

**P.G. Department of Commerce
and
Business Administration**

SYLLABUS

For

**BACHELOR IN BUSINESS ADMINISTRATION
(BBA)**

(Semester I - VI)

Session: 2019-20



**KHALSA COLLEGE, AMRITSAR
(An Autonomous College)**

SCHEME OF COURSES**2019-20****SEMESTER – I**

COURSE NO.	COURSE TITLE	Theory	Internal assessment	Practical	Total marks	Page No.	Tutorial per week
BBA -101	English (Compulsory)	37	13	-	50		-
BBA -102	Punjabi Compulsory/Basic Punjabi	37	13	-	50		-
BBA -103	Basic Accounting	37	13	-	50		2
BBA -104	Business Organization and Systems	37	13	-	50		-
BBA -105	Managerial Economics - I	37	13	-	50		-
BBA -106	Computer Applications For Business -I	27	13	10 (External)	50		2
BBA -107	Business Communication	37	13	-	50		-
DA-1	Drug Abuse: Problem, Management & Prevention			-	50		

Bachelor in Business Administration (Semester System)

SEMESTER – II

COURSE NO.	COURSE TITLE	Theory	Internal assessment	Practical	Total marks	Page No.	Tutorial per week
BBA -201	English (Compulsory)	37	13	-	50		-
BBA -202	Punjabi Compulsory/Basic Punjabi	37	13	-	50		-
BBA -203	Business Laws	37	13	-	50		-
BBA -204	Principles of Management	37	13	-	50		-
BBA -205	Managerial Economics - II	37	13	-	50		-
BBA -206	Computer Based Accounting Systems	27	13	10 (External)	50		2
BBA -207	Fundamentals of Banking	37	13	-	50		-
DA-2	Drug Abuse: Problem, Management & Prevention				50		

SEMESTER – III

COURSE NO.	COURSE TITLE	Theory	Internal assessment	Practical	Total marks	Page No.	Tutorial per week
BBA -301	English (Compulsory)	37	13	-	50		-
BBA -302	Punjabi Compulsory/Basic Punjabi	37	13	-	50		-
BBA -303	Statistics For Business	37	13	-	50		-
BBA -304	Fundamentals of Human Resource Management	37	13	-	50		-
BBA -305	Fundamentals of Marketing Management	37	13	-	50		-
BBA -306	Indian Financial System	37	13	-	50		-
BBA -307	Management Accounting	37	13	-	50		2
ESL - 221	Environmental Studies - I	37	13	-	50 (Qualifying)		

SEMESTER – IV

COURSE NO.	COURSE TITLE	Theory	Internal Assessment	Practical	Total Marks	Page No.	Tutorial per week
BBA -401	English (Compulsory)	37	13	-	50		-
BBA -402	Punjabi Compulsory/Basic Punjabi	37	13	-	50		-
BBA -403	Financial Management	37	13	-	50		2
BBA -404	Production and Operations Management	37	13	-	50		-
BBA -405	Business Environment	37	13	-	50		-
BBA -406	Operations Research	37	13	-	50		2
BBA -407	Fundamentals of Insurance	37	13	-	50		-
BBA -408	Seminar	37	13	-	50		
ESL - 222	Environmental Studies - II	37	13	-	50 (Qualifying)		

SEMESTER – V

COURSE NO.	COURSE TITLE	Theory	Internal assessment	Practical	Total marks	Page No.	Tutorial per week
BBA -501	English (Compulsory)	40	10	-	50		-
BBA -502	Punjabi Compulsory/Basic Punjabi	40	10	-	50		-
BBA -503	Company Law	40	10	-	50		-
BBA -504	Entrepreneurship and Small Business	40	10	-	50		-
BBA -505	Cost Accounting	40	10	-	50		2
Any ONE of the following Groups each having two papers-							
	GROUP A:						-
BBA -511	Consumer Behaviour	40	10	-	50		
BBA -512	Advertising and Sales Management	40	10	-	50		
	GROUP B:						
BBA -521	Industrial Relations & Labour Legislations	40	10	-	50		
BBA -522	Organisation Change & Development	40	10	-	50		
	GROUP C:						
BBA -531	Management Of Banking Operations	40	10	-	50		
BBA -532	Insurance & Risk Management	40	10	-	50		
	GROUP D:						
BBA -541	International Business Environment	40	10	-	50		
BBA -542	Management Of International Business Organisation	40	10	-	50		

SEMESTER – VI

COURSE NO.	COURSE TITLE	Theory	Internal assessment	Practical	Total marks	Page No.	Tutorial per week
BBA -601	English (Compulsory)	40	10	-	50		-
BBA –602	Punjabi Compulsory/Basic Punjabi	40	10	-	50		-
BBA -603	Income Tax	40	10	-	50		2
BBA -604	Fundamentals of Capital Market	40	10	-	50		-
BBA -605	Viva - Voce	-	-	-	50		-
Any ONE of the following Groups each having two papers							
	GROUP A:						-
BBA -611	Services Marketing	40	10	-	50		
BBA -612	E-Marketing	40	10	-	50		
	GROUP B:						
BBA -621	Training & Development	40	10	-	50		
BBA -622	Contemporary Issues in Human Resource Management	40	10	-	50		
	GROUP C:						
BBA -631	Security Analysis and Portfolio Management	40	10	-	50		
BBA -632	Contemporary Issues in Accounting	40	10	-	50		
	GROUP D:						
BBA -641	Export-Import Management and Documentation	40	10	-	50		
BBA -642	Global Strategic Management	40	10	-	50		

BBA-101: ENGLISH (COMPULSORY)

Time: 3 Hours

Max. Marks: 50
Theory: 37
Internal Assessment: 13

Texts Prescribed:

1. *Tales of Life* (Guru Nanak Dev University, Amritsar)
2. *Prose for Young Learners* (Guru Nanak Dev University, Amritsar)
3. *Murphy's English Grammar* (by Raymond Murphy) CUP

Course Contents:

- 1) Stories at Sr. No. 1,2,3,5,6 from *Tales of Life*.
- 2) Essays at Sr. No. 1,2,3,5,6 from *Prose for Young Learners*.
- 3) Unit 1-18 from *Murphy's English Grammar*.

Instructions for the Paper Setter and Distribution of Marks:

The question paper will consist of three sections and distribution of marks will be as under:

Section A: 10 Marks

Section B: 17 Marks

Section C: 10 Marks

Section–A

1. **Twelve (12)** Questions on the usage of grammar related to the prescribed units of *Murphy's English Grammar* will be set for the students to attempt **any Ten (10)** (1X10= 10 Marks)

Section–B

1. **EIGHT (8)** questions (four from each literary text) on theme, characterization, tone and style etc. will be set. The students will be required to attempt **any Four (4)** questions, choosing at least **TWO** from each prescribed text. The answer to each question should not exceed 15-20 sentences. (4X3=12 Marks)
2. The students will be required to write an **APPLICATION** to the head of an educational institution on any **ONE** out of the **TWO** Topics (1X5=5 Marks)

Section–C

1. **TWO** questions, one from each literary text, will be set for the students to answer any **ONE**. (1X5 = 5 Marks)
2. A question requiring the students to write a **Paragraph** on **ONE** of the **TWO** given topics. (1X5 = 5 marks)

BBA 102: COMPULSORY PUNJABI

ਸਮਾਂ : 3 ਘੰਟੇ

ਥਿਊਰੀਅੰਕ : 37
ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ : 13
ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. **ਦੋ ਰੰਗ** (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ ਅਤੇ ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ), ਕਵਿਤਾ ਭਾਗ, ਗੁਰੂਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
(ਲੇਖਕ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾ/ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ/ਕਵਿਤਾ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ)
2. **ਸੰਸਾਰ ਦੀਆਂ ਪ੍ਰਸਿੱਧ ਹਸਤੀਆਂ** (ਜੀਵਨੀ 1 ਤੋਂ 9 ਤੱਕ), ਸੰਪਾ. ਪ੍ਰਿੰ. ਤੇਜਾ ਸਿੰਘ, ਹਰਨਾਮ ਸਿੰਘ ਸ਼ਾਨ, ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ/ਨਾਇਕ ਬਿੰਬ)
3. (ੳ) ਪੈਰਾਰਚਨਾ (ਤਿੰਨਾਂ ਵਿਚੋਂ ਇੱਕ)
(ਅ) ਪੈਰਾਪੜ੍ਹਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ।
4. (ੳ) ਭਾਸ਼ਾਵੰਨਗੀਆਂ: ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪਭਾਸ਼ਾ ਦਾ ਅੰਤਰ, ਪੰਜਾਬੀ ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।
(ਅ) ਪੰਜਾਬੀ ਭਾਸ਼ਾ : ਨਿਕਾਸ ਤੇ ਵਿਕਾਸ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਪੰਜ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ।
2. ਵਿਦਿਆਰਥੀਆਂ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ।
3. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਭਾਗ ਪਹਿਲਾ ਅਤੇ ਦੂਸਰਾ ਦੇ ਪ੍ਰਸ਼ਨ 8-8 ਅੰਕਾਂ ਦੇ ਹਨ ਅਤੇ ਭਾਗ ਤੀਸਰਾ, ਚੌਥਾ ਅਤੇ ਪੰਜਵਾਂ ਦੇ ਪ੍ਰਸ਼ਨ 7-7 ਅੰਕਾਂ ਦੇ ਹਨ।

ਨੋਟ: ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ 13 ਅੰਕਾਂ ਦੀ ਹੈ, ਜੋ ਕਾਲਜ ਵੱਲੋਂ ਨਿਰਧਾਰਿਤ ਦਿਸ਼ਾ ਨਿਰਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਇਨ੍ਹਾਂ ਅੰਕਾਂ ਤੋਂ ਵੱਖਰੀ ਹੋਵੇਗੀ।
ਇਸ ਪੇਪਰ ਦੇ ਕੁਲ ਅੰਕ $37+13 = 50$ ਹਨ।

BBA 102: BASIC PUNJABI

ਸਮਾਂ : 3 ਘੰਟੇ

ਥਿਊਰੀ ਅੰਕ : 37
ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ : 13
ਕੁਲ ਅੰਕ: 50

1. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਤੇ ਗੁਰਮੁਖੀ ਲਿਪੀ

ੳ) ਨਾਮਕਰਣ ਤੇ ਸੰਖੇਪ ਜਾਣ-ਪਛਾਣ : ਗੁਰਮੁਖੀ ਵਰਣਮਾਲਾ, ਅੱਖਰ ਕ੍ਰਮ, ਸਵਰ ਵਾਹਕ (ੳ ਅ ਏ), ਲਗਾਂ-ਮਾਤਰਾਂ, ਪੈਰ ਵਿਚ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ, ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ, ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ।

ਅ) ਸਿਖਲਾਈ ਤੇ ਅਭਿਆਸ

12 ਅੰਕ

2. **ਗੁਰਮੁਖੀ ਆਰਥੋਗ੍ਰਾਫੀ ਅਤੇ ਉਚਾਰਨ** : ਸਵਰ, ਵਿਅੰਜਨ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ ਅਤੇ ਉਚਾਰਣ, ਮੁਹਾਰਨੀ, ਲਗਾਂ-ਮਾਤਰਾਂ ਦੀ ਪਛਾਣ।

10 ਅੰਕ

3. **ਪੰਜਾਬੀ ਸ਼ਬਦ ਜੋੜ** : ਮੁਕਤਾ (ਦੋ ਅੱਖਰਾਂ ਵਾਲੇ ਸ਼ਬਦ, ਤਿੰਨ ਅੱਖਰਾਂ ਵਾਲੇ ਸ਼ਬਦ), ਸਿਹਾਰੀ ਵਾਲੇ ਸ਼ਬਦ, ਬਿਹਾਰੀ ਵਾਲੇ ਸ਼ਬਦ, ਔਂਕੜ ਵਾਲੇ ਸ਼ਬਦ, ਦੁਲੈਂਕੜ ਵਾਲੇ ਸ਼ਬਦ, ਲਾਂ ਵਾਲੇ ਸ਼ਬਦ, ਦੁਲਾਵਾਂ ਵਾਲੇ ਸ਼ਬਦ, ਹੋੜੇ ਵਾਲੇ ਸ਼ਬਦ, ਕਨੋੜੇ ਵਾਲੇ ਸ਼ਬਦ, ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) ਵਾਲੇ ਸ਼ਬਦ, ਸ਼ੁੱਧ-ਅਸ਼ੁੱਧ।

15 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪਹਿਲੇ ਭਾਗ ਵਿਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ। ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਤਿੰਨ ਪ੍ਰਸ਼ਨਾਂ ਦਾ ਉੱਤਰ ਦੇਣਾ ਲਾਜ਼ਮੀ ਹੈ। ਹਰ ਪ੍ਰਸ਼ਨ ਦੇ ਚਾਰ-ਚਾਰ ਅੰਕ ਹਨ। (4+4+4)=12 ਅੰਕ
2. ਭਾਗ ਦੂਸਰਾ ਵਿਚੋਂ ਦੋ-ਦੋ ਨੰਬਰ ਦੇ ਪੰਜ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹਨ। 10 ਅੰਕ
3. ਭਾਗ ਤੀਸਰਾ ਵਿਚੋਂ ਤਿੰਨ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਜਿਨ੍ਹਾਂ ਦੇ ਪੰਜ-ਪੰਜ ਅੰਕ ਹਨ। 15 ਅੰਕ

ਨੋਟ: ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ 13 ਅੰਕਾਂ ਦੀ ਹੈ, ਜੋ ਕਾਲਜ ਵੱਲੋਂ ਨਿਰਧਾਰਿਤ ਦਿਸ਼ਾ ਨਿਰਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਇਨ੍ਹਾਂ ਅੰਕਾਂ ਤੋਂ ਵੱਖਰੀ ਹੋਵੇਗੀ। ਇਸ ਪੇਪਰ ਦੇ ਕੁਲ ਅੰਕ 37+13 = 50 ਹਨ।

BBA-103
BASIC ACCOUNTING

Time: 3 Hours

Max. Marks: 50
Theory: 37
Internal Assessment: 13

Note: 1. The question paper covering the entire course shall be divided into three sections.
2. The candidates are allowed to use [Non-Scientific] calculator.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part-I

Introduction: Financial Accounting- Definition and Scope, Objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, Users of Accounting Information and limitations of Financial Accounting.

Conceptual Frame work: Accounting Concepts, Principles and Conventions, Accounting Standards- Concept, Objectives, Benefits, Brief Review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline, Valuation Principles, Accounting estimates.

Recording of Transactions: Voucher System:- Accounting Process, Journal, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance.

Part-II

Depreciation: Meaning, Need & Importance of Depreciation, Methods of Charging Depreciation (WDV & SLM).

Preparation of Final Accounts: Preparation of Trading and Profit & Loss Account and Balance Sheet of Sole Proprietary Business

Introduction to Company Final Accounts: Important provisions of Companies Act, 2013 in respect of preparation of Final Accounts of a Company, Understanding Annual Report of a Company.

Computerized Accounting: Computers and its Application in Accounting. Accounting Software Package (Tally)

Suggested Readings:

1. Gupta, Ambrish, “Financial Accounting for Management: An Analytical Perspective”, Pearson Education, New Delhi.
2. Khatri, Dhanesh, “Financial Accounting” Tata McGraw-Hill, New Delhi.

3. Horngren, Charles T., Sundem, G. L., Elliot, John A. Philbrick, Donna R. , “Introduction to Financial Accounting”, Prentice Hall, New Delhi.
4. Ramachandran, N and Kakani, Ram, “Financial Accounting for Management”, Tata McGraw-Hill, New Delhi.
5. Shukla, M.C., Grewal T.S. and Gupta, S.C., “Advance Accounts”, Sultan Chand & Sons, New Delhi.
6. Juneja, CM, Arora J.S, Navdeep Kaur; “Basic Accounting”, Kalyani Publishers, Ludhiana.

Note:-Latest editions of suggested books may be followed.

BBA-104

BUSINESS ORGANISATION & SYSTEMS

Time: 3 Hours

Max. Marks: 50

Theory :37

Internal Assessment : 13

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Objectives: To Understand the basic concepts in commerce, trade and industry and have an exposure to modern business world. To know modern business practices, forms, procedures and functioning of various business organizations.

Part-I

Introduction to Business and Commerce: Meaning and definition of business, Objectives of business, Essentials of a successful business, Scope of business, Business as an economic system, Trade and aids to trade, Meaning, scope, functions and evolution of commerce & industry, Industrial Revolution-its effects. Industrialization in India.

Forms of Business Organization: Sole-proprietorship, Partnership, Joint stock Company, Cooperative Society, Public Utilities, Selection of a suitable form of organization, Classification based on Business Unit.

Setting up a New Enterprise: Promotion of a business. Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Problems in starting a new business

Part-II

Business and Society: Changing Concepts and Objectives of Business, Professionalization, Business ethics, Business and culture, Technological Development and Social Change, Social responsibilities of business, Social Audit, Manager and his environment: external and internal.

Domestic & Foreign Trade: Organization of wholesale & retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy. Import export trade procedure & their organization.

Stock Exchange and Produce Exchange: Definition and Meaning, Importance, Functions, Listing, Dealers.

Suggested Readings:

1. Kaul, Vijay Kumar “Business Organisation and Management: Text and Cases”, Pearson

Bachelor in Business Administration (Semester System)

Education, New Delhi.

2. Singla, R.K., "Business Organisation and Management", V.K. (India) Enterprises, New Delhi.
3. Daft, Richard L., Daft, J., Murphy, H., & Willmott, "Organisation Theory and Design", Cengage Learning EMEA, New Delhi.
4. Fernando, A.C., "Business Environment" Pearson Education, New Delhi.
5. Archie B. Carroll, Ann K. Buchholtz, "Business & Society: Ethics, Sustainability and Stakeholder Management", Cengage Learning, New Delhi.
6. Tulsian P.C., Pandey V, "Business Organisation & Management", 2007, Pearson Education.
7. Bhusan Y.K., "Fundamentals of Business Organisation & Management", Pearson Education, New Delhi, 2009.

