

FIRST YEAR

SEMESTER-I

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
AECC 1	Environmental Science	2	2	1 ½ Hrs	40 E + 10 I
ELS 1	English	4	4		
MIL 1	Second Language	4	4		
BB101	Principles of Management	5	5	2 ½ Hrs.	60 E + 40 I
BB102	Basics of Marketing	5	5	2 ½ Hrs.	60 E + 40 I
BB103	Business Economics	5	5	2 ½ Hrs.	60 E + 40 I
	Total Semester Credits	25	25		

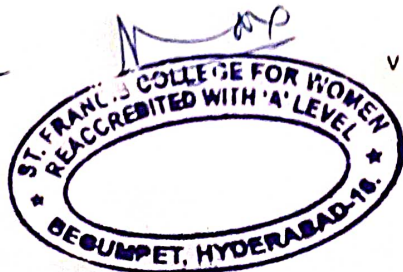
SEMESTER – II

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
AECC -2	Basic Computer Skills	2	2	1 ½ Hrs	40 E + 10 I
ELS-2	English	4	4		
MIL-2	Second Language	4	4		
BB201	Organizational Behavior	5	5	2 ½ Hrs.	60 E + 40 I
BB202	Business Statistics	5	5	2 ½ Hrs.	60 E + 40 I
BB203	Financial Accounting	5	5	2 ½ Hrs.	60 E + 40 I
	Total Semester Credits	25	25		

HPW- Hours per Week ; AEC-Ability Enhancement Course(Compulsory)

ELS-English Language Skill ; MIL-Modern Indian Language;
BB-Specific Course (E) – External Assessment (I) – Internal Assessment

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SECOND YEAR

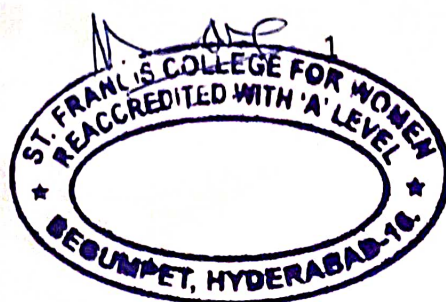
SEMESTER-III

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
SEC-1	Personality Development-I	2	2	1 ½ Hrs.	40 E +10 I
SEC-2	Basic Quality Management	2	2	1 ½ Hrs.	40 E + 10 I
ELS-3	English	3	3		
MIL-3	Second Language	3	3		
BB301	Human Resource Management	5	5	2 ½ Hrs.	60 E + 40 I
BB302	Information Technology for Business	4T+ 1P	5	2 ½ Hrs.	60 E + 20I+ 20 P
BB303	Financial Management	5	5	2 ½ Hrs.	60 E + 40 I
	Total Semester Credits	25	25		

SEMESTER - IV

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
SEC-3	Personality Development - II	2	2	1 ½ Hrs	40 E + 10 I
SEC-4	Start Up Management	2	2	1 ½ Hrs	40 E + 10 I
ELS-4	English	3	3		
MIL-4	Second Language	3	3		
BB401	Business law & Ethics	5	5	2 ½ Hrs.	60 E + 40 I
BB402	Market Research	5	5	2 ½ Hrs.	60 E + 40 I
BB403	Management Science	5	5	2 ½ Hrs.	60 E + 40 I
	Total Semester Credits	25	25		

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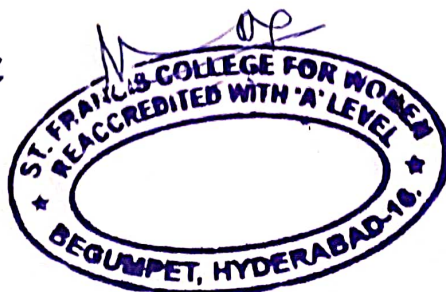
**THIRD YEAR
SEMESTER-V**

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
GE-1	Mobile Commerce	4	4	2 ½ Hrs.	60 E + 40 I
ELS-5	English	3	3		
MIL-5	Second Language	3	3		
BB501	Brand Management	5	5	2 ½ Hrs.	60 E + 40 I
BB502	Retail Management	5	5	2 ½ Hrs.	60 E + 40 I
BB503	Customer Relationship Management	5	5	2 ½ Hrs.	60 E + 40 I
	Total Semester Credits	25	25		

SEMESTER – VI

<i>Course Code</i>	<i>Course Title</i>	<i>HPW</i>	<i>Credits</i>	<i>Exam Hrs.</i>	<i>Marks</i>
GE-2	Business Analytics	4	4	2 ½ Hrs	60 E + 40 I
ELS-6	English	3	3		
MIL-6	Second Language	3	3		
BB601	Buyer Behavior	5	5	2 ½ Hrs.	60 E + 40 I
BB602	Advertising and Sales Promotion	5	5	2 ½ Hrs.	60 E + 40 I
BB603	Rural Marketing	5	5	2 ½ Hrs.	60 E + 40 I
BB604	Project Report & Viva-Voce	4	4	Viva	Grade
	Total Semester Credits	29	29		

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ELS: English Language Skill; MIL: Modern Indian Language; AECC: Ability Enhancement Compulsory Course; SEC: Skill Enhancement Course; BBC: Specific Course; DSE: Discipline Specific Elective; GE: Generic Elective; T: Theory; P: Practical; I: Internal Exam; U: University Exam; PR: Project Report; VV: Viva-Voce Examination; F: Finance; M:Marketing; HR: Human Resource Management.

GOVERNMENT DEGREE COLLEGE FOR WOMEN, BEGUMPET, HYDERABAD

**PROPOSED SCHEME FOR CHOICE BASED CREDIT SYSTEMS
(CBCS) INBBA (GENERAL) PROGRAMME**

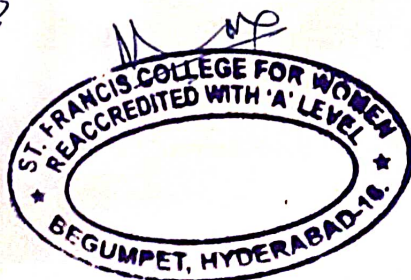
SUMMARY OF CREDITS

Sl. No.	Course Category	No. of Courses	Credits Per Course	Credits
1	English Language	6	4/3	20
2.	MIL	6	4/3	20
3.	AECC	2	2	4
4.	SEC	4	2	8
5.	GE	2	4	8
6.	Project Report & Viva-voce	1	4	4
7.	BBC	12	5	60
8.	DSE	6	5	30
	Total	39		154
	Management	21		102
Credits Under NON – CGPA		NSS/NCC/Sports/Extra Curricular	Up to 6 (2 in each year)	
		Summer Internship	Up to 4 (2 in each after I & II years)	

Note :

- 1) IT lab will be evaluated through a practical exam.
- 2) At the end of third year there will be a comprehensive viva-voce on subjects & project undertaken during six semester and evaluation of project report.
- 3) Grade (A/B/CD) is awarded to both the project viva-voce and project report as per University Norms.

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SEMESTER-I

COURSE AECC -1

ENVIRONMENTAL SCIENCE

UNIT - I : ECOSYSTEM, BIODIVERSITY & NATURAL RESOURCES : (15 hrs.)

1. Definition, Scope & Importance of Environmental Studies.
2. Structure of Ecosystem – Abiotic & Biotic components Producers, Consumers, Decomposers, Food chains, Food webs, Ecological pyramids)
3. Function of an Ecosystem : Energy flow in the Ecosystem (Single channel energy flow model)
4. Definition of Biodiversity , Genetic, Species & Ecosystem diversity , Hot-spots of Biodiversity, Threats to Biodiversity , Conservation of Biodiversity (Insitu & Exsitu)
5. Renewable & Non – renewable resources, Brief account of Forest , Mineral & Energy (Solar Energy & Geothermal Energy) resources
6. Water Conservation, Rain water harvesting & Watershed management.

UNIT – II : ENVIRONMENTAL POLLUTION , GLOBAL ISSUES & LEGISLATION : (15 hrs.)

1. Causes, Effects & Control measures of Air Pollution, Water Pollution
2. Solid Waste Management
3. Global Warming & Ozone layer depletion.
4. Ill – effects of Fire- works
5. Disaster management – floods, earthquakes & cyclones
6. Environmental legislation :-
(a) Wild life Protection Act (b) Forest Act (c) Water Act (d) Air Act
7. Human Rights
8. Women and Child welfare
9. Role of Information technology in environment and human health

FIELD STUDY:

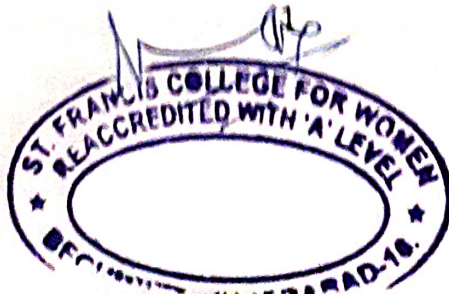
(5 hrs.)

- Pond
- Ecosystem
- Forest
- Ecosystem

SUGGESTED BOOKS :

1. Environmental Studies - from crisis to cure – by R. Rajagopalan (Third edition) Oxford University Press.
2. Text book of Environmental Studies for undergraduate courses (second edition) by Erach Bharucha
3. A text book of Environmental Studies by Dr. D.K. Asthana and Dr. Meera Asthana
4. Environmental Studies (2019), R Venkateswara Rao, HPH

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BBA SEM-1 (CBCS) SYLLABUS 2021-22

PAPER CODE: BB101

PRINCIPLES OF MANAGEMENT

Course Objective

The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management. In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint. The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.

Course Outcomes

- CO-1: To make student understand the meaning, principles and evolution of management and further to enhance their knowledge in its functions.
- CO-2: To present the importance of Planning and Decision Making.
- CO-3: To acquaint student the concepts of Organizing, Span of Management, Patterns of organization and Common organizational structures.
- CO-4: To present the sources of recruitment and Training.
- CO-5 : To present the emerging issues in management.

SYLLABUS

UNIT - I : INTRODUCTION TO MANAGEMENT :

Meaning, definition, concept, scope and principles of management; Evolution of management thought - Management theories- classical, behaviour, system, contingency and contemporary perspectives on management. Management art or science and management as profession. Process and levels of Management. Introduction to Functions (POSDCORB) of Management.

UNIT - II : PLANNING – IMPORTANCE :

Planning – Importance, objectives, process, policies and procedures, types of planning, Decision making - Process of decision making, Types of decision, Problems involved in decision making.

UNIT - III : ORGANIZING :

Meaning, importance, principles of organizing, span of management, Patterns of organization – formal and informal organizations, Common organizational structures; departmentalization, Authority-delegation, centralization and decentralization, Responsibility – line and staff relationship;

UNIT - IV : STAFFING :

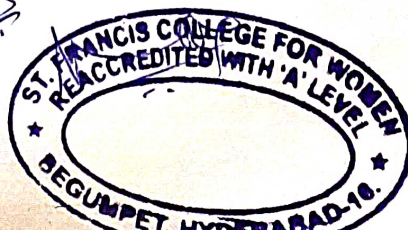
Sources of recruitment, Selection process, Training, Directing, Controlling – Meaning and importance, Function, span of control, Process and types of Control, Motivation, Co- ordination – Need and types and techniques of co-ordination - Distinction between coordination and co-operation - Requisites for excellent co-ordination - Systems Approaches and co-ordination.

UNIT - V : EMERGING ISSUES IN MANAGEMENT :

Total Quality management, Technology Management, Talent and Knowledge Management, Leadership, Organizational change and Development, Corporate Social responsibility

SUGGESTED BOOKS :

1. Robbins, S. P., & DeCenzo, A. D. Fundamentals of Management. New Delhi: Pearson Education.
2. Harold Koontz & Heij Wehrich, (2018) Essentials of Management, 10th Edition, Tata McGraw-Hill Education,
3. T.Ramasamy (2018) Principles of Management, Himalaya Publishing House, Mumbai.
4. L.M. Prasad, Principle and Practice of Management, Sultan Chand and Sons, 6th edition.
5. Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications; 1st ed.
6. P.C. Tripathi & P.N. Reddy, (2015) Principles of Management, 5th Edition, Tata McGraw-Hill Education, New Delhi.



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GOVERNMENT DEGREE COLLEGE FOR WOMEN, BEGUMPET, HYD-16
(An autonomous college of Osmania University), Re-Accredited by NAAC with "B" Grade
FACULTY OF BUSINESS ADMINISTRATION – B.B.A I YEAR
SEMESTER-I –Principles of Management (Question Paper Pattern)
Applicable from the academic year 2021-22

Max.Marks :100 (60E +40I)

(A) Internal Assessment(Max 40 marks)

- | | | |
|---------------------|---|----------|
| a) Internal written | : | 20 Marks |
| b) MCQs | : | 10 Marks |
| c) Seminar | : | 5 Marks |
| d) Assignments | : | 5 Marks |

Total : 40Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions (5x 4 mks = 20 mks)

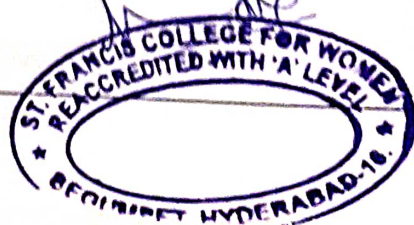
1. Theory from Unit I
2. Theory from Unit II
3. Theory from Unit III
4. Theory from Unit IV
5. Theory from Unit V
6. Theory from Unit-I
7. Theory from Unit II
8. Theory from Unit V

Part-B

II. Answer the following Questions (5 x 8 mks =40 mks)

- | | | |
|------------------------------|------|--------------------------|
| 9. (a) Theory from Unit-I | (OR) | (b) Theory from Unit I |
| 10. (a) Theory from Unit II | (OR) | (b) Theory from Unit II |
| 11. (a) Theory from Unit III | (OR) | (b) Theory from Unit III |
| 12. (a) Theory from Unit IV | (OR) | (b) Theory from Unit IV |
| 13. (a) Theory from Unit V | (OR) | (b) Theory from Unit V |

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Course Objective

To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic philosophies and tools of marketing management.

Course Outcomes

CO-1: To understand the concept of Marketing and Selling.

CO-2: To understand the concept of Market Segmentation and its importance in marketing.

CO-3: To present process of new product development.

CO-4: To present the techniques New Product Development and Pricing decisions during the life of a product.

CO-5: To understand the importance and effectiveness of Promotional Mix.

SYLLABUS

UNIT - I : INTRODUCTION OF MARKETING :

Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment

UNIT - II : MARKET SEGMENTATION :

Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

UNIT - III : NEW PRODUCT DEVELOPMENT :

Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process.

UNIT - IV : PRODUCT & PRICING DECISIONS :

Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies

UNIT - V : PROMOTION MIX :

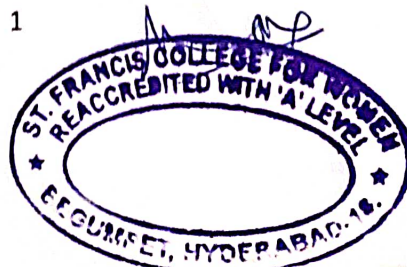
Concept of Promotion Mix, Factors determining promotion mix, Promotional Tools – Types of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Distribution: Designing Marketing Channels Channel functions, Types of Intermediaries.

SUGGESTED BOOKS :

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, "Principles of Marketing", 2018, 18th Ed, Pearson Education Prentice Hall of Indi..
2. Paul Baines, Chris Fill, Kelly page, "Marketing Management", 2018, 15 Ed., OxfordUniversity Press.
3. Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A SouthAsian
4. Dr. Sreeramulu, "Basics of Marketing, (2019), HPH
5. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian, 2019
6. Context, Macmillan Publishers India Limited. 4. Rajan Saxena, "Marketing Management", 2009, 4th Ed. Tata McGraw H

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(An autonomous college of Osmania University), Re-Accredited by NAAC with "B" Grade
FACULTY OF BUSINESS ADMINISTRATION – B.B.A I YEAR
SEMESTER-I – Basics of Marketing (Question Paper Pattern)
Applicable from the academic year 2020-21.

