

# **FACULTY OF ECONOMICS & BUSINESS**

## **Syllabus**

**For**

**Bachelor in Business Administration  
(Parts I, II & III)**

**Examination – 2010**



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**GURU NANAK DEV UNIVERSITY  
AMRITSAR**

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## BACHELOR IN BUSINESS ADMINISTRATION (Part-I)

**Eligibility for admission:**

The admission to Bachelor in Business Administration first year shall be open to any person who has obtained 40% marks in aggregate in plus two examination (Senior Secondary System,) in any group from the Punjab School Education Board/C.B.S.E. or any other examination recognised as equivalent there to by the Guru Nanak Dev University, Amritsar.

**Note : Detailed Ordinances related to examination for this class are contained in the Guru Nanak Dev University Calendar Vol.II. Read with syndicate decisions / amendments made from time to time.**

**Scheme of Examination--B.B.A  
OUTLINES OF TESTS**

Subject	Maximum Marks	Number of Lectures (L) Tutorials (T) per week	
		L	T
<b>B.B.A. Ist year</b>			
BBA 101 English (Compulsory)	100	6	-
BBA 102 Punjabi (Compulsory) or Punjab History and Culture	100	6	-
BBA 103 Administrative organisation Management	100	6	-
BBA 104 Business Communication	100	6	-
BBA 105 Business Economics	100	6	-
BBA 106 Computer Application for Business-I	100	6	2
BBA 107 Business & Quantitative Techniques	100	6	2
<b>BBA IInd year</b>			
BBA 201 English (Compulsory)	100	6	-
BBA 202 Punjabi (Compulsory) or Punjab History and Culture	100	6	-
BBA 203 Financial & Cost Accounting	100	6	2
BBA 204 Administrative Practices	100	6	-
BBA 205 Money, Banking and International Trade	100	6	-
BBA 206 Computer Applications for Business-II	100	6	2
BBA 207 Business Statistics	100	6	2
BBA 208 Viva-Voce	50	-	-
BBA 209 Environmental Studies	75 (Field Study: 25 Marks)		

**Note : At the end of second year, each student will be required to under go compulsory practical training for about 6-8 weeks in some industrial organisation and will have to submit a report there of by October 31st. The project report will be evaluated as Satisfactory/Unsatisfactory.**

**Note: The marks of BBA 209 (Environmental Studies) will not be added in the total marks.**

## BACHELOR IN BUSINESS ADMINISTRATION (Part-I)

**BACHELOR IN BUSINESS ADMINISTRATION****BBA IIIrd year**

BBA 301	English (Compulsory)	100	6	-
BBA 302	Punjabi (Compulsory) or Panjab History and Culture	100	6	-
BBA 303	Management Techniques and Services	100	6	-
BBA 304	Computer Applications for Business-III	100	6	2
BBA 305	Business Laws	100	6	2
BBA 306	Entrepreneurship and Small Business	100	6	2
BBA 307	Indian Economy and Business Environment	100	6	2
BBA 308	Any of the following :			
Option (i)	Personnel Management	100	6	-
Option (ii)	Financial Management	100	6	2
Option (iii)	Production Management	100	6	-
Option (iv)	Marketing Management	100	6	-
Option (v)	Operations Research	100	6	2
<b>BBA 309</b>	<b>Viva-Voce</b>	50		

**BBA-101****ENGLISH COMPULSORY****Time: 3 Hours****M. Marks: 100**

Texts Prescribed

**1. Tales of Life** (Guru Nanak Dev University, Amritsar)

The following tales are excluded:

- A. The Egg
- B. In Another Country

**2. Prose for Young Learners** (Guru Nanak Dev University, Amritsar)

The following chapters are excluded:

- A. He Was A Man Of The Trees
- B. Conservation Of Wild Life
- C. Women Empowerment

**3. Songs of Life** – Guru Nanak Dev University, Amritsar**4. Murphy's English Grammar (Raymond Murphy), 3<sup>rd</sup> Edition, CUP, 2004, rept. 2005** (Unit 1-41, 49-52,69-91)**Instructions for the paper setter/examiner**

**Note: The Question Paper will consist of three sections and the distribution of marks will be as follows:**

**Section A: 20 Marks****Section B: 48 Marks****Section C: 32 Marks**

**Section-A:** It will consist of ten(10) questions on usage of Grammar related to units 1-41,49-52,69-91 of *Murphy's English Grammar (Raymond Murphy), 3<sup>rd</sup> Edition, CUP, 2004, rept. 2005*. Each question will carry two (2) marks. All questions will be compulsory.

**Section-B:** It will consist of eleven(11) questions. Students will be required to attempt eight(08) questions. Each question will carry six(6) marks. The total marks for this section will be 48.

Eight(08) questions (Q.1 to VIII) will be set from the three literary texts (three from Tales, three from Prose and two from Songs). The students will be required to attempt any five(05) choosing at least one(01) question from each prescribed text. The questions (Q.1 to VIII) from literary texts will be answered in about 15 lines each.

The next three(03) questions (IX-XI) will be set on vocabulary and composition as given below. All of these questions will be compulsory.

Question IX will be set on the vocabulary introduced in three prescribed texts. The question should test meaning and usage of items glossed in the texts in the objective-type format.

Question X will be Translation of a short passage from English to Hindi/Punjabi.

**OR**

Paraphrase of a short poem (only for foreign students who do not know Punjabi / Hindi)

Question XI will be Writing a Personal Letter (with internal choice)

**Section-C:** It will consist of four(04) questions, each carrying eight marks. Total marks for this section will be 32.

Questions I-III will be set from the three literary texts, one from each. Each question will have internal choice and has to be answered in not more than 300 words (app. two pages).

Question IV will be Comprehension of a passage (about 200 words) selected from either the prescribed book of Prose or Tales. Four short questions of 2 marks each shall be asked on the given passage.

BBA-102:

ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 100

### ਸਲੇਬਸ ਤੇ ਪਾਠ - ਪੁਸਤਕਾਂ

1. ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਨਿਬੰਧ (ਸੰਪਾ.) ਡਾ. ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ, ਡਾ. ਪਰਮਜੀਤ ਸਿੰਘ ਸਿੱਧੂ  
ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।

ਇਸ ਪੁਸਤਕ ਵਿਚੋਂ ਹੇਠ ਲਿਖੇ ਤਿੰਨ ਨਿਬੰਧ ਹਟਾ ਦਿਤੇ ਗਏ ਹਨ:

- 1) ਮਨ ਦੀ ਮੌਜ - ਲਾਲ ਸਿੰਘ ਕਮਲਾ ਅਕਾਲੀ
- 2) ਭਾਰਤ ਵਿਚ ਕਲਾ - ਸ.ਸ. ਅਮੋਲ
- 3) ਦਾਸ ਮਲੂਕਾ ਯੁੱ ਕਹੇ - ਸੁਬਾ ਸਿੰਘ

2. ਮੇਰੀ ਜੀਵਨ ਕਹਾਣੀ (ਪ੍ਰੋ: ਸਾਹਿਬ ਸਿੰਘ), ਸਿੰਘ ਬ੍ਰਦਰਜ਼, ਅੰਮ੍ਰਿਤਸਰ, ਜੁਲਾਈ - 1977.

3. ਪੈਰੂ ਰਚਨਾ

4. ਪੈਰੂ ਪੜ੍ਹ ਕੇ ਪੁਸ਼ਨਾਂ ਦੇ ਉਤਰ

5. ਵਿਆਕਰਣ :

ੳ) ਪੰਜਾਬੀ ਯੂਨੀ ਵਿਉਂਤ: ਸਵਰ, ਵਿਅੰਜਨ, ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਵਿਧੀਆਂ

ਅ) ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ ਭਾਸ਼ਾ ਦਾ ਅੰਤਰ, ਪੰਜਾਬੀ ਉਪਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ -  
ਚਿੰਨ੍ਹ

ੲ) ਸ਼ਬਦ -ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ -ਰਚਨਾ : ਪਰਿਭਾਸ਼ਾ, ਮੁਢਲੇ ਸੰਕਲਪ