Note:-Latest editions of suggested books may be followed.

BBA-105
MANAGERIAL ECONOMICS- I

Time: 3 Hours

M. Marks: 50

Theory: 37

Internal assessment: 13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part – I

Theory of Demand: Meaning of demand and its types, Law of demand. Price elasticity of demand and its measurement.

Consumer's Behaviour: Utility approach: Brief outline of law of diminishing marginal utility and law of equi-marginal utility.

Indifference Curve Approach: Consumer equilibrium; Income, Price and Substitution effect, Revealed Preference Approach.

Theory of Supply: Concept and law of supply, factors affecting supply. Bachelor in Business Administration (Semester – I)

Part – II

Theory of Production: Law of variable proportion: total, average and marginal physical product, Law of Returns to scale, Economies and diseconomies of scale.

Theory of Cost: Short and Long period costs, Concept of total cost, Marginal and Average cost; Theory of cost in short-run and long-run. Concept of revenue: Total Revenue; Average Revenue; Relationship between Average and Marginal Revenue and Price elasticity of demand.

Pricing Under Various Market Conditions: Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition, Monopoly - Price determination under Monopoly, Monopolistic Competition - Price and Output, determination under Monopolistic Competition.

Suggested Readings:

1. Koutsoyiannis, A., "Modern Micro Economics", Palgrave Macmillan.
2. Dwivedi, D.N., "Microeconomics: Theory and Applications", Pearson Education, New Delhi.
3. Gravelle H., and Rees, R., "Microeconomics", Pearson Education, New Delhi.
4. Ahuja, H.L., "Advanced Economic theory; Microeconomic Analysis",
- S. Chand & Company Ltd. New Delhi.
5. Mithani, D.M., "Managerial Economics", Himalaya Publishing House, New Delhi.

Note: The latest editions of the books should be followed.

BBA-106

COMPUTER APPLICATIONS FOR BUSINESS- I

Time: 3 Hours

Max. Marks: 50

Theory: 27

Practical: 10

Internal Assessment: 13

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 7 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 7 questions. Each question will carry one mark; the total weightage being 7 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 5 marks. The total weightage of this section shall be 10 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 5 marks. The total weightage of the section shall be 10 marks.

Unit – I

Computer Fundamentals: Definition of computer, Components of a computer system, Brief History or evolution of computers, Generation of computers.

Internal and External Memory Storage: RAM, ROM, PROM, EPROM. Commonly used Input/Output/Memory storage devices. Difference between Hardware & Software, Types of software, System software, Application software and Utility Software, Translator (Compiler, Interpreter and Assembler).

Operating System: Basic Functions and Types of Operating System. Basics of Window (Desktop, Taskbar, Start Menu, Folder and Sub-Folder (Creation, rename and delete), Shortcut, Recycle bin, Control Panel, Window Explorer, To add and delete Applications and Printer, Accessories.

Unit – II

MS-Word -2010: Overview, Creating, Saving, Opening, Importing, Exporting & Inserting files. Formatting pages, paragraphs and sections. Indents and outdants. Creating lists and numbering. Heading Styles, Fonts and size editing, positioning & viewing text. Finding & replacing text, inserting page breaks, page numbers, book marks, symbols & dates. Using tabs and tables, Header and Footer, Printings.

MS-Excel -2010: Worksheet overview. Entering information. Worksheet creating. Opening and saving workbook. Formatting number and texts. Protecting cells. Creating and Printing Chart and Graphs.

MS-Power Point -2010: Presentation Basics, Menus and Toolbars. Creating, Opening, Saving, Printing and existing presentation, Creating and Saving a presentation using auto content wizard. Design Templates. Different Views of Presentation, Insert slides from another presentation. Inserting pictures and graphics. Slide show.

Suggested Readings:

- 1.Peter Norton (2010), “Introduction to Computers”, 7th Edition, McGraw-Hill, New Delhi.
- 2.Sanjay Sexana, (2003) “A First Course in Computers”, Vikas Publishing House, New Delhi.
- 3.Rajaraman, V. (2006), “Fundamental of Computers”, 4th Edition, Prentice Hall India, New Delhi.
- 4.Srivastava, S.S. (2008), “MS-Office”, Firewall Media, New Delhi.
- 5.Alexis Loeon and Matheus Leon (2001), “Introduction to Computers with MS-Office 2000”, 1st Edition, Tata McGraw-Hill, New Delhi.

Note:-Latest editions of suggested books may be followed.

BBA-107
BUSINESS COMMUNICATION

Time: 3 Hours

Max. Marks: 50
Theory :37
Internal Assessment : 13

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part-I

Business Communication – Meaning & Importance, Communication purpose, process, elements, barriers to communication and conditions for successful communication. Forms of Communication, basic models of communication, 7C's of effective business communication.

Organizational Communication: Importance of Communication in Management, Formal and Informal Communication, Internal and external communication Presentation Skills: Presentation on any chosen topic, Oral presentations, Principles of oral presentations, factors affecting presentations.

Business Etiquette: Understanding etiquette, Cross-cultural etiquette, Business manners. Business to business etiquette.

Part-II

Internal Correspondence: -Memos, Circulars, Notices, Office orders

Correspondence with banks- Regarding overdrafts, cash credits, loans; Drafting of sales letters, circulars, preparation of sales reports,

Customers' correspondence: - Complaints, Regarding dues, follow up letters

Secretarial Correspondence: -Correspondence with shareholders, debenture holders regarding dividend, interest, transfer-transmission. Communicating with statutory authorities and bodies like Stock exchange, RBI, SEBI. Preparation of resume, Job application, Drafting of interview letters, call letters, final appointment orders.

Suggested Readings:

1. Taylor, S. and Chandra, V., "Communication for Business: A Practical Approach", Fourth Edition, 2011, Pearson Education.
2. Bovee, C. and Thill, J., "Business Communication Today", 2011, Prentice Hall.
3. Sethi, A and Adhikari, B. "Business Communication", 2009, McGraw Hill Education. Education.
4. Kaul, A., "Business Communication", 2004, Prentice Hall of India, New Delhi.
5. Dulek, R. and Fielden, J., "Principles of Business Communication", 1990,

Bachelor in Business Administration (Semester System)

Macmillan Publishing Co., New York.

6. Rodriques M.V., (2003), "Effective Business Communication", 13th Edition.

7. Doshi S.R., (2008), "Business Communication & Management-Methods & Technique".

8. Herata. A. Murphy, Charles E. Peck, (1981), 3rd Edition, "Effective Business Communication", Tata McGraw Hill Publishing Co. Ltd.

Note:-Latest editions of suggested books may be followed.

DA1- Drug Abuse: Problem, Management and Prevention

PROBLEM OF DRUG ABUSE

(Compulsory for all Under Graduate Classes)

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:

Section–A: (09 Marks): It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying 03 marks. Answer to any of the questions should not exceed two pages.

Section–B: (16 Marks) It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying 08 marks. Answer to any of the questions should not exceed four pages.

Section–C: (12 Marks) It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages

UNIT-I

•Meaning of Drug Abuse

Meaning, Nature and Extent of Drug Abuse in India and Punjab.

UNIT-II

•Consequences of Drug Abuse for:

Individual: Education, Employment, Income.

Family : Violence.

Society : Crime.

Nation : Law and Order problem.

UNIT-III

•Management of Drug Abuse

Medical Management: Medication for treatment and to reduce withdrawal effects.

UNIT-IV

•Psychiatric Management: Counseling, Behavioral and Cognitive therapy.

•Social Management: Family, Group therapy and Environmental Intervention.

References:

1. Ahuja, Ram (2003), Social Problems in India, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. The Drug Crime Connection. Beverly Hills: Sage Publications. 23
4. Kapoor. T. (1985) Drug epidemic among Indian Youth, New Delhi: Mittal Pub.

5. Modi, Ishwar and Modi, Shalini (1997) Drugs: Addiction and Prevention, Jaipur: Rawat Publication.
6. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
7. Randhawa, J.K. and Randhawa, Samreet 2018. Drug Abuse-Management and Prevention. Kasturi Lal & Sons, Educational Publishers, Amritsar- Jalandhar.
8. Sain, Bhim 1991, Drug Addiction Alcoholism, Smoking obscenity New Delhi: Mittal Publications.
9. Sandhu, Ranvinder Singh, 2009, Drug Addiction in Punjab: A Sociological Study. Amritsar: Guru Nanak Dev University.
10. Singh, Chandra Paul 2000. Alcohol and Dependence among Industrial Workers: Delhi: Shipra.
11. Sussman, S and Ames, S.L. (2008). Drug Abuse: Concepts, Prevention and Cessation, Cambridge University Press.
12. World Drug Report 2010, United Nations office of Drug and Crime.
13. World Drug Report 2011, United Nations office of Drug and Crime.

1. Jasjit Kaur Randhawa & Samreet Randhawa, "Drug Abuse Problem, Management & Prevention", KLS, ISBN No. 978-81-936570-8-9, (2019).
2. Jasjit Kaur Randhawa, "Drug Abuse -Management & Prevention", KLS, ISBN No. 978-93-81278-80-2, (2018).
3. Rama Gandotra & Jasjit Kaur Randhawa, "ਡਰੱਗਜ਼ ਦੁਰਵਰਤੋਂ-(ਨਸ਼ਾਖੋਰੀ) ਪ੍ਰਬੰਧਨ ਅਤੇ ਰੋਕਥਾਮ", KLS, ISBN No. 978-93-81278-87-1, (2018).
4. Jasjit Kaur Randhawa & Samreet Randhawa, "Drug Abuse-Problem, Management & Prevention", KLS, ISBN No. 978-81-936570-6-5, (2018).
5. Jasjit Kaur Randhawa & Samreet Randhawa, "ਡਰੱਗਜ਼ ਦੁਰਵਰਤੋਂ-(ਨਸ਼ਾਖੋਰੀ) ਸਮੱਸਿਆ, ਪ੍ਰਬੰਧਨ ਅਤੇ ਰੋਕਥਾਮ", KLS, ISBN No. 978-81-936570-7-1, (2018).

BBA-201: ENGLISH (COMPULSORY)

Time: 3 Hours

Max. Marks: 50

Theory: 37

Internal Assessment: 13

Texts Prescribed:

1. *Tales of Life* (Guru Nanak Dev University, Amritsar)
2. *Prose for Young Learners* (Guru Nanak Dev University, Amritsar)
3. *Murphy's English Grammar* (by Raymond Murphy) CUP

Course Contents

- 1) Stories at Sr.No.7, 9,10,11,12 from *Tales of Life*.
- 2) Essays at Sr.No.7, 8, 9, 10, 11 from *Prose for Young Learners*.
- 3) Unit 19-25, 72-81 from *Murphy's English Grammar*.

Division of Marks:

Instructions for the Paper Setter and Distribution of Marks:

The question paper will consist of three sections and distribution of marks will be as under:

Section A: 10 Marks

Section B: 17 Marks

Section C: 10 Marks

Section–A

- 1.Twelve (12) Questions** on the usage of grammar related to the prescribed units of *Murphy's English Grammar* will be set for the students to attempt **any Ten (10)**
(1X10= 10 Marks)

Section–B

- 1.**EIGHT (8)** questions (four from each literary text) on theme, characterization, tone and style etc. will be set. The students will be required to attempt **any Four** questions, choosing at least **TWO** from each prescribed text. The answer to each question should not exceed 15-20 sentences.
(4X3=12 Marks)
- 2.The students will be required to write a **Personal Letter** on ONE of the TWO situations/ issues provided in the question paper.
(1X5= 5 Marks)

Section–C

- 1.**Two** questions, one from the each literary text, will be set. The students will be required to answer any one.
(1X5=5 Marks)
- 2.The students will be required to answer **Five** questions from the **Comprehension of Passage** set from the book *Prose for Young Learners*.
(5X1=5 Marks)

BBA 202: COMPULSORY PUNJABI

ਸਮਾਂ : 3 ਘੰਟੇ

ਥਿਊਰੀਅੰਕ : 37
ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ : 13
ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. ਦੋ ਰੰਗ (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ ਅਤੇ ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ), ਕਹਾਣੀਭਾਗ, ਗੁਰੂਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ। (ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ/ਲੇਖਕ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾ)
2. ਸੰਸਾਰ ਦੀਆਂ ਪ੍ਰਸਿੱਧ ਹਸਤੀਆਂ (ਜੀਵਨੀ 10 ਤੋਂ 18 ਤੱਕ)
ਸੰਪਾ. ਪ੍ਰਿੰ. ਤੇਜਾ ਸਿੰਘ, ਹਰਨਾਮ ਸਿੰਘ ਸ਼ਾਨ, ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ/ਸਾਰ/ਨਾਇਕ ਬਿੰਬ)
3. (ੳ) ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ-ਰਚਨਾ : ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ।
(ਅ) ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ
4. (ੳ) ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ
(ਅ) ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਪੰਜ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ।
2. ਵਿਦਿਆਰਥੀਆਂ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ।
3. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਭਾਗ ਪਹਿਲਾ ਅਤੇ ਦੂਸਰਾ ਦੋ ਪ੍ਰਸ਼ਨ 8-8 ਅੰਕਾਂ ਦੇ ਹਨ ਅਤੇ ਭਾਗ ਤੀਸਰਾ, ਚੌਥਾ ਅਤੇ ਪੰਜਵਾਂ ਦੋ ਪ੍ਰਸ਼ਨ 7-7 ਅੰਕਾਂ ਦੇ ਹਨ।

ਨੋਟ: ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ 13 ਅੰਕਾਂ ਦੀ ਹੈ, ਜੋ ਕਾਲਜ ਵੱਲੋਂ ਨਿਰਧਾਰਿਤ ਵਿਸ਼ਾ ਨਿਰਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਇਨ੍ਹਾਂ ਅੰਕਾਂ ਤੋਂ ਵੱਖਰੀ ਹੋਵੇਗੀ।
ਇਸ ਪੇਪਰ ਦੇ ਕੁਲ ਅੰਕ $37+13 = 50$ ਹਨ।

BBA 202: BASIC PUNJABI

ਸਮਾਂ : 3 ਘੰਟੇ

ਥਿਊਰੀ ਅੰਕ : 37
ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ : 13
ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. ਪੰਜਾਬੀ ਸ਼ਬਦ ਬਣਤਰ : ਧਾਤੂ, ਵਧੇਤਰ (ਅਗੇਤਰ, ਮਧੇਤਰ, ਪਿਛੇਤਰ), ਪੰਜਾਬੀ ਕੋਸ਼ਗਤ ਸ਼ਬਦ ਅਤੇ ਵਿਆਕਰਣਿਕ ਸ਼ਬਦ 12 ਅੰਕ
2. ਪੰਜਾਬੀ ਸ਼ਬਦ ਪ੍ਰਕਾਰ :
ੳ) ਸੰਯੁਕਤ ਸ਼ਬਦ, ਸਮਾਸੀ ਸ਼ਬਦ, ਦੋਜਾਤੀ ਸ਼ਬਦ, ਦੋਹਰੇ/ਦੁਹਰਕਤੀ ਸ਼ਬਦ ਅਤੇ ਮਿਸ਼ਰਤ ਸ਼ਬਦ
ਅ) ਸਿਖਲਾਈ ਤੇ ਅਭਿਆਸ 10 ਅੰਕ
3. ਪੰਜਾਬੀ ਸ਼ਬਦ ਰਚਨਾ :
ੳ) ਇੱਕ-ਵਚਨ ਬਹੁ-ਵਚਨ, ਲਿੰਗ-ਪੁਲਿੰਗ, ਬਹੁ-ਅਰਥਕ ਸ਼ਬਦ, ਸਮਾਨ-ਅਰਥਕ ਸ਼ਬਦ, ਬਹੁਤੇ ਸ਼ਬਦਾਂ ਲਈ ਇੱਕ ਸ਼ਬਦ, ਸ਼ਬਦ ਜੋੜ, ਵਿਰੋਧਆਰਥਕ ਸ਼ਬਦ।
ਅ) ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਖਾਣ-ਪੀਣ, ਸਾਕਾਦਾਰੀ, ਰੁੱਤਾਂ, ਮਹੀਨਿਆਂ, ਗਿਣਤੀ, ਮੌਸਮ, ਮਾਰਕੀਟ/ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਧੰਦਿਆਂ ਆਦਿ ਨਾਲ ਸੰਬੰਧਿਤ। 10+5=15 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਭਾਗ ਪਹਿਲਾਂ ਵਿਚੋਂ ਚਾਰ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਤਿੰਨ ਪ੍ਰਸ਼ਨਾਂ ਦਾ ਉੱਤਰ ਦੇਣੇ ਲਾਜ਼ਮੀ ਹਨ। ਹਰ ਪ੍ਰਸ਼ਨ ਦੇ ਚਾਰ-ਚਾਰ ਨੰਬਰ ਹਨ। (4+4+4)=12 ਅੰਕ
2. ਭਾਗ ਦੂਸਰਾ ਵਿਚੋਂ ਦੋ-ਦੋ ਨੰਬਰ ਦੇ ਪੰਜ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ। ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹਨ। 10 ਅੰਕ
3. ਭਾਗ ਤੀਸਰਾ ਦੇ (ੳ) ਭਾਗ ਵਿਚੋਂ ਦੋ ਸਵਾਲ ਅਤੇ (ਅ) ਭਾਗ ਵਿਚੋਂ ਇੱਕ ਸਵਾਲ ਪੁੱਛਿਆ ਜਾਵੇਗਾ। ਹਰ ਪ੍ਰਸ਼ਨ ਦੇ ਪੰਜ-ਪੰਜ ਅੰਕ ਹਨ। 10+5=15 ਅੰਕ

ਨੋਟ: ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ 13 ਅੰਕਾਂ ਦੀ ਹੈ, ਜੋ ਕਾਲਜ ਵੱਲੋਂ ਨਿਰਧਾਰਿਤ ਦਿਸ਼ਾ ਨਿਰਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਇਨ੍ਹਾਂ ਅੰਕਾਂ ਤੋਂ ਵੱਖਰੀ ਹੋਵੇਗੀ। ਇਸ ਪੇਪਰ ਦੇ ਕੁਲ ਅੰਕ $37+13 = 50$ ਹਨ।

BBA-203
BUSINESS LAWS

Time: 3 Hours

Max. Marks: 50
Theory :37
Internal Assessment : 13

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part-I

Law of Contract (1872): Nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent; Consideration, Legality of object, Agreement declared void, Performance of contract; Discharge of contract, Remedies for contract of contract.

