

FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

BACHELOR OF BUSINESS ADMINISTRATION (BBA) (Semester I - VI)

Session: 2019-20



GURU NANAK DEV UNIVERSITY AMRITSAR

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SCHEME OF COURSES**Semester-I:**

Course Code	Course Title	Th.	Pr.	Total Marks	Number of Lectures (L)	Tutorials (T) per week
BBA-101	English (Compulsory)	-	-	50	6	--
BBA-102	Punjabi (Compulsory) OR ਮੁੱਢਲੀ ਪੰਜਾਬੀ OR Punjab History & Culture (From Earliest Times to C 320) (Special Paper in lieu of Punjabi Compulsory)	-	-	50	6	-
BBA-103	Basic Accounting	-	-	50	6	2
BBA-104	Business Organization and Systems	-	-	50	6	--
BBA-105	Managerial Economics- I	-	-	50	6	--
BBA-106	Computer Applications for Business-I	35	15	50	4	2
BBA-107	Business Communication	-	-	50	--	--
	*Drug Abuse: Problem, Management and Prevention (Compulsory)					

Semester-II:

Course Code	Course Title	Total Marks	Number of Lectures (L)	Tutorials (T) per week
BBA-201	English (Compulsory)	50	6	--
BBA-202	Punjabi (Compulsory) OR ਮੁੱਢਲੀ ਪੰਜਾਬੀ OR Punjab History & Culture (C 320 to 1000 B.C.) (Special Paper in lieu of Punjabi Compulsory)	50	6	--
BBA-203	Business Laws	50	6	--
BBA-204	Principles of Management	50	6	--
BBA-205	Managerial Economics- II	50	6	--
BBA-206	Computer Based Accounting System	50	4	2
BBA-207	Fundamentals of Banking	50	6	--
	*Drug Abuse: Problem, Management and Prevention (Compulsory)	50		

*** Note: The marks of Paper will not be added in the Grand Total.**

Bachelor of Business Administration (Semester System)

Semester – III:

Course Code	Course Title	Total Marks	Number of Lectures (L)	Tutorials (T) per week
BBA-301	English (Compulsory)	50	6	--
BBA-302	Punjabi (Compulsory) OR ਮੁੱਢਲੀ ਪੰਜਾਬੀ OR Punjab History & Culture (From 1000 to 1605 A.D.) (Special Paper in lieu of Punjabi Compulsory)	50	6	--
BBA-303	Statistics for Business	50	6	-
BBA-304	Fundamentals of Human Resource Management	50	6	--
BBA-305	Fundamentals of Marketing Management	50	6	--
BBA-306	Indian Financial System	50	6	--
BBA-307	Management Accounting	50	6	2

Semester – IV:

Course Code	Course Title	Total Marks	Number of Lectures (L)	Tutorials (T) per week
BBA-401	English (Compulsory)	50	6	--
BBA-402	Punjabi (Compulsory) OR ਮੁੱਢਲੀ ਪੰਜਾਬੀ OR (From 1605 to 1849 A.D.) (Special Paper in lieu of Punjabi Compulsory)	50	6	--
BBA-403	Financial Management	50	6	--
BBA-404	Production and Operations Management	50	6	--
BBA-405	Business Environment	50	6	--
BBA-406	Operations Research	50	6	2
BBA-407	Fundamentals of Insurance	50	6	
BBA-408	Seminar	50		
ESL-221	*Environment Studies	100 (Qualifying)	3	-

***Note :- Paper of Environmental Studies in the marks are not included in the total marks.**

Semester – V:

Course Code	Course Title	Total Marks	Number of Lectures (L)	Tutorials (T) per week
BBA-501	English (Compulsory)	50	6	--
BBA-502	Punjabi (Compulsory) OR ਮੁੱਢਲੀ ਪੰਜਾਬੀ	50	6	--
BBA-503	Company Law	50	6	--
BBA-504	Entrepreneurship & Small Business	50	6	--
BBA-505	Cost Accounting	50	6	2
	Any one Group from the following:	50	6	
	Group A			
BBA-511	Consumer Behaviour	50	6	--
BBA-512	Advertising & Sales Management	50	6	--
	Group B			
BBA-521	Industrial relations & Labour Legislations	50	6	--
BBA-522	Organisation Change & Development	50	6	--
	Group C			
BBA-531	Management of Banking Operations	50	6	--
BBA-532	Insurance & Risk Management	50	6	--
	Group D			
BBA-541	International Business Environment	50	6	--
BBA-542	Management of International Business Organization	50	6	--

Bachelor of Business Administration (Semester System)

Semester – VI:

Course Code	Course Title	Total Marks	Number of Lectures (L)	Tutorials (T) per week
BBA-601	English (Compulsory)	50	6	--
BBA-602	Punjabi (Compulsory) or OR ਮੁੱਢਲੀ ਪੰਜਾਬੀ	50	6	--
BBA-603	Income Tax	50	6	--
BBA-604	Fundamentals of Capital Markets	50	6	--
BBA-605	Viva-Voce	50		
	Any one Group from the following:			
	Group A			
BBA-611	Services Marketing	50	6	--
BBA-612	E-Marketing	50	6	--
	Group B			
BBA-621	Training and Development	50	6	--
BBA-622	Contemporary Issues in Human Resource Management	50	6	--
	Group C			
BBA-631	Security Analysis and Portfolio Management	50	6	
BBA-632	Contemporary Issues in Accounting	50	6	
	Group D			
BBA-641	Export- Import Management and Documentation	50	6	--
BBA-642	Global Strategic Management	50	6	--

BBA-101 ENGLISH (COMPULSORY)**Time: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Texts Prescribed:-

1. *Tales of Life* (Guru Nanak Dev University, Amritsar) Stories at Sr.No.1, 2, 3, 5 and 6
2. *Prose for Young Learners* (Guru Nanak Dev University, Amritsar) Essays at Sr. No. 1, 2, 3, 5 and 6
3. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP

The syllabus is divided in four sections as mentioned below.**SECTION–A**English Grammar in Use, 4th Edition by Raymond Murphy, CUP (Units: 1-37)**SECTION–B**

Paragraph Writing and English Grammar in Use (Units: 38-48)

SECTION–C

Tales of Life (Guru Nanak Dev University, Amritsar): Stories at Sr. No. 1, 2, 3, 5 and 6

SECTION–D

Prose for Young Learners: Essays at Sr. No. 1, 2, 3, 5 and 6

BBA-102 ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ**ਸੈਕਸ਼ਨ - ਏ**

ਦੋ ਰੰਗ (ਕਵਿਤਾ ਭਾਗ) (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ ਅਤੇ ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ),
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
(ਲੇਖਕ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾ /ਪ੍ਰਸ਼ੰਸਾ ਸਾਹਿਤ ਵਿਆਖਿਆ/ਕਾਵਿਤਾ ਦਾ ਵਿਸ਼ਲੇਸ਼ਣ)

ਸੈਕਸ਼ਨ - ਬੀ

ਸੰਸਾਰ ਦੀਆਂ ਪ੍ਰਸਿੱਧ ਹਸਤੀਆਂ (ਜੀਵਨੀ ਨੰ: 1 ਤੋਂ 9 ਤੱਕ)
(ਸੰਪਾ. ਪ੍ਰਿੰ. ਤੇਜਾ ਸਿੰਘ, ਹਰਨਾਮ ਸਿੰਘ ਸ਼ਾਮ),
ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਲੇਸ਼ਣ/ਸਾਰ/ਨਾਇਕ ਬਿੰਬ)

ਸੈਕਸ਼ਨ - ਸੀ

- (ੳ) ਪੈਰਾ ਰਚਨਾ (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ)
- (ਅ) ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ੰਸਾ ਦੇ ਉੱਤਰ।

ਸੈਕਸ਼ਨ - ਡੀ

- (ੳ) ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ ਵਿਚ ਅੰਤਰ, ਪੰਜਾਬੀ ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।
- (ਅ) ਪੰਜਾਬੀ ਭਾਸ਼ਾ : ਨਿਕਾਸ ਤੇ ਵਿਕਾਸ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ੰਸਾ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ੰਸਾ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ੰਸਾ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ੰਸਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ੰਸਾ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ੰਸਾ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ੰਸਾ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ੰਸਾ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

BBA-102 ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ**ਸੈਕਸ਼ਨ-ਏ**

ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤ੍ਰਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ)
ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ
(ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ, ਮੂਲ ਸ਼ਬਦ, ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ)

ਸੈਕਸ਼ਨ-ਸੀ

ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਸ਼ਤੇ-ਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰ ਧੰਦਿਆਂ ਆਦਿ ਨਾਲ ਸੰਬੰਧਤ।

ਸੈਕਸ਼ਨ-ਡੀ

ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰ੍ਹਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

Punjab History & Culture (From Earliest Times to C 320)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section

Section A

1. Physical features of the Punjab and its impact on history.
2. Sources of the ancient history of Punjab

Section B

3. Harappan Civilization: Town planning; social, economic and religious life of the Indus Valley People.
4. The Indo-Aryans: Original home and settlements in Punjab.

Section C

5. Social, Religious and Economic life during *Rig* Vedic Age.
6. Social, Religious and Economic life during Later Vedic Age.

Section D

7. Teachings and impact of Buddhism
8. Jainism in the Punjab

Suggested Readings

1. L. M Joshi (ed.), *History and Culture of the Punjab*, Art-I, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab*, Vol.I, Patiala 1977.
3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma, *Life in Northern India*, Delhi. 1966.
5. Chopra, P.N., Puri, B.N., & Das, M.N.(1974). *A Social, Cultural & Economic History of India*, Vol. I, New Delhi: Macmillan India.

BBA-103: BASIC ACCOUNTING**Time : 3 Hours****M. Marks : 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>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.</p> <p>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.</p> <p>Recording of Transactions: Accounting Process/Cycle, Journal.</p>
SECTION B
<p>Subsidiary Books, Ledger, Cash Book, Trial Balance, Bank Reconciliation Statement.</p> <p>Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM).</p>
SECTION C
<p>Final Accounts: Meaning of Financial Statements, Usefulness of Financial Statements, Elements of Financial Statements, Preparation of Trading and Profit & Loss Account and Balance Sheet without Adjustments.</p> <p>Final Accounts with Adjustments : Treatment of Some Items which may be Direct Items, Indirect Items, Incomes and Expenses, Treatment of Items of Adjustment Appearing Outside the Trial Balance, Treatment of Items of Adjustment Appearing Inside the Trial Balance.</p>
SECTION D
<p>Introduction to Company Final Accounts: Important provisions of Companies Act, 2013 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company.</p> <p>Computerised Accounting: Computers and its application in accounting. Accounting software package (Tally)</p>

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, Gart I, 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.

