KRISHNA UNIVERSITY
MACHILIPATNAM

UG BBM MODIFIED CURRICULUM

UG R 2013-14
(For the students admitted during the academic year 2013-14)

SYLLABUS AND MODEL PAPERS

KRISHNA UNIVERSITY

MACHILIPATNAM-AP

(B.B.M) COURSE STRUCTURE From: 2013 – 2014 REGULATION **TEMPLATE**

FOR FIRST YEAR (   )

Sl. No.	COURSE NAME	Max MARKS/Pass Marks	External marks/Pass Marks/Duration	Internal marks/Pass Marks/Duration	Hours per week
1	FINANCIAL ACCOUNTING	100/35	70	30	4
2	MANAGERIAL ECONOMICS	100/35	70	30	4
3	BUSINESS MATHEMATICS	100/35	70	30	4
4	PRINCIPLES OF MANAGEMENT	100/35	70	30	4

FOR SECOND YEAR (   )

Sl. No.	COURSE NAME	Max MARKS/Pass Marks	External marks/Pass Marks/Duration	Internal marks/Pass Marks/Duration	Hours per week
1	BUSINESS STATISTICS	100/35	70	30	4
2	BUSINESS FINANCE	100/35	70	30	4
3	MARKETING MANAGEMENT	100/35	70	30	4
4	HUMAN RESOURCE MANAGEMENT	100/35	70	30	4

FOR THIRD YEAR (   )

Sl. No.	COURSE NAME	Max MARKS/Pass Marks	External marks/Pass Marks/Duration	Internal marks/Pass Marks/Duration	Hours per week
1	BUSINESS LAW	100/35	70	30	3
2	ENTREPRENEURSHIP	100/35	70	30	3
3	SALES AND DISTRIBUTION MANAGEMENT	100/35	70	30	3
4	ORGANIZATIONAL BEHAVIOUR	100/35	70	30	3
	ELECTIVES: SELECT ONLY ONE PAPER FROM EACH GROUP:				
	GROUP - I				
1	MANAGEMENT ACCOUNTING	100/35	70	30	3
2	RETAIL MANAGEMENT	100/35	70	30	3
3	HUMAN RESOURCE DEVELOPMENT	100/35	70	30	3
	GROUP-II				
1	INVESTMENT MANAGEMENT	100/35	70	30	3
2	E-RETAILING	100/35	70	30	3
3	LABOUR WELFARE MANAGEMENT	100/35	70	30	3
	THIRD YEAR PROJECT AND VIVA-VOCE	200			
	Foundation Course **SCIENCE, TECHNOLOGY AND DEVELOPMENT**				

KRISHNA UNIVERSITY, MACHILIPATNAM.

B.B.M. FIRST YEAR SYLLABUS

PAPER-I : FINANCIAL ACCOUNTING

The objective of this course is to acquaint the students with concepts, procedures and practices financial accounting with the help of problems.

UNIT I

1. Introduction- Definition and scope of accounting – need or necessity – principles – branches of accounting-advantages and limitations.
2. Double entry system: Systems of book-keeping- systems of accounting- advantages of double entry system.
3. Journal: origin – definition – advantages of journal – classification of transactions and events – classification of accounts – journalizing – related problems.
4. Ledger: types of ledgers – preparation of ledgers

UNIT II

5. Subsidiary books – advantages of subsidiary books – special journals of goods – bills – cash book: - single column – double column – triple column – petty cash book- Journal proper.
6. Bank reconciliation statement – causes for disagreement of cash book and pass book – advantages of BRS- related problems including adjusted cash book problems.

UNIT III

7. Trial balance.: Definition-advantages-limitations-preparation of trial balance.
8. Final accounts: Preparation of final accounts of individual concerns – Manufacturing account – trading account – profit and loss account - preparation of balance sheet – including adjustments.

UNIT IV

9. Company Accounts: Definition of company – features of company – capitals of a company – raising of finance - issue of shares (equity and preference) Issue- at par – at discount – at premium – allotment of shares – calls in arrears – calls in advance – forfeiture of shares – re-issue of forfeiture shares and issue and redemption of debentures.

UNIT V

10. Company final accounts (Simple problems)

REFERENCE BOOKS:

1. Financial accounting – s.p. jain and k.l.narang
2. Advanced financial accounting – R.L. Gupta and M. Radhaswamy.
3. Financial accounting – rajasekaran and lalitha
4. Financial accounting – tulsian
5. Financial accounting—lathif and hanifha
6. Financial accounting – s. Kr. Paul
7. Financial accounting - bose and das.

KRISHNA UNIVERSITY
MODEL QUESTION PAPER
PAPER-I : FINANCIAL ACCOUNTING

Time : 3 hours.   **Max. Marks: 70**

SECTION A (5 X 10 = 50)

ANSWER FIVE OF THE FOLLOWING TAKING ONE QUESTION FORM EACH UNIT.

                    UNIT I

a. Explain important accounting concepts.

            Or

b. Journalise the following transactions: Rs.

2008,June	1	Started business with cash	45,000
	1	Paid into bank	25,000
	2	Goods purchased for cash	15,000
	3	Purchase of furniture and payment by cheque	5,000
	5	Sold goods for cash	8,500
	8	Sold goods to Arvind Walia	4,000
	10	Goods purchased from Amrit Lal	7,000
	12	Good returned to Amrit Lal	1,000
	15	Goods returned by Arvind Walia	200
	18	Cash received from Arvind Walia Rs.3,760 and discount allowed to him Rs. 40	
	21	Withdrew from bank for private use	1,000
		Withdrew from bank for use in the business	5,000
	25	Paid telephone rent for one year	400
	28	Cash paid to Amrit lal in full settlement of his account	5,940
	30	Paid for : Stationery	200
		Rent	1,000
		Salaries to staff	2,500

                    Unit II

a.   What are the advantages of subsidiary books?   Or

b.   Prepare Three column cash book from the following particulars.

        2009 April 1   Cash in hand Rs.2,500

                        Cash at Bank Rs. 10,000

                2   Paid into bank Rs. 1,000

                5   Bought furniture and issued cheque Rs.2,000

                8   purchased goods for cash Rs. 500

                12   Received from Mohan Rs. 980, discount allowed Rs.20

                14   Cash sales Rs. 4,000

4

16   paid to Amar by cheque Rs. 1,450 and discount allowed Rs.50

19   Withdrew cash from bank for office use Rs. 400

25   Paid rent by cheque Rs. 800

UNIT III

a.   What are the advantages and limitations of trail balance.   Or

b.   The following are the figures extracted from the books of k. Murthy on 31-3-2008.   Prepare final accounts.

	debit	credit
Capital		50000
plant & machinery	20000	
Furniture	11500	
sundry debtors & creditors	15000	20000
bills receivable & payable	10000	5000
opening stock	20000	
purchases & sales	60000	90000
depreciation	1200	
outstanding salaries		800
Salaries	10000	
Wages	22000	
Insurance	1000	
prepaid insurance	100	
Carriage	400	
10% loan		5400
Total	171200	171200

adjustments:

write of Rs. 1000 as bad debts and provide 5% on debtors for Bad debts

closing stock was valued at Rs 40000
allow 10% interest on capital

UNIT IV

5

a. Explain various forms of capitals of a company.   Or
b. Chandana Co. ltd. offered to the public40, 000equity shares of Rs. 100 each at a premium of Rs.10 per share. The payment was as follows.

