

FIFTH SEMESTER

BBA510

HUMAN RESOURCE MANAGEMENT

Maximum Time : 3 Hrs.

Total Marks : 100

Minimum Pass Marks : 40%

University Examination

: 70 Marks

Continuous Internal Assessment : 30 Marks

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Concepts and Perspectives on Human Recourse Management; Human Resource Management in Changing Environment; Human Resource Management System.

SECTION B

Corporate objective & human recourse planning; Job analysis and roll description; Methods of Manpower search; Attracting and Selecting Human Resources; Induction and Socialization; Manpower Training and development, career planning, Internal mobility.

SECTION C

Job Evaluation and Wage Determination; Salary Structure; Wage Policies and Regulations; Performance Appraisal and Potential Evaluation. Human Resource maintenance, Personnel Audit.

SECTION D

Industrial Relations and Trade unions; Collective Bargaining – Concept, pre-requisites and principles Dispute Resolution and Grievance Management; Employee Empowerment. Workers participation in management.

References:-

1. C.S. Venkata Ratnam et al., Personnel management & Human Resource Management, Tata McGraw Hill, New Delhi.
2. Monappa and Sayadain, Personnel Management, Tata McGraw Hill, New Delhi.
3. De Cenzo & Robins, Human Resource Management, John Wiley, N.Y.
4. Cascio W.F. Managing Human Resources : productivity , quality of work Life Profits. McGraw Hill New York 1995
5. Parikh U. and Rao T.V. , Designing and Managing Human Resource Management , Wiley New Delhi 1984

BBA520 ADVERTISING AND SALES PROMOTION MANAGEMENT

Maximum Time : 3 Hrs.

University Examination : 70 Marks

Total Marks : 100

Continuous Internal Assessment : 30 Marks

Minimum Pass Marks : 40%

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B) Instructions for candidates

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2. Use of non-programmable scientific calculator is allowed.

SECTION A

1. ADVERTISING PRINCIPLES & PRACTICES

Introduction to Advertising / Scope & Objectives / Difference with Sales Promotion, Advertising as a Marketing Communication Tool / Forms of Advertising, Communication models, source, message, media, Legal and Ethical Issues in Advertising, Role of Advertising standards, Council of India Advertising in India.

SECTION B

2. MEDIA MANAGEMENT

Media Concepts, types, Media Research, Characteristics and Issues in Media Planning, Media Selection, Planning and Scheduling, Internet as an emerging Advertising media, Brief Overview of E Commerce & E Business, Advertising Effectiveness.

SECTION C

3. BRAND MANAGEMENT & CLIENT SERVICING

Brand Concepts, Logo Preparation, process of Branding, Branding Decisions and Positioning, Introduction to Ad Agencies, Function & Structure, their importance in positioning Brands, Strategies for Account Management Managing Client -Agency Relationship.

4. PUBLIC RELATIONS

Nature, Importance & Scope, Communication in Public Relation Strategy, Planning & Functions, Distinction between Advertisement, publicity & public relation.

SECTION D

5. SALES PROMOTION:

Introduction to Sales Promotion, Sales promotion objectives. Strategies and Procedures of Sales Promotion in FMCG, Planning for Sales Promotion / Penetration effect considerations, Information Technology and promotion, Cost Effectiveness & Budgeting

References:

1. Advertising Management - by S.K. Batra & S.H.H. Kazmi
2. Advertising & Promotion - by Belch
3. Advertising Management - by Sarojit Dutta
4. Brand Positioning Strategies for Competitive Advantages – by Sengupta , Subroto -
5. Marketing Management – by Philip Kotler

BBA530

SALES MANAGEMENT

Maximum Time : 3 Hrs.

University Examination : 70 Marks

Total Marks : 100

Continuous Internal Assessment : 30 Marks

Minimum Pass Marks : 40%

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B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

INTRODUCTION:

Sales Management – Nature, Scope and Importance, Introduction to selling, Basis of selling, selling skills, personal selling, sales process, concept selling, Direct Marketing, Application of computers in sales, Generation of sales, Data base.

SECTION B

SALES FORCE MANAGEMENT:

Recruiting and selecting sales personnel, Training Programme : Objectives, Need and Techniques, Development and conducting sales training programme; Designing and Administering compensation plans, Motivating sales staff, Incentive and Allowance planning, Sales meeting and sales contacts.

SECTION C

ORGANISING SALES EFFORTS:

Sales policies, Sales planning, purpose of sales organization, setting up a sales organization, Basic types of sales organization; Designing, Assigning and Revising sales Territories; Sales Quota: Purpose, Type, Procedure for setting and Administration of sales quota.

SECTION D

CONTROLLING SALES EFFORTS:

Sales Budget: purpose, Budgeting process; Sales analysis and evaluation; Sales cost analysis; Evaluating sales force performance: Nature and Importance of performance evaluation, programme for evaluating performance; Ethical and social responsibilities of sales executives.

References:

1. Sales and Distribution Management - by Dr. Matin Khan
2. Strategic Marketing Problems - by Kerin & Peterson
3. Sales Management - by John F. Lyttle
4. Sales Management - by Cundiff, Still & Govani
5. Salesmanship & Sales Management – by P K Sahu & Raut
6. Basics of Distribution Management : A Logistical Approach - by Satish K Kapoor & Purva Kansal

BBA540

CAPITAL MARKETS

Maximum Time : 3 Hrs.

University Examination

: 70 Marks

Total Marks : 100

Continuous Internal Assessment : 30 Marks

Minimum Pass Marks : 40%

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B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Capital Markets: Evolution, Instruments of capital market, need for regulatory mechanism, establishment of SEBI, role of SEBI in primary market & secondary market, achievements of SEBI, Guidelines of SEBI, role of intermediaries in capital market.

SECTION B

Security Market – Primary Market – meanings & functions of primary market, methods for selling new securities, listing procedure & legal requirement, agency related with primary market, secondary market – stock exchange: definition, characteristics functions & role of security market, merchant banking it's role & functions.

SECTION C

Equity & debt instruments, pricing, credit rating, management of pre issue & post issue activities, including issue of prospectus, right issue, bonus issue.

SECTION D

Introduction to securities, investment process, portfolio analysis, capital assets pricing model, investment risk-type, investment returns – type, Risk analysis.

References:-

1. Investments : Analysis & Management – Francis.
2. Security Analysis & Portfolio Management – Jordan & Fischer.
3. Portfolio Management – Barua, Varma & Raghunathan.
4. Manual Of Merchant Banking – Dr. J. C. Verma
5. Nabhi's Manual for Capital Issues, SEBI and Mutual Funds.
6. Capital Market Management – V. A. Avadhani