

# Maharshi Dayanand University Rohtak



## Ordinances, Syllabus and Courses of Reading for M.B.A. 5 years I&II Semester Examination

Session—1998-99

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## **ORDINANCE : FIVE YEAR INTEGRATED MASTER'S OF BUSINESS ADMINISTRATION PROGRAMME**

1. The duration of the 5-year Integrated M.B.A. programme shall be five academic years. Each year shall be divided into two semesters. Thus, the programme shall be comprising of 10 semesters. This programme is divided into two modules.

Module-I shall be comprised of first six semesters i.e. three academic years. On the completion of this module, the students will be awarded Bachelor's Degree in Business Administration.

Module-II shall be comprised of 7th through 10 semesters (4 semesters) i.e. two years. On the completion of Module-2, the students will be awarded the Master's Degree in Business Administration.

2. Unless the candidate successfully completes Module-I, he will not be promoted to the 7th semester i.e. first semester of Module-2. A candidate can complete this module within a maximum period of 5 years. Similarly a candidate can complete Module-2 in a maximum period of 4 years. Thus the total duration of the programme shall be 9 years.
3. The examination for the 1st, 3rd, 5th, 7th and 9th semesters shall ordinarily be held in the month of December and or the 2nd, 4th, 6th, 8th and 10th semesters in the month of April/May or on such dates as may be fixed by the Vice-Chancellor.

A special examination for 6th and 10th semesters may be held as per the decision taken by the Vice-Chancellor from time to time. The Vice-Chancellor, on the recommendation of the Director, IMSAR, will allow the concerned candidates to appear in this examination.

4. Last date for receipt of admission forms and fees shall be fixed by the Vice-Chancellor from time to time.
5. A supplementary examination for the first, third, fifth, seventh and ninth semesters examination will be held alongwith their regular first, third, fifth, seventh and ninth semesters examinations in December/January and second, fourth, sixth, eighth and tenth semesters examinations will be held alongwith regular second, fourth, sixth, eighth and tenth

semesters examinations which will be held normally during the months of May/June. A candidate on the rolls of the Department of M.B.A. or an ex-student shall submit his application for admission to an examination on the prescribed form with the requisite certificate duly countersigned by the Director, IMSAR or a senior member of the teaching staff nominated by him.

6. The Director, IMSAR shall forward to the Controller of Examinations atleast 2 weeks before the commencement of the examination of each semester a list of the students who have satisfied the requirement of rules and are eligible to appear in the examination.
7. Admission to the First Semester of the 5-year Integrated M.B.A. programme will be open to candidates who have passed:-
  - (a) Senior Secondary Examination (10+2) with 50% marks in aggregate from a recognised Board of Education or
  - (b) an equivalent examination from the Education System of India and Abroad.
  - (c) In case of SC/ST/socially Backward Categories, the applicant should have secured 45% marks.
8. Each candidate shall be examined in the subject(s) as laid down in the syllabi prescribed by the Academic Council from time to time.
9. 25% marks in each written paper excluding Training Report, Project Report and Viva-Voce shall be assigned for internal assessment. The question paper will be jointly set by internal and external examiners. The internal examiner will send a set of 15 questions to the external examiner who will then finalise paper by selecting 8 questions. He may change the form of question(s) but ordinarily without changing the substance. However, in question paper(s) where any deviation is required, special instructions will be issued by the Chairman, Board of Studies in Management Studies. Both the Internal and External Examiners will be entitled for remuneration as per the pattern approved by the University for the two year full time M.B.A. programme.

10. The answer books will be examined only by the external examiner. The Director of the Institute shall forward the internal assessment marks obtained by the students in each paper to the Controller of Examinations atleast 2 weeks before the commencement of the semester examination. This internal assessment will be done in different courses by the concerned teachers in the following manner:

- i) 5 marks will be allotted for written case analysis (WCA)/written assignment in each course;
- ii) 10 marks be allotted for participation in seminars/class participations; and
- iii) 10 marks will be allotted for internal Assessment Test. In each course, there will be atleast one mid-semester test which would be arranged by the concerned faculty member.

The concerned teachers shall preserve records on the basis of which the internal assessment awards have been given atleast till the end of one month from the date of declaration of the semesters examinations results. If needed, the same could be inspected by the University authorities.

