

SEMESTER 3

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BBA 301 : MARKETING MANAGEMENT – 2 [CONSUMER BEHAVIOR]

Section I

- Consumer Behaviour: Nature & Application.
- Consumer as an individual
- Consumer needs & Motivations.
- Influence of personality, psychographics & attitude on consumer behaviour.

Section II

- Consumer as a perceiver & learner.
- Individual differences in behaviour personality, values, lifestyle.
- Consumer behaviour & external influences
- Group dynamic & consumer reference groups

Section III

- Social class & Status.
- Culture & ethical values.
- Family & household influences.
- Situational influences.

Text Books:

1. Still. K.R., Cundiff. E.W & Govoni. N.A.P “Sales Management – Decision Strategies and Cases., 5th Ed ((2009) Impression), Pearson Education.
2. Tanner Jr., JF., Honeycutt Jr., E.D. and Erffmeyer, R.C. (2009) Sales Management, Pearson Education, New Delhi

Reference Books:

1. Donaldson Bill (2007) Sales Management, Principles, Process and Practice Palgrave Macmillan.
2. Havaladar.K.K. & Cavale V.M (2007) Sales and Distribution Management - Text & Cases, TataMcGrawHill Publishing Company, New Delhi.
3. Jobber, David and Lancaster, Geoffery, (2006), Selling and Sales Management, 7th Edition, Pearson Education, New Delhi
4. Ingram, LaForge, Avila., Schwepker Jr, Williams (2007), Sales Management-Analysis and Decision Making. Thomson South – Western.

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BBA 302 : FINANCIAL MANAGEMENT – 2 [MANAGERIAL ACCOUNTING]

Section I

- Scope of Financial Management, Traditional Approach, Modern approach, Investment Decision, Financing Decision, Dividend decision, Objectives of Financial management, Profit Maximization vs Wealth Maximization.

Section II

- Capital Budgeting-Meaning, importance and various techniques-accounting rate of return, pay back method, net present value, net terminal value, internal rate of return, profitability index method.
- Measurement of cost of capital: cost of debt, cost of preference shares, costs of equity shares, calculation of overall cost of capital based on Historical and Market Weights.

Section III

- Operating and Financial Leverage, Capital Structure Decision. NI approach, NOI approach, MM approach, Traditional approach.
- Working Capital Management-Definition, importance, factors affecting working capital. Sources of raising working capital finance.

Text Books:

1. Khan M.Y, Jain P.K., (2010), Financial Management, 3rd edition, McGraw Hill Education.
2. Maheshwari S.N., (2009), Financial Management- Principles and Practice, 9th Edition Sultan Chand & Sons.

Reference Books:

1. Kapil, Sheeba, (2010), Financial Management, 1st edition, Pearson Education.
2. Burk Demazo, (2010), Financial Management, Pearson Education.
3. Ross, Stephen, Westerfield, R., and Jaffe, J., (2004), Corporate Finance, 7th Edition, McGraw Hill Education.
4. Pandey I. M., (2007), Financial Management, Vikas Publishing House.

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BBA 303 : HUMAN RESOURCE MANAGEMENT – 2

Section I

- **Introduction:** Meaning, scope, objectives and importance of Human Resource Management, Personnel Management, its functions, policies & roles. Organizing the Human Resource Management department in the organization. Human Resource Management practices in India.
- **HR audit**
- **Human Resource Planning:** Definition, objectives, process and importance, job analysis, description, specification, Recruitment, selection, placement and induction process.

Section II

- **Personnel Development Program:** Employee training, executive development and career planning & development, performance appraisal.
- **Job Compensation:** Job evaluation, wage & salary administration, incentive plans & fringe benefits, variable compensation individual & group.
- Promotions, demotions, transfers, separation, absenteeism & turnover.

Section III

- Quality of work life & quality circles, job satisfaction and morale. Social security, health and safety, employee welfare
- Counseling for effective Human Resource Development.
- **Human Relations:** definition, objectives & approaches to human relations, employee grievances and discipline, participation & empowerment, Introduction to collective bargaining.

Text Books:

1. Aswathappa, K., (2010), Human Resource Management, McGraw Hill Education.
2. DeCenzo, D. A. and Robbins, S.P. (2007), Fundamentals of Human Resource Management, 9th edition, John Wiley.

Reference Books:

1. Durai, Praveen, (2010), Human Resource Management, Pearson Education.
2. Monappa, A. and Saiyadain, M., ((2001)), Personnel Management, McGraw-Hill Education.
3. Dessler, Gary, ((2004)) Human Resource Management, Pearson Education.
4. Jyothi, P. and Venkatesh, D.N, (2006), Human Resource Management, Oxford Higher Education.

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BBA 304 : BUSINESS MATHEMATICS & STATISTICS – 2
[MATHEMATICAL STATISTICS]

Section I

- **Data Analysis:** collection and presentation of business data, Measure of Central Tendency
- **Measures of Dispersion:** Range Quartile Deviation, Mean Deviation, and Standard Deviation
- Measures of Variations Skewness and Kurtosis
- **Correlation Analysis:** Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation
- **Regression Analysis:** Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation

Section II

- **Theory of Probability:** Law, Conditional Probability, Bayes' Theorem & Probability Functions
- **Forecasting:** Techniques, Exponential smoothing & Regression
- **Theoretical Distributions:** Binomial, Poisson and Normal Distribution
- **Theory of Estimation**

Text Books:

1. Trivedi, ((2010)), Business Mathematics, 1st edition, Pearson Education.
2. Bhardwaj, R.S. (2000). Mathematics for Economics and Business, Excel Books.

