

COURSE CONTENT FOR SEMESTER – V

BBA-501: ARITHMATIC APTITUDE

Unit – I: Ratio & Proportion, Logarithm, Simple Interest, Compound Interest, Profit & Loss, true Discount, Partnership, Permutation & Combination.

Unit – II: Problem on Age, Problem on Numbers, Calendar, Clock, Time & Work, Time & Distance Area. Sets, Function & Relation

Unit – III:H.C.F., L.C.M., Decimal Fraction, Problem on Trains, Boat & Stream Syllogism Direction Tests, Seating Arrangements.

Unit – IV: Data Interpretation :Description of Data, Tabulation, Bar Diagrams, Pie Chart, Line Graph, Sequence& series, Number Series.

Unit – V: Matrix: Introduction, Types of Matrix, Addition, Subtraction and Multiplication of Matrix, Inverse of Matrix, Solution of linear Equations by Matrix Inversion Method.

Suggested Readings:

1. R.S. Aggarwal - Quantitative Aptitude for Competitive Examinations.
2. Arun Sharma - Quantitative Aptitude for CAT.
3. Arihant Publications - Fast Track Objective Arithmetic.
4. R.D. Sharma - Mathematics Class 11th and 12th.
- 5.Sarvesh K. Verma- Quantitative Aptitude Quantum CAT Common Admission Tests.

BBA-502: APTITUDE REASONING

Unit – I : Emotional & Social Intelligence, Critical Thinking, Non-Verbal Reasoning, Verbal reasoning, Series, Data Structures.

Unit – II: Blood Relations, Venn Diagram, Word Formation, Matrix, Puzzle, Coding-Decoding, logical sequences, Proposition, Direction Sense, Sets & subsets.

Unit – III : Analogy, Classification, Calendars, Cubes and Clocks, Syllogisms, Logical sequences statement conclusion, Syllogistic reasoning, Data Arrangement ,Family Tree ,Binary Logic, Seating Arrangement.

Unit – IV: Similarities and Differences, Space visualization, Spatial orientation, Problem solving, Analysis, Judgment, Decision making.

Unit – V: Visual memory, Discrimination, Observation, Arithmetical reasoning and figural classification, Arithmetic number series, Tables & Pie Charts, Data Sufficiency, Bars & Line Graphs.

Suggested Readings:

1. R.S. Aggarwal -A Modern Approach to Logical Reasoning
2. Arun Sharma -How to Prepare for Logical Reasoning for the CAT
3. PeeyushBharadwaj -Analytical and Logical Reasoning for CAT & Other Management Exams

BBA-503 GENERAL BUSINESS AWARENESS

UNIT I: International Organizations (IMF, World Bank, IMO etc): Major world organizations including economic organizations like WTO, IMF, and WB are important. Various political global groupings like UN and regional groups like ASEAN, SAARC, etc. are also important. One can expect regarding headquarters, chairpersons, functions of the organization or any other major reform/ event that took place (pertaining to the organization).

Business Awareness :Company, chair persons, board members, CEO, MDs, company v/s Industry, profession, logos of companies, branding, company and its product, companies and their origin, basic structure of a company, entrepreneurs, trademarks, globalisation, liberalisation

UNIT II: Geography: General questions from geographical features from India and across the world. Questions on theoretical aspects of Geography.

History: Vedic culture, Name of the Kings who built, important ancient Temples and Institutions and historic monuments, contribution of Indian continent to world in ancient time.

UNIT III: Everyday Science: Application of science rather than theoretical aspects of Physics and Chemistry. Further, expect questions on technologies involved in communication, IT, space etc.

Current Affair and General Knowledge: Population Census ,Important Books and their writers, First sports achievement for India and the world like first Olympic, first Asian Game, etc., State Animals and Symbols, Awards and their importance, Name of the Scientist who got Noble prize for important discoveries, Important Days

UNIT IV: Economy: Questions from theoretical as well as practical aspects of Indian and World Economy, with a special focus on India's macroeconomic indicators, like inflationary trends, GDP etc.

Current Business Development: Latest events and developments in the business world especially Indian subcontinent as mergers, takeovers, and new product launch etc

UNIT V: Constitution & Polity: Working of the Indian Political System e.g. political parties, pressure groups etc. Also, as far as the constitution is concerned, further, features of major social schemes launched by the central government recently, Institution of President, the governor, PM, then CM, Parliament and then State Legislature, Supreme Court and then High court, speaker of the house.

Suggested Readings:

1. Latest Business newspapers and magazines
2. Economic Times
3. Business world magazines
4. Financial Express
5. Business Today

BBA-504: GENERAL ENGLISH

Unit – I: Active and Passive Voice, Cloze Tests, Commonly Misspelled Words, Comprehension, Direct & Indirect Speech.

Unit – II: Editing, Error Spotting, Fill in the Blanks, Grammar, Idioms and Phrases, Jumble Words, Jumbled up sentences.

Unit – III: Multiple Meaning /Error Spotting, Miscellaneous, One word Substitution, Paragraph Completion, Passage Making.

Unit – IV: Phrase Substitution, Reading Comprehension, Sentence Correction, Sentence Framing, Sentence Improvement.

Unit – V: Spelling Test, Spotting Errors, Synonyms & Antonyms, Verbal Ability, Vocabulary.

Suggested Readings:

1. S.P. Bakshi : Objective General English
2. R.S. Agarwal : Objective General English
3. S.C. Gupta : General English for Competitive Exams

BBA-M-1: RURAL MARKETING

Unit I: Definition of Rural Marketing, Indian Rural Market, Environment: Population and its locations, occupation pattern, expenditure pattern, infrastructure facilities.

