

A.P. State Council of Higher Education

Revised Framework and Syllabi under CBCS for Colleges in Andhra Pradesh CBCS - B.B.A.  
Course Structure w.e.f. 2017-18 (Revised in June, 2017)

Table-1: B.B.A - Semester – I

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1	First Language	English	100	25	75	4	3
2	Foundation Course-1	HVPE (Human Values & Professional Ethics)	50	---	50	2	2
3	Foundation Course-2	Environmental Studies	50	---	50	2	2
4	DSC 1A	Management Process	100	25	75	5	4
5	DSC 2A	Managerial Economics	100	25	75	5	4
6	DSC 3A	Information Technology for Managers	100	25	75	5	4
7	DSC 4 A	PC Hardware Lab	100	25	75	4	4
			<b>600</b>	<b>125</b>	<b>475</b>	<b>27</b>	<b>23</b>

1. At the college (The marks split between Formal Test and Co-curricular activities may be decided by the University concerned)

1) Syllabus size shall be in accordance with the number of teaching hours.

Table-2: B.B.A -Semester – II

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1	First Language	English	100	25	75	4	3
2	Foundation Course-3	ICT-1 (Information & communication Technology)	50	---	50	2	2
3	Foundation Course-4	Communication & Soft Skills-1	50	---	50	2	2
4	DSC 1B	Quantitative Methods for Managers	100	25	75	5	4
5	DSC 2B	Accounting for Managers	100	25	75	5	4
6	DSC 3B	Business Environment	100	25	75	5	4
7	DSC 4B	Case Study & Seminar	100	25	75	4	4
	<b>Total</b>		<b>600</b>	<b>125</b>	<b>475</b>	<b>27</b>	<b>23</b>

\* Case Study - Seminar only **Internal Exams**

1 DS 11/2  
Chairman CBCS  
2 A-S-3

3  
#  
13/6/17  
15/11/17  
(S. VIJAYALU RFO)

**Table-3: B.B.A Semester – III**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1	First Language	English	100	25	75	4	3
2	Foundation Course-5	ICT-2 (Information & communication Technology)	50	---	50	2	2
3	Foundation Course-6	Communication & Soft Skills-2	50	---	50	2	2
4	DSC 1C	<b>Operations Management</b>	100	25	75	5	4
5	DSC 2C	<b>Human Resource Management</b>	100	25	75	5	4
6	DSC 3C	<b>Organization Behaviour</b>	100	25	75	5	4
7	DSC 4C	<b>Case Study &amp; Seminar</b>	100	25	75	2	4
8	DSC 5C	<b>Office Automation Lab</b>	100	25	75	4	4
<b>Total</b>			<b>700</b>	<b>150</b>	<b>550</b>	<b>29</b>	<b>27</b>

\* DSC 4C, 5C Internal Exam only

**Table-4: B.B.A -Semester – IV**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	Foundation Course-7	Communication & Soft Skills-3	50	---	50	2	2
2.	Foundation Course-8	Analytical Skills	50	---	50	2	2
3.	Foundation Course-9	Entrepreneurship	50	---	50	2	2
4.	Foundation Course-10	Leadership Education (LE)	50	---	50	2	2
5.	DSC 1D	<b>Cost Accounting</b>	100	25	75	5	4
6.	DSC 2D	<b>Marketing Management</b>	100	25	75	5	4
7.	DSC 3D	<b>Business Ethics &amp; Corporate Governance</b>	100	25	75	5	4
8	DSC 4D	Case Study & Group Discussion	100	25	75	2	4
<b>Total</b>			<b>600</b>	<b>100</b>	<b>500</b>	<b>25</b>	<b>24</b>

\*HVPE: May be taught by Telugu Teachers

\*\*Analytical Skills: To be taught by Maths / Statistics teachers (and partly by English Teachers)

\*\*\* Case Study, Seminar and Group Discussion are only **Internal Exams**

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- 1. DS 1 ✓
- 2. H.S. ✓
- 3. ✓
- 4. ✓
- Signature: 13/12/2020
- Signature: (VA)

**Table-5: B.B.A -Semester – V**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	DSC 1 E	<b>Business Laws</b>	100	25	75	5	4
2.	DSC 2 E	<b>International Business</b>	100	25	75	5	4
3.	DSC 3 E	<b>Tally Lab</b>	100	25	75	4	4
4.	DSC 1F Elective	<b>1. Systems</b>	100	25	75	5	4
5.	DSC 2F Elective	<b>2. Financial Management</b>	100	25	75	5	4
		<b>3. Human Resource Management</b>					
		<b>4. Marketing Management</b>					
6	DSC 3F	<b>In-Company Training &amp; Viva Voce</b>	100	25	75	4	4
7	DSC 4F	<b>Case Study &amp; Seminar</b>	100	25	75	2	4
<b>Total</b>			<b>700</b>	<b>175</b>	<b>525</b>	<b>30</b>	<b>28</b>

\*DSC 3F, 4F is an Internal Exam only

**Table-6: B.B.A -Semester – VI**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1	DSC 1 G	<b>E-Commerce</b>	100	25	75	5	4
2	DSC 2 G	<b>E-Commerce Lab</b>	100	25	75	4	4
3	DSC 1 H Elective*	<b>1. Systems</b>	100	25	75	5	4
4	DSC 2 H Elective*	<b>2. Financial Management</b>					
		<b>3. Human Resource Management</b>					
		<b>4. Marketing Management</b>					
5	DSC 3 H	Case Study & Comprehensive Viva-Voce	100	25	75	3	4
6	DSC 4 H	Project Mid Seminar	100	25	75	3	4
7	DSC 5 H Elective	Project Work & Viva-Voce	200	50	150	5	6
<b>Total</b>			<b>800</b>	<b>200</b>	<b>600</b>	<b>30</b>	<b>30</b>
<b>Grand Total</b>			<b>4000</b>	<b>875</b>	<b>3125</b>	<b>168</b>	<b>155</b>

\*DSC 3H, 4H is an Internal Exam only

1. DSC 1 ✓  
2. A.S. ✓

3. ✓ 13/6/17  
4. ✓ SVR  
5. ✓ Wide spread

**Note :**

1. In Case of V and VI Semesters, the Student should opt Dual Specialization (i.e. Finance and Marketing or H.R. and Systems etc.) The same specializations which is opted by the Student in V Semester should be continued in VI Semester also.

2. The colleges have to **implement original project work** which may consist of field survey/internship/case study/practical training also for the third respective elective papers in V & VI semester.

3. **Company Training:** In the case of Company Training, each student must undergo Internship under the supervision of a faculty member of the college as guide in any one of reputed corporate companies for a period of not less than 4 weeks and not more than 6 weeks in between IV and V Semester. Each candidate must maintain a diary during his/her stay in the company which will be submitted to the H.O.D. The candidate must give joining report in the company by producing a letter issued by the H.O.D.

After the completion of the Training, the candidate must get relieving certificate and a certificate for bonafide work which are to be submitted to the H.O.D. After submission of diary, the candidate must give a Seminar about his/her observations and learning in the company before an evaluation committee comprising the H.O.D. and the concern guide. Basing on the performance of the student in the seminar, the committee should adjudicate the student for 100 marks.

4. **Project Work:** The maximum marks for Project Work shall be 200 Marks. Out of 200 marks, 50 Marks for Internal Evaluation and 150 Marks for University Examination. The University Examination (viva-voce) shall be conducted by Two Examiners i.e., One External Examiner and One Internal Examiner nominated by the University. The evaluation of Project Work shall be conducted at the end of VI Semester. The Internal Evaluation shall be made by the Departmental Committee.

**ELECTIVE PAPERS:**

**V Semester**

**Systems (SS):**

DSC 1F (SS) e-Business

DSC 2F (SS) Business Networks

**Financial Management (FM):**

DSC 1F (FM) Financial Markets

DSC 2F (FM) Foreign Exchange Management

**Human Resource Management (HR):**

DSC 1F (HR) Training & Development

DSC 2F (HR) Talent Management

**Marketing Management (MM):**

DSC 1F (MM) Advertising & Media Management

DSC 2F (MM) Retail Management

**VI Semester**

**Systems:**

DSC 1H (SS) e-Payments System

DSC 2H (SS) Social Media and e-Marketing

**Financial Management (FM):**

DSC 1H (FM) Financial Services

DSC 2H (FM) Investment Management

**Human Resource Management (HR):**

DSC 1H (HR) Global HRM

DSC 2H (HR) Industrial Relations

**Marketing Management (MM):**

DSC 1H (MM) Global Marketing

DSC 2H (MM) Marketing of Services

1 DSC 1H (SS) e-Payments System ✓  
2 DSC 2H (SS) Social Media and e-Marketing ✓  
3 DSC 1H (FM) Financial Services ✓  
4 DSC 2H (FM) Investment Management ✓

1380  
15/07/20  
SVT ✓

**BBA(C.B.C.S)- FIRST SEMESTER**  
**MANAGEMENT PROCESS**

No. of Hours per week: 6,

Max. Marks: 100

Credits: 6

Semester end Examination: 75

Internal assessment: 25

**UNIT – I**

Introduction: Meaning and importance of Management; Role and responsibilities of top, middle and lower managers. Functions of management. Challenges of Management in the context of new era.

**UNIT – II**

Planning: Concept – Significance – Process – Techniques – Problems – Planning Principles.

**UNIT – III**

Organizing : Concept – significance – process – techniques – problems. Principles of organizing. Formal and informal organizations. Organizational design. Departmentation types: advantages and disadvantages. Span of Control. Delegation of authority. Delegation Vs. decentralization. Line and Staff Positions – Committees.

**UNIT – IV**

Staffing: Meaning and importance of staffing. Recruitment – Selection – interviewing – induction.

Leading: Meaning – importance of leading. Leadership Styles. Developing leadership skills.  
Motivating: Meaning – importance of motivation. Theories of motivation.

Communicating: Meaning – importance – process – problems of communication. Barriers of Communication – Measures towards effective communication.

**UNIT – V**

Controlling – Importance – process - problems of controlling. Control as a feed back system. Requirements of effective control. Preventive and overall controls.

**Recommended Books:**

1. Prof. D. A. R. Subrahmanyam, & Smt. D. Swapna, A Text Book on Principles of Management, Maruthi Book Depot, Guntur
2. Koontz, H. and Wihrich H, Management, Mc Graw Hill.
3. Stoner, J etc., Management, Pearson Education.
4. Sharma, Principles of Management, Kalyani Publishers, Hyderabad.

**Instruction to Paper Setter:**

Two questions must be given from each unit in Part-I and Part-II.

1 D.S.V. ✓  
Cheraman BOS 3 ✓  
2 A-S-3 ✓  
4 S.V.R. ✓  
13/10/2017

**MODEL QUESTION PAPER**  
**BBA – FIRST SEMESTER**  
**MANAGEMENT PROCESS**

**Max.Marks:75**

**PART-I**

*Answer any **FIVE** of the following Questions:*

**5 x 5 = 25**

**Marks**

1. Functions of Management
2. MBO
3. Planning Concept
4. Significance of Planning
5. Delegation
6. Significance of Organizing
7. Selection Process
8. Theories of motivation
9. Importance of Controlling
10. Control as a feedback system

**PART-II**

*Answer any **FIVE** questions each question carries equal marks:-*

**5X10= 50M**

- 11) Management an art or science or profession?
- 12) Explain the principles of Henry Fayol.
- 13) Explain various stages in the Process of Planning.
- 14) Explain the techniques of Planning.
- 15) Bring out the differences between Formal and Informal Organizations.
- 16) Explain Line and Staff? Why conflicts occur between Line and Staff Positions.
- 17) Explain different styles of Leadership.
- 18) Explain the concept and barriers of Communication.
- 19) Explain the concept and importance of Control.
- 20) Explain different types of direct and indirect Controls in Organization.

