

Maharshi Dayanand University Rohtak



Ordinances, Syllabus and Courses of Reading for B.B.A. III&IV Part Examination Session—1998-99

Available from :

Asstt. Registrar (Publication)

Maharshi Dayanand University

Rohtak-124 001 (Haryana)

Price :

At the Counter : Rs. 50/-

By Regd. Parcel : Rs. 75/-

By Ordinary Post : Rs. 60/-

ORDINANCE : BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

1. The duration of the Bachelor of Business Administration Programme (BBA) shall be three Academic Years. Each year shall be divided into two semesters. Thus the BBA programme shall be comprising of six semesters spread over to three years. Each semester shall have atleast 90 teaching days. On the completion of all the six semesters, the students will be awarded the Bachelor's degree in Business Administration. A candidate shall complete all the six semesters within a maximum period of 6 years, thus the maximum duration of the BBA programme shall be 6 years.
2. The Examination for the 1st, 3rd and 5th semesters shall ordinarily be held in the month of December/January and for the 2nd, 4th and 6th semesters in the month of April/May or on such dates every year as may be fixed by the Vice-Chancellor. A special examination for the sixth semester may be held in December/January.
3. (i) The last date for receipt of the admission to examination shall be notified by the Controller of Examinations from time to time. A supplementary examination for the 1st, 3rd and 5th semesters shall be held alongwith their main semester examinations which will be normally held during the month of December/January and Supplementary examinations for 2nd, 4th and 6th semesters will also be held alongwith their main semester examinations which will normally be held during the month of May/June.
(ii) A regular candidate or an ex-student shall submit his application for admission to an examination on the prescribed form with the requisite certificate duly countersigned by the Principal or a senior member of the teaching staff authorised by him.
(iii) The Principal of the concerned college shall forward to Controller of Exams. a list of the students alongwith examination forms who have satisfied the requirement of rules and are eligible to appear in the examination atleast two weeks before the commencement of the examination of each semester.
4. Admission to the First Semester of the BBA programme shall be open to candidates who have passed Senior Secondary Examination on the pattern of 10+2+3 with 50% marks in aggregate from a recognised Board of Education or an

(ii)

equivalent examination recognised by the University. In case of SC categories, the candidate should have secured minimum pass marks in the qualifying examination.

EXPLANATION: In determining the eligibility, the fraction of percentage of marks of 0.5 or more shall not be raised to the next higher percentage.

5. Each candidate shall be examined in the subject(s) prescribed by the Academic Council from time to time.
6. 25% marks in each written paper excluding Training Report, Project Report and Viva-Voce shall be assigned for internal assessment. The question papers will be set by external examiners and each question paper will contain eight questions out of which the candidate shall be required to attempt five questions.
7. The answer books will be examined only by the external examiner. The Principal of the College shall forward the internal assessment marks obtained by the students in each paper to the Controller of Examinations atleast 2 weeks before the commencement of the semester examination. The assessment will be done in different courses by the concerned teachers in the following manners.
 - i) 5 marks for written case analysis (WCA)/written assignment in each subject.
 - ii) 5 marks for participation in the class room.
 - iii) 5 marks for the presentation of seminar/participation in role playing.
 - iv) Minimum 2 internal assessment tests carrying 5 marks each.

The concerned teachers shall preserve records on the basis of which the internal assessment awards have been given atleast till the end of one month from the date of declaration of the semesters examination results. If needed, the same could be inspected by the University Authorities.

8. The 1st Semester's Examination shall be open to a regular student who:

(iii)

- i) has been on the rolls of the College during the first semester;
 - ii) has attended not less than 75% of the lectures in the semester; and
 - iii) has obtained pass marks in the internal assessment in the papers for which he/she is a candidate.
9. The 2nd, 3rd, 4th, 5th and 6th semesters examination shall be open to a regular student who:-
- i) has attended not less than 75% of lectures in the respective semester;
 - ii) has been on the rolls of the college during the semester preceding the respective semester examinations;
 - iii) has obtained pass marks in the internal assessment in the papers of the relevant semester of which he is a candidate.
 - iv) has passed atleast 50% of the written papers in the preceding semester examinations.

EXPLANATIONS:

50% of 7 papers will be taken as 4.