On application   20
On allotment   40(including premium)
On first call   25
On final call   25

Applications received total for 70,000 shares, applications for 20,000 shares were rejected, those totaling 30,000 shares were allotted 20,000 shares and the remaining applications were accepted in full. The directors made both the calls. One share holding 1,000 shares failed to pay at Rs. 80 per share.
Prepare the cash book and the journal on the basis of information given above.

UNIT V

a. Explain legal provisions governing form of a company balance sheet.   Or
b. The following were the ledger balances in the books of Lakshmi Ltd. On 31-3-2008

Machinery	9,00,000	Profit and loss appropriation (cr) 36,250
Opening stock	1,87,500	preliminary expenses	12,500
Fixtures	18,000	freight	32,750
Debtors	2,17,500	goodwill	62,500
Buildings	7,50,000	wages	2,12,000
Purchases	4,62,500	cash in hand	5,875
Sales	10,37,500	cash at bank	95,750
Equity share capital	11,50,000	directors fee	14,350
Calls in arrears	18,750	bad debts	5,275
Interim dividends paid	18,750	commission on sales	18,000
Rent	12,000	salaries	36,250
General expenses	12,250	6% Debentures	7,50,000
Interest on debentures	22,500	4% Government bonds	1,50,000
Bills payable	95,000	provision for doubtful debts	8,750
General reserve	62,500	creditors	1,25,000

The following adjustments were also to be made:
1. The stock on 31-3-2008 was estimated Rs. 2,32,000
2. Depreciation on machinery and fixtures at 10%
3. Final dividend is to be provided at 5%
4. Write off preliminary expenses completely.
   You are required to prepare the trading and profit and loss account and balance sheet for the year ended 31-3-2008.

SECTION -- B   (4 X 5 = 20)

Answer any FOUR of the following:
1. What are the advantages of double entry system?
2. Explain sub-division of ledger.
3. Impresit system
4. Differences between trade discount and cash discount.
5. What are the advantages of bank reconciliation statement?

6

6. Provisions of company act regarding to issue of shares at discount
7. Capital reserve
8. Suspense account.

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KRISHNA UNIVERSITY, MACHILIPATNAM.
B.B.M. FIRST YEAR SYLLABUS
PAPER-II: Managerial Economics

UNIT I

1. Introduction: Definitions-nature and signification of Economics-distinction between Micro and Macro Economics.
2. Theory of Consumer Behavior: Cardinal utility- Law of diminishing Marginal utility- Equimarginal principle- consumer's surplus- ordinal utilities- indifferences curve analysis.

UNIT II

3. Demand: meaning –determinants of demand - demand function- law of demand –exceptions to it- shift in demand curve-types of demand- -income demand-cross demand- elasticity of demand-price, income and cross elasticity of demand:
4. Supply: meaning-determinants of supply- supply function- law of supply- exceptions to it-shift in supply curve.

UNIT III

5. Market Structures: Perfect competition-characteristics-equilibrium in market period-short run equilibrium of a firm and industry.
    Monopoly- basis of monopoly-short run equilibrium under monopoly-long run equilibrium-price discrimination.
    Monopolistic competitions: characteristics-price competition- non price competition-product differentiation-selling costs-short run equilibrium-long run equilibrium.
    Concepts of oligopoly markets-kinky demand curve

UNIT IV

6. National income analysis: concepts of Gross National product(GNP), Net National Product(NNP), National Income (NI), personal income(PI) and Personal Disposable Income(PDI) Relationship between GNP, NNP, NI and other related concepts- Measurement of National income-Problems in the measurement of national income.
7. Trade cycles: Phases of trade cycles-theories of business cycles:

UNIT V

8. Banking: Evolution of banking-origin and growth of banking-types of banks-functions of commercial banks-recent trends/changes in commercial banks-credit creation of commercial banks.
9. Central bank or Reserve Bank of India: Functions of RBI – credit control methods : bank rate policy-open market operations-variation of CRR – Selective credit control methods-monitory policy.

Ref. book: managerial economics – P C Thamas.

KRISHNA UNIVERSITY
MODEL QUESTION PAPER
MANAGERIAL ECONOMICS

Time : 3 hours.   Max. Marks: 70

Part A (5 X 10 = 50)

ANSWER ANY ONE OF THE FOLLOWING SELLECTING ONE FROM EACH UNIT

Unit I

1.   A) critically examine consumer surplus theory?   Or
     b) explain consumer equilibrium with the help of indifference curve analysis.

Unit II

2.   a) what is meant by elasticity of demand? Explain various types of price elasticity? Or

     b) explain law of supply and its exceptions?

UNIT   III

3.   A) explain price determination under perfect competition?   Or
     b) explain the nature of kinky demand curve under oligopoly?

UNIT IV

4.   A) suggest measures to solve the problems arising out of business cycles? Or
     B) Explain various concepts of national income.

UNIT V

5.   A) What are the functions of commercial banks?   Or
     B) what are the credit control methods of RBI?

PART B   (4 x 5 = 20)

Answer any four questions from the following . each question carries 5 marks:

6.   Macro Economics
7.   Equi -marginal utility.
8.   Cross elasticity of demand
9.   Supply function
10. Price discrimination
11. Characteristics of monopolistic competition.
12. Phases of trade cycles
13. Types of banks.

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9

KRISHNA UNIVERSITY, MACHILIPATNAM.

B.B.M. FIRST YEAR SYLLABUS

PAPER- III: BUSINESS MATHEMATICS

The objective of this course is to familiarize the students with mathematical tools useful for decision making.
(Proofs and derivations are excluded)

UNIT I

1. Introduction- Concept and nature of decision making- decision making process- need for information, Computation and analysis role of mathematical models:
2. Linear and quadratic equations—progressions- permutations and combinations:

UNIT II

3. set theory- sets and operations on sets- Functions –limits.
4. Vectors- type – Geometric interpretation and linear dependence and independence.

UNIT III

5. Matric algebra- addition, subtraction and multiplication of matrices- adjoint matrix– inverse matrix- solutions of simultaneous equations.

UNIT IV

6. Differentiation – basic laws of derivatives-higher order derivatives-partial differentiation- maxima and minima of functions,
7. Integration-concept –methods-definite integrals- integration by parts.