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II.**

**BBA (C.B.C.S)– FIRST SEMESTER  
MANAGERIAL ECONOMICS**

<b>No. of Hours per week: 6</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>No. of Credits: 6</b>	<b>Semester end examination</b>	<b>: 75</b>
	<b>Internal assessment</b>	<b>: 25</b>

**Unit-I- Introduction**

Meaning and Definitions of Business Economics - Nature and scope of Business Economics- Micro and Macro Economics and their differences.

**Unit-II- Demand Analysis**

Meaning and Definition of Demand - Determinants of Demand -- Demand function – Law of demand- Demand Curve - Exceptions to Law of Demand.

**Unit –III- Elasticity of Demand**

Meaning and Definition of Elasticity of Demand – Types of Elasticity of Demand – Measurements of Price elasticity of demand – Total outlay Method – Point Method – Arc Method.

**Unit – IV- Cost and Revenue Analysis**

Classification of Costs – Total - Average – Marginal and Cost function – Long-run – Short-run – Total Revenue - Average revenue – Marginal Revenue.

**Unit-V- Break-Even Analysis**

Type of Costs – Fixed Cost – Semi-variable Cost – Variable Cost– Cost behaviour - Breakeven Analysis - Its Uses and limitations.

**Reference Books**

1. S.Sankaran, Business Economics, Margham Publications, Chennai.
2. Business Economics - Kalyani Publications.
3. Business Economics – Himalaya Publishing House.
4. Aryasri and Murthy Business Economics , Tata McGraw Hill.
5. Business Economics, Maruthi Publications.

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II.**

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**MODEL QUESTION PAPER  
BBA – FIRST SEMESTER**

**MANAGEMENT ECONOMICS**

**Max.Marks:75**

**PART-I**

*Answer any **FIVE** of the following Questions:*

**5 x 5 = 25 Marks**

1. Meaning and Definition.
2. Macro Economics
3. Exception of Law of Demand
4. Meaning and Definition of Demand.
5. Arc Method
6. Meaning and Definition of Elasticity of Demand.
7. Total Cost.
8. Marginal Revenue.
9. Fixed Cost.
10. Variable cost.

**PART-II**

*Answer any **FIVE** questions each question carries equal marks:-*

**5X10= 50M**

11. Define managerial Economics and Explain Nature and Scope of managerial Economics.
12. Explain difference between Micro and Macro Economics.
13. Explain demand function.
14. Explain Determinants of Demands.
15. Explain Types of Elasticity of Demand.
16. Explain point method.
17. Explain Long run cost curve.
18. Describe classification of cost.
19. Explain Breakeven analysis.
20. Explain advantages and limitations of breakeven analysis.

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II.**

## BBA(C.B.C.S) – FIRST SEMESTER IT FOR MANAGERS

**No. of hours per week: 6**  
**No. of Credits: 6**

**Max. Marks : 100**  
**Semester end examination : 75**  
**Internal assessment : 25**

### UNIT – I

**IT in the Modern Organization:** Basic concepts of Information Systems – Organizational structure and IT support.

**Introduction to Computer Systems:** Introduction to Computers – Five generations of Modern Computers – Classification of Digital Computer Systems.

### UNIT – II:

**Computer Hardware:** Computer Hardware: Central Processing Unit (CPU). Control Unit, Arithmetic Logic Unit (ALU).

Memory: Memory Organization – Random Access Memory (RAM), Dynamic RAM (DRAM), Static RAM (SRAM). Read Only Memory (ROM)

**Secondary Storage Devices:** Magnetic Tape, magnetic Disks, Hard Disks, Flexible Disks, Optical Disk.

**Input Devices:** Key Board, Mouse, Trackball, Game Controllers, Scanners, Voice Recognition, Web Cams, Digital Cameras, OMR, MICR.

**Output Devices:** Monitor: CRT Monitors, Flat-Panel Monitors. – Printers: Dot-Matrix, Ink-jet Printer – Plotter, Multimedia Projector.

### UNIT – III

**Computer Software:** System Software and Application Software. Operating Systems: Windows Operating Systems, Mobile Device Operating Systems

**Application Software:** Types of Personal Application Software. Spreadsheets – Data Management – Word Processing – Desktop Publishing, Graphics, CAD, Multi Media. Speech-recognition Software

**Programming Languages:** Assembly language, Procedural languages, Non-procedural languages, Visual Programming Languages, Hyper Text Markup Language

### UNIT – IV

**Telecommunications and Networks:** Introduction, Analog and Digital Signals. Modulation – Need for Modulations, Types of Modulations. Modems

**Networks:** Local Area Networks, LAN Topologies, Wide Area Networks (WAN) – Value Added Networks (VAN) – Virtual Private Networks (VPN)

**The Internet:** The Evolution of the Internet, Services provided by the Internet, World Wide Web

### UNIT – V

**New Technologies in Information Technology:** Introduction to Hyper Media, Knowledge Discovery in Database: (KDD). Data Warehouses, Enterprise Resource Planning (ERP) – Supply Chain Management (SCM) – Customer Relationship Management (CRM)

### **RECOMMENDED BOOKS:**

- 1) Ms. J. J. L. R. Bharathi Devi, M.Com., MBA., MCA., M.Phil (Computers), M.Phil. (Management) A Text Book on Information Technology, Maruthi Book Depot, Guntur.
- 2) N. V. N. Chary & Lalitha S., Fundamentals of Information Technology, Kalyani Publishers, Hyderabad.
- 3) Turban, Rainer, Potter —Introduction to Information Technology, Wiley India [2<sup>nd</sup> Edition]
- 4) Alexi's Leon and Mathews Leon, Fundamentals of Information Technology, Leon Press [2<sup>nd</sup> Edition]

### Instruction to Paper Setter:

**Two questions must be given from each unit in Part-I and Part-II.**

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A-S. S.

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9 SVR  
10/10/2017

MODEL QUESTION PAPER  
BBA (CBCS) – FIRST SEMESTER  
I.T. FOR MANAGERS

Max.Marks:75

PART I

Answer any **FIVE** of the following Questions:

5 x 5 = 25 Marks

1. Explain basic concepts of Information Systems.
2. Classification of Digital Computer Systems.
3. How are secondary storage devices classified?
4. What are the different types of printers?
5. Explain the application software.
6. Classify the major types of networks.
7. Explain WWW.
8. What are the characteristics of Hyper Media?
9. CRM
10. HTML

PART II

Answer any **FIVE** questions each question carries equal marks:-

5X10= 50M

11. Describe the structure of an organization.
12. Describe the features and capabilities of generations of computers.
13. What is a CPU and explain its components?
14. What are the different kinds of input devices?
15. What are the different types of software?
16. Explain the various programming languages.
17. Describe the types of networks.
18. Describe the internet services.
19. What is ERP? Explain in detail.
20. What is SCM? Explain in detail.

**Instruction to Paper Setter:**

Two questions must be given from each unit in Part-I and Part-II.

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2. 1-5-2  
4. SVT  
12/1-7/17

**VIKRAMA SIMHAPURI UNIVERSITY :: NELLORE**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**FIRST YEAR - SEMESTER-II**  
**QUANTITATIVE METHODS FOR MANAGERS**

No. of Hours per week: 5  
Credits: 4

Max. Marks: 100  
External: 75  
Internal: 25

**Unit - I : *Introduction to Business Statistics* :**

Introduction measures of central tendency, computation of Arithmetic mean, Median and Mode only for ungrouped data and grouped data. (Numerical Applications Only)

**Unit - II : *Measures of Dispersion* :**

Measures of Dispersion, Computation of Range – Coefficient of Range – Quartile Derivation – Coefficient of Quartile Derivation – Mean Deviation – Coefficient of Mean – Deviation - Variance - standard Deviation – Coefficient of Variation for grouped and ungrouped data. (Numerical Applications Only)

**Unit - III : *correlation* :**

Meaning of Correlation, Types of correlation Karl-Pearson's coefficient of correlation (for individual series only), Spearman's Rank correlation.

**UNIT – IV : *Set Theory* :**

Set, Subset, Types of Sets – Operations on sets – De-Morgan's Laws – statements only.

**UNIT – V : *Matrices* :**

Definition – Examples – Types of Matrices – Matrix Additions, Multiplication, Inverse of a Matrix – Solutions of Linear equations by Inverse Method and Cramer's Method.

**NOTE : 1.** Concentration on numerical problems Only.

2. Proofs of theorems and Derivations of expressions are omitted.

**Text Books :**

1. Statistical Methods – Dr. S.P. Gupta – Chand & Sons.
2. Quantitative Techniques by C. Sathyadevi – S. Chand.
3. A Text Book of Business Mathematics by P. Hazarika – S. Chand & Company Ltd.,

**Reference Books :**

1. Statistical Methods – Snedecor G.W. & Cochran W.G. Oxford & + DII.
2. Elements of Statistics – Mode. E.B. - Prentice Hall.

**Instruction to Paper Setter :**

**TWO questions must be given from each UNIT in Part-I and Part-II**

VIKRAMA SIMHAPURI UNIVERSITY :: NELLORE

Bachelor of Business Administration

SEMESTER-II: MODEL QUESTION PAPER

QUANTITATIVE METHODS FOR MANAGERS

TIME : 3 HOURS

MAX. MARKS : 75M

PART-I

Answer any FIVE of the following Questions:

5 x 5 = 25 Marks

1. From the following data find Average Marks :  
Marks : 90      85      45      100      65      75      69      87      93      87
2. Write the Relationship Between Mean, Median and Mode. Hence find Median for Mod=32.1, Mean=35.4
3. Find Range to the Following data : 200, 210, 208, 160, 220, 250
4. Find Correlation Coefficient to the following data :  
 $\sum x^2 = 222, \sum y^2 = 364, \sum xy = 261.$
5.  $A = \begin{bmatrix} 1 & 2 \\ 3 & 4 \end{bmatrix}, B = \begin{bmatrix} 1 & 0 \\ 0 & 1 \end{bmatrix}$  find AB and BA
6.  $A = \begin{bmatrix} 2 & 4 \\ -6 & 5 \end{bmatrix}, B = \begin{bmatrix} 6 & 0 \\ -1 & 7 \end{bmatrix}$  find A+B and B+A
7. Find inverse of  $A = \begin{bmatrix} 1 & 2 \\ 3 & 4 \end{bmatrix}$ .
8.  $A = \{1,2,3,4,5\}, B = \{2,7,9,10\}$  find  $A \cup B$  and  $A \cap B$ .
9.  $A = \{2,4,6,8\}, B = \{1,3,5,7\}$   $\mu = \{1, 2,3, 4,5,6,7,8,9\}$  and find  $(A \cup B)^1$ .
10.  $A = \{1,2,3,4,5,6\}, B = \{2,3,6,7,8,9\}$  find A- B and B - A.

