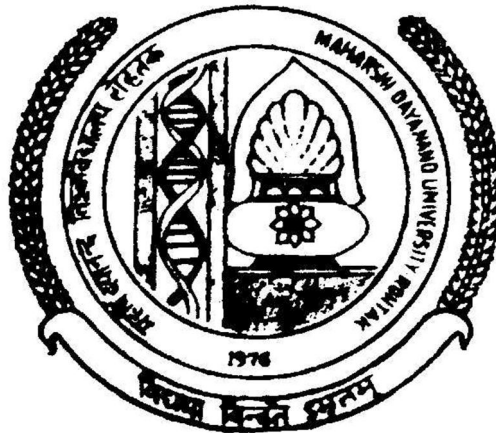


**SCHEME OF EXAMINATION**  
**&**  
**SYLLABI**  
**of**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(BUSINESS ECONOMICS)**



**FROM THE ACADEMIC SESSION 2011-12**

**MAHARSHI DAYANAND UNIVERSITY**  
**ROHTAK (HARYANA)**

**SCHEME OF EXAMINATION FOR BACHELOR OF BUSINESS  
ADMINISTRATION (BUSINESS ECONOMICS) FOR THE SESSION 2011-12**

**FIRST YEAR**

**First Semester**

Paper No	Title of Paper(s)	External Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BBE101	Conceptual Foundations of Business Economics	80	20	-	100
BBE102	Management Principles and Applications	80	20	-	100
BBE103	Business Statistics	80	20	-	100
BBE104	Economic Geography and Demography	80	20	-	100
BBE105	Business Ethics	80	20	-	100
BBE106	Business Communication	80	20	-	100
	TOTAL				600

**Second Semester**

Paper No0	Title of Paper(s)	External Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BBE201	Macro Economic Analysis	80	20	-	100
BBE202	Managerial Economics	80	20	-	100
BBE203	Business Mathematics	80	20	-	100
BBE204	Basic Accounting	80	20	-	100
BBE205	Computer Fundamentals and Applications	50	-	50	100
BBE206	Business Organization	80	20	-	100
	TOTAL				600

**NOTE:** 1 The duration of the end term examination shall be 3 hours.

**SCHEME OF EXAMINATION FOR BACHELOR OF BUSINESS  
ADMINISTRATION (BUSINESS ECONOMICS)**

**SECOND YEAR**

**Third Semester**

Paper No	Title of Paper(s)	External Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BBE301	Development Economics	80	20	-	100
BBE302	Marketing Management	80	20	-	100
BBE303	Management Accounting	80	20	-	100
BBE304	Environment Management	80	20	-	100
BBE305	Consumer Protection	80	20	-	100
BBE306	Indian Financial System	80	20	-	100
	TOTAL				600

**Fourth Semester**

Paper No0	Title of Paper(s)	External Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BBE401	Business Environment	80	20	-	100
BBE402	Consumer Behaviour	80	20	-	100
BBE403	Human Resource Management	80	20	-	100
BBE404	Financial Management	80	20	-	100
BBE405	Computer Networking in Business	50	-	50	100
BBE406	Production Economics	80	20	-	100
	TOTAL				600

**NOTE:** 1 The duration of the end term examination shall be 3 hours.

**SCHEME OF EXAMINATION FOR BACHELOR OF BUSINESS  
ADMINISTRATION (BUSINESS ECONOMICS)**

**THIRD YEAR**

**Fifth Semester**

Paper No	Title of Paper(s)	External Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BBE501	Organisational Behaviour	80	20	-	100
BBE502	Business Law	80	20	-	100
BBE503	Economics Research Methods	80	20	-	100
BBE504	Industrial Economics	80	20	-	100
BBE505	Money and Banking	80	20	-	100
BBE506	Purchase Management	80	20	-	100
	<b>TOTAL</b>				<b>600</b>

**Sixth Semester**

Paper No0	Title of Paper(s)	External Marks	Internal Assessment / workshop Marks	Practical Marks	Total Marks
BBE601	International Business	80	20	-	100
BBE602	Public Economics	80	20	-	100
BBE603	Rural Business	80	20	-	100
BBE604	Management Information System	80	20	-	100
BBE605	Project Report	100	-	-	100
BBE606	Comprehensive Viva-voce	100	-	-	100
	<b>TOTAL</b>				<b>600</b>

**NOTE:** 1 The duration of the end term examination shall be 3 hours.

External marks: 80  
Internal marks: 20  
Time: 3hrs.

**Conceptual Foundations of Business Economics**  
**Paper Code – BBE 101**

**Unit-I**

Nature and scope of economics : basic problems of economic organization : production possibility frontier and technological changes; nature and types of markets; demand supply and equilibrium; market imperfections and monopoly power : markets and economic efficiency, economic role of the government ; concept of utility and the equimarginal principle; short and long run concepts; nature of marginal analysis, risk and uncertainty.

**Unit- II**

Fixed and variable costs and their interrelationship: relationship between output and costs; short and long run cost curves; opportunity cost: nature of isoquants: locating least cost input combination; nature of a production function; economics of scale and scope.

**Unit-III**

Factor of production: Material Productivity Theory of Distribution: nature of labour market: determination of rent: real versus nominal interest rates: nature of money supply: determination of interest and return on capital.

**Unit-IV**

Alternative concepts of national income; calculating the growth rate: nature of a trade cycle: basic nature of inflationary process: basic nature and operation of monetary and fiscal policies; economic impact of public expenditure taxation and public debt: basic nature of balance of payments; foreign exchange market and competitive determination of rate of exchange.

**Suggested Readings:**

1. Samuelson, Economics, Tata Mc Graw Hill, New Delhi.
2. Kontsoyianis, A., Modern Economics, Macmillan, New Delhi.
3. Case, E. Varl and Ray C.Fair, Principles of Economics, Pearson Education, New Delhi.
4. Dwivedi, D.N. Principles of Economics, Vikas Publishing House, New Delhi.

Only latest editions of the above are recommended.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80  
Internal marks: 20  
Time: 3hrs.

## **Management Principles and Applications** **Paper Code – BBE 102**

### **Unit-I**

Nature and concept of Management: significance of management: managerial hierarchy: management skills; social responsibilities and ethics.

### **Unit-II**

Approaches to management-Max Weber's Bureaucracy : F.W. Taylor's Scientific Management : Henry Fayol's Process and Operational Management : human relations approaches; behavioural approach : system approach and contingency approach.

