

GOVT. BILASA GIRLS' P.G. (Auto.) COLLEGE

Link Road, Bilaspur (C.G.)

Phone No. : 07752-224249, Website : www.bilasagrilscollege.ac.in



SYLLABUS

B.B.A.

Semester - III & IV

2021-22



Rules and Regulations for the Semester System at the Graduation Level

1. These subjects are compulsory for all students:-
 - (a) Environmental Studies (I Semester)
 - (b) English Language (II and III Semester)
 - (c) Hindi Language (IV and V Semester)
 - (d) Skill Based Course (VI Semester)
2. In each semester there will be only one theory paper in each elective Subject.
3. For Honours Degree Course, there will be one additional theory paper in each semester i.e. semesters, III to VI.
For Honours Degree Course, separate practical classes will be held round the year but the examinations shall be held only in even semesters i.e. semesters II, IV and VI.
4. **Marks Pattern:-**
 - (i) For non practical subjects, each theory paper will be of 100 marks i.e. 80 External + 20 Internal.
 - (ii) For practical subjects, each theory paper will be of 75 marks i.e. 60 External + 15 Internal.
 - (iii) Practical examination will be of 50 marks. Practical Classes will be held round the year but examination shall be held only in even semesters i.e. semesters II, IV and VI.
5. **Theory Examination:-**
Duration for theory examination shall be of two and half hours.
6. **Practical Examination:-**
Duration for Practical examination shall be as suggested in the syllabi.
7. **Admission Period:-**
 - (i) Admissions in the First Semester shall be completed before 15th of July every year.
 - (ii) Admissions in Semesters i.e. II, III, IV, V and VI shall be completed within 7 days after the completion of examinations on the provisional basis.
 - (iii) The provisional admission shall be regularized within 7 days from the date of declaration of result.
 - (iv) Request for permission for late admission shall not be entertained.
8. **Schedule of Classes-**
 - (i) I Semester's classes will be commenced from 16th of July every year
 - (ii) III and V Semester's classes will be commenced from 2nd July every year.
 - (iii) II, IV and VI Semester's classes will be commenced from 2nd January every year.
 - (iv) All the classes shall be continued till seven days prior to the commencement of the examination.
9. **Examination Schedule- Tentative Schedules of examinations are as under-**
 - (i) Odd semester (I, III & V) - 20th November to 20th December.
 - (ii) Even semester (II, IV & VI) - 15th April to 14th May.
10. **Examination Pattern -**
 - (a) Questions will be asked Unit wise and Section wise. Questions will be set from all Units Covering the entire syllabi.
 - (b) For non practical subjects, maximum marks will be 80 (External).
 - (c) For the practical based subjects, maximum marks will be 60 (External).
 - (d) In each theory paper there will be three sections and the marks distributed for different sections will be in the following pattern -

Theory (Non- Practical):- There will be three sections A, B and C in the question paper.
Section - A Objective Type/ In few words (30 words)

There will be 15 questions to be set, three from each unit and 10 to be attempted. Each question will carry 2 marks.

Section - B Short Answer Type (60 words)

There will be 5 questions to be set, 1 from each unit and all five questions to be attempted. Each question will carry 6 marks.

Section - C Long Answer / Eassy Type Question

There will be 5 questions to be set, 1 from each unit and 2 to be attempted. Each question will carry 15 marks.

Marks Scheme for - Non-practical subject -

| Types of Questions | Question to be set from each Unit | Total No. of Questions | Questions to be solved | Marks assigned | Total Marks |
|--------------------------------|-----------------------------------|------------------------|------------------------|----------------|-------------|
| Objective / In few words | 03 | 15 | 10 | 02 | 20 |
| Short Answer Type Questions | 01 | 05 | 05 | 06 | 30 |
| Long / Essay type of questions | 01 | 05 | 02 | 15 | 30 |
| Total - 80 | | | | | |

(i) **Theory (Practical Subject):-** There will be three sections A, B and C in the question paper.

Section - A Objective Type/ In few words (30 words)

There will be 15 questions to be set, three from each unit and 10 to be attempted. Each question will carry 2 marks.

Section - B Short Answer Type (60 words)

There will be 5 questions to be set, 1 from each unit and all five questions to be attempted. Each question will carry 4 marks.

