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**PUNJABI UNIVERSITY, PATIALA**

**ORDINANCES  
AND  
OUTLINES OF TESTS,  
SYLLABI AND COURSES OF READING  
FOR  
BACHELOR OF BUSINESS  
ADMINISTRATION (B.B.A.)  
Part-II (Semester III & IV)  
FOR  
SESSIONS**

~~2015-2016, 2016-2017 and 2017-2018~~

CONTINUE  
SESSION 2018-19, 2019-20  
& 2020-21



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(Excluding Postage)

ਚੀਧੀ/ ਬੀ.ਏ./ ਬੀ.ਐਸ.ਸੀ./ ~~ਬੀ.ਐਸ.ਸੀ.~~ ਭਾਗ ਦੂਜਾ ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ (ਮੁੱਢਲਾ ਗਿਆਨ) (ਸਮੈਸਟਰ ਤੀਜਾ ਅਤੇ ਚੌਥਾ)

~~2017-18 ਸੈਸ਼ਨ ਲਈ~~

ਸਮੈਸਟਰ ਤੀਜਾ

ਕੁਲ ਅੰਕ : 100

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 25 ਅੰਕ

ਬਾਹਰੀ ਪਰੀਖਿਆ: 75 ਅੰਕ

ਸਮਾਂ : 3 ਘੰਟੇ

ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 35

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 09

ਬਾਹਰੀ ਪਰੀਖਿਆ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 26

ਅਧਿਆਪਨ: 50 ਪੀਰੀਅਡ

### ਪਾਠਕ੍ਰਮ ਅਤੇ ਪ੍ਰਸ਼ਨ-ਪੱਤਰ ਦੀ ਰੂਪ-ਰੇਖਾ

#### ਭਾਗ-ੳ

ਨਿਰਧਾਰਤ ਪੁਸਤਕ: ਪੰਜਾਬੀ ਦੀ ਪਾਠ ਪੁਸਤਕ, ਬਲਦੇਵ ਸਿੰਘ ਚੀਮਾ, ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ  
(ਇਸ ਪੁਸਤਕ ਵਿੱਚੋਂ ਕੇਵਲ ਕਵਿਤਾ ਵਾਲਾ ਭਾਗ ਇਸ ਸਮੈਸਟਰ ਦੇ ਸਿਲੇਬਸ ਵਜੋਂ ਪੜ੍ਹਿਆ ਜਾਣਾ ਹੈ।)

#### ਭਾਗ-ਅ

ਅ-1 ਵਿਸਰਾਮ ਚਿੰਨ ਦੀ ਵਰਤੋਂ

ਅ-2 ਸਬਦ ਜੋੜਾਂ ਦੀ ਸੁਧਾਈ

ਅ-3 ਪੈਰਾ ਰਚਨਾ: ਵਿਦਿਆਕ ਜਾਂ ਸੈਰ ਸਪਾਟੇ ਨਾਲ ਸਬੰਧਤ

#### ਭਾਗ-ੲ

ਉਪਰੋਕਤ ਪਾਠਕ੍ਰਮ ਤੇ ਆਧਾਰਤ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ।

### ਅੰਕ ਵੰਡ ਤੇ ਪੇਪਰ ਸੈੱਟਰ/ ਪ੍ਰੀਖਿਆਰਥੀ ਲਈ ਹਦਾਇਤਾਂ

- ਵਿਦਿਆਰਥੀਆਂ ਨੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਤੇ ਗੁਰਮੁਖੀ ਲਿਪੀ ਦਾ ਮੁਢਲਾ ਗਿਆਨ ਪ੍ਰਾਪਤ ਕੀਤਾ ਹੈ। ਇਸ ਲਈ ਵਿਦਿਆਰਥੀਆਂ ਦੇ ਭਾਸ਼ਾ ਅਤੇ ਲਿਪੀ ਦੇ ਗਿਆਨ ਨੂੰ ਧਿਆਨ ਵਿਚ ਰਖਦਿਆਂ ਸਰਲ, ਸਪਸ਼ਟ ਅਤੇ ਛੋਟੇ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ ਹੀ ਪੁੱਛੇ ਜਾਣ।
- ਸਾਰੇ ਭਾਗਾਂ ਵਿੱਚੋਂ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ।
- ਸਰਲ ਤੇ ਸਪਸ਼ਟ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ।
- ਵਰਣਾਤਮਕ ਪ੍ਰਸ਼ਨ ਨਾ ਪੁੱਛੇ ਜਾਣ।
- ਲੋੜ ਅਨੁਸਾਰ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਛੋਟ ਜਾਂ ਚੋਣ ਦੇਣੀ ਲਾਜ਼ਮੀ ਹੈ।
- ਭਾਗ ੳ ਵਿਚੋਂ ਕਿਸੇ ਕਵਿਤਾ ਦਾ ਕੇਂਦਰੀ ਭਾਵ (ਪੰਜ ਵਿਚੋਂ ਦੋ)  $2 \times 05 = 10$  ਅੰਕ
- ਭਾਗ ੳ ਵਿਚੋਂ ਕਿਸੇ ਕਾਵਿ ਟੁਕੜੀ ਦੀ ਵਿਆਖਿਆ (ਤਿੰਨ ਵਿਚੋਂ ਇਕ)  $05$  ਅੰਕ
- 15 ਸਬਦ ਦੇ ਕੇ 10 ਸਬਦਾਂ ਦੇ ਸਬਦ ਜੋੜ ਸ਼ੁੱਧ ਕਰਨੇ  $10$  ਅੰਕ
- ਕਿਸੇ ਦਿੱਤੇ ਪੈਰੇ ਜਾਂ ਵਾਕਾਂ ਵਿਚ ਵਿਸਰਾਮ-ਚਿੰਨ੍ਹਾਂ ਦੀ ਵਰਤੋਂ  $10$  ਅੰਕ
- ਵਿਦਿਆਰਥੀਆਂ ਦੇ ਜੀਵਨ ਦੇ ਕਿਸੇ ਆਮ ਵਿਸ਼ੇ ਨਾਲ ਸਬੰਧਤ ਪੈਰਾ ਰਚਨਾ  $10$  ਅੰਕ
- ਭਾਗ ੲ ਵਿਚ ਪਾਠ ਪੁਸਤਕ(ਕਵਿਤਾਵਾਂ) ਤੇ ਆਧਾਰਤ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ 15 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਨੇ ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹੋਣਗੇ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦਾ ਉਤਰ 3-4 ਸਤਰਾਂ ਵਿਚ ਦੇਣਾ ਹੋਵੇਗਾ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ।  $15 \times 2 = 30$  ਅੰਕ

ਮਮਤਾ

ਬੀਬੀ ੨ / ~~ਬੀ.ਏ. / ਬੀ.ਐਸ.ਸੀ. / ਬੀ.ਐਸ.ਸੀ.~~ ਭਾਗ ਦੂਜਾ ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ (ਮੁੱਢਲਾ ਗਿਆਨ)

(ਸਮੈਸਟਰ ਤੀਜਾ ਅਤੇ ਚੌਥਾ)

