

SCHEME OF EXAMINATION
&
SYLLABI
of
BACHELOR OF BUSINESS ADMINISTRATION
(BUSINESS ECONOMICS)



FROM THE ACADEMIC SESSION 2014-15

MAHARSHI DAYANAND UNIVERSITY
ROHTAK (HARYANA)

**SCHEME OF EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
(BUSINESS ECONOMICS) FOR THE SESSION 2014-15**

FIRST YEAR

First Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ workshop Marks	Practical Marks	Total Marks
BBEN101	Micro Economics Analysis	80	20	-	100
BBEN102	Management Principles and Applications	80	20	-	100
BBEN103	Business Mathematics	80	20	-	100
BBEN104	Economic Geography and Demography	80	20	-	100
BBEN105	Business Ethics	80	20	-	100
BBEN106	Business Communication	80	20	-	100
	TOTAL				600

Second Semester

Paper No.	Title of Paper(s)	External Marks	Internal Assessment/ workshop Marks	Practical Marks	Total Marks
BBEN201	Macro-Economic Analysis	80	20	-	100
BBEN202	Business Statistics	80	20	-	100
BBEN203	Basic Accounting	80	20	-	100
BBEN204	Computer Fundamentals and Applications	50	-	50	100
BBEN205	Business Organization	80	20	-	100
BBEN206	Environmental Management	80	20	-	100
	TOTAL				600

**SCHEME OF EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
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SECOND YEAR

Third Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ workshop Marks	Practical Marks	Total Marks
BBEN301	Developmental Economics	80	20	-	100
BBEN302	Marketing Management	80	20	-	100
BBEN303	Management Accounting	80	20	-	100
BBEN304	Consumer Protection	80	20	-	100
BBEN305	Indian Financial System	80	20	-	100
BBEN306	Disaster Management	80	20	-	100
	TOTAL				600

Fourth Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ workshop Marks	Practical Marks	Total Marks
BBEN401	Business Environment	80	20	-	100
BBEN402	Consumer Behavior	80	20	-	100
BBEN403	Human Resource Management	80	20	-	100
BBEN404	Financial Management	80	20	-	100
BBEN405	Computer Networking in Business	50	-	50	100
BBEN406	Human Rights and Values	80	20	-	100
	TOTAL				600

NOTE:

Immediately after the completion of the IV semester examination, the students shall proceed for their Summer Training of 4 weeks duration. The Summer Training Reports prepared after the completion of shall be assessed in the V semester as a compulsory paper.

**SCHEME OF EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
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THIRD YEAR

Fifth Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ workshop Marks	Practical Marks	Total Marks
BBEN501	Organizational Behavior	80	20	-	100
BBEN502	Business Law	80	20	-	100
BBEN503	Economics Research Methods	80	20	-	100
BBEN504	Industrial Economics	80	20	-	100
BBEN505	Money and Banking	80	20	-	100
BBEN506	Cyber Security	80	20	-	100
BBEN507	Summer Training Report	100	-	-	100
	TOTAL				700

Sixth Semester

Paper No	Title of Paper(s)	External Marks	Internal Assessment/ workshop Marks	Practical Marks	Total Marks
BBEN601	International Business	80	20	-	100
BBEN602	Public Economics	80	20	-	100
BBEN603	Rural Business	80	20	-	100
BBEN604	Management Information System	80	20	-	100
BBEN605	Production and Material Management	80	20	-	100
BBEN606	Project Report	100	-	-	100
BBEN607	Comprehensive Viva-voce	100	-	-	100
	TOTAL				700

External marks: 80
Internal marks: 20
Time: 3hrs.

MICRO ECONOMIC ANALYSIS
Paper Code – BBEN 101

UNIT-I

Nature and scope of economics: basic problems of economic organization: production possibility frontier and technological changes; nature and types of markets; demand, supply and equilibrium; market imperfections and monopoly power: markets and economic efficiency, economic role of the government; concept of utility and the equi-marginal principle; short and long run concepts; nature of marginal analysis, risk and uncertainty.

UNIT-II

Fixed and variable costs and their significance; relationship between output and costs; short run and long run cost curves; opportunity cost; Revenue curves: total revenue, average revenue and marginal revenue and their significance.

UNIT-III

Factors of production: Marginal Productivity Theory of Distribution: nature of labor market; determination of rent; real versus nominal interest rates; nature of money supply; determination of interest and return on capital.

UNIT-IV

Alternative concepts of national income; calculating the growth rate: nature of a trade cycle: basic nature of inflationary process: basic nature and operation of monetary and fiscal policies; economic impact of public expenditure, taxation and public debt: basic nature of balance of payments; foreign exchange market and competitive determination of rate of exchange.

Suggested Readings:

1. Samuelson, P. Economics, Tata McGraw Hill, New Delhi.
2. Kontsoyianis, A., Modern Economics, Macmillan, New Delhi.
3. Case, E. Varl and Ray C.Fair, Principles of Economics, Pearson Education, New Delhi.
4. Dwivedi, D.N., Principles of Economics, Vikas Publishing House, New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External marks: 80
Internal marks: 20
Time: 3hrs.

MANAGEMENT PRINCIPLES AND APPLICATIONS
PAPER CODE: BBEN-102

UNIT-I

Nature and concept of Management: significance of management: managerial hierarchy: management skills; social responsibilities and ethics.

UNIT-II

Approaches to management-Max Weber's Bureaucracy: F.W. Taylor's Scientific Management: Henry Fayol's Process and Operational Management: human relations approaches; Behavioral approach: system approach and contingency approach.

UNIT-III

Concept, nature and elements of planning; kinds of plans; levels of planning; various stages (steps) in planning; decision making and process of rational decision making; concept of organizational structure; basis of organizing; delegation and decentralization of authority.

UNIT-IV

Meaning and significance of leadership: leadership styles: of successful leadership: motives and motivation. Maslow's Need Hierarchy Model: Herzberg's Model: Aderfer's and Mc Clelland's Models; elements of control process; kinds of control system; pre-requisites of effective control system: an overview of budgetary and non-budgetary control devices.

Suggested Readings:

1. Dubrim, A.J., Essentials of Management. Thomson Learning, New Delhi.
2. Koontz. Harold and Heinz Weihrich. Essentials of Management -An International Perspective. Tata Mc Graw Hill, New Delhi.
3. Stoner, James, A.F., R. Edulard Freeman and Daniel R. Gillbert Management, Pearson Education, Delhi.
4. Chandan, J.S. Management Concept and Strategies. Vikas Publishing House, New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS MATHEMATICS
PAPER CODE: BBEN -103

UNIT-I

Theory of sets – meaning, elements, types, presentation and equality of sets, union and intersection, complement and difference of sets; Venn diagrams: Cartesian product of two sets: applications of set theory. Surds and indices.