10. The medium of instruction and the examination shall be English.
11. The minimum percentage of marks to pass the examination in each semester shall be:-
 - i) 40% in each written paper and internal assessment separately;
 - ii) 40% in external and internal evaluation in case of Training Report;
 - iii) 40% in Viva-Voce examination;
 - iv) 50% in the aggregate in each semester examination
12. A candidate who has completed the prescribed course of instructions in the college for any semester examination but does not appear/re-appear in the concerned paper or having appeared fails may be allowed, on the recommendations of the Principal of the college to appear/re-appear in the concerned paper(s) as the case may be at the next regular examination when held without attending the classes. While re-appearing in the exam. the candidate shall be exempted

(iv)

from re-appearing in the paper(s), Project Report, Viva-Voce in which he has obtained atleast 50% marks including the marks for internal Assessment, where prescribed. Such a candidate, in the meantime, may persue his studies for the next higher semesters and appear in the examination(s) for the same alongwith the examination for lower semester(s). If a candidate fails to pass, in any Semester Examination even in the 3rd chance as mentioned above, he will have to repeat the paper(s) concerned as a regular student in the college whenever, the relevant paper(s) is/are offered in future. Such repetition shall be allowed only once in the concerned paper(s).

Provided that a candidate shall have to secure exemption (as per rule mentioned above i.e. 50% marks jointly in theory and internal assessment) in not less than 50% of the papers prescribed in that semester failing which he shall not be permitted to continue his studies for the next higher semester and shall be required to repeat all papers of the concerned semester as a regular student as and when these paper(s) is/are offered. In such a case, the repetition of paper(s) will be allowed.

13. The examination fee to be paid by a candidate for each semester examination shall be Rs. 150/- for full papers, Rs. 200/- for special and re-appear examinations.
14. A candidate whose result is declared late without any fault on his part, may attend classes for the next higher semester provisionally at his own risk and responsibility subject to his passing the concerned semester examination. In case, a candidate fails to pass the concerned semester examination, his attendance/internal assessment in the next higher semester in which he was allowed to attend classes provisionally will stand cancelled.
15. The Internal Assessment award of a candidate who fails in any semester examination, shall be carried forward to the next examination provided that a candidate who has not obtained the pass marks in the internal assessment of any paper(s) will not be allowed to take examination in the said paper(s) in the relevant semester unless he repeats the course in the paper(s) concerned and obtains minimum pass marks in internal assessment.
16. As soon as possible, after the termination of the semester examination, Controller of Examinations shall publish the result of the candidates.

(v)

17. Every student of BBA shall be required to undergo a practical training in an organisation approved by the college for eight weeks, normally in the summer vacation after the end of the fourth semester.

The candidate shall be required to have an exposure of the actual functioning of the organisation concerned and complete the specific project of his training. The work done by the candidate during the period of training shall be submitted in the form of a Training Report. The candidate shall be required to submit three copies of the Training Report (type written) in double space to the office of the Controller of Examinations through the Principal. The last date for the receipt of Training Report in the office of the Controller of Examinations shall be six weeks after the date of completion of training provided that in exceptional cases, the Principal may extend the last date of the receipt of the training report refer upto four weeks.

The report shall carry 100 marks and the evaluation shall be done as under :-

- 1) External evaluation consisting of 50 marks will be undertaken by the External Examiner to be appointed by the Vice-Chancellor on the recommendations of Board of Studies in Management Sciences.
 - 2) Internal evaluation consisting of 50 marks will be based on presentation of training report by the candidate before the Faculty members of the college. The marks will be awarded by a Board of three examiners to be appointed by the Principal of the College from its faculty who will act as Chairperson.
18. i) Each student will be required to under take the course on Project Report in VIth semester. The topic for these Projects will be assigned and approved by the Principal in consultation with the Supervisor.
- ii) Each candidate will have to submit three copies of the Project Report in the office of the Principal atleast one month before the commencement of the 6th semester examination. Provided that, in exceptional cases, the Principal may extend the last date of receipt of the Project Report.
 - iii) Each report will be evaluated by one internal examiner and the one external examiner to be appointed by the

(vi)

Vice-Chancellor on the recommendations of the Board of Studies. In case, the difference in marks awarded by them is less than or equal to 30% of the maximum marks, the average of the two will be taken as final awards. In case the difference is more than 30% of the maximum marks, the Project Report will be sent to a third examiner. The awards given by third examiner will be taken as the final awards.