2017-18 ਸੈਸ਼ਨ ਲਈ

ਸਮੈਸਟਰ ਚੌਥਾ

ਕੁਲ ਅੰਕ: 100

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 25 ਅੰਕ

ਬਾਹਰੀ ਪਰੀਖਿਆ: 75 ਅੰਕ

ਸਮਾਂ : 3 ਘੰਟੇ

ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 35

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 09

ਬਾਹਰੀ ਪਰੀਖਿਆ ਵਿੱਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 26

ਅਧਿਆਪਨ: 50 ਪੀਰੀਅਡ

### ਪਾਠਕ੍ਰਮ ਅਤੇ ਪ੍ਰਸ਼ਨ-ਪੱਤਰ ਦੀ ਰੂਪ-ਰੇਖਾ

#### ਭਾਗ-ੳ

ਨਿਰਧਾਰਤ ਪੁਸਤਕ: ਪੰਜਾਬੀ ਦੀ ਪਾਠ ਪੁਸਤਕ, ਬਲਦੇਵ ਸਿੰਘ ਚੀਮਾ,

ਪਬਲੀਕੇਸ਼ਨ ਬਿਊਰੋ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ

(ਇਸ ਪੁਸਤਕ ਵਿੱਚੋਂ ਕਹਾਣੀ ਅਤੇ ਨਾਟਕ ਵਾਲਾ ਭਾਗ ਸਿਲੇਬਸ ਵਜੋਂ ਪੜ੍ਹਿਆ ਜਾਣਾ ਹੈ)

#### ਭਾਗ-ਅ

ਅ-1 ਨਿਜੀ ਚਿੱਠੀ/ਪੱਤਰ

ਅ-2 ਸਬਦਾਂ ਦਾ ਅਨੁਵਾਦ (ਪੰਜਾਬੀ ਤੋਂ ਅੰਗ੍ਰੇਜ਼ੀ ਅਤੇ ਅੰਗ੍ਰੇਜ਼ੀ ਤੋਂ ਪੰਜਾਬੀ।

#### ਭਾਗ-ੲ

ਉਪਰੋਕਤ ਪਾਠਕ੍ਰਮ ਤੇ ਆਧਾਰਤ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ।

### ਅੰਕ ਵੰਡ ਤੇ ਪੇਪਰ ਸੈੱਟਰ/ਪ੍ਰੀਖਿਆਰਥੀ ਲਈ ਹਦਾਇਤਾਂ

- ਵਿਦਿਆਰਥੀਆਂ ਨੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਤੇ ਗੁਰਮੁਖੀ ਲਿਪੀ ਦਾ ਮੁਢਲਾ ਗਿਆਨ ਪ੍ਰਾਪਤ ਕੀਤਾ ਹੈ। ਇਸ ਲਈ ਵਿਦਿਆਰਥੀਆਂ ਦੇ ਭਾਸ਼ਾ ਅਤੇ ਲਿਪੀ ਦੇ ਗਿਆਨ ਨੂੰ ਧਿਆਨ ਵਿੱਚ ਰਖਦਿਆਂ ਸਰਲ, ਸਪਸ਼ਟ ਅਤੇ ਛੋਟੇ ਉੱਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ ਹੀ ਪੁੱਛੇ ਜਾਣ।
- ਸਾਰੇ ਭਾਗਾਂ ਵਿੱਚੋਂ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ।
- ਸਰਲ ਤੇ ਸਪਸ਼ਟ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣ।
- ਵਰਣਾਤਮਕ ਪ੍ਰਸ਼ਨ ਨਾ ਪੁੱਛੇ ਜਾਣ।
- ਲੋੜ ਅਨੁਸਾਰ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਛੋਟੇ ਜਾਂ ਚੋਣ ਦੇਣੀ ਲਾਜ਼ਮੀ ਹੈ।
- ਭਾਗ ੳ ਵਿੱਚੋਂ ਕਿਸੇ ਕਹਾਣੀ ਦਾ ਸੰਖੇਪ ਸਾਰ। (ਦੋ ਵਿੱਚੋਂ ਇਕ) 08 ਅੰਕ
- ਭਾਗ ੳ ਵਿੱਚੋਂ ਕਿਸੇ ਪਾਤਰ ਸਬੰਧੀ ਸੰਖੇਪ ਜਾਣਕਾਰੀ (ਦੋ ਵਿੱਚੋਂ ਇਕ) 04 ਅੰਕ
- ਨਾਟਕ ਦੇ ਪਾਤਰਾਂ ਸਬੰਧੀ ਜਾਣਕਾਰੀ (ਤਿੰਨ ਵਿੱਚੋਂ ਇਕ) 08 ਅੰਕ
- ਨਿਜੀ ਚਿੱਠੀ ਜਾਂ ਪੱਤਰ। (ਦੋ ਵਿੱਚੋਂ ਇਕ) 09 ਅੰਕ
- ਵਿਦਿਆਰਥੀਆਂ ਦੇ ਆਮ ਜੀਵਨ ਨਾਲ ਸਬੰਧਤ ਸਬਦਾਵਲੀ ਦਾ ਅੰਗ੍ਰੇਜ਼ੀ ਅਤੇ ਪੰਜਾਬੀ ਅਨੁਵਾਦ  $8+8=16$  ਅੰਕ
- ਭਾਗ ੲ ਵਿੱਚ ਪਾਠ ਪੁਸਤਕ ਤੇ ਆਧਾਰਤ ਸੰਖੇਪ ਉੱਤਰਾਂ ਵਾਲੇ 15 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਨੇ ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹੋਣਗੇ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦਾ ਉਤਰ ਵਿੱਚ ਦੇਣਾ ਹੋਵੇਗਾ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ।  $15 \times 2 = 30$  ਅੰਕ

ਕੋਮਲ

**ਬੀ.ਬੀ.ਏ./ਬੀ.ਸੀ.ਏ./ਬੀ.ਪੀ.ਈ. ਭਾਗ-ਦੂਜਾ, ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ (ਸਮੈਸਟਰ ਤੀਜਾ ਅਤੇ ਚੌਥਾ)**  
**2017-18 ਸੈਸ਼ਨ ਲਈ**  
**(ਸਮੈਸਟਰ ਤੀਜਾ)**

ਕੁਲ ਅੰਕ : 100  
 ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 25 ਅੰਕ  
 ਬਾਹਰੀ ਪਰੀਖਿਆ: 75 ਅੰਕ  
 ਸਮਾਂ : 3 ਘੰਟੇ

ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ :35  
 ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਵਿਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 09  
 ਬਾਹਰੀ ਪਰੀਖਿਆ ਵਿਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ :26  
 (ਅਧਿਆਪਨ: 50 ਪੀਰੀਅਡ, 6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