UNIT-II

Logarithms, arithmetic and geometric progressions and their business applications. Sum of first n natural numbers, their squares and cubes.

UNIT-III

Permutations, combinations and Binomial theorem (positive index). Quadratic equations.

UNIT-IV

Matrices – types, properties, addition, multiplication, transpose and inverse of matrix. Properties of determinants, solution of simultaneous linear equations; differentiation and integration of standard algebraic functions; business applications of matrices.

Suggested Readings:

1. Sancheti, D.C., A.M. Malhotra & V.K. Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi
2. Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Business Mathematics, Vikas Publishing House Pvt. Ltd, New Delhi
3. Reddy, R.Jaya Prakash, Y. Mallikarjuna Reddy, A Text Book of Business Mathematics, Ashish Publishing House, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

ECONOMIC GEOGRAPHY AND DEMOGRAPHY
PAPER CODE: BBEN-104

Unit-I

Nature and scope of economic geography: geographical factors in economic development: geographical environment for business: sources of change in geographical conditions; geographical factors, resource endowments and comparative advantage.

UNIT-II

An overview of India's physical resources: India's mineral resources: stage of the mining industry; mineral exports; natural and mineral resources in relation to India's development requirement; ecology and bio-diversity: pollutants of physical environment, environmental protection and sustainable development.

UNIT-III

Major areas of demography; demographic factors in economic development; demographic trends in India; female work force participation rate; population. Labor supply and employment: economic consequences of declining sex ratio, health status of population.

UNIT-IV

Inter-relationship between population, poverty and economic development; theory of demographic transition; concepts of over population and optimum population, rural-urban migration; population pressure and agricultural development: techniques of population control; population growth and HR quality: India's census system.

Suggested Readings:

1. Cann, J.C.R. and P. G. Irwin, Space, people, place: economic and settlement geography, Longman Cheshire, Australia.
2. Sharma, T.C and O. Coutinho, Economic and Commercial Geography of India, Vikas Publishing House, New Delhi.
3. Kapila, Uma India's Economic Development since 1947, Academic Foundation. New Delhi.
4. Sharma, Rajendra K., Demography and Population Problems, Atlantic, New Delhi.
5. Census of India, 2001, Office of the Registrar General, New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

BUSINESS ETHICS
PAPER CODE: BBEN -105

UNIT-I

Nature of Business ethics: approaches to business ethics-utilitarian, ethical formation and virtue theory: ethical concerns in markets and marketing: interrelationship between business and society.

UNIT-II

Elements of public policy process: role of public policy in a market society social responsibility of Business: creating an ethical business organization: introducing ethical concerns in corporate culture.

UNIT-III

Business and physical environment: building environmental ethics; impact of MNCs on host country cultures: moral responsibility of business towards customers: unethical marketing practice and their control.

UNIT-IV

Discrimination in employment and career development; sexual harassment at workplace issues relating to equal opportunity for women in corporate enterprise: Rights and Obligations of employees and employees; issues relating to insider trading whistle blowing, confidential and trade secrets.

Suggested Readings:

1. Buchholz. R.A and Rosenthal. Business Ethics. Prentice Hall. New Delhi.
2. Ghosh. Biswanath, Indian Ethos & Values. Vikas Publishing House. New Delhi.
3. Velasquez, Business Ethics. A Teaching and Teaching and Learning Classroom Edition Concepts and Cases, Pearson Education Delhi.
4. Weiss, Business Ethics, Thomson Learning, New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

BUSINESS COMMUNICATION
PAPER CODE: BBEN - 106

UNIT-I

Importance of effective communication in business; basic communication process; objectives of communication; types of communication; major communication channels; basic principles of communication; barriers to communication.

UNIT-II

Essentials of effective business letter writing; preparing enquiries and replies; business letters relating to orders, credit, collection of receivables and complaints; sales letters drafting; direct mail advertising; correspondence with public authorities and other agencies.

UNIT-III

Preparing office communication including circulars, memos and office orders; form message; designing application and interview letters; letters relating to appointment information, promotion and retrenchment: press notes and letters to the editor; writing business reports.

UNIT-IV

Forms of oral communication; speech preparation and delivery; business meetings and conferences; presentational speaking; audio-visual presentation; telephonic business communication; teleconferencing; business communication through fax, email, voice-mail, multimedia and teleconferencing.

Suggested Readings:

1. Pal, Rajendra and J.S. Korlahalli, Essentials of Business Communication, Sultan Chand and Sons, New Delhi.
2. Madhukar, R.K., Business Communication. Vikas Publishing House; New Delhi.
3. Penrose, John M., Robert. W., Rashberry and Robert J. Myres, Business Communication for Managers: An Advanced Thomson Learning, New Delhi.
4. Chaturvedi, P.D. and Mukesh Chaturvedi, Business Communication. Pearson Education, New Delhi.

Note:

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

MACRO ECONOMIC ANALYSIS
PAPER CODE: BBEN - 201

UNIT-I

Basic nature and scope of macroeconomics: importance of macroeconomics for business; basic concepts of stocks and flows; ex-ante and ex-post relationship, aggregate demand and supply and equilibrium: nature of a macro economy and circular flow of money, saving and investment functions.

UNIT-II

Alternative concepts of national income and their interrelationship; approaches to measurement of GDP and growth rate; measurement problems; classical theory of output and employment; income consumption relationship; multiplier analysis; the acceleration principle; theory of investment demand; an overview of Keynesian Theory of Income, output and employment.

UNIT-III

Nature and functions of money: supply of money and demand for money: credit creation process: interest: determination of rate of interest; nature, causes and effects of inflation; the basic operation of a trade cycle.

UNIT-IV

Nature and operations of fiscal and monetary policies; monetary and fiscal policies for growth and stability, limitations of macroeconomics policies; macro economic policies and business environment.

Suggested Readings:

1. Mankiw, Principles of Macroeconomics, Thomson Learning, New Delhi.
2. Shapiro, Macroeconomics. Thomson Learning. New Delhi.
3. Vaish, M.C. Macroeconomic Theory, Vikas Publishing House, New Delhi.
4. Nag, A., Macroeconomics for Management Students. Macmillan India Ltd., New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

BASIC STATISTICS
PAPER CODE: BBEN – 202

UNIT-I

Nature and significance of statistics; statistical enquiry: types and sources of data; methods of data collection; classification: tabulation and presentation of data.