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classmate BOS 3

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15/11/19

**PART - II**

Answer any **FIVE** questions each question carries equal marks:-

5X10= 50M

11. Calculate Arithmetic Mean for the following data

X	1	2	3	4	5	6	7
F	5	9	12	17	14	10	6

12. Find Mode to the following data :

Marks	0-10	10-20	20-30	30-40	40-50
No of students	3	15	7	10	12

13. Calculate Mean Deviation for the following data :

X	5	10	15	20	25	30
F	3	4	8	12	7	2

14. Compute Coefficient of Quartile Deviation to the following data

Marks	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100
No of students	10	15	28	32	40	35	26	14	10	5

15. Calculate coefficient of correlation of the following data :

X	10	12	13	16	17	20	25	30	34
Y	20	22	26	27	29	33	37	40	42

16. Calculate Rank Correlation for the data given below :

X	72	70	46	69	56	65	65	45	35	75
Y	111	110	105	112	115	115	101	118	107	120

17.  $A = \{2,3,4,5,6\}$ ,  $B = \{4,5,6,7,8\}$ ,  $C = \{5,6,7\}$  Show that the  $(A \cup B) \cup C = A \cup (B \cup C)$

18.  $A = \{2,3,4,5,6\}$ ,  $B = \{4,5,6,7,8\}$ ,  $C = \{5,6,7\}$  Prove that  $(A \cap B) \cap C = A \cap (B \cap C)$ .

19. If  $A = \begin{bmatrix} 2 & 1 & 2 \\ 1 & 4 & 1 \\ 1 & 3 & 2 \end{bmatrix}$  calculate  $A^2 + 2A = 3I$ .

20. Solve the equations by inverse method  $x + y + z = 1$ ,  $2x + 2y + 3z = 6$ ,  $x + 4y + 9z = 3$ .

**Instruction to Paper Setter:**

Two questions must be given from each unit in Part-I and Part-II.

1. Discrete  
2. A.S.S

3. 13/10/17  
6.7.17  
F.S.V

**VIKRAMA SIMHAPURI UNIVERSITY::NELLORE**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**FIRST YEAR - SEMESTER-II**  
**ACCOUNTING FOR MANAGERS**

**No. of Hours per week: 5**

**Credits: 4**

**Max. Marks: 100**

**External: 75**

**Internal: 25**

**Unit-I – Introduction to Accounting**

Need for Accounting – Definition – Objectives, Advantages – Book keeping and Accounting–Accounting concepts and conventions - Accounting Cycle -Accounting equation - Classification of Accounts and its rules – Double entry book keeping – Journalizing – Posting to ledgers, Balancing of ledger accounts- problems.

**Unit –II – Subsidiary Books**

Types of Subsidiary Books – Preparation of Purchases Book – Purchases Returns Books – Sales Book – Sales Returns Book - Cash Book, Three column Cash Book- Petty cash Book -Problems.

**Unit-III- Bank Reconciliation Statement**

Need for bank reconciliation - Reasons for difference between Cash Book and Pass Book Balances- Preparation of Bank Reconciliation Statement- Problems on both favorable and unfavorable balances.

**Unit -IV -Trial Balance & Final Accounts :**

Preparation of Trial Balance –Final Accounts – Preparation of Trading Account, Profit and loss Account and Balance Sheet.

**UNIT - V : Depreciation :**

Meaning of Depreciation – Causes – objects of providing for depreciation – Factors affecting depreciation – Accounting Treatment – Methods of providing depreciation - Straight line method - Diminishing Balance Method.

**Text Books :**

6. Accountancy –I, S.P. Jain & K.L Narang, Kalayani Publishers.
7. T.S.Reddy & A.Murthy , Financial Accounting , Margham Publications .

**Reference Books**

1. Principles and Practice of Accounting, R L Gupta & V. K Gupta, Sulthan Chand & sons.
2. Accountancy – I, Tulasian , Tata Mcgraw Hill Co.
3. Financial Accounting , Dr. V.K.Goyal, Excel Books.
4. K. Arunjothi, Fundamentals of Accounting, Maruthi Publications.

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II**

**VIKRAMA SIMHAPURI UNIVERSITY::NELLORE**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**BBA (CBCS) - FIRST YEAR - SEMESTER-II**  
**ACCOUNTING FOR MANAGERS**  
**MODEL QUESTION PAPER**

Time: 3 Hours

Max. Marks : 75

**PART-I**

Answer any **FIVE** of the following Questions

(5 X 5= 25 Marks)

1. From the following particulars prepare Raju's A/c Rs.

1-1-2014 Amount due from Raju	8,000
5-1-2014 Sold goods to Raju	14,000
8-1-2014 Purchased goods from Raju	5,000
14-1-2014 Cash received from Raju	6,000
24-1-2014 Cash paid to Raju	4,000
31-1-2014 Raju's A/c settled by cheque	
2. What are the rules relating to different types of accounts?

3. A trader maintains Petty cash book under imprest system. Record the following Transactions in his Petty Cash Book:

2014		Rs.
Sep. 1	Received for Petty payments	500
2	Postage	40
5	Stationery	25
8	Advertising	50
12	Wages paid	20
16	Carriage	15
20	Conveyance	22
30	Postage	50

4. Explain Different type of Subsidiary Books?

5. From the following particulars prepare bank Reconciliation statement as on 30.04.2010

- a) Bank Balance as per Pass book Rs 12000.
- b) Cheques deposited but not collected Rs.2000
- c) Cheques issued but not presented Rs 1500
- d) Bank Charges appeared in Passbook Rs 200

6. What are the causes for the difference in cash book and pass book balance ?

7. From the following particulars Prepare Trial Balance.

Cash	4000	Plant	30000
Capital	25000	Bank Loan	6000
Stock	5000	Sales	10000
O/S Expenses	1000	Reserve	3000
Drawing	3000	O/S Income	4000
Purchase Returns	1000	Creditors	15000
Purchases	15000		

8. What are the errors disclosed by trial balance?

9. Prepare Trending Account from the following particulars
- |                           |                         |
|---------------------------|-------------------------|
| Opening Stock Rs 5000     | Salaries Rs. 12000      |
| Purchases Rs.85000        | Sales Rs. 185000        |
| Purchases Returns RS 5000 | Sales Returns Rs.5000   |
| Wages Rs. 10000           | Closing Stock Rs. 20000 |

10. Write adjusting entries  
 i) Unexpired Insurance Rs.1000. ii) Out stating Wages Rs. 4000, iii) Rent received in advance Rs.2000. iv) accrued interest Rs. 5000 v) appreciation on building Rs. 3000

**PART-II**

*Answer any **FIVE** questions each question carries equal marks: - 5X10= 50M*

11. Classify the following into Personal, Real and Nominal Accounts  
 (a) Capital (b) Rent recovered (c) Accrued Interest  
 (d) Discount (e) Bad debts (f) Carriage (g) goodwill  
 (h) Premises (i) Investments (j) Work-in-Progress.
12. Journalise the following transactions.  
 (a) Rao starts business with Rs.10,000 cash and a building worth Rs.50,000  
 (b) Purchased goods worth Rs.20,000 out of which goods worth Rs.12,000 was on credit from Shyam.  
 (c) Sold goods on credit worth Rs.16,000 to Ram.  
 (d) Received Rs.15,600 from Ram in full settlement of his account.  
 (e) Paid Rs.11,800 to Shyam in full settlement of Rs.12,000 due to him.  
 (f) Paid wages Rs.500 and salaries Rs.2,000
13. Enter the following transactions in suitable subsidiary books.

		Rs.
Jan.1	Purchased goods from Rekha	7,500
4	Sold goods to Midhum	8,000
5	Returned gods to Rekha	500
6	Sridevi bought goods from us	4,000
8	Received goods returned by Midhun	400
10	Rajesh sold goods to us	4,000
15	Sold goods to Kishore	3,000
16	Returned goods to Rajesh	600
20	Kishore returns goods	500

14. The following transactions in a three column cash book.

2015		Rs.
January 1	Started business with cash	40,000
2	Opened savings bank account with Vijaya Bank	16,000
5	Bought goods by cheque	350
6	Received cheque from Suhas	400
	Allowed him discount	20
8	Sold goods for cash	80
10	Paid into bank – Cash	60
	Cheque	400
14	Paid Sateesh by cheque	690
	Discount received	10
17	Paid Carriage	300
20	Drew from bank for office	400
31	Paid Salaries by cheque	200

15. The Cash Book (Bank Columns) and the Pass book of Umasankar are given below. Prepare Bank Reconciliation Statement as on 31<sup>st</sup> December, 2015.

Dr. Cash Book (Bank column) Cr.

		Rs.			Rs.
2015 Dec. 24			2015 Dec. 29		
	To balance b/d	360		By Mahesh	15
Dec. 27	To Prasad	60	Dec. 29	By Ganesh	145
Dec. 28	To Giridhar	120	Dec. 29	By Viswanadh	35
Dec. 28	To Sankar	42	Dec. 31	By balance c/d	387
		582			582
Jan. 1	To Balance b/d	387			

Dr. Bank Pass Book Cr.

		Rs.			Rs.
2015			2015		
Dec. 31	To Ganesh	145	Dec. 25	By balance b/d	360
Dec. 31	To balance c/d	400	Dec. 28	By Prasad	60
			Dec. 29	By Giridhar	120
			Dec. 31	By Interest	5
		545			545
			2016		
			Jan. 1	By balance b/d	400

16. From the following transactions prepare bank reconciliation statement.
- Overdraft balance as per cash book Rs. 2,000
  - Out of cheques issued Rs. 35,000 payment was made for cheques amounting Rs. 28,000
  - Of Rs. 20,000 Cheques sent for collection Rs. 2,000 not realised up to reconciliation date.
  - Bank charges Rs. 20 recorded in the debit side of the cash book.
  - Interest on investments Rs. 350 was realised by the banker but entered in the credit Side of the cash book.
  - The cash book receipts side was overcast by Rs. 100
  - The pass book payments side was under caste by Rs. 300

17. The following trial balance was prepared by a clerk appointed newly by Rao & Company. Some errors were found in the Trial Balance due to lack of experience in preparing accounts. Prepare Trial Balance by rectifying these mistakes.

S.No	Particulars	Debit Rs.	Credit Rs.
1.	Opening Stock	5,000	
2.	Capital		60,000
3.	Discount allowed		500
4.	Discount received		700
5.	Fixed Assets		60,000
6.	Sales	85,000	
7.	Purchases		45,000
8.	Purchase returns		1,000
9.	Sales returns	2,000	
10.	Carriage inwards		600
11.	Carriage outwards		700
12.	Wages, Salaries	25,000	
13.	Bills receivable	7,000	
14.	Debtors	9,000	
15.	Bills Payable		7,000
16.	Rent	3,000	
17.	Interest Paid		2,000
18.	Cash	800	
19.	Creditors	6,900	
20.	Closing Stock	33,800	
		1,77,500	1,77,500

18. From the following Trail Balance of Sri Rangoli Prepare Final Accounts after making the necessary adjustments.

- (a) Insurance unexpired to the extent of Rs. 180.
- (b) Salaries and Rent are outstanding to the extent of Rs. 280 and Rs. 120 respectively.
- (c) Loose tools are revalued at Rs. 9,000.
- (d) Allow interest on capital at 5% p.a.
- (e) Make a reserve of 5% on Debtors for doubtful debts.
- (f) Closing Stock was valued at Rs. 60,000 on 31-12-2006.