11. The Ist Semester's Examination shall be open to a regular student who;

- i) has been on the rolls of the Institute during the first semester;
- ii) has attended not less than 75% of the lectures in the semester; and
- iii) has obtained pass marks in the internal assessment in the papers for which he/she is a candidate.

12. The 2nd, 3rd, 4th, 5th and 6th semester examination shall be open to a regular student who:-

- i) has attended not less than 75% of lectures in the respective semester;
- ii) has been on the rolls of the Institute during the semester preceding the respective semester examinations;
- iii) has obtained pass marks in the internal assessment in the papers of the relevant semester of which he/she is a candidate.
- iv) has passed atleast 50% of the written papers in the preceding semester examinations.

13. The VIIth Semester Examination shall be open to a regular student who:-
- i) has completed Module-One of the 5-year Integrated M.B.A. programme;
  - ii) has been on the rolls of the Institute during the VIIIth Semester;
  - iii) has obtained pass marks in the internal assessment in the papers of the relevant semester of which he/she is a candidate.
14. The 8th, 9th and 10th Semester Examinations shall be open to a regular student who:
- i) has attended not less than 75% of the lectures in the respective semester;
  - ii) has been on the rolls of the Institute during the semester preceding the respective semester examinations;
  - iii) has obtained pass marks in the internal assessment in the papers of the relevant semester of which he/she is a candidate.
  - iv) has passed atleast 50% of the written papers in the preceding semester examinations.

**Explanation:**

50% of 7 papers will be taken as 4:

15. The seats found vacant in the programme in the VII semester shall be filled as per the procedure laid down by the Institute's Committee of the Faculty.
16. The medium of instruction and the examination shall be English.
- 17.(a)The minimum percentage of marks to pass the examination in each semester will be
- i) 40% in each written paper and internal assessment separately;
  - ii) 40% in external and internal evaluation in case of Training Report;
  - iii) 40% in Viva-Voce Examination;
  - iv) 50% in the aggregate in each semester examination.

- (b) A candidate who has completed the prescribed course of instruction in the Institute for any semester examination but does not appear/re-appear in the concerned paper(s) or having appeared fails, may be allowed, on the recommendations of the Director of the Institute to appear/re-appear in the concerned paper(s) as the case may be at the next-supplementary special examination and the next regular examination when as such examination is held, without attending the classes. While re-appearing in the examination, the candidate shall be exempted from re-appearing in the paper(s), project Report, Viva-Voce in which he has obtained atleast 50% marks including the marks for Internal Assessment, where prescribed, such a candidate, in the mean time, may prosecute his studies for the next higher semester(s) and appear in the examination(s) for the same along with the examination for lower semester(s). If a candidate fails to pass in any semester examination even in the 3rd chance as mention above, he may be allowed one additional chance on valid reasons to appear in the examination, when held. If the candidate still fails to pass, he will have to repeat the paper(s) concerned as a regular student in the Institute whenever, the relevant paper(s) are offered in future. Such repetition shall be allowed only once in the concerned paper(s).
- c) Provided that a candidate shall have to secure at least 40% marks separately as well as jointly with internal assessment in not less than 50% of the written papers prescribed in that semester failing which he shall not be permitted to continue his studies for the next higher semester and shall be required to repeat all paper(s) or the concerned semester as a regular student as and when these paper(s) is/are offered. In such a case, the repetition of paper(s) will be allowed only once.
18. The amount of examination fee to be paid by a candidate for each semester examination shall be Rs. 100/- for full papers, Rs. 110/- for special and supplementary examinations.
19. A candidate whose result is declared late without any fault on his/her part, may attend classes for the next higher semester provisionally at his on risk and responsibility, subject to his/her passing the concerned semester examination. In case, a candidate fails to pass the concerned semester examination, his/her attendance/internal assessment in the next higher semester in which he was allowed to attend classes provisionally will stand cancelled.

20. The internal assessment awards of a candidate fails in any semester examination, shall be carried forward the next examination provided that a candidate who has obtained the pass marks in the internal assessment of any paper(s) will not be allowed to take examination in the said paper(s) in the relevant semester unless he/she repeats the course in the paper(s) concerned and obtains minimum pass marks in internal assessment.
21. As soon as possible, after the termination of the semester examination, Controller of examinations shall publish a list of the candidate who have passed the semester examination.
22. Every student of MBA shall be required undergo a practical training in an organisation approved by the Institute for eight weeks normally in the summer vacation after the end of the eight semester examination.