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

BBA-104: BUSINESS ORGANISATION & SYSTEMS**Time: 3 Hours****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A

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.

Section B

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. Business size and location decisions, various factors to be considered for starting a new unit, Problems in starting a new business.

Section C

Business and Society: Changing Concepts and Objectives of Business, Business ethics, Social responsibilities of business, Manager and his environment: external and internal

Domestic & Foreign Trade: Import export trade procedure & their organization.

Section D

Organization of wholesale & retail trade - Recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy.

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

Suggested Readings:

1. Kaul, Vijay Kumar “Business Organization and Management: Text and Cases”, Pearson Education, New Delhi.
2. Singla, R.K., “Business Organization and Management”, V.K. (India) Enterprises, New Delhi.
3. Daft, Richard L., Daft, J., Murphy, H., & Willmott, “Organization 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.

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

BBA-105: MANAGERIAL ECONOMICS- I**Time: 3 Hours****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>Theory of Demand: Meaning of demand and its types, Law of demand. Price elasticity of demand and its measurement.</p> <p>Consumer's Behaviour: Utility approach: Brief outline of law of diminishing marginal utility, law of equi-marginal utility.</p>
SECTION B
<p>Indifference Curve Approach: Consumer equilibrium; Income, Price and Substitution effects. Revealed Preference Approach.</p> <p>Theory of Supply: Concept and law of supply, factors affecting supply.</p>
SECTION C
<p>Theory of Production: Law of variable proportion: total, average and marginal physical products. Law of Returns to scale, Economies and diseconomies of scale.</p> <p>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.</p>
SECTION D
<p>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.</p>

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 BUSINES- I**Time: 3 Hours****Total Marks: 50****Theory: 35****Practical: 15****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>Computer Fundamentals: Definition of computer, Components of a computer system, Brief history of evolution of computers and generation of computers.</p> <p>Internal and External Memory Storage: RAM, ROM, PROM, EPROM. Commonly used Input/output/Memory storage devices: Punched Card, VDU, CRT. Difference between Hardware & Software. Types of software system. Software & Application software, Interpreter.</p>
SECTION B
<p>Operating System: Definition, Types of operating on the Basis of processing. Introduction to various types of operating system such as windows & DOS Overview and Anatomy of windows, Working with files and folder in windows.</p> <p>Basic Commands of Internal & External commands in DOS.</p>
SECTION C
<p>MS-Word: Overview, Creating, Saving, Opening, Importing, Exporting & Inserting files. Formatting pages, paragraphs and sections. Indents and outdates. 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, Footer & Printings.</p>
SECTION D
<p>MS-Excel: Worksheet overview. Entering information. Worksheet. Opening and saving workbook. Formatting number and texts. Protecting cells. Producing Charges and printing operations graphs.</p> <p>MS-Power Point: Presentation Basics Menus & Toolbars. Opening & Saving & existing presentation creating & Saving a presentation using auto content wizard. Design Template Blank Presentation. The slides sorter view. Insert slides from another presentation. Inserting pictures and graphics. Slide show, printing, slides.</p>

Suggested Readings:

1. Peter Norton, "Introduction to Computers", McGraw-Hil, New Delhi.
2. Sanjay Sexana, "A First Course in Computers", Vikas Publishing House, New Delhi.
3. Rajaraman, V., "Fundamental of Computers", Prentice Hal India, New Delhi.
4. Srivastava, S.S., "MS-Office" Firewal Media, New Delhi.
5. Alexis Loeon and Matheus Leon, "Introduction to Computers with MS-Office 200", Tata McGraw-Hil, New Delhi.

Note: The latest editons of the boks should be folowed.

BBA-107**BUSINESS COMMUNICATION****Time: 3 Hours****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>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</p>
SECTION B
<p>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.</p>
SECTION C
<p>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. Customers' correspondence: - Complaints, Regarding dues, follow up letters</p>
SECTION D
<p>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.</p>

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.
4. Kaul, A., “Business Communication”, 2004, Prentice Hall of India, New Delhi.
5. Dulek, R. and Fielden, J., “Principles of Business Communication”, 1990, Macmillan Publishing Co., New York.
6. Rodriques M.V., (2003), “Effective Business Communication”, 13th Edition.
7. Doshi S.R., (2008), “Business Communication & Management–Methods & Techniques”.
8. Herata. A. Murphy, Charles E. Peck, (1981), 3rd Edition, “Effective Business Communication”, Tata McGraw Hill Publishing Co. Ltd.

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

Drug Abuse: Problem, Management and Prevention**PROBLEM OF DRUG ABUSE****Time: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION – A**Meaning of Drug Abuse:**

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

SECTION – B**Consequences of Drug Abuse for:**

Individual	:	Education, Employment, Income.
Family	:	Violence.
Society	:	Crime.
Nation	:	Law and Order problem.

SECTION – C**Management of Drug Abuse:**

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

SECTION – D

Psychiatric Management: Counselling, Behavioural 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.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism*. Harmond Worth: Penguin Books.
6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.

8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
9. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.
10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
13. Verma, P.S. 2017, "*Punjab's Drug Problem: Contours and Characteristics*", *Economic and Political Weekly*, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.

BBA-201**ENGLISH (COMPULSORY)****Time: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Texts Prescribed:

1. *Tales of Life* (Guru Nanak Dev University, Amritsar) Stories at Sr. No. 7, 9, 10, 11, 12
2. *Prose for Young Learners* (Guru Nanak Dev University, Amritsar) Essays at Sr. No. 7, 8, 9, 10, 11
3. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP (Units: 49-97)

The syllabus is divided in four sections as mentioned below.**SECTION–A**English Grammar in Use, 4th Edition by Raymond Murphy, CUP (Units: 49-81)**SECTION–B**

Personal letter Writing and English Grammar in Use (Units: 82-97)

SECTION–C

Tales of Life (Guru Nanak Dev University, Amritsar) 7, 9, 10, 11, 12

SECTION–D

Prose for Young Learners (Fourth Edition) by Raymond Murphy, CUP 7, 8, 9, 10 and 11

BBA-202 ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ**ਸੈਕਸ਼ਨ - ਏ**

ਦੋ ਰੰਗ (ਕਹਾਣੀ ਭਾਗ) (ਸੰਪਾ. ਹਰਜਿੰਦਰ ਸਿੰਘ ਢਿੱਲੋਂ ਅਤੇ ਪ੍ਰੀਤਮ ਸਿੰਘ ਸਰਗੋਧੀਆ),
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ/ਲੇਖਕ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾ)

ਸੈਕਸ਼ਨ - ਬੀ

ਸੰਸਾਰ ਦੀਆਂ ਪ੍ਰਸਿੱਧ ਹਸਤੀਆਂ (ਜੀਵਨੀ ਨੰ: 10 ਤੋਂ 18 ਤੱਕ)
(ਸੰਪਾ. ਪ੍ਰਿੰ. ਤੇਜਾ ਸਿੰਘ, ਹਰਨਾਮ ਸਿੰਘ ਸ਼ਾਮ),
ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ/ਸਾਰ/ਨਾਇਕ ਬਿੰਬ)

ਸੈਕਸ਼ਨ - ਸੀ

(ੳ) ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ-ਰਚਨਾ : ਪਰਿਭਾਸ਼ਾ, ਮੁਢਲੇ ਸੰਕਲਪ।
(ਅ) ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ

ਸੈਕਸ਼ਨ - ਡੀ

(ੳ) ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਪੱਤਰ
(ਅ) ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

BBA-202

ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ
(ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ ਅਤੇ ਵਿਸਮਿਕ)

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ
(ੳ) ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)
(ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

ਸੈਕਸ਼ਨ-ਸੀ

ਪੈਰ੍ਹਾ ਰਚਨਾ
ਸੰਖੇਪ ਰਚਨਾ

ਸੈਕਸ਼ਨ-ਡੀ

ਚਿੱਠੀ ਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ)
ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

**Punjab History & Culture (C. 320 to 1000 B. C)
(Special Paper in lieu of Punjabi compulsory)**

Time: 3 Hours

Max. Marks :50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A

1. Alexander's Invasion and its Impact
2. Punjab under Chandragupta Maurya and Ashoka.

Section B

3. The Kushans and their Contribution to the Punjab.
4. The Panjab under the Gupta Empire.

Section C

5. The Punjab under the Vardhana Emperors
6. Socio-cultural History of Punjab from 7th to 1000 A.D.

Section D

7. Development of languages and Education with Special reference to Taxila
8. Development of Art & Architecture

Suggested Readings

1. L. M Joshi (ed), *History and Culture of the Punjab*, Art-I, Punjabi University, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab* , Vol.I, Punjabi University, Patiala, 1977.
3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma: *Life in Northern India*, Delhi. 1966.

BBA-203**BUSINESS LAWS****Time: 3 Hours****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
Law of Contract (1872): Nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent, Consideration.
SECTION B
Law of Contract: 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.
SECTION C
Sales of Goods Act : Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement. The Consumer Protection Act (1886): Definition of consumer, Features, Grievance redressed machinery.
SECTION D
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, Dishonour and discharge of negotiable instrument.

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 Tbp Usa, "Indian Business Law", International Business Publications, USA.

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

BBA-204**PRINCIPLES OF MANAGEMENT****Time: 3 Hours****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Objective: To provide a basis of understanding to the students with reference to working of business organization through the process of management.

SECTION A
<p>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.</p> <p>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.</p> <p>Management Techniques: Management by Objective: Meaning, Process, Benefits, And Weaknesses.</p>
SECTION B
<p>Planning: Meaning, Significance, Types of plans, Nature, Elements: Objectives, Policies, Rules, Procedure, Strategy, Decision Making.</p> <p>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.</p>
SECTION C
<p>Departmentation: Definition, Departmentation by function, Territory, Product/service, Customer group and matrix organization, Decentralisation and Departmentation.</p> <p>Authority: Definition, types, responsibility and accountability, delegation; definition, steps in delegation, obstacles to delegation and their elimination, decentralization vs centralization, determinants of effective decentralization</p>
SECTION D
<p>Staffing: Meaning, nature and functions of HRM, Manpower management, factors affecting staffing, Recruitment, Selection, Training and Development, Performance appraisal: need and process.</p> <p>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.</p> <p>Coordination: Principles and Techniques, Difference between coordination and cooperation.</p> <p>Controlling: Meaning, nature, importance, scope, principles, prerequisites, steps, limitations and techniques.</p>

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: The latest editions of the books should be followed.

BBA-205**MANAGERIAL ECONOMICS-II****Time: 3 Hours****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Objective: To provide a basis of understanding macroeconomics concepts.