<b><u>TRIAL BALANCE</u></b>			
<b><i>Debit Balances :</i></b>	<b><i>Rs.</i></b>	<b><i>Credit Balances :</i></b>	<b><i>Rs.</i></b>
Freehold land	70,000	Mortgage Loans	40,000
Loose Tools	11,200	Bills payable	6,800
Plant & Machinery	91,000	Sales	2,43,000
Sundry Debtors	36,400	Creditors	31,200
Cash at bank	22,000	Discount	350
Opening Stock 1-1-2006	21,000	Capital	80,000
Insurance	600		
Bad debt.	1,120		
Bills receivable	10,800		
Purchases	1,00,000		
Cash in hand	1,120		
Rent, Rates etc.	2,600		
Interest	500		
Wages	21,400		
Trade expenses	300		
Salaries	3,120		
Repairs	1,750		
Carriage Inwards	700		
Discount	580		
Drawings	5,000		
	<u>4,01,350</u>		<u>4,01,350</u>

19. X Company Ltd., closes its accounts on 31<sup>st</sup> December each year. X Company Ltd. Purchased on 1-1-1999 a plant for Rs. 40,000 and spent Rs. 10,000 as erection charges. On 1-7-1999, Rs. 25,000 worth of additional machinery was purchased. The plant purchased on 1-1-1999 was sold for Rs. 10,000 on 1-7-2001 as it became obsolete. On the same date a new machinery was purchased for Rs. 60,000. The company provides for depreciation @ 15% p.a. on the diminishing balance method.

20. On 1-1-2001 X Co. Ltd. Purchased a machine for Rs. 60,000 and Rs. 20,000 were spent on its erection immediately. On 1-7-2002 another machine was purchased for Rs. 52,000 and on 1-7-2003 the first machine was sold for Rs. 64,000. On the same date, another machine was purchased for Rs. 50,000. On 1-1-2004, the second machine was sold for Rs. 46,000. Depreciation was provided on machine at the rate for 10% per annum on the original cost annually on 31<sup>st</sup> December. Prepare machine account for the above four calendar years.

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II**

**VIKRAMA SIMHAPURI UNIVERSITY :: NELLORE.**  
**Bachelor of Business Administration**  
**FIRST YEAR - SEMESTER-II**  
**BUSINESS ENVIRONMENT**

**COURSE OUTCOMES**

1. To understand significances and nature of business environment.
2. To understand cultural, technical environment of Business.
3. To understand political, government, legal, environment of business.
4. To understand Economic, fiscal, monetary policies of business environment.
5. To understand international environment of business.

**No. of Hours per week: 5**

**Max. Marks: 100**

**Credits: 4**

**External: 75**

**Internal: 25**

**UNIT – I : Framework of Business Environment**

Concept , significance and Nature of Business Environment ; Elements of Environment :  
Internal and External .

**UNIT – II : Socio – Cultural and Technological Environment of Business**

Elements of Socio – Cultural environment ; Elements of Technological environment  
; Research and Development ; overview of IPR(Intellectual Property Rights)

**UNIT - III : Political and Legal Environment of Business**

Elements of Political Environment ; Government and Business ; Legal Environment and  
Business : Consumerism and Consumer Protection Act .

**UNIT - IV : Economic Environment of Business**

Elements of economic environment ;Economic systems ; Economic planning in India ;  
Fiscal policy : Monetary .

**UNIT – V : International Business environment**

Elements of International Environment ; Multinational Corporations ( MNCs);

Non – Resident Indians ( NRIs) and Indian Corporate Sector .

**RECOMMENDED BOOKS :**

1. K . V . Sivaiah & V . B.M Das , Indian Industrial Economy , S .Chand & Company , New Delhi .
2. Francis Cherunilam , Business Environment , Himalaya Publications .
3. Suresh Bedi , Business Environment , Excel Books , New Delhi .

**VIKRAMA SIMHAPURI UNIVERSITY :: NELLORE**  
**Bachelor of Business Administration**  
**BBA (CBCS) - FIRST YEAR - SEMESTER-II**  
**BUSINESS ENVIRONMENT**  
**MODEL QUESTION PAPER**

**Time: 3 hours:**

**Max.Marks:75**

**PART-I**

**Answer any Five of the following Question: -**

**5 X 5 = 25 Marks**

1. Elements of External Environment.
2. Economic Reforms.
3. Nature & Scope of environment.
4. Consumerism
5. Objectives of Economic planning
6. NRI
7. Elements of International environment
8. MNCs
9. Legal Environment
10. Monetary Policy

**PART-II**

**Answer any FIVE questions each question carries equal marks: -**

**5X10= 50M**

11. Explain the concept and significance of Business Environment.
12. Explain micro and macro environment of business.
13. Explain different economic systems.
14. Explain the salient features of present Industrial policy of India.
15. What do you mean by Consumerism? Explain the salient features of Consumers protection Act
16. Explain the Elements of Socio – Cultural Environment.
17. Explain the elements of technological environment.
18. Explain the Procedure of Fiscal Policy.
19. Explain the salient features of present Economic Planning.
20. Discuss the Functions of Indian Corporate Sector

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II**

## Semester - III

### DSC 1C: Operations Management

#### COURSE OUTCOMES:

1. To understand operations management with other areas of manufacturing and non-manufacturing.
2. To understand plant location and plant layout.
3. To understand capacity planning.
4. To understand operations planning and procedure
5. To understand operations control and techniques

Unit-I: Operations management - meaning, definitions, scope and objectives- interaction of operations management with other areas - manufacturing and non manufacturing operations and their characteristics.

Unit-II: Facilities planning - plant location - factors determining plant location - plant layout— process layout and product layout.

Unit-III: Capacity planning - estimation of capital requirements - maintenance management— types of maintenance.

Unit-IV: Operations planning and control - Objectives of Operations planning— planning procedure - Operations planning categories.

Unit-V: Operations control - Meaning, Importance and objectives - Techniques of operations control.

#### References:

1. Russell, Roberta S, and Bernard W.Taylor, Operations Management, Pearson Education, New Delhi 2004.
2. Chase :Operations Management for Competitive Advantage, Tata McGraw Hill, New Delhi.
3. Buffa, E.S., \_Modern Production Management\_, New York, John Wiley, 1987.
4. Adam, E.E. and Ebert, R.J., \_Production and Operations Management\_ Prentice Hall of India, New Delhi 1995.
5. Chary, S .N., Production and Operations Management\_, Tata McGraw Hill, New Delhi 1989

**BBA (CBCS) : III - SEMESTER**

**THREE YEARS BBA DEGREE EXAMINATION  
CBCS- THIRD SEMESTER  
PAPER: OPERATIONS MANAGEMENT**

**Model paper**

**PART-I**

**Answer any FIVE of the following Questions :**

**(5 x 5= 25 Marks)**

1. Characteristics of non-manufacturing operations
2. Operations management
3. Plant location and
4. Principles of Plant layout
5. Explain areas of maintaince
6. Objecties of Operational Planning
7. Importance of Operators Planning
8. Objectives of Operators Controlling
9. Advantages of process layout
10. Manufacturing operations

**PART-II**

**Answer any FIVE questions each question carries equal marks:-**

**5X10= 50M**

11. Explain scope of operations management
12. Explain the objectives of operations management
13. Explain the factors affecting plant location
14. Explain the different types of plant lay out
15. Explain different types of capacities
16. Explain different types of plant location
17. Explain the functions of operations planning
18. Explain the functions of operations controlling
19. Explain the importance & limitations of operations planning & control
20. Explain the functions of operations management

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II.**

1. Design  
2. Planning  
3. Control  
4. Location

## **BBA (CBCS) – THIRD SEMESTER**

### **COURSE OUTCOMES:**

- 1. To understand importance of organizational behavior**
- 2. To understand theories, learning process of organizational behavior**
- 3. To understand characteristics, components of organizational behavior.**
- 4. To understand formation, Groups of organizational behavior.**
- 5. To understand leadership styles, power and politics**

### **DSC 3C: Organizational Behaviour**

Unit-I: Focus and Purpose: Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models.

Unit-II: Personality – types – Factors influencing personality – Theories – Learning – Types of learners – The learning process – Learning theories.

Unit-III: Attitudes – Characteristics – Components – Formation – Measurement- Values. Perceptions – Importance – Factors influencing perception.

Unit-IV: Organization structure – Formation – Groups in organizations – Influence – Group dynamics– Group decision making techniques.

Unit-V: Leadership and Power :Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics.

### **References:**

1. Stephen P. Robins, Organizational Behavior, PHI Learning/Pearson Education, 2008.
2. Fred Luthans, Organizational Behavior, McGraw Hill, 2001.
3. Schermerhorn, Hunt and Osborn, Organizational behavior, John Wiley, 9<sup>th</sup> Edition, 2008.
4. UdaiPareek, Understanding Organizational Behaviour, Oxford Higher Education, 2004.
5. Mc Shane & Von Glinov, Organizational Behaviour, 4<sup>th</sup> Edition, Tata Mc Graw Hill, 2007.
6. Hellrigal, Slocum and Woodman, Organizational Behavior, Cengage Learning, 2007.
7. Ivancevich, Konopaske&Maheson, Organizational Behaviour & Management, Tata McGraw Hill, 2008.

**THREE YEARS BBA DEGREE EXAMINATION**  
**CBS-C- THIRD SEMESTER**  
**PAPER: ORGANISATIONAL BEHAVIOUR**  
**Model paper**

**PART-I**

*Answer any FIVE of the following Questions :*

**(5 x 5= 25 Marks)**

1. Importance of OB
2. Types of Personalities
3. Types of learners
4. Characteristics of Attitudes
5. Group dynamics
6. Importance of perception
7. Importance of leadership
8. Leaders vs managers
9. Psycho analytical theory
10. Likerts leadership styles

**PART-II**

*Answer any FIVE questions each question carries equal marks:-*

**5X10= 50M**

11. Explain the nature and scope of OB
12. Explain the Models of OB
13. Define personality and explain factors influencing personality
14. Explain learning process
15. Define Attitudes and explain components of Attitudes
16. Explain the factors influencing perception
17. Explain different types of organization structure
18. Explain group decision making techniques
19. Explain leadership theories
20. Explain the sources of power

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II.**

1. Design ✓  
Chairman  
2. A-S. ✓  
3  
4. SVK ✓

## BBA (CBCS) – THIRD SEMESTER

### DSC 2C: Human Resource Management

Unit-I: Introduction to Human Resource Management: Introduction, Concept of Human Resource Management, Scope of Human Resource Management, Role of HR Executives.

Unit-II: HRM in India: Introduction, Changing Role of Human Resource in India, Globalization, Its Impact on HR.

Unit-III: Human Resource Planning: Process of Human Resource Planning, Need for Human Resource Planning, HR Forecasting Techniques.

Unit-IV: Recruitment and Selection: Concept of Recruitment, Factors Affecting Recruitment, Sources of Recruitment, Selection, Selection Process

Unit-V: Training and Management Development: Meaning of Training, Area of Training, Methods of Training, Concept of Management Development, Management Development Methods, Differences between Training and Development.

#### References:

1. D'Ceazo, David A., Stephen P. Robbins, and Susan L. Verhulst, Human Resource Management, John Wiley and Sons, New Delhi.
- 10) Gomez-Mejia, Luis R., D. B. Balkin, and R. L. Cardy, Managing Human Resources, Prentice Hall, New Jersey.
- 11) Ian, Beardwell, and Len Holden, Human Resource Management, Prentice Hall.
4. Dessler, Garry, Human Resource Management, Prentice Hall of India. Department of Commerce, University of Delhi 20
5. Saiyadain, Mirza S., Human Resource Management, Tata McGraw-Hill Pub. Co. Ltd., New Delhi.

