## Bachelor of Business Administration (B.B.A) Semester- IV 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>Minimum Passing Marks (ESE+IA)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>L</td>
<td>T</td>
<td>P</td>
<td>ESE</td>
</tr>
<tr>
<td>1.</td>
<td>Business Communication Management</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>2.</td>
<td>Human Resource Management -II</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>3.</td>
<td>Principle of Marketing Management-II</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>4.</td>
<td>Material Management</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>5.</td>
<td>Business Environment Management-II</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>6.</td>
<td>Management Accounting</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>7.</td>
<td>Industrial Law</td>
<td>4</td>
<td>-</td>
<td>-</td>
<td>3</td>
</tr>
</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
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:

2. Mohan: Developing Communication Skills (Macmillan)
3. Guffey: Developing Communication Skills (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
# B.B.A. Part Two

## Semester- IV

### BUSINESS COMMUNICATION MANAGEMENT

- **Theory:** 80 Marks
- **Internal Assessment:** 20 Marks

<table>
<thead>
<tr>
<th>Ques. No.</th>
<th>Unit</th>
<th>A. Theory</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - Unit I</td>
<td></td>
<td>08 Marks</td>
<td></td>
</tr>
<tr>
<td>2 - Unit II</td>
<td></td>
<td>08 Marks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>OR</td>
<td>16 Marks</td>
<td></td>
</tr>
<tr>
<td>3 - Unit III</td>
<td></td>
<td>08 Marks</td>
<td></td>
</tr>
<tr>
<td>4 - Unit IV</td>
<td></td>
<td>08 Marks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>OR</td>
<td>16 Marks</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>A. Theory on Unit No. I</td>
<td>4 Marks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B. Theory on Unit No. II</td>
<td>4 Marks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>C. Theory on Unit No. III</td>
<td>4 Marks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>D. Theory on Unit No. IV</td>
<td>4 Marks</td>
<td></td>
</tr>
</tbody>
</table>
B.B.A. PART TWO
Semester - IV
Human Resource Management (Paper – II)

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

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

2. Edwin Flippo, Personnel Management.
5. Michael Porter, HRM and Human Relations.
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
B.B.A. Part Two
Semester -IV
Principles of Marketing Management (Paper – II)

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

Periods Allotment

UNIT I
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
Pricing

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
3. Marchannd 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
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
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 | 08 Marks |
| Ques. No. 1 - Unit I | B. Theory | 08 Marks |
| Ques. No. 1 - Unit I | OR |
| Ques. No. 1 - Unit I | C. Theory | 16 Marks |

| Ques. No. 2 - Unit II | A. Theory | 08 Marks |
| Ques. No. 2 - Unit II | B. Theory | 08 Marks |
| Ques. No. 2 - Unit II | OR |
| Ques. No. 2 - Unit II | C. Theory | 16 Marks |

| Ques. No. 3 - Unit III | A. Theory | 08 Marks |
| Ques. No. 3 - Unit III | B. Theory | 08 Marks |
| Ques. No. 3 - Unit III | OR |
| Ques. No. 3 - Unit III | C. Theory | 16 Marks |

| Ques. No. 4 - Unit IV | A. Theory | 08 Marks |
| Ques. No. 4 - Unit IV | B. Theory | 08 Marks |
| Ques. No. 4 - Unit IV | OR |
| Ques. No. 4 - Unit IV | C. Theory | 16 Marks |

| Ques. No. 5 | A. Theory on Unit No. I | 4 Marks |
| Ques. No. 5 | B. Theory on Unit No. II | 4 Marks |
| Ques. No. 5 | C. Theory on Unit No. III | 4 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

Unit II – Material Planning and Control

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)

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
7) Jain & Agrawal, Production Planning & Control
<table>
<thead>
<tr>
<th>Ques. No. 1 - Unit I</th>
<th>A. Theory</th>
<th>08 Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B. Theory</td>
<td>08 Marks</td>
</tr>
</tbody>
</table>

OR

<table>
<thead>
<tr>
<th>Ques. No. 2 - Unit II</th>
<th>A. Theory</th>
<th>08 Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B. Theory</td>
<td>08 Marks</td>
</tr>
</tbody>
</table>

OR

<table>
<thead>
<tr>
<th>Ques. No. 3 - Unit III</th>
<th>A. Theory</th>
<th>08 Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B. Theory</td>
<td>08 Marks</td>
</tr>
</tbody>
</table>

OR

<table>
<thead>
<tr>
<th>Ques. No. 4 - Unit IV</th>
<th>A. Theory</th>
<th>08 Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B. Theory</td>
<td>08 Marks</td>
</tr>
</tbody>
</table>

OR

<table>
<thead>
<tr>
<th>Ques. No. 5</th>
<th>A. Theory on Unit No. I</th>
<th>4 Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B. Theory on Unit No. II</td>
<td>4 Marks</td>
</tr>
<tr>
<td></td>
<td>C. Theory on Unit No. III</td>
<td>4 Marks</td>
</tr>
</tbody>
</table>
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; In situ and Ex situ 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

2. Environment management by N K Uberoi”, published by Excel Books
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  

UNIT II  
15  

UNIT III  
15  

UNIT IV  
15  
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
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
PAPER-PATTERN OF
B.B.A. PART TWO
SEMESTER IV
MANAGEMENT ACCOUNTING

Time = 3.00 Hours                                                                      Marks =80

Que No. 1 on Unit 1<sup>st</sup>
   a) Theory (8M)
   b) Problem (8M)
   (OR)
   c) Problem (16M)

Que No. 2 on Unit 2<sup>nd</sup>
   a) Problem (8M)
   b) Problem (8M)
   (OR)
   c) Problem (16M)

Que No. 3 on Unit 3<sup>rd</sup>
   a) Problem (8M)
   b) Problem (8M)
   (OR)
   c) Problem (16M)

Que No. 4 on Unit 4<sup>th</sup>
   a) Problem (8M)
   b) Problem (8M)
   (OR)
   c) Problem (16M)

Que No. 5 Write Short Answers
   a) Theory on Unit 1<sup>st</sup> (4M)
   b) Theory on Unit 2<sup>nd</sup> (4M)
   c) Theory on Unit 3<sup>rd</sup> (4M)
   d) Theory on Unit 4<sup>th</sup> (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


Redressal Machinery under the Act:


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


Competition 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 Mahfooror
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