- iv) The marks obtained by the candidate in the Project Report will be taken into account when he appears in any future examination.
19. The viva-voce examination shall be conducted by a Board of Examiners to be appointed by the Vice-Chancellor on the recommendations of the Board of Studies, comprising the following members :-
- a) Principal
 - b) External Academician pertaining to the discipline of Management.
 - c) One Business Executive/Administrator from reputed Organisation.
20. The list of successful candidates after the sixth semester examination shall be arranged, in two divisions on the basis of the aggregate marks obtained in his Bachelor's Degree of Business Administration as under :-
- | | |
|---|-----------------|
| a) those who obtain 60% or more marks | First Division |
| b) those who obtain 50% or more marks but less than 60% | Second Division |
| c) candidates who pass all the six semesters examination at the first attempt obtaining 75% or more marks of the total aggregate shall be declared to have passed with distinction. | |
21. No improvement facility shall be provided to students of B.B.A. Programme. However, the grace marks will be allowed as per university rules.

VII

22. Notwithstanding the integrated nature of this course which is spread over more than one academic year, the ordinance in force at the time of a student joins the course shall hold good only for the examination held during or at the end of the academic year and nothing in this ordinance shall be deemed to debar the University from amending the ordinance and the amended ordinance, if any, shall apply to all students whether old or new.

SCHEME OF EXAMINATION OF B.B.A. COURSE 1998-99

SECOND YEAR

3rd SEMESTER

Paper No.	Title of the paper	Total No. of credits	External Marks	Internal Marks	Duration
bba 301	Advanced Management Concepts & Organiza- tional Behaviour	3	75	25	3 Hours
bba 302	Operational Research	3	75	25	3 Hours
bba 303	Managerial Economics	3	75	25	3 Hours
bba 304	Management Accountancy	3	75	25	3 Hours
bba 305	Business Environment	3	75	25	3 Hours
bba 306	Data Base Management Systems	3	75	25	3 Hours

4th SEMESTER

bba 401	Managerial Skills	3	75	25	3 Hours
bba 402	Business Research Methods	3	75	25	3 Hours
bba 403	Strategic Management	3	75	25	3 Hours
bba 404	Introduction to Marketing Management	3	75	25	3 Hours
bba 405	Computer Programming	3	75	25	3 Hours
bba 406	Seminar Course on Values & Ethics	3	75	25	3 Hours

~~SUMMER VACATIONS TRAINING FOR 8 WEEKS DURATION~~

- Note 1. Each student/ shall be required to undertake Summer Vacation Training for 8 weeks duration with some Private/Public Sector Business Organization/Govt. Undertaking just after the end of 2nd Semester.
2. In each Course of Studies of B.B.A. Course, Eight Questions, in all, spread over to entire syllabi, shall be set by the External Examiner and out of 8 questions, the students will be required to attempt any five questions.

IIIrd SEMESTER

bba 301—ADVANCED MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOUR

OBJECTIVES External Marks : 75
Internal Assess. : 25
Time : 3 Hrs.

The objective of this course is to impart knowledge to the students regarding latest concepts and techniques that are being used for managing the organisations in general and people of these organizations in particular in the corporate world.

COURSE CONTENTS

UNIT-I

Introduction-Management discipline in the context of Globalization and liberalisation; re-defined meaning of Phrase Management, Management Processes and latest developments in the approach and techniques of managing.

UNIT-II

Management by Objectives; Management by exception; Managing by walking around (MBWA); TQM—Quality, Yardsticks of quality, the system Approach to TQM.

UNIT-III

INTRODUCTION TO ORGANISATIONAL BEHAVIOUR

The field of Organisational Behaviour Reasons to study O.B. Foundations and Background of OB, Approaches to OB, Contributing disciplines to OB Field.

UNIT-IV

INDUSTRIAL BEHAVIOUR :

Individual differences-Abilities, intelligence; personality-Meaning, development of personality, personality traits, major determinants, perception-Nature, importance perceptual selectivity, perceptual organisation, social perception; Attitudes-Nature dimensions, importance; Job Satisfaction-importance source and consequences.

UNIT-V

Group Behaviour : Group-concept, nature, classification; stages of Group development, Group dynamics; Group behaviour, Structure, task and processes; Group cohesiveness; Dynamics of informal groups; Group decision making.

Note : In all, 8 questions will be set in the question paper out of which the candidates are expected to answer 5 questions in all.

BOOKS SHALL BE SUGGESTED BY THE TEACHER CONCERNED

bba-302 OPERATIONS RESEARCH

External Marks : 75

Internal Assess : 25

Time : 3 Hours

1. INTRODUCTION

Meaning, evolution and methodology of operations research, Modes used in OR. Role of OR in managerial decision making Overview of OR techniques.