Max.Marks :100 (60E +40I)

(A) Internal Assessment (Max. 40 marks)

- | | | |
|---------------------|---|----------|
| a) Internal written | : | 20 Marks |
| b) MCQs | : | 10 Marks |
| c) Seminar | : | 5 Marks |
| d) Assignments | : | 5 Marks |

Total : 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions (5 x 4 mks = 20 mks)

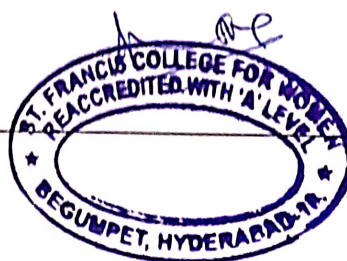
1. Theory from Unit I
2. Theory from Unit II
3. Theory from Unit III
4. Theory from Unit IV
5. Theory from Unit V
6. Theory from Unit-I
7. Theory from Unit II
8. Theory from Unit V

Part-B

II. Answer the following Questions (5 x 8 mks =40 mks)

- | | | |
|------------------------------|------|--------------------------|
| 9. (a) Theory from Unit-I | (OR) | (b) Theory from Unit I |
| 10. (a) Theory from Unit II | (OR) | (b) Theory from Unit II |
| 11. (a) Theory from Unit III | (OR) | (b) Theory from Unit III |
| 12. (a) Theory from Unit IV | (OR) | (b) Theory from Unit IV |
| 13. (a) Theory from Unit V | (OR) | (b) Theory from Unit V |

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BBA SEM-1 (CBCS) SYLLABUS 2021-22

PAPER CODE: BB103

BUSINESS ECONOMICS

COURSE OBJECTIVE:

The Purpose of this course is to apply micro economic concepts and tools for analyzing business problems and making accurate decision pertaining to the business firms. The emphasis is given to tools and techniques of micro economics

Course Outcomes

CO-1: To understand nature and scope of Business Economics.

CO-2: To comprehend the Demand Concepts and Elasticity of Demand.

CO-3: To apprehend theory of production and cost concepts.

CO-4: To learn short and long run cost curves and economies and diseconomies of scale.

CO-5: To grasp the concept of market and its structures.

SYLLABUS:

UNIT - I : BUSINESS ECONOMICS NATURE AND SCOPE :

Introduction to business economics, characteristics, nature and scope concept of opportunities Cost, Incremental cost. Time perspective, Discounting and equi-marginal principle

UNIT – II : DEMAND CONCEPTS & ELASTICITY OF DEMAND :

Concept of Demand Determinates of demand , law of demand, exception to the law of demand, elasticity of demand, types of demand elasticity, uses of demand elasticity. Concept of Supply, Determinants of Supply, Law of Supply, Elasticity of Supply.

UNIT – III : PRODUCTION AND COST CONCEPTS :

Theory of production, production function, input output combination, short run production laws, law of diminishing marginal returns to scale, ISO-quant curves, ISO-cost curves

UNIT – IV : BUDGET LINE :

Cost concepts, cost classification, short run cost curves and long run cost curves, Experience curve. Economies and diseconomies to the scale, economies of scope.

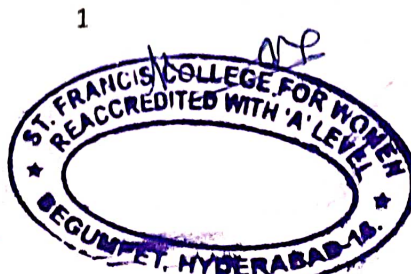
UNIT – V : MARKET STRUCTURES AND PRICING :

Concept of market, structures, perfect competition market and price determination, monopoly and abnormal profits, monopolistic completion market price determination, price discrimination. Oligopoly, features of oligopoly, syndicating in oligopoly, kinked demand curve, price leadership and market positioning.

SUGGESTED BOOKS:

1. Dominik Salvatore, (2015) Principal of Micro Economics (7th Edn) oxford University Press.
2. Dr. D N Mithani, (2018) Managerial Economics Theory and Applioation, HPH
3. Varshiney & Maheswari, Managerial Economics, Juptan Publication, New Delhi
4. Lipsey and Crystal (2008) Economics International (15th Edn) Oxford University Press..
5. Kutosynnis (1979) Modern Mircro Economics (5th Edn) Mc millan Publishers

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FACULTY OF BUSINESS ADMINISTRATION – B.B.A I YEAR
SEMESTER-I – Business Economics (Question Paper Pattern)
Applicable from the academic year 2021-22

Max. Marks :100 (60E +40I)

(A) Internal Assessment (Max.40 marks)

- | | | |
|---------------------|---|----------|
| a) Internal written | : | 20 Marks |
| b) MCQs | : | 10 Marks |
| c) Seminar | : | 5 Marks |
| d) Assignments | : | 5 Marks |

Total : 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24]

[Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions

(5 x 4 mks = 20 mks)

1. Theory form Unit I
2. Theory from Unit II
3. Theory from Unit III
4. Theory from Unit IV
5. Theory from Unit V
6. Theory from Unit-I
7. Theory from Unit II
8. Theory from Unit V

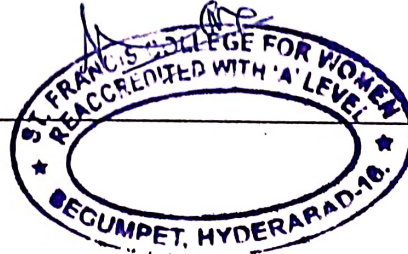
Part-B

II. Answer the following Questions

(5 x 8 mks =40 mks)

- | | | |
|------------------------------|------|--------------------------|
| 9. (a) Theory from Unit-I | (OR) | (b) Theory from Unit I |
| 10. (a) Theory from Unit II | (OR) | (b) Theory from Unit II |
| 11. (a) Theory from Unit III | (OR) | (b) Theory from Unit III |
| 12. (a) Theory from Unit IV | (OR) | (b) Theory from Unit IV |
| 13. (a) Theory from Unit V | (OR) | (b) Theory from Unit V |

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SEMESTER-II

BBA SEM-II (CBCS) SYLLABUS 2021-22

COURSE- AECC – 2

BASIC COMPUTER SKILLS

OBJECTIVE:

The objective of this courses to enable student to understand the basic computer concepts related today to day office environment.

UNIT – I: INTRODUCTION TO COMPUTERS

Introduction to Computation and Computers, components of computer CPU, Types of Memory, Types of computers – Software, Hardware Definition- Input devices (keyboard, MICR, OCR, OMR), Graphic input devices (Mouse, Graphic Tablet, Joystick), output devices (Printers - Impact & non-impact printer)- Introduction to Software, classification of software, Evolution of operating system, functions of operating system, Types of operating system.

UNIT - II: INTRODUCTION TO INFORMATION SYSTEM, WORD PROCESSING AND PRESENTATION:

Data & information, System, types of System, information system, Types system information system – definition, Application of information system, ethical and social issues in information system.

Word Processing -Creating, editing and saving documents, formatting features of word processing, working with tables and graphs, preview & printing documents;

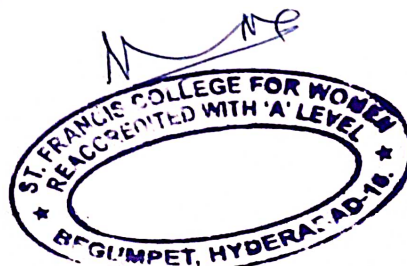
Presentation – Creating, Editing and Saving shade shows, Templates, Animations – Brelitin Customer made – Preparing slideshows.

SUGGESTED BOOKS :

1. Computer fundamentals, 2e, A.K.Sharma, Universiy Press.
2. Introduction to computers , Tata Mc Graw Hill, Alexis Leon & Mathews Leon
3. Introduction to information technology, 2e, John Wiley & sons, Turban, Rainer, Potter
4. Computer fundamentals, Pearson, Anita Goel
5. Fundamentals of computers, Raja Raman, PHI
6. Basics of Computer Skills, Tulasi Ram, 2019, HPH

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BBA SEM-II (CBCS) SYLLABUS 2021-22

PAPER CODE: BB201

ORGANIZATIONAL BEHAVIOUR

COURSE OBJECTIVE:

The main objective is to explain the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization.

Course Outcomes

CO-1: To understand nature, factors influencing and scope of Organizational development.

CO-2: To comprehend the concept, importance and theories of motivation and Leadership.

CO-3: To apprehend of groups and group dynamics.

CO-4: To understand the concept of management of Change.

CO-5: To grasp the concept of Organizational Culture, Conflict and Effectiveness.

SYLLABUS:

UNIT - I : ORGANIZATIONAL BEHAVIOR :

Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior. Perception and Attribution- concept, nature and process, Factors influencing perception. Values and Attitudes. Personality - Stages of personality development, Determinants of personality. Concept and theories of learning.

UNIT – II : MOTIVATION :

Concept, importance and theories of motivation. Leadership - concept, characteristics, theories and styles of leadership, Managerial grid, Leadership continuum and Leadership effectiveness.

UNIT - III : GROUP DYNAMICS :

Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness - Group decision making process. Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

UNIT – IV : MANAGEMENT OF CHANGE :

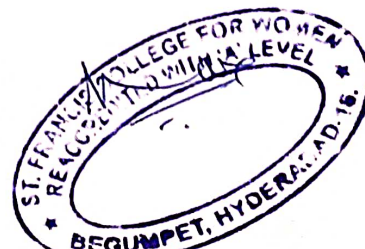
Meaning and importance of change, Factors contributing to organizational change, Change agents, Resistance to change – causes of and dealing with resistance to change, Organizational Development - meaning and process.

UNIT - V : ORGANIZATIONAL CULTURE, CONFLICT AND EFFECTIVENESS :

Concept of Organizational Culture, Distinction between organizational culture and organizational climate, Factors influencing organizational culture, Morale- concept and types of morale. Managing conflict, Organizational Effectiveness - Indicators of organizational effectiveness, Achieving organizational effectiveness. Organizational Power and Politics.

SUGGESTED BOOKS :

1. Robbins, P. Stephen - Organizational Behavior-concepts, controversies & Applications - Prentice Hall of India Ltd.,
2. Luthans Fred - Organizational Behavior - McGraw Hill Publishers Co. Ltd., New Delhi, 1988.
3. Rao, VSP and Narayana, P.S. - Organization Theory & Behavior - Konark Publishers Pvt.Ltd., Delhi, 1987.
4. Prasad, L.M - Organizational Theory & Behavior - Sultan Chand & Sons, New Delhi, 1988.
5. Sekaran, Uma - Organizational Behavior-text & cases - Tata McGraw Hill Pub Ltd., New Delhi, 1989.
6. Aswathappa. K. - Organizational Behavior – Himalaya Publishing House, Mumbai, 18th Edition, 2018.
7. Afsaneh Nahavandi - Organizational Behavior – Sage Publications.
8. P Subba Rao – Organizational Behavior (2018), IIPH, 18th Edition



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GOVERNMENT DEGREE COLLEGE FOR WOMEN, BEGUMPET, HYD-16
(An autonomous college of Osmania University), Re-Accredited by NAAC with "B" Grade
FACULTY OF BUSINESS ADMINISTRATION – B.B.A I YEAR
SEMESTER-II – Organisational Behaviour (Question Paper Pattern)
Applicable from the academic year 2021-22

Max.Marks :100 (60E +40I)

(A) Internal Assessment (Max 40 marks)

- | | | |
|---------------------|---|----------|
| a) Internal written | : | 20 Marks |
| b) MCQs | : | 10 Marks |
| c) Seminar | : | 5 Marks |
| d) Assignments | : | 5 Marks |

Total : 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions (5 x 4 mks = 20 mks)

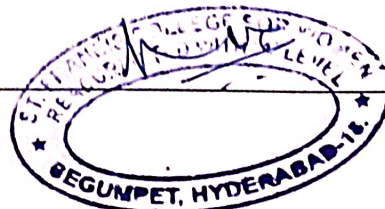
1. Theory from Unit I
2. Theory from Unit II
3. Theory from Unit III
4. Theory from Unit IV
5. Theory from Unit V
6. Theory from Unit-I
7. Theory from Unit II
8. Theory from Unit V

Part-B

II. Answer the following Questions (5 x 8 mks =40 mks)

- | | | |
|------------------------------|------|--------------------------|
| 9. (a) Theory from Unit-I | (OR) | (b) Theory from Unit I |
| 10. (a) Theory from Unit II | (OR) | (b) Theory from Unit II |
| 11. (a) Theory from Unit III | (OR) | (b) Theory from Unit III |
| 12. (a) Theory from Unit IV | (OR) | (b) Theory from Unit IV |
| 13. (a) Theory from Unit V | (OR) | (b) Theory from Unit V |

Sumit



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BBA SEM-II (CBCS) SYLLABUS 2021-22

PAPER CODE: BB202

BUSINESS STATISTICS

COURSE OBJECTIVE:

The Objective of this course to provide a student an understanding of basic statistical tools to apply for management problems and analysis. The tools starting from data gathering, tabulation, presentation and analyzing using basic statistical techniques like measures of central tendency, dispersion, kurtosis, correlation and regression.

Course Outcomes

- CO-1: To understand the importance of Statistics in Business decisions and classification of data.
CO-2: To introduce the measures of central tendency.
CO-3: To understand the significance and requisites of measuring dispersions, Skewness and kurtosis.
CO-4: To help the students in understanding the importance of Index Numbers in business decisions.
CO-5: To understand the concept of Correlation and Regression in business decisions.

SYLLABUS:

UNIT – I : STATISTICS :

Definitions – Statistical methods – Importance and Scope – Limitations – Need for Data – Principles of Measurement. Tabulation and Presentation:

Classification of Data – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / tabulation of Data – Objectives of Tabulation – Parts and Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and limitations of Graphs.

UNIT – II : MEASURES OF CENTRAL TENDENCY :

Introduction to Averages – Requisites for a Measure of Central Tendency, Mean - Combined mean – Weighted mean. Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values – Mode – Relationship between Mean, Median and Mode.

UNIT-III: Measures of Dispersion:

Introduction – Significance and Requisites of a Measure of dispersion, Range, QD, MD and SD- For Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation.

Skewness and Kurtosis (SK):

Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages. Moments – concepts – Calculation – Kurtosis.

UNIT – IV : INDEX NUMBERS :

Index Numbers - Introduction – Types – Characteristics – Construction weighted and unweighted index numbers – Price and Quantity/Volume index numbers – Tests – time reversal – Factor Reversal and Circular tests – Chain and Fixed base – Changing of base – Combining of two or more overlapping indices consumer price Index – Problems in Construction.

UNIT – V : CORRELATION AND REGRESSION ANALYSIS :

Correlation Analysis: Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation.

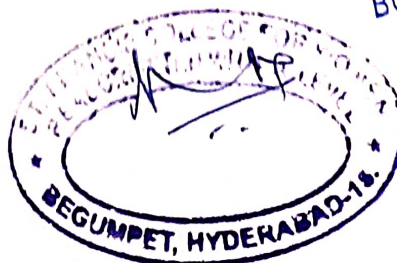
Regression Analysis: Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients (Simple problems only)

SUGGESTED BOOKS :

1. Gupta SC: "Fundamental of Statistics" 7th Ed, Himalaya Publishers House, 2019.
2. Sharma JK: "Business Statistics" 2nd Edition Pearson Education, 2007.
3. Arora, PN, Arora, Sumeet and Arora, Amit: "Managerial Statistics", S. Chand, 1st Ed., 2009.
4. Bharadwaj, RS: "Business Statistics", Excel books, 2nd Ed, 2008.
5. J K Singh, Business Mathematics, 2018, HPH.

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FACULTY OF BUSINESS ADMINISTRATION – B.B.A I YEAR
SEMESTER-II – Business Statistics (Question Paper Pattern)
Applicable from the academic year 2021-22

Max. Marks : 100 (60E + 40I)

(A) Internal Assessment (Max 40 marks)

- | | |
|---------------------|------------|
| a) Internal written | : 20 Marks |
| b) MCQS | : 10 Marks |
| c) Seminar | : 5 Marks |
| d) Assignments | : 5 Marks |

Total : 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions (5 x 4 mks = 20 mks)

1. Theory from Unit I
2. Problem from Unit II
3. Problem from Unit III
4. Problem from Unit IV
5. Problem from Unit V
6. Theory from Unit-I
7. Theory from Unit II
8. Theory from Unit V

Part-B

II. Answer the following Questions

(5 x 8 mks = 40 mks)

9. (a) Theory from Unit-I (OR) (b) Problem from Unit I
10. (a) Problem from Unit II (OR) (b) Problem from Unit II
11. (a) Problem from Unit III (OR) (b) Problem from Unit III
12. (a) Problem from Unit IV (OR) (b) Theory from Unit IV
13. (a) Problem from Unit V (OR) (b) Problem from Unit V

Amritha




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BBA SEM-II (CBCS) SYLLABUS 2021-22

FINANCIAL ACCOUNTING

PAPER CODE: BB203

COURSE OBJECTIVE:

To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

Course Outcomes

CO-1 : To understand the purpose and principals of Accounting and nature of Accounts.