Unit-II

Construction and graphical presentation of frequency distributions. Measures of central tendency and dispersion and skewness.

Association of attributes (upto three attributes).

Unit-III

Correlation: meaning, significance, types, measurement and limitations. Regression, meaning, significance, two equations and difference between correlation and regression. Rank correlation

Unit-IV

Index numbers: meaning, types, properties, construction and limitations of index numbers; Tests for adequacy of index numbers. Finding trends values using moving average and least square method.

Time series: meaning and components; Time series analysis.

Suggested Readings:

1. Levine, Business Statistics: A First Course. Pearson Education Delhi.
2. Aczel, D., Amir and Jayavel Sounder Pardian /. Complete Business Statistics. Tata Mc Graw Hill, New Delhi.
3. Hooda, R.P. Statistics for Business and Economics, Vikas Publishing House, New Delhi.
4. Chandan, J.S. Statistics for Business and Economics. Vikas Publishing House, New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

BASIC ACCOUNTING
PAPER CODE: BBEN – 203

UNIT-I

Accounting – meaning, function, significance and types of accounting: accounting concepts and conventional; Elementary knowledge of accounting standards.

UNIT -II

Accounting cycles: journal, ledger and trial balance; accounting treatment of rectification of error: bank reconciliation statement: bill of exchange- nature, type and accounting treatment.

UNIT -III

Preparation of final accounts of sole trader along with adjustment accounting; Consignment Accounting.

UNIT -IV

Depreciation accounting: concept and methods: Accounting for non-profit organization.

Suggested Readings:

1. Maheshwari, S.N. and Maheshwari. An Introduction to Accountancy, Vikas Publishing House, New Delhi.
2. Mukerjee, A., and M. Hanif; Modern Accountancy. Tata Mc Graw Hill Publishing Company Ltd. New Delhi.
3. Gupta R.I. and V.K. Gupta Principles and Practice of Accountancy. S. Chand & Sons, New Delhi.
4. Jian S.P. and K.L. Narang. Advanced Accountancy. Kalyani Publishers. New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50
 Practical Marks: 50
 Time: 3 Hours

COMPUTER FUNDAMENTALS AND APPLICATIONS
PAPER CODE: BBEN - 204

UNIT-I

Introduction to computers characteristics, classification, generation and organization; computer languages: computer application in the business.

UNIT -II

Number system: binary, octal, decimal and hexadecimal: conversion from one number system to another, BCD; ASCII; EBCDIC: binary operations (addition, subtraction multiplication, I's complement and 2's complement.)

UNIT -III

Types of software, system software and application software, compiler, interpreter, assembler; flowchart: algorithm; decision table; decision tree.

UNIT -IV

Word processor-advantages, entering & editing text. Formatting text; Mail merge; spreadsheets-advantages, working with functions creating various types of graphics macros.

Practical: OS commands, MS Excel, MS word and MS PowerPoint.

Suggested Readings:

1. Sinha, P.K. Computer Fundamental, BPB Publication, New Delhi.
2. Gupta Vikas, Complex Computer Kid. Willydram Tech, New Delhi.
3. Gupta, Satinder Bal & Goel, Manish. Computer Fundamentals, SMBD Publishers.
4. Rajaraman, V.K. Introduction to Computer. PHI Publication, Prentice Hall of India, New Delhi.
5. Morely, Deboran, Understanding Computers: Today and Tomorrow, Thomson Learning, New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

BUSINESS ORGANIZATION
PAPER CODE: BBEN - 205

UNIT-I

Business – concept, nature and spectrum of business activities, business system, business environment interface, business objectives.

UNIT-II

Entrepreneurship – concept and nature; entrepreneurial opportunities in contemporary business environment; process of setting up a business enterprise; choice of a suitable form of business organization.

UNIT-III

Functional aspects of business – (a) operations – business size and location decisions, plant layout, mass production and mass customization, productivity, quality control (b) Finance – money and banking, financial management and securities markets, risk management and insurance.

UNIT-IV

Functional aspects of business (c) Marketing – marketing and consumer Behavior, product planning and development, pricing decisions, channel and promotional decisions; network marketing, franchising, e-commerce and m-commerce.

Suggested Readings:

1. Vasishth, Neeru, Business Organization, Taxmann, New Delhi
2. Talloo, Thelma J., Business Organizational and Management, TMH, New Delhi
3. Tulsian, P.C., Business Organization, Pearson Education, New Delhi.

Note:

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

ENVIRONMENTAL MANAGEMENT**PAPER CODE: BBEN - 206****UNIT-I**

Environmental studies – Nature, scope and importance, need for public awareness; natural resources – renewable and non-renewable resources, use and over-exploitation/over-utilization of various resources and consequences; role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles.

UNIT-II

Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems .

Environmental Pollution – Definition, cause, effects and control measures of different types of pollutions – air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management – causes, effects and control measures of urban and industrial wastes; role of an individual in prevention of pollution.

UNIT-III

Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust; Wasteland reclamation, consumerism and waste products.

UNIT-IV

Environmental legislation – Environment Protection Act. Air (prevention and control of pollution) Act. Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act.

SUGGESTED READINGS:

1. Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi
2. Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers
3. Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi
4. Ubaroi, N.K., Environment Management, Excel Books, New Delhi

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

DEVELOPMENTAL ECONOMICS
PAPER CODE: BBEN -301

UNIT-I

Nature of economic development process: economic growth versus development: measures of development: common characteristics of developing countries; basic growth and development theories-Rostow's stages. Harrod-Domar Model: Lewis theory of dualistic developments thesis.

UNIT -II

Measures of poverty and inequality: economic consequences of poverty: population growth and economic development; causes and effects of migration and urbanization: the urban informal sector: role of health and education in economic development.

UNIT -III

Role of agriculture in development; interdependence between agriculture and industry; emergence of modern commercial farming; physical environment and economic development.

UNIT -IV

Foreign trade and economic development; trade strategy for development, role of monetary and fiscal policies; role of foreign investment and aid in development; nature and importance of development planning.