SECTION A
<p>Macroeconomics: Meaning, nature and scope. Basic concepts: Stock and flow variables, static, comparative static and dynamic analysis.</p> <p>National Income: Concept and Importance of National Income. Gross and Net National Product, Gross and Net Domestic Product; Personal Income and Disposable Income.</p> <p>Measurement of National Income: Income, Output and Expenditure Method, Problems in Measurement of National Income.</p>
SECTION B
<p>Consumption Function: Meaning and Nature, Deterimants and Measures to raise Propensity to Consume, Keynes Psychological Law of Consumption- Meaning, Properties and Implications.</p>
SECTION C
<p>Investment: Classical Theory of Investmaent, Keynesian Theory of Investment, Accelerator Theory of Investment.</p> <p>Keynesian Economics: Theory of Money, Saving and Investment Function.</p> <p>Multiplier: Static and Dynamic Analysis; Balanced Budget Multiplier, Employment Multiplier.</p>
SECTION D
<p>Business Cycle: Keynes's Theory of Trade Cycle, Kaldor's Theory of Trade Cycle, Hicks' Theory of Trade Cycle, Samuelson's Theory of Trade Cycle</p> <p>Inflation: Meaning, Types, Theories, Causes, effects and Context.</p>

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 Hour****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>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.</p>
SECTION B
<p>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.</p>
SECTION C
<p>Documenting transactions using vouchers; System of vouchers and database design for accounting; Storing and maintain transaction data. Tally 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);</p>
SECTION D
<p>Accounts Masters, Accounts Transaction, Accounts Reports. Preparation and Compilation of complete balance sheet of any Industries/Organization/ Firms. (The mentioned versions of Tally must be replaced with latest available version)</p>

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, Simple Steps of Learning", Kogent Learning.

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

BBA- 207**FUNDAMENTALS OF BANKING****Time: 3 Hours****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A
<p>Commercial Banks—Introduction, evolution, nature, functions, importance and services provided by commercial banks.</p> <p>Types of Banks-Commercial Bank, Regional Rural Banks, Foreign Banks, Cooperative Banks, Public bank and Private bank, difference between public and private banks.</p>
SECTION B
<p>Central Bank—meaning and functions, Techniques of credit control, mechanism of Credit Creation.</p> <p>Practical Aspect of Banking- Negotiable Instruments— Cheques, bills of exchange and promissory notes, endorsements, difference between cheques and bills of exchange.</p>
SECTION C
<p>Customer's Pass Book-Entries in Pass Book, Effects of errors favourable to the Banker and Customer.</p> <p>Clearing House System</p>
SECTION D
<p>Systems of Banking- Group and Chain Banking, Unit and Branch Banking, Investment Banking and Mixed Banking.</p>

Suggested Readings:

1. Sundharam, Varsheney, “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: The latest editions of the books should be followed.

Drug Abuse: Problem, Management and Prevention**DRUG ABUSE: MANAGEMENT AND PREVENTION****Time: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION – A**Prevention of Drug abuse:**

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

SECTION – B

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

SECTION – C**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

SECTION – D

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

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.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism. Harmond Worth*: Penguin Books.
6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.

9. Sain, Bhim 1991, *Drug Addiction Alcoholism, Smoking obscenity* New Delhi: Mittal Publications.
10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
13. Verma, P.S. 2017, “*Punjab’s Drug Problem: Contours and Characteristics*”, Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.

BBA-301: ENGLISH (COMPULSORY)**Time: 3 Hours****Max. Marks: 50**

Important Note: The textbook *Making Connections* (3rd edition) is significantly different from its 2nd edition. The third edition (by Kenneth J Pakenham, Jo McEntire, Jessica Williams) is to be followed for this course.

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Texts Prescribed:

1. *Making Connections* by Kenneth J. Pakenham, Jo McEntire, Jessica Williams, 3rd Edition. CUP.
2. *Moments in Time: An Anthology of Poems*, GNDU, Amritsar.
3. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP

Syllabus is divided into four sections as mentioned below:**Section A**

English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP: Units 98-130

Section B

Essay writing and *English Grammar in Use*: Units 131-145

Section C

Moments in Time: Poems at Sr. No. 1-6

Section D

Making Connections by Kenneth J. Pakenham, 3rd Edn. CUP: Unit-I (Global Health) and Unit-II (Multicultural Societies)

BBA-302: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ ਤਿੰਨ ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਦਸ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ**ਸੈਕਸ਼ਨ - ਏ**

ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਵਾਰਤਕ (ਸੰਪਾ. ਡਾ. ਗੁਰਬਚਨ ਸਿੰਘ ਤਾਲਿਬ),
ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ/ਕਲਾ ਪੱਖ)

ਸੈਕਸ਼ਨ - ਬੀ

ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਇਕਾਂਗੀ (ਇਕਾਂਗੀ ਸੰਗ੍ਰਹਿ)

- | | |
|--------------------|--------------|
| 1. ਸੁਹਾਗ | ਆਈ.ਸੀ.ਨੰਦਾ |
| 2. ਨਵਾਂ ਚਾਨਣ | ਹਰਚਰਨ ਸਿੰਘ |
| 3. ਅੰਨ੍ਹੇ ਨਿਸ਼ਾਨਚੀ | ਅਜਮੇਰ ਔਲਖ |
| 4. ਅਰਮਾਨ | ਜਤਿੰਦਰ ਬਰਾੜ |
| 5. ਚਾਬੀਆਂ | ਆਤਮਜੀਤ ਸਿੰਘ |
| 6. ਮਿੱਟੀ ਦਾ ਬਾਵਾ | ਪਾਲੀ ਭੁਪਿੰਦਰ |
| 7. ਸੱਪਰਾਂ | ਕੇਵਲ ਧਾਲੀਵਾਲ |

ਸੈਕਸ਼ਨ - ਸੀ

- (ੳ) ਸੰਖੇਪ ਰਚਨਾ (ਪ੍ਰੈਸੀ)
(ਅ) ਦਿੱਤੇ ਪੈਰ੍ਹੇ ਵਿਚੋਂ ਅਸੁੱਧ ਸ਼ਬਦ ਜੋੜਾਂ ਨੂੰ ਸੁੱਧ ਕਰਨਾ

ਸੈਕਸ਼ਨ - ਡੀ

ਮੂਲ ਵਿਆਕਰਨਕ ਇਕਾਈਆਂ : ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਵੰਨਗੀਆਂ
(ਭਾਵੰਸ਼, ਸ਼ਬਦ, ਵਾਕੰਸ਼, ਉਪ-ਵਾਕ ਅਤੇ ਵਾਕ)

BBA-302:

ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਪਾਠ-ਕ੍ਰਮ

ਸਮਾਂ: ਤਿੰਨ ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

- | | | |
|----|---|--------|
| 1. | ਵਿਆਕਰਣਕ ਇਕਾਈਆਂ ਦੀ ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ; ਵਾਕੰਸ਼, ਉਪਵਾਕ ਅਤੇ ਵਾਕ | 20 ਅੰਕ |
| 2. | ਪ੍ਰਕਾਰਜੀ ਪੰਜਾਬੀ : ਪੈਰਾ ਰਚਨਾ, ਚਿੱਠੀ ਪੱਤਰ, ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ | 15 ਅੰਕ |
| 3. | ਪ੍ਰਕਾਰਜੀ ਪੰਜਾਬੀ
ਪੈਰਾ ਅਧਾਰਿਤ ਪ੍ਰਸ਼ਨ
ਸੰਖੇਪ ਰਚਨਾ | 15 ਅੰਕ |

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ:

1. ਵਿਆਕਰਣਕ ਇਕਾਈਆਂ ਦੀ ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ ਨਾਲ ਸਬੰਧਿਤ 5-5 ਅੰਕਾਂ ਦੇ ਤਿੰਨ ਵਿਹਾਰਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਅੰਕਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਇਕ-ਇਕ ਜਾਂ ਦੋ-ਦੋ ਅੰਕਾਂ ਦੇ ਛੋਟੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕੀਤੀ ਜਾ ਸਕਦੀ ਹੈ।
2. ਵਿਦਿਆਰਥੀ ਨੂੰ ਕਿਸੇ ਇਕ ਵਿਸ਼ੇ 'ਤੇ ਪੈਰਾ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।
3. ਵਿਦਿਆਰਥੀ ਨੂੰ ਕਿਸੇ ਵਿਸ਼ੇ 'ਤੇ ਨਿੱਜੀ ਜਾਂ ਦਫ਼ਤਰੀ ਚਿੱਠੀ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।
4. ਵਿਦਿਆਰਥੀ ਨੂੰ ਇਕ-ਇਕ ਅੰਕ ਦੇ ਪੰਜ ਅਖਾਣਾਂ ਜਾਂ ਮੁਹਾਵਰਿਆਂ ਨੂੰ ਵਾਕਾਂ ਵਿਚ ਵਰਤ ਕੇ ਅਰਥ ਸਪੱਸ਼ਟ ਕਰਨ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ।
5. ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਕ ਪੈਰਾ ਦਿੱਤਾ ਜਾਵੇਗਾ ਅਤੇ ਉਸ 'ਤੇ ਆਧਾਰਿਤ ਇਕ-ਇਕ ਅੰਕ ਦੇ ਪੰਜ ਪ੍ਰਸ਼ਨ ਦਿੱਤੇ ਜਾਣਗੇ। ਉੱਤਰ 50 ਸ਼ਬਦਾਂ ਤਕ ਸੀਮਤ ਹੋਵੇਗਾ।
6. ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਕ ਪੈਰਾ ਦਿੱਤਾ ਜਾਵੇਗਾ ਜਿਸ ਦੀ ਉਸ ਨੇ ਇਕ ਤਿਹਾਈ ਹਿੱਸੇ ਵਿਚ ਸੰਖੇਪ ਰਚਨਾ ਕਰਨੀ ਹੋਵੇਗੀ ਅਤੇ ਢੁਕਵਾਂ ਸਿਰਲੇਖ ਦੇਣਾ ਹੋਵੇਗਾ।
7. ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਭਾਸ਼ਾ ਸਰਲ ਅਤੇ ਸਪਸ਼ਟ ਹੋਵੇਗੀ।

Punjab History & Culture (From 1000 to 1605 A. D)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours

Max. Marks :50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A

1. Society and Culture of Punjab during the Turko-Afghan rule.
2. The Punjab under the Mughals

Section B

3. Bhakti movement and its impact on Society of Punjab
4. Sufism in Punjab with special reference to Baba Farid.

Section-C

5. Guru Nanak-Life and travels
6. Teachings of Guru Nanak, Concept of Sangat, Pangat and dharmsal.

Section-D

7. Contribution of Guru Angad Dev, Guru Amar Das and Guru Ram Das.
8. Compilation of Adi Granth and martyrdom of Guru Arjun Dev

Suggested Readings

1. Chopra, P.N., Puri, B.N., & Das, M.N.(1974). *A Social, Cultural & Economic History of India*, Vol. II. New Delhi: Macmillan India.
2. Grewal, J.S. (1994). *The Sikhs of the Punjab*, Cambridge University Press, New Delhi.
3. Singh, Fauja (1972). *A History of the Sikhs*, Vol. II, I. Patiala: Punjabi University.
4. Singh, Kushwant (2011). *A History of the Sikhs- Vol. I (1469-1839)*. New Delhi: Oxford University Press.
5. Singh, Kirpal (1990). *History and Culture of the Punjab-Part II (Medieval Period)*. Patiala: Publication Bureau, Punjabi University.