CO-2: To learn preparation of various types of books.

CO-3: To learn preparation of Financial Statements.

CO-4: To learn analyzing of Financial Statements.

CO-5: To understand the importance of Accounting Standards, procedure for issue and importance of IFRS and Ind-AS

SYLLABUS:

UNIT - I: INTRODUCTION TO FINANCIAL ACCOUNTING :

Accounting as an Information System, Importance and Scope, Limitations; Users of accounting information; Accounting Principles, Accounting Concepts, Principles and Conventions – Generally Accepted Accounting Principles (GAAP); Nature of Accounts

UNIT - II : TYPES OF BOOKS (PRIMARY AND SECONDARY) :

The Accounting Equation Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; ledger balancing; Opening and Closing Entries, Preparation of Trial Balance.

UNIT - III : PREPARATION OF FINANCIAL STATEMENTS :

Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, Understanding contents of financial statements of a joint stock company as per the Companies Act2013.

UNIT - IV : FINANCIAL STATEMENT ANALYSIS USING RATIOS :

Objective of financial statement analysis, sources of information, Techniques of financial statement analysis: Horizontal analysis, Vertical analysis and Ratio Analysis; Financial Ratios: Meaning and Usefulness of Financial Ratios. Analysis of ratios- Liquidity Ratios, Solvency Ratios, Profitability Ratios and Turnover Ratios; Limitation of ratio analysis.

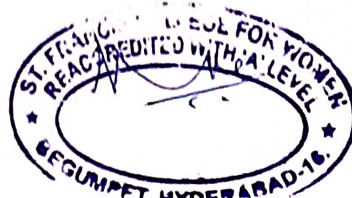
UNIT - V : INDIAN ACCOUNTING STANDARDS (IND-AS) :

Concept, benefits, procedure for issuing Ind- AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB.

SUGGESTED BOOKS:

1. Tulsian, P.C., Financial Accounting, Pearson
2. T.S. Grewal, Introduction to Accountancy, Sultan Chand
3. Maheshwari, S.N. & Maheshwari, S.K., Financial Accounting for B. Com., CA, CS, & ICWA (Foundation) Courses, Vikas Publishing House Pvt. Ltd.
4. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.
5. Balwani, Nitin, Accounting and Finance for Managers






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FACULTY OF BUSINESS ADMINISTRATION – B.B.A I YEAR
SEMESTER-II – Financial Accounting (Question Paper Pattern)
Applicable from the academic year 2021-22

Max.Marks :100 (60E +40I)

(A) Internal Assessment (Max 40 marks)

- | | |
|---------------------|------------|
| a) Internal written | : 20 Marks |
| b) MCQs | : 10 Marks |
| c) Seminar | : 5 Marks |
| d) Assignments | : 5 Marks |

Total 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions (5 x 4 mks = 20 mks)

1. Theory form Unit I
2. Problem from Unit II
3. Problem from Unit III
4. Problem from Unit IV
5. Theory from Unit V
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7. Theory from Unit-II
8. Theory from Unit V

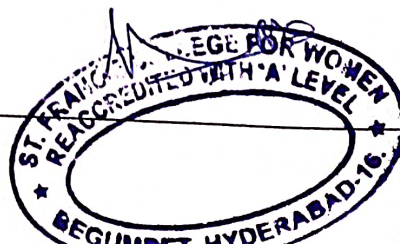
Part-B

II. Answer the following Questions (5 x 8 mks =40 mks)

9. (a) Theory from Unit-I (OR) (b) Theory from Unit I
10. (a) Problem from Unit II (OR) (b) Problem from Unit II
11. (a) Problem from Unit III (OR) (b) Problem from Unit III
12. (a) Problem from Unit IV (OR) (b) Problem from Unit IV
13. (a) Theory from Unit V (OR) (b) Theory from Unit V


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SEMESTER-III

BBA SEM-III (CBCS) SYLLABUS 2021-22

COURSE- SEC-1

PERSONALITY DEVELOPMENT-1

OBJECTIVE:

The objective of the course is to provide a proper perspective towards one's personality development.

UNIT - I: INTRODUCTION TO PERSONALITY

Introduction to Personality- Basic of Personality, Human Growth and Behavior, Theories in Personality, Motivation; Attitudes: Types of Attitudes, Formation – importance of positive attitudes

– steps in developing positive attitudes

UNIT - II: COMMUNICATION AND LEADERSHIP SKILL

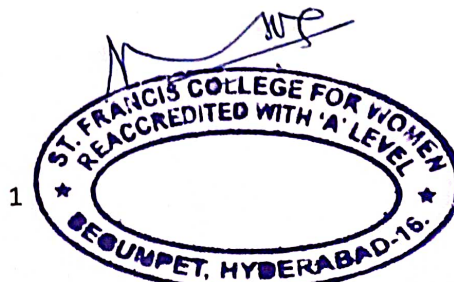
Communication Skills – Definition, Significance of communication, disasters of non-communication, communication Gap, process of communication, forms of communication; listening skills, active and attentive listening, benefit of listening; Body Language, Right Posture and its importance – effects of right body language, Inter personal communication and relationships, leadership skills, team building and public speaking.

SUGGESTED BOOKS:

1. Personality Development by Rajiv K. Mishra. Rupa & Co.
2. Public Speaking – Collins.
3. Your Personal Pinnacle of Success - D.D. Sharma
4. Self development - Devesh.




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COURSE- SEC-2

BASIC QUALITY MANAGEMENT

OBJECTIVE:

Quality is the most significant characteristic of product or service in today's world. This course introduces traditional and modern quality perspectives.

UNIT – I: INTRODUCTION:

The concept of Quality. Quality Dimensions. Product and Service Quality. Inspection, Statistical Quality Control, Quality Assurance and Total Quality Management. Conventional Quality Management versus Total Quality Management. Evolution of TQM. Historical perspectives of TQM – Deming, Juran, Crosby and Taguchi's Contributions. Customer and supplier focus in TQM. Benefits and Costs of TQM.

UNIT – II: TOOLS AND TECHNIQUES OF TQM:

Statistical Tools - Check Sheets, Histograms, Scatter Diagrams, Pareto's Chart, Regression Analysis & Control Charts. Cause and Effect Diagrams, The Five Why's, Five S's, Kaizen, JIT, Quality Circles, Gantt Chart and Balanced Score Card. Dimensions of Service Quality. An overview of TQM in Service Organisations.

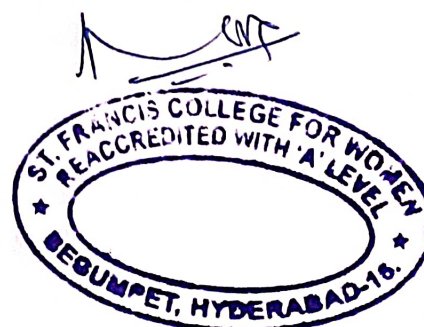
SUGGESTED BOOKS :

1. Sunil Sharma, "Total Engineering Quality Management", 2003, Macmillan India Ltd.
2. Ron Basu, "Implementing Quality: A Practical Guide to Tools and Techniques", 2016, THOMPSON.
3. Kanishka Bedi, "Quality Management", Oxford University Press.
4. Mujkherjee, PN, "Total Quality Management", 2007, PHI.
5. R. P. Mohanty & R. R. Lakhe, "TQM in the Service Sector", Jaico Books. 2016

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BBA SEM-III (CBCS) SYLLABUS 2021-22

PAPER CODE: BB301

HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVE:

The aim of this course is to introduce to student the basic concepts related to Human Resource Management which can form foundation to understanding advanced concepts in managing human resources in an organization.

Course Outcomes

- CO1- To Understand basic Human Resource Management concept and environment
- CO2-To Acquire Human resources, its planning and job analysis.
- CO3-To Understand developing about Human Resources such as Training, Career planning.
- CO4-To Understand Labour Management
- CO5- To Understand performance appraisal

SYLLABUS:

UNIT – I : INTRODUCTION TO HUMAN RESOURCE MANAGEMENT AND ENVIRONMENT :

Functions of Human Resource Management. Managerial and operative role of Human Resource Management. Personnel Management vs. Human Resource Management – Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

UNIT – II : ACQUIRING HUMAN RESOURCES :

Human Resource Planning and Alignment – Job Analysis and Design. Job Description, Job Specification and Job Evaluation, Job- Restructuring – Job Rotation, Job Enlargement and Job Enrichment. Recruitment and Selection – Placement – Induction and Orientation. Line and Staff.

UNIT – III : DEVELOPING HUMAN RESOURCES :

Training and Development – Employee Training and Retraining – Assessing Training Needs and Designing Training Programmes. An overview on employee orientation: Career Planning and Development: Role and Significance of Career Planning – Impact of Career Planning on Productivity.

UNIT - IV: LABOUR MANAGEMENT :

Industrial Relations and Industrial Disputes. Principles and guidelines for effective handling of Industrial Disputes and Industrial Relations – Standing Orders – Role and Contents of standing orders – Labour Relations and Collective Bargaining – Employee Health and Safety.

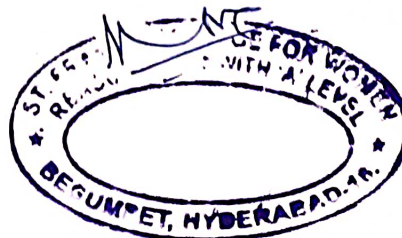
UNIT – V : REWARDING HUMAN RESOURCES :

Performance Appraisal – Methods and needs for Performance Appraisal – Organization Climate and its impact on HRM. Components of Organization Culture. Quality of Work Life – Determinants of quality of work life. Impact of QWL on Organization Climate and Culture.

SUGGESTED BOOKS:

1. Human Resources - Bernardin H. John. TMH
2. Managing Human Resources – Wayne E. Casio. – TMH
3. Human Resources Management – David Lepak and Mary Gowan – Pearson
4. Human Resources Management – Decenzo and Robbins – John Willey
5. Human Resource Management. Texts and Cases. - TMH
6. Human Resource Management, P Subba Rao, HPHI, 2009
7. Human Resource Management, Sen Gupta, 2018 1st Edition, Sage Publication

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BBA SEM-III (CBCS) SYLLABUS 2021-22

PAPER CODE: BB301

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Course Outcomes

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SYLLABUS:

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Functions of Human Resource Management. Managerial and operative role of Human Resource Management. Personnel Management vs. Human Resource Management – Strategic Management Approach. The Role of Globalization in HR Policy and Practice.

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1. Human Resources - Bernandin H. John. TMH
2. Managing Human Resources – Wayne E. Casio. – TMH
3. Human Resources Management – David Lepak and Mary Gowan – Pearson
4. Human Resources Management – Decenzo and Robbins – John Willey
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7. Human Resource Management, Sen Gupta, 2018 1st Edition, Sage Publication

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GOVERNMENT DEGREE COLLEGE FOR WOMEN, BEGUMPET, HYD-16
(An autonomous college of Osmania University), Re-Accredited by NAAC with "B" Grade
FACULTY OF BUSINESS ADMINISTRATION – B.B.A II YEAR
SEMESTER-III Human Resource Management (Question Paper Pattern)
Applicable from the academic year 2021-22

Max.Marks :100 (60E +40I)

(A) Internal Assessment (Max 40 marks)

- | | |
|---------------------|------------|
| a) Internal written | : 20 Marks |
| b) MCQ'Ss | : 10 Marks |
| c) Seminar | : 5 Marks |
| d) Assignments | : 5 Marks |

Total : 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions (5 x 4 mks = 20 mks)

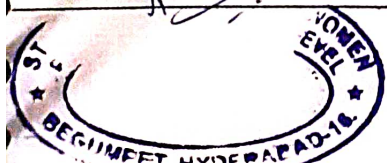
1. Theory from Unit I
2. Theory from Unit II
3. Theory from Unit III
4. Theory from Unit IV
5. Theory from Unit V
6. Theory from Unit-I
7. Theory from Unit II
8. Theory from Unit V

Part-B

II. Answer the following Questions (5 x 8 mks =40 mks)

- | | | |
|------------------------------|------|--------------------------|
| 9. (a) Theory from Unit-I | (OR) | (b) Theory from Unit I |
| 10. (a) Theory from Unit II | (OR) | (b) Theory from Unit II |
| 11. (a) Theory from Unit III | (OR) | (b) Theory from Unit III |
| 12. (a) Theory from Unit IV | (OR) | (b) Theory from Unit IV |
| 13. (a) Theory from Unit V | (OR) | (b) Theory from Unit V |


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BBA SEM-III (CBCS) SYLLABUS 2021-22

PAPER CODE: BB302 INFORMATION TECHNOLOGY FOR BUSINESS

COURSE OBJECTIVE:

The Objective of this course is to familiarize management students to basics of IT, its applications and importance to present day management and organization.

Course Outcomes

- CO1- Implement basic computer system such as Hardware, Software, Memory and Network & its Topologies.
- CO2- To Understand the concepts of Information systems and DBMS
- CO3- To Understand the concepts of multimedia
- CO4- To Understand Internet concepts & security issues.
- CO5- To Understand applications of office Management.

UNIT - I : INTRODUCTION TO IT :

Computer Systems- Hardware -I/O devices, Memory devices, Processors-Software - classification of software- systems software, Application software- Operating Systems- Definition- Types of OS- Understanding of GUI- Networks- Definition- Types of Network- LAN, WAN- Network Topologies- Physical Communication Media-TCP/IP, OSI Model.

UNIT – II : INTRODUCTION TO IS :

Definition of Data, Information & Knowledge, IS- MIS, DSS, Expert Systems–Types of IS- Operation, Tactical, Strategic IS- Executives Information Systems (EIS) – Definitions- Data Base, DBMS, Advantages & Disadvantages of DBMS-Ethical and Social Issues in IS.

UNIT - III : MULTIMEDIA CONCEPTS :

Definition of Multimedia - Multimedia devices - Multimedia Formats - Audio formats- Video formats - Compression/ Decompression issues - Business Applications of Multimedia.

UNIT – IV : INTERNET & SECURITY ISSUES :

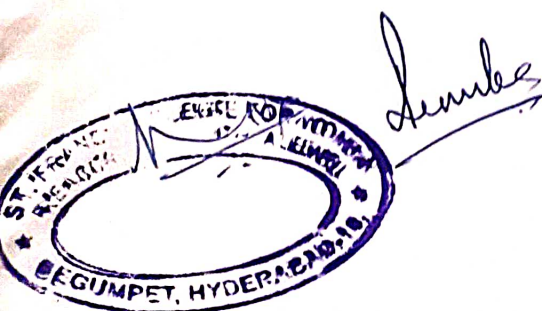
Internet – History- Internet Addressing and architecture-WWW – Architecture-Browser-Servers- Search engines -Internet Services- Email- Chatting- Messaging- Groups- Social Networking- Internet in Business- definition of e-commerce, m-commerce- types of online business-Security Issues in Internet.

UNIT – V : OFFICE MANAGEMENT APPLICATIONS :

Intranets, Extranets, VPN- Internet Telephony - Group ware- audio and video Conferencing- Wireless Communication - WLANS- Definitions of Blue tooth - Wi Fi- Wi Max – RFID - Use of Spreadsheets for office - spread sheet applications (MS-EXEL) - Use of Databases for the Office (MS-ACCESS) - Database applications.

SUGGESTED BOOKS :

- 1.Kenneth C. Laudon & Jane P. Laudon - Management Information Systems - Managing the Digital Firm, Pearson Education, Fourth Edition 2008.
- 2.Turban, McLean, Wetherbe- Information Technology For Management, Wiley Student Edition- Fourth Edition.
- 3.Leonard Jessup, Joseph Valacich – Information Systems Today, Why IS matters, Pearson Education –Low Price Edition, Second Edition.
- 4.Effy Oz- Management Information systems, Thomson Course Technology, Fifth Edition.




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INFORMATION TECHNOLOGY FOR BUSINESS LAB WORK

objective: The aim of this course is to give a management students practical experience om working in typical office software like MS-OFFICE.

UNIT - I : MS-EXCEL :

Basic features: Creating, Naming Saving, Editing and Printing of Worksheets. Data Entry - Manual and Automatic Formatting cells and Cell referencing. Creating and using formulas and Functions Use of Copy, Move and Paste Options. **Data And Graphical Options:** Filling a Series, Sorting data, querying of data. Working with graphs and charts.