Sales of Goods Act (1930): Formation of contracts of sale; Goods and their classification, price; conditions and warranties, Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement.

Part-II

Negotiable Instruments Act (1881): Definition of negotiable instruments, Features; Promissory note, Bill of Exchange, Cheque, Holder and holder in the due course, Crossing of a cheque, Types of crossing. Negotiation, Dishonor and discharge of negotiable instrument.

The Consumer Protection Act (1886): Definition of consumer, Features, Grievance redressed machinery.

Suggested Readings:

1. Singh, Avtar, “The Principles of Mercantile Law”, Eastern Book Company, Lucknow.
2. Kapoor, N.D., “Business Law”, Sultan Chand & Sons, New Delhi.
3. Tulsian, P.C., “Business Law”, Tata McGraw Hill, New Delhi.
4. Usa, “Indian Business Law”, International Business Publications, USA.

Note:-Latest editions of suggested books may be followed.

BBA-204

PRINCIPLES OF MANAGEMENT

Time: 3 Hours

Max. Marks: 50

Theory :37

Internal Assessment : 13

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part-I

Management: Meaning and definition, nature, purpose, scope, importance and functions, Management as art, science and profession, Management as a social system, Concept of management, administration and organization Principles of management, Scientific Management.

Evolution of Management Thought: Contribution of F.W. Taylor, Henri Fayol, Elton Mayo, Chester Barnard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of Management Thought), Indian management thought.

Management Techniques: Management by Objective: Meaning, Process, Benefits, Weaknesses.

Planning: Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making.

Organizing: Meaning, Nature and Purpose of organization, Theories of organization, principles of organization, Forms of organization: Line, Functional and Line and Staff, Formal and informal organization, Delegation, Span of Management: Factors determining effective span.

Departmentation: Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Decentralisation and Departmentation.

Part-II

Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization

Staffing: Meaning, nature and functions of HRM, Manpower management, factors affecting staffing, Recruitment, Selection, Training and Development, Performance appraisal: need and process.

Directing: Motivation: Meaning, Nature, Importance, Types, Theories of Motivation: Mc. Gregor's, Maslow and Herzberg. Leadership: Meaning, Nature, Styles, Managerial grid, Likert system, Theories: Trait, Behavioural, Situational and Followers.

Coordination: Principles and Techniques, Difference between coordination and cooperation.

Controlling: Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.

Suggested Readings:

1. Robbins, S.P., & Coulter, M.K., "Management", Pearson Education Inc., New Delhi.
2. Gupta, Meenakshi, "Principles of Management", PHI Learning Pvt. Ltd., New Delhi.
3. Koontz, H., Weihrich, H., & Aryasri, A.R., "Essentials of Management", Tata McGraw-Hill, New Delhi.
4. Aswathapa, K. "Essential of Business Administration", Himalaya Publishing House, Mumbai.

Note:-Latest editions of suggested books may be followed.

BBA-205
MANAGERIAL ECONOMICS-II

Time: 3 Hours

Max. Marks: 50
Theory :37
Internal Assessment : 13

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Objective: To provide a basis of understanding macroeconomics concepts.

Part – I

Macroeconomics: Meaning, nature and scope. Basic concepts used: Stock and flow variables, static, comparative static and dynamic analysis.

National Income: Definition and Importance of National Income. Gross and Net Domestic Product; Personal Income and Disposable Income. Measurement of National Income: Income, Output and Expenditure Method, Problems in Measurement of National Income.

Consumption: Meaning, determinants (subjective and objective) and importance. Keynes psychological law of consumption.

Part – II

Investment: Types of investment, determinants of investment, marginal efficiency of capital, net present value, internal rate of return, interest rate determination, classical, neoclassical and Keynesian theories.

Multiplier: Static and Dynamic Analysis. Accelerator and super multiplier.

Inflation: Meaning, types and theories.

Suggested Readings:

1. Ackley, G., “Macroeconomics: Theory and Policy”, Macmillan, New York.
2. Shapiro, E., “Macroeconomic Analysis”, Galgotia Publication, New Delhi.
3. Gppdwin Neva, J. A. Nelson & J. Harris, “Macroeconomics in Context”, PHI Learning Pvt. Ltd, New Delhi.
4. Dornbusch R., S. Ficher & R. Startz, “Macro Economics”, Tata McGraw Hill Publishing Company Ltd., New Delhi.
5. Agarwal, Vanita, “Macroeconomics: Theory and Policy”, Pearson Education, New Delhi.

Note: The latest editions of the books should be followed.

BBA- 206

COMPUTER BASED ACCOUNTING SYSTEM

Time: 3 Hours

Max. Marks: 50

Theory: 27

Practical: 10

Internal Assessment: 13

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 7 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 7 questions. Each question will carry one mark; the total weightage being 7 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 5 marks. The total weightage of this section shall be 10 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 5 marks. The total weightage of the section shall be 10 marks.

Part - I

Computerized Accounting: Meaning, need, Concepts of Accounting groups, Hierarchy of accounts, Codification in accounting. Accounting package - Setting up an accounting entity, Creation of groups and accounts Designing and creating vouchers; Data Entry operations using the vouchers, Processing for reports to prepare ledger accounts, trial balance and balance sheet.

Database Design for Accounting: Identifying and appreciating the data content in accounting transactions; overview of database concepts, ER model; creating and implementing RDM for Financial Accounting; SQL to retrieve data and generate accounting information.

Documenting transactions using vouchers; System of vouchers and database design for accounting; Storing and maintain transaction data.

Part – II

Tally - ERP 9.0: Financial Accounting Packages: Preparation and online finalization of accounts on Tally - ERP 9.0; Introduction of Tally - ERP 9.0, Phases of Implementation, Aides for implementation.

Accounts Management (Using Tally - ERP 9.0 Software Package); Accounts Masters, Accounts Transaction, Accounts Reports. Preparation and Compilation of complete balance sheet of any Industry/Organization/ Firm.

Inventory Management

(The mentioned versions of **Tally - ERP 9.0** must be replaced with latest available version)

Practical : Based on above Syllabus

Suggested Readings:

- 1.Hall, J.A, “Accounting Information System”, South Western College Publishing.
- 2.Gelinas, Ultric, J. and Steve, G. Suffon, “Accounting Information System, South Western Thomson Learning.
- 3.“**Tally - ERP 9.0**, Simple Steps of Learning”, Kogent Learning.
- 4.Arora J.S. (2014), “Tally – ERP- 9, Financial Accounting”, Kalyani Publishers, New Delhi.

BBA- 207
FUNDAMENTALS OF BANKING

Time: 3 Hours

Max. Marks: 50
Theory :37
Internal Assessment : 13

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part I

Commercial Banks—Introduction, evolution, nature, functions, importance and services provided by commercial banks. Types of Banks-Commercial Bank, Regional Rural Banks, Foreign Banks, Cooperative Banks, Public bank and Private bank, difference between public and private banks. Central Bank—meaning and functions, Techniques of credit control, mechanism of Credit Creation.

Part II

Practical Aspect of Banking- Negotiable Instruments— Cheques, bills of exchange and promissory notes, endorsements, difference between cheques and bills of exchange. Customer's Pass Book- Entries in Pass Book, Effects of errors favourable to the Banker and Customer. Clearing House System. Systems of Banking- Group and Chain Banking, Unit and Branch Banking, Investment Banking and Mixed Banking.

Suggested Readings:

1. Sundharam, Varshney, "Banking Theory, Law & Practice", Sultan Chand & Co.
2. Shekhar, K.C; Shekhar, Lekshmy, "Banking Theory and Practice", Vikas Publishing House.
3. Sethi, Jyotsana; Bhatia, Nishwan, "Elements of Banking and Insurance", PHI Learning Private Limited, New Delhi
4. www.rbi.org

Note:-Latest editions of suggested books may be followed.

DA2-DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION

DRUG ABUSE: MANAGEMENT AND PREVENTION

(Compulsory for all Under Graduate Classes)

Time: 3 Hours

Total Marks: 50

Instructions for the Paper Setters:

Section–A: (09 Marks): It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying 03 marks. Answer to any of the questions should not exceed two pages.

Section–B: (16 Marks) It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying 08 marks. Answer to any of the questions should not exceed four pages.

Section–C: (12 Marks) It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

UNIT-I

•Prevention of Drug abuse

Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.

UNIT-II

•School: Counseling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

UNIT-III

•Controlling Drug Abuse

Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program

UNIT-IV

•Legislation: NDPs act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials.

References:

1. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
2. Gandotra, R. and Randhawa, J.K. 2018. ਡਰੱਗਜ਼ ਦੁਰਵਰਤੋਂ (ਨਸ਼ਾਖੋਰੀ) ਪ੍ਰਬੰਧਨ ਅਤੇ ਰੋਕਥਾਮ। Kasturi Lal & Sons, Educational Publishers, Amritsar- Jalandhar.
3. Inciardi, J.A. 1981. The Drug Crime Connection. Beverly Hills: Sage Publications.
4. Modi, Ishwar and Modi, Shalini (1997) Drugs: Addiction and Prevention, Jaipur: Rawat Publication.
5. Randhawa, J.K. and Randhawa, Samreet 2018. Drug Abuse-Management and Prevention. Kasturi Lal & Sons, Educational Publishers, Amritsar- Jalandhar.

6. Sain, Bhim 1991, Drug Addiction Alcoholism, Smoking obscenity New Delhi: Mittal Publications.
7. Sandhu, Ranvinder Singh, 2009, Drug Addiction in Punjab: A Sociological Study. Amritsar: Guru Nanak Dev University.
8. Singh, Chandra Paul 2000. Alcohol and Dependence among Industrial Workers: Delhi: Shipra. 9. World Drug Report 2011, United Nations office of Drug and Crime.
10. World Drug Report 2010, United Nations office of Drug and Crime

BBA 301: ENGLISH (COMPULSORY)

Time: 3 Hours

Max. Marks: 50
Theory: 37
Internal Assessment: 13

Text books Prescribed & Course Contents:

1. *Making Connections* by Kenneth J. Pakenham 2nd Edn. CUP
2. *Moments in Time: An Anthology of Poems*, G.N.D.U. Amritsar
- 3 *Murphy's English Grammar* (by Raymond Murphy) CUP

Course Contents:

- I. *Making Connections*: Unit -I & Unit- II
- II. *Moments in Time*: Poems at serial No.1-6
- III. Unit 121-136 from *Murphy's English Grammar*

Instructions for the Paper Setter and Distribution of Marks:

The question paper will consist of three sections and distribution of marks will be as under:

Section A: 08 Marks

Section B: 20 Marks

Section C: 09 Marks

Section–A

- 1. Twelve (12) Questions** on the usage of grammar related to the prescribed units of *Murphy's English Grammar* will be set for the students to attempt **any Eight(8)**
(1 X 8= 8Marks)

Section–B

- 1.TWO** questions (with sub parts) based on strategies & skill development exercises as given before and after reading essays in Unit-I & Unit-II of the prescribed text book *Making Connections* will be set. The number of items in each question will be 50% more than what a student will be expected to attempt so that the question provides internal choice.
(7X2= 14 Marks)

2.

HREE questions on central idea, theme, tone & style etc. of three poems from the prescribed textbook, *Moments in Time* will be set. The students are required to attempt any **TWO** of these questions. (3X2= 6Marks)

Section–C

- 1.One** question (with internal choice) requiring students to explain a stanza with reference to context will be set. The stanzas for explanation will be taken from the poems prescribed in the syllabus. (1X4= 4Marks)

The students are required to write a **report** in about 200-250 words on a topic related to college activities. (1X5= 5 Marks)

BCG 302: COMPULSORY PUNJABI

ਸਮਾਂ : 3 ਘੰਟੇ

ਥਿਊਰੀਅੰਕ : 37
ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ : 13
ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. **ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਵਾਰਤਕ** (ਸੰਪਾ. ਡਾ. ਗੁਰਬਚਨ ਸਿੰਘ ਤਾਲਿਬ), ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ/ਕਲਾਪੱਖ)
2. **ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਇਕਾਂਗੀ** (ਇਕਾਂਗੀ ਸੰਗ੍ਰਹਿ) - ਸੁਹਾਗ, ਨਵਾਂਚਾਨਣ, ਅੰਨੇ ਨਿਸ਼ਾਨਚੀ, ਅਰਮਾਨ, ਚਾਬੀਆਂ, ਮਿੱਟੀ ਦਾ ਬਾਵਾ, ਸੱਧਰਾਂ।
3. (ੳ) ਸੰਖੇਪ ਰਚਨਾ (ਪ੍ਰੈਸੀ)।
(ਅ) ਦਿੱਤੇ ਪੈਰ੍ਹੇ ਵਿਚੋਂ ਅਸੁੱਧ ਸ਼ਬਦ ਜੋੜਾਂ ਨੂੰ ਸੁੱਧ ਕਰਨਾ।
4. ਮੂਲ ਵਿਆਕਰਣਕ ਇਕਾਂਗੀਆਂ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵੰਨਗੀਆਂ (ਭਾਵੰਸ਼, ਸ਼ਬਦ, ਵਾਕੰਸ਼, ਉਪ-ਵਾਕ ਅਤੇ ਵਾਕ)

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਪੰਜ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ।
2. ਵਿਦਿਆਰਥੀਆਂ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ।
3. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਭਾਗ ਪਹਿਲਾ ਅਤੇ ਦੂਸਰਾ ਦੇ ਪ੍ਰਸ਼ਨ 8-8 ਅੰਕਾਂ ਦੇ ਹਨ ਅਤੇ ਭਾਗ ਤੀਸਰਾ, ਚੌਥਾ ਅਤੇ ਪੰਜਵਾਂ ਦੇ ਪ੍ਰਸ਼ਨ 7-7 ਅੰਕਾਂ ਦੇ ਹਨ।

ਨੋਟ: ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ 13 ਅੰਕਾਂ ਦੀ ਹੈ, ਜੋ ਕਾਲਜ ਵੱਲੋਂ ਨਿਰਧਾਰਿਤ ਦਿਸ਼ਾ ਨਿਰਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਇਨ੍ਹਾਂ ਅੰਕਾਂ ਤੋਂ ਵੱਖਰੀ ਹੋਵੇਗੀ।
ਇਸ ਪੇਪਰ ਦੇ ਕੁਲ ਅੰਕ $37+13 = 50$ ਹਨ।

BBA 302: BASIC PUNJABI

ਸਮਾਂ : 3 ਘੰਟੇ

ਥਿਊਰੀ ਅੰਕ : 37
ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ : 13
ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. ਪੰਜਾਬੀ ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਦੀ ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ : ਨਾਂਵ, ਪੜਨਾਂਵ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸੰਬੰਧਕ, ਯੋਜਕ, ਵਿਸਮਿਕ। **15 ਅੰਕ**
2. ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਕਰਤਾ, ਕਰਮ, ਕਿਰਿਆ, ਪੰਜਾਬੀ ਵਾਕਾਂ ਵਿਚ ਤੱਤਾਂ ਦੀ ਤਰਤੀਬ, ਸਾਧਾਰਨ ਵਾਕ, ਬਿਆਨੀਆਂ ਵਾਕ, ਪ੍ਰਸ਼ਨਵਾਚਕ ਵਾਕ, ਹੁਕਮੀ ਵਾਕ, ਸੰਯੁਕਤ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ। **10 ਅੰਕ**
3. ਪ੍ਰਕਾਰਜੀ ਪੰਜਾਬੀ :
ੳ) ਪੈਰਾ ਆਧਾਰਿਤ ਪ੍ਰਸ਼ਨ **4 ਅੰਕ**
ਅ) ਅਖਾਣ ਤੇ ਮੁਹਾਵਰੇ **4 ਅੰਕ**
ੲ) ਪ੍ਰਤੀਕੋਡਨ (Transcoding) **4 ਅੰਕ**

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪਹਿਲੇ ਭਾਗ ਵਿਚੋਂ ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਦੀ ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ ਨਾਲ ਸੰਬੰਧਿਤ ਪੰਜ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ। ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਪੰਜ-ਪੰਜ ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ ਹੱਲ ਕਰਨੇ ਲਾਜ਼ਮੀ ਹਨ। **15 ਅੰਕ**
2. ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ ਵਾਲੇ ਭਾਗ ਵਿਚੋਂ ਪੰਜ ਪ੍ਰਸ਼ਨ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਪੁੱਛੇ ਜਾਣ। ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਹੱਲ ਕਰਨੇ ਲਾਜ਼ਮੀ ਹਨ। **10 ਅੰਕ**
3. ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇੱਕ ਪੈਰਾ ਦਿੱਤਾ ਜਾਵੇ ਅਤੇ ਉਸ ਉੱਪਰ ਆਧਾਰਿਤ ਇੱਕ- ਇੱਕ ਅੰਕ ਦੇ ਚਾਰ ਪ੍ਰਸ਼ਨ ਦਿੱਤੇ ਜਾਣ। ਉੱਤਰ 50 ਸ਼ਬਦਾਂ ਤੱਕ ਸੀਮਿਤ ਹੋਵੇ। **4 ਅੰਕ**
4. ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਅੱਠ ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ ਦਿੱਤੇ ਜਾਣ। ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਚਾਰ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤ ਕੇ ਅਰਥ ਸਪੱਸ਼ਟ ਕਰਨਾ ਹੋਵੇਗਾ। ਹਰ ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ ਦਾ ਇੱਕ-ਇੱਕ ਨੰਬਰ ਹੋਵੇਗਾ। **4 ਅੰਕ**
5. ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇੱਕ ਵਾਰਤਾਲਾਪ ਜਾਂ ਵਾਰਤਕ ਦਾ ਟੋਟਾ ਦਿੱਤਾ ਜਾਵੇਗਾ। ਜਿਸ ਨੂੰ ਉਸ ਨੇ ਵਾਰਤਕ ਜਾਂ ਵਾਰਤਾਲਾਪ ਵਿਚ ਤਬਦੀਲ ਕਰਕੇ ਲਿਖਣਾ ਹੋਵੇਗਾ। **4 ਅੰਕ**

ਨੋਟ: ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ 13 ਅੰਕਾਂ ਦੀ ਹੈ, ਜੋ ਕਾਲਜ ਵੱਲੋਂ ਨਿਰਧਾਰਿਤ ਦਿਸ਼ਾ ਨਿਰਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਇਨ੍ਹਾਂ ਅੰਕਾਂ ਤੋਂ ਵੱਖਰੀ ਹੋਵੇਗੀ। ਇਸ ਪੇਪਰ ਦੇ ਕੁਲ ਅੰਕ $37+13 = 50$ ਹਨ।

BBA-303
STATISTICS FOR BUSINESS

Time: 3 Hours

Max. Marks: 50
Theory :37
Internal Assessment : 13

Note: The question paper covering the entire course shall be divided into three sections.