Unit II: The Rural Consumer: Characteristics, factors influencing his purchase decision, Rural demand: Nature, types of requirements, hierarchy of markets and rural market index, Problems in rural marketing as Warehousing and Transportation.

Unit III: Marketing of Agriculture Inputs: Consumable inputs and durable inputs: Marketing of Consumables and Durables: Composition of Products, Price, distribution, promotion, product redesign or modification needs.

Unit IV: Marketing of Agricultural Produce, Formation of Cooperative marketing and processing societies, marketing of rural/cottage industry/artisan products.

Unit V: Rural Marketing Strategies: Rural Market Segmentation, Strategies on product, price, promotion and distribution.

Suggested Readings:

- 1 Pradeep Kashyap Rural Marketing-2 edition Pearson education
2. Jha, S.M. & Singh, L.P.: Marketing Management in Indian Perspective, Himalaya, Bombay
3. Velayudhan – Rural Marketing (Sage)
4. Mathur- Rural Marketing (Excel Books)
5. Philip Kotler: Marketing Management.

BBA-M-2: SERVICE MARKETING

UNIT-1:Introduction of Service Marketing: Introduction: Definition, Characteristics and Classification of Services, Difference between Product and Services marketing, Paradigms in Services Marketing, Present Marketing Environment, Services Marketing Mix: Understanding the 7 P's OF SERVICE MARKETING &UPCOMING CONCEPTS, Difficulties & Challenges in Service Marketing

UNIT- 2 Understanding Consumer Behaviour and Service Design; Strategies for Services Marketing: Segmentation, Targeting &Positioning, Differentiation. Understanding Consumer Behaviour: Services vis-à-vis goods, Consumer Behaviour in Services, Customer Expectations and Perceptions of Services .

UNIT- 3 Delivering, Pricing and Managing Service Promise (07 Hours): Service Development Design & Standards: New Service Development, Process Service Standards, Demand and Capacity Management in Delivering Services: Role of Employees and Customers in service delivery; Quality in Service marketing.

UNIT- 4 Service Process – Blue printing – Physical evidence. Pricing of Services: Pricing Considerations and Strategies, Managing Service Promise: Role of Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations in service marketing

UNIT- 5 Service Performance: Evaluating Success of Service Offering: Service quality and measurement, Complaint handling, Service Guarantees. Role of CRM, The Gaps Model Of Service Quality, Latest issues in service marketing with reference to Uber, Ola, OYO, Swiggy, Zomato.

Suggested Readings:

- 1.Services Marketing, Zeithaml Valerie and Mary Jo Bitner, Gremler&Pandit, Tata McGraw Hill.
2. Services Marketing, Lovelock, Christopher. PrenticeHall.
3. Services Marketing, Nargundkar, Rajendra. Tata McGraw Hill.
4. The Essence of Services Marketing, Adrian Payne. PHI.
5. Services Marketing, Ravi Shankar. Excel Publishing

BBA-F-1: CORPORATE TAXES-DIRECT AND INDIRECT TAX

Unit-I: Income Tax Act 1961-special provisions relating to assessment of companies.

Unit- II: Concept of tax planning, tax avoidance and tax evasions, tax planning for new business with reference to location, nature and form of business.

Unit-III: Introduction of Indirect tax, definition and nature, Basis for charging indirect tax, constitutional framework of indirect tax before GST, structure of GST, slab of GST,GST council, GST Network.

Unit-IV: Levy and collection of GST: Taxable event – supply of goods and services, place of supply, within state, interstate, import and export, time of supply, valuation for GST- Valuation rules, excess tax, refund, TDS, registration of GST.

Unit-V: Custom law: introduction levy and collection, taxable event, valuation of import and export, refund & recovery.

Suggested Readings:

1. Direct Taxes: Singhanian V. K.
2. GST- Bare Act.

BBA-F-2: FINANCIAL INSTITUTIONS AND INVESTMENT MANAGEMENT

Unit I: Overview of Capital Market: Market of securities, Stock Exchange and New Issue Markets – their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Regulatory Mechanism: SEBI and its guidelines.

Unit II: Portfolio Analysis and Selection: Portfolio concept, Portfolio risk and return, Selection of Portfolio: Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory. Portfolio Management and Mutual Fund Industry

Unit III: DFIs in India - IDBI, ICICI, IFCI, NABARD, RRBs, State Level Institutions; NBFCs – Their status, types, working and strategies for commercial viability ; Insurance organizations – Their status , types, working and strategies for commercial viability.

Unit IV: Leasing and Hire Purchase: Industry. Size and scope. Parties involved, Evaluation of Lease transaction, Types of lease and their implications, Hire purchase and lease - differences and implications for the business. Consumer Credit and Plastic Money – concept, working uses of each.

Unit V: Mutual Funds :Concept, Types, Significance of Mutual Funds, NAV, Evolution & Growth of Mutual Funds, Role of Registrar, Underwriter according to SEBI guidelines.

Suggested Readings:

- 1) Khan M Y - Financial Services (Tata McGraw Hill, 1998)
- 2) Machiraju H R - Indian Financial System (Vikas, 2004)
- 3) Bhole L M - Financial Institutions and Markets (Tata McGraw-Hill, 3rd edition, 2003)
- 4) Srivastava ,R.M& Nigam Divya - Management of Financial Institutions (Himalaya, 2003)