ADVANCED OPTIONS OF MS-EXCEL:

- a) Statistical tools – use statistical functions such as average, Standard Deviation, ANOVA, etc.
- b) Financial Tools – use of Financial Functions such as NPV, IRR etc.
- c) Date Functions
- d) Building Simple Macros.

UNIT – II : MS-ACCESS :

Creating a database and tables by different methods- Entering and Editing data- Sorting, Filtering and Displaying data. Creating & querying using forms. Creating & printing reports and labels.

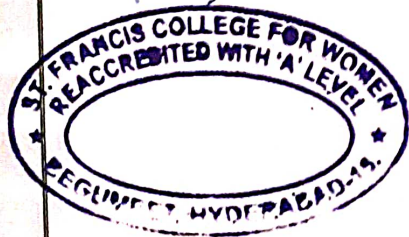
Transfer of data between Excel & Access.

SUGGESTED BOOKS :

1. David Whigham, “Business Data Analysis Using Excel”, Oxford University Press, Indian Edition.
2. Paul Cornell, “Accessing & Analyzing DATA with MS-EXCEL”.
3. R & D, “IT Tools and Applications”, Macmillan India Ltd.
4. Sanjay Saxena, “A First Course in Computers – Based on Windows Office XP”, Second Edition – Vikas Publishing House.

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GOVERNMENT DEGREE COLLEGE FOR WOMEN, BEGUMPET, HYD-16
(An autonomous college of Osmania University), Re-Accredited by NAAC with "B" Grade
FACULTY OF BUSINESS ADMINISTRATION – B.B.A II YEAR
SEMESTER-III – Information Technology for Business (Question Paper Pattern)
Applicable from the academic year 2021-22

Max. Marks : 100 (60E + ⁴⁰20I+20P) + 50 (Practicals)

(A) Internal Assessment (Max 40 marks)

- a) Internal written : 20 Marks
b) Practical : 20 Marks
(Execution:10+
Viva voice:10)

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Total : 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions (5 x 4 mks = 20 mks)

1. Theory from Unit I
2. Theory from Unit II
3. Theory from Unit III
4. Theory from Unit IV
5. Theory from Unit V
6. Theory from Unit-I
7. Theory from Unit II
8. Theory from Unit V

Part-B

II. Answer the following Questions (5 x 8 mks = 40 mks)

9. (a) Theory from Unit-I (OR) (b) Theory from Unit I
10. (a) Theory from Unit II (OR) (b) Theory from Unit II
11. (a) Theory from Unit III (OR) (b) Theory from Unit III
12. (a) Theory from Unit IV (OR) (b) Theory from Unit IV
13. (a) Theory from Unit V (OR) (b) Theory from Unit V


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BBA SEM-III (CBCS) SYLLABUS 2021-22

FINANCIAL MANAGEMENT

PAPER CODE: BB303

COURSE OBJECTIVE:

To acquaint students with the techniques of financial management and their applications for business decision making.

Course Outcome

CO1- To understand the meaning of financial management and to know the difference between Profit Maximization and Wealth Maximization.

CO2- To understand the concept of Time value of Money and its importance in decision making.

CO3 – Awareness as to sources of long-term finances.

CO-4 - To understand how to manage Working Capital Management.

CO-5 - To understand how to manage Receivables.

SYLLABUS:

UNIT – I : NATURE OF FINANCIAL MANAGEMENT :

Finance and relation with other disciplines; Scope of Financial Management; Profit Maximization Vs. Wealth Maximization Vs. Value Maximum Traditional and Modern Approach of FM; Functions of finance – Objectives of Financial Management; Investment Decision, Financing Decision, Current Assets Management Decision and Dividend Decision - Organization of finance function;

UNIT – II : CONCEPT OF TIME VALUE OF MONEY :

Concept of Time Value of Money, compounding, discounting, present value, future value, and annuity; capital budgeting – meaning, features; applications of Discounted Cash Flow (DCF) in capital budgeting. Traditional Methods: Calculation of ARR and PB. Modern Methods: calculation of NPV, PI and IRR.

UNIT - III : SOURCES OF LONG TERM FINANCE :

Sources of Long term finance- features of equity shares, preference shares, debentures, long term loans; Capital Structure – meaning, determinants of capital structure; cost of capital – component costs of capital, weighted average cost of capital; Dividend Policy Decision – types of dividend, determinants of dividend policy.

UNIT - IV : WORKING CAPITAL MANAGEMENT :

Gross Vs net working capital, determinants of working capital; Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique (Lock box, concentration banking)

UNIT - V : RECEIVABLES MANAGEMENT – OBJECTIVES :

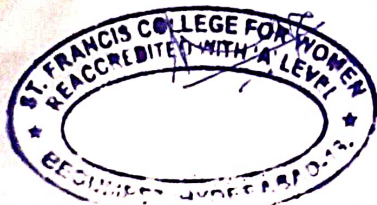
Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; EOQ (Basic Model); Reorder Level; Safety Stock.

SUGGESTED BOOKS :

1. Eugene.F. Brigham, Fundamentals of Financial Management, The Dryden Press, 6 edition, 1992
2. M.Y. Khan & P.K. Jain , Financial Management, Tata McGraw Hill Publishing Co. Ltd.
3. Prasanna Chandra, Fundamentals of Financial Management, McGraw Hill Education, 6 edition, 2015
4. I.M. Pandey, Financial Management, Vikas Publishing House, 11th edition, 2015
5. J.V. Horne & J.M. Wachowicz, Fundamentals of Financial Management, Prentice Hall of India.

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FACULTY OF BUSINESS ADMINISTRATION – B.B.A II YEAR
SEMESTER-III – Financial Management (Question Paper Pattern)
Applicable from the academic year 2021-22

Max.Marks :100 (60E +40I)

(A) Internal Assessment (Max 40 marks)

- | | | |
|---------------------|---|----------|
| 1) Internal written | : | 20 Marks |
| 2) MCQs | : | 10 Marks |
| 3) Seminar | : | 5 Marks |
| 4) Assignments | : | 5 Marks |

Total 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions (5 x 4 mks = 20 mks)

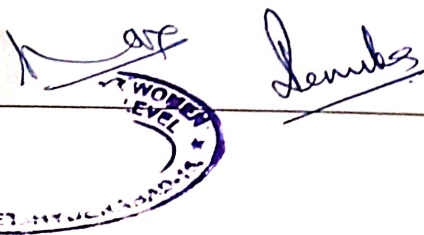
1. Theory from Unit I
2. Theory from Unit II
3. Problem from Unit III
4. Problem from Unit IV
5. Theory from Unit V
6. Theory from Unit-I
7. Theory from Unit-II
8. Problem from Unit V

Part-B

II. Answer the following Questions (5 x 8 mks =40 mks)

- | | | |
|------------------------------|------|---------------------------|
| 9. (a) Theory from Unit-I | (OR) | (b) Theory from Unit I |
| 10. (a) Problem from Unit II | (OR) | (b) Problem from Unit II |
| 11. (a) Theory from Unit III | (OR) | (b) Problem from Unit III |
| 12. (a) Theory from Unit IV | (OR) | (b) Problem from Unit IV |
| 13. (a) Problem from Unit V | (OR) | (b) Problem from Unit V |


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SEMESTER-IV

BBA SEM-IV (CBCS) SYLLABUS 2021-22
COURSE- SEC-3
PERSONALITY DEVELOPMENT-2

OBJECTIVE:

The objective of this course to enable a student to understand the importance of Goal setting Time Management and Trustworthiness.

UNIT – I : GOAL SETTING AND TIME MANAGEMENT :

Definition, Importance of goal setting, Periodicity of goal setting- Short, Medium and Long term- Methods to achieve set goals – Activity in goal setting – Techniques of time management- Prioritization of activities- Awareness of time wasters and how to avoid them.

UNIT –II : ENHANCING PERSONALITY DEVELOPMENT :

Maintaining Trust- Being Trusting and Trustworthy, Building Interpersonal Trust, Re-establishing trust after it has been broken, Trusting Appropriately, Trust and Friendship. Managing Anger- Nature of anger, Guidelines for managing anger constructively, dealing with an angry person- Managing Anxiety and Fear- Breathing, Progressive muscle relaxation, Building one's self esteem, Avoiding self-blame, Taking risks, Tolerating failure, Celebrating success.

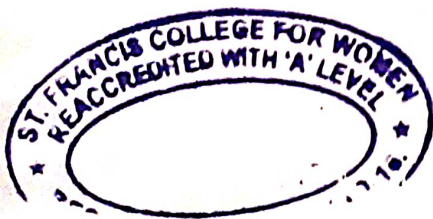
SUGGESTED BOOKS :

1. Rajiv Mishra, Personality Development, Rupa & Co.
2. Elizabeth B. Hurlock, Personality Development, Tata McGraw Hill, New Delhi.
3. McGrath E.H., Basic Management Skills for All, Prentice Hall of India Pvt. Ltd.
4. Barun K. Mitra, Personality Development and Soft Skills, Oxford University Press
5. Sherfield, R.M., Montgomery, R.J., Moody, P.G., Developing Soft Skills, 4th Edition, Pearson, 2010.
6. Robbins, S.P., & Hunsaker, Phillip, L., Training in Interpersonal Skills, Tips for managing people at work, PHI, 5th edition.

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BBA SEM-IV (CBCS) SYLLABUS 2021-22

PAPER CODE: BB401

BUSINESS LAW & ETHICS

COURSE OBJECTIVE:

It helps the students to understand importance of contracts companies act & ethics. It focuses on legal aspects of contracts.

COURSE OUTCOMES:

- CO1: To understand Introduction of law & Indian Contract act and its case studies
CO2: To Understand about special contracts and sale of goods act.
CO3: To Understand about company, its formation, directors, meetings.
CO4: To understand consumer protection law in India, rights of consumer awareness, Pollution and Environmental Control Law
CO5: To Understand Business ethics and efficiency.

SYLLABUS:

UNIT - I : LAW OF CONTRACTS :

Definition of Contract and Agreement – Classification of Contracts, Essential elements of a valid Contract – Offer - Acceptance - Consideration - Capacity to Contract - Free consent, void Contracts– Legality of Object - Performance of Contract – Remedies for breach of Contract - QuasiContracts.

UNIT – II : LAW RELATING TO SPECIAL CONTRACTS :

Salient features of Contract of Agency, Bailment and Pledge, Indemnity and Guarantee. Sale of Goods Act – Distinction between Sale and agreement to sell - Conditions and Warranties.

UNIT – III : COMPANIES ACT :

Definition of company – Characteristics - Classification of Companies- Formation of Company - Memorandum and Articles of Association – Prospectus - Share holders meetings - Board meetings - Law relating to meetings and proceedings- Company - Management - Qualifications, Appointment, Powers, and legal position of Directors - Board - M.D and Chairman - Their powers.

UNIT - IV: CONSUMER PROTECTION LAW :

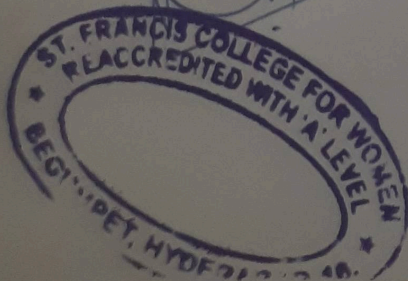
Introduction to consumer protection law in India - Consumer councils - Redressal machinery - Rights of consumers - Consumer awareness. Pollution Control Law - Air, water, and environment pollution control.

UNIT - V: BUSINESS ETHICS :

Ethical and Value based Considerations – Need and Justification – Business ethics and efficiency – Social responsibility of business – Fair and just cooperation among owners, managers, workers and customers – Fair Market Wages – Integrity and ethical consideration in business operations – Indian value system and its relevance in Management.

SUGGESTED BOOKS :

1. N.D. Kapoor, "Elements of Mercantile Law", 2015, Sultan Chand & Co.
2. K.R. Bulchandani, "Business Law for Management", 2018, HPH.
3. PPS Gogna, "A Text Book of Company Law", 2006, S. Chand
4. Marianne moody Jennings, "The Legal, Ethical and Global Environment of Business", 2009, South western Cengage learning, New Delhi.
5. Richard Schaffer, Agusti & Earle.
6. V. Ramakrishna Raju, "Business Laws and Economic Legislations", 2005, HPH.



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FACULTY OF BUSINESS ADMINISTRATION – B.B.A II YEAR
SEMESTER-IV Business Law & Ethics (Question Paper Pattern)
Applicable from the academic year 2021-22

Max.Marks :100 (60E +40I)

(A) Internal Assessment (Max 40 marks)

- a) Internal written : 20 Marks
- b) MCQ'Ss : 10 Marks
- c) Seminar : 5 Marks
- d) Assignments : 5 Marks

Total : 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions (5 x 4 mks = 20 mks)

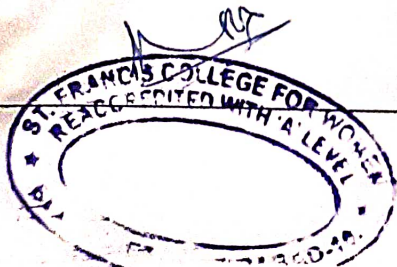
- 1. Theory form Unit I
- 2. Theory from Unit II
- 3. Theory from Unit III
- 4. Theory from Unit IV
- 5. Theory from Unit V
- 6. Theory from Unit-I
- 7. Theory from Unit II
- 8. Theory from Unit V

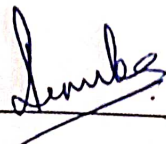
Part-B

II. Answer the following Questions (5 x 8 mks =40 mks)

- | | | |
|------------------------------|------|--------------------------|
| 9. (a) Theory from Unit-I | (OR) | (b) Theory from Unit I |
| 10. (a) Theory from Unit II | (OR) | (b) Theory from Unit II |
| 11. (a) Theory from Unit III | (OR) | (b) Theory from Unit III |
| 12. (a) Theory from Unit IV | (OR) | (b) Theory from Unit IV |
| 13. (a) Theory from Unit V | (OR) | (b) Theory from Unit V |


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BBA SEM-IV (CBCS) SYLLABUS 2021-22

PAPER CODE: BB402

MARKET RESEARCH

COURSE OBJECTIVE:

To provide an exposure to the students pertaining to the nature and Scope of marketing research, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of marketing research.

Course Outcome

CO-1 : To understand need for marketing research and process of marketing research.

CO-2 : To present various sources of data and its collection.

CO-3 : To present various sources of secondary data

CO-4: To understand various measurement and scaling techniques.

CO-5: To understand various Sampling methods available.

SYLLABUS:

UNIT - I : MARKETING RESEARCH :

Nature and Scope of Marketing Research – Role of Marketing Research in Decision Making. The Research process – Steps in the Research Process; Designing the Research Proposal.

UNIT – II : SOURCES OF DATA :

Sources of data, Primary data and Secondary data, Survey method of data collection, Observation method – Types of observation, Interview, Depth interview , Focus group interview, Questionnaire, Method, Steps in design of a questionnaire

UNIT – III : SECONDARY METHOD OF DATA COLLECTION :

Advantages & Disadvantages of Secondary

Data, Criteria for evaluating secondary sources, Secondary sources of data in Indian Context,

UNIT – IV : MEASUREMENT AND SCALING :

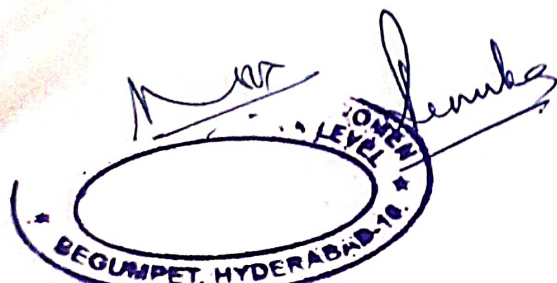
Concept of measurement and scaling – Types of Scales – Nominal ,Ordinal, Interval and Ratio Scales - Attitude scales Thurstone, Likert, Semantic differential scales, Reliability and Validity of ascale.