2. The candidates are allowed to use [Non-Scientific] calculator.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part-I

Matrix Algebra: Types of matrices; basic operations of matrices; determinant of a matrix and its properties; rank and inverse of a matrix; solution of simultaneous linear equations – Cramer’s rule and matrix inversion, method, application of matrices. Introduction and Methods of Presentation of Statistical Information, Collection and Presentation of Data. Frequency distribution. Concept of sampling and sampling Designs.

Measures of Central Tendency:- Mean, Median, Mode, Measure of dispersion. Range quartile deviation, Average deviation and Standard deviation.

Part-II

Simple Correlation and Regression Analysis: Assumptions; Pearsons product moment and Spearman’s rank correlation method; least squares technique; properties of correlations and regression coefficients .

Time Series Analysis: Trend analysis using moving average and regression analysis, easonal, cyclic and regular fluctuations, Index number construction of unweighted and weighted index numbers, quantity Index.

Elementary Probability Theory: Deterministic and non–deterministic experiments; iffereent types of events; a priori and empirical definition of probability. Conditional probability, laws of addition and multiplication of probability. Properties of binomial, Poisson and normal distributions.

Suggested Readings:

1. Chiang A.C., “Fundamental Methods of Mathematical Economics”, McGraw Hill, Kogakusha.
2. Hopfe, M.M., Mathematics – “Foundations for Business Science, Research Association”.
3. Mizrahi, A. and Sullivan M., “Mathematics for Business and Social Sciences”, John Wiley and Sons.
4. Raghawachari, M., “Mathematics for Management – An Introduction”, Tata McGraw Hill, New Delhi.

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5. Webber, J.E., “Mathematical Analysis: Business and Economic Applications”, Harper & Row,
6. Yamuna, T., “Mathematics for Economics – An Elements Survey”, Prentice Hall of India Pvt.Ltd., New Delhi.
7. Chou, Y. “Statistical Analysis”, Holt, Rinehart and Winston, New York.
8. Croxton, F.E., Cowden, D.J. and Klien, S., “Applied General Statistics”, Prentice Hall of India Pvt. Ltd.
9. Karmel, P.H. and Polar, K.M., “Applied Statistics for Economists”, Pitman London.
10. Wetherill, G.B., “Elementary Statistical Methods”, Chapman and Hall, London.

Note: The latest editions of the books should be followed.

BBA-304

FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT

Time: 3 Hours

Max. Marks: 50

Theory :37

Internal Assessment : 13

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part-I

Human Resource Management (HRM): Nature, Scope, Objectives and Functions of HRM, Evolution of HRM, Changing Trends in HRM. Status and competencies of HR manager.

Human Resource Planning (HRP): Concept, Need and Importance of HRP, Factors affecting HRP, Human Resource Planning Process.

Job Analysis: Meaning and Objective, Process, Methods of Collecting job data, Uses of Job Analysis, Problems of Job Analysis.

Recruitment and Selection: Meaning and Factors governing Recruitment, Recruitment Sources and Techniques. Meaning and Process of Selection, Problems associated with Recruitment and Selection.

Employee Retention: Meaning, Factors Responsible for High Employee Turnover, Employee Retention Strategies.

Part-II

HR Training and Development: Concept and Need, Process of Training and Development Programme: - Identification of Training and Development Needs, Objectives, Strategy & Designing of Training and Development, Implementation and Methods of Training Programme and Levels of Training Evaluation.

Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal.

Managing Compensation and Employee Remuneration: Concept, Objectives, Components of Employee Remuneration, Factors Influencing Employee Remuneration, Challenges of Remuneration. Incentive plans, fringe benefits, employee health and safety and employee grievance system.

Job Evaluation: Meaning, Process and Methods of Job Evaluation

Suggested Readings:

1. Dessler, Gary, "Human Resource Management", New Delhi, Pearson Education Asia.
2. Durai, Pravin, "Human Resource Management," New Delhi, Pearson
3. Noe, Raymond A., Hollenbeck, John R, Gerhart, Barry, Wright, Patrick M., "Human Resource Management: Gaining a Competitive Advantage," New Delhi, McGraw-Hill. McGraw-Hill.
4. Mathis, Robert L. and Jackson, John H, "Human Resource Management", New Delhi, Thomson Publishing.
5. Gomez, Mejia, Balkin, Cardy, "Managing Human Resources", New Delhi Pearson Education.
6. Aswathappa, K., "Human Resource Mngement", Text and Cases, New Delhi, Tata McGraw Hill.
7. Snell, Scott, and Bohlander, George, "Human Resource Managemnt", New Delhi, Cengage Learning.

Note:-Latest editions of suggested books may be followed

BBA-305

FUNDAMENTALS OF MARKETING MANAGEMENT

Time: 3 Hours

Max. Marks: 50

Theory :37

Internal Assessment : 13

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part-I

Marketing: Concepts, Philosophies and Importance, Scope of Marketing, the selling concept, the Marketing concept, Components of a modern marketing information system, Marketing Intelligence. Analyzing the Microenvironment; Needs and Trends, The Demographic Environment, Economic, Social-Cultural and Natural, Technological, Political-Legal Environment. The Buying Decision Process: The Five Stage Model. Levels of Marketing Segmentation, Bases for segmenting consumer markets: Market Targeting, Bases for segmenting business markets..

Part-II

Product Life Cycle Marketing Strategies: - Introduction stage and the Pioneer advantage, Growth, Maturity and Declining Stage. Product Characteristics and Classifications; Product levels; The Customer value hierarchy, Product Classification, Differentiation. Packaging, Labeling, Branding. Understanding Pricing; Setting the Price.

Marketing Communications:- Advertising: - Evolution, Definition, Features, Importance, Advertising and Publicity, Functions of advertising. Advertising media, advertising copy, Objections against advertising. Sales Promotions. Direct Marketing, Personnel Selling, Interactive Marketing and Word of Mouth marketing and Channels of distribution

Suggested Readings:

1. Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar, "Marketing Management: South Asian Perspective", Pearson Education, New Delhi.
2. Ramaswamy, V.S. and Namakumari, S., "Marketing Mangement: Global Perspective, Indian Context", MacMillan.
3. Kurtz, David L. and Boone, Louis E., "Principles of Marketing, Thomson South-Western".
4. Enis, B. M., "Marketing Classics: A Selection of Influential Articles", New York,

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McGraw- Hill.

5. Saxena, Rajan, "Marketing Management", Tata McGraw Hill, New Delhi.

Note:-Latest editions of suggested books may be followed.

BBA-306
INDIAN FINANCIAL SYSTEM

Time: 3 Hours

Max. Marks: 50
Theory :37
Internal Assessment : 13

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part-I

Financial System: - Functions, organisation/structure and an overview of Indian Financial System.

Financial Markets: - Functions, organisation and types of financial markets, Securities Contract (Regulations) Rules, SEBI (Securities Exchange Board of India). An Overview of Primary and Secondary Market. Money Market Organisation & RBI (Role and functions).

Part-II

Financial Intermediaries:- Non Banking financial companies, Mutual Funds: - Its Introduction and guidelines, schemes and products . IRDA Act of Insurance Companies. An Introduction to FII's and FDI's and its importance.

Financial Assets/Instruments: - An Overview of Capital Market instruments

Suggested Readings:-

1. Khan, M.Y, "Indian Financial System" fifth edition by Tata McGraw Hill Publishing Co.Ltd.
2. Vasant Desai, "The Indian Financial System & Development", Himalaya Publishing House.
3. Dr.K.Ravichandran, "Merchant Banking & Financial Services", Himalaya Publishing House.
4. Bhole, L.M , "Indian Financial Institutions and Market", Tata McGraw Hill Publishing Co. Ltd.
5. Avadhani V.A., "Capital Market Management", Himalaya Publishing House.
6. SEBI Guidelines, Nabhi Publication.

7.Note:-Latest editions of suggested books may be followed.

BBA 307
MANAGEMENT ACCOUNTING

Time: 3 Hours

Max. Marks: 50
Theory :37
Internal Assessment : 13

Note: The question paper covering the entire course shall be divided into three sections.

2.The candidates are allowed to use [Non-Scientific)] calculator.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part-I

Origin, Concept, nature and Scope of Management Accounting. Need and Importance of Management Accounting, Tools & techniques of Management Accounting, Limitations, Management Accountant duties, functions, Distinction between management accounting & Financial Accounting. Sources of Finance

Financial statement Analysis: - meaning, types, Comparative Statements, Common Size, Trend analysis, Introduction of EVA.

Tools of Financial Analysis – Ratio Analysis (Liquidity, Activity, Solvency and Profitability ratios), Fund flow and cash flow analysis

Part-II

Management Reporting – Importance Needs, Types, Requirements of good report preparation including prewriting and form of final draft,

Working Capital Management: - Meaning, importance, need, advantages and disadvantages, factors affecting working capital requirements, principles of working capital management, Financing of working capital, Approaches for determining working capital mix, Trends in financing Working Capital by banks.

Responsibility Accounting: - Meaning, features, steps, types of responsibility centers, transfer price; meaning, methods, selection of transfer pricing method.

Suggested Readings:

1. Jain, P.K and Khan M.Y “Management Accounting”, Tata McGraw Hill Publishing Co. Ltd. New Delhi.
2. Horngren Charles, Gary, Sundem, Stratton William, “Introduction to Management Accounting”, Pearson Education Publishers.
3. Jawaharlal, “Accounting for Management”, Himalaya Publishing House, New Delhi.

Note:-Latest editions of suggested books may be followed

ESL–221: ENVIRONMENTAL STUDIES–I (COMPULSORY)

Time: 3 Hrs.

Theory Lectures: 1½ Hours/ Week

Max. Marks: 50

Theory Marks: 37

Intass.: 13

Section–A: (12 Marks): It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying four marks. Answer to any of the questions should not exceed two pages.

Section–B: (16 Marks): It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying eight marks. Answer to any of the questions should not exceed four pages.

Section–C: (9 Marks): It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

1. The Multidisciplinary Nature of Environmental Studies:

- Definition, scope & its importance.
- Need for public awareness.

2. Natural Resources:

- Natural resources and associated problems:

a) Forest Resources: Use of over exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

b) Water Resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

c) Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

d) Food Resources: World food problems, change caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problem, salinity, case studies.

e) Energy Resources: Growing of energy needs, renewable and non-renewable energy resources, use of alternate energy sources, case studies.

f) Land Resources: Land as a resource, land degradation, soil erosion and desertification.

Role of an individual in conservation of natural resources.

Equitable use of resources for sustainable lifestyles.

3. Ecosystem:

Concept of an ecosystem.

Structure and function of an ecosystem.

Producers, consumers and decomposers.

Energy flow in the ecosystem.

Ecological succession.

Food chains, food webs and ecological pyramids.

Introduction, types, characteristic features, structure and function of the following ecosystems:

a. Forest ecosystem

b. Grassland ecosystem

c. Desert ecosystem

d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

4. Social Issues and Environment:

From unsustainable to sustainable development.

Urban problems related to energy.

Water conservation, rain water harvesting, watershed management.

Resettlement and rehabilitation of people; its problems and concerns. Case studies.

Environmental ethics: Issues and possible solutions.

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and

holocaust. Case studies.

Wasteland reclamation.

Consumerism and waste products.

Environmental Protection Act:

- Air (prevention and Control of Pollution) Act.
- Water (prevention and Control of Pollution) Act.
- Wildlife Protection Act.
- Forest Conservation Act.

Issues involved in enforcement of environmental legislation.

Public awareness.

5. National Service Scheme

- **Introduction and Basic Concepts of NSS:** History, philosophy, aims & objectives of NSS; Emblem, flag, motto, song, badge etc.; Organizational structure, roles and responsibilities of various NSS functionaries.
- **Health, Hygiene & Sanitation:** Definition, needs and scope of health education; Food and Nutrition; Safe drinking water, water borne diseases and sanitation (Swachh Bharat Abhiyan); National Health Programme; Reproductive health.

References/Books:

1. Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.
2. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
3. Down to Earth, Centre for Science and Environment, New Delhi.
4. Jadhav, H. &Bhosale, V. M. 1995. Environmental Protection and Laws.Himalaya Pub.
5. Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
6. Kaushik, A. &Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
7. Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.
8. Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut.
9. Booklet on Safe Driving. Sukhmani Society (Suvidha Centre), District Court Complex, Amritsar
10. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.

BBA 401: ENGLISH (COMPULSORY)

Time: 3 Hours

Max. Marks : 50
Theory : 37
Internal Assessment : 13

Text books Prescribed & Course Contents:

1. *Making Connections* by Kenneth J. Pakenham 2nd Edn. CUP
2. *Moments in Time: An Anthology of Poems*, G.N.D.U. Amritsar
- 3 *Murphy's English Grammar* (by Raymond Murphy) CUP

Course Contents:

- I. *Making Connections*: Unit –III & Unit- IV
- II. *Moments in Time*: poems at serial No.7-12
- III. Unit 98-112 from *Murphy's English Grammar*.

Instructions for the Paper Setter and Distribution of Marks:

The question paper will consist of three sections and distribution of marks will be as under:

Section A: 08 Marks

Section B: 20 Marks

Section C: 09 Marks

Section–A

- 1. Twelve (12) Questions** on usage of grammar related to the prescribed units of *Murphy's English Grammar* will be set for the students to attempt **any Eight(8)**
(1X8= 8 Marks)

Section–B

1. **TWO** questions (with sub parts) based on strategies & skill development exercises as given before and after reading essays in Unit-III & Unit-IV of the prescribed text book *Making Connections* will be set. The number of items in each question will be 50% more than what a student will be expected to attempt so that the question provides internal choice. (7X2=14 Marks)
2. **THREE** questions on central idea, theme, tone & style etc. of three poems from the prescribed textbook, *Moments in Time* will be set. The students are required to attempt any TWO of these questions. (3X2 = 6 Marks)

Section–C

1. **One question (with internal choice)** requiring students to explain a stanza with reference to context will be set. The stanzas for explanation will be taken from the poems prescribed in the syllabus. (1X4 =4 Marks)

ONE question based on 'Beyond the Reading' section at the end of each chapter of the prescribed textbook, *Making Connections* will be set. (1X5 = 5 Marks)

BBA 402: COMPULSORY PUNJABI

ਸਮਾਂ : 3 ਘੰਟੇ

ਬਿਊਰੀਅੰਕ : 37
ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ : 13
ਕੁਲਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. ਮੇਰੀ ਜੀਵਨ ਗਾਥਾ (ਸਵੈ-ਜੀਵਨੀ) : ਡਾ. ਦੀਵਾਨ ਸਿੰਘ, ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਅੰਮ੍ਰਿਤਸਰ।
(ਨਾਇਕ ਬਿੰਬ/ਸਵੈ-ਜੀਵਨੀ ਦੇ ਤੌਰ 'ਤੇ ਪਰਖ/ਵਾਰਤਕ ਸ਼ੈਲੀ)
2. ਫ਼ਾਸਲੇ (ਨਾਟਕ) : ਜਤਿੰਦਰ ਬਰਾੜ, ਨਾਨਕ ਸਿੰਘ ਪੁਸਤਕ ਮਾਲਾ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ/ਸਾਰ/ਨਾਟਕ ਕਲਾ)
3. (ੳ) ਲੇਖ ਰਚਨਾ (ਸਮਾਜਿਕ, ਸਭਿਆਚਾਰਕ, ਇਤਿਹਾਸਕ ਅਤੇ ਵਿਦਿਅਕ ਸਰੋਕਾਰਾਂ ਸੰਬੰਧੀ)
(ਅ) ਅਖਬਾਰ ਨੂੰ ਇਸ਼ਤਿਹਾਰ (ਨਿੱਜੀ, ਦਫ਼ਤਰੀ)
4. ਵਿਆਕਰਣ
(ੳ) ਸ਼ਬਦ-ਜੋੜਾਂ ਦੇ ਨਿਯਮ
(ਅ) ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਪੰਜ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ।
2. ਵਿਦਿਆਰਥੀਆਂ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ।
3. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਭਾਗ ਪਹਿਲਾ ਅਤੇ ਦੂਸਰਾ ਦੇ ਪ੍ਰਸ਼ਨ 8-8 ਅੰਕਾਂ ਦੇ ਹਨ ਅਤੇ ਭਾਗ ਤੀਸਰਾ, ਚੌਥਾ ਅਤੇ ਪੰਜਵਾਂ ਦੇ ਪ੍ਰਸ਼ਨ 7-7 ਅੰਕਾਂ ਦੇ ਹਨ।

