# Bachelor of Business Administration (B.B.A)  
**Semester- V Examination**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Subjects</th>
<th>Course Scheme</th>
<th>No. of Credits</th>
<th>Examination Scheme</th>
<th>Maximum Marks</th>
<th>Minimum Passing Marks</th>
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<tbody>
<tr>
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<td>L</td>
<td>T</td>
<td>P</td>
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<td>ESE</td>
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<tr>
<td>1.</td>
<td>Service Sector Management -Paper-I</td>
<td>4</td>
<td>-</td>
<td>-</td>
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<td>80</td>
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<tr>
<td>2.</td>
<td>Logistic Management- Paper I</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td></td>
<td>80</td>
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<td>3.</td>
<td>Retail Sale Management -Paper-I</td>
<td>4</td>
<td>-</td>
<td>-</td>
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<tr>
<td>4.</td>
<td>Entrepreneurship Development- Paper-I</td>
<td>4</td>
<td>-</td>
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<td>5.</td>
<td>Income Tax</td>
<td>4</td>
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<td>6.</td>
<td>Any one paper from the following Elective Subject</td>
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<tr>
<td>I.</td>
<td>Financial Management –Paper-I</td>
<td>6</td>
<td>-</td>
<td>-</td>
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<td>80</td>
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<tr>
<td>II.</td>
<td>Human Resource Management –Paper -I</td>
<td>6</td>
<td>-</td>
<td>-</td>
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<td>80</td>
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<tr>
<td>III.</td>
<td>Marketing Management Paper-I</td>
<td>6</td>
<td>-</td>
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<td>80</td>
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</tbody>
</table>

- **Note:**
  1. L- Lecture, T- Tutorial, P- Practical, IA- Internal Assessment, ESE-End Semester Examination, E-External Examiner Marks, I-Internal Examiner Marks
Service Sector Management  
BBA V Semester  
Paper-I  

Objective: 1. To understand and explain utility of services as an essential economic activity.  
2. To explain special features of services and issues related with management of services.  

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic Periods</th>
</tr>
</thead>
</table>
| **Unit-1** | **Overview of services –**  
Services Characteristics, Classification of services, differences between goods & services, Role of services in the economy. | 12 |
| **Unit-2** | **Classification of services –**  
Different schemes of classification, nature of service act, relationship of service organization with the customer. Scope for customization and its Judgment. Nature of demand and supply of service delivery. | 16 |
| **Unit-3** | **Globalization of services**  
Challenges to global service marketing successful global service marketing- specific international services- launching of service in international market- strategic implementations of international service marketing – Global brand dominance in the service industry – globalization and corporate culture. | 16 |
| **Unit-4** | **Service forces –**  
Designing the service forces, spectrum of forces, services design options- usage of service, blue prints, degree of process complexity, process flow charts, process layout, bench marking, services productivity, systems approach to improve service productivity, role of technology in improving service productivity. | 16 |
| **Total** | | 60 |

Recommended Books  
1. Services Marketing – Text and cases- Rajendra Nargoundkar Tata  
2. Services Marketing – P.N. Reddy, H.R. Appannaiah, Anil Kumar, Nirmala, Himalaya publication  
3. House Services Marketing, Operations and Management, Vinnie Jauhani,
## BBA-III Sem V
### Paper-I
#### Logistic Management

<table>
<thead>
<tr>
<th>Units</th>
<th>Contents</th>
<th>No of Lecturers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit - I</td>
<td><strong>Introduction to Logistic Management:</strong> Meaning, Definition, Needs &amp; Importance, Objectives, Functions, Logistics roles, Technology Utilization in Logistics.</td>
<td>12</td>
</tr>
<tr>
<td>Unit - II</td>
<td>Ware housing: Definition, Importance, Concept, functions, Selection of site, Types of Ware housing, Ware housing Costing, Role of Logistic Management.</td>
<td>16</td>
</tr>
<tr>
<td>Unit - III</td>
<td><strong>Material Handling:</strong> Nature &amp; Importance of Material Handling, Material Handling Objectives, Roles of Material Handling, Types of Equipments in Material Handling, Logistics Packaging.</td>
<td>16</td>
</tr>
<tr>
<td>Unit - IV</td>
<td><strong>Material Storage:</strong> Importance of Material Storage, Role of Material Storage, Types/Methods of Material Storage, Principles of Material Storage, Storage design.</td>
<td>16</td>
</tr>
</tbody>
</table>