UNIT – V : SAMPLING :

Sampling techniques, Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean),paired t test, Chi square test. Introduction to theoretical concept of ANOVA,

SUGGESTED BOOKS:

1. Green E. Paul, Tull S.Donald & Albaum, Gerald: "Research for Marketing Decisions", 2018,PHI.
2. Tull and Hawckins, "Marketing Research", 2000, 4th Ed, Tata McGraw Hill.
3. Cooper & Schindler: Business Research Methods McGraw-Hill Education.
4. Martin callingam, "Market intelligence", 2009, Kogan Page Publishers.
5. G.C. Beri, "Marketing Research", 2008, 8th Ed, Tata McGraw Hill.
6. Malhotra, K. Naresh, "Marketing Research- And applied orientation", 2014.
7. Kumar, Marketing Research, 2015, Sage Publication.




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(An autonomous college of Osmania University), Re-Accredited by NAAC with "B" Grade
FACULTY OF BUSINESS ADMINISTRATION – B.B.A II YEAR
SEMESTER-IV –Market Research (Question Paper Pattern)
Applicable from the academic year 2021-22

Max.Marks :100 (60E +40I)

(A) Internal Assessment (Max 40 marks)

- | | | |
|---------------------|---|----------|
| a) Internal written | : | 20 Marks |
| b) MCQs | : | 10 Marks |
| c) Seminar | : | 5 Marks |
| d) Assignments | : | 5 Marks |

Total : 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions

(5 x 4 mks = 20 mks)

1. Theory from Unit I
2. Theory from Unit II
3. Theory from Unit III
4. Theory from Unit IV
5. Problem from Unit V
6. Theory from Unit-I
7. Theory from Unit II
8. Problem from Unit V

Part-B

II. Answer the following Questions

(5 x 8 mks =40 mks)

9. (a) Theory from Unit-I (OR) (b) Theory from Unit I
10. (a) Theory from Unit II (OR) (b) Theory from Unit II
11. (a) Theory from Unit III (OR) (b) Theory from Unit III
12. (a) Theory from Unit IV (OR) (b) Theory from Unit IV
13. (a) Theory from Unit V (OR) (b) Problem from Unit V


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BBA SEM-IV (CBCS) SYLLABUS 2021-22

PAPER CODE: BB403

MANAGEMENT SCIENCE

COURSE OBJECTIVE:

The objective of this course is to provide the student with adequate knowledge regarding the basic manufacturing facilities & how service activities have attained significance and need managerial skills to address the problems.

Course Outcome

- CO-1: To understand the production and operations process and its functions.
CO-2 To understand the importance of capacity planning, factory location, plant layout, sequencing of operations and work study
CO-3: To present the various purchase and stores management techniques.
CO-4: To know the importance of Operations Research and Linear Programming.
CO-5: To understand Transportation, Assignment and Queuing techniques.

SYLLABUS:

UNIT – I : INTRODUCTION TO PRODUCTION & OPERATIONS MANAGEMENT :

Definition of Production and Operations. An overview of Manufacturing processes: Functions of Production, Planning & Control. Interface of Product Life Cycle & Process Life Cycle. Process design – Project, Job, Batch, Assembly and Continuous process.

UNIT – II : PLANT MANAGEMENT AND WORK STUDY :

Capacity Planning, factory location, plant layout – types of layout. Sequencing of Operations: n-Jobs with one, two and three facilities.

Work Study: The concept and various techniques of methods analysis and work measurement.

UNIT – III : PURCHASE AND STORES MANAGEMENT :

Purchase Management: Sources of Supply of Materials, selection, evaluation of Vendors. Methods of vendor rating.

Stores Management: Functions of Stores and Materials control. Classification, Codification, Simplification and Standardization of materials. Economic Order Quantity. Selective Inventory Control Techniques: ABC, VED, FNSD & XYZ.

UNIT – IV : INTRODUCTION TO OR :

Introduction to Operation Research: Introduction, Nature, Managerial applications and limitations of OR. Types of Operation Research Models.

Linear Programming: Mathematical model, Formulation of LPP, assumptions underlying LPP, Solution by Graphical Method.

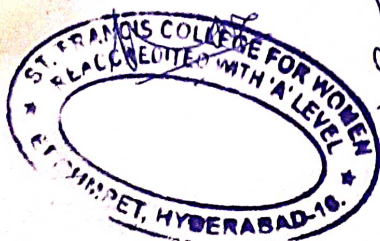
UNIT – V : TRANSPORTATION, ASSIGNMENT AND QUEUING THEORY :

Transportation Problem (TP) - Mathematical model, IBFS using North West Corner Rule, Least Cost Method (LCM) and Vogel's Approximation Method (VAM).

Assignment Problem (AP): Mathematical model, method of obtaining solution- Hungarian method. Queuing Theory - Concepts of Queue - General structure of a Queuing system- Operating Characteristics of Queues.

SUGGESTED BOOKS :

1. S.N. Chary, "Production & Operation Management" 5th Edition, Tata-McGraw – Hill Publishing Company Ltd.
2. N.G. Nair, "Production and Operation Management", 2nd Edition, Tata-McGraw – Hill Publishing Company Ltd.
3. Kanishka Bedi, "Production and Operations Management", 2007, 3rd Edition, Oxford University Press.
4. N.D. Vohra, "Quantitative Techniques in Management", 2010, 4th Edition, Tata-McGraw – Hill Publishing Company Ltd.
5. J.K. Sharma, "Operations Research Theory and Applications 2009, 4th Edition, Macmillan.



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FACULTY OF BUSINESS ADMINISTRATION – B.B.A II YEAR
SEMESTER-IV – Management Science (Question Paper Pattern)
Applicable from the academic year 2021-22

Max.Marks :100 (60E +40I)

(A) Internal Assessment (Max 40 marks)

- | | |
|---------------------|------------|
| 1) Internal written | : 20 Marks |
| 2) MCQs | : 10 Marks |
| 3) Seminar | : 5 Marks |
| 4) Assignments | : 5 Marks |

Total : 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

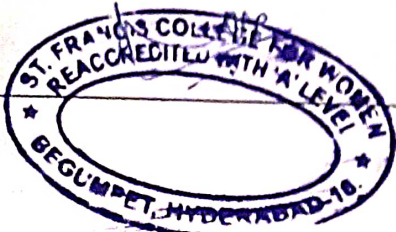
I. Answer any five of the following questions (5 x 4 mks = 20 mks)

1. Theory from Unit I
2. Theory from Unit II
3. Theory from Unit III
4. Problem from Unit IV
5. Problem from Unit V
6. Theory from Unit-I
7. Theory from Unit II
8. Theory from Unit V

Part-B

II. Answer the following Questions (5 x 8 mks =40 mks)

- Prasen*
9. (a) Theory from Unit-I (OR) (b) Theory from Unit I
 10. (a) Theory from Unit II (OR) (b) Theory from Unit II
 11. (a) Problem from Unit III (OR) (b) Theory from Unit III
 12. (a) Problem from Unit IV (OR) (b) Theory from Unit IV
 13. (a) Problem from Unit V (OR) (b) Theory from Unit V



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SEMESTER-V

BBA SEM-V (CBCS) SYLLABUS 2021-22

COURSE- GE-1
MOBILE COMMERCE

OBJECTIVE:

The objective of the course is to provide the students with the Mobile Commerce concepts, environment and customer value.

UNIT – 1: INTRODUCTION TO MOBILE COMMERCE

Definition, Scope of Mobile Commerce, Benefits & Limitations of M- Commerce, M-Commerce Framework, M-commerce business models, E-commerce Vs M-Commerce. Impact of M- Commerce

UNIT – 2: MOBILE COMMERCE TECHNOLOGY:

Types of Mobile clients (mobile phones, PDAs, laptop computers, vehicle-mounted devices, hybrid devices), Device limitations: considerations for user interface and application design Device location technology: GPS, triangulation. Mobile client software: Mobile device operating systems, Micro browsers, Mobile device communications protocols: WAP, i-Mode, Mobile device page description languages, Mobile device application software.

UNIT – 3: WIRELESS COMMUNICATIONS TECHNOLOGY:

Wireless wide area network (WWAN) technology: cellular systems 2G (CDMA, TDMA, GSM), 2.5G (GPRS, EDGE), 3G (WCDMA/UMTS, CDMA2000), 4G, 5G. Wireless local area network (WLAN) technology (wi-fi), Wireless metropolitan area network (WMAN) technology (WIMAX) Wireless personal area network (WPAN) technology (Bluetooth).

UNIT – 4 : M-COMMERCE APPLICATIONS :

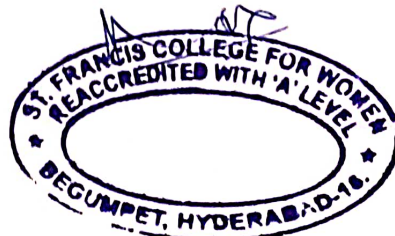
Mobile financial services, Mobile advertising, Mobile Payment, Mobile Ticketing, Mobile product location and shopping, Mobile business services, Mobile auction, Mobile entertainment, Mobile office, Mobile distance education.

SUGGESTED READINGS :

1. Mobile Commerce, Karabi Bandyopadhyay, PHI Learning Pvt. Limited, EEE, 2013.
2. Mobile Commerce: Technology, Theory and Applications, E.Brian Mennecke, J.Troy Strader, Idea Group Inc., IRM press, 2003.
3. The Economics of Electronic Commerce, Choi, S. Y., D. O., Stahl, and A. B. Whinston, Macmillan Technical Pub., 1997.
4. Mobile Commerce: Opportunities, Applications, and Technologies of Wireless Business, Paul May, Cambridge University Press March 2001.
5. M-Commerce Crash Course, P. J. Louis, McGraw- Hill Companies.
6. The Definitive Guide, 5th ed., Musciano, C, and B. Kennedy, HTML & XHTML, O'Reilly Media, 2002.

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Hyderabad-500 007, T.S.,

BBA SEM-V (CBCS) SYLLABUS 2021-22

PAPER CODE: BB501

BRAND MANAGEMENT

COURSE OBJECTIVE:

To provide an understanding of Different Types of Brand Awareness, Equity.

Course Outcomes:

- CO1-TO understand the nature, scope and the meaning with significance of branding.
- CO2- TO create the awareness in branding and advertising and their strategies.
- CO3- To understand the concept of brand extensions .
- CO4- TO learn about the brand positioning and re-positioning personality.
- CO5- To understand the sources of branding and the concept of brand equity.

UNIT - I : INTRODUCTION TO BRAND MANAGEMENT :

Concept of Branding – Definition – Significance of Brand - Brand Types – Difference between Brand and Product – Branding – Brand Building – Brand Launching.

UNIT - II : BRAND AWARENESS :

Branding and Advertisement – Creating Brand Awareness – AIDA Model – Branding Strategies – Brand Communication.

UNIT - III : BRAND EXTENSION :

Brand Line Extension – Horizontal Extension Pros and Cons of Brand Extension – Related Extension – Unrelated Extension – Brand Generic Branding.

UNIT - IV : BRAND PERSONALITY :

Branding – Brand Personality – Brand Positioning – Re Positioning – Brand Positioning Strategies – Brand Positioning Variables.

UNIT - V : BRAND EQUITY :

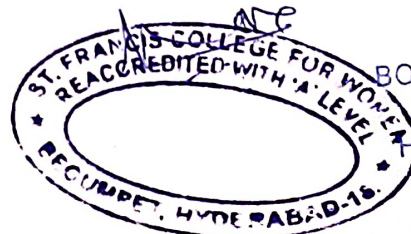
Concept of Brand Equity – Brand Awareness – Personality – Positioning – Enhancing Brand Equity – Brand Management – Planning – Sources Brand.

SUGGESTED BOOKS :

1. Brand Management - Gulnar sharma, Karan Singh Khundia – Himalaya Publishing House
2. Brand Management: Principles and Practices - Kirti Dutta - Oxford University Press.
3. Brand Management: The Indian Context - YLR Moorthi - Vikas Publishing House

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BOS IN BUSINESS MANAGEMENT
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Hyderabad-500 007, T.S., INDIA.

GOVERNMENT DEGREE COLLEGE FOR WOMEN, BEGUMPET, HYD-16
(An autonomous college of Osmania University), Re-Accredited by NAAC with "B" Grade
FACULTY OF BUSINESS ADMINISTRATION – B.B.A III YEAR
SEMESTER-V Brand Management (Question Paper Pattern)
Applicable from the academic year 2021-22

Max.Marks :100 (60E +40I)

(A) Internal Assessment (Max 40 marks)

- a) Internal written : 20 Marks
- b) MCQs : 10 Marks
- c) Seminar : 5 Marks
- d) Assignments : 5 Marks

Total : 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions (5 x 4 mks = 20 mks)

- 1. Theory from Unit I
- 2. Theory from Unit II
- 3. Theory from Unit III
- 4. Theory from Unit IV
- 5. Theory from Unit V
- 6. Theory from Unit-I
- 7. Theory from Unit II
- 8. Theory from Unit V

Part-B

II. Answer the following Questions (5 x 8 mks =40 mks)

- 9. (a) Theory from Unit-I (OR) (b) Theory from Unit I
- 10. (a) Theory from Unit II (OR) (b) Theory from Unit II
- 11. (a) Theory from Unit III (OR) (b) Theory from Unit III
- 12. (a) Theory from Unit IV (OR) (b) Theory from Unit IV
- 13. (a) Theory from Unit V (OR) (b) Theory from Unit V

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FACULTY OF BUSINESS ADMINISTRATION – B.B.A III YEAR
SEMESTER-V Brand Management (Question Paper Pattern)
Applicable from the academic year 2021-22

Max.Marks :100 (60E +40I)

(A) Internal Assessment (Max 40 marks)

- | | | |
|---------------------|---|----------|
| a) Internal written | : | 20 Marks |
| b) MCQs | : | 10 Marks |
| c) Seminar | : | 5 Marks |
| d) Assignments | : | 5 Marks |

Total : 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions

(5 x 4 mks = 20 mks)

1. Theory from Unit I
2. Theory from Unit II
3. Theory from Unit III
4. Theory from Unit IV
5. Theory from Unit V
6. Theory from Unit-I
7. Theory from Unit II
8. Theory from Unit V

Part-B

II. Answer the following Questions

(5 x 8 mks =40 mks)

- | | | |
|------------------------------|------|--------------------------|
| 9. (a) Theory from Unit-I | (OR) | (b) Theory from Unit I |
| 10. (a) Theory from Unit II | (OR) | (b) Theory from Unit II |
| 11. (a) Theory from Unit III | (OR) | (b) Theory from Unit III |
| 12. (a) Theory from Unit IV | (OR) | (b) Theory from Unit IV |
| 13. (a) Theory from Unit V | (OR) | (b) Theory from Unit V |

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BBA SEM-V (CBCS) SYLLABUS 2021-22

PAPER CODE: BB502

RETAIL MANAGEMENT

COURSE OBJECTIVE:

This course introduces the role of retailing and various formats and theories. It focuses on distribution management.

Course Outcomes:

- CO1- To understand the role of retailing and concept of FDI in Indian Retailing.
- CO2- To understand the theories and formats of Retail Development.
- CO3- To know the meaning of Merchandising and analysing performance.
- CO4- To create the awareness of Retail store designs and its significance.
- CO5- To know the role of physical distribution management.

SYLLABUS:

UNIT – I : INTRODUCTION TO RETAIL MANAGEMENT :

Retailing: Role, Relevance and Trends - Introduction to retailing - Types of Retailing, Characteristics of Retailing, Functions and activities of Retailing. Emergence and growth of Retailing in India, FDI in Indian Retailing.

UNIT – II : RETAIL FORMATS AND THEORIES :

Traditional retail formats – cooperatives and Government and Modern Retail formats in India; Emergence of Malls in India; Franchising – Types of Franchising, Advantages and disadvantages of franchising; legal issues in franchising in India. Theories of Retail Development – Environmental theory, cyclical theory, conflict Theory and Concept of Life cycle in retail

UNIT – III : MERCHANDISE MANAGEMENT :

Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing Merchandise performance

UNIT – IV : RETAIL STORE DESIGN :

Store layout, significance of Store layout, types of store layout, layout selection - Chief Considerations, Need and Importance of Store Environment, Visual Merchandising, Promotions Strategy, Retail Communication Mix and POP Displays.

UNIT – V : DISTRIBUTION MANAGEMENT :

Role and functions of channels of distribution, selecting channel Members – Criteria; Motivating the Channel participants, controlling channel participant, Managing Channel Conflicts, Physical Distribution System.