ਨੋਟ: ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ 13 ਅੰਕਾਂ ਦੀ ਹੈ, ਜੋਕਾਲ ਜਵੱਲੋਂ ਨਿਰਧਾਰਿਤ ਦਿਸ਼ਾ ਨਿਰਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਇਨ੍ਹਾਂ ਅੰਕਾਂ ਤੋਂ ਵੱਖਰੀ ਹੋਵੇਗੀ।
ਇਸ ਪੇਪਰ ਦੇ ਕੁਲ ਅੰਕ $37+13 = 50$ ਹਨ।

BBA 402: BASIC PUNJABI

ਸਮਾਂ : 3 ਘੰਟੇ

ਬਿਊਰੀ ਅੰਕ : 37
ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ : 13
ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. ਪੰਜਾਬੀ ਵਿਆਕਰਣਿਕ ਇਕਾਈਆਂ ਦੀ ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ : ਮੁੱਢਲੀ ਜਾਣਕਾਰੀ :
ਭਾਵੰਸ਼, ਸ਼ਬਦ, ਵਾਕੰਸ਼, ਉਪਵਾਕ, ਵਾਕ। 15 ਅੰਕ
2. ਪੰਜਾਬੀ ਵਾਕਾਂ ਦੀ ਵਰਤੋਂ : ਵਿਭਿੰਨ ਸਮਾਜਿਕ/ਸਭਿਆਚਾਰਕ ਪ੍ਰਸਥਿਤੀਆਂ ਦੇ ਅੰਤਰਗਤ, ਘਰ ਵਿਚ, ਬਾਜ਼ਾਰ ਵਿਚ, ਮੇਲੇ ਵਿਚ, ਸ਼ੌਪਿੰਗ ਮਾਲ/ਸਿਨੇਮੇ ਵਿਚ, ਵਿਆਹ ਵਿਚ, ਧਾਰਮਿਕ ਸਥਾਨਾਂ ਵਿਚ, ਦੋਸਤਾਂ ਨਾਲ ਆਦਿ। 10 ਅੰਕ
3. ਪ੍ਰਕਾਰਜੀ ਪੰਜਾਬੀ :
ੳ) ਪੈਰਾ-ਰਚਨਾ 4 ਅੰਕ
ਅ) ਚਿੱਠੀ-ਪੱਤਰ 4 ਅੰਕ
ੲ) ਸੰਖੇਪ-ਰਚਨਾ 4 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਭਾਗ ਪਹਿਲਾ ਵਿਚੋਂ ਪੰਜ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ। ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਤਿੰਨ ਪ੍ਰਸ਼ਨ ਹੱਲ ਕਰਨੇ ਲਾਜ਼ਮੀ ਹਨ। ਹਰ ਪ੍ਰਸ਼ਨ ਦੇ ਪੰਜ-ਪੰਜ ਅੰਕ ਹਨ। 15 ਅੰਕ
2. ਭਾਗ ਦੂਸਰਾ ਵਿਚੋਂ ਦੋ-ਦੋ ਨੰਬਰ ਦੇ ਪੰਜ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ। ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹਨ। 10 ਅੰਕ
3. ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਤਿੰਨ ਵਿਸ਼ੇ ਦਿੱਤੇ ਜਾਣ, ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਕਿਸੇ ਇੱਕ ਵਿਸ਼ੇ ਨਾਲ ਸੰਬੰਧਿਤ ਪੈਰਾ ਰਚਨਾ ਕਰਨੀ ਹੋਵੇਗੀ। ਇਸ ਪ੍ਰਸ਼ਨ ਦੇ ਚਾਰ ਅੰਕ ਹਨ। 4 ਅੰਕ
4. ਨਿੱਜੀ, ਦਫ਼ਤਰੀ ਅਤੇ ਵਪਾਰਕ ਚਿੱਠੀ : ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਦੋ ਵਿਚੋਂ ਕਿਸੇ ਇੱਕ ਵਿਸ਼ੇ ਤੇ ਚਿੱਠੀ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇ। 4 ਅੰਕ
5. ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇੱਕ ਪੈਰਾ ਦਿੱਤਾ ਜਾਵੇ, ਜਿਸਦੀ ਉਸ ਨੇ ਇੱਕ ਤਿਹਾਈ ਹਿੱਸੇ ਵਿਚ ਸੰਖੇਪ ਰਚਨਾ ਕਰਨੀ ਹੋਵੇਗੀ ਅਤੇ ਢੁੱਕਵਾਂ ਸਿਰਲੇਖ ਦੇਣਾ ਹੋਵੇਗਾ। 4 ਅੰਕ

ਨੋਟ: ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ 13 ਅੰਕਾਂ ਦੀ ਹੈ, ਜੋ ਕਾਲਜ ਵੱਲੋਂ ਨਿਰਧਾਰਿਤ ਦਿਸ਼ਾ ਨਿਰਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਇਨ੍ਹਾਂ ਅੰਕਾਂ ਤੋਂ ਵੱਖਰੀ ਹੋਵੇਗੀ। ਇਸ ਪੇਪਰ ਦੇ ਕੁਲ ਅੰਕ $37+13 = 50$ ਹਨ।

BBA-403
FINANCIAL MANAGEMENT

Time: 3 Hours

Max. Marks: 50
Theory :37
Internal Assessment : 13

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part-I

Finance & Financial Management: Meaning and Nature; Financial Goal-Profit Vs. Wealth Maximization; Finance Functions-Investment, Financing, Liquidity and Dividend Decisions. Theories of Capitalization.

Capital Structure: Concept and Determinants.

Cost of Capital: Meaning and Significance of Cost of Capital; Calculation of Cost of Debt, Preference Capital, Equity Capital and Retained Earnings; Combined Cost of Capital.

Sources of finance: Long term and Short term.

Part-II

Capital Budgeting: Nature of Investment Decisions; Investment Evaluation Criteria on-Discounted Cash Flow Criteria, Discounted Cash Flow Criteria.

Dividend Policies: Issues in Dividend Decisions, Forms of Dividends.

Operating and Financial Leverage: Measurement of leverages; Financial and Operating Leverage, combined leverage.

Management of Working Capital: Meaning, Significance and Types of Working Capital; Approaches of Working Capital

Suggested Readings:

1. Berk, Jonathan and De Marzo, Peter, "Financial Management", Pearson Education Dorling Kindersley (India) Pvt Ltd.
2. Bhattacharya, Hrishlkas, "Working Capital Management: Strategies and Techniques" .Prentice Hall, New Delhi.
3. Brealey, Richard A and Stewart C. Myers, "Corporate Finance", McGraw Hill Int. Ed, New York.
4. Chandra, Prasanna, "Financial Management", Tata McGraw Hill, New Delhi.
5. Hampton, John, "Financial Decision Making", Tata McGraw Hill, New Delhi.

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6. Pandey, I, M: “Financial Management”, Vikas Publishing House, Delhi.
7. Van Horne. J.G. and J.M. Wachowicz Jr, “Fundamentals of Financial Management”. Prentice-Hall, Delhi.
8. Van Horne, James G, “Financial Management and Policy”, Prentice-Hall, Delhi.
9. Khan MY, Jain PK, “Financial Management”, Tata McGraw Hill, New Delhi.

Note:-Latest editions of suggested books may be followed.

BBA-404

PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 Hours

Max. Marks: 50

Theory :37

Internal Assessment : 13

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part-I

Introduction: - Concept of Production & Operations management, Market Analysis, Competitive Priorities and capabilities. New Product Design and development. Plant location and Plant layout. Scheduling for Manufacturing Systems: Production Scheduling Techniques Economic Batch Quantity with Joint Production Runs, Gantt. Charts. Network Analysis.

Productivity: Concept and Importance, Factors Affecting Productivity, Methods to Improve productivity. Value Analysis.

Work study: Methods Analysis Measurement.

Part-II

Quality Issues: Concept of Quality and Total Quality Management, Statistical Quality Control. Just in Time Manufacturing Systems.

Inventory Management: Concept and Classification of Inventory, Relevant Costs for Inventory Decisions Inventory Control Models, Reorder level, Lead Time and Safety Stock.

Supply Chain Management : Concept & Components of Supply Chain, Activities in Supply Chain Management, Logistics Management.

Suggested Readings:

1. B. Mahadevan “Operations Management Theory & Practice”, Pearson Education.
2. Kanishka Bedi , “Production & Operations Management”, Oxford Higher Education.
3. L.J. Krajewski & L.P. Ritzman “Operations Management Processes & Value Chains”, Pearson Education.
4. B.S. Goel “Production Operation Management”.
5. Richard B Chase, F Robert Jacobs, Nicholas J Aquilano and Nitin K Agarwal, “Operations Management- For Competitive Advantage”, Tata McGraw Hill Companies.

Note:-Latest editions of suggested books may be followed.

BBA-405
BUSINESS ENVIRONMENT

Time: 3 Hours

Max. Marks: 50
Theory :37
Internal Assessment : 13

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part-I

The Concept, Nature and Significance of business environment. Influence of environmental factors like economic, political, legal, social, technological and International upon business. The relationship of various environmental forces on business. The need for environmental analysis and diagnosis. Description of environmental analysis. Techniques for environmental analysis, the role of business manager in analysis and diagnosis of environment. The process of environmental scanning and its importance. Environmental Threats and Opportunity Profile (ETOP) and SWOT analysis of some important industries. Aspects of Economic Reforms: Liberalisation; Privatisation; Globalisation and its Implications for India

Part-II

Economic Planning in India: objectives, Strategies and Evaluation of Xth plan and Strategy and priorities of XIth plan. Analysis of Current Annual Budget. The Social responsibility of business, social audit, business ethics & corporate governance Deficit Financing and its implications for the Indian Economy; Disinvestment of Public Enterprises: Rationale; Objectives and Implications. Fiscal and Monetary Policy Changes in India, Salient Features of FEMA

Suggested Readings:

1. Francis Cherunilam, "Business Environment", Himalaya Publishing House, New Delhi.
2. K Aswathappa, "Legal Environment of Business", Himalaya Publishing House New Delhi.
3. M. Adhikary, "Economic Environment for Business", Sultan Chand & Sons, New Delhi.
4. Ruddar Dutt and KPM Sundharam, "Indian Economy", S.Chand and Company Ltd., New Delhi,

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5. P.K. Ghosh and G.K. Kapoor, "Business Policy and Environment", Sultan Cahnd and Sons, Delhi.
6. Paul Justin, "Business Environment-Text and Cses" Tata McGraw Hills Pvt. Ltd., New Delhi
7. Govt. of India, Five Years Plan Documents.
8. Govt. of India, Various Issues of Annual Economic Survey of India.

Note:-Latest editions of suggested books may be followed.

BBA-406
OPERATIONS RESEARCH

Time: 3 Hours

Max. Marks: 50
Theory :37
Internal Assessment : 13

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part-I

Operations Research: Meaning, significance and scope. Introduction to Linear Programming, Formation of Linear Programming Problem, Graphical Method, Simplex Method, Two Phase Simplex Method. Duality in Linear Programming, Definition of Dual Problem, General rules of Converting Primal into Dual. Transportation Problem, Assignment Problem.

Part-II

Inventory-Types, Nature and Classification Economic Lot Size Models, Quantity Discounts.

CPM/PERT- Basic Concepts of Network Models, Preparation of the Network diagram, Project Duration and Critical Path, Probability of Project completion.

Games Theory: Two persons zero sum games, Pure strategies, Mixed strategies, Dominance.

Suggested Readings:

1. V.K. Kapoor, "Operation Research".
2. N.D. Vohra, "Quantitative Techniques in Management".
3. Narinder K. Sethi, "Operation Management"
4. Gordon/Pressman, "Quantitative Decisions Making for Business".
5. C.R. Kothari, "Quantitative Methods"
6. Barry Shore, "Quantitative Method for Research".

Note:-Latest editions of suggested books may be followed.

BBA- 407
FUNDAMENTALS OF INSURANCE

Time: 3 Hours

Max. Marks: 50
Theory :37
Internal Assessment : 13

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages (essay type) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part -I

Insurance- Concept of Insurance, Need, Purpose, Principles of Insurance-Principle of Indemnity, Principle of Insurable Interest, Principle of Subrogation, Principle of Utmost Good Faith, Principle of Proximate Cause, Principle of Contribution.

Reforms In Indian Insurance Sector-meaning, need and its Implications Legal Framework- Insurance Act 1938, LIC Act 1956, GIC Act 1972 and IRDA 1999 An overview of Insurance Industry- Types of Insurance –Life Insurance, Marine Insurance, Motor Vehicle Insurance, Health Insurance, liability Insurance

Part- II

Underwriting-Meaning, Purpose and Process of Underwriting Reinsurance-Meaning, Features of reinsurance, difference between reinsurance and double insurance, Essentials of Reinsurance Programs as per IRDA.

Distribution Channels in Insurance- Role and Code of Conduct by IRDA for Agents, Direct Marketing, Bancassurance and Brokers Insurance Specialists- Underwriters, Surveyors and Loss Assessors, Actuaries, Third Party Administrator

Suggested Readings:

1. Sethi,Jyotsana and Bhatia,Nishwan, “Elements of Banking and Insurance”.
2. Emmett J.Vaughan and Therese Vaughan “Fundamentals of Risk and Insurance”.
3. Agarwal,O.P “Banking and Insurance”.
4. Periasamy,P; Veeraselvam,M., “Risk and Insurance Management”, Tata Mc Graw Hill
5. www.irda.org

Note:-Latest editions of suggested books may be followed.

BBA-408

SEMINAR

Max. Marks:50

ESL–222: ENVIRONMENTAL STUDIES–II (COMPULSORY)

Time: 3 Hrs.

Theory Lectures: 1½ Hours/ Week

Max. Marks: 50

Theory Marks: 37

Intass.: 13

Section–A: (12 Marks): It will consist of five short answer type questions. Candidates will be required to attempt three questions, each question carrying four marks. Answer to any of the questions should not exceed two pages.

Section–B: (16 Marks): It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying eight marks. Answer to any of the questions should not exceed four pages.

Section–C: (9 Marks): It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages.

1. Biodiversity and its Conservation:

- Definition: Genetic, species and ecosystem diversity.
- Biogeographical classification of India.
- Value of Biodiversity: Consumptive use; productive use, social, ethical, aesthetic and option values.
- Biodiversity of global, National and local levels.
- India as mega-diversity nation.
- Hot-spots of biodiversity.
- Threats to Biodiversity: Habitat loss, poaching of wild life, man wildlife conflicts.
- Endangered and endemic species of India.
- Conservation of Biodiversity: In situ and Ex-situ conservation of biodiversity.

2. Environmental Pollution:

Definition, causes, effects and control measures of:

- a) Air Pollution
- b) Water Pollution
- c) Soil Pollution
- d) Marine Pollution
- e) Noise Pollution
- f) Thermal Pollution
- g) Nuclear Hazards
- h) Electronic Waste

Solid Waste Management: Causes, effects and control measures of urban and industrial wastes.

Role of an individual in prevention of pollution.

Pollution case studies.

Disaster Management: Floods, Earthquake, Cyclone and Landslides.

3. Human Population and the Environment

Population growth, variation among nations.

Population explosion-Family welfare programme.

Environment and human health.

Human rights.

Value education.

HIV/AIDS.

Women and child welfare.

Role of information technology in environment and human health.

Case studies.

□□ Road Safety Rules & Regulations: Use of Safety Devices while Driving, Do's and Don'ts while Driving, Role of Citizens or Public Participation, Responsibilities of Public under Motor Vehicle Act, 1988, General Traffic Signs.

□□ Accident & First Aid: First Aid to Road Accident Victims, Calling Patrolling Police & Ambulance.

4. National Service Scheme:

● **Entrepreneurship Development:** Definition & Meaning; Qualities of good entrepreneur; Steps/ ways in opening an enterprise; Role of financial and support service Institutions.

● **Civil/Self Defense:** Civil defense services, aims and objectives of civil defense; Needs for self-defense training.

5. Field Visits:

● Visit to a local area to document environmental assets—river/forest/grassland/hill/mountain.

● Visit to a local polluted site—Urban/Rural/Industrial/Agricultural.

● Study of common plants, insects, birds.

● Study of simple ecosystems—pond, river, hill slopes etc.

● Contribution of the student to NSS/any other social cause for service of society.

Note: In this section the students will be required to visit and write on the environment of an area/ecosystem/village/industry/disaster/mine/dam/agriculturefield/wastemanagement/hospital etc. with its salient features, limitations, their implications and suggestion for improvement.

References/Books:

1. Agarwal, K. C. 2001. Environmental Biology, Nidhi Publications Ltd. Bikaner.
2. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
3. Down to Earth, Centre for Science and Environment, New Delhi.
4. Jadhav, H. & Bhosale, V. M. 1995. Environmental Protection and Laws. Himalaya Pub.
5. Joseph, K. and Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
6. Kaushik, A. & Kaushik, C. P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
7. Miller, T. G. Jr. 2000. Environmental Science, Wadsworth Publishing Co.
8. Sharma, P. D. 2005. Ecology and Environment, Rastogi Publications, Meerut.
9. Booklet on Safe Driving. Sukhmani Society (Suvidha Centre), District Court Complex, Amritsar
10. Kanta, S., 2012. Essentials of Environmental Studies, ABS Publications, Jalandhar.