Reference Books:

1. Raghavachari, M, ((2004)), Mathematics for Management, McGraw Hill Education.
2. Cleaves, Cheryl, and Hobbs, Margie, (2008) Business Math, 7th Edition, Prentice Hall.
3. Tuttle, Michael, D., (2008) Practical Business Math: An Applications Approach, 8th Edition, Prentice Hall.
4. Khan, Shadab, (2008) A Text Book of Business Mathematics, Anmol Publications.

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BBA 305 : CORPORATE COMMUNICATION

Section I:

Different types of Media Vehicles; Broadcast; Electronic, Print, Outdoor, Non-conventional.

Section II:

Promotional Mix: 1. Advertising: History; Types; Marketing Mix; Objectives; DAGMAR; Budget; Positioning; Ethics; 2. Sales promotion: Introduction, Types, Tools, Ethics, Case Studies; 3. Direct Marketing: Tools: Writing of mailers; 4. Public Relationship: Introduction; Tools; Event Management; 5. Personal Selling : Introduction; Steps.

Reference Books:

1. Advertising: Belch & Belch.
2. Advertising: Zeigler
3. Promotion: Burnette.
4. Marketing: Chunawala.
5. Marketing Management: Philip Kotler

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BBA 306 [A] : BUSINESS TAXATION

UNIT 1

Income Tax Act-1961. (Meaning, Concepts and Definitions)

Income, Person, Assessee, Assessment year, Previous year, Agricultural Income, Exempted Income, Residential Status of an Assessee, Fringe benefit Tax, Tax deducted at Source, Capital and Revenue Income and expenditure.

UNIT 2

Computation of Taxable Income under the different heads of Income.

a) **Profits and Gains:** Definitions, Deductions expressly allowed and **Business and professions** disallowed (Theory and Problems).

d) **Capital Gains:** Chargeability-definitions-Cost of Improvement Short term and long term capital gains-deductions (Theory only).

e) **Income from other sources:** Chargeability-deductions-Amounts not deductible (Theory only).

UNIT 3

Tax Planning with Reference to Financial Management Decisions.

1. Capital Structure; 2. Dividend Policy including Section 194; 3. Inter-Corporate Dividend; 4. Bonus Shares – Equity and Preference Shareholders.

UNIT 4

Miscellaneous:

Tax deducted at source-Return of Income-Advance payment of Tax- methods of payment of tax-Forms of Returns-Refund of Tax. (Theory). Central Sales Tax Act 1956 – Introduction; VAT , Registration of Dealers, Levy and Collection of Tax and Penalties. Service Tax (Finance Act 1994).

UNIT 5

Income Tax Authorities :

Organization structure of Income Tax Authorities /Administrative and Judicial Originations) Central Board of Direct Tax (Functions and powers of various Income Tax Authorities).

Text Books:

1. Indian Income Tax Act; Vinod Singhania.
2. Students guide to Income Tax; Dr. Vinod Singhania.
3. Income Tax, Ahuja and Gupta; Bharat Prakashan.
4. Indian Income Tax Act; H.C. Malhotra.
5. Income Tax Act; R.N. Lakhota.
6. Income Tax and Central Sales tax Law and Practice; 30th edition; Lal, B.B., (2009), Pearson Education.

Reference Books:

1. Ahuja, Girish and Gupta, Ravi; Systematic Approach to Income Tax, Latest Edition, Bharat Law House.
2. Datey, V.S.; Indirect Taxes - Law and Practice, latest edition, Taxmann Publications.
3. Government of India, Bare Acts (Income Tax, Service Tax, Excise and Customs).



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BBA 306 [B] : PSYCHOLOGY

Section I

Introduction: Definition, Scope, Methods and Branches of Psychology (with special reference to Industrial/Organizational Psychology). **Major Viewpoints** – Behaviouristic approach, Gestalt school, Psychoanalytic school (Freud).

Section II

Sensation, Attention and Perception: Attributes and classification of sensation; Attention – Determinants, shift, fluctuations, distraction; Perception – Definition, determinants.

Learning Process: Factors of Learning, Theories – Connectionism, Classical and Operant Conditioning, Programmed Learning.

Memory: Encoding, Storage, Retrieval; STM, LTM, Other types. Forgetting – its causes. **Emotion:** Reaction (types), Physiological basis. **Intelligence:** Definition, Concept of IQ, Emotional Intelligence. **Personality:** Definition, Types, Traits, Tests.

Text Books:

1. Atkinson, R.L., et al: Introduction to Psychology, Harcourt Brace Jovanovich.
2. Baron, R.A: Psychology : The Essential Science, Allyn and Bacon.

Reference Books:

1. Morgan, C.T., et: Introduction to Psychology; McGraw Hill.
2. Munn, N.L., et al: Introduction to Psychology; Oxford, IBH Publishing.
3. Woodworth, R.S., & Scholberg, H: Experimental Psychology, Oxford & IBH Publishing.

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