**ਪਾਠਕ੍ਰਮ ਅਤੇ ਪ੍ਰਸ਼ਨ-ਪੱਤਰ ਦੀ ਰੂਪ-ਰੇਖਾ**

**ਭਾਗ-ੳ**

ਕਹਾਣੀਆਂ ਦੀ ਪੁਸਤਕ 'ਕਥਾ ਵਾਰਤਾ' (ਕਹਾਣੀ ਸੰਗ੍ਰਹਿ)  
 ਸੰਪਾਦਕ- ਡਾ. ਲਖਵੀਰ ਸਿੰਘ, ਡਾ. ਗੁਰਮੁਖ ਸਿੰਘ, ਡਾ. ਮਨਜੀਤ ਕੌਰ  
 ਪਬਲੀਕੇਸ਼ਨ- ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।

**ਭਾਗ-ਅ**

ਅ-1 ਸੰਖੇਪ ਰਚਨਾ

ਅ-2 ਵਿਆਕਰਣ:

- (ਜ) ਮੂਲ ਵਿਆਕਰਨਕ ਇਕਾਈਆਂ ਦੀ ਪਛਾਣ ਤੇ ਸਥਾਪਤੀ
- (ਜਜ) ਵਾਕ ਬਣਤਰ ਅਤੇ ਵਾਕ ਰਚਨਾ
- (ਜਜਜ) ਉਪਵਾਕ ਬਣਤਰ : ਪਛਾਣ ਤੇ ਕਾਰਜ

**ਭਾਗ-ੲ**

**ਭਾਗ ੳ ਅਤੇ ਅ ਦੇ ਵਿਆਕਰਣ ਵਾਲੇ ਭਾਗ ਵਿਚੋਂ ਸੰਖੇਪ ਉਤਰਾਂ**

**ਅੰਕ-ਵੰਡ ਤੇ ਪੇਪਰ ਸੈੱਟਰ ਲਈ ਹਦਾਇਤਾਂ**

- |    |  |                        |             |
|----|--|------------------------|-------------|
| 1. | ਭਾਗ ੳ ਵਿਚੋਂ ਕਹਾਣੀ ਦਾ ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ                                | (ਤਿੰਨ ਵਿਚੋਂ ਇਕ) 12 ਅੰਕ | 12 ਅੰਕ      |
| 2. | ਪਾਤਰ ਚਿਤਰਨ   | (ਤਿੰਨ ਵਿਚੋਂ ਇਕ) 12 ਅੰਕ | 12 ਅੰਕ      |
| 3. | ਸੰਖੇਪ ਰਚਨਾ   | 09 ਅੰਕ                 | 09 ਅੰਕ      |
| 4. | ਭਾਗ ਅ-2 ਵਿਚਲੇ ਵਿਆਕਰਣ ਵਾਲੇ ਭਾਗ ਵਿਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ (ਦੋ ਵਿਚੋਂ ਇੱਕ) | 12 ਅੰਕ                 | 12 ਅੰਕ      |
| 5. | ਭਾਗ ੳ ਵਿਚੋਂ ਕਹਾਣੀਆਂ ਅਤੇ ਅ-2 ਵਿਆਕਰਣ ਵਾਲੇ ਭਾਗ ਵਿਚੋਂ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ |                        |             |
|    | 15 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀਆਂ ਨੇ ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹੋਣਗੇ।       |                        |             |
|    | ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ।  | 15*2=30 ਅੰਕ            | 15*2=30 ਅੰਕ |

**ਬੀ.ਬੀ.ਏ./ਬੀ.ਸੀ.ਏ./ਬੀ.ਪੀ.ਈ. ਭਾਗ-ਦੂਜਾ, ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ (ਸਮੈਸਟਰ ਤੀਜਾ ਅਤੇ ਚੌਥਾ)**



### ਸਹਾਇਕ ਪਾਠ-ਸਾਮ੍ਰਗੀ

1. ਡਾ. ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ ਅਤੇ ਹੋਰ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਵਿਆਕਰਣ ਭਾਗ- I, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ ਜਲੰਧਰ, 1991, ਪੰਨਾ 67-73
2. ਡਾ. ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ ਅਤੇ ਹੋਰ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਵਿਆਕਰਣ ਭਾਗ- II, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ ਜਲੰਧਰ, 1992
3. ਗਿ. ਲਾਲ ਸਿੰਘ ਤੇ ਹਰਕੀਰਤ ਸਿੰਘ, ਕਾਲਜ ਪੰਜਾਬੀ ਵਿਆਕਰਣ, ਪੰਜਾਬ ਸਟੇਟ ਯੂਨੀ. ਟੈਸਕਟ ਬੁੱਕ ਬੋਰਡ, ਚੰਡੀਗੜ੍ਹ
4. ਸੰਤ ਸਿੰਘ ਸੇਖੋਂ, ਸਾਹਿਤਆਰਥ, ਲਾਹੌਰ ਬੁੱਕ ਸ਼ਾਪ, ਲੁਧਿਆਣਾ
5. ਡਾ. ਬਲਦੇਵ ਸਿੰਘ ਧਾਲੀਵਾਲ, ਪੰਜਾਬੀ ਕਹਾਣੀ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ
6. ਖੋਜ ਪਤ੍ਰਿਕਾ (ਗਲਪ ਵਿਸ਼ੇਸ਼ ਅੰਕ), ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ
7. ਡਾ. ਜਗਜੀਤ ਸਿੰਘ, ਪੰਜਾਬੀ ਵਿਆਕਰਣ: ਸ਼ਰੇਣੀਆਂ ਤੇ ਇਕਾਈਆਂ
8. ਕਹਾਣੀਆਂ ਦੀ ਪੁਸਤਕ- 'ਕਥਾ ਵਾਰਤਾ' (ਕਹਾਣੀ ਸੰਗ੍ਰਹਿ)  
ਸੰਪਾਦਕ- ਡਾ. ਲਖਵੀਰ ਸਿੰਘ, ਡਾ. ਗੁਰਮੁਖ ਸਿੰਘ, ਡਾ. ਮਨਜੀਤ ਕੌਰ  
ਪਬਲੀਕੇਸ਼ਨ- ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।

**ਬੀ.ਬੀ.ਏ./ਬੀ.ਸੀ.ਏ./ਬੀ.ਐੱਸ. ਭਾਗ-ਦੂਜਾ, ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ (ਸਮੈਸਟਰ ਤੀਜਾ ਅਤੇ ਚੌਥਾ)**  
**2017-18 ਸੈਸਨ ਲਈ**  
**(ਸਮੈਸਟਰ ਚੌਥਾ)**

ਕੁਲ ਅੰਕ : 100	ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 35
ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 25 ਅੰਕ	ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਵਿਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 09
ਬਾਹਰੀ ਪਰੀਖਿਆ: 75 ਅੰਕ	ਬਾਹਰੀ ਪਰੀਖਿਆ ਵਿਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 26
ਸਮਾਂ : 3 ਘੰਟੇ	(ਅਧਿਆਪਨ: 50 ਪੀਰੀਅਡ, 6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫ਼ਤਾ)