#### Instruction to Paper Setter:

Two questions must be given from each unit in Part-I and Part-II.

1 DSC 2C  
Human Resource Management  
2 A.S. S.

3

4 S.K.

**THREE YEARS BBA DEGREE EXAMINATION**  
**CBSC- THIRD SEMESTER**  
**PAPER: HUMAN RESOURCE MANAGEMENT**  
**Model paper**  
**PART-I**

*Answer any FIVE of the following Questions :*

**(5 x 5= 25 Marks)**

1. Human resource management
2. Delphi technique in forecasting human resource.
3. Hrp
4. Difference between recruitment and selection.
5. Write any two personality tests in selection process.
6. Induction
7. Training vs development
8. Compensation
9. Areas of training
10. Impact of work force diversity

**PART-II**

*Answer any FIVE questions each question carries equal marks:-*

**5X10= 50M**

11. Explain the functions of human resource management
12. Briefly discuss about the roles of human resource executives
13. Explain the changing role of human resource in india.
14. Discuss how globalisation impacts on HR.
15. Define HRP? Explain the process of HRP.
16. Discuss various techniques for forecasting human resources in an organisation
17. What do you understand by selection? Explain in brief the steps involved on selection procedure.
18. Define recruitment? Bring out the sources of recruitment.
19. Explain the various methods of training.
20. Explain the various methods of development.

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II.**

1. Design  
2. Design  
3  
4. SVK ✓

**VIKRAMA SIMHAPURI UNIVERSITY::NELLORE**  
**B.B.A - SECOND YEAR - SEMESTER-IV**  
**DSC-1D COST ACCOUNTING**

**Unit-I : Introduction and Preparation of Cost Sheet :**

Nature and scope of cost accounting – Objectives of cost accounting – Advantages of cost Accounting – Preparation of Cost Sheet – Simple Problems.

**Unit-II : Preparation of Quotation (or) Tenders :**

Meaning and definition of Tender – Need for preparation of Tender – preparation of Tenders based on number of units – Preparation of tenders based on percentages simple problems.

**Unit-III : Stock Levels and Methods of Pricing the Issue of Materials:**

EOQ – Minimum stock level – Maximum stock level reordering level – average stock level.

FIFO Method – LIFO Method – Simple Average Method – Weighted Average Method.

**Unit-IV : Over heads and Methods of wage Payments :**

Meaning and definition of overheads – Types of overheads – Primary distribution of overheads – Secondary distribution of overheads (Excluding Simultaneous equation Method) – Simple problems.

Competition of Labour Cost – Halsey Method - Rowan Method – Taylor's differential piece rate System – Merrick's multiple piece rate system – Simple problems.

**Unit-V : Job Costing and Contract Costing :**

Meaning and definition of Job – Feature of Job costing – Advantages of Job costing – Preparation of Job cost sheet – Simple problems.

Meaning and definition of contract– Difference between job and contract – Types of contracts – Calculation of profit to be transferred to Profit and Loss Account on uncompleted contracts – Work certified – work uncertified – work in progress – preparation of contract account and contractee's Account – Simple problems.

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II**

**VIKRAMA SIMHAPURI UNIVERSITY :: NELLORE**  
**B.B.A (CBCS) - SECOND YEAR - SEMESTER-IV**  
**COST ACCOUNTING-II**  
**MODEL QUESTION PAPER**

*Time: 3 Hours*

*Max. Marks : 75*

**PART - I**

**Answer any FIVE questions. Each question carries 5 Marks.**

**5 X 5 = 25M**

1. Write five advantages of cost accounting?
2. From the following particulars find the amount of Material consumed

	<u>Rs.</u>
Stock of Materials on 1-4-2015	5,000
Stock of Material on 30-09-2015	3,000
Purchase of Raw materials	84,000
Freight on Material Purchased	6,000
3. Difference between Direct & Indirect Cost.
4. Find the price to be quoted for the following Job:  
Direct labour Rs.1200; Changeable expenses Rs. 100; Direct materials Rs.1,500; Works overhead is 50% of prime cost and office overhead is 10% of works cost. 25% profit on selling price is expected.
5. Write a short notes on (a) FIFO (b) LIFO
6. From the following particulars find out EOQ?
  - (i) Annual usage – 6000 units.
  - (ii) Cost of Material per unit Rs. 20
  - (iii) Cost of Placing and received one order Rs. 60
  - (iv) Annual carrying cost of one unit : 10% of Inventory value.
7. Write the basis for the distribution the following over heads
  - (a) Rent and Rates
  - (b) Lighting
  - (c) Depreciation on Machinery
  - (d) Power
  - (e) Canteen Expenses
8. From the following particulars calculate the Earnings of the worker under Halsey method.  
Time Taken 20 hrs.  
Time Allowed 30 hrs.  
Hourly rate Rs. 5
9. Write five features of Job costing?
10. From the following particulars find the amount of profit to be transferred to profit & loss account.

Notional profit of the contract	Rs. 80,000
Contract price	Rs. 10,00,000
Work Certified	Rs. 3,00,000
Cash Received from contractee	Rs. 2,40,000

**PART-II**

Answer any **FIVE** questions each question carries equal marks: - 5 X 10=50 M

11. Following extract of costing information relates to commodity 'A' for the half year ending 31st December 2009.

	Rs.		Rs.
Purchases of Raw Materials	1,20,000	Stock (31st Dec. 2009):	
Works Overheads	48,000	Raw Materials	22,240
Direct Wages	1,00,000	Finished Products (2,000 tons)	32,000
Carriage on Purchases	1,440	Work-in-Progress	4,800
Stock (1 <sup>st</sup> July, 2009) :		(1 <sup>st</sup> July, 2009)	
Raw Materials	20,000	Work-in-Progress	16,000
Finished products	16,000	(31st Dec., 2009)	
(1,000 tons)		Sales-Finished Products	3,00,000

Selling and distribution overheads are Re. 1 per ton sold. 16,000 tons of commodity were produced during the period.

You are to ascertain (i) Cost of materials used, (ii) Cost of output for the period (iii) Cost of Sales (iv) Net Profit for the period, and (v) Net Profit per ton of the commodity.

12. Prepare a statement of cost from the following data to show material consumed, Prime cost, factory cost, cost of goods sold and profit.

	<u>1-1-2009</u>	<u>31-12-2009</u>
	<u>Rs.</u>	<u>Rs.</u>
Raw material	60,000	50,000
Work-in-progress	24,000	30,000
Finished goods	1,20,000	1,10,000
Purchase of materials during the year		9,00,000
Wages paid		5,00,000
Factory overheads		2,00,000
Administration over heads		50,000
Selling and distribution overheads		30,000
Sales		20,00,000

13. From the following data prepare a cost and profit statement of Popular stoves manufacturing Co. for the year 2009 :

	Rs.		Rs.
Stock of Materials on 1-1-2009	35,000	Establishment expenses	10,000
Stock of Materials on 31-12-2009	4,900	Completed stock in hand on 1-1-2009	NIL
Purchase of Materials	52,500	Completed stock in hand on 31-12-2009	35,000
Direct wages	95,000	Sales	1,89,000
Factory Expenses	17,500		

The number of stoves manufactured during year 2009 was 4,000.

The company wants to quote for a contract for the supply of 1,000 Electric stoves during the year 2010. The stoves to be quoted are of uniform quality and make and similar to those manufactured in the previous year : but cost of materials has increased by 15% and cost of factory labour by 10%.

Prepare a statement showing the price to be quoted to give the same percentage of net profit on turnover as was realized during the year 2009, assuming that the cost per unit of overheads will be the same as in the previous years.

14. In respect of a factory the following figures have been obtained for the year 2008 :

Cost of materials Rs. 6,00,000 : Direct wages Rs. 5,00,000 : Factory overheads Rs. 3,00,000 : Administrative overheads Rs. 3,36,000 : Selling overheads Rs. 2,24,000 : Distribution overheads Rs. 1,40,000 and Profit Rs. 4,20,000.

A Work order has been executed in 2009 and the following expenses have been incurred Materials Rs. 8,000 and wages Rs. 5,000.

Assuming that in 2009 the rate of factory overheads has increased by 20%, distribution overheads have gone down by 10% and selling and administration overheads have each gone up by 12 ½%, at what price should the product be sold so as to earn the same rate of profit on the selling price as in 2008?

Factory over head is based on direct wages while all other overheads are based on factory cost.

15. Calculate the minimum stock level, maximum stock level, re-ordering level and average stock level from the following information :

- (i) Minimum consumption = 100 units per day
- (ii) Maximum consumption = 150 units per day
- (iii) Normal consumption = 120 units per day
- (iv) Re-order period = 10-15 days
- (v) Re-order quantity = 1,500 units
- (vi) Normal re-order period = 12 days.

16. The “Received” side of the Stores Ledger Account show s the following particulars :

Jan-1	Opening Balance :	500 units @ Rs. 4
Jan-5	Received from vendor :	200 units @ Rs. 4.25
Jan-12	Received from vendor :	150 units @ Rs. 4.10
Jan-20	Received from vendor :	300 units @ Rs. 4.50
Jan-25	Received from vendor :	400 units @ Rs. 4

Issues of material were as follows : Jan.4-200 units ; Jan.10-400 units ; Jan.15-100 units ; Jan.19-100 units ; Jan.26-200 units ; Jan.30-250 units.

Issues are to be price on the Principle of ‘First in First out. Write out the Stores Ledger Account in respect of the materials for the month of January.

17. The “Modern Company” is divided into four departments : A, B C are producing departments and D is a service department. The actual costs for a period are as follows :

	Rs.		Rs.
Rent	1,000	Supervision	1,500
Repairs to plant	600	Fire insurance in respect of stock	500
Depreciation of Plant	450	Power	900
Employer’s liability for insurance	150	Light	120

Following information is available in respect of the four departments :

	Dept-A	Dept-B	Dept-C	Dept-D
Area (Sq. Metres)	1,500	1,100	900	500
Number of Employees	20	15	10	5
Total Wages (Rs.)	6,000	4,000	3,000	2,000
Value of Plant (Rs.)	24,000	18,000	12,000	6,000
Value of stock	15,000	9,000	6,000	----
H.P. of Plant	24	18	12	6

Apportion the costs to the various departments on the most equitable basis.

18. From the following particulars calculate the earnings of a worker under :
- (a) Rowan premium bonus systems and  
 (b) Halsey premium bonus system  
 Hourly rate of wages Rs. 0.75  
 Standard time for producing 1 dozen articles is 3 hours  
 Actual time taken by the worker to produce 20 dozen articles is 48 hours.

19. Following particulars relate to Job No. 323.  
 Materials used Rs. 500

**Direct Wages :-**

X—10 hours @ Rs. 2.50 per hour

Y—8 hours @ Rs. 3.00 per hour

Z—5 hours @ Rs. 4.00 per hour

**Variable overheads :-**

X—7,000 labour hours = Rs. 7,000

Y—3,000 labour hours = Rs. 6,000

Z—1,000 labour hours = Rs. 4,000

Fixed overheads estimated at Rs. 30,000 for 7,500 normal working hours.

You are required to calculate the cost of Job No. 323 and calculate the price to give the profit of  $33 \frac{1}{3}\%$  on selling price.