The candidate shall be required to have an exposure of the actual functioning of the organisation concerned and complete the specific project of his/her training. The work done by the candidate during the period of training shall be submitted in the form of a Training Report. The candidates shall be required to submit three copies of the Training Report type-written in double space in the office of the Controller of Examinations through the Director, IMSAR. The last date for the receipt of Training Report in the office of the Controller of Examinations shall be one month after the date of completion of training provided that in exceptional cases, the Vice-Chancellor on the recommendation of the Director, IMSAR may extend the last date of the receipt of the training report.

The report shall carry 100 marks and the evaluation shall be done as under :-

- i) External evaluation consisting of 50 marks will be undertaken by the External Examiner to be appointed by the Vice-Chancellor on the recommendations of Board of Studies in Management Sciences.
- ii) Internal evaluation consisting of 50 marks will be based on presentation of training report by the candidate before the Faculty Members of the Institute. The marks will be awarded by a Board of three examiners to be appointed by the Director of the Institute from out of its faculty.

23. i) Each student will be required to undertake the course on Project Report in Xth Semester. The topics for these projects will be assigned and approved by the Director, IMSAR in consultation with the supervisor in the meeting of Committee of Institute's Faculty.
- ii) Each candidate will have to submit three copies of the Project Report in the office of the Director, IMSAR atleast one month before the commencement of the 10th semester examination. Provided that, in exceptional caases, the Vice-Chancellor may, on the recommendations of the Director, IMSAR, extend last date of receipt of the Project Report.
- iii) Each report will be evaluated jointly by one internal examiner and one external examiner to be appointed by the Vice-Chancellor on the recommendations of the Director, IMSAR. In case, the difference in marks awarded by them is less than or equal to 30% of the maximum marks, the average of the two will be taken as final awards. In case the difference is more than 30% of the maximum marks, the Project Report will be sent to a third examiner who will be appointed by the Vice-Chancellor on the recommendations of the Director, IMSAR. The awards given by the third examiner will be taken as the final awards.
- iv) The marks obtained by the candidate in the Project Report will be taken into account when he/she appears in any future examination.
24. The Viva-voce Examination shall be conducted by a Board of Examiners to be appointed by the Vice-Chancellor on the recommendations of the Director, IMSAR, comprising of the following members:-
- a) Director, IMSAR
  - b) One External Academician pertaining to the discipline of Management;
  - c) One Business Executive/Administrator from reputed Organisation.
- 50% of the members i.e. 2 members shall from the quorum.



25. The list of successful candidates after the sixth semester examination shall be arranged, as under in two divisions on the basis of the aggregate marks obtained in his Bachelor's Degree of Bussiness Administration:
- those who obtain 60% or more marks First Division
  - those who obtain 50% or more marks but less than 60% Second Division
  - Candidates who pass all the six semester examinations at the first attempt obtaining 70% or more marks of the total aggregate shall be declared to have passed with distinction.
26. The list of successful candidates after the 10th semester examination shall be arranged as under, in two divisions on the basis of the aggregate marks obtained in the VII, VIII, IX and X Semesters examination taken together and the division obtained by the candidate will be stated in his degree of Master of Business Administration :-
- those who obtain 60% or more marks First Division
  - those who obtain 50% or more marks but less than 60% marks Second Division
  - Candidates who pass all the four semester examinations at the first attempt obtaining 70% or more marks of the total aggregate shall be declared to have passed with distinction.
27. No improvement facility shall be provided to students of Five Year Integrated MBA Programme. However, the grace marks will be allowed as per University rules.
28. Notwithstanding the integrated nature of this course which is spread over more than one academic year, the ordinance in force at the time a students joins the course shall hold good only for the examination held during or at the end of the academic year and nothing in this ordinance shall be deemed to debar the University from amending the ordinance and the amended ordinance, if any, shall apply to all student whether old or new.