**ਪਾਠਕ੍ਰਮ ਅਤੇ ਪ੍ਰਸ਼ਨ-ਪੱਤਰ ਦੀ ਰੂਪ-ਰੇਖਾ**

**ਭਾਗ-ੳ**

ਕਵਿਤਾਵਾਂ ਦੀ ਪੁਸਤਕ- 'ਕਾਵਿ ਰੰਗ (ਆਧੁਨਿਕ ਕਵਿਤਾਵਾਂ ਦਾ ਸੰਗ੍ਰਹਿ)  
ਸੰਪਾਦਕ- ਡਾ. ਡਾ. ਲਖਵੀਰ ਸਿੰਘ, ਪ੍ਰੋਫੈਸਰ ਯੋਗਰਾਜ, ਡਾ. ਹਰਚਰਨ ਸਿੰਘ  
ਪਬਲੀਕੇਸ਼ਨ- ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।

**ਭਾਗ-ਅ**

ਅ-1 ਅਨੁਵਾਦ

ਅ-2 ਵਿਆਕਰਣ:

- (i) ਗੁਰਮੁਖੀ ਲਿਪੀ ਦਾ ਇਤਿਹਾਸ
- (ii) ਗੁਰਮੁਖੀ ਲਿਪੀ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ
- (iii) ਪੰਜਾਬੀ ਸ਼ਬਦ ਜੋੜਾਂ ਦੇ ਨਿਯਮ

**ਭਾਗ-ੲ**

ਭਾਗ ੳ ਅਤੇ ਅ ਦੇ ਵਿਆਕਰਣ ਵਾਲੇ ਭਾਗ ਵਿਚੋਂ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ

**ਅੰਕ-ਵੰਡ ਤੇ ਪੇਪਰ ਸੈੱਟਰ ਲਈ ਹਦਾਇਤਾਂ**

- |    |   |                 |             |
|----|---|-----------------|-------------|
| 1. | ਭਾਗ ੳ ਵਿਚੋਂ ਕਵਿਤਾ ਦਾ ਵਿਸ਼ਾ ਵਸਤੂ/ਸਾਰ   | (ਤਿੰਨ ਵਿਚੋਂ ਇਕ) | 12 ਅੰਕ      |
| 2. | ਪ੍ਰਸੰਗ ਸਹਿਤ ਵਿਆਖਿਆ  | (ਚਾਰ ਵਿਚੋਂ ਦੋ)  | 2*6=12 ਅੰਕ  |
| 3. | ਅਨੁਵਾਦ (ਅੰਗਰੇਜ਼ੀ ਤੋਂ ਪੰਜਾਬੀ)  |                 | 09 ਅੰਕ      |
| 4. | ਭਾਗ ਅ-2 ਵਿਚਲੇ ਵਿਆਕਰਣ ਵਾਲੇ ਭਾਗ ਵਿਚੋਂ ਵਰਣਨਾਤਮਕ ਪ੍ਰਸ਼ਨ (ਦੋ ਵਿਚੋਂ ਇੱਕ)                                |                 | 12 ਅੰਕ      |
| 5. | ਭਾਗ ੳ ਵਿਚੋਂ ਕਵਿਤਾ ਦੀ ਪੁਸਤਕ ਅਤੇ ਅ -2 ਵਿਆਕਰਣ ਵਾਲੇ ਭਾਗ ਵਿਚੋਂ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ 15 ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। |                 |             |
|    | ਵਿਦਿਆਰਥੀਆਂ ਨੇ ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹੋਣਗੇ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ।                                 |                 | 15*2=30 ਅੰਕ |

**ਸਹਾਇਕ ਪਾਠ-ਸਾਮ੍ਰਗੀ**

1. ਡਾ. ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ ਅਤੇ ਹੋਰ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਵਿਆਕਰਣ ਭਾਗ-1, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ ਜਲੰਧਰ, 1991, ਪੰਨਾ 67-73
2. ਡਾ. ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ ਅਤੇ ਹੋਰ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਵਿਆਕਰਣ ਭਾਗ-1।, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ ਜਲੰਧਰ,

1992

3. ਕਵਿਤਾਵਾਂ ਦੀ ਪੁਸਤਕ- ‘ਕਾਵਿ ਰੰਗ (ਆਧੁਨਿਕ ਕਵਿਤਾਵਾਂ ਦਾ ਸੰਗ੍ਰਹਿ)  
ਸੰਪਾਦਕ- ਡਾ. ਡਾ. ਲਖਵੀਰ ਸਿੰਘ, ਪ੍ਰੋਫੈਸਰ ਯੋਗਰਾਜ, ਡਾ.

ਹਰਚਰਨ ਸਿੰਘ

ਪਬਲੀਕੇਸ਼ਨ- ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।

3. ਗਿ. ਲਾਲ ਸਿੰਘ ਤੇ ਹਰਕੀਰਤ ਸਿੰਘ, ਕਾਲਜ ਪੰਜਾਬੀ ਵਿਆਕਰਣ, ਪੰਜਾਸ ਸਟੇਟ ਯੂਨੀ.  
ਟੈਸਕਟ ਬੁੱਕ ਬੋਰਡ, ਚੰਡੀਗੜ੍ਹ
4. ਸੰਤ ਸਿੰਘ ਸੇਖੋਂ, ਸਾਹਿਤਆਰਥ, ਲਾਹੌਰ ਬੁੱਕ ਸ਼ਾਪ, ਲੁਧਿਆਣਾ
5. ਰਾਜਿੰਦਰ ਪਾਲ ਸਿੰਘ, ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਕਵਿਤਾ ਪੁਨਰ ਚਿੰਤਨ, ਲੋਕਗੀਤ ਪ੍ਰਕਾਸ਼ਨ,  
ਚੰਡੀਗੜ੍ਹ।
6. ਰਾਜਿੰਦਰ ਪਾਲ ਸਿੰਘ, ਆਧੁਨਿਕ ਪੰਜਾਬੀ ਕਵਿਤਾ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ,  
ਦਿੱਲੀ।
7. ਜਸਵਿੰਦਰ ਸਿੰਘ , ਨਵੀਂ ਪੰਜਾਬੀ ਕਵਿਤਾ ਪਛਾਣ ਚਿੰਨ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ

## **SCHEME OF BBA THREE YEAR COURSE**

For all the courses the basic minimum input shall be 40-45 hours. For theory courses, the teacher shall allocate one-third of the total number of hours for the exposure building of the students through case studies, presentations, minor projects etc, which should be related to the course of study.

