disadvantages of WTO, VIII and XI round discussions and agreements. Globalization (Privatization & Liberalization) Meaning, Definition and Advantages.

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:

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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**BBA (BUSINESS ANALYTICS)
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 Questions each question carries equal marks :-

5 X 10 = 50M

UNIT – I

11. Define International Business? Explain difference between domestic and international/ foreign trade?
12. Explain International business Advantages?

UNIT – II

13. Explain FDI and its advantages and disadvantages?
14. Explain Cultural Environment in detail?

UNIT – III

15. Explain WTO Formulation its advantages and disadvantages?
16. Define Globalization? Explain advantages of Globalization?

UNIT – IV

17. Explain Letter of Credit in detail?
18. Explain Risks in International Business?

UNIT – V

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. (Business Analytics) - Semester - V

SL. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1	Skill Enhancement Course	Talent Management	100	25	75	5	4
		(HR) Global HR	100	25	75	5	4
2	Skill Enhancement Course	Advertising & Media Management	100	25	75	5	4
		Global Marketing	100	25	75	5	4
3	Skill Enhancement Course	E-Commerce	100	25	75	5	4
		Tally and E-Commerce Lab	100	25	75	5	4
Total			600	150	450	30	24

ASR for work → 13/02
K. K. K.

MRU. S. S. S.
S. S. S.

**SYLLABUS FOR SEMESTER – V
BBA (BUSINESS ANALYTICS)**

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 - Competency mapping procedures and steps- business strategies - methods of data collection for mapping - Developing competency models from raw data- data recording, analyzing the data, content analysis of verbal expression, validating the competency models.

Unit-III: Performance management and employee development: Personal Development plans, 360 degree feed back 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, behaviors 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 - Lyle 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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BBA (BUSINESS ANALYTICS)

SEMESTER – V CBCS

TALENT 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. Talent Management
2. Work life balance initiatives
3. Methods of data collection for mapping
4. Validating the competency models
5. Personal Development plans
6. Performance linked remuneration system
7. Constituents of engagement
8. Parameters to measure employee engagement
9. Succession planning
10. Identifying managerial positions which are critical for the business

PART-B

Answer any FIVE Questions each question carries equal marks :-

5 X 10 = 50M

UNIT - I

11. Define Talent Management? Explain the significance of talent management?
12. Describe about providing HR leadership to business?

UNIT - II

13. Explain Competency Mapping Procedure and Steps?
14. Describe how competency models are developed from raw data?

UNIT - III

15. Explain 360 degree feed back as a developmental tool in building Organisation?
16. Discuss about performance linked career planning and promotion policy?

UNIT - IV

17. Explain meaning and significance of employee engagement?
18. Describe about Q 12 model of Gallup?

UNIT - V

19. Explain identifying second line of leaders and developing their capabilities to occupy the critical positions in the event of the exit of current incumbents?
20. Discuss taking-up lateral hiring when there is discontinuity in the succession plans?

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

Asst Prof. [Signature] 13/02
K. [Signature]
M. V. S. [Signature]
[Signature]

**SYLLABUS FOR SEMESTER – V
BBA (BUSINESS ANALYTICS)**

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.

UNIT-IV : Training and development in international context: Training and development of international staff, types of expatriate training, HCN training, repatriate training, knowledge transfer in multinational companies.

UNIT-V : International Compensation: Forms of compensation and factors that influence compensation policy, Key components of international compensation, global compensation: emerging issues.

References:

1. Monir H. Tayeb, International Human Resource Management, Oxford University Press, 2005.
2. Peter J. Dowling, Denice 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.


Handwritten signatures in green and blue ink, including the number '1362' and the name 'MRU Saijaj'. Below the signatures, the text 'BBA (BUSINESS ANALYTICS)' is printed in bold black font.

BBA (BUSINESS ANALYTICS)

SEMESTER – V CBCS

GLOBAL HUMAN RESOURCE MANAGEMENT
MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks : 75

PART-A

Answer any Five of the following Question: -

5 X 5 = 25 Marks

1. Organizational Processes in IHRM
2. Role of culture in IHRM
3. Interviews for international selection
4. e-Recruitment
5. Performance Management models
6. Appraisal of expatriate
7. HCN training
8. Types of expatriate training
9. Forms of compensation.
10. Global compensation: emerging issues.