### **Unit-III**

Concept, nature and elements of planning; kinds of plans; levels of planning; various stages (steps) in planning; decision making and process of rational decision making; concept of organizational structure ; basis of organizing; delegation and decentralization of authority.

### **Unit-IV**

Meaning and significance of leadership: leadership styles : of successful leadership : motives and motivation. Maslow's Need Hierarchy Model : Herzberg's Model : Aderfer's and Mc Clelland's Models; elements of control process; kinds of control system; pre-requisites of effective control system : an overview of budgetary and non-budgetary control devices.

### **Suggested Readings :**

1. Dubrim, A.J., Essentials of Management. Thomson Learning, New Delhi.
2. Koontz. Harold and Heinz Wehrich. Essentials of Management -An International Perspective. Tata Mc Graw Hill, New Delhi.
3. Stoner, James, A.F., R. Edulard Freeman and Damiel R. Gillbert Management, Pearson Education, Delhi.
4. Chandan, J.S. Management Concept and Strategies. Vikas Publishing House, New Delhi.

### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Business Statistics**  
**Paper Code – BBE 103**

**Unit-I**

Nature and significance of statistic; descriptive and inferential statistical; statistical enquiry; types and sources of data; methods of data collection; classification : tabulation and presentation of data; constructing frequency distribution and ogives.

**Unit-II**

Measures of central tendency and dispersion : CHARLIER'S CHECK : SHEPPARD'S CORRECTION FOR VALUES USING MOVING AVERAGES METHOD AND REGRESSION LINES; COMPUTING SEASONAL VARIATION INDEX; MEASUREMENT OF CYCLICAL VARIATIONS.

**Unit-III**

Types of components of time series : seasonal and cyclical variations of data; finding trend values using moving averages method and regression lines : seasonal variation index : measurement of cyclical variations.

**Unit-IV**

Central charts-nature types and purposes : X-bar and R-charts; process capability; P and NF Charts user of control charts for quality control.

**Suggested Readings :**

1. Levine, Business Statistics : A First Course. Pearson Education Delhi.
2. Aczel, D., Amir and Jayavel Sounder Pardian /. Complete Business Statistics..Tata Mc Graw Hill, New Delhi.
3. Hooda, R.P. Statistics for Business and Economics, Vikas Publishing House, New Delhi.
4. Chandan, J.S. Statistics for Business and Economics. Vikas Publishing House, New Delhi.

**Only latest editions of the above are recommended.**

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3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Economics Geography and Demographic  
Paper Code – BBE-104**

**Unit-I**

Nature and scope of economic geography: geographical factor in economic development: geographical environment for business : sources of change in geographical conditions; geographical factors, resource endowments and comparative advantage.

**Unit-II**

An overview of India's physical resources : India's mineral resources: stage of the mining industry; mineral exports; natural and mineral resources in relation to India's development requirement; ecology and bio-diversity: pollutants of physical environment environmental protection and sustainable development.

**Unit-III**

Major areas of demography; demographic factors in economic development; demographic trends in India; female force work participation rate; population. labour supply and employment : economic consequences of declining sex ratio health status of population.

**Unit-IV**

Inter-relationship between population, poverty and economic development; theory of demographic transition; concepts of over population and optimum population, rural-urban migration; population pressure and agricultural development : techniques of population control; population growth and hr quality : India's census system.

**Suggested Readings :**

1. Cann, J.C.R. and P. G. Irwin, Space, people, place : economic and settlement geography, longman Cheshire, Australia.
2. Sharma, T.C and O. Coutinho, Economic and Commercial Geography of India, Vikas Publishing House, New Delhi.
3. Kapila, Uma India's Economic Development since 1947, Academic Foundation. New Delhi.
4. Sharma, Rajendra K., Demography and Population Problems, Atlantic, New Delhi.
5. Census of India, 2001, Office of the Registrar General, New Delhi.

**Only latest editions of the above are recommended.**

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.



External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Business Ethics**  
**Paper Code – BBE -105**

**Unit-I**

Nature of Business ethics : approaches to business ethics-utilitration, ethical formation and virtue theory : ethical concerns in markets and marketing : interrelationship between business and society.

**Unit-II**

Elements of public policy process : role of public policy in a market society social responsibility of business : creating an ethical business organization : introducing ethical concerns in corporate culture.

**Unit-III**

Business and physical environment : building environmental ethics ; impact of MNCs on host country cultures : moral responsibility of business towards customers : unethical marketing practice and their control.

**Unit-IV**

Discrimination in employment and career development; sexual harassment at workplace issues relating to equal opportunity for women in corporate enterprise : rights and obligations of employees and employers; issues relating to insider trading whistle blowing, confidentiality and trade secrets.

**Suggested Readings :**

1. Buchholz. R.A and Rosenthal. Business Ethics. Prentice Hall. New Delhi.
2. Ghosh. Biswanath, Indian Ethos & Values. Vikas Publishing House. New Delhi.
3. Velasquez, Business Ethics. A Teaching and Learning Classroom Edition Concepts and Cases, Pearson Education Delhi.
4. Weiss, Business Ethics, Thomson Learning, New Delhi.

**Only latest editions of the above are recommended.**

**Note:**

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Business Communication**  
**Paper Code – BBE - 106**

**Unit-I**

Importance of effective communication in business; basic communication process; objectives of communication; types of communication; major communication channels; basic principles of communication; barriers to communication.

**Unit-II**

Essentials of effective business letter writing; preparing enquiries and replies; business letters relating to orders, credit, collection of receivables and complaints; sales letters drafting; direct mail advertising; correspondence with public authorities and other agencies.

**Unit-III**

Preparing office communication including circulars, memos and office orders; form message; designing application and interview letters; letters relating to appointment information, promotion and retrenchment : press notes and letters to the editor; writing business reports.

**Unit-IV**

Forms of oral communication ; speech preparation and delivery; business meetings and conferences; presentational speaking; audio-visual presentation; telephonic business communication; teleconferencing; business communication through fax, email, voice-mail, multimedia and teleconferencing.