ੳ) ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ

### ਅੰਕ ਵੰਡ ਤੇ ਪੇਪਰ ਸੈਟਰਾਂ ਲਈ ਹਦਾਇਤਾਂ

1. ਕਿਸੇ ਨਿਬੰਧ ਦਾ ਸਾਰ ਜਾਂ ਉਸਦਾ ਵਿਸ਼ਾ ਵਸਤੂ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ) 20 ਅੰਕ
2. ਮੇਰੀ ਜੀਵਨ ਕਹਾਣੀ, ਆਤਮ ਬਿੰਬ, ਮੁਢਲੇ ਪ੍ਰਭਾਵ, ਵਿਦਿਅਕ ਅਤੇ ਧਾਰਮਿਕ ਵਾਤਾਵਰਣ,  
ਤਤਕਾਲੀ ਇਤਿਹਾਸ ਅਤੇ ਕਲਾਤਮਕ ਗੁਣ ( ਦੋ ਵਿੱਚੋਂ ਇੱਕ ) 20 ਅੰਕ
3. ਪੈਰੂ ਰਚਨਾ : ਤਿੰਨ ਵਿਸ਼ਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇਕ ਉਤੇ ਪੈਰੂ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇ 10 ਅੰਕ
4. ਪੈਰੂ ਦੇ ਕੇ ਉਸ ਬਾਰੇ ਪੰਜ ਪੁਸ਼ਨਾਂ ਦੇ ਉਤਰ 10 ਅੰਕ
5. ਨੰਬਰ 5 ਉਤੇ ਦਿੱਤੀ ਵਿਆਕਰਣ ਦੇ ਆਧਾਰ ਤੇ ਵਰਣਨਾਮਕ ਪੁਸ਼ਨ 20 ਅੰਕ
6. ਉਪਰੋਕਤ ਲੜੀ ਨੰਬਰ 1 ਅਤੇ 2 ਦੀਆਂ ਪੁਸਤਕਾਂ ਵਿਚੋਂ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ 10 ਪੁਸ਼ਨ  
ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰੇਕ ਦਾ ਉਤਰ 50 ਸ਼ਬਦਾਂ ਤੋਂ ਵੱਧ ਨਾ ਹੋਵੇ। 10 x 2 =20 ਅੰਕ

**BBA-102 PUNJAB HISTORY & CULTURE**  
**(From Earliest Times to 1000 A.D.)**  
**(Special paper in lieu of Punjabi Compulsory)**

**Time : 3 Hours**

**Max. Marks : 100**

**Note :** - Each question paper may consist of two sections viz A & B as under : -

**Section A :** The examiner shall set 10 questions and the candidates will attempt any 7 questions carrying 4 marks each. Answer to each question shall be in 10 to 15 sentences. The total weightage of this section shall be 28 marks.

**Section B :** The examiner shall set 8 questions which will cover the entire syllabus. The candidates shall attempt any 4 questions in atleast 5 pages each. Each question carry 18 marks. The total weightage of this section will be 72 marks.

1. Physical features of the Punjab and their impact on history.
2. Sources of the ancient history of Punjab.
3. Harappan Civilization : Antiquity, extent, end, important places, script, town planning ; Political, social, economic and religious life of the India Valley People.
4. The Indo-Aryans : Original home and settlement in Punjab, Social, religious and Economic life during the Rig Vedic Age, Social, religious and Economic life during later Vedic Age.
5. Teaching and impact of Buddhism and Jainism in the Punjab.
6. Alexendar's invasion and its impact.
7. Punjab under Chandragupta Maurya and Ashoka.
8. The Kushans and their contribution to the Punjab.
9. The Punjab, under, the Gupta Emperors.
10. The Punjab under the Vardhana Emperors.
11. The Punjab from 7<sup>th</sup> Century to 1000 A.D. (A Survey of Political and socio-cultural history of Punjab).
12. Development of Art and Architecture of Punjab.

**Suggested Readings :**

1. L.M.Joshi (ed.) : Hisory and Culture of the Punjab, (Art-I Patiala, 1989 (3<sup>rd</sup> edition).
2. L.M.Joshi and Fauja Singh (ed) : History of Punjab, Vol. I, Patiala, 1977.
3. Budha Prakash : Glimpses of Ancient Punjab, Patiala, 1983.
4. B.N.Sharma : Life in Northern India, Delhi, 1966

**BBA-103 ADMINISTRATIVE ORGANISATION AND MANAGEMENT****Time : 3 Hours****M. Marks : 100**

**Note: 1. The question paper covering the entire course shall be divided into three sections.  
2. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Objectives :** To introduce students to an understanding of the wider responsibilities of management and to expose the participants to typical administrative situations.

**Part-I**

Meaning and definition of Management, Nature and scope of Management, Management functions and responsibilities, Setting of objective : At top and at subordinate levels, Formulation of policy: Guidelines for effective policies. Social responsibilities of management. Meaning and definition of organisation : Organisation process and departmentation. Formal and informal organisation.

Form of organisation : Line, Line and staff, functions of committees. Theories of organisation and committee.

Problems of large organisation.

**Part-II**

Manager and his environment. External and Internal levels of management, Definition and roles. Selection, Training and development of Manager.

**MBO (Management by objective) :** Meaning and process, Leadership : Nature and Style, Developing leadership quality and techniques of leadership.

**Coordination :** Principle and techniques. Decision making : Nature and process : Administrative and strategic decisions. Controlling : Definition and techniques : Planning : Types of plans, Nature of planning and importance of planning Motivation : Need, theories of motivation : McGregor's Maslov's and Fredrick Herzberg's theories. Delegation of authority : Principles of delegation, Process of delegation and problem.

**Suggested Readings:**

1. Harold Koontz O' Dopnnel : Essentials of Management.
2. Peter F. Druker : Management.
3. L.M. Prasad : Organisation : Theory and Behaviour.
4. Dr. R.S. Davar : Principles of Management.
5. W. Jack Duncan : Essentials of Management.

**BBA 104 BUSINESS COMMUNICATION****Time : 3 Hours****M.Marks : 100**

**Note: 1. The question paper covering the entire course shall be divided into three sections.  
2. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Objective :** To develop an ability to communicate clearly and concisely in written and other forms of communication. Emphasis should be placed on the acquisition of practical skill.

**Part-I**

**Communication in Organisation :** Meaning of communication, objectives, types and barriers, Principles of communication, External Communication : Customer relation and its constraints, Public Relations, Social context of communication. Press Announcements relating to introduction of new products, change of office. Use of films as an aid to communication.

**Oral Communication :** Planning and conducting interviews : Selection Interview, Reprimand Interview, Clinical or Psychological Interview. Grievance Interview, Exite-Interview, Orientation Interview. The preparation of Oral statements with reference to welcome, Introduction and thanks.

**Listening :** Problems in effective listening , inculcating listening efficiency.

**Telephone Handling Manners :** Receiving the call, Problems in telephonic communication, sample telephonic conversation in dialogue from.

**Part-II**

**Written Communication :** Meanings of business reports, types, essentials of ideal reports. Preparation of first draft of report : collection, classification, selection of information, logical ordering, level of readership and presentation of reports. Dictation (excluding transcription). Improvement of reading skill. Do's and don'ts of effective writing.

**Preparation of Matter for Meetings :** The writing of notices, agenda and minutes. The organisation and conduct of conference. The use of charts. Pie charts, Bar charts, Column charts, Line Charts. Scattered diagrams. designing message title of charts, Choosing a suitable chart.

**Suggested Readings:**

1. Rajindera Pal & J.S. Koriahalli                      Essentials of Business Communication
2. Mary Munter                              Business Communication Strategy and Skill.
3. M. Balasubrahmanyam                Business Communication.
4. Raymond V. Leiskar and John D. Petit                      Business Communication. Theory and application.
5. Edward A. Duddy and Martin J. Freeman                Written Communication in business.
6. Herta A. Murphy and Charles E. Peck                      Effective Business Communication.
7. Kewal J. Kumar                          Business Communication.
8. Gene Zelazny                              Say it with charts.
9. Sam Black                                  How to organise Conferences & Exhibitions from A to Z
10. DeKlefer and Cochran                Manual of audio-Visual techniques.

**BBA-105 BUSINESS ECONOMICS****Time : 3 Hours****M. Marks : 100**

**Note: 1. The question paper covering the entire course shall be divided into three sections.  
2. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Objectives :** To give the basic idea about fundamentals of economic theories, particularly micro and macro concepts. Emphasis is on topic important for students of Business of Administration.

**Part-I**

**Consumer's Behaviour :** Utility approach : brief outline of law of diminishing marginal utility and law of equi-marginal utility. Indifference curve approach : Consumer's equilibrium income, price and substitution effects. Revealed Preference theory, law of demand, derivation of law of demand based on analysis, indifference curve analysis and revealed preference theory, Elasticity of demands and its measurement, Methods of Demand forecasting.

**Concept of Production Function:** Break-even analysis and profit forecasting in short run, Law of variable proportion. Concept of cost and revenue : short run, and long run cost curves, Concept of cost and revenue : short run and long run cost curves, concept of total, average and marginal revenue, relationship between average revenue marginal revenue and elasticity of demand.

Price determination under perfect competition, monopoly and monopolistic competition, price discrimination.

**Part-II**

Introduction to macro economics and its importance, National Income : Concepts, Methods of measurement and problems of measurement. particularly in underdeveloped countries Classical theory of employment and Say's law of Market. Keynesian Economics : Effective demand : Consumption Function ; Investment Function and marginal efficiency of capital Multiplier Static and Dynamic concepts of multiplier. Keynesian Theory of under-development countries.