### **BBA SECOND YEAR**

#### **BBA 3<sup>rd</sup> SEMESTER** **MARKS**

BBA-301 PRINCIPLES OF HUMAN RESOURCE MANAGEMENT	100
BBA-302 BUSINESS ACCOUNTING	100
BBA-303 PRINCIPLE OF MARKETING MANAGEMENT	100
BBA-304 BUSINESS LAWS	100
BBA-305 WORKSHOP ON CONTEMPORARY BUSINESS ISSUES	50
BBA-306 SEMINAR ON KNOWLEDGE MANAGEMENT	50
BBA-307 COMMUNICATION SKILLS IN PUNJABI/ ELEMENTARY PUNJABI	100

#### **BBA 4<sup>th</sup> SEMESTER** **MARKS**

BBA-401 FINANCIAL MANAGEMENT	100
BBA-402 WORKSHOP ON CREATIVITY & INNOVATION	50
BBA-403 SEMINAR ON ENTREPRENEURSHIP	50
BBA-404 VIVA-VOCE	100

CHOOSE ANY THREE SUBJECTS FROM NOT MORE THAN TWO  
FUNCTIONAL AREAS:

##### **MARKETING MANAGEMENT**

BBA-405 RETAILING MANAGEMENT	100
BBA-406 ADVERTISEMENT & SALES MANAGEMENT	100
BBA-407 MARKETING OF SERVICES	100

##### **HUMAN RESOURCE MANAGEMENT**

BBA-408 CAREER PLANNING AND MANAGEMENT	100
BBA-409 TRAINING AND DEVELOPMENT	100
BBA-410 MANAGEMENT OF CHANGE	100

##### **FINANCE**

BBA-411 COST & MANAGEMENT ACCOUNTING	100
BBA-412 FINANCIAL INSTRUMENTS & SERVICES	100
BBA-413 INCOME TAX LAW & PRACTICE	100

**INFORMATION TECHNOLOGY**

BBA-414	SYSTEM ANALYSIS AND DESIGN	100
BBA-415	DECISION SUPPORT SYSTEMS	100
BBA-416	COMPUTER GRAPHICS	100

**EVENT MANAGEMENT**

BBA-417	EVENT PLANNING & MANAGEMENT	100
BBA-418	FINANCIAL MANAGEMENT OF EVENTS	100
BBA-419	EVENT CREATIVITY AND INNOVATION	100

**MEDIA MANAGEMENT**

BBA-420	PRINCIPLES OF MASS COMMUNICATIONS	100
BBA-421	PUBLIC RELATIONS MANAGEMENT	100
BBA-422	MEDIA PLANNING	100

BBA-423	COMMUNICATION SKILLS IN PUNJABI/ ELEMENTARY PUNJABI	100
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BBA-424	ENVIRONMENTAL STUDIES AND ROAD SAFETY	100
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SUMMER INTERNSHIP : INDUSTRIAL TRAINING OF 4 TO 6 WEEKS

**BBA SECOND YEAR  
3<sup>RD</sup> SEMESTER**

**BBA-301: PRINCIPLES OF HUMAN RESOURCE  
MANAGEMENT**

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note:** The Question paper covering the Entire course shall be



divided into three sections as follows :

### **Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

### **Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

### **Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

## **COURSE INPUT :**

### **Part- I**

Human Resource Management (HRM): Meaning, Scope and Objectives of HRM, HRM Challenges. Human Resource Planning (HRP): Concept, Need and importance of HRP, Factors affecting HRP, Human Resource Planning Process, Barriers to HRP. Job Analysis (JA): Meaning, Factors affecting JD, Various techniques of JD. Recruitment: Meaning, Factors governing Recruitment, Recruitment sources and techniques, Problems associated with Recruitment. Selection: Meaning, Process, Selection Tests and Interview, Barriers to effective selection. Introduction and Orientation: Concepts, Process, Benefits and Problems associated with Induction and Orientation.

### **Part-II**

Managing Careers: Promotion, Meaning, Significance, Promotion Policy, Other issues related to promotions; Demotion—

Meaning, Reasons, Implications for HRM; Transfers—Meaning, purpose, policy and other Issues associated with Transfers. Managing Separations: Meaning and Types of Separations, Costs and Benefits of Separations, Managing Separations effectively. Managing Industrial Relations: Industrial Relations—Meaning, Importance of peaceful IR. Approaches to IR. IR strategic, Disputes I Nature, Causes and Settlement of Disputes; Grievances—Nature, Sources, Grievance handling procedure; Disputes—Nature, Causes and Settlement of Disputes. Managing Workplace Safety and Health: Introduction, Various workplace safety and health issues and management of these issues.

**Books Recommended :**

1. Gomez - Meja, et al., Managing Human Resources, Delhi, Pearson Education, 2003.
2. Dessler, Gary, Human Resource Management, Delhi, Pearson Education, 2003.
3. Aswathappa, Human Resource and Personnel Management. New Delhi, TMG-Hill, 2002.
4. Pattanayak, Biswajeet, Human Resource Management, New Delhi, PHL, 2001.

**BBA-302 : BUSINESS ACCOUNTING**

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

**Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

**Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the



examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

### **Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

## **COURSE INPUT :**

### **Part- I**

Meaning and Scope of Accounting : Need, development and definition of accounting, book-keeping and accounting, Persons interested in accounting information, Disclosures; Branches of accounting; Objectives of accounting, basic understanding of accounting standards.

Accounting Transactions : Accounting Cycle, Journal, Rules of debit and credit; Compound journal entry, Opening entry, Relationship between journal and ledger; Rules regarding posting, Trial Balance, Sub-division of journal.

Distinction between Capital and revenue items.

Final Accounts : Manufacturing account; Trading account, Profit and loss account; Balance-sheet; adjustment entries.

Rectification of Errors : Classification of errors, Location of errors, Rectification of errors; Suspense account; Effect on profit.

### **Part-II**

Depreciation Provisions and Reserves : Concept of Depreciation; Causes of depreciation; Depreciation, depletion, amortization and dilapidation; Depreciation accounting; Methods for providing depreciation, Depreciation policy; Depreciation accounting, Provisions and reserves.

Partnership Accounts: Essential characteristics of partnership. Partnership deed; Final accounts; Adjustments after closing the accounts; Fixed and fluctuating capital; Goodwill; Joint Life Policy; Change in Profit Sharing Ratio.

**Suggested Readings :**

1. Anthony & Reece : Accounting Principles, Richard Irwin Inc.
2. Gupta, et al. : Financial Accounting, Sultan Chand and Sons, New Delhi.
3. Monga et al. : Financial Accounting, Mayur Paper Back, Noida.
4. Shukla & Grewal : Advanced Accounts, S. Chand & Co., New Delhi.
5. Compendium of Statement and Standards of Accounting : The Institute of Chartered Accountants of India, New Delhi.

**BBA-303 : PRINCIPLES OF MARKETING MANAGEMENT***Time Allowed : 3 Hrs.**Max. Marks : 100**Theory : 60**Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

**Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

**Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

**Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.



**COURSE INPUT :****Part-I**

Marketing Concepts : Philosophies and functions, Modern Concept of Marketing, Importance of Marketing with special reference to India, Meaning of Marketing Management. Marketing Environment: Meaning and forces of marketing environment, Marketing Mix and its elements. Market Segmentation; Meaning and basis of market segmentation. Consumer Behaviour: meaning and importance, Buying process, factors influencing consumer behaviour. Marketing Information System: Concept and components of a marketing information system. Marketing Research: Meaning, features and scope of Marketing Research.

**Part-II**

Product Decisions : Branding and Packaging, decisions stages in New Product Development, Product Life Cycle; Concept and stages. Pricing Decisions: Meaning of Product pricing, objectives, Methods of pricing, Pricing policies. Channels of Distribution: Types of Marketing Channels, Factors influencing channel choice. Promotion Mix: Personal Selling, Advertising decisions, Sales Promotion. Laws affecting Marketing in India.