UNIT V

8. FINANCIAL MATHEMATICS: Simple interest- finding of S I , Amount, Time , Principle and rate of interest- problems.
9. Compound interest- findings of C I , amount, principle , time period , difference between SI and CI – problems.
10. Effective rate of interest- formula- problems- annuity- present and future values of annuity(annuity regular only) - Simple problems.

Text books:

Business Mathematics: D. C. Sancheti and V. K. Kapoor.

Business mathematics: K.V. Sirayya and K. Satya rao.

Business mathematics: Srivastava.

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MODEL QUESTION PAPER
BUSINESS MATHAMETICS

Time : 3 hours.   **Max. Marks: 70**

Section – A

Answer ALL questions: selecting one from each unit.   **5 x 10 = 50M**

Unit - I

1   (a)   What is meant by a Mathematical model? Classify the models into various categories and explain the role of these models in the process of decision making.

(OR)

(b)   The sum of six terms which form a arithmetic progression is 345. The difference between the 1st and last term is 55. Find the six terms and the sum to n terms of that progression.

Unit - II

2.   (a)   Define Linear dependent and independent on a finite set of vectors. Verify whether the set of vectors $\bar{i} + 2\bar{j} + 3\bar{k}, \ 2\bar{i}+3\bar{j}+\bar{k}$ and $3\bar{i} + \bar{j} + 2\bar{k}$ is linearly dependent (or) linearly independent.

(OR)

(b)   (i) A town has a population of 50,000 out of it 28,000 read economic times and 23,000 read times of India while 4000 read both the papers. Indicate how many of them read neither of the papers.

(ii) If f(x) = x + 2 g(x) = 2x + 3 h(x) = 3x + 4 $\forall x \in R$ (i) (fog)oh (ii) fo(goh)

Unit – III

3   (a)   (i) Define rank of a matrix find the rank of matrix $A = \begin{pmatrix} 2 & 3 & 3 \\ 4 & 3 & 4 \\ 1 & 1 & 2 \end{pmatrix}$

(ii) If $A = \begin{bmatrix} -5 & -2 & 1 \\ 4 & 3 & 3 \\ -6 & 6 & -2 \end{bmatrix}$ find the matrix B such that A+B = unit matrix.

(b) Solve the following system of equation x + 3y+z =5, x-y+3z =5, 4x+2y-z = 0 by matrix inversion method.

Unit - IV

4   (a)   (i) Differentiate xe^x Sinx w.r.t 'x'

(ii) Find the $\int \dfrac{1}{x^2 - 3x + 2} dx$

(OR)

(b)   (i) If $u = \dfrac{x}{y} + \dfrac{y}{z} + \dfrac{z}{x}$ find the value of $x\dfrac{\partial u}{\partial x} + y\dfrac{\partial u}{\partial y} + z\dfrac{\partial u}{\partial z}$

Unit = V

5   (a)   (i) If the simple interest on a certain sum of money for 3 years of 5% is Rs. 150. Find the corresponding C.I.

(ii) Calculate the amount and the compared interest on Rs. 25000 for 2 years 5 months at 8% p.a. compounded annually.

(OR)

(b) y brought a TV costing Rs. 13000 by making a down payment of Rs. 3000 and agreeing to make equal annual payment for four years. How much would be each payment if the interest on unpaid amount be 14% compounded annually?

Section – B

Answer any FOUR questions: **4 x 5 = 20M**

6.   In how many ways can a committee of 5 be formed from 6 commerce, 5 english and 3 Hindi students so that each branch is represented.

7.   Evaluate (i) $\underset{x\to 2}{Lt} \dfrac{x^5 - 32}{x - 2}$

(ii) If U = {1, 2, 3, 4, 5, 6, 7, 8, 9} A = {2, 4, 7, 9} B = {1, 5, 7} find $A = B \cap A$

8. Find the adjoint of the matrix $\begin{pmatrix} 3 & 2 & 1 \\ 2 & 1 & 4 \\ 5 & 2 & 1 \end{pmatrix}$

9. Find the minima and maxima of the function $y = \dfrac{2}{3}x^3 + \dfrac{1}{2}x^2 - 6x + 8$

10. Find $\int xe^x dx$

11. Find derivative of $(x+1)^2 (x+5)$

12. Rs 5000 is invested in a Term deposit scheme that fetches interest 6% per annum compounded uarter's what is effective rate of interest.

13. The difference between C.I. and S.I. on a certain sum of money invested for 3 years at 6% p.a. is 110.16 find the sum.

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KRISHNA UNIVERSITY, MACHILIPATNAM.
B.B.M. FIRST YEAR SYLLABUS

PAPER-IV: Principles of Management

The objective of this course is to equip the students with a clear view of the management processes in organisations.

UNIT I

1. Introduction- meaning and importance of management- process, levels, skills-functions - principles of management –management as an Art , science and profession-
2. Management thought: Contribution of Taylor, Fayol:

UNIT II
3. Role of Management - Goals- activities-role and responsibilities of top, middle and lower management- functional managers- Financial manager – production manager – Human resourse manager- information resource manager-office manager.

UNIT III
4. Planning – concept- signification – process-types of plans- techniques- problems -planning principles- management by objectives(MBO)
5. decision making: concept- types of decisions- steps in decision making process- rationality in decision:

UNIT IV
6. Organising – concept – significance- process- techniques and problems- organizing principles- formal and informal organizations
7. Organisational design : departmentation types – advantages and disadvantages- span of control –large LVs small- delegation & decentralization – determining degree of delegation- line and staff positions- reason for conflicts- committees.

UNIT V
8. Leadership: Traits of Leader- leadership styles-theories of leadership-
9. motivation: process – types of incentives- problems- theories of motivation- Maslow"s hierarchy of needs- Herz brrg Two Factor model-

REFERENCE BOOKS

Principles of management - Sharma R K and S K Gupta

Principles of management   -L.MPrasad

Principles of management   -T.Ramaswamy

Principles of management   -P.C.Tripathi

Principles of management   -Gene Burton

KRISHNA UNIVERSITY
MODEL QUESTION PAPER

Time : 3 hours.   **Principles of Management**   **Max. Marks: 70**

SECTION-A

Answer the following questions   **5x10=50**

UNIT-I

a) "Management is the art of getting things done through people" discuss

Or

b) State the contribution of Henry Fayal to management thought.