BBA-303**STATISTICS FOR BUSINESS****Time: 3 Hours****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
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.
Section B
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.
Section C
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, seasonal, cyclic and regular fluctuations, Index number construction of unweighted and weighted index numbers, quantity Index.
Section D
Elementary Probability Theory: Deterministic and non–deterministic experiments; different 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.
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****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
<p>Human Resource Management (HRM): Nature, Scope, Objectives and Functions of HRM, Evolution of HRM, Changing Trends in HRM. Status and competencies of HR manager.</p> <p>Human Resource Planning (HRP): Concept, Need and Importance of HRP, Factors affecting HRP, Human Resource Planning Process.</p> <p>Job Analysis: Meaning and Objective, Process, Methods of Collecting job data, Uses of Job Analysis, Problems of Job Analysis.</p>
Section B
<p>Recruitment and Selection: Meaning and Factors governing Recruitment, Recruitment Sources and Techniques. Meaning and Process of Selection, Problems associated with Recruitment and Selection.</p> <p>Employee Retention: Meaning, Factors Responsible for High Employee Turnover, Employee Retention Strategies.</p>
Section C
<p>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.</p> <p>Performance Appraisal: Meaning, Purpose, Essentials of Effective Performance Appraisal System, Various Components of Performance Appraisal, Methods and Techniques of Performance Appraisal.</p>
Section D
<p>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.</p> <p>Job Evaluation: Meaning, Process and Methods of Job Evaluation.</p>

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.
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 Management", Text and Cases. New Delhi, Tata McGraw – Hill.
7. Snell, Scott, and Bohlander, George, "Human Resource Management," New Delhi, Cengage Learning.

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

BBA-305**FUNDAMENTALS OF MARKETING MANAGEMENT****Time: 3 Hours****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
<p>Marketing: Concepts, Philosophies and Importance, Scope of Marketing, the selling concept, the Marketing concept, Components of a modern marketing information system, Marketing Intelligence.</p> <p>Analyzing the Microenvironment; Needs and Trends, The Demographic Environment, Economic, Social-Cultural and Natural, Technological, Political-Legal Environment.</p>
Section B
<p>The Buying Decision Process: The Five Stage Model. Levels of Marketing Segmentation, Bases for segmenting consumer markets: Market Targeting, Bases for segmenting business markets.</p> <p>Product Life Cycle Marketing Strategies: - Introduction stage and the Pioneer advantage, Growth, Maturity and Declining Stage.</p>
Section C
<p>Product Characteristics and Classifications; Product levels; The Customer value hierarchy, Product Classification, Differentiation.</p> <p>Packaging, Labeling, Branding. Understanding Pricing; Setting the Price.</p>
Section D
<p>Marketing Communications:-</p> <p>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 distributions.</p>

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 Management: 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, McGraw- Hill.
5. Saxena, Rajan, “Marketing Management”, Tata McGraw-Hill, New Delhi.

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

BBA-306**INDIAN FINANCIAL SYSTEM****Time: 3 Hours****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
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).
Section B
An Overview of Primary and Secondary Market. Money Market Organisation & RBI (Role and functions). Non Banking financial companies
Section C
Mutual Funds: - Its Introduction and guidelines, schemes and products . IRDA Act of Insurance Companies
Section D
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.

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

BBA 307**MANAGEMENT ACCOUNTING****Time: 3 Hours****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
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.
Section B
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)
Section C
Fund flow and Cash flow analysis Responsibility Accounting: - Meaning, features, steps, types of responsibility centers, transfer price; meaning, methods, selection of transfer pricing method
Section D
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.

Suggested Readings:

1. Jain, P.K and Khan M.Y “Management Accounting”, Tata Mc Graw 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: The latest editions of the books should be followed.

BBA-401:**ENGLISH (COMPULSORY)****Time: 3 Hours****Max. Marks: 50**

Important Note: The textbook *Making Connections* (3rd edition) is significantly different from its 2nd edition. The third edition (by Kenneth J Pakenham, Jo EcEntire, Jessica Williams) is to be followed for this course.

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Texts Prescribed:-

1. *Making Connections* by Kenneth J. Pakenham, Jo McEntire, Jessica Williams, 3rd Edition. CUP.
2. *Moments in Time: An Anthology of Poems*, GNDU, Amritsar.
3. *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP.

Syllabus is divided into four sections as mentioned below:**Section A**

English Grammar in Use (Fourth Edition) by Raymond Murphy, CUP: Revision of Units 26-37, 42-48, 92- 97, 113-120.

Section B

Moments in Time: Poems at Sr. No. 7-12

Section C

Making Connections by Kenneth J. Pakenham, 3rd Edn. CUP: Unit-III (Aspects of Language) and Unit-IV (Sustaining Planet Earth)

Section D

Essay type question based on the section “Beyond the reading” from the text, *Making Connections*.

PUNJABI (COMPULSORY)

BBA-402:

ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ ਤਿੰਨ ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਦਸ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ - ਏ

ਮੇਰੀ ਜੀਵਨ ਗਾਥਾ (ਸਵੈ-ਜੀਵਨੀ) : ਡਾ. ਦੀਵਾਨ ਸਿੰਘ,
ਕਸਤੂਰੀ ਲਾਲ ਐਂਡ ਸੰਨਜ਼, ਅਮ੍ਰਿਤਸਰ
(ਨਾਇਕ ਬਿੰਬ/ਸਵੈ ਜੀਵਨੀ ਦੇ ਤੌਰ ਤੇ ਪਰਖ/ਵਾਰਤਕ ਸ਼ੈਲੀ)

ਸੈਕਸ਼ਨ - ਬੀ

ਫ਼ਾਸਲੇ (ਨਾਟਕ) : ਜਤਿੰਦਰ ਬਰਾੜ,
ਨਾਨਕ ਸਿੰਘ ਪੁਸਤਕਮਾਲਾ, ਅਮ੍ਰਿਤਸਰ
(ਵਿਸ਼ਾ/ਸਾਰ/ਨਾਟਕ ਕਲਾ)

ਸੈਕਸ਼ਨ - ਸੀ

(ੳ) ਲੇਖ ਰਚਨਾ (ਸਮਾਜਕ, ਸਭਿਆਚਾਰਕ, ਇਤਿਹਾਸਕ ਅਤੇ ਵਿਦਿਅਕ ਸਰੋਕਾਰਾਂ ਸੰਬੰਧੀ)
(ਅ) ਅਖਬਾਰ ਨੂੰ ਇਸ਼ਤਿਹਾਰ (ਨਿੱਜੀ, ਦਫ਼ਤਰੀ)

ਸੈਕਸ਼ਨ - ਡੀ

ਵਿਆਕਰਨ

(ੳ) ਸ਼ਬਦ-ਜੋੜਾਂ ਦੇ ਨਿਯਮ
(ਅ) ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ

BCG-102

ਮੁਢਲੀ ਪੰਜਾਬੀ
ਪੰਜਾਬ ਦਾ ਇਤਿਹਾਸ ਤੇ ਸੱਭਿਆਚਾਰ
(In Lieu of Punjabi Compulsory)

Time: 3 Hrs

Marks: 50

ਨੋਟ: ਵਿਦਿਆਰਥੀ ਨੂੰ 5 ਪ੍ਰਸ਼ਨ ਦਾ ਜਵਾਬ ਦੇਣਾ ਹੋਵੇਗਾ। ਹਰ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਦਾ ਜਵਾਬ ਦੇਣਾ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਉਹ ਕਿਸੇ ਵੀ ਸੈਕਸ਼ਨ ਵਿੱਚੋਂ ਕਰ ਸਕਦਾ ਹੈ।

Section-A

ਸਿੱਖ ਧਰਮ ਦੀ ਸਥਾਪਨਾ: ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਦਾ ਜੀਵਨ ਤੇ ਉਪਦੇਸ਼ (1469-1539): ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਦਾ ਜੀਵਨ, ਰੱਬ ਸਬੰਧੀ ਵਿਚਾਰ, ਗੁਰੂ ਦਾ ਮਹੱਤਵ, ਸਿੱਖਿਆਵਾਂ। ਸੰਗਤ-ਪੰਗਤ, ਗੁਰਗੱਦੀ ਦੀ ਸਥਾਪਨਾ ਇਸ ਦਾ ਸਮਾਜ ਤੇ ਪ੍ਰਭਾਵ।

Section-B

ਸਿੱਖ ਪੰਥ ਦਾ ਵਿਕਾਸ: ਗੁਰੂ ਅੰਗਦ ਦੇਵ ਜੀ (1539-1522): ਗੁਰੂ ਅੰਗਦ ਦੇਵ ਜੀ ਦਾ ਸਿੱਖ ਧਰਮ ਦੇ ਵਿਕਾਸ ਵਿੱਚ ਯੋਗਦਾਨ, ਗੁਰਮੁੱਖੀ ਲਿੱਪੀ।

Section-C

ਗੁਰੂ ਅਮਰਦਾਸ ਤੋਂ ਗੁਰੂ ਰਾਮਦਾਸ ਜੀ ਤੱਕ (1522-1581): ਗੁਰੂ ਅਮਰਦਾਸ ਜੀ ਦਾ ਸਿੱਖ ਧਰਮ ਦੇ ਵਿਕਾਸ ਵਿੱਚ ਯੋਗਦਾਨ: ਗੋਇੰਦਵਾਲ ਸਾਹਿਬ ਦੀ ਸਥਾਪਨਾ, ਮੰਜੀ ਪ੍ਰਥਾ ਅਤੇ ਸਮਾਜਿਕ ਸੁਧਾਰ, ਗੁਰੂ ਰਾਮਦਾਸ ਜੀ ਦਾ ਯੋਗਦਾਨ, ਰਾਮਦਾਸਪੁਰਾ ਦੀ ਸਥਾਪਨਾ, ਮਸੰਦ ਪ੍ਰਥਾ।

Section-D

ਗੁਰੂ ਅਰਜਨ ਦੇਵ ਜੀ ਦੇ ਸਮੇਂ ਸਿੱਖ ਪੰਥ ਦਾ ਵਿਕਾਸ (1581-1606): ਗੁਰੂ ਅਰਜਨ ਦੇਵ ਜੀ ਦਾ ਯੋਗਦਾਨ, ਹਰਿਮੰਦਰ ਸਾਹਿਬ ਦਾ ਨਿਰਮਾਣ, ਆਦਿ ਗ੍ਰੰਥ ਸਾਹਿਬ ਦਾ ਸੰਕਲਨ, ਗੁਰੂ ਅਰਜਨ ਦੇਵ ਜੀ ਦੀ ਸ਼ਹਾਦਤ ਤੇ ਇਸਦਾ ਮਹੱਤਵ।

Suggested Readings:

1. Kirpal Singh (ed.), **History and Culture of the Punjab, Patiala, Part II**, 1990 3rd Edition.
2. Fauja Singh (ed.), **History of the Punjab**, Vol.III, Patiala, 1987.
3. G.S Chhabra, **The Advanced of the Punjab**, Vol. I
4. J.S Grewal, **The Sikhs of the punjab**, The New Cambridge History of India, Cambridge, 1991.
5. Khushwant Singh **A History of Sikhs**, Vol. I OUP, New Delhi, 1990.