BBA 501: ENGLISH (COMPULSORY)

Time: 3 Hours

Max. Marks : 50
Theory :40
Internal Assessment:10

Text Books Prescribed & Course Contents

1. *All My Sons* by Arthur Miller.
2. *Poems of Nature and Culture*, Guru Nanak Dev University Amritsar
3. *Murphy's English grammar* (by Raymond Murphy) CUP

Course Contents:

1. The study of the whole text of the play , *All My Sons*
2. The study of the following poems from the prescribed book *Poems of Nature and Culture*
 - William Wordsworth: The World Is Too Much With Us
: The Solitary Reaper
 - P.B. Shelley : Ozymandias
 - Alfred Lord Tennyson :In Memoriam
 - Mathew Arnold :Dover Beach
 - W. B. Yeats :Words
 - Walter De La Mare:The Listeners
 - W.H. Auden :The Unknown Citizen
 - Rabindranath Tagore :False Religion
 - Nissim Ezekiel:Night Of Scorpion

3. Unit No. 47-48, 113-120 from *Murphy's English Grammar*

Instructions for the Paper Setter and Distribution of Marks:

The question paper will consist of three sections and the distribution of marks will be as under:

Section A: 10 Marks

Section B: 20 Marks

Section C: 10 Marks

Section–A

1. **Twelve (12)** Questions on the usage of grammar related to the prescribed units of *Murphy's English Grammar* will be set for the students to attempt any **Ten (10)** (1X10= 10 Marks)

Section–B

- I. **THREE** questions requiring brief descriptive answers based on character, tone, plot and theme in the play *All My Sons* will be set and examinees will be expected to attempt **any TWO** (2X5= 10 Marks)
- II. **THREE** questions on central idea, theme, tone or style etc. of the prescribed poems from the textbook, *Poems of Nature and Culture* will be set for the students to attempt **any TWO** questions. (2X5 = 10 Marks)

Section–C

- III. **TWO** Questions, one each from *All My Sons* and *Poems of Nature and Culture* (**250-300 words**) will be set for the students to answer **ANY ONE.** (1X5 = 5 Marks)

Guided Composition (With Given Hints) in about 150-200 words. (1X5=5 Marks)

BBA 502: COMPULSORY PUNJABI

ਸਮਾਂ : 3 ਘੰਟੇ

ਥਿਊਰੀਅੰਕ : 40
ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ : 10
ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. ਨਵੀਂ ਪੰਜਾਬੀ ਕਹਾਣੀ (ਸੰਪਾ. ਡਾ. ਮਹਿਲ ਸਿੰਘ ਅਤੇ ਡਾ. ਆਤਮ ਸਿੰਘ ਰੰਧਾਵਾ)
ਪਹਿਲੀਆਂ ਪੰਜ ਕਹਾਣੀਆਂ। (ਸਿੰਘ ਬ੍ਰਦਰਜ਼, ਅੰਮ੍ਰਿਤਸਰ, 2019)
(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ/ਲੇਖਕ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾ)
2. ਨਾਵਲ: ਇਹੁਮਾਰਾ ਜੀਵਣਾ (ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ)
(ਸਾਰ/ਵਿਸ਼ਾ-ਵਸਤੂ/ਪਾਤਰ ਚਿਤਰਣ)
3. ਲਗਪਗ 200 ਸ਼ਬਦਾਂ ਵਿਚ ਪੈਰ੍ਹਾ ਰਚਨਾ
4. ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰ੍ਹੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ
5. ਵਿਆਕਰਣ :
(ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ
(ਅ) ਵਾਕਾਤਮਕ ਜੁਗਤਾਂ : ਮੇਲ ਤੇ ਅਧਿਕਾਰ
(ੲ) ਕਾਰਕ ਤੇ ਕਾਰਕੀ ਸੰਬੰਧ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਵਿਸ਼ਾ-ਵਸਤੂ/ਲੇਖਕ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾ/ਸਾਰ/ਪਾਤਰ ਚਿਤਰਣ (ਦੋ ਵਿਚੋਂ ਇੱਕ) 08 ਅੰਕ
2. ਸਾਰ/ਵਿਸ਼ਾ-ਵਸਤੂ/ਪਾਤਰ ਚਿਤਰਣ (ਦੋ ਵਿਚੋਂ ਇੱਕ) 08 ਅੰਕ
3. ਪੈਰ੍ਹਾ : ਤਿੰਨਾਂ ਵਿਚੋਂ ਕਿਸੇ ਇੱਕ ਵਿਸ਼ੇ ਉੱਤੇ 04 ਅੰਕ
4. ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰ੍ਹੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ 04 ਅੰਕ
5. ਵਿਆਕਰਣ ਵਿਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ 08 ਅੰਕ
6. ਉਪਰੋਕਤ ਲੜੀ ਨੰਬਰ 1 ਅਤੇ 2 ਦੀਆਂ ਪੁਸਤਕਾਂ ਵਿਚੋਂ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ 4 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ। ਹਰੇਕ ਦਾ ਉੱਤਰ 50 ਸ਼ਬਦਾਂ ਤੋਂ ਵੱਧ ਨਾ ਹੋਵੇ। (4x2)= 08 ਅੰਕ

ਨੋਟ: ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ 10 ਅੰਕਾਂ ਦੀ ਹੈ, ਜੋਕਾਲ ਜਵੱਲੋਂ ਨਿਰਧਾਰਿਤ ਦਿਸ਼ਾ ਨਿਰਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਇਨ੍ਹਾਂ ਅੰਕਾਂ ਤੋਂ ਵੱਖਰੀ ਹੋਵੇਗੀ।
ਇਸ ਪੇਪਰ ਦੇ ਕੁਲ ਅੰਕ 40+10 = 50 ਹਨ।

BBA 502: BASIC PUNJABI

ਸਮਾਂ : 3 ਘੰਟੇ

ਥਿਊਰੀ ਅੰਕ : 40
ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ : 10
ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਤੇ ਉਪਭਾਸ਼ਾ :

ਪੰਜਾਬੀ ਦੀਆਂ ਉਪਭਾਸ਼ਾਵਾਂ : ਮਾਝੀ, ਮਲਵਈ, ਦੁਆਬੀ।
ਪੰਜਾਬੀ ਦੀ ਟਕਸਾਲੀ ਭਾਸ਼ਾ।

16 ਅੰਕ

2. ਸਿੱਖ ਧਰਮ ਬਾਰੇ ਮੁੱਢਲੀ ਜਾਣਕਾਰੀ :

ਦਸ ਗੁਰੂ ਸਾਹਿਬਾਨ (ਜੀਵਨ ਤੇ ਸਿੱਖਿਆ)
ਗੁਰੂ ਗ੍ਰੰਥ ਸਾਹਿਬ।

10 ਅੰਕ

3. (ੳ) ਨੈਤਿਕ ਸਿੱਖਿਆ ਨਾਲ ਸੰਬੰਧਿਤ ਕਹਾਣੀਆਂ : ਏਕਤਾ ਵਿਚ ਬਲ, ਅੰਗੂਰ ਖੱਟੇ ਹਨ, ਜਿੱਥੇ ਚਾਹ ਉੱਥੇ ਚਾਹ, ਲਾਲਚ ਬੁਰੀ ਬਲਾ ਹੈ, ਅੰਤ ਭਲੇ ਦਾ ਭਲਾ।

(ਅ) ਪੰਜਾਬੀ ਤੋਂ ਅੰਗਰੇਜ਼ੀ ਅਨੁਵਾਦ।

14 ਅੰਕ

ਅੰਕ ਵੰਡ ਅਤੇ ਪ੍ਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪਹਿਲੇ ਭਾਗ ਵਿੱਚੋਂ ਪੰਜ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ। ਜਿਨ੍ਹਾਂ ਵਿੱਚੋਂ ਚਾਰ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਲਾਜ਼ਮੀ ਹਨ। ਹਰ ਪ੍ਰਸ਼ਨ ਦੇ ਚਾਰ-ਚਾਰ ਅੰਕ ਹਨ।

(4x4)=16 ਅੰਕ

2. ਭਾਗ ਦੂਜਾ ਵਿੱਚੋਂ ਦੋ ਹਿੱਸਿਆਂ ਵਿਚ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹੋਣਗੇ। ਪਹਿਲੇ ਹਿੱਸੇ ਵਿਚ ਦੋ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ। ਜਿਸ ਵਿਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਲਾਜ਼ਮੀ ਹੈ। ਇਸ ਦੇ ਚਾਰ ਅੰਕ ਹਨ। ਦੂਜੇ ਹਿੱਸੇ ਵਿਚ ਤਿੰਨ ਪ੍ਰਸ਼ਨ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਪੁੱਛੇ ਜਾਣ।

(4+6)=10 ਅੰਕ

2. ਭਾਗ ਤੀਜਾ ਦੇ (ੳ) ਭਾਗ ਵਿਚੋਂ ਨੈਤਿਕ ਸਿੱਖਿਆ ਨਾਲ ਸੰਬੰਧਿਤ ਤਿੰਨ ਕਹਾਣੀਆਂ ਚਿੱਤੀਆਂ ਜਾਣ। ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਇੱਕ ਕਹਾਣੀ ਕਰਨੀ ਜ਼ਰੂਰੀ ਹੈ। ਜਿਸ ਦੇ ਦਸ ਅੰਕ ਹਨ। ਭਾਗ ਤੀਜਾ ਦੇ (ਅ) ਭਾਗ ਵਿਚੋਂ ਸਰਲ ਪੰਜਾਬੀ ਦਾ ਇੱਕ ਪੈਰ੍ਹਾ ਅੰਗਰੇਜ਼ੀ ਵਿਚ ਅਨੁਵਾਦ ਕਰਨ ਲਈ ਦਿੱਤਾ ਜਾਵੇ। ਜਿਸ ਦੇ ਚਾਰ ਅੰਕ ਹੋਣਗੇ।

(10+4)=14 ਅੰਕ

ਨੋਟ: ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ 10 ਅੰਕਾਂ ਦੀ ਹੈ, ਜੋ ਕਾਲਜ ਵੱਲੋਂ ਨਿਰਧਾਰਿਤ ਦਿਸ਼ਾ ਨਿਰਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਇਨ੍ਹਾਂ ਅੰਕਾਂ ਤੋਂ ਵੱਖਰੀ ਹੋਵੇਗੀ। ਇਸ ਪੇਪਰ ਦੇ ਕੁਲ ਅੰਕ 40+10 = 50 ਹਨ।

BBA- 503
COMPANY LAW

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

Part-I

Company – Meanings, Features, Types, Promotion and Registration, Preliminary contracts, Memorandum of Association: Meaning, Importance, Contents, Alteration, Doctrine of Ultra-Vires. Article of Association: Meaning, Contents, Alteration, Memorandum of Association and Article of Association, Constructive notice of Memorandum and Article, Doctrine of Indoor Management. Prospectus: Definition, Dating and Registration of Prospectus, Kind of Prospectus: Shelf Prospectus, Deemed Prospectus, Abridge Prospectus, Red herring Prospectus, Statement in lieu of Prospectus and Liability for Misstatement in prospectus. Share Capital: Kinds, Classes of Capital, Alteration of Capital, Further issue of Capital, Voting Rights. Transfer and transmission of shares

Part II

Board of Directors: Directors Powers, duties, appointment, removal, legal position, Borrowing Powers, Raising Public deposits and debenture Company Meetings:- Statutory, Annual general meeting, extraordinary meeting, meeting of BOD, Guidelines for managerial remuneration, Quorum for different meetings, Kinds of resolutions, dividend and bonus shares, Notes on winding up. Procedure for Conducting Meetings (including Board meetings).

Suggested Readings:

1. Avtar Singh , “Company Law”.
2. N. D. Kapoor, “Company Law & Secretial Practice”.

Note I: The latest editions of the books should be followed.

Note II: The teacher will use simulation method and will hold at least one statutory meeting, one Annual General Meeting, one Extraordinary Meeting and one Board Meeting.

BBA-504

ENTERPRENEURSHIP AND SMALL BUSINESS

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part-I

Concept of Entrepreneurship : The Entrepreneur: Definition, nature, and characteristics of entrepreneurship. Emergence of entrepreneurial class including women entrepreneurs. Theories of entrepreneurship ; Socio-economic environment and the entrepreneur. The concept of joint stock company, public company, private company, government company, partnership company, Hindu undivided family.

Characteristics of Entrepreneur: Leadership risk taking, decision making and business planning. Innovation and entrepreneurship, entrepreneurial behaviour and motivation.

Entrepreneurial Development Programmes-Their relevance and achievements, Role of government in organising such programmes. Critical Evaluation.

Part-II

Small Business as a Seed Bed of Entrepreneurship: Concept of business venture. The start-up process: Concept, Plan, Implementation, Initial Strategic Planning, Product and Marketing Scope, Legal and tax consideration, risk analysis and financial considerations.

Profit Planning in Small Enterprise: Growth Strategies and diversification. Finance Management in current operations and expansion of capital.

Role of Small Business in the national economy. National Policies for small business development. Government and Non-Governmental assistance Contribution of Commercial Banks in Promoting and servicing small business. Small business and modern technology.

Suggested Readings:

1. Hall, B. Pricke; and Royce L. Brahamson, "Small Business Management",
2. Kenneth R., Van Voorthis, "Entrepreneurship and Small Business Management".
3. Hans Schollhammer and Arthur H. Kuriloff,"Entrepreneurship and Small Business Management".

Bachelor in Business Administration (Semester System)

4. Joseph R. Mancuso, How to Start, Finance and Manage Your Own Small Business”.
5. Sharma, R.A, “Entrepreneurship Change in Indain Industries”.
6. Dhar, P.N. and Lydall H.F.,”The Role of Small Enterprises in Indian Economic Development”.

Note:-Latest editions of suggested books may be followed.

BBA- 505
COST ACCOUNTING

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The candidates are allowed to use [Non-Scientific)] calculator.

The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part- I

Introduction:- Concept of Cost, Costing, Cost Accounting & Cost Accountancy, Limitations of Financial Accounting, Origin and Objectives of Cost Accounting, Advantages and Limitations of Cost Accounting, Difference Between Financial and Cost Accounting , Cost Unit & Cost Centre, Elements of Cost, Material, Labour and Other Expenses Classification of Cost, Types of Costs and Preparation of Cost Sheet

Methods of Costing: - Contract Costing Process Costing - Meaning, Features, Normal and Abnormal Loss/ Gains

Part-II

Marginal Costing- Contribution, P/V Ratio, Break Event Point, Margin of Safety.

Standard Costing- Definition and Meaning of Various Concepts, Advantages and Limitations of Standard Costing, Variance Analysis.

Budget And Budgetary Control - Definition, Meaning and Objectives of Budgetary Control Advantages and Disadvantages of Budgetary Control ,Types of Budget

Suggested Readings:

1. Vasistha and Saxena, “Advanced Cost Accounting”.
2. Jain. S.P. and Narang, “Advanced Cost Accounting”.
3. Maheshwari,S.N. “Cost Accounting”
4. Arora, M.N “Cost Accounting Principles & Practices”, Viaks Publishing House New Delhi
5. Dev, Prabhu “Cost Accounting”, Hiamalaya Publishing, New Delhi.
- 6.Horngreen, Charles, T., Datar and Rajan, Madav. V, “Cost Accounting”, Kindersley (India) Pvt. Ltd, Pearson Publishers Ltd.

Note:-Latest editions of suggested books may be followed.

BBA-511

GROUP A- CONSUMER BEHAVIOUR

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part-I

Introduction to Consumer Behavior (CB) - Importance, Scope, Need for studying CB, Consumer Research Consumer Motivation: Needs & Goals, Positive & Negative motivation, Types & Systems of Needs Hierarchy & Trio of Needs.

Personality: Nature, Theories; Freudian, Neo Freudian & Trait, Self-Concept.

Perception: Sensation, Absolute Threshold and Differential Threshold. Perception Process & elements.

Learning: Classical learning, Instrumental learning and Cognitive learning theories Attitude: Tricomponent Attitude Model, Sources of Influence, Attitude Measurement.

Part- II

Reference Groups: Concepts and Appeals. Social Class & its measurement Culture & Sub Culture: Definition & Influence Introduction to Opinion leadership & Consumer Innovation Consumer Decision Making

Suggested Readings:

1. Schiffman, I. G. and Kanuk, L. L. "Consumer Behaviour", Pearson Education, New Delhi.
2. Blackwell, Roger D., Miniard, Paul W., and Engel James F. "Consumer Behaviour", Cengage Publishing.
3. Solomon, Michael R. "Consumer Behaviour", Pearson Education, New Delhi.
4. Assael, Henry, "Consumer Behaviour and Marketing Action", Cengage Publishing.
5. Loudon, David L. and Della Bitta, Albert J., "Consumer Behaviour", Tata McGraw- Hill.

Note:-Latest editions of suggested books may be followed.

BBA- 512

GROUP A- ADVERTISING & SALES MANAGEMENT

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part-I

Definition, Nature and Evolution of Advertising, its functions and role and types of Advertising, Social, Economic and Legal Aspects of Advertising. Advertising and Marketing Mix, Advertising and Communication Process

Advertising Budget: Objectives, Preparation and Methods of Advertising Budget
Advertising Agency: Function, Selection and Compensation.

Advertising Media: Different Types of Media, Function, Merits and Demerits of Media, Selection of Media and its Vehicles.

Copy Writing: Different Elements of a Copy and Layout

Part-II

Introduction to Sales Management, Nature, role and importance. Functions of Sales Manager, Sales Organization: Formal, Informal, Horizontal, Vertical, Centralized, Decentralized, Geographic, Customer, Product, Combination, Organizations.

Planning and recruitment of sales force - Job analysis specification, Job description, Sources of Recruitment, Selection of Sales Person.

Sales Training- Objective, Designing Training Programme.

Sales Force Motivation: Nature, Importance, Factors Influencing the Motivation of sales force. Compensations: Types of Compensations Plan.

Evaluation of Sales Forces Performance: Qualitative and Quantitative Basis to Evaluate Sales Force Control and Budget.

Suggested Readings:

1. Belch, George E. and Belch, Michael A. "Advertising and Promotion", Tata McGraw Hill.
2. Guinn, Allen, Chris T., Semenik, Richard J. "Advertising & Integrated Brand Promotion", Thomson-South Western.
3. Batra, Rajeev, Mayers, John G., and Aaker, David A. "Advertising Management", Pearson Education, New Delhi.
4. Spiro, Stanton and Rich "Management of a Salesforce", Tata McGraw Hill.
5. Richard R Still, Cundiff W Edward Govoni A P Norman, "Sales Management Decision Strategy and Cases", Pearson Education.
6. Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar, "Marketing Managemen", South Asian Perspective, Pearson Education, New Delhi.
7. Aaker, David A and Myera John G., "Advertising Management", Prectice Hall of India, New Delhi.