SUGGESTED BOOKS:

1. Retail Marketing Management - Second Edition – David Gilbert - Pearson Education
2. Retailing Management - Swapna Pradhan – Tata Mcgraw Hill
3. Contours of Retailing Management - S.A. Chunawalla - Himalaya Publishing House
4. Retail Management - Gibson G. Vedamani – Jaico Books
5. The Art of Retailing - A. J Lamba - Tata Mcgraw Hill
6. Sales and Distribution Management - Dr. S. Gupta - Excel Books
7. Sales and Distribution Management - Panda & Sahadev - Oxford University Press

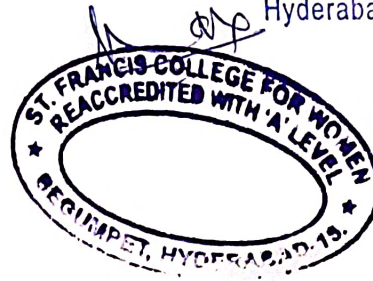


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(An autonomous college of Osmania University), Re-Accredited by NAAC with "B" Grade
FACULTY OF BUSINESS ADMINISTRATION – B.B.A III YEAR
SEMESTER-V –Retail Management (Question Paper Pattern)
Applicable from the academic year 2021-22

Max.Marks :100 (60E +40I)

(A) Internal Assessment (Max 40 marks)

- | | |
|---------------------|------------|
| a) Internal written | : 20 Marks |
| b) MCQ's | : 10 Marks |
| c) Seminar | : 5 Marks |
| d) Assignments | : 5 Marks |

Total : 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions

(5 x 4 mks = 20 mks)

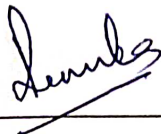
1. Theory from Unit I
2. Theory from Unit II
3. Theory from Unit III
4. Theory from Unit IV
5. Theory from Unit V
6. Theory from Unit-I
7. Theory from Unit II
8. Theory from Unit V

Part-B

II. Answer the following Questions

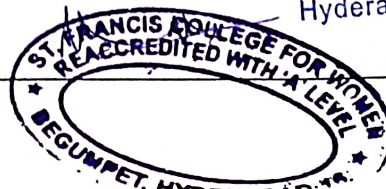
(5 x 8 mks =40 mks)

9. (a) Theory from Unit-I (OR) (b) Theory from Unit I
10. (a) Theory from Unit II (OR) (b) Theory from Unit II
11. (a) Theory from Unit III (OR) (b) Theory from Unit III
12. (a) Theory from Unit IV (OR) (b) Theory from Unit IV
13. (a) Theory from Unit V (OR) (b) Theory from Unit V





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BBA SEM-V (CBCS) SYLLABUS 2021-22

PAPER CODE: BB503 CUSTOMER RELATIONSHIP MANAGEMENT

COURSE OBJECTIVE:

To know the importance of customer involvement and relations with corporations making the student know and build beneficial relations.

Course Outcomes:

- CO1- To understand the concept and evolution of Customer Relationship.
- CO2- TO Know the CRM concepts and its significance.
- CO3- To know the steps in planning and Strategy development process in CRM.
- CO4- To understand the CRM marketing initiatives and service sectors.
- CO5- TO understand the Implementation problems in CRM.

UNIT – I : EVOLUTION OF CUSTOMER RELATIONSHIP :

CRM – Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM Process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability.

UNIT – II : CRM CONCEPTS :

Customer Value, Customer Expectation, Customer Satisfaction, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value. Customer Experience Management, Customer Profitability.

UNIT – III : PLANNING FOR CRM :

Steps in Planning – Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM Plan, CRM Strategy: The Strategy Development Process.

UNIT – IV : CRM AND MARKETING STRATEGY :

CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centers. Practice of CRM. CRM in Consumer Markets, CRM in Services Sector.

UNIT – V : CRM PROBLEMS IN IMPLEMENTATION :

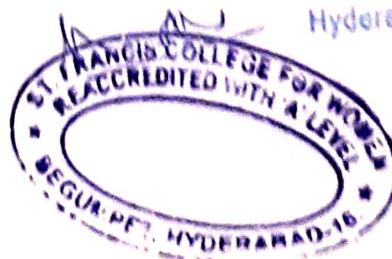
Issues and Problems in Implementing CRM, Information Technology Tools in CRM, Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM).

SUGGESTED BOOKS :

1. Jagdish N. Sheth, Atul Parvatiyar & G Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", TMH
2. Francis Buttle, "CRM: Concept and Technologies", Elsevier, a division of Read Elseview India Pvt. Ltd.
3. Dilip Soman & Sara N – Marandi, "Managing Customer Value" Cambridge.
4. Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", PHI.
5. Ken Burnett, the Handbook of Key "Customer Relationship Management", Pearson Education.
6. Mukesh Chaturvedi, Abinav Chaturvedi, "Customer Relationship Management – An Indian Perspective", Excel Books
7. K Govind Bhat, "Customer Relationship Management", (2018), HPH.

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(An autonomous college of Osmania University), Re-Accredited by NAAC with "B" Grade
FACULTY OF BUSINESS ADMINISTRATION – B.B.A III YEAR
SEMESTER-V – Customer Relationship Management (Question Paper Pattern)
Applicable from the academic year 2021-22

Max.Marks :100 (60E +40I)

(A) Internal Assessment (Max 40 marks)

- | | | |
|---------------------|---|----------|
| 1) Internal written | : | 20 Marks |
| 2) MCQ'S | : | 10 Marks |
| 3) Seminar | : | 5 Marks |
| 4) Assignments | : | 5 Marks |

Total : 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions

(5 x 4 mks = 20 mks)

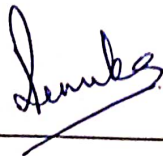
1. Theory from Unit I
2. Theory from Unit II
3. Theory from Unit III
4. Theory from Unit-IV
5. Theory from Unit- V
6. Theory from Unit -I
7. Theory from Unit-II
8. Theory from Unit- III
9. Theory from Unit- IV

Part-B

II. Answer the following Questions

(5 x 8 mks =40 mks)

10. (a) Theory from Unit-I (OR) (b) Theory from Unit I
11. (a) Theory from Unit II (OR) (b) Theory from Unit II
12. (a) Theory from Unit III (OR) (b) Theory from Unit III
13. (a) Theory from Unit IV (OR) (b) Theory from Unit IV
14. (a) Theory from Unit V (OR) (b) Theory from Unit V






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SEMESTER-VI

BBA SEM-VI (CBCS) SYLLABUS 2021-22

COURSE- GE-2
BUSINESS ANALYTICS

OBJECTIVE:

The course aims to provide an understanding of basics concepts related to Business Analytics and practical approach using MS-EXCEL and simple programming concepts in R.

UNIT – I : INTRODUCTION TO BUSINESS ANALYTICS :

Definition, Types of Analytics-Descriptive, Predictive and Prescriptive, Business Analytics Applications in Different Areas (BA in Practice), Big Data.

UNIT – II: DESCRIPTIVE ANALYTICS 1 :

Types of Data- Population and Sample Data, Quantitative and Categorical Data, Cross-Sectional and Time Series Data, Sources of data, Descriptive Statistics- Measures of Location (central Tendency)-Mean, Median and Mode and relationship between them – Problems.

UNIT – III: DESCRIPTIVE ANALYTICS 2 :

Measures of Variability-Range, Variance, Standard deviation, Coefficient of Variation, Percentiles, Quartiles, Analyzing Distributions – Empirical Rule, Identifying Outliers, Box Plots, Measures of Association -Scatter Charts, Covariance, Correlation Coefficient – Problems.

UNIT – IV: PREDICTIVE ANALYTICS :

Trend Analysis, Regression Analysis- Least Square Method, Assessing the Fit of Simple Linear Regression, Coefficient of Determination, Introduction to Data Mining- Definition, Methods of Data Mining, Applications of Data Mining.

SUGGESTED BOOKS :

1. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams- Essentials of Business Analytics, Cengage Learning.
2. James Evans, Business Analytics, Pearson, Second Edition, 2017.
3. Albright Winston, Business Analytics- Data Analysis-Data Analysis and Decision Making, Cengage Learning, Reprint 2016.
4. Sahil Raj, Business Analytics, Cengage Learning.






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BBA SEM-VI (CBCS) SYLLABUS 2021-22

PAPER CODE: BB601

BUYER BEHAVIOUR

COURSE OBJECTIVE:

To understand the depth concept & theories of Consumer buying Behaviour
To Focus on Learning theories
To Know the impact of culture on Buyer Behaviour

Course Outcomes :

1. Be able to identify the dynamics of human behavior and the basic factors that influence the consumers' decision process .
2. To understand the depth concept & theories of Consumer buying Behavior
3. To Know the impact of culture on Buyer Behavior.
4. To understand and evaluate the alternatives in the buying decision process.
5. To understand different models of buyer behavior and be able to demonstrate how they may be applied to marketing strategy

SYLLABUS:

UNIT – I : INTRODUCTION TO BUYER BEHAVIOUR :

Understanding basics of Buyer Behaviour, Factors effecting Buyer Behaviour, Concept and theories of motivation, Personality and Attitudes. Perception and its implications. Role of behavioural factors in framing Marketing Strategies.

UNIT – II : THEORIES OF BUYER BEHAVIOUR :

Learning principles; Concepts of conditioning, important aspects of information processing theory. Promotional tools as source of information; encoding and Information Retention, Retrieval of information.

UNIT – III : IMPACT OF CULTURE ON BUYER BEHAVIOUR :

Social and Cultural Settings: Social Class, Indian Socio – Cultural frames; Culture, elements of culture, Sub-culture and Cross culture and Cross cultural marketing practices. Family Life Cycle- Changing aspects of family size.

UNIT – IV : BUYER BEHAVIOUR DECISION :

Buyer decision making: Information Search, sources of information, evaluation of alternatives. Steps between evaluation of alternatives and purchase decision. Buyer action and disposal of products.

UNIT – V : MODELS OF BUYER BEHAVIOUR :

Basic Model of Buyer Behaviour: Generic Model of Buyer Behaviour, Howard Sheth Model, Engels Consumer Theory, Consumerism, Buyer rights – Protection of Buyer rights in India.

SUGGESTED BOOKS :

1. Schiffman and Kannik, "Consumer Behavior", 2018, Pearson Education / PHI.
2. Dinesh Kumar Consumer Behavior Consumer Behaviour, 2014, oxford University Press
3. Gary Lilien, "Marketing Models", 2018, PHI.
4. Suja R. Nair, "Consumer Behaviour in Indian perspective", 2010, HPH.
5. Sheth and Mittal, "Consumer Behavior", 2004, Thomson Learning.
6. Stish Batra, "Consumer Behavior", 2009, Excel Books New Delhi.

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GOVERNMENT DEGREE COLLEGE FOR WOMEN, BEGUMPET, HYD-16
(An autonomous college of Osmania University), Re-Accredited by NAAC with "B" Grade
FACULTY OF BUSINESS ADMINISTRATION – B.B.A III YEAR
SEMESTER-VI Buyer Behaviour (Question Paper Pattern)
Applicable from the academic year 2021-22

Max.Marks :100 (60E +40I)

(A) Internal Assessment (Max 40 marks)

- a) Internal written : 20 Marks
- b) MCQs : 10 Marks
- c) Seminar : 5 Marks
- d) Assignments : 5 Marks

Total : 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions

(5 x 4 mks = 20 mks)

- 1. Theory from Unit I
- 2. Theory from Unit II
- 3. Theory from Unit III
- 4. Theory from Unit IV
- 5. Theory from Unit V
- 6. Theory from Unit-I
- 7. Theory from Unit II
- 8. Theory from Unit V

Part-B

II. Answer the following Questions

(5 x 8 mks =40 mks)

- 9. (a) Theory from Unit-I (OR) (b) Theory from Unit I
- 10. (a) Theory from Unit II (OR) (b) Theory from Unit II
- 11. (a) Theory from Unit III (OR) (b) Theory from Unit III
- 12. (a) Theory from Unit IV (OR) (b) Theory from Unit IV
- 13. (a) Theory from Unit V (OR) (b) Theory from Unit V

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BBA SEM-VI (CBCS) SYLLABUS 2021-22

PAPER CODE: BB602 ADVERTISING AND SALES PROMOTION

COURSE OBJECTIVE:

It helps the students to understand the important of advertisements for promotion of products. It focuses on media planning, personal selling and sales promotion.

Course Outcomes:

1. It helps the students to understand the importance of advertisements for promotion of products.
2. To understand Communication decision process, Types of Advertisements, Creative Approaches and Execution styles. Advertisement Appeals.
3. Identify the different range and characteristics of media evaluate the effectiveness of different media in relation to advertising
4. students will have the ability to demonstrate the theories and concepts that are central to personal selling
5. To understand different types and tools of Sales promotion and Implement the best sales management strategy for organization

SYLLABUS:

UNIT – I : INTRODUCTION :

Introduction a promotion mix, Elements of Promotion mix, types of promotion budget, promotion Strategies – Push Strategy and Pull Strategy.

UNIT – II : CREATION OF ADVERTISEMENT :

Model of mortally Communication decision process. Advertisement, Types of Advertisements. Concept of creativity. Creative Approaches and Execution styles. Advertisement Appeals – Emotion and Rational Appeals.

UNIT – III : MEDIA PLANNING :

Media planning, Types of Media, Media Vehicles, Media Concentration V/s Media Disruption. Media scheduling.

UNIT – IV : PERSONAL SELLING :

Introduction to personal selling, Role and Importance of Personal Selling, Theories of Personal Selling. Personal Selling process. Personal Selling in Service Industry.

UNIT – V : SALES PROMOTION :

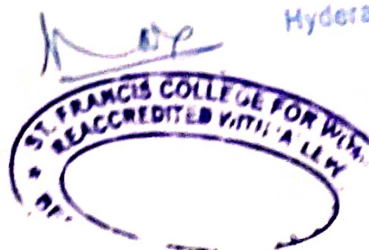
Sales Promotion – Objectives Types of Sales Promotion – Trade oriented Sales Promotion and Consumer Oriented Sales Promotion.
Consumer Sales Promotion Tools : Off – Self Offers, Price Promotions, Premium Promotions.

SUGGESTED BOOKS :

1. David Asker, "Advertisement Management", 2018, HPH
2. Belch & Belch, "Advertising and Promotion", TMH.
3. Asker, Kumar, "Advertising Management", PHI.
4. S.A. Chunawalla, "Advertising Management", HPH.
5. Still Rechar, Sales Management, Latest Edition, 2018, Prentice Hall

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BBA SEM-VI (CBCS) SYLLABUS 2021-22

PAPER CODE: BB602 ADVERTISING AND SALES PROMOTION

COURSE OBJECTIVE:

It helps the students to understand the important of advertisements for promotion of products. It focuses on media planning, personal selling and sales promotion.

Course Outcomes:

1. It helps the students to understand the importance of advertisements for promotion of products.
2. To understand Communication decision process, Types of Advertisements, Creative Approaches and Execution styles. Advertisement Appeals.
3. Identify the different range and characteristics of media evaluate the effectiveness of different media in relation to advertising
4. students will have the ability to demonstrate the theories and concepts that are central to personal selling
5. To understand different types and tools of Sales promotion and Implement the best sales management strategy for organization

SYLLABUS:

UNIT – I : INTRODUCTION :

Introduction a promotion mix, Elements of Promotion mix, types of promotion budget, promotion Strategies – Push Strategy and Pull Strategy.

UNIT – II : CREATION OF ADVERTISEMENT :

Model of mortally Communication decision process. Advertisement, Types of Advertisements. Concept of creativity. Creative Approaches and Execution styles. Advertisement Appeals – Emotion and Rational Appeals.

UNIT – III : MEDIA PLANNING :

Media planning, Types of Media, Media Vehicles, Media Concentration V/s Media Disruption. Media scheduling.

UNIT – IV : PERSONAL SELLING :

Introduction to personal selling, Role and Importance of Personal Selling, Theories of Personal Selling. Personal Selling process. Personal Selling in Service Industry.

UNIT – V : SALES PROMOTION :

Sales Promotion – Objectives Types of Sales Promotion – Trade oriented Sales Promotion and Consumer Oriented Sales Promotion.

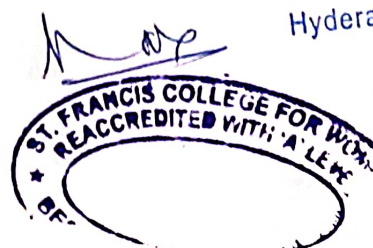
Consumer Sales Promotion Tools : Off – Self Offers, Price Promotions, Premium Promotions.