20. From the following data prepare Contract Account, Contractee's Account and Balance Sheet as on 31-12-2009 :

	<u>Rs.</u>		<u>Rs.</u>
Work certified	1,43,000	Establishment charges	3,250
Cash received from contractee	1,30,000	Direct Expenditure	2,400
Materials sent to site	64,500	Wages due	1,800
Labour engaged on site	54,800	Closing materials	1,400
Plant installed at site	11,300	Materials returned to stores	400
Value of plant on 31-12-2009	8,200	Direct expenses due	200
Work not certified	3,400	Contract price	2,00,000

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II**

**VIKRAMA SIMHAPURI UNIVERSITY::NELLORE**  
**B.B.A - SECOND YEAR - SEMESTER-IV**  
**MARKETING MANAGEMENT**

**DSC 2D: Marketing Management.**

**Unit-I: Introduction:** Marketing Concepts: Production and Selling Concept – Marketing Mix – 4 P's of Marketing – Marketing Environment.

**Unit-II: Consumer Markets and Buyer Behaviour:** Factors influencing consumer behaviour - Buying Decision Process – Market Segmentation – Selecting Market Segments

**Unit-III: Product Management:** Product Life Cycle – Stages in New product development - Product mix and Product line decisions – Branding of a Product

**Unit-IV: Pricing Decision:** Factors influencing price determination, Pricing strategies: Skimming and Penetration pricing.

**Unit-V: Promotion and Distribution:** Promotion Mix: Advertising, Public relations, Personal selling and Direct marketing - Distribution Channels – Online marketing- Global marketing.

**References:**

1. Philip Kotler, Marketing Management, Prentice Hall of India.
2. Philip Kotler & Gary Armstrong, Principles of Marketing, Pearson Prentice Hall
3. Stanton J. William & Charles Futrel, Fundamentals of Marketing, McGraw Hill Company
4. V.S. Ramaswamy S. Nama Kumari, Marketing Management – Planning, McMillan

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Section-A and Section-B**

**VIKRAMA SIMHAPURI UNIVERSITY::NELLORE**  
**B.B.A (CBCS)- SECOND YEAR - SEMESTER-IV**  
**PAPER : MARKETING MANAGEMENT**  
**MODEL PAPER**

**PART –I**

*Answer any FIVE of the following Questions: -*

*5X5 =25 Marks*

1. Marketing concept vs. Selling Concept
2. Production Concept
3. Selecting Market Segments
4. Buying Decision Process
5. Product Mix
6. Branding of a Product
7. Pricing
8. New Product Pricing methods
9. Online Marketing
10. Global Marketing

**PART – II**

*Answer any FIVE questions each question carries equal marks: -*

*5X10 = 50 Marks*

11. Define Marketing? Explain Marketing Mix with an example?
12. Describe Marketing Environment in detail?
13. Explain factors influencing Consumer Behaviour?
14. Define Segmentation? Explain the basis of Market Segmentation?
15. Explain Product Life Cycle (PLC) with a diagram?
16. Explain the stages in New Product Development?
17. Explain factors influencing price determination?
18. Explain Skimming and Penetration pricing with diagram and example?
19. Explain Promotion Mix in detail?
20. Explain Channels of Distribution in detail with diagram?

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II**

**VIKRAMA SIMHAPURI UNIVERSITY::NELLORE**  
**B.B.A - SECOND YEAR - SEMESTER-IV**  
**DSC 3D: Business Ethics and Corporate Governance**

Unit- I: Business Ethics: Meaning, Principles of Business Ethics, Characteristics of Ethical Organization, Ethics, Ethics of Corporate Governance, Globalization and Business Ethics,  
Stakeholders\_ Protection, Corporate Governance and Business Ethics.

Unit- II: Conceptual Framework of Corporate Governance: Meaning, Governance vs. Good Corporate Governance, Corporate Governance vs. Corporate Excellence, Insider Trading, Rating Agencies, Benefits of Good Corporate Governance, Corporate Governance Reforms.

Unit- III: Major Corporate Governance Failures: Junk Bond Scam (USA), Maxwell Communication Corporation and Mirror Group Newspapers (UK), Andersen Worldwide (USA) and Satyam Computer Services Ltd (India); Common Governance Problems in various Corporate Failures.

Unit- IV: Regulatory Framework of Corporate Governance in India, SEBI Norms based on KM Birla Committee, Clause 49 of Listing Agreement, Corporate Governance in Public Sector Undertakings.

Unit-V: Corporate Social Responsibility (CSR): Meaning, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR Models.

**References:**

1. J. P. Sharma Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.
2. Bhanu Murthy, K. V. and Usha Krishna, Politics Ethics and Social Responsibilities of Business, Pearson Education, New Delhi.
3. D Geeta Rani & R K Mishra, Corporate Governance-Theory and Practice, Excel Books, New Delhi
4. Christine A Mallin, Corporate Governance (Indian Edition), Oxford University 46 Press, New Delhi.
5. Bob Tricker, Corporate Governance-Principles, Policies, and Practice (Indian Edition), Oxford University Press, New Delhi.
6. Andrew Crane Dirk Matten, Business Ethics (Indian Edition), Oxford University Press, New Delhi.

**VIKRAMA SIMHAPURI UNIVERSITY::NELLORE**  
**B.B.A (CBCS)- SECOND YEAR - SEMESTER-IV**  
**PAPER : BUSINESS ETHICS AND CORPORATE GOVERNANCE**  
**MODEL PAPER**  
**PART-I**

*Answer any Five of the following Question: -*

*5 X 5 = 25 Marks*

1. Corporate Governance
2. Characteristics of Ethical Organization
3. Governance vs. Good Governance
4. Insider Trading
5. Junk Bond scam
6. Satyam scam
7. Regulatory Framework of Corporate Governance in India
8. Clause 49 of Listing Agreement
9. Corporate Social Responsibility
10. CSR and business ethics

**PART-II**

*Answer any FIVE questions each question carries equal marks: -*

*5X10= 50M*

11. Define Business Ethics? Explain different principles which are needed in an Organization?
12. Comment how the Globalization impact on Ethical values of a Business?
13. Define Rating Agencies? Explain different types of Rating agencies in India?
14. Discuss (i) Corporate Governance Vs Corporate Excellence  
(ii)Corporate Governance reforms
15. Briefly discuss major Corporate Governance failures around the world?
16. Explain the Governance Problems which are faced by Corporate industries?
17. Discuss the Corporate Governance in public Sector Undertakings?
18. What is SEBI? Explain SEBI norms based on KM Birla Committee?
19. Define CSR? Explain Environment aspect of CSR?
20. Explain CSR models in detail?

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II**

# VIKRAMA SIMHAPURI UNIVERSITY::NELLORE

Semester - V

## DSC 1E: Business Laws

### Unit-1 Contract

Meaning and Definition of Contract-Essential elements of valid Contract -Valid, Void and Voidable Contracts - Indian Contract Act, 1872.

### Unit-2 Offer and Acceptance

Definition of Valid Offer, Acceptance and Consideration -Essential elements of a Valid Offer, Acceptance and Consideration.

### Unit-3 Capacity of the Parties and Contingent Contract

Rules regarding to Minors contracts - Rules relating to contingent contracts - Different modes of discharge of contracts-Rules relating to remedies to breach of contract.

### Unit-4 Sale of Goods Act 1930

Contract of sale – Sale and agreement to sell – Implied conditions and warranties – Rights of unpaid vendor.

**Unit-5:** Cyber Law and Contract Procedures - Digital Signature - Safety Mechanisms, Right to information Act.

### Suggested Readings:

1. J. Jayasankar, Business Laws, Margham Publication. Chennai -17
2. Kapoor ND, Mercantile Law , Sultan Chand
3. Balachandram V, Business law Tata
4. Tulsian , Business Law Tata
5. Pillai Bhagavathi, Business Law , S.Chand.
6. Business Laws, Maruthi Publishers

### Instruction to Paper Setter:

Two questions must be given from each unit in Section-A and Section-B

1 D S I V  
Chenmanbas 3  
2 J-S. 3  
4 S V h

**VIKRAMA SIMHAPURI UNIVERSITY::NELLORE**

**III-B.B.A. (SEMESTER-V)**

**SUB : BUSINESS LAW**

**MODEL QUESTION PAPER**

*Time : 3 Hours*

*Max.Marks : 75*

**PART -I**

*Answer any FIVE of the following questions.*

*5 X 5 = 25 Marks*

1. Meaning and definition of Contract.
2. Classification of Contract on Account of formation
3. What is Offer?
4. What is Consideration?
5. What is Contingent?
6. Implied conditions.
7. Implied Warranties.
8. Executed & Executory contracts.
9. Digital Signature
10. Information technology Act – 2000

**PART -II**

*Answer Any FIVE Question each question carries equal marks.: 5 X 10 = 50Marks*

11. Explain essentials of Valid Contract
12. Explain various types of contract.
13. What is Offer? Explain its Essentials.
14. No Consideration, No Contract - Explain.
15. What are the rules regarding Contingent contract.
16. What are the different modes of Discharge of Contract?
17. Distinguish between Sale & Agreement to Sale.
18. Explain implied conditions & Warranties.
19. Explain briefly about Digital Signature.
20. Explain Potentials & problems of Information Technology.

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II.**

## BBA (CBCS) : V- SEMESTER

### DSC 2E: International Business

Unit-I: Introduction – Definition – International business Advantages –IMF Meaning – Objectives of IMF - Difference between Domestic and International/ Foreign Trade

Unit II: International Business Environment: Economic Environment, Political Environment, Legal Environment, Cultural Environment. FDI Meaning – Advantages and Disadvantages of FDI.

Unit III: WTO: WTO Formulation, advantages and disadvantages of WTO, VIII and XI round discussions and agreements. Globalization (Privatization & Liberalization) Meaning, Definition and Advantages.

Unit IV: Risks in International Business - Marine Insurance, ECGC and export credit insurance - Letter of Credit.

Unit V: Export Documentation and Procedure, Principal and Auxiliary documents, Bill of Lading, Commercial Invoice, AR and GP forms.

#### References:

1. C. Jeevanandam, Foreign Exchange Practice, Concepts and Control, Sultan Chand & Sons.
2. T.S. Balagopal, Export Management, Himalaya Publishing House.
3. K P M Sundaram&Rudradatta, Indian Economy ,S. Chand & Co., New Delhi.
4. Francis Cherumilum, Foreign Trade and Export Management, Himalaya Publication

#### Instruction to Paper Setter:

Two questions must be given from each unit in Part-I and Part-II.

1. C. Jeevanandam  
2. T.S. Balagopal

3. K.P.M. Sundaram & Rudradatta

**MODEL QUESTION PAPER**

**BBA – FIFTH SEMESTER**

**INTERNATIONAL BUSINESS**

**Max.Marks:75**

**PART-I**

**Answer any Five of the following Question :-**

**5 x 5 = 25 Marks**

1. International Business
2. IMF Meaning and Objectives
3. Economic Environment
4. Legal Environment
5. Globalization
6. VIII and XI round discussions and agreements
7. Marine Insurance
8. ECGC
9. Conceptual framework of engagement.
10. Succession planning

**PART-II**

**Answer any FIVE Questions each question carries equal marks :-**

**5X10= 50M**

- 11) Define International Business? Explain difference between domestic and international/foreign trade?
- 12) Explain International business Advantages?
- 13) Explain FDI and its advantages and disadvantages?
- 14) Explain Cultural Environment in detail?
- 15) Explain WTO Formulation its advantages and disadvantages?
- 16) Define Globalization? Explain advantages of Globalization?
- 17) Explain Letter of Credit in detail?
- 18) Explain Risks in International Business?
- 19) Explain Export Documentation and Procedure?
- 20) Explain Bill of Lading?