**CURRICULUM AND SCHEME OF EXAMINATIONS  
OF FIVE YEARS INTEGRATED MBA  
PROGRAMMES 1998-99**

**FIRST YEAR  
IST SEMESTER**

Paper No.	Title of the papers	Total No. of Credits	External Marks	Internal Marks	Duration of Exam.
imba-101	Indian System of Business & Banking	3	75	25	3 hrs.
imba-102	Business Mathematics	3	75	25	3 hrs.
imba-103	Financial Accounting	3	75	25	3 hrs.
imba-104	Computer Concepts & Management Software	3	75	25	3 hrs.
imba-105	English Language	3	75	25	3 hrs.
imba-106	Indian Social System	3	75	25	3 hrs.
<b>IInd SEMESTER</b>					
imba-201	Introduction to Psychology	3	75	25	3 hrs.
imba-202	Company Accounts	3	75	25	3 hrs.
imba-203	Statistics	3	75	25	3 hrs.
imba-204	Computer Programming	3	75	25	3 hrs.
imba-205	Business Communications	3	75	25	3 hrs.
imba-206	Theory & Practice of Mgt.	3	75	25	3 hrs.

**Note :** In each course of Studies of Five-Years Integrated MBA Programme, eight questions will be set by the external Examiner and the students will be required to attempt five questions out of eight questions.

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## FIRST SEMESTER

Paper-No. imba-101-INDIAN SYSTEM OF BUSINESS AND  
BANKING

Theory Marks : 75

Internal Assessment Marks : 25

Time : 3 hrs.

### COURSE CONTENTS

UNIT-I Introduction : Concept of Business & Business Organisation; Forms of Business Organisation ; Sole Proprietorship; Partnership, Joint Hindu Family.

UNIT-II Cooperative Societies and Joint Stock Companies, Multi-National Corporations.

UNIT-III Distribution and Insurance System : Distribution Channel; Life Insurance Corporation of India and General Insurance Corporation of India.

UNIT-IV Indian Banking System : Reserve Bank of India, Commercial Banking System.

UNIT-V Industrial Financing Institutions; Export-Import Bank of India.

### BOOKS RECOMMENDED

List will be recommended later on.

Paper No. imba-102 BUSINESS MATHEMATICS

(Theory) Marks : 75

Internal Assessment Marks : 25

Time : 3 hrs.

**OBJECTIVES** : The objective of this paper is to acquaint the students with various mathematical models and tools used for managerial decision making.

**UNIT-I Theory of sets** : Elements, types and presentation of a set, Venn Diagrams, Inter- Section Union and Compliments of Sets, Set relations.

**UNIT-II** Indices, Surds and Logarithms, Sequence and Series  
Arithmetic, Geometric, Harmonic Progression.

**UNIT-III** Permutations, Combination and Binomial Theorems.

**UNIT-IV** Determinants and Matrices;

**UNIT-V** Elementary Knowledge of Differential and Integral  
Calculus.

**Suggested Readings**

1. Business Mathematics, D.C. Sancheti, A.M. Malhotra and V.K. Kapoor, Sultan Chand & Sons, New Delhi.
2. Mathematics For Modern Management, B.V. Dean, M.W. Sasieni and S.K. Gupta, Wiley Eastern Ltd., New Delhi.
3. Business Mathematics, Qazi Zameeruddin, V. K. Khanna, S.K. Bhambri, Vikas Publishing House, Pvt. Ltd. New Delhi.
4. Mathematics for Business and Social Sciences : An applied approach by the Mizrahi and Sullivan Michael John Wiley & Sons, Inc. New York, London, Sydney and Toronto.
5. A Text Book of Business Mathematics by Dr. R. Jaya Parkash Reddy and Y. Mallikarjuna Reddy Published by Ashish Publishing House, New Delhi-110026.
6. Mathematics for Business & Economics-ROCHID, J ELIAS, Published by D. Van Nostrand Company, New York, Cincinnati, Toronto, Malbourne.

**Paper No. imba-103 FINANCIAL ACCOUNTING**

**Theory Marks : 75**

**Internal Assessment Marks : 25**

**Time : 3 hrs.**

**OBJECTIVES :** The objectives of this course is to acquaint the students with various aspects of accounting which will be helpful to them in their day to day decision making process.