**Suggested Readings :**

1. Pal, Rajendra and J.S. Korlahalli, Essentials of Business Communication, Sultan Chand and Sons, New Delhi.
2. Madhukar, R.K., Business Communication. Vikas Publishing House; New Delhi.
3. Penrose, John M., Robert. W., Rashberry and Robert J. Myres, Business Communication for Managers : An Advanced Thomson Learning, New Delhi.
4. Chaturvedi, P.D. and Mukesh Chaturvedi, Business Communication. Pearson Education, New Delhi.

**Only latest editions of the above are recommended.**

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Macro Economics Analysis**  
**Paper Code – BBE - 201**

**Unit-I**

Basic nature and scope of macroeconomics : importance of macro economics for business basic concepts of stocks and flows : ex-ante and post relationship, aggregate demand and supply and equilibrium : nature of a macro economy and circular flow of money, saving and investment functions.

**Unit-II**

Alternative concepts of national product and their interrelationship approaches to measurement of GDP and growth rate ; measurement problems; classical theory of output and employment; income consumption ; relationship; multiplier analysis; the acceleration principle; theory of investment demand; an overview of Keynesian Theory of Income, output and employment.

**Unit-III**

Nature and functions of money : supply of money and demand for money : credit creation process : interest : determination of rate of interest : QTM nature, cause and effects of inflation; the basic operation of a trade cycle.

**Unit-IV**

Nature and operations of fiscal and monetary policies; monetary and fiscal policies for growth and stability, limitations of stability, limitations of macroeconomics policies; macro economic policies and business environment.

**Suggested Readings :**

1. Mankiw, Principles of Macroeconomics, Thomson Learning, New Delhi.
2. Shapiro, Macroeconomics. Thomson Learning. New Delhi.
3. Vaish, M.C. Macroeconomic Theory, Vikas Publishing House, New Delhi.
4. Nag, A., Macroeconomics for Management Students. Macmillan India Ltd., New Delhi.

**Only latest editions of the above are recommended.**

**Note:**

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Managerial Economics**  
**Paper Code – BBE - 202**

**Unit-I**

Meaning and nature of managerial economics : significance in managerial decision making : role and responsibility of managerial economist, alternative objectives of the firm; consumer's equilibrium-utility and indifference curve approaches.

**Unit-II**

Meaning nature and types of demand : law of demand ; law of demand; price, income and substitution elasticity; advertising elasticity : fundamentals of demand estimation and forecasting.

**Unit-III**

Short and long run production functions : optimal factor combination, alternative cost classifications : determinations of cost function : economics of scale and scope ; short and long run cost functions.

**Unit-IV**

Market classification criteria equilibrium of a firm under perfect competition, monopoly, monopolistic competition and oligopoly introduction to pricing strategies and tactics; price discrimination; limit pricing transfer pricing peak load pricing in public sector units.

**Suggested Readings :**

1. Mehta, P.L. Comprehensive Managerial Economics. Sultan Chand & Sons, New Delhi.
2. Salvatote, D., Managerial Economics in a Global Economy, Thomson Learning New Delhi.
3. Dwivedi, D. N., Managerial Economics, Vikas Publishing House, New Delhi.
4. Dean, J., Managerial Economics, Prentice Hall of India, New Delhi.

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**Note:**

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Business Mathematics**  
**Paper Code – BBE -203**

**Unit-I**

Elementary concepts of variations, equations and identities : Cartesian coordinate system : linear equations and graphs : slope and elasticities : solving quadratic equations : simple applications of linear and nonlinear functions to business problems.

**Unit-II**

Limit and continuity of functions elementary rates of differentiation : use of derivatives to find increasing and decreasing functions : units of inflation, concavity and convexity.

**Unit-III**

Exponential and logarithmic functions and their properties: simple solutions of natural exponential and logarithmic functions : interest compounding; estimating growth rates from data points.

**Unit-IV**

Nature of a matrix basic definitions and terms; addition, subtraction and multiplications of matrices; solving linear equation using matrices : properties of determinants : business applications of matrices.

**Suggested Readings :**

1. Dowling, E.T. Mathematical Methods for Business and Economics. Tata Mc Graw Hill, New Delhi, Schaum Outline Series.
2. D Fitzner, C.B., Mathematical Fundamentals of Microeconomics. Biztountra New Delhi.
3. Monga, G.S. Mathematics and Statistics for Economics. Vikas Publishing House, New Delhi.
4. Allen, R.G.D. Mathematics Analysis for Economics, Macmillan India, New Delhi.

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**Note:**

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Basic Accounting**  
**Paper Code – BBE – 204**

**Unit-I**

Accounting - meaning function and significance types of accounting : accounting concepts and conventional elementary knowledge of accounting standards.

**Unit-II**

Accounting cycles : journal, ledgers and trial balance; accounting treatment of rectification of error : bank reconciliation statement : bill of exchange- nature, type and accounting treatment.

**Unit-III**

Preparation of final accounts of sole trader along with adjustment accounting treatment of consignment.

**Unit-IV**

Depreciation accounting : concept and methods : accounting for non-profit organization.

**Suggested Readings :**

1. Maheshwari, S.N. and Maheshwari. An Introduction to Accountancy, Vikas Publishing House, New Delhi.
2. Mukerjee, A., and M. Hanif; Modern Accountancy. Tata Mc Graw Hill Publishing Company Ltd. New Delhi.
3. Gupta R.I. and V.K. Gupta Principles and Practice of accountancy. S. Chand & Sons, New Delhi.
4. Jian S.P. and K.L. Narang. Advanced Accountancy. Kalyani Publishers. New Delhi.

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**Note:**

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 50  
Practical Marks : 50  
Time : 3 Hours

**Computer Fundamentals and Applications**  
**Paper Code – BBE - 205**

**Unit-I**

Introduction to computers characteristics, classification generation and organization : software languages : computer application in the business.

**Unit-II**

Number system : binary, octal, decimal and hexadecimal : conversion from one number system to another BCD : ASCII;EBCDIC : binary operations (addition, subtraction multiplication, 1's complement and 2's complement.)

**Unit-III**

Operating system and its types : compiler; interpreter : assembler : flowchart : algorithm ; decision table; decision tree.

**Unit-IV**

Word processor-advantages, entering & editing text. formatting text. mail merge : spreadsheets- advantages, working with functions creating various types of graphics macros.

