

Bachelor of Business Administration (B.B.A)

Semester- IV Examination

| Sr. No. | Subjects | Course Scheme | | | No. of Credits | Examination Scheme | | | | | Minimum Passing Marks (ESE+IA) |
|---------|--------------------------------------|---------------|---|---|----------------|--------------------|----|----|----|-------|--------------------------------|
| | | L | T | P | | Maximum Marks | | | | | |
| | | | | | | ESE | P | | IA | Total | |
| | | | | | | E | I | | | | |
| 1. | Business Communication Management | 4 | - | - | 3 | 80 | -- | -- | 20 | 100 | 35 |
| 2. | Human Resource Management -II | 4 | - | - | 3 | 80 | -- | -- | 20 | 100 | 35 |
| 3. | Principle of Marketing Management-II | 4 | - | - | 3 | 80 | -- | -- | 20 | 100 | 35 |
| 4. | Material Management | 4 | - | - | 2 | 80 | -- | -- | 20 | 100 | 35 |
| 5. | Business Environment Management-II | 4 | - | - | 3 | 80 | -- | -- | 20 | 100 | 35 |
| 6. | Management Accounting | 4 | - | - | 3 | 80 | -- | -- | 20 | 100 | 35 |
| 7. | Industrial Law | 4 | - | - | 3 | 80 | -- | -- | 20 | 100 | 35 |

- Note :

1. L- Lecture, T- Tutorial, P- Practical, IA- Internal Assessment, ESE-End Semester Examination, E-External Examiner Marks, I-Internal Examiner Marks

B.B.A. Part Two

Semester- IV

BUSINESS COMMUNICATION MANAGEMENT

Theory: 80 Marks

Internal Assessment: 20 Marks

Objectives: This course is aimed at equipping the students with the Necessary and Techniques and Skill of Communication.

Periods Allotment

Unit-I **16**

Communication Concepts

Meaning and Nature of Communication, Communication Process, Elements of Communication, Purposes and Significance of Communication in and Organization, Essential features of Effective Communication, Objective and Importance of Communication.

Unit –II **16**

Types of Communication

Oral Communication, Their advantages and disadvantages, Written Communication, Their advantages and disadvantages, Visual Communication, Audio-Visual Communication, Principles of Effective Communication, Supervisory Systems and Grapevine Communication.

Unit- III **12**

Public Speaking

The Art and Science of Public Speaking, Basic Principle, Manager as a Public Speakers, Do's and Don'ts of Public Speaking, Qualities of Public Speakers, Role of Humor and Act, Simplicity in Public Speaking, Barriers in Public Speaking.

Unit IV **16**

Business Writing

Do's and Don'ts of Business Writing, Principles and Importance of Business Writing, Commercial Letters- Drafting of Interview Letters, Appointment Orders, Shown Cause Notice, Sales Letters- e.g. Enquiry, Complaint etc. Writing Business Reports, Sales Reports, Survey Reports, Drafting of an Advertisement.

Books Recommended:

1. G. S. Rayudu: Media and Communication Management.
2. Mohan: Developing Communication Skills (Macmillan)
3. Guffey : Business Communication (Thomson Learning Books)
4. Bender: Secret of face to face Communication. (Macmillan)
5. Kapur : Business Correspondence and Communication Skill, S. Chand and Company
6. Keith Devis : Communication with Management
7. A.N. Kapoor: Business Correspondence and Communication Skill, S. Chand & Company, New Delhi.
8. Business Communication: AshaKaul, Prentice Hall of India
9. Business Communication: Urmila Rai and S. M. Rai, Himalayas Publishing House
10. EffectiveCommunication Skill: Ravi Agrawal, Sublime Publication, Jaipur

B.B.A.Part Two
Semester- IV
BUSINESS COMMUNICATION MANAGEMENT

Theory: 80 Marks
Internal Assessment: 20 Marks

| | | |
|-------------------------------|--------------------------|----------|
| Ques. No. 1 - Unit I | A. Theory | 08Marks |
| | B. Theory | 08 Marks |
| | OR | |
| Ques. No. 2 - Unit II | C. Theory | 16Marks |
| | A. Theory | 08 Marks |
| | B. Theory | 08Marks |
| | OR | 16Marks |
| Ques. No. 3 - Unit III | C. Theory | |
| | A. Theory | 08 Marks |
| | B. Theory | 08Marks |
| | OR | |
| Ques. No. 4 - Unit IV | C. Theory | 16Marks |
| | A. Theory | 08 Marks |
| | B. Theory | 08Marks |
| | OR | |
| Ques. No. 5 | C. Theory | 16Marks |
| | A. Theory on Unit No. I | 4 Marks |
| | B. Theory on Unit No. II | 4 Marks |
| | C.Theory on Unit No. III | 4 Marks |
| | D. Theory on Unit No. IV | 4 Marks |