UNIT-II

a) Discuss the role &responsibilities of top management

Or

b) Explain the role &responsibilities of HR manager

UNIT-III

a) What is planning? explain the significance &process

or

b) What are the steps involved in the decision making process

UNIT-IV

a) Explain formal &informal organization

Or

b) Explain the reasons for the conflict between the line &staff position &how can be resolved

UNIT-V

a) Explain the styles of leadership with their merits &demerits

15

Or

b) Why the motivation is important in the management of a business organization

SECTION-B

ANSWER ANY FOUR OF THE FOLLOWING   **4X5=20**

1) Management is a process

2) Types of plans

3) Define decision making

4) Organizational concepts

5) Departmentation &types

6) Delegation &decentralization

7) Leadership

8) Motivation& its process

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KRISHNA UNIVERSITY, MACHILIPATNAM.
B.B.M. SECOND YEAR SYLLABUS

PAPER-I: **Business Statistics**

The objective of this course is to provide the basic knowledge for the various statistical techniques useful to managers in their decision making.

(Proofs and derivations are excluded)

UNIT I

1. Introduction – Need for information in decision making- Data sourse – Primary Vs Secondary data – Research procedure.
2. Data collection : methods – observation Questionnaire- interviews – Experiments.
3. Data representation – Tables – Graphs – Diagrams.

UNIT II

4. Data analysis techniques – percentages -ratios- Averages- Mean Mode – Median – Quartiles-range- Standard derivation.

UNIT III

5. Correlation – Karl pearsons' coefficient- spearmen's rank- correlation.
6. Regression – Least square method – regression coefficients.

UNIT IV

7. Time series – Estimation of trend values.
8. Index numbers

UNIT V

9. Interpolation – Newton's and Largerange methods.
10. Testing of Hypothesis- Hypothesis formulation – Chi- Square – test – z-test – Analysis of variance.
11. Elements of probability – Laws of probability- Baye's rule and their application.

KRISHNA UNIVERSITY
MODEL PAPER FOR II YEAR B B M
BUSINESS STATISTICS

Time: 3 hours   Max. Marks   : 70

SECTION – A

Answer the following   5x10=50 Marks

UNIT I

1. a.   Explain the necessity and importance of diagrams in Statistics. What   precautions should be taken in drawing a good diagram.   or

b.   Draw a multiple bar diagram to show the following data.

Country	A	B	C	D
Export (Million Rs.)	14	16	20	15
Import (Million Rs.)	10	12	10	16

UNIT II

2. a.   What is meant by central tendency ? Describe it and point out the usefulness of each method.
                                          (Or)

b.   Find the co-efficient of quartile deviation for the following distribution.

Marks	0-4	4-8	8-12	12-16	16-20	20-24
No. of students	10	12	18	7	5	8

UNIT III

3. a.   Explain the concept of correlation and mention the type of correlation with suitable examples.

                          (Or)

b.   Given below are the two regression lines.

$8x – 10 y + 66 = 0$
$40x – 18 y = 214$

On the basis of above information find the mean values of x and y
which is the regression line of y and x and which is x on y.
the correlation coefficient standard deviation of y if variance of x is 9

UNIT IV

4. a. Explain the various steps involved in the construction of index number

(Or)

b. Find out the trend values from the following series by the method of least squares.

Year	1976	1977	1978	1979	1980	1981
Production: (In crores) Kg.	7	10	12	14	17	24

UNIT V

5. a. Explain chi-square test for Goodness of fit.

(or)

b. Compute the population of 1941 from the following table.

YEAR	POPULATION (IN Millions)
1921	253
1931	287
1941	?
1951	315
1961	319

SECTION – B   5 x 4 = 20 Marks

Answer any FIVE of the following : --

6. Time series
7. Properties of regression co-efficient
8. Analysis of variance
9. Types of Hypothesis
10. Probability
11. Distinguish correlation and Regression
12. Application of Index numbers
13. Interpolation.

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19

KRISHNA UNIVERSITY, MACHILIPATNAM.
B.B.M. SECOND YEAR SYLLABUS

PAPER-II: BUSINESS FINANCE

UNIT I
1. Introduction – Organising Finance – Role of key finance Personnel- Scope of Business finance – Goals- relation with other functional areas.
2. Instruments of finance- Equity – Preference shares- Debentures- Relative merits and limitations.

UNIT II
3. Sources of finance- An over view of capital and money markets -stock exchanges in India.
4. Time value of money:

UNIT III
5. Cost of capital- Cost of debt –Cost of preference shares – Cost of equity – Weighted average cost of capital.
6. leverage – Financial and operating leverage- composite leverage.

UNIT IV
7. capital structure: Optimum capital structure- capital Structure theories.
8. Capitalization – over and under Capitalization – causes and consequences.

UNIT V
9. Dividend policy – Influencing factors – forms of dividend-dividend policies-Dividend theories.
10. Combinations – Amalgamations and merges – financial implications.

Reference books

Financial management   - Sharma and Gupta

Financial management   -   IM Pandey

Financial management   -   Chandra Bose

Financial management

Problems &solutions   -   R.P Rustagi

Financial management   -   P.V Kulakarni

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KRISHNA UNIVERSITY
MODEL QUESTION PAPER
PAPER- II: BUSINESS FINANCE

Time : 3 hours.   **Max. Marks: 70**

Answer the following questions   **5x10=50**

UNIT-I

a) Define the financial management. What role should the financial a play in an enterprise?

(**Or)**

b) What is a debenture? What are the pros and cons of debenture?

UNIT-II

a) Briefly describe the development in the stock markets in India

Or

b) Explain the term s and condition of under time value of money

UNIT-III

a) Explain the various determining components of cost of capital. How is the weighted average cost of capital calculated?

(Or)

b) ABLtd needs Rs1000000 for expansion . the expansion is expected to yield an annual EBIT of RS160000. In choosing a financialplan ABLtdhas an objective of maximizing earnings per share. It is considering the possibilities of issuing equity shares and rasing debt of RS100000ORrs40000orRs60000 The current market price per share is Rs25and is expected to drop to Rs20if the funds are borrowed in excess of Rs500000

Funds can be borrowed at the rate indicated below   a) uptoRs10000at8%
b) overRs100000upto500000at12%c) overRS500000at18%
Assume a tax rate of 50%. Determine the EPS for three financing alternatives

UNIT-IV

a) Describe the traditional view on the optimum capital structure . compare and contrast this view with the NOI approach and the NI approach

(or)

b)explain what are the causes and consequences of under capitalization

UNIT-V

a)polychem co current capital structure as on 31march1998is as follows

	Rs(crores)
share capital(Rs100par,2crores	200
share premium	100
reserves and surpluses	<u>190</u>
	<u>490</u>

The current market price of the company share is Rs140share. The earning for the year1997was Rs17. The company has been paying constant dividend of Rs6.50per share for the last 10years

i) Splits its shares two-for-one

ii) Declares a bonus issues of one-for twenty

or

b)What are the advantages and disadvantages of mergers and takeovers

SECTION-B

Answer any <u>four</u> of the following

1) Preference share

2) Money market

3) Cost of debt

4) NSE

5) Over capitalization

6) Capital structure

7) Modigimilian theory

8) Amalgamation

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KRISHNA UNIVERSITY, MACHILIPATNAM.