**Practical:** OS commands, MS Excel, MS word and MS Powerpoint.

**Suggested Readings:**

1. Sinha, P.K. Computer Fundamental, BPB Publication, New Delhi.
2. Gupta Vikas, Complex Computer Kid. Willydram Tech, New Delhi.
3. Rajaraman, V.K. Introduction to Computer. PHI Publication, Prentice Hall of India, New Delhi.
4. Morely, Deboran, Understanding Computers: Today and Tomorrow, Thomson Learning, New Delhi.

**Only latest editions of the above are recommended.**

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs.

## **Business Organization**

### **Paper Code: BBE - 206**

#### **UNIT-I**

Business – concept, nature and spectrum of business activities, business system, business environment interface, business objectives.

#### **UNIT-II**

Entrepreneurship – concept and nature; entrepreneurial opportunities in contemporary business environment; process of setting up a business enterprise; choice of a suitable form of business organization.

#### **UNIT-III**

Functional aspects of business – (a) operations – business size and location decisions, plant layout, mass production and mass customization, productivity, quality control (b) Finance – money and banking, financial management and securities markets, risk management and insurance.

#### **UNIT-IV**

Functional aspects of business (c) Marketing – marketing and consumer behaviour, product planning and development, pricing decisions, channel and promotional decisions; network marketing, franchising, e-commerce and m-commerce.

#### **Suggested Readings:**

1. Vasishth, Neeru, Business Organisation, Taxmann, New Delhi
2. Talloo, Thelma J., Business Organisational and Management, TMH, New Delhi
3. Tulsian, P.C., Business Organisation, Pearson Education, New Delhi.

**Only latest editions of the above are recommended.**

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2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.



External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Development Economics**  
**Paper Code – BBE -301**

**Unit-I**

Nature of economic development process : economic growth versus development : measures of development : common characteristics of developing countries; basic growth and development theories-Rostow's stages. Harrod-Domar Model : Lewis theory dualistic developments thesis and the Romar Model.

**Unit-II**

Measure of poverty and inequality : economic consequences of poverty : population growth and economic development ; causes and effects of migration and urbanization : the urban informal sector : role of health and education in economic development.

**Unit-III**

Role of agricultural in development : interdependence between agriculture and industry : emergence of modern commercial farming : physical environment : and economic development.

**Unit-IV**

Foreign trade economic development ; trade strategy for development role of monetary and policies : role of foreign investment and aid in development : nature and importance of development planning.

**Suggested Readings :**

1. Todaro, Michael P and Stephen C. Smith. Economic Development. Pearson Education, New Delhi.
2. UNDP, Human Development Report.
3. Ray, Debraj, development Economics, Oxford India, Noida
4. ILLIS, Malcolm and Dwight H., Peakins, Economics of Development, W.W. Norton and Co., New York.

**Only latest editions of the above are recommended.**

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Marketing Management**  
**Paper Code – BBE - 302**

**Unit-I**

Marketing meaning nature and scope : various concepts of marketing : creating and delivering value : marketing management-importance, functions and its tasks; marketing environment.

**Unit-II**

Consumer market and consumer buyer behaviour; business market and business buyer behaviour; marketing strategy; market segmentation, targeting and positioning ; marketing research and information systems.

**Unit-III**

Marketing wise : new product development and product life cycle : branding and packaging decisions : pricing strategies; marketing and society.

**Unit-IV**

Distribution channels and logistics management; relating and wholesaling : marketing communication strategy: advertising, sales promotion and public relations; global marketing.

**Suggested Readings :**

1. Kotler, Philip and Armstrong. Marketing An Introduction Pearson Education.
2. Ramaswamy, V.S. and S. Namakumari. Marketing Management- Planning Implementation and Control, Macmillan India Ltd. New Delhi.
3. Czinkota, M.R. Marketing Management, Thomson Learning. New Delhi.
4. Kumar Arun and N. Meenakshi, Marketing Management. Vikas Publishing House New Delhi.

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2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Management Accounting**  
**Paper Code – BBE -303**

**Unit-I**

Management accounting : meaning, functions, relationship to management functions and management accounting for corporate value addition : difference between financial and management accounting. Statement of changes in financial position : working capital basic and cash flow statement.

**Unit-II**

Accounting for planning : cost behaviour patterns, cost estimation methods, cost-volume profit analysis; budgeting : meaning, functions, types, construction of comprehensive budget and flexible budget; zero base budgeting, performance budgeting fundamental of capital budgeting; capital budgeting methods.

**Unit-III**

Accounting for control : responsibility accounting : meaning, nature and role of responsibility centres performance evaluation criteria of responsibility centres, cost allocation methods and effects; standard costing : meaning , types of standard costing, purpose of of standard costing, approaches of establishing cost standards, operation of standard costing ; variance analysis analysis and accounting.

**Unit-IV**

Accounting for decision : short term decision based on accounting information : differential revenue and costs : decision involve a proposed change in a segment of a company, outsourcing decisions for manufacturing and service organizations, special order decisions, decision based on theory of constraints : performance evaluation : concept of decentralization, measure of performance, behavioural, issues and problem in measurement. Ratio analysis uses and limitations; liquidity ratio; leverage ratio; activity ratio and profitability ratio.

**Suggested Readings :**

1. Pandey, L.M. Management Accounting, Vikas Publishing House, New Delhi.
2. Thukaram Rao, M.E., cost and Management Accounting, New Age International, New Delhi.
3. Hilton, Ronald W., Managerial Accounting, Tata Mc Graw Hill New Delhi.
4. Klapan, Robert S. and Atkinson Anthony A., Advanced Management Accounting, Pearson Education, New Delhi.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Environmental Management**  
**Paper Code – BBE - 304**

**Unit-I**

Importance of physical environment :basic concepts of ecology and bio-diversity challenges of environmental protection : an overview of national and international efforts for environmental protection.

**Unit-II**

Problems of global warming and ozone depletion and climate change : nature, causes and efforts of air, water and soil pollution; environmental control-market based instruments and govt. measures, Environment Management System : environmental ethics.

**Unit-III**

Impact of environmental on specific business segments: environmental standards : environmental clearance for industry; waste management; recycling industry: ecolabeling and marking : basics of environmental accounting nature of environment protection industry.

**Unit-IV**

An overview of India's physical environmental and natural resources; the deforestation problem and forest management aspects of resource conservation and sustainable development; measures promote sustainable development, issues concerning energy management.

