

SECOND SEMESTER

BBA210

INDIAN SYSTEM IN BUSINESS

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

Basic Macro Economic Tools : Basic concepts of national income accounting and fund flow chart. Aggregate demand and aggregate supply and income determination. Consumption, savings and investment function.

SECTION B

Basics of – money supply, Money and inflation.

Demand for money and supply of money

Economic policies: Monetary and Fiscal policy framework & its application in solving economic problems at macro level.

SECTION C

Economic trends & structural changes : Economic growth (trends), Economic development(structural changes), Issues in economic development. Long run strategy & policy of economic development. Economic development & physical environment. Economic planning in India, Indian Planning Commission.

SECTION D

Anatomy of Indian Economy : Agriculture, Industries, Public sector, Demographic features, Foreign trade. Other socio-economic problems like unemployment and the inequalities.

Regional imbalances, social injustice.

Emerging Trends & Tendencies : Structural features of Indian economy.

References:-

1. M. Adhikary – Economic Environment of Business.
2. Edward Shapiro – Macro Economic Analysis.
3. Ruddar Dutt & K.P.M. Sundharam – Indian Economy.
4. S.K. Misra & V.K. Puri-Indian Economy
5. S.K. Misra & V.K. Puri-Macro Economics

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SECTION A

1. INTRODUCTION:

Definition & nature of operations management, significance of operations management decision areas to cover operations management.

2. Steps in designing operation research studies, operations research models.

SECTION B

3. FACILITIES LOCATION:

Linear programming & it's applications, graphic method & simplex method.

4. FACILITIES LAYOUT & MATERIALS HANDLING:

Waiting line models, waiters & services, Basic models of queuing theory & application.

SECTION C

5. GAME THEORY:

Zero sum game; pure & mix strategies

6. TRANSPORTATION PROBLEMS:

Transportation models, formation of transportation problems – Balanced and unbalanced, initial basic feasible solution based on VAM, Degeneracy in transportation problems, finding an optimum solution.

SECTION D

7. ASSIGNMENT PROBLEMS:

Assignment models (Balanced and Unbalanced); Hungarian method of solving an assignment problem – minimization & maximization cases

8. PERT AND CPM:

Introduction to Network analysis Guidelines for constructing network analysis; Time estimates in network analysis; Critical path method (CPM); Crashing of Projects; Time estimates of PERT.

References:

1. Production & Operations Management – by S.N. Chary
2. Quantitative Business Decisions – by V K Kapoor

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SECTION A

1. INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS

Data and information – definition, need and difference; Why Information System; Different levels of Management – Information need at different levels; Information Systems and Business Strategy.

2. DECISION MAKING AND MIS:

The decision making process, concepts of information, Humans as information processors, systems concepts, Management Support Systems; Decision-Support System; Executive Information System; Knowledge based system.

SECTION B

3. SYSTEMS DEVELOPMENT

Building Information System; Systems development Lifecycle; Analyzing Systems; Process Analysis.

SECTION C

4. MIS PLAN

Nolans Stage Growth Model; 3 Stage Planning Model; Limitations & Pitfalls of MIS; Organization and Management of Information Resource Function; Quality Assurance and Evaluation.

SECTION D

5. DATABASE MANAGEMENT

Database and Database Management, Data Model Concepts and terminology, RDBMS, Normalization in Database Design;

6. ELECTRONIC COMMERCE

Electronic commerce, EDI, E-Business Concepts, Developing E-Business Strategy.

References:

1. Management Information Systems – by Jawadekar
2. Management Information Systems - by Davis & Olson
3. Management Information Systems by K C Laudon & J P Laudon

BBA240

MANAGERIAL ECONOMICS

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SECTION A

1. Introduction to Managerial Economics, Scope of managerial economics, economic theories applied to business analysis.

SECTION B

2. CONSUMER BEHAVIOUR :

Cardinal approach and ordinal approach, Law of diminishing marginal utility, Law of equi-marginal utility, Consumer's surplus, Concept of demand, Law of demand, Elasticity of demand, Demand forecasting, Indifference curve analysis.

SECTION C

3. INPUT –OUTPUT DECISIONS:

Law of returns, Returns to scale, Least cost combination of factors, Cost analysis and Revenue analysis.

SECTION D

4. PRICE – OUTPUT DECISIONS:

Market structures, Price and Output determination under perfect competition, Monopoly and price discrimination, pricing under monopolistic competition and oligopoly.

References:

1. Modern Economics – by H. L. Ahuja
2. Managerial Economics – by Mote, Gupta, PAI
3. Managerial Economics – by D. N. Dwivedi
4. Managerial Economics – by Peterson & Lewis