B.B.M. SECOND YEAR SYLLABUS

PAPER-III: Marketing management

UNIT I

1. Introduction – Definition – Importance – Role of developing Econamy- Marketing Mix- Marketing concept s- production – product – selling – Marketing societal. Need for marketing concept in India – objectives of marketing management – Integrated concept of marketing.

UNIT II

2. Marketing environment- Micro and macro environments- consumarism – laws of relating to marketing .

UNIT III

3. Market segmentation – methods – Target making.
4. Consumer behaviour – stages in buying process – factors influencing purchase and repeat purchase – cognitive dissonance.

UN IT IV

5. product – product classification – mix product line – product life cycle concept – packaging- branding.
6. Pricing – Price determination – factors influencing price policy – methods of pricing.

UNIT V

7. Promotion – importance – promotion mix – Advertising media merits and demerits- personal selling sales promotion techniques- publicity methods.
8. Distribution – channels – role of wholesaler, retailer and other middlemen.

Reference books
Principles of marketing management – A Brar.
Marketing management   -S.A SHERLEKAR
Marketing management   -PHILIP KOTLER
Marketing management   -S.A.CHUNAWALA
Marketing management   -C.N.SONTAKKI

KRISHNA UNIVERSITY
MODEL QUESTION PAPER

Time : 3 hours.   **Marketing management**   **Max. Marks: 70**

SECTION-A

Answer the following questions   5X10=50

UNIT-I

a) What is marketing? explain importance &objectives of marketing

(Or)

c) Define marketing concepts in India.

UNIT-II

a) Explain needs and trends in the macro environment?

(Or)

b) Discuss the consumerism in India

UNIT-III

a) Describe the levels and patterns of market segmentation

(Or)

c) Explain the various stages of the buying decision process

UNIT-IV

a) Elaborate the product life cycle concept in the marketing strategies

(Or)

b) What are the factors influencing under price policy?

UNIT-V

a) Define advertising. And its merits &demerits

(Or)

d) Discuss the role of middlemen &wholesaler under distribution channel

SECTION-B

Answer any <u>four</u> of the following   4X5=20

1) integrated marketing

2) Targeted making

3) Marketing mix

4) Cognitive dissonance

5) Branding

6) Repeat purchase

7) Promotion mix

8) Personal selling

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KRISHNA UNIVERSITY, MACHILIPATNAM

B.B.M. SECOND YEAR SYLLABUS

PAPER-IV: HUMAN RESOURCE MANAGEMENT

UNIT I

1. Introduction – Nature and importance of people- Theory X and theory Y – personnel management- Typical organization set up – Role and responsibilities of key personnel positions.

UNIT II

2. Man power planning – Recruitment – selection – placement- performance appraisal methods – Training& development methods.

UNIT   III

3. Compensation function –wage & salary components- Basic allowances – Fringe benefits- job evaluation methods- Incentives schemes.

UNIT IV

4. Organizational health- absent – turnover and safety- Morale- Suggestion scheme – Grievances and Disputes settlement – collective bargaining- Adjudication –Disciplines.

UNIT V

5. Industrial democracy – significance of industrial relations – Role of management – Role of union – Role of Government worker's participation in management.

REFERENCE BOOKS

Human resource management –Gupta and sarma.

HUMANRESOURCE MANAGEMENT-P.Subba Rao

KRISHNA UNIVERSITY
MODEL QUESTION PAPER

Time : 3 hours.   **Max. Marks: 70**

HUMAN RESOURCE MANAGEMENT

SECTION-A

Answer the following questions   **5X10=50**

UNIT-I

a) Explain the nature &importance of people in the organization

(Or)

b) Enumerate the concept of theory X and Y in personnel management

UNIT-II

a) Explain the process of manpower planning

(Or)

b) Explain the sources of recruitment in the organization

UNIT-III

a) Define job evaluation explain the methods of job evaluation

(Or)

b) What are the factors influencing the wage &salary components

UNIT-IV

a) Explain the causes of absentisam &how they can be reduced

(Or)

b) What are the causes of labour turnover and they can be reduced

UNIT-V

a) Define industrial democracy? Explain its significance in industrial relations

(Or)

27

b) Explain the role of union &government in workers participation in management

SECTION-B

Answer any four of the following   **4X5=20**

1) Role of personnel manager

2) Performance appraisal

3) Selection

4) Compensation

5) Recruitment

6) Industrial relations

7) Collective bargaining

8) Suggestion scheme

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KRISHNA UNIVERSITY, MACHILIPATNAM.
B.B.M. THIRD YEAR SYLLABUS

PAPER-I: BUSINESS LAW

UNIT I Contract Act 1872:

Essentials of contract-classification of contracts-offer and acceptance-consideration- capacity of parties-free concent-legality of object-performance of contract-breach of contract-discharge of contract:

UNIT II COMPANY LAW 1956

 Formation of company – Formalities to law complied with memorandum of association- Articles of association – prospects.
Types of companies- Public company ,Private company , Holding company – Subsidiary company; Government company – Foreign company – company law board-Functions and powers.
Meeting – Board and share holders – Types of Resolutions.

UNIT III PARTNERSHIP ACT 1932: Definition- features – advantages and disadvantages of partnership- partnership deed- types of partnerships- rights, duties and obligations of partners- partner as agent-implied authority of partner- dissolution of firm –dissolution methods.

UNIT IV NEGOTIABLE INSTRUMENTS ACT1881: Introduction-objects-meanings-charactristics of negotiable instruments- types of negotiable instruments- bills-promissory note-cheque- hundies- endorsements- crossings-holder and holder in due course- dishonor and discharge of negotiable instrument.

UNIT V CONSUMERS PROTECTION ACT1986: definition –consumer-dispute- complaint- consumers movement-Introduction to consumer protection law in India – objectives-Consumer councils - Redressal machinery -Rights of consumer:

REFERENCE BOOKS

Business law   -S. Chand ,RSN Pilai
Business law   -K.C.Garg, Mukesh Sharma
Business law   -S.N.Maheswari , Maheswari
Business law   -Tajpal Sheth

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MODEL QUESTION PAPER

Time : 3 hours.   **BUSINESS LAW**   **Max. Marks: 70**

SECTION-A

Answer the following questions   **5X10=50**

UNIT-I

a) Define contract what are the essentials of contract

(Or)

b) What are the different models to discharge a contract?