Punjab History & Culture (From 1605 to 1849 A.D)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours

Max. Marks :50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A

1. Politicization of Sikhism under Guru Hargobind.
2. Martyrdom of Guru Teg Bahadur

Section-B

3. Creation of Khalsa
4. Khalsa and its impact on the Punjab

Section-C

5. Rise of Banda Bahadur and his achievements.
6. Rise of Misls.

Section-D

7. Ranjit Singh's rise to power; Civil, Military and Land Revenue Administration.
8. Art and Architecture, Fair, Festivals and Folk Music in the Punjab during the medieval period.

Suggested Readings

1. Chopra P.N., Puri, B.N., & Das, M.N.(1974), *A Social, Cultural & Economic History of India*. Vol.II, Macmillan India Limited, New Delhi.
2. Grewal, J.S. (1994). *The Sikhs of the Punjab*, Cambridge University Press, New Delhi.
3. Singh, Fauja (1972). *A History of the Sikhs*, Vol. III, Patiala: Punjabi University.
4. Singh, Kushwant (2011). *A History of the Sikhs- Vol. I (1469-1839)*. New Delhi: Oxford University Press.
5. Singh, Kirpal (1990). *History and Culture of the Punjab-Part II (Medieval Period)*. Patiala: Publication Bureau, Punjabi University.

BBA-403

FINANCIAL MANAGEMENT**Time: 3 Hours****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
<p>Finance & Financial Management: Meaning and nature; Financial goal-profit vs. wealth maximization; Finance functions-investment, Financing, Liquidity and dividend decisions. Theories of capitalization.</p> <p>Capital Structure Theories: Conceptual framework. Determinants. Net income approach, Net operating income approach, Intermediary approach and M.M.approach.</p>
Section B
<p>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.</p> <p>Sources of finance: Long term and short term.</p>
Section C
<p>Capital Budgeting: Nature of investment decisions; Investment evaluation criteria on-discounted cash flow criteria, Discounted cash flow criteria; Risk analysis in capital budgeting .</p> <p>Dividend Policies: Issues in dividend decisions. Forms of dividends; Theories of relevance and irrelevance of dividends.</p>
Section D
<p>Operating and Financial Leverage: Measurement of leverages; Financial and operating leverage, combined leverage.</p> <p>Management of Working Capital: Meaning, Significance and types of working capital; Approaches of working capital.</p>

Suggested Readings:

1. Berk, Jonathan and DeMarzo, Peter, “Financial Management”, Person 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, Delhi
5. Hampton, John, “Financial Decision Making”, Prentice Hall, Delhi
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: The latest editions of the books should be followed.

BBA-404**PRODUCTION AND OPERATIONS MANAGEMENT****Time: 3 Hours****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
<p>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 – Sequencing.</p> <p>Economic Batch Quantity with Joint Production Runs, Gantt. Charts. Network Analysis.</p>
Section B
<p>Productivity: Concept and Importance, Factors Affecting Productivity, Methods to improve productivity. Value Analysis.</p> <p>Work study: Methods Analysis – Various Charts, Principles of Motion Economy. Work Measurement.</p>
Section C
<p>Inventory Management: Concept and Classification of Inventory, Relevant Costs for</p> <p>Inventory Decisions:- Inventory Control Models, Reorder level, Lead Time and Safety Stock.</p>
Section D
<p>Supply Chain Management: Concept & Components of Supply Chain, Activities in Supply Chain Management, Logistics Management.</p> <p>Quality Issues: Concept of Quality and Total Quality Management, Statistical Quality Control. Just in Time Manufacturing Systems.</p>

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”, The McGraw Hill Companies.

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

BBA-405**BUSINESS ENVIRONMENT****Time: 3 Hours****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
<p>Introduction: 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.</p> <p>Description of environmental analysis: Techniques for environmental analysis, the role of business manager in analysis and diagnosis of environment.</p>
Section B
<p>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.</p>
Section C
<p>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</p>
Section D
<p>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.</p>

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,
5. P.K. Ghosh and G.K. Kapoor, “Business Policy and Environment”, Sultan Chand and Sons, Delhi.
6. Paul Justin, “Business Environment – Text and Cases”, 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: The latest editions of the books should be followed.

BBA-406**OPERATIONS RESEARCH****Time: 3 Hours****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
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
Section B
Definition of Dual Problem, general rules of converting primal into its dual. Transportation Problem, Assignment Problem.
Section C
Games Theory: Two persons zero sum games, pure strategies, mixed strategies, Dominance. Inventory-Types, Nature and classification Economic lot size models, quantity discounts.
Section D
CPM/PERT -Basic concepts of Network Models, Preparation of the Network diagram, project duration and critical path, probability of Project completion

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 Decision Making for Business".
5. C.R. Kothari, "Quantitative Methods".
6. Barry Shore, "Quantitative Method for Research".

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

BBA- 407**FUNDAMENTALS OF INSURANCE****Time: 3 Hours****M. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A
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
Section B
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
Section C
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.
Section D
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 Administrators

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: The latest editions of the books should be followed.

BBA-408

SEMINAR

Max Marks: 50

ESL 221

Environmental Studies (Compulsory Paper)**Time: 3 Hrs.****Max. Marks: 100****Teaching Methodologies****Teaching Methodologies**

The Core Module Syllabus for Environmental Studies includes class room teaching and field work. The syllabus is divided into 8 Units [Unit-1 to Unit-VII] covering 45 lectures + 5 hours for field work [Unit-VIII]. The first 7 Units will cover 45 lectures which are class room based to enhance knowledge skills and attitude to environment. Unit-VIII comprises of 5 hours field work to be submitted by each candidate to the Teacher in-charge for evaluation latest by 15 December, 2018.

Exam Pattern: **End Semester Examination- 75 marks**
 Project Report/Field Study- 25 marks [based on submitted report]
Total Marks- 100

The structure of the question paper being:

Part-A, Short answer pattern with inbuilt choice – 25 marks

Attempt any five questions out of seven distributed equally from Unit-1 to Unit-VII. Each question carries 5 marks. Answer to each question should not exceed 2 pages.

Part-B, Essay type with inbuilt choice – 50 marks

Attempt any five questions out of eight distributed equally from Unit-1 to Unit-VII. Each question carries 10 marks. Answer to each question should not exceed 5 pages.

Project Report / Internal Assessment:**Part-C, Field work – 25 marks [Field work equal to 5 lecture hours]**

The candidate will submit a hand written field work report showing photographs, sketches, observations, perspective of any topic related to Environment or Ecosystem. The exhaustive list for project report/area of study are given just for reference:

1. Visit to a local area to document environmental assets: River / Forest/ Grassland / Hill / Mountain / Water body / Pond / Lake / Solid Waste Disposal / Water Treatment Plant / Wastewater Treatment Facility etc.
2. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
3. Study of common plants, insects, birds
4. Study of tree in your areas with their botanical names and soil types
5. Study of birds and their nesting habits
6. Study of local pond in terms of wastewater inflow and water quality
7. Study of industrial units in your area. Name of industry, type of industry, Size (Large, Medium or small scale)
8. Study of common disease in the village and basic data from community health centre
9. Adopt any five young plants and photograph its growth
10. Analyze the Total dissolved solids of ground water samples in your area.
11. Study of Particulate Matter (PM_{2.5} or PM₁₀) data from Sameer website. Download from Play store.
12. Perspective on any field on Environmental Studies with secondary data taken from Central Pollution Control Board, State Pollution Control Board, State Science & Technology Council etc.

Unit-I**The multidisciplinary nature of environmental studies**

Definition, scope and importance, Need for public awareness

(2 lectures)

Unit-II**Natural Resources: Renewable and non-renewable resources:**

Natural resources and associated problems.

- (a) Forest resources: Use and 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, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

(8 Lectures)**Unit-III****Ecosystems**

- 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 ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

(6 Lectures)**Unit-IV****Biodiversity and its conservation**

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

(8 Lectures)**Unit-V****Environmental Pollution**

Definition

- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- 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

(8 Lectures)

Unit-VI**Social Issues and the Environment**

- From unsustainable to sustainable development
- Urban problems and 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, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

(7 Lectures)**Unit-VII****Human Population and the Environment**

- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- 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

(6 Lectures)**Unit-VIII****Field Work**

- 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

(Field work equal to 5 lecture hours)**References:**

1. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
2. Down to Earth, Centre for Science and Environment, New Delhi.
3. Heywood, V.H. & Waston, R.T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.
4. Joseph, K. & Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
5. Kaushik, A. & Kaushik, C.P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
6. Rajagopalan, R. 2011. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
7. Sharma, J. P., Sharma. N.K. & Yadav, N.S. 2005. Comprehensive Environmental Studies, Laxmi Publications, New Delhi.
8. Sharma, P. D. 2009. Ecology and Environment, Rastogi Publications, Meerut.
9. State of India's Environment 2018 by Centre for Sciences and Environment, New Delhi
10. Subramanian, V. 2002. A Text Book in Environmental Sciences, Narosa Publishing House, New Delhi.