#### Reference Books:
- Kasande, S. P Materials & Logistics Management Publication “Nirali”
- Sople, V. V. - Logistics Management: Supply Chain Imperative Publication “Pearson”
## RETAIL SALES MANAGEMENT
### BBA III SEMESTER V (Paper-I)

<table>
<thead>
<tr>
<th>Units</th>
<th>Contents</th>
<th>No of Lecturers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit - I</td>
<td><strong>Introduction to Retail</strong> - What is Retail? Retail-The industry, function of a Retailer, the changing Retail Landscape-Reason for the changing Retail Landscape ,the Marketing- Retail Equation, Manufacturer’s perspective , Retail Industry Perspective, Retail in India, The growth of Retail in India, Classification of the Retail Sector, Road Blocks to Retail Development ,Future Prospects.</td>
<td>12</td>
</tr>
<tr>
<td>Unit - II</td>
<td><strong>Retail Formats &amp; Theories</strong> – Evolution of Retail Formats, Social Developments and Their Impacts ,Industrial Revolution, Emergence Of Self-Service, Super markets, Specialty Stores, Malls and other formats ,rise of the webs, theories of retails of developments, the retails life cycle, phases of growth of retail markets, classification of Retails Store, Franchising –type of Franchising ,Franchising in India.</td>
<td>16</td>
</tr>
<tr>
<td>Unit - III</td>
<td><strong>Understanding The Retail Consumer</strong>- Factors Influencing The Retail Shoppers, The Consumer Decision Making Process, Change In India. Market Research- A Tool For Understanding Retail Market And Consumer.</td>
<td>16</td>
</tr>
<tr>
<td>Unit - IV</td>
<td><strong>Store Location &amp; Retail Merchandising</strong> - Importance Of Stores Location, Types Of Location, Steps Involved In Choosing A Retail Location, Trends In Retail Property Development In India(Mumbai, New Delhi And Nagpur) Concept, Evolution, Factors Affecting Retail Merchandising. Function of Merchandising Manager, Function Of Buyer, Stages In Merchandising Planning.</td>
<td>16</td>
</tr>
</tbody>
</table>

**Reference Books:**

1. S.A.Sherlekar-Marketing Management, Himalaya Publishing House, Mumbai
3. Marchand and Vardharajan-An Introduction to Marketing,Vikas Publishing House,5 Ansari Road, New Delhi
4. Maurice and Mondell and Larry Rosenberg-Marketing, Prentice Hall of India Ltd,New Delhi
UNIT I

Entrepreneur and Entrepreneurship
Meaning, features, Role and functions of Entrepreneurship, its relationship with the Economic Development, Barriers to Entrepreneurship, Women Entrepreneurship, social entrepreneurship.

UNIT II

Entrepreneur Trends and Idea Generation

UNIT III

Entrepreneurship In India
Development of Entrepreneurship in India, Issues and opportunities, social responsibilities of entrepreneurs, entrepreneurial behavior -socio-psychological factors influencing entrepreneurship development, small scale sector in India.

UNIT IV

Ancillarisation in India
The concept and issues in small business marketing, tender marketing, negotiation with principal customer, the Industry and Ancillarisation, Ancillarisation in India, Ancillaries and Industrial Development, Ancillary opportunities in different Economic sectors: Agro industries, logistics, BPO, Banking and Finance.

Recommended Books

4. Entrepreneurship -Banrringer & Irland , Pearson Publication
5. Entrepreneurship Small Business Enterprises --Pearson Publication
# B.B.A – III year

**Semester- V**

**Financial Management - I**

<table>
<thead>
<tr>
<th>Units</th>
<th>Contents</th>
<th>No of Lecturers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit - I</td>
<td>Introduction to Financial analysis and Interpretation of financial statements</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Financial Analysis and Interpretation of financial statements, Types of financial analysis, Advantages of Financial analysis, Limitations of financial analysis, Techniques of financial analysis.</td>
<td></td>
</tr>
<tr>
<td>Unit - II</td>
<td>Corporate restructuring (Mergers &amp; Acquisitions) – Reasons &amp; drivers of restructuring, Methods of restructuring- mergers, takeovers, acquisitions, divesting, spin-off, split ups, privatization, buyback &amp; joint ventures. M&amp;A – Exchange ratio, Financial evaluation of mergers, M&amp;A as capital budgeting decision.</td>
<td>16</td>
</tr>
<tr>
<td>Unit - III</td>
<td>Cost Of Capital And Capital Structure Decisions- Types Of Cost Of Capital, Computation Of Weighted Average Cost Of Capital, Determining Optimal Capital Structure, Computation Of Leverages.</td>
<td>16</td>
</tr>
<tr>
<td>Unit - IV</td>
<td>Capital Budgeting Decisions- Premises Of Capital Budgeting Decisions, Tools In Capital Budgeting, Pay Back Period, Average Rate Of Return On Investments, Net Present Value, IRR</td>
<td>16</td>
</tr>
</tbody>
</table>