SUGGESTED BOOKS :

1. David Aaker, "Advertisement Management", 2018, HPHI
2. Belch & Belch, "Advertising and Promotion", TMH.
3. Aaker, Kumar, "Advertising Management", PHI.
4. S.A. Chunawalla, "Advertising Management", HPHI.
5. Still Rechard, Sales Management, Latest Edition, 2018, Prentice Hall

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BBA SEM-VI (CBCS) SYLLABUS 2021-22

PAPER CODE: BB603

RURAL MARKETING

COURSE OBJECTIVE:

The objective of the course is to introduce rural market dynamics to the students so that they can learn about rural behavior and factors that differ from urban markets.

Course Outcomes :

- CO1. To expose the learners to the issues of Rural markets, Reforms and Development in the last few decades.
- CO2. To help the students in understanding the nature, characteristics of rural markets and consumers and their buying decision process.
- CO3. To understand Product Mix Decisions and Competitive product strategies for Rural Markets.
- CO4. To understand Innovative pricing methods for Rural Markets, Appropriate Media & Designing Right Promotion Mix.
- CO5. To analyze appropriate channels of distribution and to explore new approaches to reach out rural markets

SYLLABUS:

UNIT – I : RURAL ECONOMY & DEVELOPMENT :

Rural Economy – Rural – Urban disparities – policy interventions required – Rural face to Reforms – The Development in the last few decades.

UNIT – II : RURAL MARKETING & RURAL BUYING DECISION PROCESS :

Rural Marketing – Concept and Scope – Nature of Rural Markets – Attractiveness of Rural Markets – Rural Vs Urban Marketing - Characteristics of Rural Consumers – Buying Decision Process – Potential and Size of the Rural Markets.

UNIT – III : PRODUCT MIX DECISIONS :

Product Strategy – Product Mix Decisions – Decisions Involved in Product, Branding, Packaging, Product Line and Product Mix Decisions. New Product Development, Product Life Cycle, Competitive product strategies for Rural Markets.

UNIT – IV : PRICING & PROMOTION STRATEGY :

Pricing Strategy – Pricing Policies – Innovative pricing methods for Rural Markets – Promotion Strategy – Appropriate Media – Designing Right Promotion Mix – Promotional Campaigns.

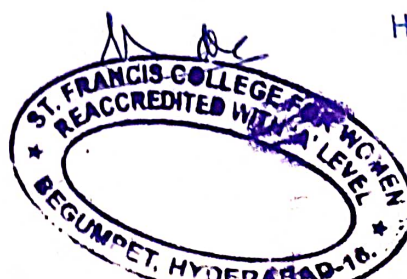
UNIT – V : RURAL DISTRIBUTION :

Distribution – Problems encountered – Selection of appropriate channels – New approaches to reach out rural markets – Electronic applications. Rural Marketing Information System.

SUGGESTED BOOKS :

1. Balaam Dogra & Karminder Ghuman, Rural Marketing: Concept & Cases, Tata McGraw Hill Publishing Company, New Delhi.
2. CSG Krishnamachary & Lalitha Ramakrishna, Rural Marketing, Pearson Education, Asia
3. A K Singh & S Pandey, Rural Marketing, Indian Perspective, New Age International Publishers
4. Philip Kotler, Marketing Management, Prentice –Hall India Ltd, New Delhi
5. Ruddar Dust Sundaram, Indian Economy, Tata McGraw Hill Publishers, New Delhi


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(An autonomous college of Osmania University), Re-Accredited by NAAC with "B" Grade
FACULTY OF BUSINESS ADMINISTRATION – B.B.A III YEAR
SEMESTER-VI – Rural Marketing (Question Paper Pattern)
Applicable from the academic year 2021-22

Max.Marks :100 (60E +40I)

(A) Internal Assessment (Max 40 marks)

- 1) Internal written : 20 Marks
- 2) MCQ'S : 10 Marks
- 3) Seminar : 5 Marks
- 4) Assignments : 5 Marks

Total : 40 Marks

Note: Average marks of two Internal written test will be considered.

(B) External Assessment (Max. 60 marks) [Pass mark: 24][Time: 2 ½ Hrs]

Part-A

I. Answer any five of the following questions

(5 x 4 mks = 20 mks)

1. Theory form Unit I
2. Theory from Unit II
3. Theory from Unit III
4. Theory from Unit IV
5. Theory from Unit V
6. Theory from Unit-I
7. Theory from Unit II
8. Theory from Unit V

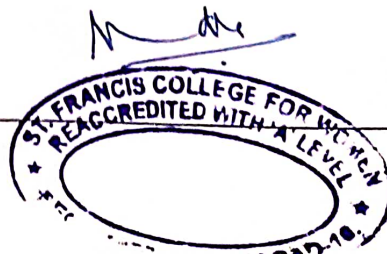
Part-B

II. Answer the following Questions

(5 x 8 mks =40 mks)

9. (a) Theory from Unit-I (OR) (b) Theory from Unit I
10. (a) Theory from Unit II (OR) (b) Theory from Unit II
11. (a) Theory from Unit III (OR) (b) Theory from Unit III
12. (a) Theory from Unit IV (OR) (b) Theory from Unit IV
13. (a) Theory from Unit V (OR) (b) Theory from Unit V

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GOVERNMENT DEGREE COLLEGE FOR WOMEN, BEGUMPET, HYD-16
(An autonomous college of Osmania University), Re-Accredited by NAAC with "B" Grade
FACULTY OF BUSINESS ADMINISTRATION – B.B.A III YEAR
SEMESTER-VI- PROJECT REPORT AND VIVA
(Question paper Pattern)
Applicable from the academic year 2021-22

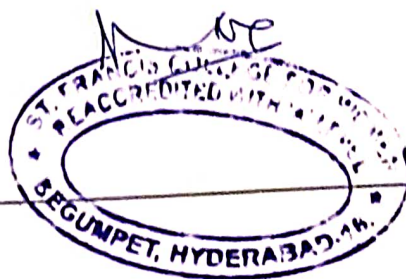
COURSE NO. BB604

PROJECT REPORT AND VIVA-VOICE

Student should choose a topic based on his elective chosen in the final year and make a study and prepare a report which will be evaluated through a viva-voce.



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FACULTY OF BUSINESS ADMINISTRATION – B.B.A III YEAR
SEMESTER-VI- PROJECT REPORT AND VIVA
(Question paper Pattern)
Applicable from the academic year 2021-22

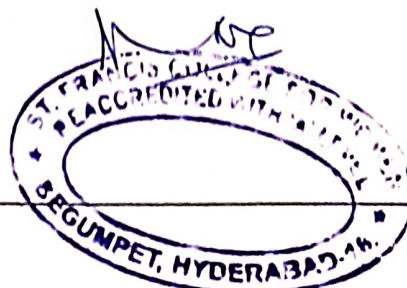
COURSE NO. BB604

PROJECT REPORT AND VIVA-VOICE

Student should choose a topic based on his elective chosen in the final year and make a study and prepare a report which will be evaluated through a viva-voce.



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MODEL PAPER FOR BBA (CBCS)
AECC & SKILL ENHANCEMENT COURSE

I, II, III & IV SEMESTER (NEW) EXAMINATION, 2019

ASSIGNMENT

(Max Marks – 10)

Externals Exam

(Max Marks – 40)

PART – A

I. Write any FOUR of the following: (Short Answer Type)

(4 x 4 =16 Marks)

1. Unit-I
2. Unit-I
3. Unit-I
4. Unit-II
5. Unit-II
6. Unit-II

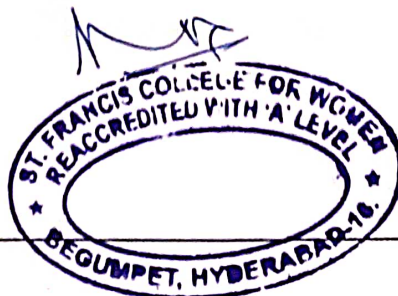
PART – B

II. Answer the following Questions

(2 x 12 mks =24 mks)

- 7.(a) Unit I OR (b) Unit I
8. .(a) Unit II OR (b) Unit II

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FACULTY OF BUSINESS ADMINISTRATION – B.B.A III YEAR
SEMESTER-V & VI – GENERAL ELECTIVE
Question paper Pattern
Applicable from the academic year 2021-22

Max.Marks

Part-A

I. Answer any four of the following questions (4 x 4 mks = 16 mks)

1. Unit I
2. Unit I
3. Unit I
4. Unit II
5. Unit II
6. Unit II

Part-B

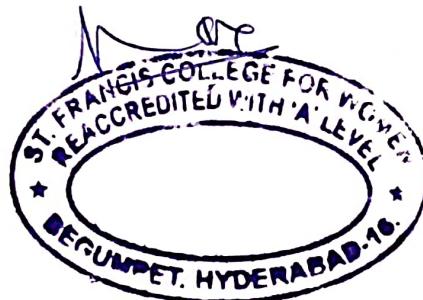
II. Answer the following Questions (2 x 12 mks = 24 mks)

7. (a) Unit I OR (b) Unit I
8. (a) Unit II OR (b) Unit II

Internal Exam carries 10 Marks

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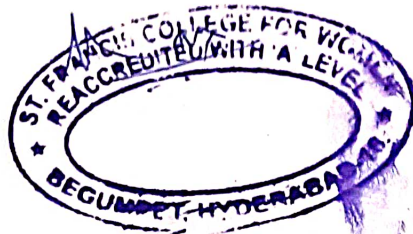


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**GOVERNMENT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS), BEGUMPET
DEPARTMENT OF BUSINESS MANAGEMENT
PANEL OF EXAMINERS**

Semester-I					
Sl. No	Name of the Examiner (Qualifications)	Subject	Exp (Yrs)	Contact number and Email ID	College
1.	Dr. C. Kavitha MBA, MPhil, PhD	Principals of Management	16	rbvrrmbadept@gmail.com	Reddy College for Women, Narayanguda
2.	Ms. D.Usha M.Com, M.Phil, MBA, B.Ed	Principals of Management	25	usha.dasari@ymail.com 9618063033	Wesley Degree College(Co-ed), Secunderabad
3.	J.Ratna Prabhakar M.Com, MBA, PhD	Principals of Management	18	jrpkar@yahoo.com 9949049354	Govt. City College, Hyderabad
4.	Mrs Phebe Priyadarshini MBA	Principals of Management	15	phoebe.priya@gmail.com 9849174149	Loyola College, Suchirta RR dist.
5.	Dr.A.N.P.P.Anantha Lakshmi	Principals of Management	18	ananthalakshmi2020@josephcollege.ac.in/ 9704694939	St.Josephs Degree and PG college
6.	Aarati Samala	Principals of Management	14	aaratisamala@josephcollege.ac.in/ 9030089586	St.Joseph's Degree and PG College
7.	Dr.S.Jhansi Rani	Principals of Management	10	jhansisk4u@gmail.com/ 8977599042	Government City College
8.	Dr.Rajshree.R	Principals of Management	25	drrajshree99@gmail.com/ 9948655008	Kasturba Gandhi degree and PG college for women
9.	Mrs. R.V.Nalini	Principals of Management	26	nalinibachu.73@gmail.com/ 9885160300	DBPM Degree and PG college
10.	K. Mani Swapna	Principals of Management	17	kmaniswapna@gmail.com/ 9160609922	Aurora's Technological and Research Institute
11.	Razia sultana	Principals of Management	11	mrrazia.20@gmail.com/ 9502546639	Sardar Patel College

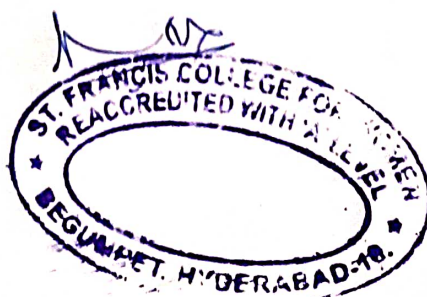
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12.	Dr.K.Mallikarjun Rao	Principals of Management	10	dr.mallikarjunarao@gmail.com/ 9052771299	Government City College, Hyderabad
13.	Dr.R.Sreedhar M.Com, MBA, PhD	Basics of Marketing	24	janusri0011@gmail.com 9059012350	Govt. City College, Hyderabad
14.	Dr K Mallikarjuna Rao M.Com, MBA, PhD	Basics of Marketing	18	dr.mallikarjunarao@gmail.com 9052771299	Government Degree College, Kukatpally, Medchal 7
15.	Mr.K. Uday Bhan M.Com, MBA, PGDCA, PGDBM	Basics of Marketing	18	udaycommercedept@yahoo.com 8179714013	Wesley Degree College(Co-ed), Secunderabad
16.	Mrs.K.Radha	Basics of Marketing	10	radha_apr12@rediffmail.com/ 8688291954	Dewan Bahadur Padma Rao Mudaliar college
17.	Dr.S.Jhansi Rani	Basics of Marketing	10	jhansisk4u@gmail.com/ 8977599042	Government City College
18.	Dr.Rajshree.R	Basics of Marketing	25	drrajshree99@gmail.com/ 9948655008	Kasturba Gandhi degree and PG college for women
19.	Mrs. Lavanya M.Com, M.B.A	Business Economics	11	lavanya.ravikanti@gmail.com 9701103040	Wesley Degree College(co-ed) Secunderabad
20.	Rafat Ahmedi	Business Economics	11	rafat@josephscollege.ac.in/ 9032906340	St.Joseph's Degree and PG College
21.	R.Radha	Business Economics	10	radha_apr12@rediffmail.com/ 8688291954	Dewan Bahadur Padma Rao Mudaliar College
22.	DrK.Mallikarjuna Rao	Business Economics	10	dr.mallikarjunarao@gmail.com/ 9052771299	Government City College, Hyderabad
23.	Dr.S.Jhansi Rani	Business Economics	10	jhansisk4u@gmail.com/ 8977599042	Government City College
24.	Mrs. R.V.Nalini	Business Economics	26	nalinibachu.73@gmail.com/ 9885160300	DBPM Degree and PG college
25.	K. Mani Swapna	Business Economics	17	kmaniswapna@gmail.com/ 9160609922	Aurora's Technological and Research Institute
26.	T.Swarnalakshmi	Business Economics	15	mwarnna4383@gmail.com/ 9705177339	DBPM DEGREE AND PG COLLEGE FOR WOMEN
27.	M.Pallavi	Business Economics	13	mpallavimba@gmail.com/ 9704665805	Sardar Patel college

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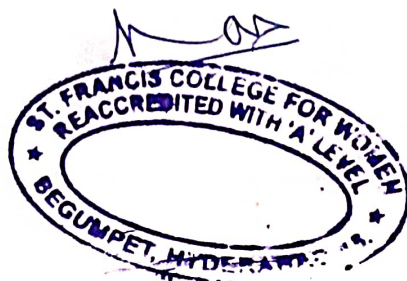


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Semester-II

Sl. No	Name of the Examiner (Qualifications)	Subject	Exp (Yrs)	Contact number and Email ID	College
1.	Mr.K. Uday Bhan M.Com, MBA,PGDCA, PGDBM	Organizational Behavior	18	udaycommercedept@yahoo.com 8179714013	Wesley Degree College(Co-ed), Secunderabad
2.	Dr. Salaiiah M.Com, MBA, LLB, Ph.D	Organizational Behavior	20	drkandula14@gmail.com 9848390513	Government Degree College, Kukatpally, Medchal – 72
3.	Dr.D.Sanjeeva Rao M.Com.,M.Phil.,MBA, M.A., Ph.D	Organizational Behavior	26	9885846745 devarajusanjeevarao@rocketmail.com	Bhavans Vivekananda Degree & PG College, Sainikpuri
4.	Mrs Phebe Priyadarshini MBA	Organizational Behavior	15	phoebe.priya@gmail.com 9849174149	Loyola College, Suchirta RR dist.
5.	Adeeba Nuzhat	Organizational Behavior	5	adeebaraheem5@gmail.com/ 8978011342	Dewan Bahadur padmarao mudaliar degree and PG college for women
6.	DR K Mallikarjuna Rao	Organizational Behavior	10	dr.mallikarjunarao@gmail.com/ 9052771299	Government City College, Hyderabad
7.	Dr. Dr.S.Jhansi Rani	Organizational Behavior	10	jhansisk4u@gmail.com/ 8977599042	Government City College
8.	Dr.Rajshree.R	Organizational Behavior	25	drrajshree99@gmail.com/ 9948655008	Kasturba Gandhi degree and PG college for women
9.	Mrs. R.V.Nalini	Organizational Behavior	26	nalinibachu.73@gmail.com/ 9885160300	DBPM Degree and PG college
10.	Dr. Y. Venkata Rangaiah	Organizational Behavior	17	venkat.finance017@gmail.com/ 9652882100	St Martin's Engineering College
11.	Phebi Priyadarsini	Organizational Behavior	10	phebi.priyadarsini@gmail.com/ 9849174149	Loyola Academy
	K. Mani Swapna	Organizational Behavior			
12.	K. Mani Swapna	Organizational Behavior	17	kmaniswapna@gmail.com/ 9160609922	Aurora's Technological and Research Institute
13.	T.Swarnalakshmi	Organizational Behavior	15	mwarnal4383@gmail.com/ 9705177339	DBPM Degree And PG College For Women