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II.**

## DSC 1F (SS): e-Business

**Unit-I: e-Business:** Features- Distinction between e-Business and e-Commerce - Types of Business Models: B2B, B2C, C2C - Benefits and Limitations of e-Business - Apps.

**Unit-II: e-Business Applications:** Integration and e-Business suits - ERP, e-SCM, e-CRM - Methods and benefits of e-Payment Systems –e-Marketing – Applications and issues

**Unit-III: e-Business in different Fields:** e-Tourism – e-Recruitment – e- Real Estate – e-Stock Market – e-Music/Movies - e-Publishing and e-Books.

**Unit-IV: Online Education:** Process - Methods - e-Content development and Deliveries - Major technologies used in e-Education - Online Testing - Methods - Future Trends.

**Unit-V: Mobile Commerce:** Ticketing - Me-Seva; Government and Consumer Services – e-Retailing - e-Groceries – Security challenges - Case Studies.

### References:

1. Turban E. Lee J., King D. and Chung H.M: Electronic commerce-a Managerial Perspective, Prentice-Hall International, Inc.
2. Bhatia V., E-commerce, Khanna Book Pub. Co. (P) Ltd., Delhi.
3. Daniel Amor, E Business R (Evolution), Pearson Education.
4. Krishnamurthy, E-Commerce Management, Vikas Publishing House.
5. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill.
6. P. T. Joseph, E-Commerce: A Managerial Perspectives, Tata McGraw Hill.

### Instruction to Paper Setter:

Two questions must be given from each unit in Part-I and Part-II.

1 DSIW  
2 DSIW  
3  
4 SVK  
5 Ande Prasad

## DSC 2F (SS): Business Networks

**Unit-I: Business Forms:** Interrelation among Stakeholders – Business and Government – Business and Society: Social Network and Facebook.

**Unit-II: Business Networking through ICT:** Basic concepts – Uses and Application of Business Networks – Different Layers of Business Networks – Internet and Business Networks – Network Security.

**Unit-III: Business Networking Systems and Devices:** Communication Satellites – Servers – Cloud Computing – Sharing – Spectrum – Commercial issues.

**Unit-IV: Customer Relationship Management:** Establishing Network connection with customer – Forward and Backward Integration – Customer Data Base – Creation and Maintenance – Legal and Ethical Issues.

**Unit-V: Business Analytics:** Master Data Management – Data Warehousing and Mining – Data Integration – OLTP and OLAP.

### References:

1. Jerry, FitzGerald and Alan Dennis, Business Data Communications and Networking, John Wiley & Sons.
2. Tanenbaum, A. S., Computer Networks, Pearson Education.
3. David A Stamper, Business Data Communications. Addison Wesley.
4. Business Analytics – Methods, Models and Decisions, James R. Evans, Prentice Hall.
5. Business Analytics - An Application Focus, PurbaHalady Rao, PHI learning
6. R.N Prasad and Seema Acharya, Fundamentals of Business Analytics, Wiley India.

### Instruction to Paper Setter:

Two questions must be given from each unit in Part-I and Part-II.

1. D. S. I. V. 3  
2. Chewman Das  
3. D-S. 2  
4. SVK  
5. Anil Prasad



## DSC 2F (FM): Foreign Exchange Management

Unit-I: Nature and scope of forex management: Objectives, significance and scope of forex management, relationship between forex management and financial management, forex management and global environment.

Unit-II: International financial markets and instruments: An overview of international capital and money markets, arbitrage opportunities, integration of markets, international capital and money market instruments – GDRs, DRs, Euro Bonds, dual currency bonds, euro equity, euro deposits.

Unit-III: Foreign Exchange Market: Functions, characteristics, organization, and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.

Unit-IV: Foreign exchange rates and its determinations: exchange rate, spot, forward and cross exchange rates, Forex trading and financing of international trade.

Unit-V: Foreign Exchange Risk Hedging techniques: Swaps, Options, offshore banking, payment terms, i.e., Commercial Invoice, Letter of credit, Bill of exchange, documents and financing techniques.

References:

- 1) Jeevanandan, C, Foreign Exchange and risk Management, Sultan Chand and sons, New Delhi
- 2) Chatterjee, Principles of Foreign Exchange, Himalaya, Bombay.
- 3) Ian Giddy, Global Financial Markets, AIYBS, New Delhi.

### Instruction to Paper Setter:

Two questions must be given from each unit in Part-I and Part-II.

1 D.S. Chatterjee  
2 H.S. Chatterjee  
3 S.V.K.



**MODEL QUESTION PAPER**

**BBA – FIFTH SEMESTER**

**TRAINING AND DEVELOPMENT**

**Max.Marks:75**

**PART-I**

**Answer any Five of the following Question :-**

**5 x 5 = 25 Marks**

1. Need for Training
2. Importance of Training
3. Training Policy
4. Training period
5. Apprenticeship
6. Case Studies
7. Management Development
8. Importance of Development
9. Management games.
10. Management syndicate

**PART-II**

**Answer any FIVE Questions each question carries equal marks :-**

**5X10= 50M**

- 11) Define Training? Explain in detail Objectives of Training?
- 12) Describe responsibility for training?
- 13) Explain steps in training programs?
- 14) Explain the material essential to support training program?
- 15) Explain in detail On the Job Training?
- 16) Describe Off the Job Training?
- 17) Explain components of development program?
- 18) Explain stage in development programs?
- 19) Explain the difference between coaching and counseling in detail?
- 20) Explain methods of coaching?

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II.**

1. Asst. Chairman BOS  
2. A.S. 2  
3  
4. S.V.S.

## DSC 2F (HR): Talent Management

Unit-I: Talent Management: Meaning and significance of talent management - attracting talent, retaining talent, right sizing the workforce, work life balance initiatives, providing HR leadership to business.

Unit-II: Competency Mapping: Features of competency methods - Competency mapping procedures and steps- business strategies - methods of data collection for mapping - Developing competency models from raw data- data recording, analyzing the data, content analysis of verbal expression, validating the competency models.

Unit-III: Performance management and employee development: Personal Development plans, 360 degree feed back as a developmental tool, performance management & reward systems: performance linked remuneration system, performance linked career planning & promotion policy.

Unit-IV: Employee engagement- meaning and significance, constituents of engagement, conceptual framework of engagement, behaviors associated with engaged employees, engaged, not engaged, actively disengaged, parameters to measure employee engagement, Q 12 model of Gallup, employee satisfaction survey .

Unit-V: Succession planning: Identifying managerial positions which are critical for the business - Identifying second line of leaders and developing their capabilities to occupy the critical positions in the event of the exit of current incumbents – Taking-up lateral hiring when there is discontinuity in the succession plans.

### References:

1. Competence at work - Lyle M. Spencer, Signe M. Spencer. John Wiley 1993
2. Competency mapping, Assessment and Growth - Naik G.P, IHRM, 2010.
3. Performance Management - Herman Aguinis, Pearson Education, 2007.
4. Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, Tata McGraw Hill.
5. Appraising and Developing Managerial Performance- Rao T. V, Excel Books
6. Performance Management - Dixit Varsha, 1/e, Vrinda Publications Ltd
7. A Handbook of Competency Mapping – Seema Sangi, Response Books, 2004
8. The Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, TMH.

### Instruction to Paper Setter:

Two questions must be given from each unit in Part-I and Part-II.

1. DSC 2F (HR)  
2. Talent Management  
A-S.

3

4. SVK



# MODEL QUESTION PAPER

## BBA – FIFTH SEMESTER

### ADVERTISING AND MEDIA MANAGEMENT

Max.Marks:75

#### PART-I

Answer any Five of the following Question :-

5 x 5 = 25 Marks

1. Retail Advertisement
2. Objectives Of Advertisement
3. Role of Advertising Agencies
4. Advertising Agencies services
5. Advertising in Marketing Mix
6. USP
7. Reach
8. Frequency.
9. DAGMAR
10. Ethics and Advertising.

#### PART-II

Answer any FIVE Questions each question carries equal marks :-

5X10= 50M

- 11) Explain role of advertising in a developing economy?
- 12) Describe in detail types of advertisements?
- 13) Explain functioning of advertising agencies?
- 14) Explain advertising agency skills and service
- 15) Explain types of advertising budgets?
- 16) Explain Visual Layout in detail?
- 17) Explain print media and electronic media with their advantages and disadvantages?
- 18) Explain how do you position advertisement in detail?
- 19) Explain Pre-testing in detail?
- 20) Explain Post-testing in detail?

#### Instruction to Paper Setter:

Two questions must be given from each unit in Part-I and Part-II.

## DSC 2F (MM): Retail Management

Unit-I: Retailing: Importance of Retailing, Factors Influencing Retailing, Functions of Retailing, Developing and applying Retail Strategy, Strategic Retail Planning Process, Retail Organization, Classification of Retail Units.

Unit-II: Setting-up Retail organization: Size and space allocation, location, factors affecting the location of Retail, Store Layout and Space planning: Types of Layouts.

Unit-III: Emergence of Organized Retailing: Traditional Retailing, Organized Retailing in India, Retailing in rural India, Retail Environment in India, FDI in retailing.

Unit-IV: Retail Pricing: Factors influencing retail pricing, Retail pricing strategies, Retail promotion strategies: Management and Evaluation of relationships in Retailing

Unit-V: Case Studies: Practical:

(i) Interview a salesperson and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, etc.

(ii) Go to a Kirana store and a supermarket and compare the: (a) store arrangement (b) No of brands carried (c) pricing policies (d) Service – personal.

### References:

1. Levy & Weitz, Retail Management, TMH, 2012.
2. Swapana Pradhan, Retailing Management, TMH, 2012.
3. Dravid Gilbert, Retail Marketing Management, Pearson Education.
4. A. J. Lamba, The Art of Retailing, McGraw Hill.
5. Barry Berman, Joel R. Evans, Retail Management: A Strategic Approach, Pearson.
6. S.L. Gupta, Sales and Retail Management: An Indian Perspective, 2007, Excel Books.
7. Rosemary Varley, Mohammed Rafiq, Principles of Retail Management, Palgrave Macmillan, 2009.
8. Chetan Bajaj, Retail Management, Oxford University Press.
9. Sinha, Piyush Kumar and Uniyal, Managing Retailing, Oxford University Press, 2010.

### Instruction to Paper Setter:

Two questions must be given from each unit in Part-I and Part-II.

1. DSC 2F (MM) 2013  
2. A-S. 3  
9 SUN

## Semester-VI

### DSC 1G: e-Commerce

Unit-I: Electronic Commerce: Definition, types, advantages and disadvantages, E-Commerce transaction on World Wide Web. Electronic Market-Online shopping, Three models of Electronic Market - E-Business.

Unit-II: Supply Chain Management: Definition, Benefits, goals, functions, characteristics, Strategies of SCM, Electronic Data Interchange (EDI): Definition, benefits of EDI, applications, advantages and limitations, EDI Model.

Unit-III: Electronic Payment Systems: Types of EPS- traditional payment system and modern payment system, electronic cash, steps for electronic payment, payment security - E-Security-secure electronic transaction, secure-socket layer.