**Suggested Readings :**

1. Pandey, G.N. Environmental Management Vikas Publishing House. New Delhi.
2. Oberoi, N.K. Environmental Management. Excel Books, New Delhi.
3. Gupta, N.Dass, Environmental Accounting, Wheeler Publishing, New Delhi.
4. Mohanty, S.K., Environment Pollution Law Manual. Universal Law Publishing, New Delhi.
5. Government of India, Economic Survey.

**Only latest editions of the above are recommended.**

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Consumer Protection**  
**Paper Code – BBE - 305**

**Unit-I**

Consumer meaning concepts and types; consumer buying motives; consumer protection and its need; methods of consumer protection-legal and voluntary : doctrine of cavent emptor and cavent venditor; consumer sovereignty.

**Unit-II**

Consumer protection in India; basic consumer rights; Consumer Protection Act, 1986 and latest amendments; organizational set up, functions, power, Jurisdiction, procedures and working of consumer protection councils in India; various forms of consumer protection.

**Unit-III**

Consumer protection measures under the Monopolies and Restrictive Trade Practices Act, 1969; concept and remedy against unfair trade practices and restrictive trade practices; consumers roles and rights under the MRTP Act.

**Unit-IV**

Recent developments in consumer protection movement in India; role of voluntary organizations in consumer protection : role of media and Government in spreading the consumer awareness; business self-regulation; Advertising Standards Council of India (ASCI).

**Suggested Readings :**

1. Agarwal, V.R., Consumer Protection Law & Practice, B.I.H. Publishers New Delhi.
2. Taxman, Consumer Protection Law Manual. Taxman Allied Services, New Delhi.
3. Nayak, Rajendra Kumar, Consumer Protection Law in India. the Indian Law Institute, New Delhi.
4. Singh Avtar Law of Consumer Protection : Principles and Practice, Eastern Book Company, Lucknow.

**Only latest editions of the above are recommended.**

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs.

## **Indian Financial System**

### **Paper Code: BBE - 306**

#### **UNIT-I**

Financial System – Meaning, components and functions; reforms in the Indian Financial System; money market and its segments.

#### **UNIT-II**

Primary market; stock exchange and its function, trading in stock exchange, NSE, OTCEI, depositories and custodians, new financial instruments, role and functions of SEBI.

#### **UNIT-III**

Commercial banks, risk management in banks, merchant banking and its services, NBFCs.

#### **UNIT-IV**

Mutual funds, factoring and forfaiting, venture capital.

#### **Suggested Readings:**

1. Pathak, Bharati V., The Indian Financial System, Second Edition, Pearson Education.
2. Singh Preeti, Dynamics of Indian Financial System: Markets, Institutions & Services, Ane Books India Pvt Ltd.
3. Khan, M Y, Indian Financial System, Fourth Edition, Tata Mc Graw Hill
4. Machiraju, H R, Indian Financial System, Third Edition, Vikas Publications.
5. Desai, Vasant, The Indian Financial System and Development, Himalaya Publishing House.

**Only latest editions of the above are recommended.**

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Business Environmental  
Paper Code – BBE - 401**

**Unit-I**

Nature and structure on business : environment, indicators of business environment sources of change : relative growth of public and private sector standards of corporate governance; macroeconomic policies and business environment.

**Unit-II**

Broad design of economic reforms; privatization trends ; economic revolutionisation process : present state of growth environment : trend and consumption pattern demographic environment : inflationary scenario and its impact on the business sector MRTP act, 1969 and the New Competition Law, 2002 consumer protection in India.

**Unit-III**

Current industrialization scenario and industrial policy; state of the SME sector infrastructural constraints on growth : private participation in infrastructural development ; growth trend in the service sector; an overview of growth and reforms in the financial sector; agribusiness opportunities.

**Unit-IV**

Trends in Globalization, balance of payments position; foreign trade scenario; trends in FDI; exchange rate movements and its impact; India's foreign exchange reserves and their use; external influences on India's business environment.

**Suggested Readings :**

1. Misra, S.K. and V.K. Puri Economic Environment for Business. Himalaya Publishing House, New Delhi.
2. Sengupta. N.K. Government and Business. Vikas Publishing House. New Delhi.
3. Govt. of India. Economic Survey (Latest Year ), Govt. of India, New Delhi.
4. Rudrar Datt (ed.) Second Generation Economic Reforms in India. Deep and Deep. New Delhi.

**Only latest editions of the above are recommended.**

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Consumer Behaviour**  
**Paper Code – BBE -402**

**Unit-I**

Nature and scope of consumer behaviour; consumer needs & motives lifestyle and psychographical segmentation; usage segmentation ; benefit segmentation; product positioning; models of consumer behaviour.

**Unit-II**

Culture and subculture; social groups; family life cycle : family purchasing decision; personal influence and diffusion of innovation.

**Unit-III**

Personality and self concept; motivation and involvement; information processing; learning and memory; attitude change.

**Unit-IV**

Problem recognition; search and evaluation; purchasing processing; post purchase behaviour; organizational buying behaviour.

**Suggested Readings :**

1. Loudon, David J.& Della Bitta. Albert J., Consumer Behaviour. 4th ed. Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Blackwell, Roger, Consumer Behaviour, Vikas Publishing House, New Delhi.
3. Schiffman, Leon G & Kanuk, Lazar; Consumer Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi.
4. Assael, Henry, Consumer Behaviour, Asian Books Pvt. Ltd., New Delhi.
5. Raju, M.S. and Dominique Xardel, Consumer Behaviour : Concepts, Applications and Cases. Vikas Publishing House, New Delhi.

**Only latest editions of the above are recommended.**

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.



External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Human Resource Management**  
**Paper Code – BBE - 403**

**Unit-I**

Nature scope and importance of human resource management (HRM) : challenges of HR planning ; environment influences on HRM : role of HRM in organizations; designing organization; group and teams in HRM

**Unit-II**

Human resource planning process : job analysis- methods and purposes : HR information system : recruiting and selection processes; role of training and learning in management development; career development.

**Unit-III**

Motivation meaning importance and methods; job design, scheduling and expectancy theory; performance appraisal; rewarding performance; compensation systems; designing and administering benefits.

**Unit-IV**

Developing employees relations; employees rights; managing discipline ; workplace safety and employees health : labour relations; collective bargaining; future challenges for HRM.