Swarna

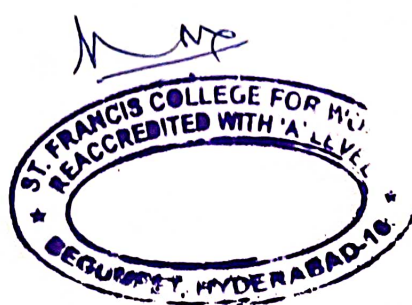


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14.	Razia sultana	Organizational Behavior	11	mrazia.20@gmail.com/ 9502546639	Sardar Patel College
15.	Mr.K. Uday Bhan M.Com, MBA, PGDCA,PGDBM	Business Statistics	18	udaycommercede pt@ yahoo.com 8179714013	Wesley Degree College(Co-ed), Secunderabad
16.	Mrs. Lavanya M.Com, M.B.A	Business Statistics	11	lavanya.ravikanti @gmail.com 9701103040	Wesley Degree College(co-ed) Secunderabad
17.	R.Radha	Business Statistics	10 years	radha_apr12@red iffmail.com/ 8688291954	Dewan Bahadur Padma Rao Mudaliar Degree and PG College For Women
18.	Mrs Preethi Rathi	Business Statistics	24	preethirathi07@g mail.com/ 9949922111	St. Joseph's degree and pg college
19.	Prof. R.Anita	Business Statistics	17 years	anitha@josephspg college.ac.in/ 9849039824	St. Joseph's Degree & PG College
20.	Miss.M.Debora	Business Statistics	20	debora.molakala @gmail.com/ 9848704477	St.Joseph's Degree & PG College
21.	Dr Srilatha Nadella	Financial Accounting	29	Srilatha@josephs college.ac.in/ 9550597270	St Joseph's Degree and PG College
22.	Mr.P.Ganesh Anand	Financial Accounting	14	ganeshmba2008 @gmail.com/ 9676578555	St.Josephs Degree and PG College
23.	Mary Vinaya Sheela	Financial Accounting	30	maryvinayasheela 2018@gmail.com 8008376404	St. Joseph's Degree and PG College
24.	Dr. Kathi Leela	Financial Accounting	12	gujjula8@gmail.c om/ 9290657952	Wesley PG College
25.	Dr. Y. Venkata Rangaiah	Financial Accounting	17	venkat.finance017 @gmail.com/ 9652882100	St Martin's Engineering College
26.	R.Radha	Financial Accounting	10	radha_apr12@red iffmail.com/ 8688291954	Dewan Bahadur Padma Rao Mudaliar Degree and PG College For Women

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SEMESTER III

Sl. No	Name of the Examiner (Qualifications)	Subject	Exp Yrs	Contact number and Email ID	College
1.	Dr Mallikarjun Rao	Human Resource Management	10	dr.mallikarjunarao@gmail.com/9052771299	Government Degree College, City College.
2.	T.Swarnalakshmi	Human Resource Management	15	mwarnna4383@gmail.com/9705177339	DBPM Degree And PG College For Women
3	Ritika Waghray	Human Resource Management	15	ritika_waghray@josephscollege.ac.in/9848208128	St. Joseph's Degree and PG College
4.	R.Radha	Human Resource Management	10	radha_apr12@rediffmail.com/8688291954	Dewan Bahadur Padma Rao Mudaliar Degree and PG College For Women
5.	Dr. Salaiah M.Com, MBA, LLB, Ph.D	Information Technology for Business	20	drkandula14@gmail.com/9848390513	Government Degree College, Kukatpally, Medchal - 72
6.	Dr.S.Jhansi Rani	Information Technology for Business	10	jhansisk4u@gmail.com/8977599042	Government City College
7.	Mr.K. Uday Bhan M.Com, MBA, PGDCA, PGDBM	Information Technology for Business	18	udaycommercedept@yahoo.com/8179714013	Wesley Degree College(Co-ed), Secunderabad
8.	Ms.D.Usha M.Com,M.Phil.,M.B.A.,B.Ed	Financial Management	25	Usha.dasari@ymail.com/9618063033	Wesley Degree College (CO-ED), Secunderabad.
9.	Mrs.Lavanya M.Com, M.B.A	Financial Management	11	Lavanya.ravikanti@gmail.com/9701103040	Bhavans Vivekananda Degree & PG College, Sainikpuri
10.	Mr,P.R.Venu M.Com, M.B.A	Financial Management	25	9949468933 polapallyvenugopal@gmail.com	Bhavans Vivekananda Degree & PG College, Sainikpuri
11	Dr. Y. Venkata Rangaiah	Financial Management	17	venkat.finance017@gmail.com/9652882100	St Martin's Engineering College

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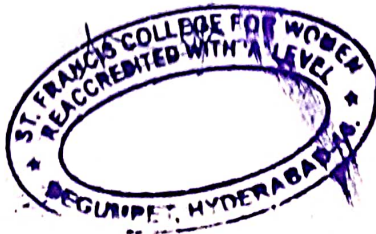
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Semester-IV					
Sl. No	Name of the Examiner (Qualifications)	Subject	Exp (Yrs)	Contact number and Email ID	College
1	N Suresh M.Com, MBA, M.Phil, PhD	Business Law and Ethics	16	nsureshnaidu@gmail.com 9849560102	Government Degree College, Kukatpally, Medcha
2	Mrs Sudha Rani MBA	Business Law and Ethics	13	phoebe.priya@gmail.com 9849174149	Loyola College, Suchirta RR dist.
3	Dr. Salaiah M.Com, MBA, LLB, Ph.D	Business Law and Ethics	23	drkandulal4@gmail.com 9848390513	Government Degree College, Kukatpally, Medcha 1-72
4	Mrs.K.Radha	Business Law and Ethics	26	kesaniradha@josephscollege.ac.in/ 9866790475	St.Josephs Degree and PG college
5	Adeeba Nuzhat	Business Law & Ethics	5	adeebarahem5@gmail.com 8978011342	Dewan Bahadur padmarao mudaliar degree and PG college for women
6	Phebi Priyadarsini	Marketing Research	10	phebi.priyadarsini@gmail.com 9849174149	Loyola Academy
7	T.Swarnalakashmi	Marketing Research	15	mwarnalakashmi@gmail.com/ 9705177339	DBPM Degree And PG College For Women
8	Razia sultana	Marketing Research	11	mrazia.20@gmail.com 9502546639	Sardar Patel College
9	Phebi Priyadarsini	Management Science	10	phebi.priyadarsini@gmail.com 9849174149	Loyola Academy
10	K. Mani Swapna	Management Science	17	kmaniswapna@gmail.com 9160609922	Aurora's Technological and Research Institute
11	Prof. R.Anita	Management Sciences	17	anitha@josephspgcollege.ac.in 9849039824	St. Joseph's Degree & PG College

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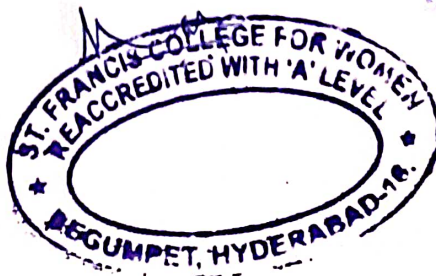
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SEMESTER-V

Sl. No	Name of the Examiner (Qualifications)	Subject	Exp (Yrs)	Contact number and Email ID	College
1	D Mallikarjuma Rao	Brand Management	10	9052771299 dr.mallikarjunarao@gmail.com	Government City College, Hyderabad
2	Dr.S.Jhansi Rani	Brand Management	10	8977599042 jhansisk4u@gmail.com	Government City College
3	Mrs. R.V.Nalini	Brand Management	26	9885160300 nalinibachu.73@gmail.com	DBPM Degree and PG college
4	Phebi Priyadarsini	Brand Management	10	9849174149 phebi.priyadarsini@gmail.com	Loyola Academy
5	T.Swarnalakshmi	Brand Management	15	9705177339 mswarna4383@gmail.com	DBPM DEGREE AND PG COLLEGE FOR WOMEN
6	Aarati Samala	Retail Management	14	9030089586 aaratisamala@josephscoll.ac.in	St.Joseph's Degree and PG College
7	D Mallikarjuma Rao	Retail Management	10	9052771299 dr.mallikarjunarao@gmail.com	Government City College, Hyderabad
8	Dr.S.Jhansi Rani	Retail Management	10	8977599042 jhansisk4u@gmail.com	Government City College
9	Phebi Priyadarsini	Retail Management	10	9849174149 phebi.priyadarsini@gmail.com	Loyola Academy
10	K. Mani Swapna	Retail Management	17	9160609922 kmaniswapna@gmail.com	Aurora's Technological and Research Institute
11	Mrs Preethi Rathi	Customer Relation Ship Management	24	9949922111preethirathi07@gmail.com	St.Joseph's Degree and PG College
12	Prof. R.ANITA	Customer Relation Ship Management	5	8978011342 anitha@josephspgcollege.ac.in	Dewan Bahadur padmarao mudaliar degree and PG college for women
13	D Mallikarjuma Rao	Customer Relation Ship Management	10	9052771299 dr.mallikarjunarao@gmail.com	Government City College, Hyderabad

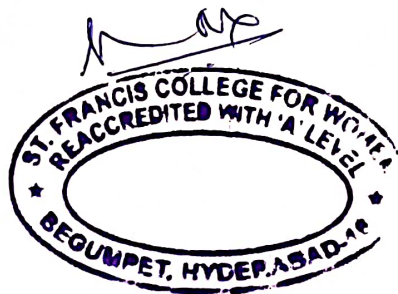
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14	Dr.S.Jhansi Rani	Customer Relation Ship Management	10	8977599042jhansisk4u@ gmail.com	Government City College
15	Dr.Rajshree.R	Customer Relation Ship Management	25	9948655008drrajshree99 @gmail.com	Kasturba Gandhi degree and PG college for women
16	Mrs. R.V.Nalini	Customer Relation Ship Management	26	9885160300 nalinibachu.73@gmail.co m	DBPM Degree and PG college
17	Phebi Priyadarsini	Customer Relation Ship Management	10	9849174149phebi.priyad arsini@gmail.com	Loyola Academy
18	K. Mani Swapna	Customer Relation Ship Management	17	9160609922kmaniswapn a@gmail.com	Aurora's Technological and Research Institute
19	T.Swarnalakshmi	Customer Relation Ship Management	15	9705177339 mswarna4383@gmail. com	DBPM DEGREE AND PG COLLEGE FOR WOMEN

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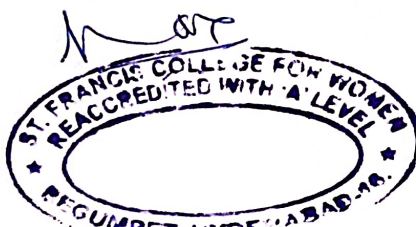


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Semester-VI					
Sl. No	Name of the Examiner (Qualifications)	Subject	Exp (Yrs)	Contact number and Email ID	College
1	Aarati Samala	Buyer Behaviour	14	9030089586aaratisamala@josephscollege.ac.in	St. Joseph's Degree and PG College
2	Dr.S.Jhansi Rani	Buyer Behaviour	10	jhansisk4u@gmail.com 8977599042	Government City College
3	Phebi Priyadarsini	Buyer Behaviour	10	phebi.priyadarsini@gmail.com 9849174149	Loyola Academy
4	K. Mani Swapna	Buyer Behaviour	17	kmaniswapna@gmail.com 9160609922	Aurora's Technological and Research Institute
5	T.Swarnalakshmi	Buyer Behaviour	15	mwarna4383@gmail.com 9705177339	DBPM DEGREE AND PG COLLEGE FOR WOMEN
6	Mrs. R.V.Nalini	Advertising And Sales Promotion	26	9885160300nalinibachu.73@gmail.com	DBPM Degree and PG college
7	Phebi Priyadarsini	Advertising And Sales Promotion	10	9849174149phebi.priyadarsini@gmail.com	Loyola Academy
8	T.Swarnalakshmi	Advertising And Sales Promotion	15	9705177339 mwarna4383@gmail.com	DBPM DEGREE AND PG COLLEGE FOR WOMEN
9	K. Mani Swapna	Advertising And Sales Promotion	17	kmaniswapna@gmail.com 9160609922	Aurora's Technological and Research Institute
10	M.pallavi	Advertising And Sales Promotion	13	9704665805 mpallavimba@gmail.com	Sadar Patel College
11	P.Anand Ganesh	Rural Marketing	14	9676578555ganeshmba2008@gmail.com	St. Joseph's Degree and PG College
12	Dr.S.Jhansi Rani	Rural Marketing	10	8977599042jhansisk4u@gmail.com	Government City College
13	Dr.Rajshree.R	Rural Marketing	25	drrajshree99@gmail.com 9948655008	Kasturba Gandhi degree and PG college for women
14	Mrs. R.V.Nalini	Rural Marketing	26	9885160300nalinibachu.73@gmail.com	DBPM Degree and PG college
15	Phebi Priyadarsini	Rural Marketing	10	9849174149phebi.priyadarsini@gmail.com	Loyola Academy
16	T.Swarnalakshmi	Rural Marketing	15	mwarna4383@gmail.com 9705177339	DBPM DEGREE AND PG COLLEGE FOR WOMEN

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OSMANIA UNIVERSITY,
Hyderabad-500 007, T.S., INDIA

GOVERNMENT DEGREE COLLEGE FOR WOMEN (AUTONOMOUS),
BEGUMPET
DEPARTMENT OF BUSINESS MANAGEMENT

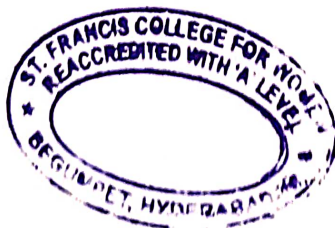
CREDIT ALLOCATION – TWO CREDITS

INTERNSHIP PROGRAMME FOR 45 DAYS FOR BBA SECOND YEAR
STUDENTS IS MANDATORY (IN ANY CORPORATE FIRM)

CERTIFICATE COURSE- TALLY – Duration: 60 hrs
Short Term Certificate courses

Leads

M. S.



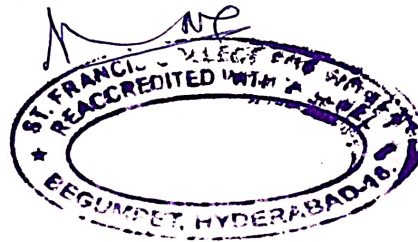
[Signature]
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Hyderabad-500 007, T.S., INDIA.

GOVERNMENT DEGREE COLLEGE FOR WOMEN(A), BEGUMPET, HYDERABAD

CERTIFICATE COURSES

S.No	Certificate Courses	Duration
1	Personality Development & Human Ethics	20 hrs
2	Direct Taxes	50 hrs
3	Indirect Taxes	50 hrs
4	Industry skill sector	50 hrs
5	Tally Certification	60 hrs

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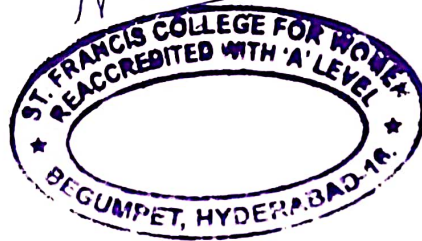


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GOVERNMENT DEGREE COLLEGE FOR WOMEN,(A) BEGUMPET, HYDERABAD

VISITING LECTURER'S

1. Prof.Appa Rao, Dept of Commerce, Osmania University
2. Prof. Chennappa, Dept of Commerce, Osmania University
3. Prof. Shanthi, Dept of Commerce, A.V.College
4. Dr.K.Srinivas Rao, Dept of Commerce, Associate Professor, VV College
5. Mr.Satyanarayana, Chartered Accountant
6. Dr. V. Sudha, Dept. of Management, O. U
chairman, BOS.




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