**UNIT-I Financial Accounting :** Meaning, functions, limitations, Concepts and conventions.

**UNIT-II** Review of accounting cycle : Recording, Posting and preparation of Trial Balance.

**UNIT-III** Preparation of Final Accounts alongwith adjustments.

**UNIT-IV** Receipt and Payments and Income and Expenditure Accounts.

**UNIT-V** Depreciation Accounting : Meaning, methods and depreciation policy, inflation accounting.

### SUGGESTED READINGS

1. Principles and Practice of Accounting : R.L. Gupta and V.K. Gupta, Sultan Chand & Sons, Delhi.
2. Double Entry Book-Keeping : T.S. Grewal, Sultan Chand & Sons Delhi.
3. Inflation Accounting : Kirkman.
4. Advance Accounting: R.L. Gupta & M. Radhaswami; Sultan Chand & Sons, Delhi.
5. Principle of Management Accounting : R.N. Anthony & Prece.

Paper No imba-104

### COMPUTER CONCEPTS MANAGEMENT SOFTWARE

Theory Marks : 75

Internal Assessment Marks : 25

Time : 3 hrs.

### COURSE CONTENTS

**UNIT-I** An Overview of functioning of Computer System, Stored Program Execution, Components of a Computer System, I/O & Auxiliary Storage Devices.

**UNIT-II** Program Analysis, Flow Charts, Decision Tables and Algorithms, Computer Memory, Operating System.

### UNIT-III P.C. SOFTWARE

Word Processing : Creation, Editing, Formating of Documents, Global Search and Replacement of Text, Special print Features, Mail Marge Spelling Checker.

**UNIT-IV Data Base Management System : Creating and Editing Data Base Files, Report Generation, Label Generation, Building Menu-based applications.**

**UNIT-V Spread-sheets Building a complex spread sheet applicational conditional calculations and plotting graphs etc.**

**SUGGESTED READINGS :**

1. Manuals of the P.C. Software.
2. Rajaraman V. : Fundamentals of Computers, Prentice Hall of India.

Paper No. imba-105 ENGLISH LANGUAGE

Theory Marks: 75

Internal Assessment Marks: 25

Time: 3 hrs.

**UNIT-I Comprehension Skills** : 15 marks

(a) Reference to the context :-

One reference to be attempted out of the given 2 (one each from Prose and Poetry Sections of the Prescribed text)

4 marks

(b) Specific questions in the form of multiple choice : (four questions to be attempted out of the given seven/eight from Prose and Poetry Sections)

4 marks

(c) **Short Questions :**

(Four questions to be attempted out of the given seven/eight from Prose and Poetry Sections)

4 marks

(d) Short Passage followed by three questions :

(one passage to be attempted out of the given two-one each from Prose and Poetry Section)

3 marks

**UNIT II Vocabulary and Grammar Skills** : 20 marks

(a) **Vocabulary Skills :**

Based on the Pattern of the exercises given at the end of the chapters included in the prescribed text. Questions should be framed in such a way that it includes a variety of vocabulary usage, for instance (i) using words/phrases in sentences making their meaning clear; (ii) Distinguishing between confusing words; (iii) Substituting a word for a phrase/ Clause; (iv) using words with their different meanings/forms derivations and so on.

10 marks

**(b) Grammar Skills :**

Based on the topics mentioned at Page xi-xii of the prescribed text (CELS) Supplemented by Chapters 4,5,10,12,15,16, 17 and 20 of the prescribed book on grammar (IGUC), but not necessarily the same as those given in these books. However, they should not be to totally ignored. 10 marks

**UNIT III Summarising Skills**

Precis Writing of a passage not necessarily from the Prescribed text.

**UNIT IV Translation Skills**

15 marks

- (a) One Passage of translation from English to Hindi
- (b) One Passage of translation from Hindi to English (passages to be given from outside the prescribed books).

**UNIT V Composition Skills**

15 marks

One essay of about 400 words to be attempted out of the given five/six based on the general and commercial topics.

**SUGGESTED READINGS :**

- (a) Current English for Language Skills, Mac Millan, ed. by M.L. Tikoo and AE Subramianim.
- (b) Intermediate Grammar, Usage and Composition, Orient Longman, M.L. Tikoo and AE Subramaniam.
- (c) High School English Grammar and Composition-Wren & Martin.
- (d) English grammar, composition and Usage—Nesfield, JC
- (e) Writing with Power : Techniques for Mastering the writing process Peter Elbow-New York, Oxford University Press, 1981.
- (f) English Grammar & Composition, Green, Dand.

Paper No. imba-106 INDIAN SOCIAL SYSTEM

Theory Marks : 75

Internal Assessment : 25

Time : 3 hrs.