Section - C Long Answer / Eassy Type Question

There will be 5 questions to be set, 1 from each unit and 2 to be attempted. Each question will carry 10 marks.

Marks Scheme for - Practical Subject -

| Types of Questions | Question to be set from each Unit | Total No. of Questions | Questions to be solved | Marks assigned | Total Marks |
|--------------------------------|-----------------------------------|------------------------|------------------------|----------------|-------------|
| Objective / In few words | 03 | 15 | 10 | 02 | 20 |
| Short Answer Type Questions | 01 | 05 | 05 | 04 | 20 |
| Long / Essay type of questions | 01 | 05 | 02 | 10 | 20 |
| Total - 60 | | | | | |

For question papers of compulsory papers of General group subjects i.e. Environmental Studies, English Language, Hindi Language and Skill Based Course, the pattern of question shall be applicable as suggested by the concerned Board of Studies.

(ii) **Practical**

| | <i>Each Practical</i> |
|--------------------------------|-----------------------|
| Laboratory Note Book / Project | 10 |
| Vive voce | 10 |
| Lab work / Field work | 30 |
| Total - 50 | |

- (e) In odd semester examination, a candidate shall appear in papers of odd semester(s) only. Similarly in even semester examinations, a candidate shall appear in papers of even semester(s) only. Papers of odd and even semesters shall not be confined in one examination.
- (f) Minimum passing marks for external/ semester end theory and practical shall be 34%.

- (g) There shall be provision of 3 grace marks and it would be distributed in maximum two theory Papers / Practical.

Internal Assessment

- Internal Tests are compulsory for theory papers and must be held as per following calendar:-
 Odd Semesters 1st Test - August, 2nd Test - October and 01 Assignment (during semester)
 Even Semesters 1st Test - February, 2nd Test - March and 01 Assignment (during semester)
- Each test & Assignment will be of 20 marks for the subjects without practical & 15 marks for the subjects having practicals. Average of the marks obtained in the best of two tests & assignment shall be incorporated as the final marks. Qualifying marks is 40%.
- If a candidate failed to attend the test on bonafide grounds, one special test may be arranged on the production of relevant documents, before submission of application forms and fees to the office.
- The Unit tests/Assignment marks to be sent to the examination cell of the college as per notification to be issued by the Principal/ Controller Examination from time to time.
- If a candidate (whose status is Regular / Ex/Supplementary) failed in First Year of the current session (2013-14) of annual system will be appeared in the first semester examination as ex-student with under the rules and regulations of Semester System. Number of Internal Test of passed year (2013-14) will not be incorporated or carried forward.

| | Non Practical Subject | | Practical Subject | |
|------------------|-----------------------|-----------|-------------------|-----------|
| | External | Internal | External | Internal |
| MAX MARKS | 80 | 20 | 60 | 15 |
| MIN MARKS | 28 | 08 | 21 | 06 |

Eligibility criteria for appearing in the examinations

- A candidate should have 75% of attendance both in theory and practical classes. 65% attendance may be considered only on special circumstances and on certification by the Principal of the college.
- A candidate shall have to qualify in the internal tests securing at least 40% marks.
- A candidate shall be allowed to appear in those papers only in which she has secured qualifying marks in internal test.
- If a candidate after taking admission in 1st semester could not continue the classes or could not obtain eligibility cannot appear in the 1st semester examinations. In such cases the student will not be allowed to continue in second semester and she has to continue the classes and obtain eligibility in 1st semester again in next academic year as ex-student.

11. Lecture Periods /Classes

There shall be a minimum of 50-60 hours Classes for each theory papers in respective course. Minimum of 50-60 hours shall be for each practical paper. This shall be strictly adhered to.

12. Other Guidelines

- There will be no provision for Revaluation, Supplementary or Betterment (Division Improvement).
- A candidate has to clear all the papers within 12 semesters (six years) from the year of first admission in the programme.
- A candidate will choose Honours subject just before the start of third semester from any one of the three elective subjects /group selected by her in the first semester. A candidate can change the Honours subject within 15 days from the date of admission in the third semester.
- The system of credit of ten point scale examination marks in the final mark sheet shall be introduced only after its formal approval by the competent authorities.