UNIT-II

a) What is memorandum of association what are its contents

(Or)

b) Distinguish between a private &public company

UNIT-III

a)what are the main features of parternership its advantage &disadvantages

(Or)

b) Discuss various types of partners

UNIT-IV

a) Explain the objectives &characteristics of negotiable instruments

(Or)

b) What is crossing of a cheque .explain the types of crossing on a cheque**.**

UNIT-V

a) Discuss the objective&scope of consumer protection act, 1986

(Or)

b) What are the consumer dispute redressal agencies? Explain

SECTION-B

Answer any four of the following   **4X5=20**

1) Essentials of valid consideration

2) Describe free consent

3) Types of resolution

4) What is articles of association

5) Parternership deed

6) Define parternership

7) holder-in due-course

8) State commission

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B.B.M. THIRD YEAR SYLLABUS

PAPER-II: ENTREPRENEURSHIP

UNIT I

1. Entrepreneurship: Meaning types of Entrepreneurs- Qualities- Psychological factor in entrepreneurship – Factors- influencing the birth of entrepreneurs.

UNIT II

2. Entrepreneurial support systems – Government policies and measures towards promotions of entrepreneurship – Central and State Government – Industrial Estates , District industries centers – Location assistance – provision of infrastructural facilities – Supply of machinery on hire purchase – Technical assistance –Assistance for raw materials Financial Assistance through SFCs , commercial bank ,APIDC-APSSIC,IFCI,ICICI-Market assistance- - Assistance of industries in Backward areas- Tax concessions.

UNIT III

3. Establishing a new project – Defining the project – product identification – Market and demand analysis- Demand forecasting Technical analysis – Location – size, production technology – equipment – lay out of site.

UNIT IV

4. Economic analysis – Cost estimation –Production costs- Break – even analysis- Project cost report – Investment analysis – Sources of finance for project – Bankers view of financing.
5. Project report – Principles and techniques.

UNIT V

6. Small Scale Industries (SSI s): Definition & Meaning of Small Scale Industries - Importance of SSI s– Process of setting up a Small Scale Industrial Unit – Incentives & Subsidies for SSIs –Sickness in Small Scale Industrial Units – Causes and Remedial measures – Role of BIFR.

Ref. books: Entrepreneurship -- by V Gangadhar.

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Entrepreneurship Model Question Paper

PART A (5 X 10 = 50)

UNIT I

1. A. Explain the different factors influencing entrepreneurship?   OR
    B. Discuss about the different types of entrepreneurs?

UNIT II

2. A. Discuss about the different financial institutions supporting entrepreneurs in India? OR
    B. Discuss about government policies and measures towards promotion of entrepreneurship in India?

UNIT III

3. A. Explain about a project? OR
    B. Discuss about the market and demand analysis?

UNIT IV

4. A. Discuss about sources of finance for a project? OR
    B. Explain about principles and techniques of a project report?

UNIT V

5. A. Explain about the importance of small scale industries in India? OR
    B. Discuss about the process of setting up a small scale industrial unit?

PART B (4 X 5 = 20)

6. Break even analysis / what is break even analysis?
7. Layout of site / what is layout of site?
8. Tax concessions / what is meant by tax concessions?
9.   Investment analysis / what is meant by investment analysis?
10. Entrepreneurship / what is meant by entrepreneurship?
11. BIFR / what is meant by BIFR?
12. Industrial estate / what is meant by industrial estate?
13. Equipment / what is meant by equipment?

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B.B.M. THIRD YEAR SYLLABUS

PAPER-III: SALES AND DISTRIBUTION MANAGEMENT

Unit I

1. Introduction – Evolution of sales Management – Place of Sales Management – Sales organization and purpose- Basic types of sales of organization.

UNIT II

2. Salesmanship- Definition – Theoretical aspects of salesmanship –characteristics of successful salesman- selling systems and terms.

UNIT III

3. Sales planning – Estimating sales potential and forecasting sales – quotes- Territory allocation –sales territory control and sales routing- Marketing intelligence and Marketing research in Sales Management.

UNIT IV

4. Management of sales force – Recruitment and Selection – Training –Motivation and Evaluation sales control – Sales budget –Sales man expenses control.

UNIT V

5. Distribution – selection and motivation of intermediaries- Indian Distribution system- Distribution logistics Distribution – cost and control.
6. Channels of distribution.

Reference books

Sales and distribution management - S.A CHUNAWALA
Sales management   -RICHARD R.STILL
Sales management   -EDWARD W.WNDIFF
Sales management   -C.N.SONTAKKI

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TIME : 3 HOURS   MODEL QUESTION PAPER   MAX. MARKS : 70

SALES AND DISTRIBUTION MANAGEMENT

SECTION-A

Answer the following questions   5X10=50

UNIT-I

a) Define sales management. Discuss the evolution of sales management   OR

b) What are the basic types under the sales of organization?

UNIT-II

a) What are the theoretical aspects of salesmanship?   OR

b) Describe the selling systems and terms of successful sales man.

UNIT-III

a) Explain various sales quotes in the sales planning

(Or)

b) Discuss the various territory allocation plans in sales territory

UNIT-IV

a) Explain the recruitment &selection process of sales men.

(**Or)**

b) Describe the budget allocation in the sales budget

UNIT-V

a) Elaborate Indian distribution system.

(Or)

35

b) Explain the various channels of distribution

Answer any <u>four</u> of the following   4X5=20

1) Sales organization

2) Sales routing

3) Logistics distribution

4) Sales management

5) Characteristics of salesmen

6) Forecasting

7) Distribution cost

8) Sales potential

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B.B.M. THIRD YEAR SYLLABUS

PAPER-IV: ORGANIZATIONAL BEHAVIOUR

Organizational Behaviour: The purpose of paper is to introduce the concept of behavioral science to enable the students to understand the employee behavioral pattern at work.

UNIT I

1. Introduction – Scope and significance of behavioral sciences to management.
2. People – Nature – Types- McGregor's Theory.

UNIT II

3. Personality- Concept – Attitudes & values- Developing positive personality.
4. Perception – Process- Blocks.

UNIT III

5. Cognition – information sourses – Learning process- Reinforcement.

UNIT IV

6. Motivation – Maslow's need hierarchy – Herzherg's two factor theoty.
7. Groups – concepts – Significance – Types – Groups formation process.

UNIT V

8. Group dynamics – Modes of decision making – problems- making group decision process effective-organizational change process- conflict management- organizational development initiatives'.

Reference books

Organizational Behaviour   – LM Prasad
Organizational Behaviour   -Stephen Robbins
Organizational Behaviour   -k.Aswathappa
Organizational Behaviour   -R.k Sharma
Organizational Behaviour   -Keith Davis

KRISHNA UNIVERSITY

TIME : 3 HOURS   MODEL QUESTION PAPER   MAX. MARKS : 70

Organizational Behaviour

SECTION-A

Answer the following questions   5X10=50

UNIT-I

a) Describe the scope &significance of behavioral science

(Or)

b) Explain theory and X and Y are concerned with the nature of people.

UNIT-II

a) Define personality? What are the various personality theories?

(Or)

b) Discuss the nature of perception and describe the perception process.

