

FIRST SEMESTER

BBA110

MANAGEMENT FOUNDATIONS

Maximum Time : 3 Hrs. University Examination : 70 Marks

Total Marks : 100 Continuous Internal Assessment : 30 Marks

Minimum Pass Marks : 40%

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

1. BASIC CONCEPTS:

Definition of Management, Nature, Utility & Universality of Management functions; Management Process, Role & Responsibility of a manager; Decision making process, Levels in Management.

2. Evolution of Management Thoughts

SECTION B

3. MANAGERIAL PLANNING PROCESS:

Management Planning, Importance of Planning, Forms of planning. Types of Plans, Steps in Planning, Limitations of Planning, Forecasting, MBO

SECTION C

4. ORGANIZATIONAL STRUCTURES AND DESIGN:

Why study organisation, Process of organizing as a basic function, Span of Management- Principles of organizing, Departmentation, Organization Structure.

5. AUTHORITY AND ORGANISATIONAL RELATIONSHIP

Authority, Power, Difference between authority and power; sources of authority, Responsibility & Accountability, Delegation of authority; Centralisation, Decentralisation of authority.

SECTION D

6. COORDINATION AND CONTROL.

Coordination – Concept, Significance, techniques.

Control – Meaning, Process, Requisites of effective control, control Techniques.

References:

1. Essentials of Management – by Koontz.
2. Management – by Robbins & Coulter.
3. Principles and Practices of Management – by L.M. Prasad.

BBA120

ECONOMIC ENVIRONMENT

Maximum Time : 3 Hrs.

Total Marks : 100

Minimum Pass Marks : 40%

University Examination : 70 Marks

Continuous Internal Assessment : 30 Marks

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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

An overview of Business Environment, Economic Environment, Internal and External Environment, Micro and Macro Environment Forces.

SECTION B

National Income: Concepts of GDP, GNP, NNP at Market Prices & Factor Cost. Methods for Measuring National Income - Consumption method, Production method, Expenditure method and Value added method. Planning in India, Rural Development.

SECTION C

Monetary Policy, Fiscal Policy, Industrial Policy and Export – Import policy.

SECTION D

International trade and Investment in India, Foreign Direct Investment, Globalization, Balance of trade and Balance of payment, Exchange rate determination.

References:-

1. Francis Cherunilam - Business Environment
2. K. K. Dewett & Adarsh - Modern Economic Theory
3. H. C. Ahuja - Macro Economics
4. Dornbush & Fischer - Macro Economics
5. Business Papers & Magazines

BBA130

MARKETING MANAGEMENT

Maximum Time : 3 Hrs.

University Examination

: 70 Marks

Total Marks : 100

Continuous Internal Assessment : 30 Marks

Minimum Pass Marks : 40%

A) Instructions for paper-setter

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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

1. INTRODUCTION TO MARKETING:

Marketing concepts, functions of marketing, importance of marketing, difference between marketing & selling, marketing environment.

2. PLANNING AND MARKETING MIX:

The element of marketing mix, The place of marketing mix in marketing planning, The relationship between marketing mix and marketing strategy, The concept of optimum marketing mix

3. MARKET SEGMENTATION & TARGETTING:

The concept of market, the concept of segment, Bases for segmentation, Positioning.

SECTION B

4. MARKETING RESEARCH AND ITS APPLICATION:

Definition and Purpose of Marketing Research, Scope of Marketing Research, Marketing Research procedure, application of Marketing Research, Limitations of Marketing Research.

5. MARKETING OF SERVICES:

The concept of service, reasons for the growth of the service sector, Characteristics of services, Elements of Marketing mix in service marketing.

SECTION C

6. CONSUMER BEHAVIOUR:

Importance of consumer behavior for markets, types of consumer, Models of consumer behavior, Factor influencing consumer behavior.

7. PRODUCT AND PRODUCT POLICIES:

Product life cycle, Product Planning and development, Product decisions and strategies, Overview of Branding, Packaging and Labeling.

8. PRICING POLICIES:
Determinants of pricing, Pricing methods, objectives of pricing policy

SECTION D

9. ADVERTISING MANAGEMENT:
Advertising Management, Objectives and function of Advertising, Media of Advertising, Publicity, Public Relations.
10. SALES PROMOTION& DISTRIBUTION:
Sales promotions objectives, Sales promotions methods, Personal selling and its role, Distribution channels – Role, factors affecting channel choice, Exclusive channel choice, Role of Retailing in Channelising .

References:

1. Marketing Management – by Philip Kotler.
2. Marketing Management – by Varshney & Gupta.
3. Marketing Management – by Rajan Saxena
4. Marketing in India – by S. Neelamegham.