**Distribution :** Rent Ricardian Theory & modern theory. Profit dynamic Theory, Risk Theory & Uncertainty theory of profit, Interest : Classical, Neoclassical and modern theory of Interest Wage, Marginal productivity theory of wage, Modern theory of wage.

**Suggested Readings:**

1. D.M. Mithani : A Course in Business Economics.
2. Verma : Managerial Economics.
3. Dean Joel : Managerial Economics.
4. H.L. Ahuja : Advanced Economics theory.

**BBA 106 COMPUTER APPLICATION FOR BUSINESS -I****Time : 3 Hours****M.Marks : 100  
Theory : 70  
Practical : 30**

- Note:** 1. The question paper covering the entire course shall be divided into three sections.  
2. The candidates are allowed to use [Non-Scientific] calculator.  
3. 40 hours of practical session of one hour each duration for every student related to MS – DOS, MS Windows, MS Word, MS Excel.

**Section-A :** It will have question No. 1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto *five lines* in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

**Section B:** It will consist of essay type / numerical questions with answer to each question up to five *pages* in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt two questions selecting one from questions 2 and 3 and one from questions 4 and 5. Each question will carry 15 marks. The total weightage of this section shall be 30 marks.

**Section C:** It will consist of essay type / numerical questions with answer to each question up to five *pages* in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt two questions selecting one from questions 6 and 7 and one from questions 8 and 9. Each question will carry 15 marks. The total weightage of this section shall be 30 marks.

**Part-I**

**An Introduction to Computer :** Definition of Computer, features of modern computer, type of computer classification of computers on basis of generation, capacity, purpose. Overview of computer system : structure and organization of computer system. Input units, central processing units, Internal and external memory storage, RAM, ROM, PROM, EPROM. Commonly used Input/Output/Memory storage devices, Punched Card, VDU, CRT, Floppy, Disc, Hard Disc, Magnetic tape, Printers, Plotters, Hardware, and Software : Difference between Hardware and Software, Types of software system, software and Application Software, Computer interpreter.

**MS – DOS:** Functions of an operating system: Concepts of file and directories: Basic DOS Commands: Redirection filters and pipes, batch files, configuring DOS, Role of configure SYS files, fdisk command, concept of installable device drivers.

**Part-II**

**MS Windows:** Introduction to Win – 98, icon on desktop, closing windows, resizing windows (maximising & minimising), control panel.

**MS – Word:** Overview, creating, saving, opening, importing, exporting and inserting files, formatting pages, paragraphs and sections, indents and outdents, creating lists and numbering. Headings, styles, fonts and size, Editing, positioning and viewing texts, finding and replacing text, inserting page breaks, page numbers, bookmarks, symbols and dates, Using tabs and tables, header, footer and printings.

**MS – Excel:** Worksheet overview, entering information, worksheet creating, opening and saving workbook, formatting numbers and texts, protecting cells, producing charges and printing operations, graphs.

**Books Recommended:**

1. Understanding Computers: V. Rajaraman.
2. A First Course in Computers: Sanjay Saxsena.
3. Computer Fundamentals: B. Ram.
4. Microsoft Office 2000 8 in 1 : Habraken.

**BBA 107 BUSINESS & QUANTITATIVE TECHNIQUES****Time : 3 Hours****M. Marks : 100**

**Note: 1. The question paper covering the entire course shall be divided into three sections.  
2. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part-I****Progressions:**

- i) A.P., G.P, H.P.
- ii) Permutation and Combination
- iii) Binomial Theorem including binomial for index, Pascal's Triangle.
- iv) Interest & Annuities
- v) Functions (Algorithmic & Exponential & Their graphs.
- vi) Limit & continuity of functions.

**Differentiation :**

- i) Law of Derivative
- ii) Chain Rule, differentiation using log.
- iii) Repeated Derivatives
- iv) Derivative of implicit Functions, Application of derivatives viz. marginal cost function, Average cost, Marginal Revenue etc.

**Part-II****Partial Differentiation :**

- i) Theory of Maxima & Minima for single variable.
- ii) Intergration Methods
  - a) Integration of Algebraic Logrithmic & Exponential Functions.
  - b) Integration of functions using Partial fractions (simple form without properties).
  - c) integration of function by parts.

**i) Vectors**

- a) Concept of Vectors
- b) Linear dependence & Independence of Vectors, basis of Vectors.
- ii) Determinants & Matrices
- iii) Rank & Matrix
- iv) inverse of Matrix, Gauss Reduction

- i) System of Linear Equations and their solutions using Cramey Rule.
- ii) By the Method of Matrix Inverse.
- iii) Gama Reduction Methods
- iv) Basic Solutions

Linear Programming Definition, Assumptions, Solving L.L.P. using graphical and simplex method.

**Suggested Readings:**

1. Taro Yamane : Mathematics for Economists.
2. S.K. Dharamodhikari : Mathematical Techniques for Management Studies
3. Lucey : Quantitative Techniques

**BBA-201****ENGLISH COMPULSORY****Time: 3 Hours****Max. Marks: 100****A. Texts Prescribed**

1. *A Handful of Rice by Kamala Markandaya*
2. *Glimpses of Theatre: An Anthology of Nine Plays* (GND University).  
The following plays are excluded:
  - A. *Day of Atonement*
  - B. *The Brute*
3. **Moments in Time: A Collection of Poem**, Guru Nanak Dev University, Amritsar.  
The following poems are excluded:
  - A. Ulysses by Alfred Lord Tennyson
  - B. The Emperor of Ice-Cream by Wallace Stevens
  - C. The Unknown Citizen By Wystan Hugh Auden
4. *Murphy's English Grammar (Raymond Murphy)*, 3<sup>rd</sup> Edition, CUP, 2004, rept. 2005 (Unit 42-48, 53-68, 98-112)

**Instructions for the paper setter/examiner**

**Note: The Question Paper will consist of three sections and the distribution of marks will be as follows:**

**Section A: 20 Marks****Section B: 48 Marks****Section C: 32 Marks**

5. **Section-A:** It will consist of ten(10) questions on usage of Grammar related to units (42-48, 53-68, 98-112) of *Murphy's English Grammar (Raymond Murphy)*, 3<sup>rd</sup> Edition, CUP, 2004, rept. 2005. Each question will carry two(2) marks. All questions will be compulsory.

**Section-B:** It will consist of eleven(11) questions. Students will be required to attempt eight(08) questions. Each question will carry six(6) marks. The total marks for this section will be 48.

Eight(08) questions (Q.1 to VIII) will be set from the three literary texts (three from Plays and two from Poems). The questions on literary texts will include two reference to the context questions on poems and plays. The students will be required to attempt any five(05) choosing at least one(01) question from each prescribed text. The questions from literary texts will be answered in about 15 lines each.

The next three(03) questions (IX-XI) will be set on vocabulary and composition as given below. All of these questions will be compulsory.

Question IX will be set on the vocabulary introduced in three prescribed texts. The question should test meaning and usage of items glossed in the texts in the objective-type format.

Question X will be Translation of a short passage from English to Hindi/Punjabi.

**Or**

Paraphrase of a short poem (only for foreign students who do not know Punjabi/Hindi)

Question XI will be Comprehension of an unseen prose passage. Three short questions of 2 marks each shall be asked on the given passage.

**Section-C:** It will consist of four(04) questions, each carrying eight marks. Total marks for this section will be 32.

Questions I-III will be set from the three literary texts, one from each. Each question will have internal choice and has to be answered in not more than 300 words (two to three pages). The students will be required to attempt all the three questions.

Question IV will be on Writing a paragraph of about 250 words on a given topic (with internal choice).

BBA-202

ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ

ਸਮਾਂ 3 ਘੰਟੇ

ਕੁੱਲ ਅੰਕ : 100

1. ਕਾਵਿ ਕੀਰਤੀ - ਹਰਿਭਜਨ ਸਿੰਘ  
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2008.
2. ਆਧੁਨਿਕ ਇਕਾਗਰੀ  
(ਸੰਪਾ.) ਰੋਸ਼ਨ ਲਾਲ ਅਹੂਜਾ ਅਤੇ ਮਨਜੀਤਪਾਲ ਕੌਰ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2007.
3. ਸੰਖੇਪ ਰਚਨਾ (ਪ੍ਰੈਸੀ)
4. ਦਫਤਰੀ ਚਿਠੀ-ਪੱਤਰ
5. ਵਿਆਕਰਣ:
  - (ੳ) ਮੂਲ ਵਿਆਕਰਣ ਇਕਾਈਆਂ ਦੀ ਪਛਾਣ ਅਤੇ ਸਥਾਪਤੀ
  - (ਅ) ਵਾਕ ਬਣਤਰ ਅਤੇ ਵਾਕ ਰਚਨਾ
  - (ੲ) ਉਪਵਾਕ ਬਣਤਰ : ਪਛਾਣ ਅਤੇ ਕਾਰਜ
  - (ਸ) ਸ਼ਬਦ ਜੋੜਾਂ ਦੇ ਨਿਯਮ
  - (ਹ) ਗੁਰਮੁੱਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ

ਅੰਕ-ਵੰਡ ਤੇ ਪੇਪਰ ਸੈਟਰਾਂ ਲਈ ਹਦਾਇਤਾਂ

1. ਕਿਸੇ ਇੱਕ ਕਵਿਤਾ ਦਾ ਵਿਸ਼ਾ ਵਸਤੂ / ਸਾਰ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ) **20 ਅੰਕ**
2. ਕਿਸੇ ਇੱਕ ਇਕਾਗਰੀ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ/ ਸਾਰ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ) **20 ਅੰਕ**  
ਜਾਂ (ਚਾਰ ਵਿੱਚੋਂ ਦੋ ਪਾਤਰਾਂ ਦੀ ਪਾਤਰ ਉਸਾਰੀ)
3. ਸੰਖੇਪ ਰਚਨਾ (ਪ੍ਰੈਸੀ) **10 ਅੰਕ**
4. ਦਫਤਰੀ ਚਿਠੀ-ਪੱਤਰ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ) **10 ਅੰਕ**
5. ਨੰਬਰ 5 ਉਤੇ ਨਿਰਧਾਰਤ ਵਿਆਕਰਣ ਵਿੱਚੋਂ ਵਰਣਾਤਮਿਕ ਪ੍ਰਸ਼ਨ **20 ਅੰਕ**
6. ਉਪਰੋਕਤ ਲੜੀ ਨੰਬਰ 1 ਅਤੇ 2 ਦੀਆਂ ਪੁਸਤਕਾਂ ਵਿੱਚੋਂ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ 10 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰੇਕ ਦਾ ਉੱਤਰ 50 ਸ਼ਬਦਾਂ ਤੋਂ ਵੱਧ ਨਾ ਹੋਵੇ। **10 x 2 = 20 ਅੰਕ**

**BBA 202 PUNJAB HISTORY AND CULTURE**  
**(1000 to 1849 A.D.)**  
**(Special Paper in lieu of Punjabi) (Compulsory)**

**Time : 3 Hours**

**Max. Marks : 100**

**Total Teaching Periods : 75**

**Note : Each question paper shall consist of two sections viz. A and B as under :-**

**Section A :** The examiner shall set 10 questions and the candidates will attempt any 7 questions carrying 4 marks each. Answer to each question shall be in 10 to 15 sentences. The total weightage of this section shall be 28 marks.

**Section B :** The examiner shall set 8 questions which will cover the entire syllabus. The candidates shall attempt any 4 questions in atleast 5 pages each. Each question carry 18 marks. The total weightage of this section will be 72 marks.

1. The Punjab under Turko-Afghan Sultans.
2. The Punjab under the Great Mughals.
3. Salient features of the Bhakti Movement and Sufism in the Punjab.
4. Guru Nanak Dev's teachings and impact on society.
5. Development of Sikhism (1539-1606) with special reference to Sangat, Masand System, Compilation of Adi Granth and Martyrdom of Guru Arjan Dev Ji.
6. Martyrdom of Guru Teg Bahadur ; Foundation of Khalsa by Guru Gobind Singh.
7. Banda Bahadur and his achievements.
8. Sikh struggle for sovereignty in the Punjab, 1716 to 1799.
9. Ranjit Singh's rise to power, his civil and military administrations and relations with the British.
10. The Anglo-Sikh Wars and Annexation of the Punjab.
11. Development of Punjabi Language and Literature classical writings and famous legends of the Punjab.
12. Social life with special reference to position of women, fairs, festivals, folk music, dances and games in the Punjab.

**Suggested Readings:**

1. Kirpal Singh (ed.) History and Culture of the Punjab, Part-II, Patiala, 1990 (3<sup>rd</sup> edition).
2. Fauja Singh (ed.) History of the Punjab, Vol. III, Patiala, 1972.
3. G.S.Chhabra : The Advanced History of the Punjab, Vol. I.
4. J.S.Grewal : The Sikhs of the Punjab, The New Cambridge History of India, Cambridge, 1991.

**BBA-203 FINANCIAL AND COST ACCOUNTING****Time : 3 Hours****Max. Marks : 100**

**Note: 1. At least 50% of the questions to be set in the section-B & Section-C should be numericals.**

**2. The question paper covering the entire course shall be divided into three sections.**

**3. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part-I**

**Accounting Concepts and Convention:** Double entry system of Book Keeping. Preparation of Journal, Subsidiary books and Ledger Accounts. Trial Balance.

Distinction between Capital and Revenue items. Preparation of Final Accounts of Sole Traders.

Management Accounting-Meaning, scope and functions. Difference between Financial Accounting and Management Accounting. Nature and limitation of financial statements. Ratio analysis-liquidity, activity, profitability & solvency ratios, Trend analysis.

**Part-II**

Elements of costs and preparation of cost-sheet.

Funds flow & Cash Flow Analysis-Concept preparation & limitation.

Budget and Budgetary control-concept types of budgets, preparations of budgets & functioning of budgetary control system.

**Standard Costing**-Concept & process of setting standard.Variance Analysis, Marginal costing-application & merits of marginal costing Break even analysis-concept, cost, volume, profit analysis and application of Break Even Analysis. Limitations of Break Even Analysis.

**Suggested Readings:**

1. Jain & Narang: Higher Accounts
2. M.C. Shukla & Grewal: Advanced Accounts
3. N.K. Prasad: Cost Accounting
4. R.K. Lal & Jawahar Lal: Accounting Theory.
5. N.K. Prasad: Cost Accounting-principles & Practice.
6. R.K. Anthony : Management Accounting
7. Hingorani, Ramanathan: Management Accounting.

**BBA-204 ADMINISTRATIVE PRACTICES****Time : 3 Hours****Max. Marks : 100**

**Note: 1. The question paper covering the entire course shall be divided into three sections.  
2. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part-I**

**Office Accommodation and Equipment:** Factors determining the location, layout, staffing and standards of office accommodation and equipment, including the choice between purchase and rental of office space. Office cost reduction and cost saving.

**Office, Administration:** Principles and Practice of basic office administration, Office systems, procedures and routine. Use of organisation and control charts. Office manuals--its types and uses, preparing of office manuals.

**Part-II**

**Effective Office Communication:** Communication in the office including the treatment of correspondence and principles of security of documents and filling informations. Planning of work and simple budgeting. Internal control-internal check and internal audit. Impact of New Technology in Business Communication.

Law and procedure of Meetings and types of general meetings. Provisions relative to convening of general meetings, the requisites of valid meeting. Preservation of order at meetings. The powers and duties of a Chairman with regard to general meetings. Motions--meaning and types Voting. Proxies, and adjournment. The practical work of the secretary with reference to the organisation of meetings.

**References:**

1. Modern Office Management. by John J.W. Neunor and B. Lewis Keeling.
2. Office Management, By Denyer.
3. Office Systems and Procedures By George R. Terry
4. Office Organisation and Management By S.P. Arora.
5. Guide to the Companies, By A Remaiya

**BBA-205 MONEY, BANKING AND INTERNATIONAL TRADE****Time : 3 Hours****Max. Marks : 100**

**Note: 1. The question paper covering the entire course shall be divided into three sections.  
2. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part-I**

**Money:** Definition and functions. Role of Money in capitalist and socialist systems. Money and economic activity. Methods of issues of currency.

**Value of Money:** Determination with the help of quantity theory-- Fisher's and Cambridge equations. Income expenditure approach and Liquidity Theory (Gurley and shaw; Radcliffe Commission).

**Inflation:** Meaning, Causes, types, consequences and control.

**Banking:** Commercial Bank--Types and functions. Objectives and principles of portfolio management. Credit creation, Central Bank: Meaning, functions, technique of credit control. Monetary policy, Meaning and objectives. Money market; Constituents of a money market, characteristics of a developed money market, Difference between capital and money market.

**Part-II**

**International Trade:** Classical theory and modern theory (Heccher Ohlin) of international trade. Terms of Trade and Meaning, Commodity and Gross barter terms of trade, Single and Double Factoral terms of trade and gains from term of trade.

**Rate of Exchange :** Meaning, determination--demand and supply the theory and purchasing power.

parity theory. Causes and control of exchange rate fluctuation. Protection and free trade. Arguments for and against protection. Different terms of protections, Effects of protection. Balance of payment: Meaning of disequalibrium in balance of payment, how to control the problem.

Commercial banking in India-Progress since independence, Nationalisation of commercial banks-causes and achievements.

R.B.I. Functions and monetary policy since 1951, International agencies I.M.F. and I.B.R.D., value, direction and composition of India's foreign trade.

**India's Foreign Trade :** Foreign trade policy, present position, direction and reforms needed for growth of India's foreign trade.

**Suggested Reading:**

1. D.G. Lockett : Money and Banking.
2. R.S. Thorn : Introduction to Money and Banking.
3. B.O. Soderston : International Economics.
4. M.C. Vaish and Sudama Singh : International Economics.
5. K.P.M. Sandharam : Money, Banking and International Trade.