**UNIT-I Basic concepts : Social structure, social systems, society community, institution, association, status and role of Social Groups, organisation, culture and civilization.**

**UNIT-II** Traditional Basis of Indian Social Structure : Varna, Ashramas and Sanskaras Caste, Village, Tribe, Joint Family, Major religious, groups, Hinduism, Islam, Christianity, Sikhism, Jainism and Budhism.

**UNIT-III** Social change in India : Sanskritisation, Westernization, Modernization, Secularization and changing status of women.

**UNIT-IV** Social Problems : Casteism, Regionalism, communalism, Atrocities on weaker sections, forces of tradition illiteracy and population explosion.

#### SUGGESTED READINGS

1. Milton Singer & Bernard S Cohn (ed.) Structure and change in Indian Society Aldin Publishing Co. 1969 Chicago.
2. Prabhu D.H. Hindu Social Organisation Popular Prakashan 1963, Bombay
3. Majumdar D.N. Caste and Communication in an Indian Village, Asia Publishing House, 1958 Bombay.
4. M.N. Srinivas & A.M. Shah Hinduism in International Encyclopedia of Social Sciences, 1968, New Delhi.
5. Vidyarthi, M.L. India's Culture through the Ages Meenakshi Prakashan 1970, Meerut.
6. Molver R.M. & H. Page Society An Introductory Analysis, Delhi Macmillan Co. 1974.
7. Prabhu, P.N. Hindu Social Organisation, Popular Prakashan, Bombay, 1963
8. Mandolbum, D.C. Society in India, Popular Prakashan, Bombay, 1972.
9. Sharma, K.L. Indian Society, NCERT 1987 New Delhi.
10. Srinivas, M.N. Caste in Modern India and other Essays, Asia Publishing House 1966, Bombay.



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| 11. Yogender Singh                                 | Essays on Modernisation,<br>Manchar Publications, 1978,<br>Delhi.                                     |
| 12. Kuppuswamy                                     | Social change in India, Vikas<br>Publishing House, 1979 Delhi.  |
| 13. Myron Weiner                                   | Sons of the Soils : Migration &<br>Ethnic Conflict in India, Oxford<br>University Press, 1978 Oxford. |
| 14. Ramesh Thapar                                  | Tribe Caste & Religion in India<br>Macmillan Press India 1947<br>Delhi.                               |
| 15. Indian Council for Social<br>Sciences Research | Status of Women in India Allied<br>Publisher Ltd. 1975 Delhi.   |

## 2ND SEMESTER

### imba-201 INTRODUCTION TO PSYCHOLOGY

Theory Marks : 75

Internal Assessment : 25

Time : 3 hrs.

### COURSE CONTENTS

- UNIT-I** Nature of Psychology : Approaches to Psychology; scope of contemporary psychology; Research Methods in Psychology; Measurement in Psychology : Perceptions : Concept Process; Perception and Sensation; Absolute Threshold; Differential Threshold, Subliminar Perceptions.  
Dynamics of Perception : Perceptual Selection, Organisation and Interpretation.
- UNIT-II** Learning and Memory : Classical conditioning, operant conditioning; concept of reinforcement; cognitive learning; Short term memory; Long term memory; Forgetting; Improving Memory.

**UNIT-III** Personality and its Assessment : Shaping of personality Trait approach; Social learning approach; Psycho analytic approach; phenomenological approach; Personality assessment.

**UNIT-IV** Emotion : Theories of Emotions; Optimal level of arousal. Conflict and Stress; Frustration; Reaction of Frustration; Anxiety, Defence Mechanism Stress.

**UNIT-V** Human Social Behaviour. Individual Social Behaviour Social information processing; Attitude Formation and Change. Social Influence-Presence of others; Conformity and Obedience, Persuasion; Environmental Psychology; Social Norms and Roles.

**References :**

1. Atkinson, R.L.; Atkinson, R.L. Hilgard E.R.; Introduction to Psychology, New York; Harcourt Brace, Jovanovich.
2. Smith R.E., Sarason I.G., Sarason B.R., Psychology. The Frontiers of Behaviour, New York, Harper & Row, Publishers.
3. Mc Connell, J.V. Understanding Human Behaviour, New York, Holt Rinehart and Winston.
4. Hotersall, D. Psychology, London, Charles & Merrill.

Paper No. imba-202

**COMPANY ACCOUNTS**

Theory Marks : 75

Internal Assessment Marks : 25

Time : 3 hrs.