- (v) The system of Choice based credit system and Gradation system shall be introduced only after its formal approval by the competent authorities.

For Honours Degree Course (Total Marks: 2800).

13. Admission -

The process of admission in Honours Degree Course will be as follows -

- (i) Student shall select course (Pass Course / Honours Degree Course) at the time of first admission in the college.
- (ii) Admission shall be on merit basis after receiving the application from students.
- (iii) Number of seats for Honours Degree Course will be decided as per the Govt. Rules.

(A) Each theory Paper (Non Practical Subject)

| <i>Each Theory Paper</i> | | <i>Internal Assessment</i> | |
|--------------------------|------------------------|----------------------------|----------------------|
| Full Marks | Minimum Passing 34% | Full Marks | Minimum Marks 40% |
| 80 | 28 | 20 | 08 |

(B) Each theory Paper (Practical Subject)

| <i>Each Theory Paper</i> | | <i>Internal Assessment</i> | |
|--------------------------|------------------------|----------------------------|----------------------|
| Full Marks | Minimum Passing 34% | Full Marks | Minimum Marks 40% |
| 60 | 21 | 15 | 06 |

(C) Each Practical Paper

| <i>Minimum Passing Percentage</i> | <i>Full Marks</i> | <i>Minimum Passing Marks</i> |
|-----------------------------------|-------------------|------------------------------|
| 34% | 50 | 17 |

(D) Grace Marks

Total/Maximum 03 in two theory paper/practical.

Amendments in Promotion Rules for Semester System at the Graduation Level

- (a) A Candidate is eligible to continue the second semester classes immediately after the 1st Semester examinations and can appear in the 2nd semester examinations notwithstanding the number of arrear papers in 1st semester provided she must have appeared in the 1st semester examination.
- (b) A candidate will be promoted to 3rd semester with not more than two papers of 1st semester and she will continue to attend classes of 3rd semester provisionally. She will be allowed to get final admission in the 3rd semester with maximum of four back papers in all 1st semester and 2nd semester.
- (c) A Candidate is eligible to continue the 4th semester classes immediately after 3rd semester examination and can appear in the 4th semester examination with maximum 2 back papers in 1st semester and/or any numbers of back papers in 2nd and 3rd semester.
- (d) A candidate will be promoted in 5th semester with not more than 2 back papers in 3rd semester and not more than 4 back papers in all 3rd and 4th semester provided she has cleared 1st and 2nd semester examination.
- (e) A candidate is eligible to continue the 6th semester immediately after the 5th semester examination and can appear in 6th semester examination with maximum of 2 back papers in 3rd semester and/or any number of back papers in 4th and 5th semester examination.
- (f) If a Candidate of 6th Semester is passed in all the semesters except the 5th Semester with back in only one subject, she is allowed to appear in the back paper of the 5th Semester with the examination of 6th Semester.

- (g) The students at the UG Level can view their valued answer copies and apply for the **Challenged Valuation** within 03 days from the date of the declaration of the result.
- (h) A candidate will be eligible to get Graduation and Graduation Honours degree after passing all the six semester examination. For cleaning all semester papers a candidate will be given a period 6 years (12 semesters) from the year of first admission.

सेमेस्टर स्नातक स्तर प्रमोशन नियम

प्रथम सेमेस्टर में प्रवेश की पात्रता:-

- प्रथम सेमेस्टर में छात्राओं का प्रवेश छ.ग. शासन के प्रवेश नियम के आधार पर किया जावेगा।

द्वितीय सेमेस्टर में प्रवेश की पात्रता:-

- विद्यार्थी को प्रथम सेमेस्टर की परीक्षा के तत्काल बाद कितने भी विषयों में बैक के साथ द्वितीय सेमेस्टर में अध्ययन की पात्रता होगी, बशर्ते वह प्रथम सेमेस्टर की परीक्षा में शामिल हुआ हो।

तृतीय सेमेस्टर में प्रवेश की पात्रता:-

- प्रथम सेमेस्टर में 02 से अधिक विषयों में बैक नहीं होना चाहिए।
- प्रथम एवं द्वितीय सेमेस्टर में सम्मिलित रूप से 04 विषयों से अधिक में बैक न हो।