Suggested Readings:

1. Todaro, Michael P and Stephen Smith. Economic Development. Pearson Education, New Delhi.
2. UNDP, Human Development Report.
3. Ray, Debraj, development Economics, Oxford India, Noida
4. Illis, Malcolm and Dwight H., Peakins, Economics of Development, W.W. Norton and Co., New York.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

MARKETING MANAGEMENT
PAPER CODE: BBEN - 302

UNIT-I

Marketing meaning nature and scope: various concepts of marketing: creating and delivering value: marketing management-importance, functions and its tasks; marketing environment.

UNIT -II

Consumer market and consumer buyer Behavior; business market and business buyer Behavior; marketing strategy; market segmentation, targeting and positioning; marketing research and information systems.

UNIT -III

Marketing wise: new product development and product life cycle: branding and packaging decisions: pricing strategies; marketing and society.

UNIT -IV

Distribution channels and logistics management; relating and wholesaling: marketing communication strategy: advertising, sales promotion and public relations; global marketing.

Suggested Readings:

1. Kotler, Philip and Armstrong. Marketing An Introduction Pearson Education.
2. Ramaswamy, V.S. and S. Namakumari. Marketing Management- Planning Implementation and Control, Macmillan India Ltd. New Delhi.
3. Czinkota, M.R. Marketing Management, Thomson Learning. New Delhi.
4. Kumar Arun and N. Meenakshi, Marketing Management. Vikas Publishing House New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

MANAGEMENT ACCOUNTING
PAPER CODE: BBEN -303

UNIT-I

Management accounting: meaning, functions, relationship to management functions and management accounting for corporate value addition: difference between financial and management accounting. Statement of changes in financial position: working capital basic and cash flow statement.

UNIT -II

Accounting for planning: cost Behavior patterns, cost estimation methods, cost-volume profit analysis; budgeting: meaning, functions, types, construction of comprehensive budget and flexible budget; zero base budgeting, performance budgeting fundamental of capital budgeting; capital budgeting methods.

UNIT -III

Accounting for control: responsibility accounting: meaning, nature and role of responsibility centers performance evaluation criteria of responsibility centers, cost allocation methods and effects; standard costing: meaning, types of standard costing, purpose of standard costing, approaches of establishing cost standards, operation of standard costing; variance analysis and accounting.

UNIT -IV

Marginal costing: Marginal cost, marginal costing, marginal costing vs. absorption costing, use of marginal costs in managerial decision making; Ratio analysis: uses and limitations, liquidity ratios, leverage ratios, activity ratios and profitability ratios.

Suggested Readings:

1. Pandey, I.M. Management Accounting, Vikas Publishing House, New Delhi.
2. Thukaram Rao, M.E., Cost and Management Accounting, New Age International, New Delhi.
3. Hilton, Ronald W., Managerial Accounting, Tata Mc Graw Hill New Delhi.
4. Kaplan, Robert S. and Atkinson Anthony A., Advanced Management Accounting, Pearson Education, New Delhi.

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2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

**CONSUMER PROTECTION
PAPER CODE: BBEN - 304**

UNIT-I

Consumer meaning concepts and types; consumer buying motives; consumer protection and its need; methods of consumer protection-legal and voluntary: doctrine of caveat emptor and caveat venditor; consumer sovereignty.

UNIT -II

Consumer protection in India; basic consumer rights; Consumer Protection Act, 1986 and latest amendments; organizational set up, functions, power, Jurisdiction, procedures and working of consumer protection councils in India; various forms of consumer protection.

UNIT -III

Consumer protection measures under the Monopolies and Restrictive Trade Practices Act, 1969; concept and remedy against unfair trade practices and restrictive trade practices; consumers roles and rights under the MRTP Act.

UNIT -IV

Recent developments in consumer protection movement in India; role of voluntary organizations in consumer protection: role of media and Government in spreading the consumer awareness; business self-regulation; Advertising Standards Council of India (ASCI).

Suggested Readings:

1. Agarwal, V.R., Consumer Protection Law & Practice, B.I.H. Publishers New Delhi.
2. Taxman, Consumer Protection Law Manual. Taxman Allied Services, New Delhi.
3. Nayak, Rajendra Kumar, Consumer Protection Law in India. The Indian Law Institute, New Delhi.
4. Singh Avtar Law of Consumer Protection: Principles and Practice, Eastern Book Company, Lucknow.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

INDIAN FINANCIAL SYSTEM
PAPER CODE: BBEN - 305

UNIT-I

Financial System – Meaning, components and functions; reforms in the Indian Financial System; money market and its segments.

UNIT-II

Primary market; stock exchange and its function, trading in stock exchange, NSE, OTCEI, depositories and custodians, new financial instruments, role and functions of SEBI.

UNIT-III

Commercial banks, risk management in banks, merchant banking and its services, NBFCs.

UNIT-IV

Mutual funds, factoring and forfaiting, venture capital.

Suggested Readings:

1. Pathak, Bharati V., The Indian Financial System, Second Edition, Pearson Education.
2. Singh Preeti, Dynamics of Indian Financial System: Markets, Institutions & Services, Ane Books India Pvt Ltd.
3. Khan, M Y, Indian Financial System, Fourth Edition, Tata Mc Graw Hill
4. Machiraju, H R, Indian Financial System, Third Edition, Vikas Publications.
5. Desai, Vasant, The Indian Financial System and Development, Himalaya Publishing House.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

DISASTER MANAGEMENT**PAPER CODE: BBEN 306**

External marks: 80

Internal marks: 20

Time: 3hrs.

UNIT-I

Structure of the atmosphere; Pressure, temperature, precipitation, cloud classification and formation; calories force; El Nino phenomenon; western disturbance; energy model and budget of the earth. Primary differentiation and formation of core, mantle, crust, atmosphere and hydrosphere; magma generation and formation of igneous rock; weathering; erosion; transportation and deposition of earth's material by running water; river meandering and formation of ox-bow lake.

UNIT-II

Depletion of natural capital; development as causes of disaster; rapid population growth, environmental pollution; epidemics; industrial accidents and chemical releases; multipurpose project and resettlement issues; humanitarian assistance in emergencies.

UNIT-III

Floods- flood plains, drainage, basins, nature and frequency of flooding, flood hazards, urbanization and flooding, flood hydrographs, dams barrages and rivers diversions, creation of reservoir, influence on micro-climate, impact on flora and fauna.

Landslides- landslide analysis, determination of stability and safety factor,

Coastal hazards- tropical cyclone, coastal erosion, sea level changes and its impact on coastal areas and coastal zone management.

Climate change- Emissions and global warming, impact on sea level in south Asian region environmental disruptions and their implications.