**COURSE CONTENTS**

**UNIT-I** Accounting for share capital transactions. Issue of shares at par, At premium and At discount, Forfeiture of Shares; Re-issue of forfeited shares; Redemption of Preference shares.

**UNIT-II** Debentures: Issue of debentures, provision for redemption debentures and redemption of debentures.

**UNIT-III** Profit or loss prior to incorporation.

**UNIT-IV** Preparation of final accounts of companies having regard to the provisions of companies Act, 1956 in General and Schedule VI to the Companies Act in particular.

**UNIT-V** Simple problems of amalgamation; absorption and reconstruction.

**Suggested Readings :**

1. Advance Accounting (Vol. II) by R.L. Gupta, Sultan Chand and Sons, Delhi.
2. Advance Accounting by T.S. Grewal and M.C. Shukla.
3. Advance Accounting by S.P. Jain and K.L. Narang.
4. Advance Accounting by Hrishikesh Chakraborty.
5. Company Accounts by J.R. Monga.

Paper No. imba-203 STATISTICS

Theory Marks : 75  
Internal Assessment : 25

Time : 3 hrs.

**Unit-I Data Classification, Tabulation and Presentation**

Meaning, objectives and types of classification, formation of frequency distributions, Role of tabulation, types of tables significance of diagram and graphs, Rules for construction and types of diagrams and graphs.

**Unit-II Measures of Central Tendency and Dispersion**

Meaning, and objectives of measures of central tendency, different measures viz. Arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures. Measures of variation viz. Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation and skewness.

**Unit- III Correlation and Regression**

Meaning of Correlation, types of Correlation : positive and negative Correlation, simple partial and multiple Correlation. Methods of studying Correlation; Scatter diagram, graphic and direct method. Properties of Correlation Co-efficient, Rank Correlation, Co-efficient of determination, lines of Regression, Co-efficient of Regression, Standard Error of Estimate.

#### **Unit-IV Index Numbers and Time Series**

Index number and their uses in business, construction of simple and weighed price, quantity and value index numbers Test for an ideal index numbers, Components of Time Series viz.-secular trend, cyclical, seasonal and irregular variations, methods of estimating secular trend. Seasonal and cyclical indices, its use in business Forecasting and Limitations.

#### **Unit-V Probability and Probability Distributions**

Basic concepts of probability, Theorems of addition and multiplication, simple, joint, conditional and marginal Probabilities, Baye's Theorem, Binomial, Poisson and Normal Distributions.

#### **BOOKS RECOMMENDED**

1. Modern Business Statistics : Fraud and Williams
2. Statistics-An Introductory Analysis: Allen Tara Yamone.
3. Business Statistics : S.P. Gupta & M.P. Gupta
4. An Introduction to Statistical Methods. : C.B. Gupta
5. An Introduction to Modern Statistics : B.N. Gupta
6. Statistical Methods : S.C. Sancheti & V.K. Kapoor
7. Fundamentals of Statistics : D.N. Ellhans
8. Quantitative Analysis for Decision : C. Bouni, B.H. Bioman and W. Hausman.
9. Malik & Mullen : A First Course in Probability and Statistics.

Paper No. imba-204

#### **COMPUTER PROGRAMMING**

Theory Marks : 75

Internal Assessment Marks : 25

Time : 3 Hrs.

#### **COURSE CONTENTS**

##### **1. BASIC :**

History of BASIC, Structure of BASIC Program.

Numbers, Strings, Variable, Operations and Formula, Evaluation of Expression.

LET, INPUT, PRINT, REM, GO-TO, ON GO-TO, IF, THEN, STOP, FOR, TO and NEXT Statements, Nested loops.

Library functions, Lists and Tables, Subscripted variables. DIM Statement, READ and DATA Statements, DFF Statement, GO SUB Statement.

**2 FORTRAN :**

History of FORTRAN, Structure of FORTRAN Program. Constant, Variables, Type Specification, Statements, Arithmetics Operators, Logical Operators, Assignment Statement, Input and Output Statement, STOP and END Statements, Relational and Logical expressions, GO-TO Statement, IF statement, IF LOOP, DO LOOP, Array, DIMENSION Statement.

Subprograms : FUNCTION AND SUBROUTINE, Concept of recursion.