चतुर्थ सेमेस्टर में प्रवेश की पात्रता:-

- प्रथम सेमेस्टर में 02 से अधिक विषयों में बैक नहीं होना चाहिए।
- द्वितीय एवं तृतीय सेमेस्टर में कितने भी विषयों में बैक हो।

पंचम सेमेस्टर में प्रवेश की पात्रता:-

- प्रथम सेमेस्टर उत्तीर्ण होना चाहिए।
- द्वितीय सेमेस्टर उत्तीर्ण होना चाहिए।
- तृतीय सेमेस्टर में 02 से अधिक विषयों में बैक न हो।
- तृतीय एवं चतुर्थ सेमेस्टर में सम्मिलित रूप से 04 विषयों से अधिक में बैक न हो।

षष्ठम सेमेस्टर में प्रवेश की पात्रता:-

- प्रथम सेमेस्टर उत्तीर्ण होना चाहिए।
- द्वितीय सेमेस्टर उत्तीर्ण होना चाहिए।
- तृतीय सेमेस्टर में 02 से अधिक विषयों में बैक न हो।
- चतुर्थ एवं पंचम सेमेस्टर में कितने भी विषयों में बैक हो।
- यदि कोई छात्र सभी सेमेस्टर में उत्तीर्ण है एवं केवल पंचम सेमेस्टर में 01 (एक) विषय में बैक है, ऐसी छात्रा को षष्ठम सेमेस्टर की परीक्षा के साथ परीक्षा देने का अवसर दिया जावेगा।
- विशेष -
 - ✓ मूल्यांकित उत्तर-पुस्तिकाओं के अवलोकन व Challenged Valuation की प्रक्रिया इस स्नातक स्तर सेमेस्टर परीक्षा अप्रैल-मई से लागू है। छात्राएं परीक्षा परिणाम घोषित होने की तिथि से 3 दिन के भीतर इस हेतु आवेदन प्राचार्य को दे सकती हैं।
 - ✓ विद्यार्थी को स्नातक एवं स्नातक आर्नस की उपाधि तभी प्राप्त होगी जबकि उसने सभी 06 सेमेस्टर की परीक्षाएँ उत्तीर्ण कर ली हों एवं 06 सेमेस्टर की परीक्षाएँ उत्तीर्ण करने हेतु उसे प्रथम प्रवेश की तिथि से लेकर 06 वर्षों की अवधि प्राप्त होगी।
 - ✓ छात्रा जिस सत्र बैक की परीक्षा में सम्मिलित होगी उसी सत्र का पाठ्यक्रम एवं परीक्षा संबंधी नियम लागू होगा।

Department of Commerce

PROGRAMME OUTCOMES

NAME OF THE PROGRAM: BACHALOR OF BUSINESS ADMINISTRATION (BBA)

1. Students can demonstrate technical competence in domestic and global Business Functions through the study of major disciplines within the fields of business.
2. To provide adequate basic understanding about management education among the students.
3. The course helps in developing critical and analytical thinking abilities and creating social sensitivity.
4. Business practices helps to understand sensitivity, ethical and sustainability issues.
5. Students can understand the impact of the professional solutions in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development

COURSE OUTCOMES

BBA SEMESTER III

PAPER II BUSINESS COMMUNICATION

1. To understand the concept, process and importance of communication.
2. To develop awareness regarding new trends in business communication.
3. To develop effective business communication skills among the students.

②

PAPER III BUSINESS STATISTICS

1. To gain understanding of statistical techniques as are applicable in business.
2. To impart the basis in Statistics to help students acquire new skills on the application of statistical tools and techniques in Business decision-making.

PAPER IV MANAGERIAL ECONOMICS

1. This course develops managerial perspective to economic fundamental as aid to decision making under given environmental constraints.
2. The students acquire the knowledge of Demand forecasting in sales management, Price fixing, market competitors, and management business economically.

BBA SEMESTER IV

PAPER II ORGANIZATIONAL BEHAVIOR

1. To familiarize the students about the concept of organisational behaviour and its applications.
2. To inculcate knowledge on Personality, Perception, Motivation, Job satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.
3. To get an insight about group behaviour.

PAPER III PERSONAL MANAGEMENT

1. To provide the student a synthesized framework theory and practices.
2. To study the challenge and constraints of recruitment and selection process.
3. To study the importance of imparting training and development programmes.