**BBA-206 COMPUTER APPLICATION FOR BUSINESS-II****Time : 3 Hours****M.Marks : 100****Theory : 70****Practical : 30****Note 1 :The question paper covering the entire course shall be divided into three sections.****2 : The candidates are allowed to use (Non-Scientific) Calculator****3 : 40 hours of practical session of one hour each duration for every student related to Internet and Foxpro.**

**Section-A :**It will have question No. 1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto *five lines* in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

**Section B:** It will consist of essay type / numerical questions with answer to each question up to five *pages* in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt two questions selecting one from questions 2 and 3 and one from questions 4 and 5. Each question will carry 15 marks. The total weightage of this section shall be 30 marks.

**Section C:** It will consist of essay type / numerical questions with answer to each question up to five *pages* in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt two questions selecting one from questions 6 and 7 and one from questions 8 and 9. Each question will carry 15 marks. The total weightage of this section shall be 30 marks.

**Part-I**

**Introducing the Internet :** Overview: Description of the Internet-working and development, internet Domain names and addresses.

**Electronic Mail and Telnet :** Overview: Working of email, advantages of email, understanding of Internet *e-mail*, addresses using Telnet to access a remote machine, telnet commands, telnet sessions.

**Search Engines :** Introduction to usenet, organisation of usenet articles, reading, saving, mailing, writing and posting of an article. Basic gopher, commands, accessing virtual reference desk through gopher, working with a document on a gopher menu.

**WWW-World Wide Web :** Working of WWW, Hypertext and hypermedia, URL, Searching the WWW.

**Part-II**

Introduction to Database Management System, components of DBMS, E. R. Diagrams, Data Description Language, Data Manipulation Language, SQL.

Data Models, Hierarchical Model, Network Model and Relational Model, Relational Databases.

Relational Algebra and Calculus Normalisation

Database security, Protection, Integrity, Recovery, concurrency, control, decomposition.

Distributed Databases, Knowledge Base/Expert Systems and Object Oriented Databases.

**Foxpro:** Introduction, Loading, Creating Databases, Entering Data, Basic field types etc.

Viewing, Editing, Modifying, Sorting, Indexing, Reports, Labels, Queries

Time functions, Memory Variables, Keyboard Macros, Mathematical commands and functions.

**Programming:** Do While-Enddo, If-Endif, Scan-Endscan, For-Endfor, Do Case-Endcase  
Text –Endtext, Errorsend Debugging.

Use of Multiple Databases, @commands, Windows, Menus & Prompts.

**Recommended Books:**

- |    |                                 |   |                    |
|----|---------------------------------|---|--------------------|
| 1. | Data Base Management Systems    | : | C.J. Date          |
| 2. | Data Base Management and Design | : | Hansen & Hansen    |
| 3. | Internet 6-in-1                 | : | Kraynak & Habraken |
| 4. | Mastering Foxpro 2.5            | : | Siegal, C.         |

**BBA-207 BUSINESS STATISTICS****Time : 3 Hours****Max. Marks : 100**

**Note: 1. At least 50% of the questions to be set in the section-B & Section-C should be numericals.**

**2. The question paper covering the entire course shall be divided in three sections.**

**3. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part-I**

**Definition, Scope:-** Functions and Limitations of Statistics Construction of Index Number- Purpose and problems. Fixed and Chain Base Methods. Choice of Average.

**Time Series Analysis:-** Trend Cycles, Seasonal & irregular components bolation of trends free hand curve method: Moving average method: Semi-average method and least square method (fitting straight lines only).

**Correlation Analysis:-** Simple correlation between two variable (Grouped and ungrouped data). Rank Correlation. Simple Regression Analysis. Interpolation and Extra polation-with equal and unequal class intervals (Binomial Newton's and Langrange's formulae)

**Part-II**

**Probability Theory:-** Addition and Multiplication Theorems, Probability Distributions; Binomial, Poisson and Normal Theory of attributes and consistency of data.

Sampling and Sampling techniques.

Sources of statistical data relating to agriculture industry, population, national income, trade and prices. statistical organisations at the centre and in the state.

**Suggested Reading:**

1. S.P. Gupta -Statistical Methods
2. S.C. Gupta & V. K. Kapoor -Fundamentals of applied statistics.
3. R.P. Hooda -Statistics for Business, Economics (Macmillan)
4. Hooda,R.P - Introduction to Statistics Mcmillan, New Delhi
5. Livine & Brenson - Business Statistics, Perason Education, New Delhi

**BBA – 209****Environmental Studies (Compulsory)****Theory Lectures: 50 Hours****Time of Theory examination****Regular students : 2½ Hours****Private students : 3 Hours.****Max. Marks:****Regular students : 75+25****Private students : 100**

**Instructions for the paper setters :** The question paper will consist of two sections for regular students and three sections for private students.

**Unit-I****(Compulsory for all students)****Section A (30 Marks)**

It will consist of ten short answer type questions. Candidates will be required to attempt six questions, each question carrying five marks. Answer to any of the questions should not exceed two pages.

**Section B (45 Marks)**

It will consist of six essay type questions. Candidates will be required to attempt three questions, each question carrying fifteen marks. Answer to any of the questions should not exceed four pages.

1. **The multidisciplinary nature of environmental studies:** Definition, scope and importance, Need for public awareness.
2. **Natural resources:** Natural resources and associated problems.
  - a) Forest resources: Use of over exploitation, deforestation, case studies, Timber extraction, mining, dams and their effects on forests and tribal people.
  - b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
  - c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
  - d) Food resources: World food problems, change caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
  - e) Energy resources: Growing energy needs, renewable and non-renewable energy, use of alternate energy sources. Case studies.
  - f) Land resources: Land as a resources, land degradation, man induced landslides, soil erosion and desertification.
  - g) Role of an individual in conservation of natural resources, Equitable use of resources for sustainable lifestyles.

**3. Ecosystem**

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids.

Introduction, types, characteristic features, structure and function of the following ecosystem:

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams lakes, rivers, oceans, estuaries).

**4. Biodiversity and its conservation**

**Definition:** Genetic, species and ecosystem diversity, Biogeographical classification of India.

**Value of biodiversity:** Consumptive use, productive use, social, ethical, aesthetic and option values.

Biodiversity of global, National and local levels, India as mega-diversity nation, Hot-spots of biodiversity.

**Threats to biodiversity:** Habitat loss, poaching of wildlife, man wildlife conflicts  
Endangered and endemic species of India.

**Conservation of biodiversity:** *In situ* and *Ex-situ* conservation of biodiversity.

**5. Environmental pollution**

Definition, causes, effects and control measures of:

- a) Air Pollution
- b) Water Pollution
- c) Soil Pollution
- d) Marine Pollution
- e) Noise Pollution
- f) Thermal Pollution
- g) Nuclear Pollution

**Soil Waste Management:** Causes effects and control measures of urban and industrial wastes.

Role of an individual in prevention of pollution.

Pollution case studies.

Disaster Management: Floods, Earthquake, Cyclone and Landslides.

**6. Social Issues and Environment**

\* From unsustainable to sustainable development

\* Urban problems related to energy

\* Water conservation, rain water harvesting, watershed management

\* Resettlement and rehabilitation of people: its problem and concerns. Case studies.

\* Environmental ethics: Issues and possible solutions.

## BACHELOR IN BUSINESS ADMINISTRATION (Part-II)

- \* Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- \* Waterland reclamation
- \* Consumerism and waste products
- \* Environmental Protection Act
- \* Air (Prevention and Control of Pollution) Act
- \* Water (Prevention and Control of Pollution) Act
- \* Wildlife Protection Act
- \* Forest Conservation Act
- \* Issues involved in enforcement of environmental legislation
- \* Public awareness

**7. Human population and the environment**

- \* Population growth, variation among nations
- \* Population explosion-Family welfare programme
- \* Environment and human health
- \* Human rights
- \* Value education
- \* HIV/AIDS
- \* Women and child welfare
- \* Role of information technology in environmental and human health
- \* Case studies

**Unit-II****(Compulsory for Private Candidates only)****Section C (25 Marks)**

It will consist of two questions. Candidate will be required to attempt one question only. Answer to the question should not exceed 5 pages. In this section the students will be required to write on the status of environment of an area/ecosystem/village/ industry/ disaster/ mine/ dam/ agriculture field/ waste management/ hospital etc with its salient features, limitations, their implications and suggestions for improvement.

**Environmental Studies (Field Study)**  
**(Practical for Regular Students Only)**

**Max. Marks : 25**

The candidate will be required to undertake field study trips to study animals and plants in their natural habitats, status of pollution in the area and to undertake tree plantation drives. The candidates will be required to submit the field study report of about 10 pages listing their observation of the habitats studied and their contributions for conservation of habitats. The reports will be evaluated by the examiner appointed by the Principal of the concerned college.