**References :**

1. Programing in BASIC by Byron S. Gottfried Schaum's Series.
2. FORTRAN 77 by Ram Kumar.
3. BASIC for Beginners by E. Balagursamy.

Paper No.-imba 205 BUSINESS COMMUNICATION

Theory Marks : 75

Internal Assessment Marks : 25

Time : 3 hrs.

**UNIT-I INTRODUCING THE CONCEPT**

Meaning, Nature and Scope of Communication; Process of Communication; Characteristics of Business Communication; Importance of Effective B.C.; Objectives of B.C. Types/Patterns of B.C ; Media/Channels of B.C.; Principles of B.C.; Barriers to B.C.

**UNIT-II WRITTEN COMMUNICATION-I**

- (a) Business Letter Writing; (b) Business Report Writing; Importance Need; Types; Techniques; Language; Structure; Planning & Drafting.

### UNIT-III WRITTEN COMMUNICATION-II

- (a) Preparing official communication; Memo; Circular; Notification; Amendment, Press Communique; DO Letter; Telegram.
- (b) Writing proposals, Agenda and Minutes of meeting.
- (c) Dictating : Importance of dictation; Suggestions for better dictation;
- (d) Giving Instructions and Demonstration; Clear Instructions on Individual Jobs; Suggestions for cutting correspondence costs.

### UNIT-IV ORAL COMMUNICATION

- (a) Communicating with one : Interviewing-Art of effective interviewing; Types of Interviewing; Techniques of Interviewing; Qualities of Interviewer and interviewee; Planning of Interviewing; Process of Interviewing
- (b) Communicating with groups : Presentational speaking-preparation of speech; Presentation of Speech; Guidelines for Effective speech making.
- (c) Communicating with in groups : Discussion and Conference Participating and leading in conferences; Planning and Procedure of problem-solving conferences.
- (d) Importance of Body-language in Interview; Speech and Conference.

### UNIT-V AUDIO-VISUAL COMMUNICATION

- (a) Role of Audio-Visual Communication; Channels of Audio-Visual Communication: Importance of Body language in non-verbal communication; Graphic Communication; Types of Graphical display; Merits and Demerits of Graphical Display.
- (b) Role of Public Relation in Business Communication; Objective of P.R.; Tools of P.R.; Interaction between P.R. and Journalism.
- (c) Role of Advertisement in Business Communication; Characteristics of Effective Advertisement; Art of Effective Advertisement; Structure of Advertisement Copy; Types of Advertisement copy.

**BOOKS SHALL BE SUGGESTED BY THE TEACHER CONCERNED**

Paper No. imba-206 THEORY AND PRACTICE OF MANAGEMENT

Theory Marks : 75  
Internal Assessment : 25  
Time : 3 hrs.

COURSE CONTENTS

- UNIT-I** Nature and Functions of Management. Concept, functions and process of management; Levels of Management; Managerial skills, Management a Science or an Art or a profession; Evaluation and development of management thought; scientific approach--F.W. Taylor, Functional approach Henry Fayol, Human Relations approach Elton Mayo; Behavioural Approach, Systems and contingency Approach to Management.
- UNIT-II** Planning:—Meaning, nature and importance of planning, process of planning, Types of plans, planning premises, making planning effective, Decision making, Types of decisions, Process of National decision making Management by objectives, Strategic planning.
- UNIT-III** Organisation—Meaning, importance and process of organisation, principles of organising, Departmentalisation and its basis, delegation and decentralisation, span of management, Committees.
- UNIT-IV** Leading—Co-ordination, its need, Techniques, Difficulties and Requisitions for excellent co-ordination. Communication—its importance process, barriers and principles of effective communication. Leadership—approaches to leadership, leadership styles and effective leadership. Motivation—meaning, theories and modes of motivation.
- UNIT-V** Control—Concept, necessity and control process; Control techniques, requirements of a good control system.

**BOOKS RECOMMENDED :**

1. Koontz & 'O' Donnel : Principles of Management.
2. Drucker Peter F. : Management—Tasks, Responsibilities,  
Practice Allied Publishers (P) Ltd. New  
Delhi 1978.
3. Stoner J.F. : Management.
4. 'O' Donnel etc. : Management.
5. G.R. Terry : Principles of Management.
6. Newman & Warren : The Process of Management.
7. Louis Allen : Management & Organisation.