UNIT-IV

Earth quakes- preliminary concepts, seismic waves, travel-time and location of epicenter, nature of destruction, a seismic designing, quake resistant building and dams.

Tsunamis- causes and location of tsunamis; disturbance in sea floor and release of energy, travel time and impact on fragile coastal environment volcanoes-causes of volcanism, volcanism materials, geographic distribution of volcanoes.

Suggested Readings

1. William H. Dennen and Bruce R. Moore, WCB Publishers, Iowa, 1986.
2. John M. Wallace and Peter V. Hobbs, Atmospheric science: An Introductory Survey, Academic Press, New York, 1977.
3. Egbort Bocker and Reink Van Grondille, environmental Physics, John Wiley & Sons Ltd., 1999.
4. Barbar W. Murk et. al., Environmental Geology, John Wiley & Sons, New York, 1996.
5. Bohle, H.G., Downing, T.E. and Watts, M.J. Climate Change and Social Vulnerability: the sociology and geography of food insecurity, Global Environmental, Changes. No 4, pp. 37-48

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 Hours

BUSINESS ENVIRONMENT**PAPER CODE: BBEN - 401****UNIT-I**

Nature and structure of business environment, indicators of business environment; sources of change; relative growth of public and private sector, standards of corporate governance; macroeconomic policies and business environment.

UNIT -II

Broad design of economic reforms; privatization trends; economic revolutionization process; present state of growth environment; trend and consumption pattern; demographic environment; inflationary scenario and its impact on the business sector; MRTP Act, 1969 and the New Competition Law, 2002; consumer protection Act in India.

UNIT -III

Current industrialization scenario and industrial policy; state of the SME sector; infrastructural constraints on growth; private participation in infrastructural development; growth trend in the service sector; an overview of growth and reforms in the financial sector; agribusiness opportunities.

UNIT -IV

Trends in Globalization, balance of payments position; foreign trade scenario; trends in FDI; exchange rate movements and its impact; India's foreign exchange reserves and their use; external influences on India's business environment.

Suggested Readings:

1. Misra, S.K. and V.K. Puri Economic Environment for Business. Himalaya Publishing House, New Delhi.
2. Sengupta. N.K. Government and Business. Vikas Publishing House. New Delhi.
3. Govt. of India. Economic Survey (Latest Year), Govt. of India, New Delhi.
4. Ruddar Datt (ed.) Second Generation Economic Reforms in India. Deep and Deep. New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 Hours

CONSUMER BEHAVIOR
PAPER CODE: BBEN -402

UNIT-I

Nature and scope of consumer Behavior; consumer needs & motives lifestyle and psych graphical segmentation; usage segmentation; benefit segmentation; product positioning; models of consumer Behavior.

UNIT-II

Culture and subculture; social groups; family life cycle: family purchasing decision; personal influence and diffusion of innovation.

UNIT -III

Personality and self-concept; motivation and involvement; information processing; learning and memory; attitude change.

UNIT -IV

Problem recognition; search and evaluation; purchasing processing; post purchase Behavior; organizational buying Behavior.

Suggested Readings:

1. Loudon, David J.& Della Bitta. Albert J., Consumer Behavior. 4th ed. Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Blackwell, Roger, Consumer Behavior, Vikas Publishing House, New Delhi.
3. Schiffman, Leon G & Kanuk, Lazar; Consumer Behavior, Prentice Hall of India Pvt. Ltd., New Delhi.
4. Assael, Henry, Consumer Behavior, Asian Books Pvt. Ltd., New Delhi.
5. Raju, M.S. and Dominique Xardel, Consumer Behavior: Concepts, Applications and Cases. Vikas Publishing House, New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

HUMAN RESOURCE MANAGEMENT
PAPER CODE: BBEN - 403

UNIT-I

Introduction: Nature scope and importance of human resource management (HRM); Functions of HRM; environment influences on HRM: role of HRM in organizations; HR outsourcing, strategic HRM, future challenges.

UNIT -II

Recruitment: Human resource planning process: job analysis- methods and purposes: Job designing, HR information system: recruiting and selection processes; downsizing, right sizing. Employee retention.

UNIT -III

Performance appraisal; rewarding performance; compensation systems; designing and administrating benefits. Career development, succession planning (training and development), Balance Score Card.

UNIT -IV

Developing employees' relations; employees' rights; managing discipline; workplace safety and employees health: collective bargaining; Trade unions, workers' participation in management.

Suggested Readings:

1. Deecazo, David A and Satepen P.Robins. Personnel/ Human Resource Management, Prentice Hall of India, New Delhi.
2. Gomez-Mezia, Luis. R., Balkin David B. and Robert. L. Cardy, Managing Human Resources, Prentice Hall of India, New Delhi.
3. Dessler, Gary Human Resource Management. Prentice Hall of India, New Delhi.
4. Dwivedi, R.S., Managing Human Resources/ Personnel Management in Indian Perspective, Galgoitia Publishing House, New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

FINANCIAL MANAGEMENT
PAPER CODE: BBEN -404

UNIT-I

Financial management: meaning, scope, functions and organization. Objectives of financial management: time value of money; sources of long term finance.

UNIT -II

Investment decisions importance and difficulties; determining cash flows; methods of capital budgeting; risk analysis (risk method and certainty equivalent method); cost of different sources of raising capital; weighted average cost of capital.

UNIT -III

Capital structure decisions: Financial, operating and combined leverage; capital theories-NI, NOI, traditional and M-M theories; determinants of dividend policy and dividend models- Walter, Gordon & M.M. models.

UNIT -IV

Working Capital meaning, need and determinants; estimation of working capital need; management of cash, inventory and receivables.

Note: The topic of capital budgeting, management of cash, inventory management, and receivable management will cover theoretical concepts and simple numerical question.

Suggested Readings:

1. Pandey, I.M. Financial Management, Vikas Publishing House, New Delhi.
2. Khan M.Y. and Jain P.K. Financial Management, Tata Mc Graw Hill, New Delhi.
3. Keown, Arthur J., Martin, John D., Petty, J. William and Scott, David F. Financial Management, Pearson Education, New Delhi.
4. Van Horne, James C., Financial Management and Policy, Prentice Hall of India, New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 50
 Practical Marks: 50
 Time: 3 Hours

COMPUTER NETWORKING IN BUSINESS
PAPER CODE: BBEN-405

UNIT-I

Basic concept of networking; components of data communication; topologies; devices, types of networking; LAN, MAN, WAN, network application in business.