**References :**

1. Kotler, Philip : Marketing Management
2. Stanton, William, J. : Fundamentals of Marketing
3. Neelamegham, S. : Marketing in India
4. C.N. Sontaakki : Marketing Management
5. J.C. Gandhi : Marketing

**BBA-304 : BUSINESS LAWS**

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

**Section-A**

It will consist of 10 very short answer questions with answers

to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

### **Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

### **Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

## **COURSE INPUT :**

### **Part- I**

Law of Contract (1872) : Nature of contract, Classification, Offer and acceptance, Capacity of parties to contract, Free consent; Consideration, Legality of object, Agreement declared void, Performance of contract; Discharge of contract, Remedies for breach of contract.

Sale of Goods Act 1930 : Formation of contracts of sale; Goods and their classification, price; conditions, and warranties, Transfer of property in goods; Performance of the contract of sales; Unpaid seller and his rights, sale by auction; Hire purchase agreement.

### **Part-II**

Negotiable Instruments Act 1881: Definition of negotiable instruments; Features; Promissory note, Bill of exchange, cheque; Holder and holder in the due course; Crossing of a cheque, types of crossing. Negotiation; Dishonour and discharge of negotiable instrument.

The Consumer Protection Act 1986: Salient features, Definition of consumer; Grievance redressed machinery.



**Suggested Readings :**

1. Desai, T.R. : Indian Contract Act, Sale of Goods Act and Partnership Act, S.C. Sarkar & Sons Pvt. Ltd., Kolkata.
2. Khergamwala : The Negotiable Instruments Act, N.M. Tripathi Pvt. Ltd., Mumbai.
3. Singh, Avtar L. : The Principles of Mercantile Law, Eastern Book Company, Lucknow.
4. Kuchal, M.C. : Business Law, Vikas Publishing House, New Delhi.
5. Kapoor, N.D. : Business Law, Sultan Chand & Sons, New Delhi.
6. Chandha, P.R. : Business Law, Galgotra, New Delhi.

**BBA-305 : WORKSHOP ON CONTEMPORARY BUSINESS ISSUES**

*Internal Evaluation : 50 Marks*

Domestic and international dimensions of the business environment; corporate social responsibility and performance; and Socialization and moral development. Values, value congruence, and value conflict. Managing ethics in the corporation : Codes, incentives etc., Ethical dimensions of public affairs and of crisis management, Ethics and social performance: evaluation and reporting.

**BBA-306 : SEMINAR ON KNOWLEDGE MANAGEMENT**

*Internal Evaluation : 50 Marks*

Knowledge. Economy : Leveraging Economy, Data-Information Knowledge, and Organizational Knowledge. Transformation of an enterprise through knowledge management, momentum of knowledge, and sharing of knowledge. Creating knowledge management system in an organization; Knowledge Organization; Organizational culture for knowledge management; Knowledge management and information technology; Knowledge management in Industry; Challenges to knowledge management.

**4TH SEMESTER****BBA-401 : FINANCIAL MANAGEMENT***Time Allowed : 3 Hrs.**Max. Marks : 100**Theory : 60**Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

**Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

**Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

**Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

**COURSE INPUT :****Part-I**

Meaning of Business Finance, Aims, Scope and significance of finance function, profit verses wealth maximization, Financial Planning. Sources of Company Finance—Long-Term and Short-Term, SEBI Guidelines for raising company finance, Dividend Policy. Types and dividend, Capital Structure: Concept, theories and Valuation, cost of capital concept and significance.

**Part-II**

Capital Budgeting, Planning of Capital expenditure, evaluation



of projects (including risk and uncertainty), Responsibility accounting: Concept, steps in responsibility accounting and advantages of responsibility Accounting. Cost of capital, working capital—types estimation—factor determining working capital requirements.

**Suggested Readings :**

1. Srivastava, R.M. : Essential of Business Finance
2. Upadhyay, K.M. : Financial Management
3. Pandey, I.M. : Financial Management
4. Jain, Anand & Singh : Financial Management
5. Khan, M.Y. : Management Accounting  
and Jain P.K.

**BBA-402 : WORKSHOP ON CREATIVITY AND INNOVATION**

*Internal Evaluation : 50 Marks*

Creativity in management, creative problem-solving, Theories of creativity, identifying the problem, morphological analysis, brainstorming, lateral thinking, and synaptic Idea-generating methods, evaluating ideas, implementing ideas, role of computers in creativity.

Strategic issues : Like planning, framework etc., market needs, and market research, sources of successful ideas, and financial analysis and case-histories of renowned companies.

**BBA-403 : SEMINAR ON ENTREPRENEURSHIP**

*Internal Evaluation : 50 Marks*

Concept of Entrepreneurship : Definition, nature and Characteristics of entrepreneurship: Emergence of entrepreneurial class including women entrepreneurs: Theories of entrepreneurship: Socio-economic environment and the entrepreneur. Characteristics of Entrepreneur Leadership, risk taking, decision making and business planning. Innovation and entrepreneurship, entrepreneurial behaviour and motivation. Entrepreneurial Development programmes-their relevance and achievements: Role of government in organizing such programmes, Critical Evolution. Small Business as a seed bed



of entrepreneurship: Concept of business venture. The start-up process; Concept, Plan, Implementation, Initial Strategic Planning, production and Marketing Scope, Legal and tax consideration, risk analysis and financial considerations. Profit Planning in small enterprise: Growth Strategies and diversification. Finance Management in current operations and expansion of capital. Role of Small Business in the national economy. National Policies for small business development, Governmental and Non-Governmental assistance. Contribution of Commercial Banks in Promoting and Servicing small business, Small business and modern technology. Government Policies and formalities in setting up a unit. Basic requirements regarding registration, excise, Sales Tax, Factory Act. SSI exemptions.

#### **Suggested Readings :**

1. Hall, B. Pricke and Royce L. Brahamson : Small Business Management.
2. Kenneth R., Van Voorthis : Entrepreneurship and Small Business Management.
3. Uans Schollhammer & Arthur H. Kuriloff : Entrepreneurship and Small Business Management.
4. Joseph R. Mancuso : How to Start, Finance and Manage your own small Business.
5. Sharma, R.A. : Entrepreneurial Change in Indian Industries.
6. Dhar, P.N. and Lydall H.F. : The Role of Small Enterprises in Indian Economic Development.

#### **BBA-404 : VIVA-VOCE**

*External Evaluation : 100 Marks*

Every student will have to appear for comprehensive VIVA at the end of the Year. This VIVA-VOCE examination is based on the full course; each student is required to face a board composed of one external examiner, one internal examiner and the principal/ director of the college or his nominee.

**CHOOSE ANY THREE SUBJECTS FROM NOT MORE THAN TWO FUNCTIONAL AREAS :**

**MARKETING MANAGEMENT**

**BBA-405 : RETAILING MANAGEMENT**

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

**Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

**Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

**Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

**COURSE INPUT :**

**Part- I**

Introduction to retail; retail formats theories and models; retail strategy; understanding the retail consumer; store locations; retail operations; retail store design.