PAPER IV MARKETING MANAGEMENT

1. To facilitate understanding of the conceptual framework of marketing and its application in decision making under various environmental constraints.
2. To study about product and pricing policies in market.
3. To know about the concept and importance of marketing research
4. To study about service marketing.

**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
SYLLABUS & SCHEME OF EXAMINATION
SEMESTER III AND IV**

| PAPER AND SUBJECT | SEMESTER END EXAM | | INTERNAL ASSESSMENT | |
|--|-------------------|--------------------|---------------------|--------------------|
| | MAX. MARKS | MIN. PASSING MARKS | MAX. MARKS | MIN. PASSING MARKS |
| SEMESTER – III | | | | |
| I. FOUNDATION COURSE ENGLISH LANGUAGE | 80 | 28 | 20 | 8 |
| II. BUSINESS COMMUNICATION | 80 | 28 | 20 | 8 |
| III. BUSINESS STATISTICS | 80 | 28 | 20 | 8 |
| IV. MANAGERIAL ECONOMICS | 80 | 28 | 20 | 8 |
| SEMESTER – IV | | | | |
| I. FOUNDATION COURSE HINDI LANGUAGE | 80 | 28 | 20 | 8 |
| II. ORGANISATIONAL BEHAVIOUR | 80 | 28 | 20 | 8 |
| III. PERSONAL MANAGEMENT | 80 | 28 | 20 | 8 |
| IV. MARKETING MANAGEMENT | 80 | 28 | 20 | 8 |

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B.B.A.SEM III
FOUNDATION COURSE
ENGLISH LANGUAGE
PAPER I

Max. M - 80

UNIT-I TEN QUESTIONS TO BE SET (one from each chapter) AND FIVE TO BE ATTEMPTED

LESSONS

5 X 4 = 20

1. Dandi Salt March – Louis Fischer
2. Aspects of Indian Constitution – M.C. Chagla
3. Individual Freedom – Jawaharlal Nehru
4. Fundamental Duties
5. Delhi in 1857 – Mirza Ghalib
6. Raja's Diamond – R.L Stevenson
7. Tree – Tina Morris

UNIT-II COMPREHENSION- Unseen Passage 10

UNIT-III PRECIS WRITING 10

UNIT-IV ESSAY WRITING
Four to be set and one to be attempted 10

UNIT-V A. GRAMMAR (25 to be set and 20 to be attempted). 20

- Articles
- Prepositions
- Gerunds
- Self Forms & Possessives
- Narration (Direct & Indirect)
- Voice (Active & Passive)

B. VOCABULARY (from the text) 15 to be set 10 to be attempted. 10
Synonyms, Antonyms, Match the Column, combined the sentences

BOOK: ENGLISH LANGUAGE AND INDIAN CULTURE – MADHYA PRADESH
HINDI GRANTH ACADEMY.

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B.B.A SEM III
Paper II
BUSINESS COMMUNICATION

MM-80

UNIT - I

Communication - Nature, Function and Scope, Role of Communication the business organisation.

UNIT - II

Communication process, communication channel & Network, organisational communication.

UNIT - III

Communication Media, Written Communication, oral communication, Non Verbal Communication & Public speaking.

UNIT - IV


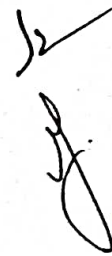
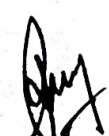
Harriers to Communication, Effective Communication.

UNIT - V

Communication Feedback Systems, Wonderful world of words and their meaning, Communication Feedback System.

SUGGESTED READINGS :

1. Dr. P. K. Agrawal, Dr. A.K. Mishra ; Business Communication ; Sahitya Bhawan Publication ; Agra (Hindi medium)
2. Balasubramanyam: Business Communication; Vikas Publishing House, Delhi. (English medium)
3. Dr. Vinod Mishra : Business Communication; Sahitya Bhawan Publication ; Agra. (Hindi medium)
4. Kaul : Effective Business Communication; Prentice Hall, New Delhi. (English medium)
5. Patri VR : Essentials of Communication ; Greenspan Publications, New Delhi. (English medium)
6. Senguin J : Business Communication; The Real World and Your Career. Allied Publishers , New Delhi. (English medium)
7. Dr. Mishra , Shukla & Patel ; Business Communication ; SBPD Publishing House, Agra. (Both Hindi and English medium)



B.B.A SEM III
Paper III
BUSINESS STATISTICS

MM-80

UNIT - I

Introduction: Meaning, functions, importance and limitations of statistics, Statistical Investigation, Types of data, Data Collection, Tools & Techniques. Classification and Tabulation of data.