UNIT-III

a)what do you understand by learning? Discuss the elements which form the part of learning process

(Or)

b) What is the concept of reinforcement? And types of reinforcement

UNIT-IV

a) What is concept of motivation critically examine comparison between theories of motivation

(Or)

b) Discuss the nature of group. What are the different theories of group formation?

UNIT-V

a) Discuss the situation under which group decision making is better than individual decision making

(Or)

b) What is the concept of organizational conflict? What is the structural approach of conflict management?

SECTIONN-B

Answer any four of the following   **4X5=20**

1) Concept of OB

2) Nature of people

3) Concept of attitude

4) Personality &behavior

5) Cognitive learning theory

6) Group dynamics

7) Group cohesiveness

8) Reinforcement

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Electives: select one from each group:

Group :one:

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B.B.M. THIRD YEAR SYLLABUS

I.   Management Accounting

UNIT I

1. Introduction : Nature – Scope and significance of management accounting-functions of management accounting –differences between financial accounting and management accounting:

UNIT II

2. Budgetary control –types of Budgets – functional budjects , master budget- Static Vs flexible budgeting- Zero – Base Budgeting – performance budgeting.

UNIT I II

3. Cost -volume – profit analysis- marginal costing- application to managerial , decisions.

UNIT IV

4. Financial statement Analysis – types comparative , common size and trend analysis statements.
5. Ratio analysis – type of ratio s- Leverage analysis.

UNIT   V

6. Funds flow analysis- preparation of cash flow and funds flow statements.
7. Reporting to management – types of reports – preparation and methods of presentation.

KRISHNA UNIVERSITY
MODEL PAPER FOR III YEAR B B M
MANEGEMENT ACCOUNTING

Time: 3 hours   Max. Marks : 70

<div align="center">SECTION – A</div>

Answer the following   5x10=50 Marks

<div align="center">UNIT I</div>

1. (a) Define management accounting. And explain its functions.   OR
    (b)What are the differences between financial accounting and financial accounting?

<div align="center">UNIT II</div>

2. (a) Define budgeting. Explain its objects.   OR
    (b) Deepthi Engineering Company manufactures two products, viz. fortune and William. The
    anticipated sales from 1-7-2008 to 31-12-2008 is as follows:

Production (in Units):	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Fortune	700	700	600	500	400	400	450
William	250	300	400	500	600	600	500

Additional information:

(a)   There will be no work in progress at the end of every month and
(b) Finished units to half of the anticipated sales for the next months will be in stock at the end
     of each month including may 2008.
     You are required to prepare production budget showing the number of units to be
     manufactured in each month commencing from June 2008 to November 2008.

<div align="center">UNIT III</div>

3. (a) What are the Assumptions of Break even analysis?   OR
    (b) from the following information calculate (a) B E P sales (b) Profit or Loss when sales
    are Rs. 50,000

particulars	January	February
sales	38,000	65,000
profit	---	3,000
Loss	2,400	---

<div align="center">UNIT IV</div>

4. (a) What are the objects of analysis and interpretation of financial statements. OR
    (b) With the help of following ratios and further information given below, prepare trading and
    profit and loss account and balance sheet of Bindu & Co.
    Gross Profit ratio = 20% ;   Net Profit ratio v= 15 % ;   Sales/ Inventory ratio = 6
    Fixed assets/ Total current assets =2/2; Fixed assets/ Total capital = 3/2;
    Capital/ total outside liabilities =2/4; Inventory = Rs. 3,00,000; Fixed assets = Rs. 20,00,000.

<div align="center">UNIT V</div>

5. (a) The following are the balance sheets of Prasad Ltd., as on 31-3-2008 and 31-3-2009

liabilities	2008	2009	assets	2008	2009
Share capital	1,60,000	2,20,000	Buildings	1,40,000	2,18,000
P&L account	2,50,000	5,00,000	Stock	3,00,000	3,50,000
Creditors	2,30,000	1,80,000	Bank	40,000	80,000
Outstanding expenses	6,000	3,000	Debtors	1,62,000	2,54,000
Depreciation on			Preliminary expenses	14,000	12,000
buildings	10,000	11,000			
	6,56,000	9,14,000		6,56,000	9,14,000

  Additional information: (a) During the year a building was purchased earlier for Rs.
14,000(depreciation written off Rs. 1,000) was sold for Rs. 1,200
(b) A dividend of Rs. 40,000 has been paid during the year.
         Prepare funds flow statement.
                  OR
   B. what are the differences between cash flow statement and funds flow statement?
                  SECTION B   (4X 5 = 20)
      Answer any FOUR of the following:
   6. What are the advantages of marginal costing?
   7. Characteristics of good budgetary control.
   8. Explain profit and loss account ratios
   9. Comparative financial statement analysis.
   10. What are the uses of funds flow statement.
   11. What are the basic assumptions of cost volume profit analysis.
   12. Zero Base budgeting.
   13. What are the essentials of good report.
                  ****

II. Retail Management

(The objective of this course is to familiarize the students with

retail management concepts and operations.)

Unit I   Basic concept of retailing – retail development – types of retailers – multi channel retailing – organized retailing in India – services retailing.

Unit II.   Retail strategy: market strategy – retail format and target market –

building sustainable competitive advantage – growth strategies – strategic

retail planning process.

Unit III   Retail location – types, location opportunities – selection of location and site: financial strategy –strategic profit model – setting and measuring

performance objectives.

Unit IV Store lay out and design, store operations and inventory management-

merchandise planning, buying merchandise – developing assortment plan.

Unit V   Retail pricing strategy, category management, customer services – retail

branding- international retailing.

1. Michael lacy, Barton A Weitz and Ajay Pandit, **Retail management**, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi.
2. KVC Madaan, **Fundamental of retailing**, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi.
3. Swapna Pradhan, **Retail management**, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi.
4. David Gilbert, **Retail Marketing Management**, Pearson Education, New Delhi.
5. Chetan banaj, Rajnish Tuli and N.V. Srivaslava, **Retail Management**, Oxford

TIME : 3 HOURS   **MODEL QUESTION PAPER**   **MAX. MARKS : 70**

Retail management

SECTION-A

Answer the following questions   **5X10=50**

UNIT-I
a) Describe the basic concept of retailing and its development

(Or)

b) Explain various organized concepts retailing in India

UNIT-II
a) Explain what the retail strategies are building sustainable competitive advantage

(Or)

b) Briefly describe the strategic retail planning process

UNIT-III
a)what are the types , location opportunities for retail location

(Or)

b) Elaborate the strategic profit model in retail sector

UNIT-IV

a) Explain different store layout and designs in retail operations

(Or)

b) What are the basic concepts in inventory management in retailing?