BBA–501:**ENGLISH COMPULSORY****Time: 3 Hours****Max. Marks: 50****Texts Prescribed:**

1. *All My Sons* by Arthur Miller
2. *Poems of Nature and Culture*, Guru Nanak Dev University, Amritsar

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”
Gordon Lord Byron:	“She Walks in Beauty”
P.B. Shelly:	“Ozymandias”
Alfred Lord Tennyson:	“In Memoriam”
Robert Browning:	“Meeting at Night”
Mathew Arnold:	“Dover Beach”
W.B. Yeats:	“Words”
Wilfred Owen:	“Strange Meeting”
Robert Graves:	“The Portrait”
W.H. Auden:	“The Unknown Citizen”
Dylan Thomas:	“Do not Go Gentle into That Good Night”
Ted Hughes:	“The Thought-Fox”
Sylvia Plath:	“Mirror”
Seamus Heaney:	“Honeymoon Flight”
Rabindranath Tagore:	“False Religion”
Nissim Ezekiel:	“Night of Scorpion”

3. Formal letter and application writing, Resume Writing, Business Writing and Report writing

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: 24 Marks****Section C: 16 Marks**

SECTION–A:

- I. Six questions (three questions from the play *All My Sons* and three questions from *Poems of Nature and Culture*) requiring very short answers based on the reading of *All My Sons* and the prescribed poems shall be set. The examinees will be expected to answer any FIVE.

(2x5=10 Marks)

SECTION–B:

- II. THREE questions requiring brief descriptive answers based on character, tone, plot and theme(s) in the play *All My Sons* will be set and examinees will be expected to attempt any TWO.

(6x2= 12 Marks)

- III. THREE questions on the 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 of these questions.

(6x2= 12 Marks)

SECTION–C:

- IV. ONE question requiring students to explain a stanza, with reference to context, will be set. The stanza for explanation will be taken from the poems prescribed in the syllabus. ONE essay-type question from the play *All My Sons* will be set.

The students will be required to answer any of these two questions.

(1x8=8 Marks)

- V. TWO questions with internal choice will be set on (a) formal letter/application writing (5 Marks) and (b) Resume Writing/Business Writing and Report Writing (3 Marks)

(5+3=8 Marks)

PUNJABI (COMPULSORY)

BBA-502: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. ਚੋਣਵੀਆਂ ਪੰਜਾਬੀ ਕਹਾਣੀਆਂ

(ਸੰਪਾ. ਡਾ. ਰਮਿੰਦਰ ਕੌਰ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅਮ੍ਰਿਤਸਰ, 2018)

ਲੇਖਕ	ਕਹਾਣੀ	ਕਹਾਣੀ-ਸੰਗ੍ਰਹਿ
ਅਜੀਤ ਕੌਰ	ਨਿਉ ਯੀਅਰ	ਮੌਤ ਅਲੀ ਬਾਬੇ ਦੀ
ਗੁਰਬਚਨ ਭੁੱਲਰ	ਥਕੇਵਾਂ	ਓਪਰਾ ਮਰਦ
ਮਨਮੋਹਨ ਬਾਵਾ	ਏਕਲਵਯ	ਨਰ ਬਲੀ
ਜਿੰਦਰ	ਸੋਰੀ	ਜਖਮ
ਸੁਖਜੀਤ	ਹਜ਼ਾਰ ਕਹਾਣੀਆਂ ਦਾ ਬਾਪ	ਮੈਂ ਇੰਜੁਆਏ ਕਰਦੀ ਹਾਂ
ਜਤਿੰਦਰ ਹਾਂਸ	ਰਾਹੂ ਕੇਤੂ	ਈਸ਼ਵਰ ਦਾ ਜਨਮ
ਪ੍ਰੇਮ ਪ੍ਰਕਾਸ਼	ਅਰਜਨ ਛੇੜ ਗਡੀਰਨਾ	ਕੁਝ ਅਣਕਿਹਾ ਵੀ
ਚੰਦਨ ਨੇਗੀ	ਹਰਖ ਸੋਗ	ਹਰਖ ਸੋਗ
ਜਸਵਿੰਦਰ ਸਿੰਘ	ਖੂਹ ਖਾਤੇ	ਖੂਹ ਖਾਤੇ
ਗੁਰਦੇਵ ਸਿੰਘ ਰੁਪਾਣਾ	ਸ਼ੀਸ਼ਾ	ਸ਼ੀਸ਼ਾ ਅਤੇ ਹੋਰ ਕਹਾਣੀਆਂ

2. ਨਾਵਲ : ਏਹੁ ਹਮਾਰਾ ਜੀਵਣਾ (ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ)

3. ਲਗਪਗ 200 ਸ਼ਬਦਾਂ ਵਿਚ ਪੈਰਾ ਰਚਨਾ

4. ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰੇ 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-ਵਸਤੁ ਲੇਖਕ ਦਾ ਜੀਵਨ ਤੇ ਰਚਨਾ/ਸਾਰ/ਪਾਤਰ ਚਿਤਰਨ (ਦੋ ਵਿਚੋਂ ਇਕ) 10 ਅੰਕ
2. ਸਾਰ/ਵਿਸ਼ਾ-ਵਸਤੁ/ਪਾਤਰ ਚਿਤਰਨ (ਦੋ ਵਿਚੋਂ ਇਕ) 10 ਅੰਕ
3. ਪੈਰਾ : ਤਿੰਨਾਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਵਿਸ਼ੇ ਉਤੇ 05 ਅੰਕ
4. ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ 05 ਅੰਕ
5. ਨੰਬਰ 5 ਉਤੇ ਨਿਰਧਾਰਿਤ ਵਿਆਕਰਣ ਵਿਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ 10 ਅੰਕ
6. ਉਪਰੋਕਤ ਲੜੀ ਨੰਬਰ 1 ਅਤੇ 2 ਦੀਆਂ ਪੁਸਤਕਾਂ ਵਿਚੋਂ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ 5 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰੇਕ ਦਾ ਉੱਤਰ 50 ਸ਼ਬਦਾਂ ਤੋਂ ਵੱਧ ਨਾ ਹੋਵੇ 5X2=10 ਅੰਕ

BBA-502:

ਮੁਢਲੀ ਪੰਜਾਬੀ
(ਪੰਜਾਬ ਦਾ ਇਤਿਹਾਸ ਤੇ ਸੱਭਿਆਚਾਰ)
(In Lieu of Punjabi Compulsory)

Time: 3 Hrs.**Marks: 50****ਅੰਕਾਂ ਦੀ ਵੰਡ:-**

ਭਾਗ ਓ:- ਇਸ ਭਾਗ ਵਿੱਚ 15 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਵਲੋਂ ਕਿਸੇ 10 ਦੇ ਉੱਤਰ 30-40 ਸ਼ਬਦਾਂ ਵਿੱਚ ਦਿੱਤੇ ਜਾਣ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ।

ਭਾਗ ਅ:- ਇਸ ਭਾਗ ਵਿੱਚ 6 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਵਲੋਂ ਕਿਸੇ 3 ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ 400-500 ਸ਼ਬਦਾਂ ਵਿੱਚ ਦਿੱਤੇ ਜਾਣ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 10 ਅੰਕ ਹਨ।

1. **ਸਿੱਖ ਪੰਥ ਵਿੱਚ ਪਰਿਵਰਤਨ:-** ਗੁਰੂ ਹਰਗੋਬਿੰਦ ਸਾਹਿਬ ਤੋਂ ਗੁਰੂ ਤੇਗ ਬਹਾਦਰ ਸਾਹਿਬ ਤੱਕ (1606-1675) ਮੀਰੀ-ਪੀਰੀ, ਇਸ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਤੇ ਪ੍ਰਭਾਵ, ਗੁਰੂ ਤੇਗ ਬਹਾਦਰ ਜੀ ਦਾ ਜੀਵਨ ਅਤੇ ਯੋਗਦਾਨ, ਗੁਰੂ ਤੇਗ ਬਹਾਦਰ ਸਾਹਿਬ ਦੀ ਸ਼ਹਾਦਤ।
2. **ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਤੇ ਖਾਲਸਾ ਪੰਥ ਦਾ ਨਿਰਮਾਣ:-** ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਜੀ (1675-1708), ਆਰੰਭਿਕ ਜੀਵਨ, ਖਾਲਸਾ ਪੰਥ ਦੀ ਸਾਜਨਾ (1699), ਗੁਰੂ ਗੋਬਿੰਦ ਸਿੰਘ ਜੀ ਦੀ ਸ਼ਖਸੀਅਤ।
3. **ਪੰਜਾਬ ਦਾ ਸਮਾਜਿਕ ਤੇ ਸੱਭਿਆਚਾਰਕ ਜੀਵਨ:-** ਮੇਲੇ ਅਤੇ ਤਿਉਹਾਰ, ਲੋਕ ਗੀਤ, ਲੋਕ ਨਾਚ, ਪੰਜਾਬ ਦੇ ਪ੍ਰਸਿੱਧ ਲੋਕ ਕਿੱਸੇ: ਪੂਰਨ ਭਗਤ, ਹੀਰ ਰਾਂਝਾ, ਸੋਹਣੀ ਮਹੀਵਾਲ