B.B.A.PART TWO
Semester -IV
Human Resource Management (Paper – II)

Theory: 80 Marks
Internal Assessment: 20 Marks

Objectives: 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.

Periods Allotment

UNIT **1**
12

Promotion and Transfers

Purpose of Promotion, basis of Promotion, meaning of Transfer, Reasons for Transfer, Types of Transfer, right sizing of work force, Need for right sizing.

UNIT **2**
16

Work Environment

Meaning of Work Environment, fatigue implications of fatigue, Causes and symptoms of fatigue, Monotony and boredom, Factors contributing to monotony and boredom, Industrial accidents, Employee safety, Morale, Grievance and Grievances handling Personnel records and Personal Audits.

UNIT **3**
16

Human Resource Development

Meaning of HRD, Role of training in HRD. Knowledge Management, Knowledge Resources, Impact to Globalizations of Human Resource Management, Problems in relation to transnational and multinational.

UNIT **4**
16

Human Resource Development

- Career Planning and Career Development
- Quality Circle
- Human Resource Accounting
- Role of a Personal Manager/ HRD Manager
- Professionalization of Personnel Management in India

BOOKS RECOMMENDED

1. C. B. Mamoria, Personnel Management.
2. Edwin Flippo, Personnel Management.
3. Aswathappa. K, Human Resource Management.
4. SubbaRao, Human Resources Management.
5. Michael Porter, HRM and Human Relations.
6. BiswanathGhosh, Human Resource Development and Management
7. A.M.Shaikh, Human Resource Development and Management, S.Chand and Company, New Delhi.
8. Monappa, Managing Human Resource, Macmillan
9. Pattanayak, Human Resources Management, Prentice Hall of India
10. Dale Yoder, Personnel Management and Industrial Relation
11. R.D.Agrawal, Dynamics of Personnel Management in India
12. Gary Dessler, A Framework for Human Resource Management,3rd Edition, Pearson Education 2004.

B.B.A. Part Two

Semester -IV

Principles of Marketing Management (Paper – II)

Theory: 80 Marks

Internal Assessment: 20 Marks

Objectives: To help the students to understand the Concepts, Principles of Marketing Management and their applications.

Periods Allotment

UNIT I **16**

Product

Meaning of Product, Quality of Product, Design of Product, features, Brand name and Trade Mark, after-sale-service, Product line and Product-Mix, Packaging-role and functions of Packaging, Labeling.

UNIT II **12**

Pricing

Pricing objectives, Price Determination, Factor influencing Pricing Policy, Method of Pricing Policies and Strategies.

UNIT III

16

Promotion

Understanding the four elements of Promotion, Mix-advertising medias, Publicity, Personal Selling and Salesmanship, Public relation, Selling Process, Sales Promotion techniques.

UNIT IV **16**

Place

Distribution Concept and Role, Types of Distribution Channels, Factor affecting choice of Distribution Channel, Whole selling and Retailing. Marketing of Services-Characteristic of Services, Problems in Service Marketing.

BOOKS RECOMMENDED

1. S.A.Sherlekar-Marketing Management, Himalaya Publishing House, Mumbai
2. Philip Kotler-Marketing Management, Prentice Hall of India Ltd, New Delhi
3. Marchand and Vardharajan-An Introduction to Marketing, Vikas Publishing House, 5 Ansari Road, New Delhi
4. Maurice and Mon dell and Larry Rosenberg-Marketing, Prentice Hall of India Ltd, New Delhi
5. Mohammad Amanatullah-Principles of Modern Marketing. Kalyani Publications New Delhi.
6. Arun Kumar and N. Meenakshi-Marketing Management Vikas Publishing House Pvt. Ltd. Ed. 2007
7. Bipplab S. Bose- Marketing Management Himalaya Publishing House, Edition-2009.
8. Marketing- N.R.Nair, S.R.Nair, Sultan Chand and Sons
9. Modern Marketing- R.S.N.Pillai and V.Bhagavati, S.Chand and Company
10. Marketing Management- Rajan Saxena
11. Marketing Management, 11th Edition, Philip Kotler, Pearson Education.