PART-B

Answer any FIVE questions each question carries equal marks: -

5X10= 50M

UNIT – I

11. Explain difference between International Human Resource Management and Domestic?
12. Explain Challenges of International Human Resource Management?

UNIT – II

13. Explain Selection criteria, techniques and tests?
14. Explain Recruitment methods using head-hunters?

UNIT – III

15. Explain performance management cycle?
16. Explain issues and challenges in international performance management.

UNIT – IV

17. Explain Training and development of international staff?
18. Explain knowledge transfer in multinational companies?

UNIT – V

19. Explain Key components of international compensation?
20. Explain factors that influence compensation policy?

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

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**SYLLABUS FOR SEMESTER – V
BBA (BUSINESS ANALYTICS)**

ADVERTISING AND MEDIA MANAGEMENT

UNIT I : Introduction - Role of Advertising in a Developing Economy – Objectives Of Advertisement- Types of Advertisements: Consumer, Industrial, Institutional, Retail, Trade and Professional.

UNIT II : Role of Advertising Agencies – Functioning of Advertising Agencies - Advertising Agency skills and service

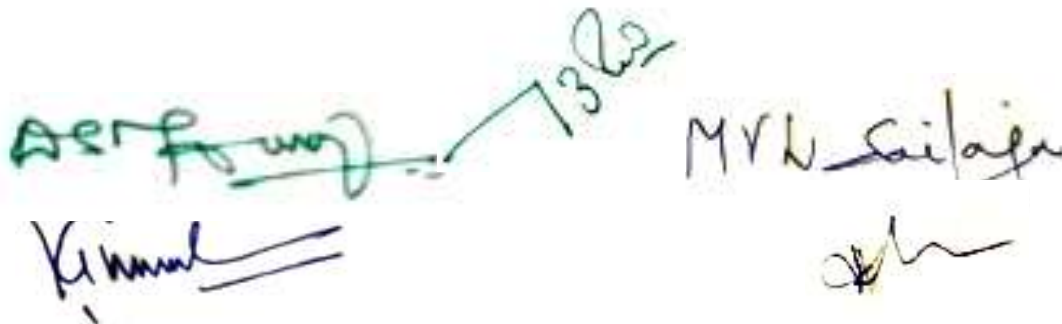
UNIT III : Advertising in Marketing Mix, Types of Advertising budgets, USP, Visual Layout.

UNIT IV : Media Planning: Reach, Frequency, Continuity, Types of Advertisements - Radio, TV, Print media and Outdoor Advertisements – Positioning of Advertisement.

UNIT V : Measurement of effectiveness: DAGMAR Model, Pre-testing and Post-testing, Ethics and Advertising.

References:

1. Jack G. Wiechmann, N.T.C_s Dictionary of Advertising, NTC Publishing Group Lincolnwood, Illinois, U.S.A. 1998.
2. D.B. Taraporevala : Advertising Management – Selected Readings, D.B. Taraporevala & Sons Co. Private Ltd., Bombay, 1965.
3. J.S. Chandan, Jagjit Singh, P.N. Malhan, : Essentials of Advertising, Oxford & IBH Publishing Co. Pvt. Ltd, Calcutta, 1990.
4. Rajeev Batra, John G. Myers, David A. Aaker: Advertising Management, Prentice Hall of India Pvt. Ltd., New Delhi, 1997.
5. William F Arens, Irwin : Contemporary Advertising, MC Graw Hill, Boston.
6. Paul Winner: Effective PR Management - A Guide to Corporate Survival, Jaico Publishing House, Bangalore, 2001.
7. Alison Theaker: The PR Hand Book, Routledge Publishers New York, 2001.


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**BBA (BUSINESS ANALYTICS)
SEMESTER – V CBCS**

**ADVERTISING AND MEDIA MANAGEMENT
MODEL QUESTION PAPER**

Time: 3 Hours

Max. Marks : 75

PART-A

Answer any Five of the following Question :-

5 X 5 = 25 Marks

1. Retail Advertisement
2. Objectives Of Advertisement
3. Role of Advertising Agencies
4. Advertising Agencies services
5. Advertising in Marketing Mix
6. USP
7. Reach
8. Frequency.
9. DAGMAR
10. Ethics and Advertising.