**BBA-301****ENGLISH COMPULSORY****Time: 3 Hours****Max. Marks: 100**

Text Prescribed

1. **Justice**, Galsworthy
2. **Poems of Nature and Culture**, Guru Nanak Dev University, Amritsar.

The following poems are excluded

1. The Solitary Reaper by William Wordsworth
  2. The Ocean by Gordon Lord Byron
  3. Stanzas Written in Dejection by P.B. Shelley
  4. Near Naples by P.B. Shelley
  5. La Belle, Dame Sans Merci by John Keats
  6. Meeting at Night by Robert Browning
  7. Neutral Tones by Thomas Hardy
  8. Words by W.B. Yeats
  9. Piano by D.H. Lawrence
  10. La Figlia Che Piange by T.S. Eliot
  11. Funeral Blues by W.H. Auden
  12. The Express by Stephen Spender
  13. Do not Go Gentle into That Good Night by Dylan Thomas
  14. The Thought-Fox by Ted Hughes
  15. Night of Scorpion by Nissim Ezekiel
  16. Honeymoon Flight
  17. Mirror
3. *Texts and Their Worlds I*, Edited by A. Kurian (Foundation Books) 1st Edition (2005)

**Note:** The following essays and short fiction are prescribed for study:

<b>Title</b>	<b>Pages</b>
Roots	55-67
Birthday	68-82
Introduction from Women Writing in India: 600 BC to the Present	85-104
The Politics of Failure	105-109
The Ladies have feelings, so...shall we leave it to the express?	199-219
Discussion on R.K. Narayan's Guide	116-118

4. **Murphy's English Grammar (Raymond Murphy)**, 3<sup>rd</sup> Edition, CUP, 2004, rept. 2005 (Units: 92-97, 113-145)

**Instructions for the paper setter/examiner**

**Note: The Question Paper will consist of three sections and the distribution of marks will be as follows:**

**Section A: 20 Marks**

**Section B: 48 Marks**

**Section C: 32 Marks**

**Section-A:** It will consist of ten(10) questions on usage of Grammar related to units 92-97, 113-145 of ***Murphy's English Grammar (Raymond Murphy), 3<sup>rd</sup> Edition, CUP, 2004, rept. 2005*** . Each question will carry two(2) marks. All questions will be compulsory.

**Section-B:** It will consist of eleven (11) questions. Students will be required to attempt eight(08) questions. Each question will carry six(6) marks. The total marks for this section will be 48.

Eight(08) questions (Q. I to VIII) will be set from the three literary terms (three from the prescribed Play, three from the prescribed Poems and two from prescribed book) **Texts and Their Worlds I**. The questions on literary texts will include two reference-to-context questions on the Play and the Poems. The students will be required to attempt any five (05) choosing at least one (01) question from each prescribed text. The questions (Q. I to VIII) from literary texts will be answered in about 15 lines each.

The questions (IX-XI) set on vocabulary and composition will be compulsory.

Question IX will be set on the vocabulary introduced in **Texts and Their Worlds I**. The question should test meaning and usage of items glossed in the texts in the objective-type format.

Question X will be Precis Making.

Question XI will be Comprehension of an unseen prose passage. Three short answer questions of 2 marks each shall be set on the given passage.

**Section-C:** It will consist of 4 questions, each carrying 8 marks. Total marks for this section will be 32.

Questions I-II will be set from the prescribed Play and **Texts and Their Worlds I** respectively. Each question will have internal choice and has to be answered in not more than 300 words.

Question III will be Essay-writing. The examiner will give 4 topics relating to Current affairs and the students will be required to write an essay of about 300 words on any of them.

Question IV will relate to business writing like resume writing, business letters, report writing etc. The examiner may offer internal choice between different writing tasks.

## ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : ਤਿੰਨ ਘੰਟੇ

ਕੁਲ ਅੰਕ : 100

## ਸਿਲੇਬਸ ਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

1. ਜੱਗ ਬੀਤੀ ਹੱਡ ਬੀਤੀ (ਕਥਾ ਸੰਗ੍ਰਹਿ)  
(ਸੰਪਾ. ਡਾ ਜੁਗਿੰਦਰ ਸਿੰਘ ਰਾਹੀਂ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2008.
2. ਗਿਆਨ ਮਾਲਾ (ਵਿਗਿਆਨਕ ਤੇ ਸਮਾਜ-ਵਿਗਿਆਨਕ ਲੇਖਾਂ ਦਾ ਸੰਗ੍ਰਹਿ)  
(ਸੰਪ. ਡਾ. ਸਤਿੰਦਰ ਸਿੰਘ, ਪ੍ਰੋ. ਮਹਿੰਦਰ ਬਨਵੈਤ), ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ, 2007.

ਇਸ ਪੁਸਤਕ ਵਿਚੋਂ ਹੇਠ ਲਿਖੇ ਨਿਬੰਧ ਹਨ :

1. ਪਹੀਆ ਪ੍ਰਦੂਸ਼ਣ (ਭਜਨ ਸਿੰਘ ਲਾਰਕ)
  2. ਭਰੂਣ ਹਤਿਆ ਦੇ ਦੇਸ਼ ਵਿਚ (ਦਲੀਪ ਕੌਰ ਟਿਵਾਣਾ, ਪਰਮਜੀਤ ਸਿੰਘ ਸਿਧੂ)
  3. ਨਾਰੀ ਸ਼ਕਤੀ (ਬਲਵਿੰਦਰ ਕੌਰ ਅਰੋੜਾ)
  4. ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ ਅਤੇ ਮਨੁੱਖ (ਡੀ.ਪੀ. ਸਿੰਘ)
  5. ਏਡਜ਼ : ਇਕ ਗੰਭੀਰ ਸੰਕਟ (ਸ਼੍ਰੀਮਤੀ ਕੈਲਾਸ਼ਪੁਰੀ)
3. ਲੇਖ ਰਚਨਾ (ਵਿਦਿਅਕ ਅਤੇ ਸਭਿਆਚਾਰਕ ਵਿਸ਼ਿਆਂ ਬਾਰੇ 500 ਸ਼ਬਦਾਂ ਦੀ)
  4. ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ
  5. ਵਿਆਕਰਣ :  
(ੳ) ਨਾਉ ਵਾਕੰਸ਼ : ਪ੍ਰੀਭਾਸ਼ਾ, ਬਣਤਰ ਤੇ ਪ੍ਰਕਾਰ  
(ਅ) ਕਿਰਿਆ ਵਾਕੰਸ਼: ਪ੍ਰੀਭਾਸ਼ਾ, ਬਣਤਰ ਤੇ ਪ੍ਰਕਾਰ  
(ੲ) ਵਾਕਾਤਮਕ ਜੁਗਤਾਂ : ਮੇਲ ਤੇ ਅਧਿਕਾਰ  
(ਸ) ਕਾਰਕ ਅਤੇ ਕਾਰਕੀ ਸਬੰਧ ।

## ਅੰਕ ਵੰਡ ਤੇ ਪੇਪਰ ਸੈਟਰਾਂ ਲਈ ਹਦਾਇਤਾਂ

- |   |                |
|---|----------------|
| 1. ਕਿਸੇ ਇੱਕ ਕਹਾਣੀ ਦਾ ਵਿਸ਼ਾ ਵਸਤੂ / ਸਾਰ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ)   | 20 ਅੰਕ         |
| 2. ਕਿਸੇ ਇੱਕ ਨਿਬੰਧ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ / ਸਾਰ (ਦੋ ਵਿੱਚੋਂ ਇੱਕ)   | 20 ਅੰਕ         |
| 3. ਲੇਖ : ਤਿੰਨਾਂ ਵਿੱਚੋਂ ਕਿਸੇ ਇਕ ਵਿਸ਼ੇ ਉੱਤੇ   | 10 ਅੰਕ         |
| 4. ਸਰਲ ਅੰਗਰੇਜ਼ੀ ਪੈਰੇ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ   | 10 ਅੰਕ         |
| 3. ਨੰਬਰ 5 ਉੱਤੇ ਨਿਰਧਾਰਤ ਵਿਆਕਰਣ ਵਿੱਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ  | 20 ਅੰਕ         |
| 4. ਉਪਰੋਕਤ ਲੜੀ ਨੰਬਰ 1 ਅਤੇ 2 ਦੀਆਂ ਪੁਸਤਕਾਂ ਵਿੱਚੋਂ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ 10 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਹਰੇਕ ਦਾ ਉੱਤਰ 50 ਸ਼ਬਦਾਂ ਤੋਂ ਵੱਧ ਨਾ ਹੋਵੇ। | 10 x 2 =20 ਅੰਕ |

**BBA 302 PUNJAB HISTORY AND CULTURE (1849-1970)**

(Special Paper in lieu of Punjabi Compulsory)

**Time : 3 Hours****Max. Marks : 100****Total Teaching Periods : 75****Note : Each question paper shall consist of two sections viz. A and B as under :-**

**Section A :** The examiner shall set 10 questions and the candidates will attempt any 7 questions carrying 4 marks each. Answer to each question shall be in 10 to 15 sentences. The total weightage of this section shall be 28 marks.