B.B.A. Part Two
Semester -IV
Principles of Marketing Management (Paper – II)

Theory: 80 Marks

Internal Assessment: 20 Marks

| | | |
|-------------------------------|--------------------------|----------|
| Ques. No. 1 - Unit I | A. Theory | 08Marks |
| | B. Theory | 08 Marks |
| OR | | |
| Ques. No. 2 - Unit II | A. Theory | 08 Marks |
| | B. Theory | 08Marks |
| OR | | |
| Ques. No. 3 - Unit III | A. Theory | 08 Marks |
| | B. Theory | 08Marks |
| OR | | |
| Ques. No. 4 - Unit IV | A. Theory | 08 Marks |
| | B. Theory | 08Marks |
| OR | | |
| Ques. No. 5 | A. Theory on Unit No. I | 4 Marks |
| | B. Theory on Unit No. II | 4 Marks |
| | C.Theory on Unit No. III | 4 Marks |

B.B.A. II
SEMESTER -IV
MATERIAL MANAGEMENT

Theory : 80 Marks

Internal Assessment :20 Marks

Objectives : This subject is expected to provide insights into the complex issues involved in decisions relating to purchasing and also to have a professional understanding of materials management.

Unit I – Introduction to Material Management

Nature & Scope of Material Management, Objectives & Importance of Material Management, Organization of Material Management, Modern Trends in Material Management

Unit II – Material Planning and Control

Meaning and significance of Material Planning, Relationship between Material Planning & other functions, Advantages of Material Planning, Factors influencing Material Planning, Concept & Importance of Material Control, Material Control Cycle.

Unit III – Inventory Management

Nature, & Importance of Inventory, Classification of Inventories, Functions of Inventory, Inventory Cost Decisions, Meaning and Importance of Inventory Management, Inventory Control System :- Continuous Review system, Periodic Review system, Selective inventory control

Unit IV – Material Requirement Planning (MRP)

Overview & Objectives of (MRP) & Objectives of MRP, Basic elements of MRP, Operation of the MRP System :- MRP System Input, MRP System output, Issue in MRP :- Lot Sizing, Safety stock, Scrap allowances & Pegging, Cycle Counting, Updating, Time Fence, Factors influencing MRP, Potential Benefits & Problems of MRP.

Reference Books :-

- 1) Material & Purchasing Management, S.A. Chunawalla, Himalaya Publishing House
- 2) Material Management, R.K. Malhotra, Nachhattat Singh, S.D. Sharma
- 3) Production Management, C.S.V. Murthy, Himalaya Publishing House
- 4) Production & Operation Management, N.G. Nair, Tata Mc. Graw Hill Publishing House
- 5) Production & Operation Management, D.R. Patel, Himalaya Publishing House
- 6) Production & Material Management, K. Shridhar Bhatt, Himalaya Publishing House, New Delhi.
- 7) Jain & Agrawal, Production Planning & Control

B.B.A. II
SEMESTER -IV
MATERIAL MANAGEMENT

Theory: 80 Marks

Internal Assessment: 20 Marks

| | | |
|-------------------------------|--------------------------|----------|
| Ques. No. 1 - Unit I | A. Theory | 08Marks |
| | B. Theory | 08 Marks |
| | OR | |
| | C. Theory | 16Marks |
| Ques. No. 2 - Unit II | A. Theory | 08 Marks |
| | B. Theory | 08Marks |
| | OR | |
| | C. Theory | 16Marks |
| Ques. No. 3 - Unit III | A. Theory | 08 Marks |
| | B. Theory | 08Marks |
| | OR | |
| | C. Theory | 16Marks |
| Ques. No. 4 - Unit IV | A. Theory | 08 Marks |
| | B. Theory | 08Marks |
| | OR | |
| | C. Theory | 16Marks |
| Ques. No. 5 | A. Theory on Unit No. I | 4 Marks |
| | B. Theory on Unit No. II | 4 Marks |
| | C.Theory on Unit No. III | 4 Marks |

GONDWANA UNIVERSITY

BBA SEMESTER IV

Business Environment Management – II (BEVM - II)

Syllabus:

Unit I: Water and marine Pollution - Definition water pollution, causes, effects & control; Management of water: Hard & Soft water, contaminants, Acid Rains; Pollution by sewerage, industry runoff degradation due to biological changes; Sea water pollution & degradation of Marine; Role of individual and institution in preventions of water & marine pollution.