UNIT-V
a) Describe the various retail pricing strategies

(Or)

b) Describe the basic customer services in retail pricing strategy

SECTION-B

Answer any four of the following   **4X5=20**

1) Types of retailers
2) Retail format
3) Retail location
4) Store operations
5) Retail branding
6) Retail strategy
7) Service retailing
8) International retailing

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B.B.M. THIRD YEAR SYLLABUS

III. HUMAN RESOURCES DEVELOPMENT

Unit I

HRD: Definition, Evolution of HRD from Personnel management, Developmental Perspective of HRD, HRD at macro and micro levels: Outcomes of HRD in the national and organizational contexts. Qualities and   Competencies required in a HRD professional. Importance of HRD in the present context. Development of HRD Movement in India.

Unit II

Development Human Capacity: Aptitude, Knowledge, Values, Skills of Human Relations, Responsiveness, Loyalty and Commitment, Transparency, Leadership development.
Training and Development: Meaning and Scope of training, education and development; Training need analysis, Types of training Internal and external, Outbound Training, Attitudinal training, Training effectiveness.

 Unit III
Evaluating HRD: Human Resource Accounting, HR Audit and Bench marking, Impact-assessment of HRD initiatives on the bottom-line of an organization.

Unit IV

Organizational Development (OD): Meaning of OD, OD Interventions, OD Programs and Techniques: Behaviour Modeling, gaming, Encounter Groups, Quality of Work life (QWL) and Quality of Life Programs, Grid training, Benefits of OD; OD consultants.
Organizational Development Process: Phases in OD – Initial Diagnosis – Survey and Feedback, Action Planning, Problem Solving, Team Building, Developing Creativity and Innovation, Managing organizational Change.

Unit V

Recent Trends in HRD and OD: Training for trainers and HRD professionals, Promoting Research in HRD and OD. Impacts of developments in the other fields such as Psychology, Business Management, Communication and Information Technologypraisal, Training and Development, Career Planning & Succession Planning.

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HRD Model Question Paper

Part A (5 X 10)

Answer any five of the following selecting one from each unit:

UNIT I

1. A. Explain the importance of Human Resource Development in the present context? OR
B. Discuss about the Human Resource Development movement in India?

UNIT II

2. A. Discuss about Training thoroughly as to its meaning and types?   OR

B. Discuss about development of Human Capacity?

UNIT III

3 A. Explain about Human Resource Accounting in an organization? OR
B. Discuss about the impact-assessment of Human Resource Development initiatives on the bottom-line of an organization?

UNIT IV

4 .A. Discuss about organizational development programs and techniques? OR

B. Explain how change is managed in an organization?

UNIT V

5.A. Explain about career planning and succession planning?   OR
B. Discuss about Training for trainers and HRD Professionals?

PART B (4 X 5 = 20)

6   Bench marking / what is bench marking?
7   Values / what are values?
8   Quality of work life / what is meant of quality of work life?
9   Personnel management / what is meant by personnel management?
10   Gaming / what is meant by gaming?
11   Team building / what is team building?
12   Training need analysis / what is meant by training need analysis
13   Development / what is meant by development?

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46

Group : TWO:

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B.B.M. THIRD YEAR SYLLABUS

I.INVESTMENT MANAGEMENT

UNIT I

Nature & Scope of Investment: Introduction to investment – Financial and economic meaning of investment – Investment and speculation – Investment and gambling – Factors favourable for investment – Features of investment programme – investment media and process – Alternative forms of investment.

UNIT II   Financial Institutions and markets in India: Development of financial system in India- Structure of Financial markets – Financial Institutions – Criticism of Financial system in India – Role of new issue market and stock exchanges in India – Mechanism of securities trading in stock exchanges – Listing of securities – Legal control of stock exchanges – Role of SEBI.

UNIT III   Security valuation: Basic valuation models of securities like bonds, preference shares, common stock. – (Problems).

UNIT IV   Computation of returns and Risk: Returns measurement – Traditional techniques – Holding period – Yield – Statistical methods – Measures of central tendency – Measures of dispersion – Meaning of risk – Types of risks – Systematic and unsystematic risk management – Standard deviation and variance – Regression equation – Correlation coefficient – (Problems).

UNIT V Concepts of Mutual funds and Disinvestment management: Mutual funds – Asset management company – Features of Mutual funds – Classification of Mutual funds – Structure of Mutual fund – Net Asset Value – SEBI & Mutual fund regulations – Meaning of Disinvestment – Role of Disinvestment – Types of Disinvestment – Factors influencing Disinvestment.

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B.B.M. THIRD YEAR SYLLABUS

II.E- Retailing

(Objective: Objective of this course is to introduce basic E-Commerce concepts and its applications in retailing process and explain techniques of E-Commerce.)

Unit-I Introduction: The concepts of E-Commerce, E-Business and E-Marketing, Evolution of E-Commerce, E-Commerce Vs Traditional Commerce, Net work infrastructure for E-Commerce, Internet, Extranet. Prospects in India.

Unit-II E-Commerce applications: Consumer Applications, Organisation Applications, Procurement - Online Marketing and Advertisement, Online Interactive Retailing, E-Commerce - Business Models: B2B, B2C, C2C, B2 Government, Government to Government, E-Business, Storefronts, Infomediary.

Unit-III E-Marketing: Information based marketing, E-Marketing Mix - Cost, Connectivity, Convenience, Customer, interface, Speed of delivery. Internet as an advertising media. Web retailing, Characteristics of web users, Role of the web, store- based retailer, Process of website development. E-Retailing/reverse Marketing.

Unit-IV E-Security: E Security Issues - Hacking, Spoofing and viruses: Network Security and Transaction Security, Cryptology, Digital Signatures, Security protocols for web commerce, Cyber laws - IT Act, 2000.

Unit-V Electronic Payment Systems: Introduction to payment systems, On-line payment systems-Prepaid E - payment systems, Post - paid E-payment systems, E-Cash or Digital Cash, E-Cheques, Credit cards. Smart cards, Debit cards.

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B.B.M. THIRD YEAR SYLLABUS

III. LABOUR WELFARE

UNIT I
1. Labour Welfare – Introduction, History, Definition, Scope, Objectives, Principles and Theories.
2. Labour Welfare Officer – Role, Qualifications, Functions, Duties.

UNIT II
3. Productivity and Labour welfare.
4. Workers Participation in Management – Role of WPM in Labour Welfare and Industrial Hygiene.

UNIT III
5. Workers Education Scheme – History and programs.
6. Statutory Welfare Amenities – as per Factories Act, 1948

UNIT IV
7. Non-statutory welfare Agencies – Role of Trade Unions, NGOs and Local-self Govt.
8. ILO - & ILC – Introduction, History, Scope, Objectives and Structure.

UNIT V
9. Corporate Social responsibility, Industrial Social work.
10. Impact of Industrialization on Developing countries like India – Pollution.
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