PART-B

Answer any FIVE Questions each question carries equal marks :-

5 X 10 = 50M

UNIT – I

11. Explain role of advertising in a developing economy?
12. Describe in detail types of advertisements?

UNIT – II

13. Explain functioning of advertising agencies?
14. Explain advertising agency skills and service

UNIT – III

15. Explain types of advertising budgets?
16. Explain Visual Layout in detail?

UNIT – IV

17. Explain print media and electronic media with their advantages and disadvantages?
18. Explain how do you position advertisement in detail?

UNIT – V

19. Explain Pre-testing in detail?
20. Explain Post-testing in detail?

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

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**BBA (BUSINESS ANALYTICS)
SEMESTER – V CBCS**

**GLOBAL MARKETING
MODEL QUESTION PAPER**

Time : 3 Hrs

Max.Marks:75

PART-I

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

5 X 5 = 25 Marks

1. Scope of globalization
2. Trend towards globalization
3. Exporting
4. Joint ventures
5. Product standardization
6. Global product strategies
7. Export pricing
8. Pricing Importance of Development
9. Motivation of Channel members.
10. Control of foreign agents

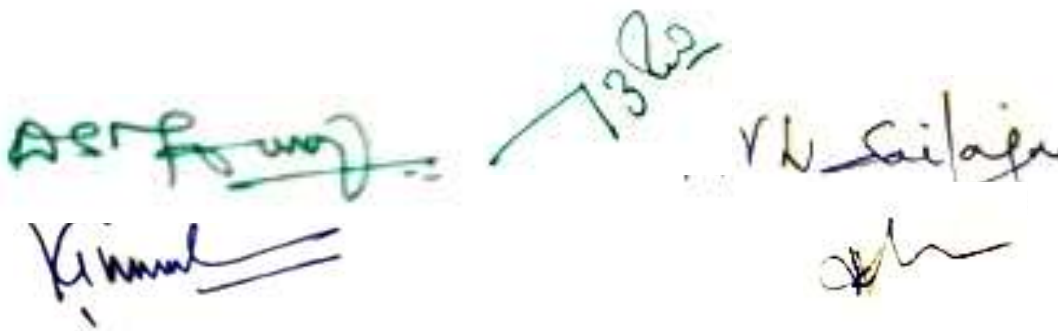
PART-II

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

5X10= 50M

- 11) Explain classification of foreign markets?
- 12) Explain tariff and non-tariff barriers?
- 13) Explain parameters for market choice decision?
- 14) Explain modes of entry into global markets?_
- 15) Explain international product life policy?
- 16) Explain promotion of global products?
- 17) Explain factors influencing pricing?
- 18) Explain International pricing terms?
- 19) Explain factors affecting channel decision?
- 20) Explain Channels of distribution in selected foreign countries?

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


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SYLLABUS FOR SEMESTER – V BBA (BUSINESS ANALYTICS)

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 – V CBCS
E-COMMERCE
MODEL QUESTION PAPER

Time : 3 Hrs

Max.Marks:75

PART-A

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

5 x 5 = 25 Marks

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
n text formatting tags
8. Briefly write about frames in HTML
9. Differentiate check box and radio buttons

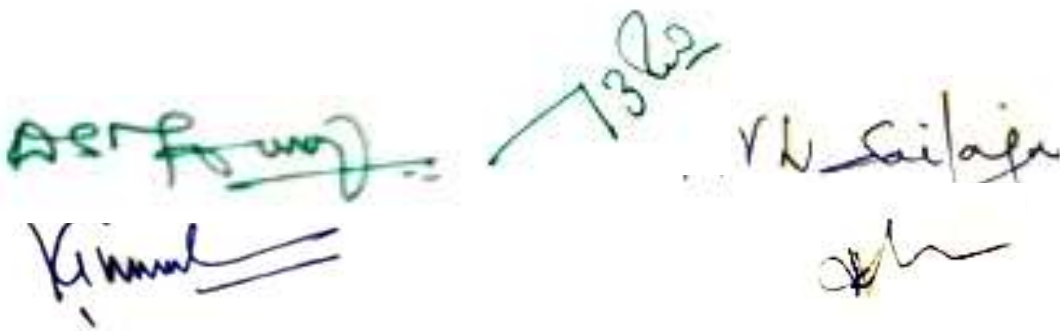
PART-B

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

5 X 10 = 50M

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


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