Note:-Latest editions of suggested books may be followed.

BBA-521

GROUP B- INDUSTRIAL RELATIONS & LABOUR LEGISLATIONS

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part – I

Concept of Industrial Relations : Factors affecting industrial relations. Importance of Industrial Relations, Collective Bargaining and Labour Management Co-Operation in India including Works Committee.

Discipline and Grievance Management; Negotiation and Collective Settlements; Workers Participation in Industry, Productive Bargaining and Gain Sharing; Employee Empowerment and Quality Management; Industrial Relations and Technological Change

Part – II

Emergence and Objectives of Labour Laws and their Socio-economic Environment; Industrial Relations Laws-Laws Relating to Industrial Disputes, Trade Unions, and Standing Order; Social Security.

Workmen's Compensation Act,, Employees' State Insurance Act. Wages and Bonus Laws-The Law of Minimum Wages, Payment of Wages, Payment of Bonus; Laws relating to working conditions: The Law Relating to Factories.

Suggested Readings:

1. Sinha, P.R.N, Sinha, Indu Bala and Shekhar, Seema Priyadarshani , “Industrial Relations, Trade Unions and Labour Legislation”, Pearson Education, New Delhi.
2. Sarma, A.M, “Industrial Relations and Labour Laws”, Himalaya Publishing House, Mumbai.

Note:-Latest editions of suggested books may be followed.

BBA- 522

GROUP B -ORGANISATION CHANGE AND DEVELOPMENT

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part – I

Organisation Change: - Introduction, importance, forces of change and types of change. Models of change: - systems model of change, Lewin's Force Field Analysis Model, the Continuous change Process Model, Change and Transition Management.

Change & its impact: - effects of change on people, operational effects, psychological effects, social effects, people's reaction to change:- Acceptance of change, indifference, organized resistance, frustration & aggression, Reasons for resistance and Methods of minimizing resistance.

Part – II

Organisation Development: - Meaning, features, objectives, History of OD in India and abroad, organizational problems and process of organizational development.

OD interventions: - concept, characteristics, classification of intervention, OD interventions as tool to improve effectiveness of organization. Process of OD interventions, Team building.

Suggested Readings:

1. Bhatia, S.K, "Management of Change & Organisation Development- Innovative Approaches", Deep & Deep Publications, New Delhi.
2. Bhattacharya, Dipak Kumar, "Organization Change & Development", Oxford University Press.
3. Singh, Kavita, "Organisation Change & Development, Excel Books.

Note:-Latest editions of suggested books may be followed.

BBA-531

GROUP C - MANAGEMENT OF BANKING OPERATIONS

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part – I

Management of banks: Regulatory role of RBI, Monetary Policy-meaning and its implications
Laws in banking-RBI Act 1934, Negotiable Act 1881, The Banking Regulation Act 1949.

Types of Bank Accounts- Fixed or time deposit account, Savings bank deposit account, Current deposit account, Recurring deposit account.

Lending- Features of bank credit, types of lending, terms and conditions of lending, different types of loans and their features

Part – II

Risk management in banks- types of risks, Capital Adequacy- the Basel Accord implications for bank, CRAR and Prudential Norms for asset classification, income recognition and provisioning, Anti- money laundering and KYC norms.

Introduction to Asset Liability Management, Customer Relationship Management, Corporate Governance in Commercial Banks Innovations in Banking with special reference to Fee Based Services

Suggested Readings:

1. Padmalatha, Suresh and Justin Paul, “Management of Banking and Financial Services”, Pearson Education, New Delhi.
2. Sharma, R.K., Gupta, Shashi K, Jagwant Singh, “Banking and Insurance”
3. Agarwal O.P, “Banking and Insurance”
4. Sethi, Jyotsana and Bhatia, Nishwan, “Elements of Banking and Insurance”

Note:-Latest editions of suggested books may be followed.

BBA-532

GROUP C -INSURANCE & RISK MANAGEMENT

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part – I

Definition, nature, Role and Importance of Insurance, Salient Feature of IRDA Act 1999, Rationale for opening up of the Insurance Sector to the private sector. Nature of Life Insurance Contract.

Annuities, Surrender Value, Calculation of Premium and measurement of risk. Progress of Life Insurance Business in India, Fire Insurance – Nature and Use, Policy Condition, Rate Fixation, Payment of Claims, Reinsurance, Marine Insurance: Nature. Premium Calculation, Payment of Claims

Motor Insurance Policy and Covers, Comprehensive Policy, Third Party Act Policies, Extra Benefits cover Motor Insurance Claims.

Part – II

Concept of Risk, Corporate and Personal Risk Management. Identification of Risk: Tools/Techniques for perception of risk; Methods for determining the operative causes of peril; Safety audit.

Evaluation of Risk: Risk Avoidance & Reduction of Risk: methods of loss prevention and risk reduction; Role of surveyors in loss prevention/ risk reduction. Techniques of Risk Financing: Retention of risk; Captive insurance companies,

Transfer of Risk: Types of risk transfer; Benefits and limitation of Insurance:- Partial insurance arrangements.

Suggested Readings:

1. Insurance Regulation and Development Act.
2. Gopal Krishan, G, “Insurance Principles and Practice”, Sterling Publishers, New Delhi.

Note:-Latest editions of suggested books may be followed.

BBA- 541

Group D- INTERNATIONAL BUSINESS ENVIRONMENT

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part – I

Introduction to International Business: Importance nature and scope of International business; modes of entry into International Business.

Environmental Context of International Business: Framework for analyzing International business environment – Domestic, foreign and global environments and their impact on international business decisions.

International Financial Environment: Foreign investments -Pattern, Structure and effects; Movements in foreign exchange and interest rates and then impact on Trade and investment flows.

Part – II

International Economic Institutions and Agreements: WTO, IMF, World Bank, UNCTAD, and Other International agreements; International commodity trading and agreements.

Global Trading Environment: World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; Counter trade.

Globalisation & Society:- Emerging Developments and Other Issues: Growing concern for ecology; IT and international business.

Suggested Readings:

1. Bennet, Roger, “International Business”, Financial Times, Pitman Publishing, London.
2. Bhattacharya, B., “Going International: Respon se Strategies of the Indian Sector”, Wheeler Publishing, New Delhi.
3. Griffin, Ricky W. and Pustay, Michael W, “International Business: A Managerial Perspective”, Addison Wesley Readings.

Note:-Latest editions of suggested books may be followed.

BBA- 542

GROUP D– MANAGEMENT OF INTERNATIONAL BUSINESS ORGANISATIONS

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part – I

Globalization and International Business: - Meaning, Forces Driving Globalization, Reasons for Globalization of Business, Modes of Operation of International Business, International Business vs. Domestic Business. Dealing of international Business with Cultural Differences.

Globalisation and Society: - Impact of FDI, Economic Impact of MNE, Foundations of Ethical Behaviour, Ethics & Corporate Bribery, Ethicals Dilemmas and Business Practices. Multinational Corporations and their Involvement in International Business, Issues in Foreign Investments, Technology Transfer, Pricing and Regulations.

Part – II

Export Import Strategies: - Introduction, Export Strategy, Import Strategy, Export Import Process and Documentation. Direct Investment and Collaborative Strategies: - Types of Collaborative Arrangements, Problems with Collaborative Arrangements, Managing Foreign Arrangements.

Organization of International Business: - Introduction, Organization Structure, Coordination and Control System, Organization Culture. Managing International Operations, Global Manufacturing and Supply Chain Management, International Accounting Issues.

Suggested Readings:

1. Daniels, John D and Radebaugh, Lee.H, “International Business –Environments and Operations, Pearson Publishing House Ltd, New Delhi.
2. Bennet, Roger, “International Business”, Financial Times, Pitman Publishing, London.

Note:-Latest editions of suggested books may be followed.

BBA 601: ENGLISH (COMPULSORY)

Time: 3 Hours

Max. Marks : 50

Theory : 40

Internal Assessment :10

Texts Prescribed:

1. *The English Teacher* By R.K. Narayan
2. *Glimpses of Theatre*, Guru Nanak Dev University Amritsar.
3. *Murphy's English grammar* (by Raymond Murphy)

Course Contents:

1. The study of the whole text of the novel, *The English Teacher*
2. The study of the following one-act plays from the prescribed book, **Glimpses of Theatre**
 - i) *The Will*
 - ii) *Progress*
 - iii) *The Monkey's Paw*
3. Unit 38-41, 92-97 from *Murphy's English Grammar*

Instructions for the Paper Setter and Distribution of Marks:

The question paper will consist of three sections and the distribution of marks will be as under:

Section A: 10 Marks

Section B: 20 Marks

Section C: 10 Marks

Section–A

1. Twelve (12) Questions on usage of grammar related to the prescribed units of *Murphy's English Grammar* will be set for the students to attempt **any Ten(10)** (1X10= 10 Marks)

Section–B

I. THREE questions requiring brief descriptive answers based on character, tone, plot and theme in the *English Teacher* will be set and examinees will be expected to attempt **any TWO** (2X5= 10 Marks)

II. THREE questions on central idea, theme, tone or style etc. of the prescribed one-act plays from the textbook, *Glimpses of Theatre* will be set for the students to attempt **any TWO** of these questions. (2X5 = 10 Marks)

Section–C

III. TWO Questions, one from each literary text (*English Teacher* and *Glimpses of Theatre*) will be set for the students to answer **ANY ONE.** (1X5 = 5 Marks)

The student will be asked to write a Resume (1X5 = 5 Marks)

ਪਾਠ-ਕ੍ਰਮਅਤੇਪਾਠ-ਪੁਸਤਕਾਂ

1. **ਨਵੀਂਪੰਜਾਬੀਕਹਾਣੀ**(ਸੰਪਾ. ਡਾ. ਮਹਿਲਸਿੰਘਅਤੇਡਾ. ਆਤਮਸਿੰਘਰੰਧਾਵਾ)
ਪਿਛਲੀਆਂਪੰਜਕਹਾਣੀਆਂ। (ਸਿੰਘਬੁਦਰਜ, ਅੰਮ੍ਰਿਤਸਰ, 2019)
(ਵਿਸ਼ਵਸਤੂ/ਸਾਰ/ਲੇਖਕਦਾਜੀਵਨਤੋਰਚਨਾ)
2. **ਧਰਤੀਆਂਦੇਗੀਤ**(ਸਫ਼ਰਨਾਮਾ), ਬਰਜਿੰਦਰਸਿੰਘਹਮਦਰਦ, ਨਾਨਕਸਿੰਘਪੁਸਤਕਮਾਲਾ, ਅੰਮ੍ਰਿਤਸਰ।
(ਲੇਖਕਜੀਵਨਤੋਰਚਨਾ/ਸਮਾਜਸਭਿਆਚਾਰਕਪਰਿਪੇਖ/ਸਫ਼ਰਨਾਮੇਦੇਤੌਰ 'ਤੇਪਰਖ)
3. (ੳ)ਲੇਖਰਚਨਾ (ਵਿਗਿਆਨ, ਤਕਨਾਲੋਜੀਅਤੇਚਲੰਤਮਸਲਿਆਂਸੰਬੰਧੀ)
(ਅ)ਆਧੁਨਿਕਸਾਹਿਤਰੂਪ :ਕਵਿਤਾ, ਕਹਾਣੀ, ਨਾਵਲ, ਨਾਟਕ, ਇਕਾਂਗੀ (ਪਰਿਭਾਸ਼ਾਅਤੇਤੱਤ)
4. **ਵਿਆਕਰਣ :**
(ੳ) ਵਿਆਕਰਣਕਸ਼੍ਰੇਣੀਆਂ : ਲਿੰਗ, ਵਚਨਅਤੇਕਾਰਕ
(ਅ) ਕਿਰਿਆਵਾਕੰਸ਼ : ਪਰਿਭਾਸ਼ਾ, ਬਣਤਰਤੇਪ੍ਰਕਾਰ

ਅੰਕ-ਵੰਡਅਤੇਪਰੀਖਿਅਕਲਈਹਦਾਇਤਾਂ

1. ਵਿਸ਼ਾ-ਵਸਤੂ/ਲੇਖਕਦਾਜੀਵਨਤੋਰਚਨਾ/ਸਾਰ/ਪਾਤਰਚਿਤਰਣ (ਦੋ ਵਿਚੋਂਇੱਕ)08 ਅੰਕ
2. ਸਮਾਜਸਭਿਆਚਾਰਕਪਰਿਪੇਖ/ਸਫ਼ਰਨਾਮੇਦੇਤੌਰ 'ਤੇ (ਦੋ ਵਿਚੋਂਇੱਕ)08 ਅੰਕ
3. ਲੇਖਰਚਨਾ : ਤਿੰਨਾਂਵਿਚੋਂਕਿਸੇਇੱਕਵਿਸ਼ੇ 'ਤੇ04 ਅੰਕ
4. ਆਧੁਨਿਕਸਾਹਿਤਰੂਪ04 ਅੰਕ
5. ਵਿਆਕਰਣਵਿਚੋਂਵਰਣਾਤਮਕਪ੍ਰਸ਼ਨ08 ਅੰਕ
6. ਉਪਰੋਕਤਲੜੀਨੰਬਰ 1 ਅਤੇ 2 ਦੀਆਂਪੁਸਤਕਾਂਵਿਚੋਂਸੰਖੇਪਉੱਤਰਾਂਵਾਲੇ 4 ਪ੍ਰਸ਼ਨਪੁੱਛੇਜਾਣ।
ਹਰੇਕਦਾਉੱਤਰ 50 ਸ਼ਬਦਾਂਤੋਂਵੱਧਨਾਹੋਵੇ।

(4x2)= 08 ਅੰਕ

ਨੋਟ:ਇੰਟਰਨਲਅਸੈਸਮੈਂਟ 10 ਅੰਕਾਂਦੀਹੈ, ਜੋਕਾਲਜਵੱਲੋਂਨਿਰਧਾਰਿਤਦਿਸ਼ਾਨਿਰਦੇਸ਼ਾਂਅਨੁਸਾਰਇਨ੍ਹਾਂਅੰਕਾਂਤੋਂਵੱਖਰੀਹੋਵੇਗੀ।
ਇਸਪੇਪਰਦੇਕੁਲਅੰਕ 40+10 = 50 ਹਨ।

BBA 602: BASIC PUNJABI

ਸਮਾਂ : 3 ਘੰਟੇ

ਥਿਊਰੀ ਅੰਕ : 40
ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ : 10
ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. ਕਿਸੇ ਇੱਕ ਕਵੀ ਬਾਰੇ ਮੁੱਢਲੀ ਜਾਣਕਾਰੀ ਜਾਂ ਇਨ੍ਹਾਂ ਦੀਆਂ ਪ੍ਰਸਿੱਧ ਕਵਿਤਾਵਾਂ ਦੀ ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ।

ਭਾਈ ਵੀਰ ਸਿੰਘ ('ਭਾਲੀ ਨਾਲੋਂ ਤੋੜ ਨਾ ਸਾਨੂੰ', 'ਸਮਾਂ')
ਪ੍ਰੋ. ਮੋਹਨ ਸਿੰਘ ('ਅੱਜ ਕੋਈ ਆਇਆ ਸਾਡੇ ਵਿਹੜੇ', 'ਮਾਂ')
ਸੁਰਜੀਤ ਪਾਤਰ ('ਦਿਲ ਹੀ ਉਦਾਸ ਹੈ')
ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ ('ਅੱਜ ਆਖਾਂ ਵਾਰਿਸ ਸ਼ਾਹ ਨੂੰ')

16 ਅੰਕ

2. ਹੇਠ ਲਿਖੀਆਂ ਕਹਾਣੀਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇੱਕ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਜਾਂ ਸਾਰ ਲਿਖੋ :

ਭੂਆ (ਨਾਨਕ ਸਿੰਘ)
ਕਰਾਮਾਤ (ਕਰਤਾਰ ਸਿੰਘ ਦੁੱਗਲ)
ਇੰਤਜ਼ਾਰ (ਅਜੀਤ ਕੌਰ)

10 ਅੰਕ

3. ਇਤਿਹਾਸਕ/ਸਭਿਆਚਾਰਕ/ਰਾਜਨੀਤਿਕ/ਸਮਾਜਿਕ/ਤਤਕਾਲੀਨ ਵਿਸ਼ਿਆਂ ਉੱਪਰ ਲੇਖ।

14 ਅੰਕ

ਅੰਕ ਵੰਡ ਤੇ ਪ੍ਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਭਾਗ ਪਹਿਲਾ ਵਿਚ ਕਵੀ ਦੇ ਜੀਵਨ ਬਾਰੇ ਜਾਣਕਾਰੀ ਅਤੇ ਕਵਿਤਾ ਦੀ ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ ਨਾਲ ਸੰਬੰਧਿਤ ਚਾਰ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ। ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨਾਂ ਦਾ ਉੱਤਰ ਦੇਣਾ ਲਾਜ਼ਮੀ ਹੈ।

8+8=16 ਅੰਕ

2. ਭਾਗ ਦੂਜਾ ਵਿਚ ਕਿਸੇ ਇੱਕ ਕਹਾਣੀ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ ਪੁੱਛਿਆ ਜਾਵੇ।

10 ਅੰਕ

3. ਇਤਿਹਾਸਕ, ਸਭਿਆਚਾਰਕ, ਰਾਜਨੀਤਿਕ, ਸਮਾਜਿਕ, ਤਤਕਾਲੀਨ ਵਿਸ਼ਿਆਂ ਨਾਲ ਸੰਬੰਧਿਤ ਤਿੰਨ ਸਿਰਲੇਖ ਦਿੱਤੇ ਜਾਣ। ਜਿਨ੍ਹਾਂ ਵਿਚੋਂ ਇੱਕ ਵਿਸ਼ੇ ਨਾਲ ਸੰਬੰਧਿਤ ਲੇਖ ਲਿਖਣਾ ਹੋਵੇਗਾ।

14 ਅੰਕ

ਨੋਟ: ਇੰਟਰਨਲ ਅਸੈਸਮੈਂਟ 10 ਅੰਕਾਂ ਦੀ ਹੈ, ਜੋ ਕਾਲਜ ਵੱਲੋਂ ਨਿਰਧਾਰਿਤ ਦਿਸ਼ਾ ਨਿਰਦੇਸ਼ਾਂ ਅਨੁਸਾਰ ਇਨ੍ਹਾਂ ਅੰਕਾਂ ਤੋਂ ਵੱਖਰੀ ਹੋਵੇਗੀ। ਇਸ ਪੇਪਰ ਦੇ ਕੁਲ ਅੰਕ 40+10 = 50 ਹਨ।

BBA-603
INCOME TAX

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part – A

Basic concepts: Income, Agricultural Income, Person, Assessee, Assessment Year, Previous Year, Gross Total Income, Total Income. Residential Status Tax Incidence and Residential Status Exempted income under section 10(1), 10(2), 10(2A), 10(5), 10(7), 10(10), 10(10A), 10(10AA), 10(10B), 10(10D), 10(11), 10(12), 10(13), 10(13A), 10(14), 10(16), 10(32), 10(34), 10(35), 10(36), 10(37), 10(38).