Unit II: Noise, Thermal & Nuclear Pollution - Definition of Noise pollution: Sources or Causes effects and control. Definition of thermal pollution; Causes, effects & control; Definition of nuclear pollution; Radiation; Causes, effects & control, Nuclear accidents; Role of individual and institution in preventions of Noise, thermal and nuclear pollution.

Unit III: Biodiversity - Introduction- biodiversity at genetic, species and ecosystem levels; Bio-geographic classification of India; Value of diversity– Consumption use value, Productive use value, Social, Ethical, Moral, aesthetic and optional value if diversity; India as mega-diversity nation, Hotspots of biodiversity; Threats to bio-diversity–habitat loss, poaching of wildlife, man-wild life conflicts; Common endangered and endemic plant and animal species of India; *Insitu and Exsitu* conservation of Biodiversity.

Unit IV: Social issues and environment - Construction of dams: problems and concerns of resettlement, rehabilitation of affected people; Equity disparity in western and eastern countries; Urban and rural equity issues; Need for gender equity **Environment legislation** - Environmental (protection) Act, The water (prevention and control of Pollution); The wild life protection Act; Forest conservation Act;

Students be exposed to at least one local field visit to document on the Ecosystem Structure, Pollution sites, Decertified areas, Environmental Research Institute such as NEERI etc. The field notebook maintained by the student would be evaluated as a part of internal assessment at the end of the session.

Suggested Readings

1. A text book of environmental by K M Agrawal, P K Sikdar, S C Deb”, published by Macmillan
2. Environment management by N K Uberoi”, published by Excel Books
3. Environment management by Dr. Swapan Deb”, published by Jaico Publishing House.
4. Environmental Management by S K Agrawal”, published by A.P.H. publishing Corporation.
5. Environmental Studies by Rajagopalan- Pub. By Oxford.

B.B.A. PART TWO
SEMESTER-IV
MANAGEMENT ACCOUNTING

Theory: 80 Marks

Internal Assessment: 20 Marks

Objectives- To Provide Basic Knowledge and Understanding of important Management Accounting to Business and Industry

Periods Allotment

UNIT I **15**
Meaning, Object, Nature, Advantages, Limitations of Management Accounting, Tools and Techniques of Management Accounting, Distinguish between Cost, Management and Financial Accounting. **Business Budgeting-** Meaning, Types of Budget, Flexible Budget and Problems related to Flexible Budget, Cash Budget.

UNIT II **15**
Break Even Analysis – Meaning, Need, Importance and Limitation, Computation of Profit-Volume Ratio, Break –Even-Point, Fixed Cost, Margin of Safety, Contribution, Estimated Sales for required Profit and Estimated Profit for given Sales, Changes in Sales, Variable Cost and Fixed Cost.

UNIT III **15**
Ratio Analysis- Meaning, Nature, Significance and Limitation of Ratio Analysis. Preparation of Income and Expenditure Statement, Computation of Ratios relating to Trading and Profit and Loss Account and Balance-Sheet Ratios such as Current Ratio, Liquid Ratio, Stock to Working Capital Ratio, Debtor Turnover Ratio, Creditor Turnover Ratio, Fixed Assets Turnover Ratio.

UNIT IV **15**
Fund Flow Statement- Meaning, Concepts, Importance and Limitation, Preparation of Schedule of Changes in Working Capital and Fund Flow Statement.