**Part-II**

Retail merchandising; merchandising buying; retail price and merchandise performance; measuring financial performance; retail



management informant systems; retail marketing and communication.

### **BBA-406 : ADVERTISEMENT AND SALES MANAGEMENT**

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

#### **Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

#### **Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

#### **Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

### **COURSE INPUT :**

#### **Part- I**

Nature and scope of advertising research, campaign planning of strategic considerations, knowledge about consumer Behaviour, Media planning Print, T.V., Radio, Cable and Satellites, direct mail marketing creating copy-testing. Advertising budget. Events Management. Advertising agencies, measuring advertising effectiveness.



## Part-II

Nature and scope of sales management. Recruitment and selection of sales personnel. Training and development of sales personnel. Performance appraisal and motivation sales personnel. Supervision and organization of sales personnel. Sales organization: Structure and control.

Carving territories, routing and scheduling. Sales quotas, target achievement. Sales forecasting, sales dealer's sales personnel relationship. Selling theories and process. Sales ethics. Distribution, order processing.

### **BBA-407 : MARKETING OF SERVICES**

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

#### **Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

#### **Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

#### **Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

**COURSE INPUT :****Part-I**

Concept of goods and services, services marketing concept, features, need, significance behavioural services aspiration. Market segmentation, marketing information system for various services. Service quality meaning, components, measurement. Services Marketing management. Seven P's of Services marketing.

**Part-II**

Services marketing in a specific context. Banking marketing, internal marketing, Hotel marketing, Tourism marketing, Transport marketing, personal care marketing, Hospital marketing, Education marketing, Consultancy marketing.

**HUMAN RESOURCE MANAGEMENT****BBA-408 : CAREER PLANNING AND MANAGEMENT**

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

**Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

**Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

**Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the



examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

### **COURSE INPUT :**

#### **Part- I**

Personality dispositions and managerial effectiveness, perceptual process and developing perceptual skills, motivation and work performance.

#### **Part-II**

Psychoanalysis for executives, predictable crisis of executive life, organizational politics, management of stress.

### **BBA-409 : TRAINING AND DEVELOPMENT**

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

#### **Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

#### **Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

#### **Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

**COURSE INPUT :****Part- I**

The induction process, methods and evaluation of induction training. The role of training and development, identification of training needs, designing and developing training programmes.

**Part-II**

Evaluation of training programmes. Training evaluation and the training cycle. Evaluation process, evaluation design: data collection, designing questionnaire and tests. Qualitative and quantitative evaluation methods. Evaluation report.

**Recommended Readings :**

1. Morgain C.T., King A.R., Weisz J.R. : Introduction to Psychology
2. Hall C.S., Lindzey G. : Theories of Personality
3. Anastasi A. : Psychological Testing
4. Freeman F. S. : Psychological Testing
5. Bower G. R., Hilgard T. R. : Theories of Learning

**BBA-410 : MANAGEMENT OF CHANGE**

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

**Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

**Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.



### Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

### COURSE INPUT :

#### Part-I

Introduction : Definition, need, assumptions, historical development, issues and future OD, Models and theories of planned change, process of OD, Issues in consultant-client relationship.

#### Part-II

Organisation Change : Forces of change, nature of change, the process of organisational change, coping strategies for change, resistance to change, managerial options for implementing change, guideline for facilitating change.

### FINANCE

#### BBA-411 : COST & MANAGEMENT ACCOUNTING

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

#### Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

#### Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total

weightage of the section shall be 20 marks.

### **Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

## **COURSE INPUT :**

### **Part-I**

**Cost Accounting :** the concept, nature and scope of cost accounting, brief study of Materials, objectives and techniques of material control, methods of pricing material issue. Labour: Items of Labour cost, Labour records, Remuneration methods, Overheads: Classification, distribution, absorption of different types of overheads. Preparation of cost sheet and reconciliation of cost and financial records. Cost Determination Methods: Job, Batch, Contrast and Process costing, Introduction to service costing. Cost Control Techniques: Cost-volume-profit analysis.

### **Part-II**

Origin, Concept, Nature, Scope and functions of Management Accounting. Relation between management, Financial Accounting and Cost Accounting, Limitations of Management Accounting. Financial Statements; nature, Importance and its Limitations.

Tools of Financial Analysis: Ratio Analysis; meaning, utility, Importance and its Classification on the basis of Profitability, Liquidity, solvency and activity Comparative statements and Trend Analysis. Fund Flow Analysis Cash Flow Analysis.

### **References :**

- |                                 |  |
|---------------------------------|--|
| Shashi Gupta and<br>R.K. Sharma | : Management Accounting                          |
| Ravi M. Kishore                 | : Management Accounting                          |
| S.N. Maheshwari                 | : Management Accounting and Financial<br>Control |
| Khan, M.Y. and<br>Jain, P.K.    | : Management Accounting                          |



Manmohan and Goel	:	Principles and Practice of Management
Jain Abhay and Anand	:	Financial Management Accounting
Ravi M. Kishore	:	Cost Accounting
Jawahar Lal	:	Cost Accounting
L.W.J. Owler and	:	Wheldon's Cost Accounting
J.L. Brown		

**BBA-412 : FINANCIAL INSTRUMENTS AND SERVICES***Time Allowed : 3 Hrs.**Max. Marks : 100**Theory : 60**Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

**Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

**Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

**Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

**COURSE INPUT :****Part- I**

Financial Market environment in India; role of Securities and Exchange Board of India; Stock Exchanges: objectives, and functioning; variable and fixed interest bearing securities: equity,

preference shares, debentures and bonds. ADR and GDR.

### **Part-II**

Merchant Banking; Venture Capital; Leasing and Hire Purchase; Mutual funds in India; debit card and credit card; housing finance, Foreign Direct Investment in India.

#### **Recommended References :**

1. M. Y. Khan : Financial Services (TMH)
2. Dr. S. Gurusamy : Merchant Banking and Financial Services (Thomson)
3. Depository Operations (Module) workbook by National Stock Exchange of India Limited
4. B.S.Bodla, M.C.Garg, K.P. Singh : Insurance—Fundamentals, Environment and Procedures (Deep and Deep Publications)
5. Tripathy Nalini Prava : Financial Instruments and Services
6. M.Y. Khan : Indian Financial System, 4th Edition, TMH
7. L.M. Bhole : Financial Institutions and Markets, TMH
8. Shashi Gupta : Financial Services, Kalyani

### **BBA-413 : INCOME TAX LAW & PRACTICE**

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

#### **Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

#### **Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.



### Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

### COURSE INPUT :

#### Part-I

Income tax—definition, distinction between capital and revenue basis of charge (Residential Status), Incidence of tax. Exempted Income, Computation of Income from Salaries and House Property.

Income from Business and Profession, Capital Gains, Income from other sources. Depreciation, Carry Forward and Set-off of losses, Income of other persons to be included in Assessee's total Income. Deduction of Gross Total Income.

#### Part-II

Computation of total income in regard to Income of individual, HUF and Partnership firm and Association of Persons (AOP). Concept of Mat.

Advance payment of tax, deduction of tax at source, Income tax authorities and administration of the Act. Assessment Procedure, Appeals, refunds and Penalties.