Computation of income under different heads Salaries, Income from house property Profits and gains of business or profession. Sections to be covered are: Sec-28, 29, 30, 31, 32, 35, 36, 37, 40(a), 40(b), 40A, 43B, 44AA, 44AB, 44AD and 44AE.

Part-B

Capital Gains: Basis of Charge. Meaning of capital assets. Classification of capital assets and their tax implication. Meaning of Transfer; Elementary Knowledge of Transactions not to be Treated as Transaction of Transfer. Computation of Capital Gains(Depreciable and Non Depreciable Assets) Special cases to be covered - Conversion of Capital assets into stock in Trade; Compulsory acquisition of assets; Self generated assets; Transfer of bonus shares.

Exemptions to be covered: Sec 54, 54B, 54EC, 54F, 54H. Computation of tax liability under section 111A and 112 Capital gain provisions related to Individual and Firm need to be covered. Income from other sources [excluding Sec-2(22)] Computation of Total Income and Tax Liability of an individual. Clubbing of income and Aggregation of income and set-off and carry forward of losses (excluding Sec-94(7) and 94(8))

Deductions from Gross Total Income; Section 80A, 80AB, 80AC, 80C, 80CCC, 80CCD, 80CCG, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80GGC, 80TTA and 80U.

Computation of total income and tax liability of individuals and firms.

Suggested Readings:

1. Ahuja, Girish and Ravi Gupta, “Systematic Approach to Income Tax”, Bharat Law House,

Delhi.

2. Singhanian, Vinod K., and Kapil Singhanian, "TDS Computation and E-filing of TDS Returns", Taxmann Publications Pvt. Ltd., New Delhi.

3. Singhanian, Vinod K., "Tax Computation and E-filing of Income Tax Returns", Taxmann Publications Pvt. Ltd., New Delhi

Note:-Latest editions of suggested books may be followed.

BBA- 604

FUNDAMENTALS OF CAPITAL MARKET

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part-I

Introduction:-evolution, structure, functions, objectives and importance of capital market in India.
Components of capital market- introduction to New issue market, stock market, financial institutions
Instruments in capital market:-Shares (Equity and Preference), Warrants, Bonds and its types, GDRs, ADRs, ETFs, Mutual Funds, Derivatives (forwards, futures and options).
Participants in Capital Market Difference between Capital Market and Money Market.

Part-II

Stock Exchanges-Stock Exchanges in India, Organization, Management, Membership, rules of stock exchange, operators at stock exchanges SEBI guidelines on Stock Exchange, weaknesses of stock exchange in India Listing of securities-requirement for listing, objectives of listing, advantages of listing, Security Market Indices-Uses of Security Market Indices, Types of Indices, Differentiating Factors in constructing Market Indices

Suggested Readings:

1. V.A Avadhani, “Security Analysis and Portfolio Management”, Himalaya Publishers, New Delhi.
- 2.Singh,Preeti, “Investment Management”, Himalaya Publishers, New Delhi.
3. Brown,Reilly, “Investment Analysis and Portfolio Management”, Thomson Publishers.

Note:-Latest editions of suggested books may be followed.

BBA-605

**VIVA-
VOCE**

Max. Marks: 50

BBA -611

Group A- SERVICES MARKETING

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages (essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part – I

Evolution and Understanding of Services Marketing: Conceptual Framework, Service Defined, Nature of services; Characteristics of services- Intangibility, Inconsistency, Inseparability and inventory. Classification of Services; Consumer versus Industrial Services, Importance of Services Marketing in Indian Economy & Global Scenario Service Marketing Mix: Introduction to the 7Ps (4 Ps + Extended 3 Ps)of Services Marketing Mix.

Services Marketing Mix (4Ps):- Product Service Mix:- introduction, Transition from Product Marketing from Service Marketing, Differentiating goods from service, categories of service mix. Goods- Services marketing continuum.

Price: Factors involved in pricing a service product, capacity planning, measures to respond to change in demand, Reshaping demand using effective pricing.

Place: Distribution Strategies, Challenges in distribution of services, Role of internet in distribution.

Promotion: Objectives, Personal Selling, Advertising & Sales Promotion.

Part – II

Extended 3 Ps of Service Marketing Mix People: Role of service employees in service business, training & development of employees, Motivation and Empowerment. Process: Services as process or system- different process aspects and managerial challenges, strategies for managing inconsistency, customer service in service marketing. Physical Evidence: nature, importance, service scapes.

Services Marketing Implementation: Services Marketing Triangle, Servqual Model Rater, PZB Gap Model.

Suggested Readings:

1. Zeithaml, V.A., Bitner, Mary Jo, Pandit, “Services Marketing”, Tata McGraw Hill, New Delhi.
2. Lovelock, Christopher, Wirtz Jochen, Chatterjee, “Services Marketing: People,Technology, Strategy”, Pearson Education, New Delhi.
3. Payne, Adrian, “The Essence of Services Marketing”, Prentice Hall of India, New Delhi.
4. Nargundhar, Rajendra, “Services Marketing”, Tata McGraw Hill, New Delhi.
5. Goncalves, Karen P., “Services Marketing-A Strategic Approach”, Prentice Hall International, New Jersey.
6. Jauhari, Vinnie, Dutta, “Services- Marketing, Operations Management”, Oxford University Press, New Delhi.
7. Srinivasan, R., “Services Marketing- The Indian Context”, Prentice Hall of India, New Delhi.

Note:-Latest editions of suggested books may be followed.

BBA -612

Group A - E-MARKETING

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part – I

Introduction: Concept, nature and importance of e-marketing; E-marketing versus traditional marketing; Issues, challenges and opportunities for e-marketing; Reasons for growth of e-marketing; Tools and techniques of e-marketing—advantages and disadvantages; e-marketing situations. E-Marketing Management: Segmentation, targeting and positioning; E-marketing mix; E-marketing and customer relationship management – concept and scope; E-customers and their buying process; E-marketing and customer loyalty and satisfaction; Communities and social networks.

Part-II

Internet Marketing: Concept and role of internet marketing; Search engine optimization – functions, type of traffic, keywords and steps in search engine optimization; Internet advertising – types and tracking ROI; Online PR, News and Reputation Management; Direct marketing –scope and growth; E-mail marketing; Social Media Marketing: Concept and tools; Blogging – benefits, types; Video-marketing for business purpose – tools and techniques; Pay per click marketing; Issues and challenges. E-payment systems: Payment gateways; use of Debit and credit cards; Mobile Marketing Trends and terminologies; Benefits and applications of mobile and smart phone applications; M-commerce.

Suggested Readings:

1. Joseph, P.T. “E-Commerce – An Indian Perspective”, Prentice Hall of India
2. Schneider, Gary P. “E-Commerce: Strategy, Technology and Implementations”, Cengage Learning India Private Limited.

Bachelor in Business Administration (Semester System)

3. Murthy, C.S.V. "E-Commerce; Concepts, Models, Strategies", Himalaya Publishing House.
4. Brahm Canzer, "E-Business and Commerce: Strategic Thinking & Practice", Biztantra Publishers.
5. Kotler, Philip. "Marketing Management".

Note:-Latest editions of suggested books may be followed.

BBA -621

Group B - TRAINING & DEVELOPMENT

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part – I

Training:- Conceptual aspects, Training and Learning, Training objectives, Identification of training needs, Training Process, Policies, Plans designing training programmes, Methods of Training, Evaluation of Training Effectiveness and Significance of Training. Wages and Salary Administration.

Part – II

Development:- Concept, Difference between training and development, Objectives of development, Development Process, Development needs evolving development policies, Preparing development plans, Designing development programmes. Development Methods, Case studies, Role play and Sensitivity Training.

Business Games, Transaction Analysis, Behavior Modelling and Evaluation of Development Effectiveness.

Suggested Readings:

1. Armstrong M.A. “Handbook of Human Resource Management Practice”, Cogan Page, London
2. Dayal ,I “Manpower Training in organizations” Prentice Hall of India, New Delhi.
3. Craig ,Robert “Training and Development Handbook” McGraw Hill, New York
4. Brahm Canzer, “E-Business and Commerce: Strategic Thinking & Practice”, Biztantra Publishers.
5. Kotler, Philip. “Marketing Management”. Prentice Hall of India, New Delhi.

Note:-Latest editions of suggested books may be followed.

BBA-622

GROUP B- CONTEMPORARY ISSUES IN HUMAN RESOURCE MANAGEMENT

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part – I

Human Resources and the Competitive advantage, ethical issues and challenges in HRM Job stress and work family conflict, Gender issues in workplace, Performance Management and Organizational Reward System:-,definition, purpose , principles, concerns Ethical considerations , scope and background , Performance Management as a Business strategy , Theoretical framework ; Goal setting theory, Expectancy theory ; Designing of Performance management systems ; setting goals ,measuring performance , Rewarding performance; Concept and significance , Foundation of the reward system , Economic Theories relating to pay , Psychological and Motivational theories affecting reward.

Part – II

Managing Diversity: Meaning, Challenges in managing diversity, Diversity in organizations, improving the management of Diversity.

The nature of work: Meaning of work; Theories about work; Organizational factors affecting work; Changing patterns of work; Unemployment; Attitudes to work;

HRM in Electronic Era, Human Resource Accounting & Auditing, The role of HRM in 21 St century and future directions of HRM.

Suggested Readings:

1. Michael Armstrong, ‘A Handbook of Human Resource Management Practices’, Kogan Page London.
2. Luis R. Gomez –Mejia, David B Balkin and Robert L Cardy, “Managing Human Resources”, PHI, New Delhi.
3. Tanuja Agarwal, “Strategic Human Resource Management”, Oxford University Press, New Delhi.

Note:-Latest editions of suggested books may be followed.

BBA-631

GROUP C- SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part-I

Security Analysis- Concept of Risk and Return and their types, Risk Return Trade Off, Valuation of Equity Shares, Preference Shares, Debentures, Factors affecting Share Prices, Classification of security buyers , methods of marketing of securities

Regulation of securities- Securities Contracts (Regulation) Amendment Rules,1996 Investment Analysis- concept of Fundamental Analysis, Technical Analysis, Efficient Market Hypothesis, Capital Asset Pricing Model, Arbitrage Pricing Theory.

Part-II

Portfolio Management- Definition Of Investment, Defining Investment Objectives, The Investment Process, Investment Categories, difference between Portfolio management and mutual funds

Portfolio Selection: - Risk and Investor Preferences - Investment Constraints.

Brief Introduction to Portfolio Management Schemes-features of PMS SEBI Guidelines on Portfolio Management

Suggested Readings:

1. Chandra, Prasanna, “Investment Analysis and Portfolio Management”, Tata McGraw Hill
2. Chandra, Prasanna, “Financial Management”, Tata McGraw Hill
3. Avadhani, V.A, “Security Analysis and Portfolio Management”, Himalaya Publishing House, New Delhi
4. Bodie, Zvi; Kane, Alex;J Marcus, Alan; Mohanty, Pitabas, “Investments” Tata McGraw Hill.
5. Brown, Reilly, “Investment Analysis and Portfolio Management”, Thomson Publication.

Note:-Latest editions of suggested books may be followed.

BBA- 632

GROUP C -CONTEMPORARY ISSUES IN ACCOUNTING

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part-I

Emergence of Contemporary Issues in Accounting – Influence of other disciplines on Accounting and Changing Environment.

Human Resource Accounting: Meaning , Objectives and Scope, Methods of Human Resource Accounting- Human Resource Cost Accounting (Historical cost Approach, Replacement Cost approach and Opportunity Cost approach), Human Resource Value Accounting (Lev & Schwartz Model, Flamholtz Model and Hermanson’s Model), Objections against Human resource accounting, Use of Human resource Accounting in Managerial Decisions. Human Resource Accounting in India. Price Level Accounting – introduction, Methods (Current Purchasing Power, Current Cost Accounting, Current Value Accounting Technique, and Replacement Cost Accounting Techniques), Utility and Corporate Practices Corporate Social Reporting: Areas of Corporate Social Performance, Approaches to Corporate Social Accounting and Reporting, Corporate Social Reporting in India.

Part-II

Corporate Reporting: Concept of Disclosure in relation to Published Accounts, Issues in Corporate Disclosure, Corporate Disclosure Environment, Conceptual framework of corporate reporting.

Recent Trends in the Presentation of Published Accounts. Economic Value Added, EVA Disclosure in India. Corporate Reporting through Web. Accounting Standards in India: - Significance and formulation of Accounting Standards

Suggested Readings:

1. Lal, Jawahar and Lele, R.K., "Contemporary Accounting Issues", Himalaya Publishers, New Delhi.
2. Porwal, L.S., "Accounting Theory", Tata McGraw Hill.
3. Lal, Jawahar, "Corporate Financial Reporting", Taxman Arora, J.S., "Price Level Accounting", Deep and Deep Publishers, New Delhi.
4. Chander, Subhash, "Corporate Reporting Practices", Deep and Deep Publishers

Note:-Latest editions of suggested books may be followed.

BBA- 641

GROUP D - EXPORT IMPORT MANAGEMENT & DOCUMENTATION

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part – I

International Commercial Terms – Need, Groups, Ex-works, FOB, FAS, CFR, CIF. Documents for starting up a new export venture; aligned documentation system: meaning, Rationale, various documents, EDI initiative; methods of payment: advance payment, open Account, consignment sales, and documents against acceptance (D/A), documents against payment (D/P), letter of credit; pre shipment credit: meaning, procedure, rates, documents needed; post shipment credit: meaning, procedure, types and documents needed.

Part – II

Export Credit and Guarantee Corporation (ECGC): Export Credit Insurance, Insurance Policies, Bank Guarantees and Special Schemes, Role of ECGC; Theories and Practice of Foreign Exchange Rate Determination, Floating and Fixed Exchange Rates; Exchange Control Regulations and Procedures in India, FEMA.

Marine Insurance: Types of Marine Insurance, Marine Losses, Procedure and Documents Needed for Claim.

Suggested Readings:

1. Current Foreign Trade Policy
2. Handbook of procedures Volume I & II.
3. Jain, S.C., Export Procedures and Documents
4. Kumar, A., “Export and Import Management”, Excel Books.
5. Lall, G. S., “Finance of Foreign Trade and Foreign Exchange”
6. Manual on Export Documentation, Nabhi publication.
7. Ram, P., “Export, What, Where and How”, Anupam Publishers.
8. Varshney, R.L. and Bhattacharya, B., “International Marketing Management”, S. Chand Publishers Pvt. Ltd, New Delhi.

Note:-Latest editions of suggested books may be followed.

BBA- 642

GROUP D - GLOBAL STRATEGIC MANAGEMENT

Time: 3 Hours

M. Marks: 50

Theory: 40

Internal Assessment: 10

Note: The question paper covering the entire course shall be divided into three sections.

Section–A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; the total weightage being 8 marks.

Section–B: It will consist of essay type/numerical questions up to five pages(essay type questions) in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section–C: It will consist of essay type/numerical questions with answer to each question up to five pages(essay type questions) in length. Four questions numbering 6, 7, 8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks

Part – I

Concept of strategy including global strategy, An overview of formulation and implementation of global strategy, analysing the external environment especially the tools of analysis, culture and global strategy, analysing company resources and capabilities, personal goals of top management, corporate level strategy including vertical integration, diversification, strategic alliance and acquisition.

Part – II

Entering foreign markets, business level strategies, functional level strategies, strategy and Technology, evaluation of strategy, implementation of strategy, organization structure and Strategy, management of political risk and negotiation, governing the corporation around the World.

Suggested Readings:

1. Deresky, H., “International Management: Managing Across Borders and Cultures, Pearson Education.
2. Hill, C. W. L. and Jones, G. R., “Strategic Management, An Integrated Approach”, Biztantra.
3. Hill, C. W. L. and Jain, A. K. , “ International Business Competing in the Global Market Place”, McGraw Hill Co., New Delhi.
4. Hitt, M. A., Duance, R. and Hoskisson, R. E., “Strategic Management: Competitiveness and Globalization”, Thomson, South Western.
5. Peng, M. W., “Global Strategy”, Thomson Publishers.
6. Rugman, A. M., Richard, M. H., “International Business: A Strategic Management Approach”, Pearson Education, New Delhi.
7. Taggar, J. H. and Mc Dermot, M. C., “The Essence of International Business”, Prentice Hall.
8. Thakur, M., Burton, G. E. and Srivastava, B.N., “International Management: Concept and Cases”, Tata McGraw Hill Company.

Note:-Latest editions of suggested books may be followed.