BOOKS RECOMMENDED

1. Management Accounting – R. S. N. Pillia and V. Bhagavati, S. Chand and Company, New Delhi
2. Cost and Management Accounting - Dr. Rahul Sawlikar, Dr. K.B. Moharir and Dr. Pradip Ghorpade, Rajani Prakashan, Nagpur ISBN-978-93-82683-00-1
3. Cost and Management Accounting- Y.R.Mahajan, Pimplapure Prakashan, Nagpur
4. Management Accounting- Dr. R.K.Sawlikar and Dr. R.P.Ingole, Das Ganu Prakashan, Nagpur. ISBN-978-93-81660-41-6
5. Cost and Management Accounting(Marathi) Dr.Kishor Moharir, Sunita Moharir, Dr. Pradip Ghorpade, Dr. Vinod Waghale, Das Ganu Prakashan, Nagpur
6. Cost and Management Accounting(Marathi)- Dr.Sudhir Bobhankar, Dr. Megha Kanetkar, Shri.Sainath Prakashan, Nagpur
7. Cost and Management Accounting- Shashi K.Gupta, Kalyani Publisher, New Delhi
8. Management Accounting-Dr.K.L.Gupta, Sahitya Bhawan Publication, Agra
9. Essential of Management Accounting- P.N.Reddy and H.R.Appannaiah, Himalaya Publishing House, New Delhi.

**PAPER-PATTERN OF
B.B.A. PART TWO
SEMESTER IV
MANAGEMENT ACCOUNTING**

Time = 3.00 Hours

Marks =80

Que No. 1 on Unit 1st

- | | |
|-------------|-------|
| a) Theory | (8M) |
| b) Problem | (8M) |
| (OR) | |
| c) Problem | (16M) |

Que No. 2 on Unit 2nd

- | | |
|-------------|-------|
| a) Problem | (8M) |
| b) Problem | (8M) |
| (OR) | |
| c) Problem | (16M) |

Que No. 3 on Unit 3rd

- | | |
|-------------|-------|
| a) Problem | (8M) |
| b) Problem | (8M) |
| (OR) | |
| c) Problem | (16M) |

Que No. 4 on Unit 4th

- | | |
|-------------|-------|
| a) Problem | (8M) |
| b) Problem | (8M) |
| (OR) | |
| c) Problem | (16M) |

Que No. 5 Write Short Answers

- | | |
|-----------------------------------|------|
| a) Theory on Unit 1 st | (4M) |
| b) Theory on Unit 2 nd | (4M) |
| c) Theory on Unit 3 rd | (4M) |
| d) Theory on Unit 4 th | (4M) |

SYLLABUS
B.B.A. - II
Industrial Law
Semester - IV

- **Level of knowledge :** Basic Knowledge
- **Objectives :** To develop conceptual understanding of the fundamentals of Industrial law and procedure requirements. To impart skills in law.

CONTENTS

Unit- I : Consumer Protection Act, 1986

Objectives of the Act, Definitions. Consumer Protection Councils: Central, State and District, Consumer Protection Councils.

Redressal Machinery under the Act :

District Forum, State Commission and National Commission.

Unit - II : Trade Mark Law and Procedure

Objectives of the Act, Definitions : Trade Mark, Certification Trade Mark Well known Trade Mark, Permitted Use and Service.

Procedure for Registration of Trade Marks Application, Procedure on Receipt of Application for Registration of Trade Mark, Infringement of Registered Trade Marks.

Unit-III : Security Law

Listing and De-listing of Securities, De-materilization and Rematerialization of shares.

SEBI

Formation, Role and function of SEBI

Unit-IV : The Competition Act, 2002

Definitions - Acquisitions, Agreement Cartel, Consumer Enterprise, Goods, Persons, Price, Relevant Market, Service, Trade, Turnover. Prohibition of abuse of Dominant position. Combinations.

Competitions Commission of India : Establishment, Composition, Chairperson, Financial and Administration powers of member - Administration, Duties, powers and functions of commission (SEC 18)

List of Recommended books

1. Co-operative Accounting and Auditing : Samiuddin Mahfoor
2. Audit of Co-operative society - The Institute of chartered Accounts of India.

QUESTION PAPER PATTERN

Total Marks = 80

| | | |
|-----|---------------|----|
| Q.1 | A) Unit - I | 8 |
| | B) Unit - I | 8 |
| | OR | |
| | C) Unit - I | 16 |
| Q.2 | A) Unit - II | 8 |
| | B) Unit - II | 8 |
| | OR | |
| | C) Unit - II | 16 |
| Q.3 | A) Unit - III | 8 |
| | B) Unit - III | 8 |
| | OR | |
| | C) Unit - III | 16 |
| Q.4 | A) Unit - IV | 8 |
| | B) Unit - IV | 8 |
| | OR | |
| | C) Unit - IV | 16 |
| Q.5 | A) Unit - I | 4 |
| | B) Unit - II | 4 |
| | C) Unit - III | 4 |
| | D) Unit - IV | 4 |