2. PROGRAMMING

Formulating the linear programming problem. Assumptions, Characteristics and practical applications of L.P. Solution of a LP Problem by graphical and simplex method. Duality and degeneracy. Post optimality analysis. Transportation and trans-shipment problems.

3. NETWORK ANALYSIS

Evolution and Importance of PERT/CPM. Calculating the critical path, earliest and latest starting and finishing times and floats. Applications of Probability in PERT Problems. Time cost trade off. Resource levelling and allocation.

4. QUEUING THEORY

General structure and characteristics of a queuing system. Queuing models-M/M/I Model.

5. SIMULATION AND REPLACEMENT PROBLEMS

Meaning and Process of Simulation of an inventory system and of a queuing system. Application, advantages and limitations of simulation. Replacement of items which deteriorate with time and which fails. Suddenly.

Note : Out of 8 questions, a candidate is supposed to attempt 5 questions.

BOOKS SHALL BE SUGGESTED BY THE TEACHER CONCERNED

bba-303 MANAGERIAL ECONOMICS

External Marks : 75

Internal Assess. : 25

Time : 3 Hours

OBJECTIVES :

The purpose of this course is to apply micro-economic concepts, pre-concepts, tools and techniques in evaluating business

decisions taken by a firm. As a matter of fact this course is expected to enhance the problem solving ability of Managers.

COURSE CONTENTS

UNIT-I

Introduction : Nature and meaning of Managerial Economics; Economic Analysis and Business Decisions; some Fundamental Concepts and Measurement Techniques in Managerial Economics; Optimum Decision Rules.

UNIT-II

The objectives of Business Firm-Economic Theory, Behavioural theory and Managerial theory; alternatives to profit maximisation; concepts and measurement of profit.

UNIT-III

Demand determinants, Demand functions, demand elasticities and revenue functions; production function, supply function and cost function with emphasis on their managerial use.

UNIT-IV

Break-even chart, optimum output, economic order quantity; price output decisions the different forms of competitions in Sellers', Market and Buyers' market; contestable markets and entry barriers.

UNIT-V

Pricing principles and practices; economics of risks and uncertainty, business forecasting; forecasting payment, price, market share, sales and profit.

Note . In all, 8 questions will be set in the question paper out of which the candidates are expected to answer 5 questions in all.

**BOOKS SHALL BE SUGGESTED BY THE
TEACHER CONCERNED**

bba 304 MANAGEMENT ACCOUNTANCY

External Marks : 75
Internal Assess. : 25
Duration : 3 Hours

OBJECTIVES

The objective of the course is to acquaint the students with different accounting techniques which are widely used by managers in taking variety of managerial decisions.

UNIT-I

Management Accounting : Meaning, nature and scope, Difference between Management Accounting & Financial Accounting.

Unit-II Cost concepts and Classification, Cost sheet-statement, contract costing, process of costing.

UNIT-III

Analysis & Interpretation of financial statements. Ratio Analysis, funds flow statement, cash flow statement. Working Capital Management.

UNIT-IV

Marginal costing and its application to managerial decision making.

UNIT-V

Budgetary control : concept of budget, types of budgets.

UNIT-VI

Standard costing & Variance Analysis (Material & Labour).

Note : In all 8 questions will be set in the question paper out of which the candidates are expected to answer 5 questions in all.

BOOKS SHALL BE SUGGESTED BY THE TEACHER CONCERNED

bba 305 BUSINESS ENVIRONMENT

External Marks : 75
Internal Assess. : 25
Time : 3 Hours

OBJECTIVES

The purpose of this course is to create awareness about the country's economic environment and its relevance from the stand point of corporate managers located in these specified units.

UNIT-I

INTRODUCTION :

Environment and its internal and external constituents; relevance of environment for the corporate Managers.

UNIT-II

Profile of Natural and Human resource Trends in National Income Data employment profile of the Indian economy-Problem of unemployment in India, Nature, extent and magnitude, price behaviour in India-recent trends of inflation in India.

UNIT-III

Economic Planning in India-meaning and significance of Economic Planning : 5 Years plans-objectives, size, strategy, pattern of resource allocation.

UNIT-IV

Current Industrial Policy and Export Import Policy, Industrial (development and regulation) Act, 1951, changes in the licensing system, Economic Reforms and New Economic Policy, Privatisation Liberalisation and globalisation of India Economy, Reforms in the Public Sector.

UNIT-V

Reserve Bank of India, functions and monetary policy, fiscal policy, Money and capital markets, SEBI and its functions. Infrastructure (Power and Transportation) Present scenario, Problems and suggestions.