**Section B :** The examiner shall set 8 questions which will cover the entire syllabus. The candidates shall attempt any 4 questions in atleast 5 pages each. Each question carry 18 marks. The total weightage of this section will be 72 marks.

1. The early British Administration.
2. British policies towards Agriculture, Industry, Trade and Commerce.
3. Spread of Modern Education in the Punjab.
4. Socio-Religious Reform Movements : Arya Samaj, Singh Sabha and Ahmadiyahs.
5. Growth of political consciousness in the Punjab upto 1907.
6. Struggle against the Raj with special reference to Gaddar Movement, Jallianwala Bagh Tragedy, Gurdwara Reform Movement, Non co-operation and Civil Disobedience Movement.
7. Towards Independence and Partition, 1940-1947.
8. Eminent Freedom Fighters of the Punjab-Lajpat Rai, Sohan Singh Bhakna, Kartar Singh Sarabha, Udham Singh, Saifuddin Kitchlew, Kharak Singh and Bhagat Singh.
9. Great writers of the Punjab - Bhai Vir Singh, Mohammad Iqbal, Puran Singh, Ishwar Chander Nanda, Dhani Ram Chatrik and Mohan Singh.
10. Achievements of the Punjab Since 1947 - Development of Agriculture (Green Revolution), Irrigation.
11. Development of Industry, transport and education
12. Formation of Punjabi Suba.

**SUGGESTED READINGS:**

1. Fauja Singh (Ed.) : History and Culture of the Punjab, Part-III Patiala, 1987.
2. G.S. Chhabra : The Advanced History of the Punjab, Vol-II.
3. Khushwant Singh : A History of the Sikhs, Vol. II, 1839-1988, Delhi, 1991.
4. Fauja Singh, : Eminent Freedom Fighters of Punjab, Patiala, 1972.

**BBA-303 MANAGEMENT TECHNIQUES AND SERVICES****Time : 3 Hours****Max. Marks : 100**

**Note: 1. The question paper covering the entire course shall be divided into three sections.  
2. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part-I**

**Forecasting and Planning:** Business and Technological Forecasting Principles and Methods. Preparation of Short, Medium and Long Range plans. Corporate Planning and Procedures. Man Power Planning. Decision Trees: Cost Benefit Analysis.

**Service Sector :** Nature of Services, Characteristics of services, problems and strategies.

**Part-II**

**Computers for Management Information System :** Introduction, need; Information life cycle-Components, stages of developments. Limitation of traditional MIS, Need for computer aided information systems.

Requirements for Computerised MIS--Introduction of hardware, software, humanware.

**Role of Management Services Division:** External Consultancy Services; Work Study (Incorporating Hawthorne Studies). Work Measurement. Activity Sampling. An introduction of Ergonomics. Work Simplification.

**References:**

1. Gorden, Robert Aaron: Business Forecasting.
2. Davar, Rustom S., : The Principles of Management.
3. Maimann, The Professional Management.
4. Koontz, Harold & Donnell, C.O., Essentials of Management.
5. Hongren, Charles T: Cost Accounting-- A managerial Emphasis.
6. Prasad, N.K.: Principles and Practice of Cost Accounting.
7. Pattanshetty, P.T., Cost Accounting.
8. Goel B.S. & Mittal, S.K.: Operations Research.
9. Osborne, David J. : Ergonomics at work.
10. Marvin, James: Computer Based Information System.

**BBA-304 COMPUTER APPLICATION FOR BUSINESS-III****Time : 3 Hours****M. Marks : 100****Theory : 70****Practical : 30****Note 1 : The question paper covering the entire course shall be divided into three sections.****2 : The candidate has allowed to use (Non-Scientific) Calculator****3: 40 hours of practical session of one hour each duration for every student related to programming in C language.**

**Section-A :** It will have question No. 1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto *five lines* in length. Students will attempt 10 questions. Each question will carry one mark; the total weightage being 10 marks.

**Section B:** It will consist of essay type / numerical questions with answer to each question up to five *pages* in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt two questions selecting one from questions 2 and 3 and one from questions 4 and 5. Each question will carry 15 marks. The total weightage of this section shall be 30 marks.

**Section C:** It will consist of essay type / numerical questions with answer to each question up to five *pages* in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from Part-II of the syllabus. The candidates will be required to attempt two questions selecting one from questions 6 and 7 and one from questions 8 and 9. Each question will carry 15 marks. The total weightage of this section shall be 30 marks.

**Part-I**

**Fundamentals:-** Character set, Identifiers & Keywords, Data types, constant, set, Variables, expressions, statements, symbolic constants.

**Operator and Expressions:-** Arithmetic operators, unary operators, relational and logical operator, assignment and conditional operators, library functions.

**Data Input & Output:-** Preliminaries, single character input, single character output, entering input data, more about the scanf function, writing output data, more about print functions, gets and puts, function interactive programming.

**Part-II**

**Control Statements:-** Preliminaries, while, do while and for statements, nested loops, if else, switch, break & external and static variables.

**Arrays:-** Defining and processing and array, passing array to a function, multi-dimensional arrays.

Strings: string declaration, string functions and string manipulation.

**Structure and Unions:-** Defining and processing a structure, user defined data types structure and pointers, passing structure to a function, self referential structure, unions.

**Books Recommended:**

1. Computer Programming in C : Rajaraman
2. Data Structures and Program Design in C: Kruse, Leung & Tondo

**BBA-305****BUSINESS LAWS****Time : 3 Hours****M.Marks : 100**

**Note: 1. The question paper covering the entire course shall be divided into three sections.  
2. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

### **Part-I**

Meaning of Business Law, its scope, significance and relevance to modern civilized society;

**The Indian Contract Act, 1872 :** Contract-meaning, essentials of a valid Contract ; Nature of Contract; Performance of Contract; Termination and Discharge of Contract ; Indemnity and guarantee ; bailment and pledge ; law of agency.

**The Sale of Goods Act, 1930 :** Essentials of a Contract of sales ; Sale Distinguished from agreement to sell, bailment and hire-purchase ; Conditions and warranties ; transfer of property ; transfer of title ; performance of the contract ; rights of unpaid seller.

The Negotiable Instruments Act, 1881. Definition of a negotiable instrument; types ; parties to a negotiable instrument-duties, rights, liabilities and discharge ; provisions relating to crossed cheques.

**Part-II**

The Indian Partnership Act, 1932. Nature of Partnership and certain similar organisations-Co-ownership ; joint Hindu Family; Partnership Deed ; rights and liabilities of partners ; implied authority of partners and its scope ; registration of firms ; dissolution of a firm.

The Arbitration Act, 1940 ; Arbitration Agreement-Format; appointment of Arbitrator, empanelment ; Powers of Arbitrator; Award-modification or correction of award; stay of legal proceedings-effect of legal proceedings on arbitration.

Nature and Meaning of Company; types of companies ; promotion and incorporation of a company; legal aspects of distinctions between companies and various kinds of business organisations including forms of incorporated and unincorporated associations and Govt. undertakings.

**Recommended Books:**

1. Iyengar, S.P. & Goyal, B.K. Mercantile Law with Industrial Law. R. Chand & Co.
2. Shukla, M.C. : A Manual of Mercantile Law, S Chand & Co., New Delhi.
3. Kapoor, N.D. : Mercantile Law, Sultan Chand & Sons, New Delhi.
4. Sen & Mitra : Commercial Law, The World Press Pvt. Ltd., Calcutta.
5. A. Ramaiya : Guide to the Companies Act, Wadhwa & Company, Nagpur

**BBA-306 ENTREPRENEURSHIP AND SMALL BUSINESS****Time: 3 Hours****M.Marks: 100**

**Note: 1. The question paper covering the entire course shall be divided into three sections.  
2. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part-I**

**Concept of Entrepreneurship :** The Entrepreneur: Definition, nature, and characteristics of entrepreneurship. Emergence of entrepreneurial class including women entrepreneurs. Theories of entrepreneurship ; Socio-economic environment and the entrepreneur. The concept of joint stock company, public company, private company, government company, partnership company, Hindu undivided family.

Characteristics of Entrepreneur Leadership risk taking, decision making and business planning.

Innovation and entrepreneurship, entrepreneurial behaviour and motivation.

**Entrepreneurial Development Programmes-**Their relevance and achievements, Role of government in organising such programmes. Critical Evaluation.

**Part-II**

**Small Business as a Seed Bed of Entrepreneurship** : Concept of business venture. The start-up process : Concept, Plan, Implementation, Initial Strategic Planning, Product and Marketing Scope, Legal and tax consideration, risk analysis and financial considerations. Profit Planning in Small Enterprise : Growth Strategies and diversification.