ਸਬੰਧਿਤ ਪੁਸਤਕਾਂ:-

1. ‘ਪੰਜਾਬ ਦਾ ਲੋਕ ਵਿਰਸਾ’, ਕਰਨੈਲ ਸਿਮਘ ਬਿੰਦ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਉਰੋ ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ ਪਟਿਆਲਾ।
2. ‘ਪੰਜਾਬ ਦਾ ਵਿਰਸਾ’, ਪ੍ਰਿਥੀਪਾਲ ਸਿੰਘ ਕਪੂਰ, ਨਿਊ ਬੁੱਕ ਕੰਪਨੀ ਜਲੰਧਰ।
3. ‘ਪੰਜਾਬ’ (ਇਤਿਹਾਸ; ਕਲਾ ਸਾਹਿਤ ਤੇ ਸੱਭਿਆਚਾਰ ਆਦਿ) ਮੁੱਖ ਸੰਪਾਦਕ ਮਹਿੰਦਰ ਸਿੰਘ ਰੰਧਾਵਾ, ਭਾਸ਼ਾ ਵਿਭਾਗ ਪੰਜਾਬ ਪਟਿਆਲਾ।
4. ‘ਸ਼ਿਰੋਮਣੀ ਸਿੱਖ ਇਤਿਹਾਸ’ 1469-1708 ਡਾ. ਸੁਖਦਿਆਲ ਸਿੰਘ, ਸੰਗਮ ਪਬਲੀਕੇਸ਼ਨ, ਸਮਾਣਾ।
5. ‘ਸੰਖੇਪ ਜੀਵਨ ਦਸ ਗੁਰੂ ਸਾਹਿਬਾਨ’, ਗਿਆਨੀ ਜਗਤਾਰ ਸਿੰਘ ਰਾਏ ਮੋਰਾਵਾਲੀ, ਆਜਾਦ ਬੁੱਕ ਡੀਪੂ, ਹਾਲ ਬਜਾਰ, ਅੰਮ੍ਰਿਤਸਰ।
6. ‘ਸਿੱਖ ਇਤਿਹਾਸ’ (1469-1765), ਪ੍ਰਿੰਸੀਪਲ ਤੇਜਾ ਸਿੰਘ, ਡਾ. ਗੰਡਾ ਸਿੰਘ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਉਰੋ ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ ਪਟਿਆਲਾ।
7. ‘ਸਿੱਖ ਇਤਿਹਾਸ’ ਭਾਗ ਪਹਿਲਾ, ਖੁਸ਼ਵੰਤ ਸਿੰਘ ਅਨੁਵਾਦਕ ਡਾ. ਗੁਰਦਰਸ਼ਨ ਸਿੰਘ ਔਲਖ, ਲਾਹੌਰ ਬੁੱਕ ਸ਼ਾਪ ਲੁਧਿਆਣਾ।
8. ‘ਪੰਜਾਬ ਦਾ ਵਿਰਸਾ’ (ਪੰਜਾਬ ਦੇ ਸਭਿਆਚਾਰ ਦਾ ਵਿਕਾਸ) ਪ੍ਰਿਥੀਪਾਲ ਸਿੰਘ ਕਪੂਰ, ਨਿਊ ਬੁੱਕ ਕੰਪਨੀ ਜਲੰਧਰ।
9. ‘ਸਿੱਖ ਹਿਸਟਰੀ’ 1469-1988 ਖੁਸ਼ਵੰਤ ਸਿੰਘ, ਨਵਯੁੱਗ ਪਬਲਿਸ਼ਰਜ ਨਵੀਂ ਦਿੱਲੀ।
10. ‘ਸਾਡਾ ਇਤਿਹਾਸਭਾਗ ਪਹਿਲਾ’ (1469-1708) ਪੰਜਾਬ ਦਾ ਇਤਿਹਾਸ: ਸਤਿਬੀਰ ਸਿੰਘ, ਨਿਊ ਬੁੱਕ ਕੰਪਨੀ ਜਲੰਧਰ।
11. ‘ਪੰਜਾਬ ਦਾ ਇਤਿਹਾਸ’ (1469-1799) ਸ਼ਿਵ ਗਜਰਾਨੀ, ਮਦਨ ਪਬਲਿਸ਼ਰਜ ਪਟਿਆਲਾ।

BBA- 503: COMPANY LAW**Time: 3 Hour****Max. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 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 10 marks. The total weightage of the section shall be 20 marks

Part – I

Company – Meaning, Latest Amendments, Features, Types, Formation: Promotion and Registration, Preliminary contracts, Limited Liability Partnership, One Person Company.

Memorandum of Association: Meaning, Importance, Contents, Alteration, Doctrine of Ultra Vires.

Article of Association: Meaning, Contents, Alteration, Differences between Memorandum of Association and Articles 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, Abridged Prospectus, Red herring Prospectus, 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, Managerial Remuneration. Women Directors.

Company Meetings:-Rules of Meetings, Annual general meeting, extraordinary general meeting, Meeting of BOD, Quorum for different meetings, Kinds of resolutions, dividend, Procedure for Conducting Meetings (including Board meetings).

Winding Up- Modes of Winding up, Commencement and Procedure of Winding up and Consequences of Winding up order.

Suggested Readings:

1. Avtar Singh, “Company Law”.
2. N. D. Kapoor, “Company Law & Secretarial 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: ENTREPRENEURSHIP AND SMALL BUSINESS**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 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 10 marks. The total weightage of the section shall be 20 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”.
4. Joseph R. Mancuso, “How to Start, Finance and Manage Your Own Small Business”.
5. Sharma, R.A, “Entrepreneurial Change in Indian Industries”.
6. Dhar, P.N. and Lydall H.F., “The Role of Small Enterprises in Indian Economic Development”.

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

BBA- 505:**COST ACCOUNTING****Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto 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 10 marks. The total weightage of the section shall be 20 marks

Unit 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

Unit II

Marginal Costing – Meaning and various concepts - Fixed Cost Variable Cost, 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 – Material and Labour Variances only.

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”, Vikas Publishing House, New Delhi
5. Dev, Prabhu “Cost Accounting”, Himalaya Publication, New Delhi
6. Horngreen, Charles, T., Datar and Rajan, Madav. V, “Cost Accounting”, Dorling Kindersley (India) Pvt. Ltd, Pearson Publishers Ltd.

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

BBA-511: GROUP A- CONSUMER BEHAVIOUR**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto 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 10 marks. The total weightage of the section shall be 20 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.

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 Behavior", Tata McGraw-Hill.

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

BBA- 512: GROUP A-**ADVERTISING & SALES MANAGEMENT****Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto 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 10 marks. The total weightage of the section shall be 20 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, 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 Management”, South Asian Perspective, Pearson Education, New Delhi.
7. Aaker, David A and Myera John G., “Advertising Management”, Prentice Hall of India, New Delhi.

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

BBA-521: GROUP B- INDUSTRIAL RELATIONS & LABOUR LEGISLATIONS**Time: 3 Hour****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto 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 10 marks. The total weightage of the section shall be 20 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: The latest editions of the books should be followed.

BBA- 522: GROUP B -ORGANISATION CHANGE AND DEVELOPMENT**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type / numerical questions with answer to each question upto 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 10 marks. The total weightage of the section shall be 20 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: The latest editions of the books should be followed.

BBA-531: GROUP C - MANAGEMENT OF BANKING OPERATIONS**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto 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 10 marks. The total weightage of the section shall be 20 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: The latest editions of the books should be followed.

BBA-532: GROUP C -INSURANCE & RISK MANAGEMENT**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto 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 10 marks. The total weightage of the section shall be 20 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: The latest editions of the books should be followed.

BBA- 541: Group D- INTERNATIONAL BUSINESS ENVIRONMENT**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto 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 10 marks. The total weightage of the section shall be 20 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: The latest editions of the books should be followed.

BBA- 542: GROUP D– MANAGEMENT OF INTERNATIONAL BUSINESS ORGANISATIONS**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto 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 10 marks. The total weightage of the section shall be 20 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 Behavior, 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: The latest editions of the books should be followed.

BBA- 601: ENGLISH COMPULSORY**Time: 3 Hours****Max. Marks: 50****Texts Prescribed:**

1. *The English Teacher* by R.K. Narayan
2. *Glimpses of Theatre*, Guru Nanak Dev University Amritsar.

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) Villa for Sale
- iii) Progress
- iv) The Monkey's Paw
- v) Sorry Wrong Number

Essay Writing

Instructions for the Paper Setter and Distribution of Marks:

Note: The paper setters should avoid questions of theoretical nature on English Grammar. The question paper will consist of three sections and the distribution of marks will be as under:

Section A: 10 Marks**Section B: 24 Marks****Section C: 16 Marks****Section–A:**

- I. SIX questions (three questions based on the prescribed one-act plays from the textbook, *Glimpses of Theatre* and three questions based on the novel, *The English Teacher* requiring very short answers based on the close reading of the prescribed novel and one-act plays shall be set and examinees will be expected to answer any FIVE.

(2x5=10 Marks)**Section–B:**

- II. THREE questions requiring brief descriptive answers based on character, tone, plot and theme(s) in the prescribed one-act plays will be set and examinees will be expected to attempt any TWO.

(6x2= 12 Marks)

- III. THREE questions on central idea, theme, tone or style etc. of the prescribed novel will be set for the students to attempt any TWO of these questions.

(6x2= 12 Marks)**Section–C:**

- IV. ONE question requiring the students to write an essay on one of the three given topics will be set.

(1x8=8 Marks)

- V. TWO essay type questions (one from the prescribed one-act plays and one from the prescribed novel) will be set for the students to answer any ONE of these questions.

(1x8= 8 Marks)

BBA- 602:

PUNJABI (COMPULSORY)
ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

1. **ਕਾਵਿ ਗੌਰਵ** (ਪਹਿਲੇ ਛੇ ਕਵੀ)
(ਸੰਪਾ. ਬਿਕਰਮ ਸਿੰਘ ਘੁੰਮਣ, ਕਰਮਜੀਤ ਕੌਰ),
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ,
(ਸ਼ੇਖ ਫਰੀਦ, ਸ਼ਾਹ ਹੁਸੈਨ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ, ਗੁਰੂ ਅਰਜਨ ਦੇਵ ਜੀ,
ਵਾਰਿਸ ਸ਼ਾਹ, ਸ਼ਾਹ ਮੁਹੰਮਦ)
(ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ/ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ)
2. **ਧਰਤੀਆਂ ਦੇ ਗੀਤ** (ਸਫ਼ਰਨਾਮਾ), ਬਰਜਿੰਦਰ ਸਿੰਘ ਹਮਦਰਦ,
ਨਾਨਕ ਸਿੰਘ ਪੁਸਤਕਮਾਲਾ, ਅੰਮ੍ਰਿਤਸਰ
(ਲੇਖਕ ਜੀਵਨ ਤੇ ਰਚਨਾ/ਸਮਾਜ ਸਭਿਆਚਾਰ ਪਰਿਪੇਖ/ਸਫ਼ਰਨਾਮੇ ਦੇ ਤੌਰ ਤੇ ਪਰਖ)
3. (ੳ) **ਲੇਖ ਰਚਨਾ** (ਵਿਗਿਆਨ, ਤਕਨਾਲੋਜੀ ਅਤੇ ਚਲੰਤ ਮਸਲਿਆਂ ਸਬੰਧੀ)
(ਅ) ਆਧੁਨਿਕ ਸਾਹਿਤ ਰੂਪ: ਕਵਿਤਾ, ਕਹਾਣੀ, ਨਾਵਲ, ਨਾਟਕ, ਇਕਾਂਗੀ
(ਪਰਿਭਾਸ਼ਾ ਅਤੇ ਤੱਤ)
4. **ਵਿਆਕਰਣ :**
(ੳ) ਵਿਆਕਰਨਕ ਸ਼੍ਰੇਣੀਆਂ : ਲਿੰਗ, ਵਚਨ ਅਤੇ ਕਾਰਕ
(ਅ) ਕਿਰਿਆ ਵਾਕੰਸ਼ : ਪਰਿਭਾਸ਼ਾ, ਬਣਤਰ ਤੇ ਪ੍ਰਕਾਰ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