Note : In all 8 questions will be set in the question paper out of which the candidates are expected to answer 5 questions in all.

BOOKS SHALL BE SUGGESTED BY THE TEACHER CONCERNED

bba 306 DATA BASE MGT. SYSTEMS

External Marks : 75

Internal Assess. : 25

Time : 3 Hours

UNIT-I

Concept of data base: Objectives of data base; Advantages and disadvantages of data base; Entries and attributes; relationships (1:1, 1:M, M:1, M:M) between them.

UNIT-II

Schemas and sub schema; Data Models; Relational, Hierarchical, Plex; Data Base Management System; Types of Data Base Management System, Functions of Data Base Mgt. systems.

UNIT-III

Data Independence; logical and Physical; Data Administration; Distributed data base; Data compactation/Methods of Data compactation.

Note : In the question paper in all, 8 questions will be set out of which the students are expected to attempt 5 questions.

BOOKS SHALL BE SUGGESTED BY THE TEACHER CONCERNED

4th TEMESTER

bba 401 MANAGERIAL SKILLS

External Marks : 75
Internal Marks : 25
Time : 3 Hours

UNIT-I MANAGERIAL SKILLS

Meaning and nature of Managerial Skills; technical human, conceptual and design; the relative importance of these skills; their relation with the hierarchical levels of management.

UNIT-II HUMAN SKILLS

Understanding human beings and their motives, elements of sound motivational system and different kinds of motivation, training and supervisory skills.

UNIT-III CONCEPTUAL AND DESIGN SKILLS

Meaning and Definition of the problem; anticipating relevant variables affecting a problem and ability to correlate and analyze the relevant variables; the process of recommending a feasible solution; effective decision making, Brainstorming; steps and rules in brainstorming; tips of decisions of importance.

UNIT-IV LEADERSHIP SKILLS

Meaning and importance; functions of a leader; Qualities of leader; ways of effective leadership.

UNIT-V COMMUNICATION AND CO-ORDINATION SKILLS

Meaning and importance; components of communication skills-Reading, writing, speaking and listening; ways of improving these skills.

Note : In all 8 questions will be set by the External Examiner out of which the students are expected to attempt 5 questions in all.

BOOKS SHALL BE SUGGESTED BY THE TEACHER CONCERNED.

bba 402 BUSINESS RESEARCH METHODS

External Marks : 75
Internal Marks : 25
Time : 3 Hours

COURSE CONTENTS

UNIT-I

Decisional Research : Definition and Scope; role of decision maker and research; Identification of problems; decision steps and research objectives, uncertainty and decision research.

UNIT-II

Research Design : Exploratory, descriptive, diagnostic and experimental research designs; problems experimentations

UNIT-III

Data Collection Techniques : Secondary and Primary data sources; types, basic means of obtaining primary and secondary data and their usage; Design of questionnaires, Attitude scales and measurement of attitude.

UNIT-IV

Sampling Procedure : Probability and non-probability sampling, sample size determination: sampling errors: tabulation of data.

UNIT-V

Data Analysis, Interpretation and Presentation; basic considerations in choice of analysis and statistical techniques hypothesis testing; tests of significance; chi-square analysis Report writing and presentation.

Note : In all 8 questions will be set in the question paper out of which the candidates are expected to answer 5 questions in all.

BOOKS SHALL BE SUGGESTED BY THE TEACHER CONCERNED

bba 403 STRATEGIC MANAGEMENT

External Marks : 75

Internal Marks : 25

Time : 3 Hours

OBJECTIVES

The objectives of this course is to develop a wholistic perspective of an enterprise, critical from the point of view of corporate management as also to develop an understanding about the strategic processes and their impact on a firm.

COURSE CONTENTS

UNIT-I

Business Policy : Nature and scope of Business Policy; concepts of forecasting, long range planning, strategic planning and strategic management process; relationship between business policy and strategic management process; Mc Kinsey's 7s³ framework.

UNIT-II

Formulation of Strategy : Process; mission objectives, and policies, environmental analysis-internal and external; techniques available for internal and external environmental analysis-SWOT analysis; alternative strategies Growth, diversification retrenchment, turn-around and external growth strategy-Merger, acquisition and Joint ventures.

UNIT-III

Choice of Strategy : Ways of making strategic choice; features influencing strategic choice, constraints; evaluating strategic alternatives; analytical models, BCG Matrix; stoplight strategic models, DPC Models.