UNIT -II

Introduction to internet; tools of internet application environment and structure; networking infrastructure; networking with internet; application to simple business problem. Introduction to intranet and its applications

UNIT -III

Introduction to WWW-web browser, internet service providers; search engine, IP address Introduction to e-commerce-fundamental, framework and application areas, electronic payment system, EDI and security issues.

UNIT -IV

Working with HTML-introduction, tags, hyperlink, paragraphs, comments, break; emphasizing text, formatting text, font, and list images frames.

Practical: Internet surfing, building web documents using HTML.

Suggested Readings:

1. Mukesh Dhunna & J B Dixit, Information Technology in Business Management, Laxmi Publications, New Delhi.
2. William Stallings, Data and Computer Communications PHI publication, New Delhi.
3. Forouzan, Data Communication and Networking. Tata McGraw Hill Publication, New Delhi.
4. Bayross, Ivan, html and dhtml, bpb Publication, New Delhi.
5. Xavier. C., World Wide Web with html, Tata Mc Graw Hill Publication, New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of five short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 hrs.

HUMAN RIGHTS AND VALUES
PAPER CODE: BBAN-406

Unit – I

Concept of Human Rights, Indian and international perspectives of Human Rights, Evolution of Human Rights, Human Rights movements in India, Classification of Human Rights and Relevant Constitutional Provisions to Right to Life, Liberty and Dignity, Right to Equality, Right against Exploitation, Cultural and Educational Rights, Economic Rights, Political Rights and Social Rights

Unit – II

Deprivation of Human Rights – Core Issues: Poverty, overpopulation, illiteracy, Problems of Unsustainable Development, Disadvantaged Groups – (a) Women (b) Children (c) Scheduled Castes and Scheduled Tribes (d) Homeless and Slum Dwellers (e) Physically and Mentally Handicapped f. Refugees and Internally Displaced Persons.

Unit-III

Redressal Mechanisms for Human Rights Violations: Violation of Human Rights by State. Violation of Human Rights by Individuals and groups, Nuclear Weapons and terrorism. Government systems for Redressal, Judiciary, National Human Rights Commission and other Statutory Commissions, Media Advocacy, Creation of Human Rights Literacy and Awareness.

Unit – IV

Concept of Human Values: Aim of education and value education; Evolution of value oriented education; Concept of Human values; types of values; Components of value education. Character Formation Towards Positive Personality - Truthfulness, Sacrifice, Sincerity, Self-Control, Altruism, Tolerance, Scientific Vision; Value Education towards National and Global Development, National Integration and international understanding.

Suggested Readings:

1. Alam, Aftab ed., *Human Rights in India: Issues and Challenges* (New Delhi: Raj Publications, 1999)
2. Bajwa, G.S. and D.K. Bajwa, *Human Rights in India: Implementation and Violations* (New Delhi : D.K. Publishers, 1996)
3. Grose. D. N – ‘A text book of Value Education’ New Delhi (2005) Dominant Publishers and Distributors
4. Mani, V.S., *Human Rights in India: An Overview* (New Delhi: Institute for the World Congress on Human Rights, 1998)
5. NHRC, *Know Your Rights Series* (2005)
6. NHRC, *Human Rights Education for Beginners* (2005)
7. NHRC, *Discrimination Based on Sex, Caste, Religion and Disability* (2004)
8. Ruhela S. P – ‘Human Value and Education’ New Delhi – Sterling publishers
9. Singh, B.P. and Sehgal, (ed.) *Human Rights in India: Problems and Perspectives* (New Delhi: Deep and Deep, 1999)
10. Yogesh Kumar Singh and Ruchika Nath – ‘Value Education’ New Delhi (2005) A. P. H Publishing Corporation

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section ‘A’** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

ORGANIZATIONAL BEHAVIOR
PAPER CODE – BBEN 501

UNIT-I

Organizational Behavior-meaning, concept and importance; organizational structures and job design; foundations and backgrounds of organizational behavior; various approaches to organizational Behavior.

UNIT -II

Individual Behavior in organization; abilities and intelligence individuals; perception nature and importance; perceptual organization; personality meaning, significance and measurement of personality, personality traits; attitude in individuals.

UNIT -III

Job satisfaction in Organization; sources of job satisfaction: motivation meaning importance, theories of motivation and relationship between motivation and job satisfaction; learning-meaning, types and theories; reinforcement and punishment.

UNIT -IV

Group dynamics and team- working; stages of group development; key group concepts group cohesiveness; communication and negotiation skills; group decision making conflict management in organization.

Suggested Readings:

1. Nelson, L. Debra. Organizational Behavior; Foundations. Reality and Challenges, Thomson Learning, New Delhi.
2. Luthans. F., Organizational Behavior, Prentice Hall of India, New Delhi.
3. Robbins, P. Stephen, Organizational Behavior, Prentice hall of India, New Delhi.
4. Mishra, M.N. Organizational Behavior, Vikas Publishing House, New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
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3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

BUSINESS LAW
PAPER CODE: BBEN - 502

UNIT -I

Nature and types of contracts: legal validity of a contract, void agreements, performance of contract; remedies for breach of contract, Quasi contracts..

UNIT -II

Sales of Goods Act., 1930: Formation of a sale contract: conditions and warranties: transfer of property in goods; transfer of title by non-owners; performance of contract of sale; sale of option.

Negotiable Instruments Act. 1881: Major concepts and explanations under the act: provisions relating to the issue and use of cheque: duties and responsibilities of a paying banker: dishonoured cheque: transfer by negotiation and assignments; endorsement and its type; duties and responsibilities of an electing banker: provisions relating to bills of exchange; promissory notes and banker acceptance; discharge of negotiable instruments.

UNIT -III

The Companies Act., 1956: Classification of companies; formation of a company; prospectus; process of raising debt and equity capital; forfeiture and lien on shares surrender, transfer and transmission of shares: management of a company; winding up and dissolution.

UNIT-IV

Basic Law Relating to Insurance: General principles of insurance; basic provisions relating to life insurance, fire insurance and marine insurance norms and functions of Insurance Regulatory and Development Authority (IRDA).

RTI Act 2005: Purpose, Right to Information and Obligation of Public Authorities, Exemption from disclosure of information.