UNIT - II

Diagrammatic presentation, Graphical presentation, Measurement of Central tendency.

UNIT - III

Dispersion and their measures, Skewness and Measures.

UNIT - IV

Correlation and Linear Regression of two variables

UNIT - V

Probability Theory, Index Number, Analysis of Time Series.

SUGGESTED READINGS :

1. Fundamental of statistic : D.N. Elehence, Lok Bharti, Allahabad.
2. Business statistics : S.M. Shukla & Sahay, Sahitya Bhavan, Agra.
3. Business statistics : B.N. Gupta, SBPD Publishing House, Agra.
4. Business statistics : Dr. Alok Gupta, SBPD Publications, Agra.
5. Statistics : Theory and Practise : S. P. Singh, S. Chand and Company, New Delhi.

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B.B.A SEM III
Paper IV
MANAGERIAL ECONOMICS

MM-80

OBJECTIVE

This Course is Meant to Acquaint the student with the principles of business economics as per applicable on business.

COURSE INPUTS

UNIT- I

Introduction Basic Problems of economy, Working of Price Mechanism. Elasticity of Demand: concept and measurements of elasticity and demand; Price income and cross elasticity; Average revenue, Marginal revenue and elasticity of demands; Importance of elasticity of demand.

UNIT - II

Production Function: Law of variable proportions; ISO-quant's, Expansion path; Return to Scale; internal and external economies and diseconomies.

UNIT - III

Theory of costs; Short run and long run cost curve-traditional and Morden approaches. Market Structure -I Market Structure and Business decision; Objectives of a business firm.

a) Perfect Competition: Profit Maximization and equilibrium of firm and industry; short run and long run supply curves: Price and output determination. Practical applications.

b) Monopoly: Determination of price under monopoly; Equilibrium of a firm; Comparison between perfect competition and monopoly; Multi-plant monopoly; Price discrimination. Practical applications.

Unit - IV Market Structures

a) Monopolistic competition: Meaning and characteristics; Price and output determination under monopolistic competition; Product differentiations; Selling costs; Comparison with perfect competition; Excess capacity under monopolistic competition.

b) Oligopoly: Characteristics, Indeterminate pricing and output; Classical models of oligopoly; Price leadership; Collusive oligopoly.

Unit - V

Factor Pricing-I: Marginal productivity theory an demand for factors; Nature of supply factor inputs; Determination of wage rates under perfect competent and monopoly; Exploitation of labour.

Factor Pricing - II: Rent Concept, Recording and modern Theories of Rent Quasi rent! Interest- concept and theories of Interest; Profit-Nature; Concepts and theories of Profit.

SUGGESTED READINGS :

1. O.P. Chopra : Managerial Economics, Tata McGraw Hill Delhi.
2. Varshny R. L. & : Managerial Economics,
3. Maheshwari K. L.: Sultan Chand and Sons New Delhi
4. Dwivedi D. N. : Managerial Economics, Vikash Publishing House New Delhi.



B.B.A SEM IV
Paper II
ORGANISATIONAL BEHAVIOUR

MM-80

UNIT - I

Organisational Behaviour: Basic Concepts, Theories, formal and informal organisation, perception, attitudes and values.

UNIT - II

Personality development and personality theories. Motivation & Motivation theories.

UNIT - III

Organisational conflicts, Role of Individual in organisation organisational structure & Design.