**Suggested Readings :**

1. Deecazo, David A and Satpen P.Robins. Personnel/ Human Resource Management, Prentice Hall of India, New Delhi.
2. Gomez-Mezia, Luis. R., Balkin David B. and Robert. L. Cardy, Managing Human Resources, Prentice Hall of India, New Delhi.
3. Dessler, Gary Human Resource Management. Prentice Hall of India, New Delhi.
4. Dwivedi, R.S., Managing Human Resources/ Personnel Management in Indian Perspective, Galgoitia Publishing House, New Delhi.

**Only latest editions of the above are recommended.**

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Financial Management**  
**Paper Code – BBE -404**

**Unit-I**

Financial management scope, finance functions and its organization., objectives of financial management : time value of money; sources of long term finance.

**Unit-II**

Investment decisions importance and difficulties; determining cash flows; methods of capital budgeting; risk analysis (risk method and certainty equivalent method); cost of different sources of raising capital ; weighted average cost of capital.

**Unit-III**

Capital structure decisions financial and operating leverage; capital theories-NI, NOI, traditional and M-M theories; determinants of dividend policy and dividend models- Walter, Gordon & M.M. models.

**Unit-IV**

Working Capital meaning, need determinants; estimation of working capital need; management of cash, inventory and receivable.

Note: The topic of capital budgeting, management of cash, inventory management, receivable management will cover theoretical concepts and simple numerical question.

**Suggested Readings :**

1. Pandey, I.M. Financial Management, Vikas Publishing House, New Delhi.
2. Khan M.Y. and Jain P.K. Financial Management, Tata Mc Graw Hill, New Delhi.
3. Keown, Arthur J., Martin, John D., Petty, J. William and Scott, David F. Financial Management, Pearson Education, New Delhi.
4. Van Horne, James C., Financial Management and Policy, Prentice Hall of India, New Delhi.

**Only latest editions of the above are recommended.**

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 50

Practical Marks : 50

Time : 3 Hours

**Computer Networking in Business**  
**Paper Code – BBE-405**

**Unit-I**

Basic concept of networking; components of data communication : topologies : devices repeaters, gateways, routers; types of networking ; LAN, MAN, WAN, network application in business.

**Unit-II**

Introduction to internet ; tools of internet application environment and structure networking infrastructure; networking with internet; internet and its types; application to simple business problem.

**Unit-III**

Introduction to WWW-web browser, internet service providers; search engine, (P address Introduction to e-commerce-fundamental, framework and application areas.

**Unit-IV**

Working with HTML-introduction, tags, hyperlink, paragraphs, comments, break; emphasizing text, formatting text, font, list images frames.

**Practical** : Internet surfing, building web documents using HTML.

**Suggested Readings :**

1. William Stallings, Data and Computer Communications PHI publication, New Delhi.
2. Forouzan, Data Communication and Networking. tata Mc Graw Hill Publication, New Delhi.
3. Bayross, Ivan, html and dhtml, bpb Publication, New Delhi.
4. Xavier. C., World Wide Web with html, Tata Mc Graw Hill Publication, New Delhi.

**Only latest editions of the above are recommended.**

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs.

## **Production Economics**

### **Paper Code: BBE - 406**

#### **Unit-I**

Production economics: introduction, evaluation, major long term and short term decisions; objectives, importance and activities, difference between products and services (from POM view point).

#### **Unit-II**

Meaning and types of production systems: production to order and production to stock; plant location; factors affecting locations and evaluating different locations; plant layout: meaning, objectives, characteristics and types; plant layout and materials handling.

#### **Unit-III**

Production planning and control: meaning, objectives, advantages and elements, PPC and production systems, sequencing and assignment problems.

#### **Unit-IV**

Inventory Control: Objective, advantages and techniques (EOQ model and ABC analysis); quality control: meaning and importance; inspection, quality control charts for variables and attributes.

#### **Suggested Readings:**

1. Chary S., Production & Operations Management, Mc Graw Hill, New Delhi.
2. Saxena J, Production & Operations Management, Mc Graw Hill, New Delhi.
3. Admn, E E & Ebert, R.J. Production and Operations Management, New Delhi, Prentice Hall of India.
4. Buffa, E S & Sareen, Modern Production Management. New York, John Wiley.
5. Norman Gaither, Production and Operations Management, Thomson Learning, Bombay.
6. Chunawall & Patel, Production & Operations Management, HPH.
7. Nair, Production and Operations Management, TMH.
8. Change, Aquilano & Jacobs, Operations Management for Competitive Advantage, TMH.
9. Dobler, Donald Wand Lee, Lamar, Purchasing and Materials Management. New York Mc Graw Hill,

Vohra N.D., Quantitative Techniques in Management, Mc Graw Hill, New Delhi.

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Organizational Behaviour**  
**Paper Code – BBE 501**

**Unit-I**

Organizational behaviour-meaning, concept and importance; organizational structures and job design; foundations and backgrounds of organizational behaviour ; various approaches to organizational behaviour.

**Unit-II**

Individual behaviour in organization; abilities and intelligence in individuals; perception nature and importance; perceptual organization; personality meaning, significance and measurement of personality, personality traits; attitude in individuals.

**Unit-III**

Job satisfaction in organisation; sources of job satisfaction: motivation meaning importance, theories of motivation and relationship between motivation and job satisfaction; learning- meaning, types and theories; reinforcement and punishment.

**Unit-IV**

Group dynamics and team- working; stages of group development; key group concepts group cohesiveness; communication and negotiation skills; group decision making conflict management in organization.

**Suggested Readings :**

1. Nelson, L. Debra. Organisational Behaviour; Foundations. Reality and Challenges, Thomson Learning, New Delhi.
2. Luthans. F., Organisational Behaviour, Prentice Hall of India, New Delhi.
3. Robbins, P. Stephen, Organisational Behaviour, Prentice hall of India, New Delhi.
4. Mishra, M.N. Organisational Behaviour, Vikas Publishing House, New Delhi.

**Only latest editions of the above are recommended.**

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Business Law**  
**Paper Code – BBE - 502**

**Unit-I**

The Companies Act.,1956 : Classification of companies; function of a company; prospectus; process of raising debt and equity capital; forfeiture and lien on shares surrender, transfer and transmission of shares : management of a company; winding up and dissolution.

Nature and types of contracts : legal validity of a contract performance of contract; remedies for breach.