Suggested Readings:

1. Kuchhal, M.C., Business Law, Vikas Publishing House, New Delhi.
2. Kapoor, N.D. Business Law, Sultan Chand & Chand & Sons Delhi.
3. Aggarwal, S.K. Business Law, Galgotia Publishing Co. New Delhi.
4. Maheshwari, S.N.a and S.K. Maheshwari. A Manual off Business Law, Himalaya Publishing House, New Delhi.
5. Nabhi's Business Laws: One Should Know, A Nabhi Publication, New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
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3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

ECONOMICS RESEARCH METHODS
PAPER CODE: BBEN - 503

UNIT-I

Research: definition and types of research, research process: problem definition and the research process; exploratory research & qualitative analysis.

Research designs: meaning, need and types of research designs; survey research-nature, errors, medium of collecting the observations and related issues; experimental research: nature and issues.

UNIT-II

Data collection methods: types of data, primary and secondary sources of data, questionnaire, observation, interview and schedule method.

Survey and sampling: probability and non-probability sampling, errors in sampling, precautions and limitations of sampling methods.

UNIT-III

Measurement: concept, rules, types of scales, index measures, attitude measurement, questionnaire design; sampling design & sampling: census v/s sampling, type of sampling and its selection; sample size determination.

UNIT-IV

Data analysis & presentation: editing, coding; descriptive statistics; meaning of univariate, bivariate and multivariate analysis.

Report writing: principles, layout & format, reference writing and final presentation.

Role of computers and software package SPSS.

Suggested Readings:

1. Cooper & Schindler, Business Research Methods, Tata McGraw Hill.
2. Freedman, P. The Principles of Scientific Research; 2nd Edition, Pergamon Press.
3. Oppenheim A.N. Questionnaire Design & Attitude Measurement, New York,
4. Neely Andy D Business Performance Measurement. Theory & Practice, Cambridge University Press.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

INDUSTRIAL ECONOMICS
PAPER CODE: BBEN - 504

UNIT-I

Scope of industrial economics; concept and measurement of industrial efficiency form of industrial organization; market structure and its forms; concept of workable competition; elements of market conduct and performance; basic theories of the growth of the firm; a brief overview of India's industrialization trend and pattern.

UNIT-II

Optimum size of the firm; firm size and efficiency; measurement of market concentration and monopoly power; concentration and market performance of a firm; industrial diversification; horizontal and vertical integration of firms; industrial mergers and acquisitions.

UNIT-III

Process of Industrial innovation: factors affecting industrial R& D; diffusion of new technology; effect of technology on costs and competition: technological choice; dealing with technological obsolescence; science & technology policy of Government of India.

UNIT-IV

Determinants of industrial location; industrial location approaches and analysis; factors affecting investment, replacement and inventory decisions; appraising industrial projects; a brief overview of government control over industry.

Suggested Readings:

1. Barthwal, R.R., Industrial Economics, Wiley Eastern, New Delhi.
2. Devine, P.J. An Introduction to Industrial Economics, Wiley Eastern, New Delhi.
3. Woldman, E Don and Etizabeth S.Jensen, Industrial Organization: Theory & Practice, Pearson Education, New Delhi.
4. Mortin, Stephen, Industrial Economics: Economics Analysis and Public Policy, Maxwell Macmillan International Ed. London.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 Hours

MONEY AND BANKING
PAPER CODE: BBEN - 505

UNIT-I

Nature and functions of money; components and measure of money supply; sources of changes in money stock; money vs. near money assets: the concept of high powered money; the process of money multiplier and the role of the banking system.

UNIT-II

Motives of demand for money: determinants of rate of interests; basic theories of interest rate structure; impact of money on output and inflation: approaches to the quantity theory of money; elementary concept of monetarism.

UNIT-III

Nature and functions of commercial banks; credit creating power of commercial banking system: structure of balance sheet of a commercial bank: types of deposits and credit accounts: deposit and credit product portfolio; aspect and assets and liability management; strategies for controlling NPAs: capital adequacy and liquidity management.

UNIT-IV

The structure of Indian banking industry: challenges of public sector banks: regulatory role of RBI techniques of monetary management and credit control: mergers acquisitions and consolidation in Indian Banking.

Suggested Readings:

1. Mayo, Financial Industrial, Investment and Management, Thomson Learning, New Delhi.
2. Bhole, L.M. Financial Institutions and Markets. Tata Mc Graw Hill, New Delhi.
3. Faboozzi, J Frank, Franco Modigliani and Others, Foundations of Financial Markets and Institutions, Pearson Education, New Delhi.
4. Gupta, S.B. Monetary Economics, S. Chand and Company, New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

CYBER SECURITY
PAPER CODE: BBEN-506

UNIT-I

Concept of information society, knowledge society, cyber space, digital economy, critical infrastructure. Critical information infrastructure, internet as global Information infrastructure.

UNIT-II

Cyber terrorism, terrorist atrocities, the role of IT by terrorist, the power of cyber terrorism, characteristic of cyber terrorism , factors contributing to the existence of cyber terrorism, real examples of cyber terrorism, political orientation of terrorism, economic consequences.

UNIT-III

Cybercrime, types of cybercrime: hacking, virus, worm, Trojan horse, mail ware, fraud and theft, cyber homicide, current cyber-attack methods, criminal threats to IT infrastructure, web security, basic cyber forensics , internal penetration, external penetration, your role on cyber-attacks. Cybercrimes and law, cyber jurisdiction, Indian IT ACT.

UNIT-IV

Fundamental concepts of information security, information warfare, levels of information war, cost of information warfare, cyber disaster planning, why disaster planning, companywide disaster planning, business impact analysis.

SUGGESTED READINGS:

1. Walter Laqueur, Yohana Alexander, "the terrorism reader: a historical methodology".
2. "Cyber terrorism and information warfare: threats and responses" by Yohana Alexander & Michael s. swethan.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

INTERNATIONAL BUSINESS
PAPER CODE – BBEN - 601

UNIT-I

Globalization and stages of Internationalization; drivers and restrainers of globalization; multilateral regulation of trade and investment -WTO and UNC TAD; political, economic and socio-cultural environment of international business: managerial problem in international business.

UNIT-II

Alternative exchange rate systems; nature of foreign exchange market; alternative approaches to exchange rate determination; effect of exchange rate variations on business decisions; role of IMF in exchange rate stabilization.

UNIT-III

Balance of payments equilibrium, disequilibrium and adjustment; role of IMF in alleviating BOP problems of member countries; factors affecting international capital movements; benefits and costs of FDI; link between BOP and exchange rates; economic implications of foreign exchange reserves.

UNIT-IV

Foreign market entry strategies: basics of international logistics; international product life cycle; structure and instruments of international financial market: sources and challenges of raising international finance; basic international banking operations.

