

THIRD SEMESTER

BBA310

RETAIL 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.
4. Internship for a period of 06 weeks where student will take project with modern retail store concluded with its presentation.
5. There will be no internal assessment; Instead internship project submitted by the candidates shall be forwarded to the University well before the commencement of the examination for evaluation.

SECTION A

An introduction to Retailing system, Retailing - definition, Nature, Importance; The Retailing Environment - Economic Forces, Social forces, Technological Forces, Competitive Forces; The development of retail institution, Dynamics of institutional change.

SECTION B

The retail consumer, Consumer purchase behaviour, Buying process, Factors affecting consumer behaviour and decision; consumer – an individual approach and sociological approach, Reference group influence.

Retail store Location-Types of Location Site, Retail Location Strategies, Retail store Layout – Exteriors and Interiors, Creating an Environment for consumer purchase through design, Visual Merchandising.

SECTION C

Merchandise Planning- Warehousing & Supply chain management – Role of IT in supply chain management, Merchandise flows, Online logistics Management, Retail Pricing, Credit management, Retail Promotion; Training to staff, Employee motivation, Organisation Culture.

SECTION D

Retail Formats – Corporate chains, Retailer co-operative and voluntary system, Departmental stores, Discount stores, Super Markets, Warehouse clubs, Direct Marketing, Tele Marketing, Automatic vending, Customer Service and Quality Management- Customer Service, Good Service quality to Customer, Customers Perspective of service quality, Evaluation of Retail Service, GAPS Model to improve quality of Retail Service.

References:-

1. Butchev, Mc Aneity – Fundamentals of Retailing.
2. Dorothy, S. Rogers, L Merei, T. Grassi – Retailing : New perspectives.
3. Diamond Allen, Fashion – Retailing
4. Diamond, Jay & Gerald Pinal – Retailing.
5. Levy, Michael & Barton A. Weitz – Retailing Management.
6. Suja Nair- Retail Management.

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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

1. INTRODUCTION:

Financial goals, Profit maximization vs., Wealth maximization, Finance functions – investment, financing and dividend decisions. Sources of capital short term and long term.

SECTION B

2. CAPITAL STURUCTURE :

Determinants of capital structure, Optimum capital structure, Cost of Capital : Calculating cost of debt, preference share capital, equity share capital and retained earnings, Weighted average cost of capital.

SECTION C

3. OPERATING AND FINANCIAL LEVERAGE:

Measures of operating leverage, financial leverage and combined leverage.

4. CAPITAL BUDGETING:

Importance, techniques of capital budgeting, pay back period, Accounting rate of return, Net present value and Internal rate of return.

SECTION D

5. MANAGEMENT OF WORKING CAPITAL:

Types, importance, factors determining working capital, Receivables and inventory management.

References:

1. Financial Management - by I.M. Pandey
2. Essentials of Financial Management - by Prasanna Chandra.

BBA330

BEHAVIOURAL TECHNIQUES IN ORGANIZATION

Maximum Time : 3 Hrs.

University Examination : 70 Marks

Total Marks : 100

Continuous Internal Assessment : 30 Marks

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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

1. INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR

What is an organization, concepts of organization theories, what is behaviour, What is Organization behaviour, Concepts of organization behaviour, Organization structure – determinants, Organization planning and designing. Intra personal processes understanding human behaviour, attitudes, perceptions.

SECTION B

2. PERSONALITY

Description of personality, theories of personality, Johri window. Motivation – Definition, theories of motivation, learning. Job satisfaction – Definition, job satisfaction, Measuring job satisfaction, Determinants of job satisfaction, Job designing.

SECTION C

3. LEADERSHIP:

Definition, Leadership perspectives, Leadership styles & effectiveness, leadership background & processes. Group Dynamics-What is group, Inter group relations, formal and Informal groups, Group dynamics, Group cohesiveness, powers politics. Team management- What is team, difference between groups and teams, types of teams, team development, group dynamics in team work.

SECTION D

4. CONFLICT MANAGEMENT:

Intra personal conflict, Inter personal conflict, Organization conflict, Managing conflict. Organization stress and its management – What is stress, sources of stress, effects of stress, coping strategies.

5. ORGANIZATION CULTURE:

Conceptual Framework, Nature of Organizational Culture, Functions of Organizational Culture, Organizational change and development

References:

1. Organizational Behaviour – by L.M.Prasad
2. Organizational Behaviour – by S S Khanka
3. Organizational Behaviour - by Mirza S Saiyadain
4. Organizational Behaviour – by Robbins
5. Organizational Behaviour – by Luthans

BBA340

BUSINESS POLICIES

Maximum Time : 3 Hrs.

University Examination

: 70 Marks

Total Marks : 100

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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

1. BUSINESS POLICY – Process of policy formulation, stability versus flexibility of Business Policy.
2. INTRODUCTION TO CORPORATE STRATEGY & PLANNING:
Concept of corporate strategy, The 7-S framework, Corporate policy & planning in India.

SECTION B

3. CORPORATE MANAGEMENT:
Board of Directors: Role & function, Top Management: Role & Function
4. ENVIRONMENTAL ANALYSIS & DIAGNOSIS :
External Environmental analysis, ETOP, Internal Corporate analysis, Competitive analysis, CAP, SWOT Analysis.

SECTION C

5. STRATEGIC ALTERNATIVES AND STRATEGIC CHOICE:
Classifying Strategic Alternatives, Selection of Strategy, What is Diversification ? Types of Diversification, Integration, Definition of Merger, Acquisition, Merger motivations, strategy formulation process.

SECTION D

6. PORTFOLIO STRATEGY:
Portfolio Analysis- BCG Matrix ,
7. IMPLEMENTATION & EVALUATION OF STRATEGY:
Implementation of Strategy, Evaluation & Control of Strategy, Turnaround Management. Effectiveness of strategy, strategic Audit.

References:

1. Business Policy and Strategic Management - by Azhar Kazmi
2. Corporate Strategy – by Satish Seth
3. Business Policy & Strategic Management - by L M Prasad