- | | | |
|----|--|--------|
| 1. | ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ/ਵਿਸ਼ਾ-ਵਸਤੂ/ਸਾਰ (ਦੋ ਵਿਚੋਂ ਇਕ) | 10 ਅੰਕ |
| 2. | ਸਮਾਜ ਸਭਿਆਚਾਰ ਪਰਿਪੇਖ/ ਸਫ਼ਰਨਾਮੇ ਦੇ ਤੌਰ ਤੇ (ਦੋ ਵਿਚੋਂ ਇਕ) | 10 ਅੰਕ |
| 3. | ਲੇਖ ਰਚਨਾ : ਤਿੰਨਾਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਵਿਸ਼ੇ ਉਤੇ | 05 ਅੰਕ |
| 4. | ਸੰਖੇਪ ਰਚਨਾ | 05 ਅੰਕ |
| 5. | ਨੰਬਰ 5 ਉਤੇ ਨਿਰਧਾਰਿਤ ਵਿਆਕਰਣ ਵਿਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ | 10 ਅੰਕ |
| 6. | ਉਪਰੋਕਤ ਲੜੀ ਨੰਬਰ 1 ਅਤੇ 2 ਦੀਆਂ ਪੁਸਤਕਾਂ ਵਿਚੋਂ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ
5 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰੇਕ ਦਾ ਉੱਤਰ 50 ਸ਼ਬਦਾਂ ਤੋਂ ਵੱਧ ਨਾ ਹੋਵੇ | |

5X2=10 ਅੰਕ

BBA- 602:

ਮੁਢਲੀ ਪੰਜਾਬੀ**(ਪੰਜਾਬ ਦਾ ਇਤਿਹਾਸ ਤੇ ਸੱਭਿਆਚਾਰ)****(In Lieu of Punjabi Compulsory)****Time: 3 Hrs.****Marks: 50****ਅੰਕਾਂ ਦੀ ਵੰਡ :-**

ਭਾਗ ਓ:- ਇਸ ਭਾਗ ਵਿੱਚ 15 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਵਲੋਂ ਕਿਸੇ 10 ਦੇ ਉੱਤਰ 30-40 ਸ਼ਬਦਾਂ ਵਿੱਚ ਦਿੱਤੇ ਜਾਣ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ।

ਭਾਗ ਅ:- ਇਸ ਭਾਗ ਵਿੱਚ 6 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਕਿਸੇ 3 ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ 400-500 ਸ਼ਬਦਾਂ ਵਿੱਚ ਦਿੱਤੇ ਜਾਣ। ਹਰੇਕ ਦੇ 10 ਅੰਕ ਹਨ।

- 1. ਰਣਜੀਤ ਸਿੰਘ ਅਧੀਨ ਪੰਜਾਬ ਦਾ ਏਕੀਕਰਨ ਅਤੇ ਵਿਸਥਾਰ :-** 1790 ਵਿੱਚ ਪੰਜਾਬ ਦੇ ਰਾਜਨੀਤਿਕ ਹਾਲਾਤ, ਰਣਜੀਤ ਸਿੰਘ ਦਾ ਜੀਵਨ ਅਤੇ ਜਿੱਤਾਂ, ਅੰਮ੍ਰਿਤਸਰ ਦੀ ਸੰਧੀ, ਰਣਜੀਤ ਸਿੰਘ ਦੇ ਅੰਗਰੇਜ਼ਾਂ ਨਾਲ ਸਬੰਧ, ਸੈਨਿਕ ਪ੍ਰਬੰਧ, ਪੰਜਾਬ ਦਾ ਮਿਲਾਨ ਬ੍ਰਿਟਿਸ਼ ਰਾਜ ਵਿੱਚ।
- 2. ਰਾਜਨੀਤਿਕ ਜਾਗ੍ਰਿਤੀ ਅਤੇ ਸਮਾਜਿਕ-ਧਾਰਮਿਕ ਸੁਧਾਰ ਅੰਦੋਲਨ :-** 1857 ਦਾ ਵਿਦਰੋਹ ਅਤੇ ਪੰਜਾਬ, ਕੂਕਾ ਅੰਦੋਲਨ, ਗਦਰ ਅੰਦੋਲਨ, ਆਰੀਆ ਸਮਾਜ, ਨਿਰੰਕਾਰੀ ਤੇ ਨਾਮਧਾਰੀ, ਸਿੰਘ ਸਭਾ ਅੰਦੋਲਨ, ਗੁਰਦੁਆਰਾ ਸੁਧਾਰ ਅੰਦੋਲਨ ਅਤੇ ਅਕਾਲੀ।
- 3. ਵੰਡ ਅਤੇ ਸੁਤੰਤਰਤਾ :-** ਜਲਿਆਵਾਲਾ ਬਾਗ ਹੱਤਿਆਕਾਂਡ, ਅਸਹਿਯੋਗ ਅੰਦੋਲਨ, ਨੌਜਵਾਨ ਭਾਰਤ ਸਭਾ, ਸਿਵਲ ਨਾ ਫੁਰਮਾਨੀ ਅੰਦੋਲਨ, ਭਾਰਤ ਛੱਡੋ ਅੰਦੋਲਨ, ਮਹਾਨ ਸੁਤੰਤਰਤਾ ਸੈਨਾਨੀਆਂ ਦਾ ਯੋਗਦਾਨ-

ਲਾਲਾ ਲਾਜਪਤ ਰਾਏ

ਮਾਸਟਰ ਤਾਰਾ ਸਿੰਘ

ਸ.ਕਰਤਾਰ ਸਿੰਘ ਸਰਾਭਾ

ਸ. ਭਗਤ ਸਿੰਘ

ਸ.ਊਧਮ ਸਿੰਘ

ਸ. ਖੜਕ ਸਿੰਘ

ਸਬੰਧਤ ਪੁਸਤਕਾਂ:-

1. ‘**ਰਣਜੀਤ ਸਿੰਘ**’, ਨਰਿੰਦਰ ਕ੍ਰਿਸ਼ਨ ਸਿਨਹਾ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।
2. ‘**ਮਹਾਰਾਜਾ ਰਣਜੀਤ ਸਿੰਘ**’, ਸੀਤਾ ਰਾਮ ਕੋਹਲੀ, ਆਤਮਾਰਾਮ ਐਂਡ ਸੰਨਜ, ਪਬਲਿਸ਼ਰਜ਼ ਐਂਡ ਬੁੱਕ ਸੈਲਰਜ਼ ।
3. ‘**ਸਿੱਖ ਹਿਸਟਰੀ**’ 1469-1988 ਖੁਸ਼ਵੰਤ ਸਿੰਘ, ਨਵਯੁੱਗ ਪਬਲਿਸ਼ਰਜ਼, ਨਵੀ ਦਿੱਲੀ ।
4. ‘**ਸਿੱਖ ਇਤਿਹਾਸ**’ ਭਾਗ ਦੂਜਾ (1839-2004), ਖੁਸ਼ਵੰਤ ਸਿੰਘ ਅਨੁਵਾਦਕ ਡਾ. ਗੁਰਦਰਸ਼ਨ ਸਿੰਘ ਔਲਖ, ਲਾਹੌਰ ਬੁੱਕ ਸ਼ਾਪ ਲੁਧਿਆਣਾ।
5. ‘**ਸਿੱਖ ਇਤਿਹਾਸ**’ (1526-1849) ਬਿਸ਼ਨ ਦਾਸ, ਮਲਹੋਤਰਾ ਬ੍ਰਦਰਜ਼ ਪਬਲਿਸ਼ਰਜ਼, ਦਿੱਲੀ ।
6. ‘**ਪੰਜਾਬ ਦੀਆਂ ਲਹਿਰਾਂ**’ (1850-1910), ਸ਼ਮਸ਼ੇਰ ਸਿੰਘ ‘ਅਸ਼ੋਕ’, ਪ੍ਰਕਾਸ਼ਕ ਕਵਿਰਾਜ ਨਰਾਇਣ ਸਿੰਘ ਵੱਲਭ ਨਿਆਮਤ ਪੁਰੀ ।
7. ‘**ਪੰਜਾਬ ਦਾ ਵਿਰਸਾ**’, ਪ੍ਰਿਥੀਪਾਲ ਸਿੰਘ ਕਪੂਰ, ਨਿਉ ਬੁੱਕ ਕੰਪਨੀ, ਜਲੰਧਰ।
8. ‘**ਸਿੱਖ ਇਤਿਹਾਸ**’, ਕਨਿੰਘਮ, ਲਾਹੌਰ ਬੁੱਕ ਸ਼ਾਪ, ਲੁਧਿਆਣਾ ।
9. ‘**ਪੰਜਾਬ ਦਾ ਇਤਿਹਾਸ**’ (1791-1966) ਸ਼ਿਵ ਗਜਰਾਨੀ, ਮਦਨ ਪਬਲੀਸ਼ਰਜ਼, ਪਟਿਆਲਾ ।

BBA-603: INCOME TAX**Time: 3 Hours****Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto 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 10 marks. The total weightage of the section shall be 20 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.

BBA- 604: FUNDAMENTALS OF CAPITAL MARKET**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto 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 10 marks. The total weightage of the section shall be 20 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, Organisation, 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. Brown, Reilly, "Investment Analysis and Portfolio Management", Thomson Publishers.
3. Singh, Preeti, "Investment Management", Himalaya Publishers, New Delhi.
4. NCFM Modules (www.nseindia.com)
5. www.sebi.gov.in, www.nseindia.com, www.capitalmarket.com

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

BBA-605

VIVA-VOCE

Max. Marks: 50

BBA -611: Group A- SERVICES MARKETING**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto 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 10 marks. The total weightage of the section shall be 20 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: The latest editions of the books should be followed.

BBA-612 : Group A - E-MARKETING**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto 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 10 marks. The total weightage of the section shall be 20 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.
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: The latest editions of the books should be followed.

BBA- 621: Group B- TRAINING & DEVELOPMENT**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 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 10 marks. The total weightage of the section shall be 20 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”.

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

**BBA- 622: GROUP B- CONTEMPORARY ISSUES IN HUMAN RESOURCE
MANAGEMENT**

Time: 3 Hours

M. Marks: 50

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

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 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 10 marks. The total weightage of the section shall be 20 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 21st 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: The latest editions of the books should be followed.

BBA-631: GROUP C- SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 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 10 marks. The total weightage of the section shall be 20 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: The latest editions of the books should be followed.

BBA- 632 : GROUP C -CONTEMPORARY ISSUES IN ACCOUNTING**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 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 10 marks. The total weightage of the section shall be 20 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: The latest editions of the books should be followed.

BBA-641 : GROUP D- EXPORT IMPORT MANAGEMENT AND DOCUMENTATION**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 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 10 marks. The total weightage of the section shall be 20 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: The latest editions of the books should be followed.

BBA- 642: GROUP D- GLOBAL STRATEGIC MANAGEMENT**Time: 3 Hours****M. Marks: 50****Note: The question paper covering the entire course shall be divided into three sections.**

Section A: It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 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 10 marks. The total weightage of this section shall be 20 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 10 marks. The total weightage of the section shall be 20 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 Co.

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