**Unit-II**

Sales of Goods Act.,1930 : Formation of a sale contract : conditions and warranties : transfer of property in goods; transfer of title by non owners ; performance of contract of sale; sale of option.

Negotiable Instruments Act. 1881: Major concepts and explanations under the act : provisions relating to the issue and use of cheque : duties and responsibilities of a paying banker : dishonoured cheque : transfer by negotiation and assignments; endorsement and its type; duties and responsibilities of an electing banker : provisions relating to bills of exchange; promissory notes and banker acceptance; discharge of negotiable instruments.

**Unit-III**

Basic Law Relating to Insurance : General principles of insurance; basic provisions relating to life insurance, fire insurance and marine insurance norms and functions of Insurance Regulatory and Development Authority (IRDA).

**Unit-IV**

Minimum Wages Act., 1948 : Fixing of minimum wages : minimum wages, fair wages and living wages; wages for part-time and over-time work.

Payment of Bonus Act. : Objectives, scope and coverage of the act : sums deductible from gross profit : calculation of bonus; eligibility and disqualification for bonus; minimum and maximum bonus; provisions relating to productivity linked bonus.

**Suggested Readings :**

1. Kuchhal, M.C., Business Law, Vikas Publishing House, New Delhi.
2. Kapoor, N.D. Business Law, Sultan Chand & Chand & Sons Delhi.
3. Aggarwal, S.K. Business Law, Galgotia Publishing Co. New Delhi.
4. Maheshwari, S.N.a and S.K. Maheshwari. A Manual off Business Law, Himalaya Publishing House, New Delhi.
5. Nabhi's Business Laws : One Should Know, A Nabhi Publication, New Delhi.

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs.

## **Economics Research Methods**

### **Paper Code: BBE - 503**

#### **Unit-I**

Research: definition and types of research, research process: problem definition and the research process; exploratory research & qualitative analysis.

#### **Unit-II**

Research designs: meaning, need and types of research designs; survey research-nature, errors, medium of collecting the observations and related issues; experimental research: nature and issues.

#### **Unit-III**

Measurement: concept, rules, types of scales, index measures, attitude measurement, questionnaire design; sampling design & sampling: census v/s sampling, type of sampling and its selection; sample size determination.

#### **Unit-IV**

Data analysis & presentation: editing, coding; descriptive statistics; meaning of univariate, bivariate and multivariate analysis.

#### **Suggested Readings:**

1. Cooper & Schindler, Business Research Methods, Tata Mc Graw Hill.
2. Freedman, P. The Principles of Scientific Research; 2<sup>nd</sup> Edition, Pergamon Press.
3. Oppenheim A.N. Questionnaire Design & Attitude Measurement, New York,
4. Neely Andy D Business Performance Measurement. Theory & Practice, Cambridge University Press.

**Only latest editions of the above are recommended.**

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Industrial Economics**  
**Paper Code – BBE - 504**

**Unit-I**

Scope of industrial economics; concept and measurement of industrial efficiency form of industrial organization; market structure and its forms concept of workable competition; elements of market conduct and performance; basic theories of the growth of the firm; a brief overview of India's industrial trend pattern.

**Unit-II**

Optimal size of the firm ; firm size and efficiency; measurement of market concentration and monopoly power; concentration and market performance of a firm; industrial diversification; horizontal and vertical integration firms; industrial mergers and acquisitions.

**Unit-III**

Process of Industrial innovation : factors affecting industrial R& D; diffusion of new technology; effect of technology on costs and competition : technological choice; dealing with technological obsolescence; science & technology policy of Government of India.

**Unit-IV**

Determinants of industrial location; industrial location approaches and analysis ; factor affecting investment, replacement and inventory decisions; appraising industrial projects; a brief overview of government control over industry.

**Suggested Readings :**

1. Barthwal, R.R., Industrial Economics, Wiley Eastern, New Delhi.
2. Devine, P.J. An Introduction to Industrial Economics, Wiley Eastern, New Delhi.
3. Woldman, E Don and Etizabeth S.Jensen, Industrial Organization : Theory & Practice, Pearson Education, New Delhi.
4. Mortin, Stephen, Industrial Economics : Economics Analysis and Public Policy, Maxwell Macmillan International Ed. London.

**Only latest editions of the above are recommended.**

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.



External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Money and Banking**  
**Paper Code – BBE - 505**

**Unit-I**

Nature and function of money; components and major of money supply sources of changes in money stock; money Vs near money asset : the concept of high powered money; the process of money multiplier and the role of the banking system.

**Unit-II**

Sources and motives for demand for money : determinants of rate of interests; basic theories of interest rate structure; impact of money on output and inflation : approaches to the quantity theory of money; elementary concept of monetarism.

**Unit-III**

Nature and functions of commercial banks; credit creating power of commercial banking system : structure of balance sheet of a commercial bank : types of deposits and credit accounts : deposit and credit product portfolio; asset and liability management; strategies for controlling NPAs : capital adequacy and liquidity management.

**Unit-IV**

The structure of Indian banking industry : challenges of public sector banks : regulatory role of RBI techniques of monetary management and credit control : mergers acquisitions and consolidation in Indian Banking.

**Suggested Readings :**

1. Mayo, Financial Industrial, Investment and Management, Thomson Learning, New Delhi.
2. Bhole, L.M. Financial Institutions and Markets. Tata Mc Graw Hill, New Delhi.
3. Fabozzi, J Frank, Franco Modigliani and Others, Foundations of Financial Markets and Institutions, Pearson Education, New Delhi.
4. Gupta, S.B. Monetary Economics, S. Chand and Company, New Delhi.

**Only latest editions of the above are recommended.**

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80  
Internal Marks: 20  
Time: 3 hrs.

## **Purchase Management**

### **Paper Code: BBE - 506**

#### **Unit-I**

Purchasing: meaning, role, objectives and functions; organization of purchase management and its relationship with other departments; five R's of purchasing (right quality, right quantity, right source, right time and right price)

#### **Unit-II**

Determination and description of material quality; vendor rating, selection, development and relations; evaluating supplier's efficiency; price determination and negotiation; make or buy decisions; purchase: procedures and documentation.

#### **Unit-III**

Materials Management: meaning, objectives, importance, functions and organization materials information system, standardization, simplification and variety reduction.