Finance Management in current operations and expansion of capital.

Role of Small Business in the national economy. National Policies for small business development. Government and Non-Governmental assistance.

Contribution of Commercial Banks in Promoting and servicing small business. Small business and modern technology.

Government Policies and formalities in setting up a unit. Basic requirements regarding registration, Excise, Sales Tax, Factory Act.

**Suggested Readings:**

1. Hall, B. Pricke; and Royce L. Brahamson-Small Business Management.
2. Kenneth R., Van Voorthis-Entrepreneurship and Small Business Management.
3. Hans Schollhammer and Arthur H. Kuriloff: Entrepreneurship and Small Business Management.
4. Joseph R. Mancuso-How to Start, Finance and Manage Your Own Small Business.
5. Sharma, R.A. : Entrepreneurial Change in Indian Industries.
6. Dhar, P.N. and Lydall H.F. : The Role of Small Enterprises in Indian Economic Development.

**BBA : 307 INDIAN ECONOMY AND BUSINESS ENVIRONMENT****Time : 3 Hours****M.Marks: 100**

**Note: 1. The question paper covering the entire course shall be divided into three sections.  
2. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part-I**

Nature of Indian Economy. Meaning of Undeveloped, underdeveloped, developing and developed economy. Causes of underdevelopment in India. Determinants of development.

Estimates of national income ; trends in growth and structure of national income.

Theory of demographic transition ; size and growth of population in India; Population growth as a retarding factor ; population policy.

Nature of unemployment in India; extent of problem and the measures taken by the government to solve it.

**Industry :** Industrial Policy in India with emphasis on the policy of 1948, 1956, 1977, 1980 and 1991.

**Small Scale Industry:** Role, Problems and measures by the government to solve the problems.

Large Scale Industry: Progress and problems of Iron-Steel, Sugar & Textile Industries. Growth of large business houses ; MRTP ; Act. Industrial Finance : Sources of Industrial Finance ; Industrial Finance Corporation, State Finance Corporations and Industrial Credit & Investment Corporation of India.

**Part-II**

**Economic Planning and Policy:** Outlines of Indian Financial System and the Fiscal Policy.

**Importance of Planning ;** Brief outline, achievements and failure of planning in India.

Objectives, role and performance of public sector, Joint sector and private sector in India.

**Export and Import Policies :** Export Promotion measures.

**Business Environment:** Economic and non economic factors affecting business environment.

**Economic System :** Features & evaluation of capitalism and socialism

Mixed Economy in India.

Role of Foreign capital and its limitations.

Problem of Industrial sickness ; its extent, remedies and Government's policies.

**Paralled economy :** Estimates of black money, factors responsible and impact of black money.

**Inflation :** Meaning, Causes, types, consequences and control.

**Recommended Books:**

1. Ruder Datt & Sundram : Indian Economy.
2. Francis Cherunilam : Business Environment.
3. M.Y. Khan : Indian Financial System.
4. Michael P. Todaro : Economics for a Developing World.

**BBA : 308 OPTION (i) : PERSONNEL MANAGEMENT****Time : 3 Hours****M.Marks: 100**

**Note: 1. The question paper covering the entire course shall be divided into three sections.  
2. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part-I**

**Personnel Management :** Objectives, scope and functions Organisation of Personnel Department and its relationship with other departments. Manpower Planning : Job Analysis, Job description, job specification, recruitment, selection, placement and induction.

Transfer and promotion policies.

Training and Development : Methods of training and executive development programmes.

**Part-II**

Performance Appraisal-Objectives and techniques.

Wage and salary administration-objectives, Time keeping, basis of remuneration and incentive system.

Factors determining labour Management relations ; grievance handing procedure ; Introductory idea of worker participation in Management. Trade Unionism and collective bargaining.

**BBA : 308 OPTION (ii) : FINANCIAL MANAGEMENT****Time : 3 Hours****M.Marks: 100**

**Note: 1. The question paper covering the entire course shall be divided into three sections.  
2. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part-I**

**Financial Management :** Objective, functions and scope. Financial Planning.

**Financial Analysis :** Objective and significance, Tools of Financial Analysis :- Ratio Analysis, funds flow analysis trend analysis and common size financial statements.

**Working Capital Management :** Working capital and fixed capital, working capital management-need and significance ; determinants of working capital, working capital cycle.

**Part-II**

Capital Budgeting concept, need and significance, methods of capital budgeting : Pay-Back period, average rate of return, net present value and internal rate of return. Introductory knowledge about cost of capital and methods.

**Capital Structure Planning :** Sources of finance factors determining capital structure, optimum capital structure, trading on equity.

**Dividend Policy :** Determinants of dividend policy, Types of dividend policy.

**BBA : 308 OPTION (iii) : PRODUCTION MANAGEMENT****Time : 3 Hours****M.Marks: 100**

**Note: 1. The question paper covering the entire course shall be divided into three sections.  
2. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part-I**

Role and scope of Production Management, concept of production management, Types of production system, Plant Location and layout.

Production Planning and Control, Production process analysis and planning product designs and developments.

Demand Forecasting, Productivity, factors affecting productivity and methods of measuring productivity. Time and Motion Study.

Quality Control, Statistical Quality Control, Basic Statistical methods, techniques of quality control, control charts for attributes and variables.

**Part-II**

**Materials Management :** Concept, objectives and function. Purchase of Material, make or Buy decision.

Inventory Control, Classification and codification of Inventory. Inventory Control Methods : ABC Analysis, EOQ, Leadtime, Safety Stock, minimum and maximum stock level.

**BBA : 308 OPTION (iv) : MARKETING MANAGEMENT****Time : 3 Hours****M.Marks: 100**

**Note: 1. The question paper covering the entire course shall be divided into three sections.  
2. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part-I**

**MARKETING :** Meaning, traditional and modern concepts of marketing and its functions.

**MARKET :** Meaning and types ; States of demand and tasks of marketing manager. Marketing management : Meaning and Evolution.

Concept of marketing mix and various elements of mix. Personal Selling-Role, Types and techniques. Sales promotion, tools and their utility.

**Part-II**

Market Segmentation-Meaning, Basis and importance, Levels and process.

Developing Appropriate marketing Organisation Structure.

Review and control of Marketing Operations.

Marketing of Services-Variou strategies.

Export Marketing-Variou decisions involved in the process.

Importance of marketing with special reference to India.

Role of Marketing in Non-Profit organisations.

**Consumer Behaviour** : Meaning, Factor affecting buying behaviour, process & buying behaviour.

**Recommended Readings:**

1. Philip Kotler : Marketing Management.
2. J.C. Gandhi : Marketing-A Managerial Approach.
3. R.S. Davar : Marketing Management.
4. C.B. Mamoria : Marketing Management.

**BBA : 308 OPTION (v) : OPERATIONS RESEARCH****Time : 3 Hours****M.Marks: 100**

**Note: 1. The question paper covering the entire course shall be divided into three sections.  
2. The candidates are allowed to use [Non-Scientific] calculator.**

**Section A:** It will have question No.1 consisting of 12 very short answer questions from the entire syllabus with answer to each question upto five lines in length. Students will attempt 10 questions. Each question will carry two marks; the total weightage being 20 marks.

**Section B:** It will consist of essay type/numerical questions upto five pages in length. Four questions numbering 2,3,4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of this section shall be 40 marks.

**Section C:** It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

**Part-I**

Definition, significance and scope of Operations Research, Linear Programming problem: Mathematical formulation of L.P.P., Solution of L.P.P. by Graphical Method, Simplex Method and Two phase Simplex Method.

**Duality in Linear Programming:** Definition of Dual Problem, general rules of converting any primal into its dual. Assignment problem: Definition, Solution by Hungarian Assignment. Transportation problem.

**Transportation Problem :** Model initial feasible Solution by NWCM, LCM and VAM  
Optimality Test : Modi, stepping stone, maximization and minimization problem.

**Part-II**

**Game Theory:** Introduction; Basic Definitions, Minimax-Maximum Criterion, Saddle Point, Mixed Strategy, Solution of Games with Saddle Points, Rectangular games without saddle points.

Minimax (Maximin) criterion for mixed strategy problem, Replacement Models, Sequencing.

**Inventory Models:** Introduction; Definition of Inventory Problem, Costs involved in Inventory problem. Deterministic Model; Economic Lot size system, Economic Lot Size system with different rates of demand in different cycles, Economic lot size with finite rate of replenishment. Application of PERT CPM techniques to Project Scheduling – An Introductory approach.

**Suggested Readings:**

1. V.K. Kapoor : Operations Research.
2. N.D. Vohra : Quantitative Techniques in Management.
3. Narender K. Sethi : Operations Management.
4. Gordon/Pressman : Quantitative Decisions making for Business.
5. C.R. Kothari : Operation Research.
6. Barry Shore : Quantitative Methods for Business Decisions ; Text and cases.