**Reference Books:**

1. Financial Management : Prasanna Chandra
4. Financial Management : I. M. Pandey
5. Taxman's Financial Management : Ravi M. Kishore
6. Financial Management : Principles and Practice : S. N. Maheshwari
# B.B.A – III year (Semester- V)

**Human Resource Management**

**Paper-I**

**Theory Marks 80**

**Internal Assessment – 20**

**Objective:**
To develop understanding of the concepts of Human Resource Development To gain and insight of the factors which go into the making of an efficient HRD Manager.

<table>
<thead>
<tr>
<th>Unit-I</th>
<th>Periods Allotment</th>
</tr>
</thead>
</table>
| Introduction  
Scope of HRM  
Objectives of HRM  
Importance of HRM  
Role of A HR Manager. | 12 |

<table>
<thead>
<tr>
<th>Unit-II</th>
<th></th>
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</table>
| Job Description,  
Job Specification,  
Job Design,  
Factors affecting Job Design,  
Techniques of Job Design. | 16 |

<table>
<thead>
<tr>
<th>Unit-III</th>
<th></th>
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</thead>
</table>
| **Selection**  
Methods of selection  
Interviews, Tests and assessment of effectiveness of selection tools.  
New tools. | 16 |

<table>
<thead>
<tr>
<th>Unit-IV</th>
<th></th>
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</thead>
</table>
| Induction Programme,  
Problems in Induction,  
Requisites of effective Induction,  
Typical Induction Programme – Do’s & Don’ts, | 16 |

**BOOKS RECOMMENDED**
T.Y. B.B.A.
Semester V
Marketing Management (Paper –I)

Periods Allotment

Unit-I: 12
Introduction to marketing, basic concepts of marketing, evolution of marketing in the Indian context, Difference between selling and marketing.

Unit-II: 16
Introduction to segmentation, targeting and positioning, repositioning, marketing mix(4p’s), marketing environment, etc.

Unit-III: 16
Product mix, classification of products, PLC. Consumer buying behavior, factors influencing in buying decision making process, consumer adoption process, etc.

Unit-IV: 16
Basics of marketing strategy preparation, need, importance and benefits of strategy preparation.

Reference Books:

2. R.S.N. Pillia & V. Bhagwati-Modern Management-(S. Chand & Co.)
3. Woodruff-service Marketing (Macmillan).
B. B. A. IIIrd Year Semester - V
INCOME TAX

Objective :- To impart basic Income tax knowledge

Unit- I

1. Introductory
   A) Previous Year and Assessment Year
   B) Definition, concept of Income
   C) Agricultural Income
   D) Residential States. (Theory)
   E) Distinction between capital and Revenue receipts
   F) Introduction of Five Income Heads of Income Tax (Theory)
   G) Deduction under chapter VI-A;U/80C,80CCC,80CCD,80D,80DD,80DDB,80E,80G,80GG,80U.

Unit-II

2. Computation of taxable Income from salary

Unit III

3. Income from House Property
4. Income Exempt from Tax

Unit-IV

5. Income from other sources
6. PAN and TAN (Meaning)
B. B. A. IIIrd Year Semester - V
INCOME TAX
EXAMINATION SCHEME

Question -1  On Unit – I

A)  Theory  8 Marks
B)  Theory  8 Marks
    OR
C)  Theory  8 Marks
D)  Theory  8 Marks

Question -2  On Unit – II

A)  Practical problem  8 Marks
B)  Practical problem  8 Marks
    OR
C)  Practical problem  16 Marks

Question -3  On Unit – III

A)  Practical problem  8 Marks
B)  Practical problem  8 Marks
    OR
C)  Practical problem  8 Marks
D)  Practical problem  8 Marks

Question -4  On Unit – IV

A)  Practical problem  8 Marks
B)  Practical problem  8 Marks
    OR
C)  Practical problem  8 Marks
D)  Practical problem  8 Marks

Question -5

A)  Theory on Unit- I  4 Marks
B)  Theory on Unit- II  4 Marks
C)  Theory on Unit- III  4 Marks
D)  Theory on Unit- IV  4 Marks