#### **Unit-IV**

Stores Management: meaning, objectives, importance and functions, stores layout; classification and codification; inventory control of spare parts; materials logistics-warehousing management, materials handling, traffic and transportation.

#### **Suggested Readings:**

1. Doblar & Burt, Purchasing and Supply Management: Text & Cases, Tata McGraw Hill Publishing Company Ltd., New Delhi.
2. Nair, Purchasing and Material Management, Vikas Publishing House, New Delhi.
3. Gopal Krishnan, P., Handbook of Materials Management, Prentice Hall of India Pvt. Ltd., New Delhi.
4. Gopalakrishnana, P. & Sundarshan, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi.
5. Bhat, K. Shridhara, Materials Management, Himalaya Publishing House.

**Only latest editions of the above are recommended.**

#### **Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**International Business**  
**Paper Code – BBE - 601**

**Unit-I**

Globalisation and growth of international business; alternative modes of international business; multilateral regulation of trade and investment -WTO and UNC TAD : political, economics and socio-economic environment of international business : managerial problem in international business.

**Unit-II**

Alternative exchange rate systems : nature of foreign exchange market : alternative approaches to exchange rate determination : effect of exchange rate variations on business decisions; role of IMF in exchange rate stabilization.

**Unit-III**

Balance of payments equilibrium , disequilibrium and adjustment : role of IMF in alleviating bop problems of member countries; general factors of international capital movements; benefits and costs of FDI; link between bop and exchange rates economic implications of foreign exchange reserves.

**Unit-IV**

Foreign market entry strategies : basics of international logistics; international product life cycle; structure and instruments of international financial market : sources and challenges of raising international finance; basic international banking operations.

**Suggested Readings :**

1. Sharma, Vyuptakesh, International Business : Concept, Environment and Strategy, Pearson Education, Delhi.
2. Czinkota, M.R. Iikka A. Ronkainen and Michall H Moffelt, International Business, Thomson Learning, New Delhi.
3. Daviels, D. Jihn Lee II, Radenbangh and Davel P. Sullivan International Business : Environemnts and Opertaions, Pearson Education, New Delhi.
4. Rao, M.B. and Manjula Guru WTO and International Business, Vikas Publishing House, New Delhi.

**Only latest editions of the above are recommended.**

**Note:**

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Public Economics**  
**Paper Code – BBE - 602**

**Unit-I**

Nature and scope of public economics; principles of maximum social advantages; sources of public revenue ; classification of revenue receipts and taxes; structure of a public budget.

**Unit-II**

Canons of taxation theories of the division of tax burden; incidence of taxes; choice of taxes; value added tax system; effects of taxes on growth on growth, distribution and inflation; sources and types of non-tax revenue; role of public undertakings.

**Unit-III**

Canons of public expenditure; basic theories of public expenditure- Wagner's Law Wiseman Peachock Hypothesis and Critical Limit Hypothesis; economics effects of public expenditure; nature and types of public debt; effect of public growth and inflation, burden of public debt.

**Unit-IV**

Balanced budgets; zero-basebudgeting; deficit functioning and fiscal prudence; nature objectives and operations of fiscal policy on growth distribution and economic stability; the system of federal finance.

**Suggested Readings :**

1. Bhatia, H.I., Public Finance, Vikas Publishing House; New Delhi
2. Jha Raghendra, Modern Public Economics Rontledge, London and New York.
3. Hyman Public Finance, Thomson Learning, New Delhi.
4. Misra, B. Economics of Public Finance, Macmillan India, New Delhi.

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3. All questions will carry equal marks.

External Marks : 80  
Internal Marks : 20  
Time : 3 Hours

**Rural Business**  
**Paper Code – BBE - 603**

**Unit-I**

Importance of rural sector in Indian economy ;, major areas of rural business; nature and characteristics of rural markets; behaviour of rural consumers; rural business environment; role of public sector in rural economy; rural cooperative institutions.

**Unit-II**

Trend and pattern of agricultural growth; cropping patterns; determinants of agricultural productivity; green revolution; marketable and marketed surplus; farm mechanization and technologies; look and uncertainty in agriculture; farm size versus productivity ; challenges of agricultural marketing; determination of agricultural prices.

**Unit-III**

Packaging, grading, standardization, transportation, storage and warehousing of agricultural products; branding of agricultural products; marketing information system; commodity derivatives and commodity exchanges; role of Forward Markets Commission; agricultural marketing channels rural marketing infrastructure; marketing of farm inputs.

**Unit-IV**

Nature and classes of rural industries; challenges of rural industrializations; issues in rural finance; rural credit infrastructure; terms of trade between agriculture and industry.  
An overview of major schemes of rural development in India.

**Suggested Readings :**

1. Bedi R.V. and N.V. Bedi, rural Marketing, Himamlaya Publishing House, New Delhi.
2. Krishnamacharyulu, C.S.G. and Lalitha Ramakrishanan, Rural Marketing : Text and Cases, Pearson Education, New Delhi.
3. Acharya S.S and N.L. Agrwal. Agricultural Marketing. Oxford and IBH, New Delhi.
4. Krishnamacharyulu, C.S. G. and Lalitha Rama Krishana, Cases in rural Marketing : An Integrated Approach, Pearson Education , New Delhi.

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External Marks : 80

Internal Marks : 20

Time : 3 Hours

**Management Information System**  
**Paper Code – BBE - 604**

**Unit-I**

Introduction to SDLC; system investigation, analysis and design ; system documentation hardware and software acquisition; system testing.

**Unit-II**

Management information system objectives, characteristics, role and impact; design of MIS; approaches to MIS development; strategies MIS; success and failure of MIS.

**Unit-III**

Decision making process; decision making and MIS; types of decision; Decision Support System components and its types; developments of DSS applications; DSS outstanding.

**Unit-IV**

Information resources management; information system transaction processing system. Information support system. office automation system; application of MIS manufacturing sector, service sector, enterprise management.

Practical : MS project manager, case tools.

**Suggested Readings :**

1. Jawadeker, W.S., Management Information System. Tata Mc Graw Hill , New Delhi.
2. Kumar Ashok and Akshaya Bhatia, Information System for Managers, Excel Book, New Delhi.
3. Goyal, D.P. Management Information System, Managerial Perspective, Macmillan Business Book.
4. OZ, management information system, Thomson Learning, New Delhi.

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