#### Suggested Readings :

1. H.C. Mehrotra : Income Tax Law and Practice
2. Gaur & Narang : Income Tax Law
3. Girish Ahuja : Direct Law

### INFORMATION TECHNOLOGY

#### BBA-414 : SYSTEM ANALYSIS AND DESIGN

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be

divided into three sections as follows :

### **Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

### **Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

### **Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

## **COURSE INPUT :**

### **Part-I**

Overview of Systems Analysis and Design; Software applications today - the changing scenarios - Introductions to different methodologies and Structured System Analysis-Problem-identification-requirement analysis: tools and techniques-feasibility analysis-Operational, Technical and Economical Feasibility, details of SDLC approach, Business Systems Concept: Systems Development Life Cycle: Project Selection; Feasibility Study.

### **Part-II**

Tools for Analysis and Design of Business Systems: methodologies Available: Need for Structured Techniques: Structured Techniques Available System Requirement Specification and Analysis: Data Flow Diagrams: Data Dictionaries: Process Organisation and Intersections: Decision Analysis: Decision Trees and Tables: Expansion. Explosion and Normalization, Detailed



Design; Modulation; Module Specification; File Design.

### **BBA-415 : DECISION SUPPORT SYSTEMS**

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

#### **Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

#### **Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

#### **Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

### **COURSE INPUT :**

#### **Part- I**

Business Integration: Networking and Telecommunications, Client Server, Object Orientation, Integration of Information: Workgroup integration, Data warehouse, Open Systems with Different Systems, Group Decisions, software to support integration.

#### **Part- II**

Decisions and Models : Biases in decision, physical, process and business modeling, Business models: Assumptions, Identifying I/O



variables, Processes and equations, software, Limitations of models: model complexity, cost of building models, errors in models.

Decisions in Business Areas : Accounting, Finance, Marketing, HRM, Production and Design. Complex Decisions and Artificial Intelligence.

**Reference :**

Management Information Systems Solving Probls with IT Post,  
Anderson, TMH (IRWIN)

**BBA-416 : COMPUTER GRAPHICS**

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

**Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

**Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

**Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

**COURSE INPUT :**

**Part- I**

Introduction and Overview of Graphic Systems: CAD,

Presentation Graphics and other applications, Video Display devices, Raster-Random scan systems, I/O devices.

### Part- II

Fundamentals of following concepts: Output primitives and their attributes. Scene and image, Representation of 2-D image, Basic Transformation, Color models and color applications, Computer animation.

#### References :

1. Hearn and Baker : Computer Graphics, PHI.
2. Rogers & Adams : Mathematical Elements for Computer Graphics.
3. Rogers D. F. : Procedural Elements for Computer Graphics.
4. D. Hearn & P. M. Baker : Computer Graphics.

### EVENT MANAGEMENT

#### BBA 417 : EVENT PLANNING AND MANAGEMENT

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

#### Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

#### Section-B

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

#### Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the



examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

### **COURSE INPUT :**

#### **Part-I**

Introduction to planning and management of events, size of events, types of events, the event team, and code of ethics. The concept of event, and events vision; event and marketing; events and corporate public relations; product differentiation; promotion and events.

#### **Part-II**

Event industry in industry; designing transitional strategy; events and positioning; positioning principles; Safety and security of events; event relations and conceptualization; management of relations and document design.

### **BBA-418 : FINANCIAL MANAGEMENT OF EVENTS**

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

#### **Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

#### **Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

#### **Section-C**

It will consist of essay type questions with answers to each



question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

### **COURSE INPUT :**

#### **Part-I**

The need and frill of event financial management; events and objects; events and facts; managing events; The budget, Break-even point, cash-flow analysis, profit and loss statement, balance-sheet, financial control systems, panic payments. Sources of raising short and long-term finance and its cost.

#### **Part-II**

Capital structure and its understanding; concept of Risk types, risk management, process, incident reporting, emergency response plans, and standards for risk management. Feasibility and swot analysis.

### **BBA-419 : EVENT CREATIVITY AND INNOVATION**

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

#### **Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

#### **Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

**Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

**COURSE INPUT :****Part- I**

The concept and context of creativity in forming the events; introspection for creative visualization; Pasteur's dictum; problem solving; deduction, and induction methods; learning and imitation.

**Part- II**

Event creativity: trial and error; heuristics; abduction; creative trait or creative state; innate structure of the mind; analogy, preparation, anomaly, constraints and serendipity; mental analogs; improvisation and performance; creative thinking; and creative work culture.

**MEDIA MANAGEMENT****BBA-420 : PRINCIPLES OF MASS COMMUNICATIONS**

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

**Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

**Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be



required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

### Section-C

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

### COURSE INPUT :

#### Part- I

Communication: concept, elements, process, and role; forms of communication; barriers of communication; and theories of communication like bullet theory, cognitive theory, two step flow theory, cultivation theory and agenda setting theory.

#### Part- II

The concept and context of mass communication; models of mass communication, like Lasswell model, schramm model, Shannon and weaver model, Levin model, Gerbner's model, Westley and MacLean's Conceptual Model; mass communication through traditional and modern mass media; mass communication, culture and society; effects of mass communication; information society.

### BBA-421 : PUBLIC RELATIONS MANAGEMENT

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

#### Section-A

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

#### Section-B

It will consist of essay type questions with answers to each



question up to 7 pages in length. Four questions shall be set by the examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

### **Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

## **COURSE INPUT :**

### **Part- I**

Nature, and scope of public relations; tools and methods of public relations: press relations, the printed word; photography, exhibition, trade fair, film, radio, television, advertisement, etc.

### **Part- II**

The industrial public relations, public relation with finance, trade and professional associations; public relations and central and local government; public relations for police, exports, etc.

## **BBA-422 : MEDIA PLANNING**

*Time Allowed : 3 Hrs.*

*Max. Marks : 100*

*Theory : 60*

*Internal Assessment : 40*

**Note :** The question paper covering the entire course shall be divided into three sections as follows :

### **Section-A**

It will consist of 10 very short answer questions with answers to each question up to five lines in length. All questions shall be compulsory. Each question shall carry two marks; total weightage of the section shall be 20 marks.

### **Section-B**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the

examiner from Part-I of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

### **Section-C**

It will consist of essay type questions with answers to each question up to 7 pages in length. Four questions shall be set by the examiner from Part-II of the syllabus and the candidate shall be required to attempt two. Each question shall carry ten marks; total weightage of the section shall be 20 marks.

### **COURSE INPUT :**

#### **Part-I**

The concept and context of Mass media; forms of mass media: Print. Electronic; Audio and audio-visual communication; access of the media; media audiences.

#### **Part- II**

The new Media; perception and language issues in mass media; Mass media effects and uses: agenda setting, the knowledge-gap hypothesis; effects and uses of mass media; Media chains and conglomerates: newspaper chains, broadcasting chains, media cross ownership, media conglomerates; mass media research.

### **SUMMER INTERNSHIP : INDUSTRIAL TRAINING/FIELD PROJECT OF 4 TO 6 WEEKS**