Suggested Readings:

1. Sharma, Vyuptakesh, International Business: Concept, Environment and Strategy, Pearson Education, Delhi.
2. Czinkota, M.R. Iikka A. Ronkainel and Michall H Moffelt, International Business, Thomson Learning, New Delhi.
3. Daviies, D. Jihn Lee II, Radenbangh and Davel P. Sullivan, International Business: Environemnts and Operations, Pearson Education, New Delhi.
4. Rao, M.B. and Manjula Guru, WTO and International Business, Vikas Publishing House, New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 Hours

PUBLIC ECONOMICS
PAPER CODE: BBEN - 602

UNIT-I

Nature and scope of public economics; principles of maximum social advantages; sources of public revenue; classification of revenue receipts and taxes; structure of a public budget.

UNIT-II

Canons of taxation theories of the division of tax burden; incidence of taxes; choice of taxes; value added tax system; effects of taxes on growth, distribution and inflation; sources and types of non-tax revenue; role of public undertakings.

UNIT-III

Canons of public expenditure; basic theories of public expenditure- Wagner's Law, Wiseman Peachock Hypothesis and Critical Limit Hypothesis; economic effects of public expenditure; nature and types of public debt; effect of public debt on growth and inflation, burden of public debt.

UNIT-IV

Balanced budgets; zero-base budgeting; deficit financing and fiscal prudence; nature objectives and tools of fiscal policy to achieve growth distribution and economic stability; the system of federal finance.

Suggested Readings:

1. Bhatia, H.I., Public Finance, Vikas Publishing House; New Delhi
2. Jha Raghendra, Modern Public Economics Rontledge, London and New York.
3. Hyman Public Finance, Thomson Learning, New Delhi.
4. Misra, B. Economics of Public Finance, Macmillan India, New Delhi.

Note:

1. **Instructions for External Examiner:** The question paper shall be divided in two sections. **Section 'A'** shall comprise of eight short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally.
2. **Section 'B'** shall comprise of 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit.
3. All questions will carry equal marks.

External Marks: 80

Internal Marks: 20

Time: 3 Hours

RURAL BUSINESS
PAPER CODE: BBEN - 603

UNIT-I

Importance of rural sector in Indian economy;; major areas of rural business; nature and characteristics of rural markets; Behavior of rural consumers; rural business environment; role of public sector in rural economy; rural cooperative institutions.

UNIT-II

Trend and pattern of agricultural growth; cropping patterns; determinants of agricultural productivity; green revolution; marketable and marketed surplus; farm mechanization and technologies; Risk and uncertainty in agriculture; farm size versus productivity; challenges of agricultural marketing; determination of agricultural prices.

UNIT-III

Packaging, grading, standardization, transportation, storage and warehousing of agricultural products; branding of agricultural products; marketing information system; commodity derivatives and commodity exchanges; role of Forward Markets Commission; agricultural marketing channels, rural marketing infrastructure; marketing of farm inputs.

UNIT-IV

Nature and classification of rural industries; challenges of rural industrialization; issues in rural finance; rural credit infrastructure; terms of trade between agriculture and industry.
An overview of major schemes of rural development in India.

Suggested Readings:

1. Bedi R.V.and N.V. Bedi, Rural Marketing, Himalaya Publishing House, New Delhi.
2. Krishnamacharyulu, C.S.G. and Lalitha Ramakrishanan, Rural Marketing: Text and Cases, Pearson Education, New Delhi.
3. Acharya S.S and N.L. Agrwal. Agricultural Marketing. Oxford and IBH, New Delhi.
4. Krishnamacharyulu, C.S. G. and Lalitha Rama Krishana, Cases in rural Marketing: An Integrated Approach, Pearson Education, New Delhi.

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3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 Hours

MANAGEMENT INFORMATION SYSTEM
PAPER CODE – BBEN - 604

UNIT-I

Introduction to SDLC; system investigation, analysis and design; system documentation hardware and software acquisition; system testing.

UNIT-II

Management information system objectives, characteristics, role and impact; design of MIS; approaches to MIS development; strategies MIS; success and failure of MIS.

UNIT-III

Decision making process; decision making and MIS; types of decision; decision Support System components and its types; developments of DSS applications; DSS outstanding.

UNIT-IV

Information resources management; information system transaction processing system. Information support system. Office automation system; application of MIS manufacturing sector, service sector, enterprise management.

Suggested Readings:

1. Jawadeker, W.S., Management Information System. Tata McGraw Hill, New Delhi.
2. Kumar Ashok and Akshaya Bhatia, Information System for Managers, Excel Book, New Delhi.
3. Goyal, D.P. Management Information System, Managerial Perspective, Macmillan Business Book.
4. OZ, management information system, Thomson Learning, New Delhi.

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3. All questions will carry equal marks.

External Marks: 80
Internal Marks: 20
Time: 3 hrs.

PRODUCTION AND MATERIALS MANAGEMENT
PAPER CODE: BBEN-605

UNIT-I

Production Management: introduction, evolution, major long term and short term decisions; objectives, importance and activities, differences between products and services. Meaning and types of production systems: production to order and production to stock; plant location; factors affecting location and evaluating different locations

UNIT-II

Layout: meaning, features, types and material handling. Production planning and control, objectives, advantages and elements. PPC and production systems, sequencing and assignment problems.

Inventory control: objectives, advantages and techniques (EOQ model and ABC analysis); quality control: meaning and importance, inspection, quality control charts for variables and attributes.

UNIT-III

Materials Management: meaning, objectives, importance, functions and organization materials information system; standardization, simplification and variety reduction; value analysis and engineering

UNIT-IV

Stores Management: meaning, objectives, importance and functions, stores layout; classification and codification; inventory control of spare parts; traffic and transportation; disposal of scrap, surplus and obsolete materials

SUGGESTED READINGS:

1. Dobler & Burt, Purchasing and Supply Management: Text & Cases, Tata McGraw Hill Publishing Company Ltd., New Delhi
2. Nair, Purchasing and Material Management, Vikas Publishing House, New Delhi
3. Gopal Krishnan, P., Handbook of Materials Management, Prentice Hall of India Pvt. Ltd., New Delhi
4. Gopalakrishnana, P. & Sundarshan, M., Materials Management: An Integrated Approach, Prentice Hall of India Pvt. Ltd., New Delhi
5. Bhat, K. Shridhara, Materials Management, Himalaya Publishing House

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