UNIT-IV

Implementation of Strategy : Elements and major issues involved in the strategy implementation; major considerations involved in developing organisational structure.

UNIT-V

Policy issues involved in mobilisation of human resources; role of leadership; design for an effective information system techniques for measuring and evaluating the actual performance.

Note : In all 8 questions will be set in the question paper out of which the candidates are expected to answer 5 questions in all.

BOOKS SHALL BE SUGGESTED BY THE TEACHER CONCERNED

bba-404 INTRODUCTION TO MARKETING MANAGEMENT

External Marks : 75

Internal Assess. : 25

Time : 3 Hours

UNIT-I

INTRODUCTION

Nature & Meaning of Marketing; Concept; Difference between selling and marketing; importance of marketing functions; Reasons to study marketing; Indian Markets and its environment.

UNIT-II
CONCEPT OF MARKETING MIX

Elements of marketing mix. Market segmentation-Meaning, importance, Bases of market segmentation; Understanding consumers; factors effecting consumers behaviour : Psychological Characteristics of consumers; Consumers purchase decision process.

UNIT-III
PRODUCT

Meaning and role; Productline, productmix, product classification; product identification Branding, labelling, packaging : Product planning and process; Product life cycle. Pricing-Importance and role; pricing objectives; pricing practices.

UNIT-IV
DISTRIBUTION CHANNELS

Role, Classification; Intermediaries; functions of distribution channels; Rationals and use of distribution channels; factors governing choice of channels and intermediaries. Promotion-promotion and promotion mix; Promotional Objectives; personal selling; sales promotion; Advertising; publicity. Marketing communication; Factors influencing promotion mix.

Note : In all 8 questions will be set by the External Examiner, out of which the students are expected to attempt 5 questions in all.

BOOKS SHALL BE SUGGESTED BY THE TEACHER CONCERNED

bba 405 COMPUTER PROGRAMMING

External Marks : 75
Internal Marks : 25
Time : 3 Hours

1. BASIC :

History of basic, Structure of a basic program.

Numbers, strings, variables, Operations and formula,

Evaluation of expression

Let, input, print, rem, go to, on goto

If then, stop for to, next statements, nested loops

Library functions, lists and tables, subscripted variables,

dim statement

Read and data statements, df statement, go sub statement.

2. PASCAL :

History of pascal, structure of a pascal program, pascal

Character set, reserve words, identifiers,

SIMPLE DATA TYPES :

Integer, real, character, boolean

Type, constants, variables, arithmetic expressions,

Evaluation of expressions, using rules of heirarchy,

Assignment statement, logical expression,

CONTROL STRUCTURES :

While Do, repeat-until, for If, go to statement

Arrays one dimensional, multidimensional arrays.

Subprogram concept.

REFERENCES :

1. Programming in basic by Byron S. Gotteried
2. Basic for beginners by E. Balagursamy
3. Programming with pascal by
Gotfried, Byron, S. (Mc-Graw Hill)
4. Programming in Pascal by V. Rajaraman (PHI).

Note : In all 8 questions will be set by the External Examiner.
out of which the students are expected to attempt 5 (five)
question sin all.

bba-406 SEMINAR COURSE ON VALUES & ETHICS

External Marks : 75

Internal Marks : 25

Time : 3 Hours

I CONCEPTUAL DIMENSIONS

Values, Norms, Traditions, Customs, Ethics, Culture and
Cultural Trades. Values and Ethics of a Professional
Manager.

**II Values and Ethics of Finance Manager : Need and Utility
of Ethics in Accounting Profession;**

**III Value and Ethics in Marketing Area : Ethics of Advertising
in the light of Advertising Standards Council of India;
Marketing Warfare; Ethics of whole-sale Selling and Re-
tailing; How Ethical are our Export Marketing Managers ?
Ethical and Unethical Marketing tactics; Everything is fair**

in Love, War and Advertising; Social Marketing; Value perceived by customers in products and services.

IV Personnel and Human Resource Management area. The agenda for Ethics and Human Resource Management; Human Resource Development and Value Management.

V OTHER AREAS

Corporate Governance and Business Ethics, Building up of an Ethical Organisation; Morality and Ethics: How do men and women differ regarding moral reasoning and Ethical decision making ? The ethical ambiguities in the Corporate words: Values and Ethics; Do we really need them, Business Ethics; Young and middle Manager's Perspectives.

Note : In all, 8 questions will be set in the question paper out of these the candidates are expected to answer 5 Questions in all.

BOOKS SHALL BE SUGGESTED BY THE TEACHER CONCERNED