UNIT - IV

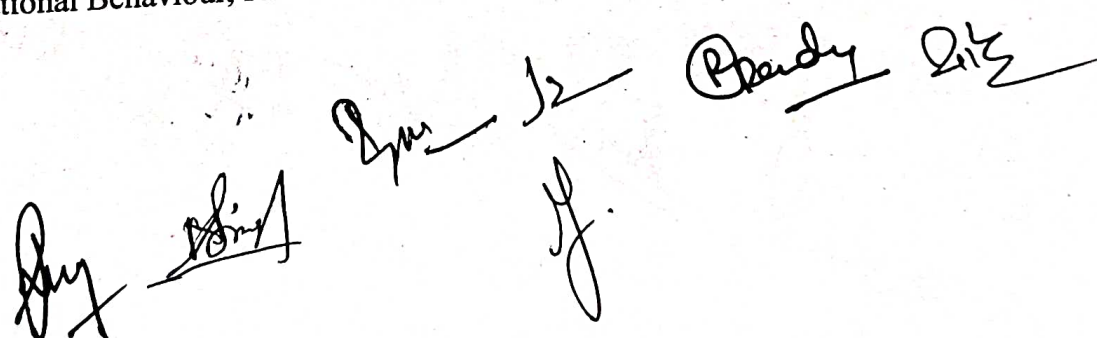
Group & Group dynamics work group.

UNIT - V

Leadership: Concepts, Theories.

SUGGESTED READINGS :

1. Griffin, Ricky W.: Organisational Behaviour, Houghton Mifflin Co Boston.
2. Hellrelgel, Don, John W. Slocum, Organisational Behaviour, Jr. and Richard W. Woodman South-Western College Publishing Ohio.
3. Hersey, Paul, Kenneth H.: Organisational Behaviour, Utilising- Blanchard and Dewey E. Johnson, Human Resources, Prentice Hall, New Delhi
4. Ivancevich; John and Micheol: Organisational Behaviour & Management T. Matheson; Business Publicaton Inc. Texas.
5. Knootz, Harold, Cyril O'donnell,: Essentials of Management and Heinz Weirich Tata McGrawHill(Int. Ed.) New Delhi
6. Luthans, Fred : Organisational Behaviour, Tata McGraw Hill (Int. Ed.) New Delhi


 A collection of handwritten signatures and initials in black ink, including a large signature on the left, a signature with 'J2' above it, and a signature with 'Pandy Qitz' above it.

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B.B.A SEM IV
Paper III
PERSONNEL MANAGEMENT

MM-80

UNIT - I

Personnel management: Nature & Scope, Personnel management philosophy & its development.

UNIT - II

Personnel policy, Manpower planning, Job analysis, Job description, Job specialization.

UNIT - III

Recruitment, selection & placement of personnel, training & development of personnel.

UNIT - IV

Performance appraisal, supervision and Counselling wages & Salary administration. Now wage incentives.

UNIT - V

Work Culture and Employee motivation. Industrial relations and trade unions. labour welfare.

SUGGESTED READINGS :

1. Manav Sansadhan Prabandh, Tiwari S. K., University Publication, New Delhi.
2. Manav Sansadhan Prabandh, Sharma K. K., Surana G. C., R.B. D. Publishing House.
3. Personnel Management, Sarkar M.K., Shree Publishers and Distributers New Delhi.
4. Human Resource Management, Mishra A. K., Shree Publishers and Distributers New Delhi.
5. Human Resource Management, Rastogi S., Shree Publishers and Distributers New Delhi.
6. Human Resource Management, Bhatiya A., Sharma Rekha, Kalyani Publishers New Delhi.

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B.B.A SEM IV
Paper IV
MARKETING MANAGEMENT

MM-80

IT - I
Marketing: Basic Concepts meaning. Function and importance of Marketing Management.

IT - II
Consumer behaviour and motivation, Products and products policies.

IT - III
Marketing decisions, price policy and strategy, channels of distribution and logistics management.

IT - IV
Market research and market segmentation sales promotion.

IT - V
Sales forecasting, advertising management.

SUGGESTED READINGS :

Philip Kotler : Marketing Management Englewood Cliffs; Prentice Hall, N.J.

Lawrence David W. Hills Gerald E., Woodruff Robert B, Marketing management: Richard D. Inwin, Englewood Illinois.

Philip Kotler and Armstrong Gary : Principles of Marketing; Prentice Hall of India, New Delhi.

Dr. R.C. Agrawal, SBPD, Agra.

Dr. S.C. Saxena, Sahitya Bhavan, Agra.

Dr. S.K. Jain, Hindi Granth Academi, M.P.

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