Unit-IV: Introduction to HTML: Basic HTML – HTML document structure – HTML tags – Basefont tag – title tag – body tag – Text formatting tags – Character tags - Character entities  
HTML Lists : Ordered List , Unordered List & Definition List – Using colors – Using Images

Unit-V: Horizontal Rule Tag - HTML Tables – Nested Tables - Hyperlinks: Textual, Graphical Links to sections – Multimedia Objects – Frames – Nested Frames – Forms – Form Controls : textbox, password, checkbox, radio button, select, text area - Processing of forms

#### References:

1. CSV Murthy, E-Commerce: Concepts, Models, Strategies, Himalaya Publishing House.
2. Laura Lemay; Rafe Colburn, Teach Yourself Web with HTML in 24 Hours, Sams Publishing
3. Steven Holzner, HTML Black Book, Dream Tech Press.

#### Instruction to Paper Setter:

Two questions must be given from each unit in Part-I and Part-II.

1 DSC 1G ✓  
2 ✓  
3 ✓  
4 ✓

**VIKRAMA SIMHAPURI UNIVERSITY :: NELLORE**  
**B.B.A (CBCS) – THIRD YEAR - SEMESTER-VI**  
**E-COMMERCE**  
**MODEL QUESTION PAPER**

**Time : 3 Hrs**

**Max.Marks:75**

**PART-I**

*Answer any **FIVE** of the following Questions:*

**5 x 5 = 25 Marks**

1. Define electronic commerce
2. What is e-commerce transaction? Explain
3. Define SCM
4. Define EDI
5. Write about Electronic payment system.
6. Define secure socket layer
7. Write about basefont and title tags
8. Explain text formatting tags
9. Briefly write about frames in HTML
10. Differentiate check box and radio buttons

**PART-II**

*Answer any **FIVE** questions each question carries equal marks:-*

**5X10= 50M**

11. Write advantages of e-commerce
12. Explain different models of e-market
13. Explain benefits and goals of supply chain management
14. Write about applications of EDI
15. What is EPS? Explain payment security
16. Define e-security. Explain secure electronic transaction
17. Explain about HTML document structure
18. Describe HTML lists with an example
19. Explain tables creation using HTML
20. Explain about processing of forms

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II.**

## DSC 1H (SS):e-Payments System

**Unit-I: e-Cash and Virtual Money:** Electronic Data Interchange (EDI) -NEFT/RTGS/Electronic Payment modes - Foundations of e-Cash and Issues; Security, Anonymity, Untraceability, Virtual currencies, Bitcoin.

**Unit-II: Automated Clearing and Settlement:** Process of Real Time Gross Settlement System - Net Settlement -ATM Networks - Fedwire, CHIPS and SWIFT.

**Unit-III: e-Payment Security and Digital Signature:** Cryptographic Methods - Hash functions - Public/Private Key methods: RSA - Digital Signatures - Certification Process - Digital identity Documents and Remote Authentication.

**Unit-IV: Mobile Payments:** Wireless payments, Digital Wallets, Google Wallet – Obopay - Security Challenges.

**Unit-V: Electronic Invoice and Payment System:** Electronic Statement Delivery - EIPP providers - Biller service providers - Customer service providers - Reconciliation through Bank - Invoice Paper elimination - Scan-based trading (SBT).

### References:

1. Domonique Rambure and Alec Nacamuli, —Payment Systems: From the Salt Mines to the Board Rooml, Palgrave MacMillan.
2. Weidong Kou,—Payment Technologies for E-Commerce. Springer, Germany.
3. DonalO\_Mahony, Michael Peirce and Hitesh Tewari, —Electronic Payment Systemsl, Artech House, Inc.
4. M. H. Sherif, Protocols for Secure Electronic Commerce, Boca Raton, Fla, CRC Press.

### Instruction to Paper Setter:

Two questions must be given from each unit in Part-I and Part-II.

1. DSC 1H (SS)  
2. Clearman  
3. P. S. V. K.

## DSC 2H (SS): Social Media and e-Marketing

**Unit-I: Social Media:** Career in Social Media Marketing - Strategic Marketing - Social media Planning process - Campaigns (tactics and results).

**Unit-II: Social Consumers:** Social media marketing segments - Digital consumers - Digital communities - Online communities - Strong & Weak Ties - Social Community - Social Publishing.

**Unit-III: Social Media Sites:** Face book - Twitter - LinkedIn - YouTube and their Operations - Data mining and Social Media - Role of Social Media in Marketing Research - Social Media and Privacy/Ethics.

**Unit-IV: e-Marketing:** Objectives, Online Advertising - Distribution in e-Marketing, Lead Generation Platform - Customer Service mechanism - Relationship Building medium.

**Unit-V: Methods of e-Marketing:** Advertising Techniques, Selling Methods, Sales Promotion - Public Relations - Sponsorship, Merchandising, Teleconferencing - Chatting.

### References:

1. Chaffey, D., e-Marketing Excellence: Planning and Optimizing Your Digital Marketing, Burlington: Elsevier.
2. Hanson, W. A. & Kalyanam, K., Internet Marketing & e-Commerce, Thomson Southwestern, Mason, Ohio.
3. Harris, L., Marketing the e-Business, Hoboken: Taylor & Francis.
4. Krishnamurthy, S., Contemporary research in e-Marketing, Hershey, PA: Idea Group Publication.
5. Stephen Dann & Susan Dann, E-Marketing: Theory and Application, Macmillan, New York.

### Instruction to Paper Setter:

Two questions must be given from each unit in Part-I and Part-II.

1. DSC 2H (SS)  
2. A.S. Srinivasan  
3. S.V.S.  
4. S.V.S.  
5. Anand Prasad

## DSC 1H (FM): Financial Services

Unit-I: Financial Services: Public Issue –Prospectus - Pricing of New issues - SEBI Guidelines, Functions of Merchant Bankers and Under Writers, Issue Managers, Registrar to Issue – Credit Rating Agencies - Mutual Funds –Determination of NAV.

Unit-II: Factoring and Forfaiting: Meaning, Role in financial services - Theoretical Frame work, Factoringservices in India.

Unit-III: Leasing: Lease Evaluation, Types of Lease, Structuring and Funding of Leases, Import Leasing and Cross Border Leasing, Hire Purchase Agreements- Evaluation of Hire purchase Agreements.

Unit-IV: Credit Cards - Consumer Finance – Financing Schemes for Consumer durables– Process and Instruments and Venture capital financing.

Unit-V: Housing Finance: National Housing Bank (NHB), NHB\_s Housing Finance Companies - Guidelines for extending equity support to housing finance companies - Guidelines for extending Refinance support to Housing Finance, Mortgage.

### References:

1. Khan & Jain, Financial Services – TMH Publishers.
2. Machiraju V, Financial Services - Vikas Publishing House.
3. V.A. Avadhani, Indian Capital Market- Himalaya Publishing house.

### Instruction to Paper Setter:

Two questions must be given from each unit in Part-I and Part-II.

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2 A-S. ✓  
P-SVA ✓

## **DSC 2H (FM): Investment Management**

Unit-I: Investment: Attributes of Investment, Investment and speculation, Features of a good investment, Investment Process. Investment Instruments - Derivatives.

Unit-II: Securities Market: Primary Market - Issue Management-Pre and Post Issue Management. Secondary Market- Major Players in the secondary market, Functioning of Stock Exchanges, Leading Stock Exchanges in India.

Unit-III: Risk and Return Concepts: Types of Risk- Systematic risk, Unsystematic risk, Calculation of Risk and returns - Calculation of Risk and Return.

Unit-IV: Valuation of Securities: Bond Valuation, Bond Duration - Equity shares- Valuation, Dividend Valuation models.

Unit-V: Economic and Industry Analysis: Fundamental analysis- Economy, Industry, Company Analysis. Technical Analysis – Theories- Dow Theory, Eliot wave theory. Charts-Types, Trend and Trend Reversal Patterns.– Moving averages, ROC, RSI, Market Indicators.

### **References:**

1. Investment Analysis and Portfolio management – Prasanna Chandra, TMH, 2010.
2. Security Analysis & Portfolio Management – Punithavathy Pandian, Vikas, 2005.
3. Investment Management – Bhalla V. K, S.Chand, 2011.
4. Security Analysis & Portfolio Management – Fisher and Jordan, Pearson, 2011.
5. Security Analysis & Portfolio Management- Kevin S, PHI, 2011.
6. Investment Analysis & Portfolio Management– Reilly, Cengage Learning.
7. Investments: Principles and Concepts – Charles P. Jones, Wiley, 2010.

### **Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II.**

1 DSC 2H (FM) Investment Management  
Chandra  
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## **COURSE OUTCOMES**

- 1. To understand difference between IHRM and HRM.**
- 2. To understand recruitment, selection of international concepts.**
- 3. To understand performance management.**
- 4. To understand training and development.**
- 5. To understand international compensation and factors.**

### **DSC 1H (HR): Global Human Resource Management**

Unit-I: Introduction to IHRM: Difference between IHRM and Domestic HRM, Reasons for emergence of IHRM, Organizational dynamics and IHRM: Role of culture in IHRM, Organizational Processes in IHRM, Challenges of International Human Resource Management.

Unit-II: Recruitment, Selection in International context: International Managers- Parent country nationals, third country nationals, host country nationals, Recruitment methods using head-hunters, cross-national advertising, e-recruitment; Selection criteria and techniques, Selection tests, interviews for international selection..

Unit-III: Performance Management: A conceptual background, performance management cycle, models, Appraisal of expatriate, Third and host country employees, issues and challenges in international performance management.

Unit-IV: Training and development in international context: Training and development of international staff, types of expatriate training, HCN training, repatriate training, knowledge transfer in multinational companies.

Unit-V: International Compensation: Forms of compensation and factors that influence compensation policy, Key components of international compensation, global compensation: emerging issues.

#### **References:**

1. Monir H. Tayeb, International Human Resource Management, Oxford University Press, 2005.
2. Peter J. Dowling, Denise E. Welch, International Human Resource Management, Cengage Learning.
3. Aswathappa K, Sadhna Das, International Human Resource Management, Mc Graw Hill.
4. Evans, Pucik, Barsoux, The Global Challenge: Framework for International Human Resource Management - Tata McGraw-Hill Irwin.
5. Tony Edwards, Chris Rees, International Human Resource Management, Person Education.
6. Rao P. L., International Human resource Management, Excel Books.
7. Chris Brewster, International Human resource Management, University Press.

**VIKRAMA SIMHAPURI UNIVERSITY :: NELLORE**  
**B.B.A (CBCS) – THIRD YEAR - SEMESTER-VI**  
**GLOBAL HUMAN RESOURCE MANAGEMENT**

**MODEL QUESTION PAPER**

**Time : 3 Hrs**

**Max.Marks:75**

**PART-I**

**Answer any Five of the following Question: -**

**5 X 5 = 25 Marks**

1. Organizational Processes in IHRM
2. Role of culture in IHRM
3. Interviews for international selection
4. e-Recruitment
5. Performance Management models
6. Appraisal of expatriate
7. HCN training
8. Types of expatriate training
9. Forms of compensation.
10. Global compensation: emerging issues.

**PART-II**

**Answer any FIVE questions each question carries equal marks: -**

**5X10= 50M**

- 11) Explain difference between International Human Resource Management and Domestic?
- 12) Explain Challenges of International Human Resource Management?
- 13) Explain Selection criteria, techniques and tests?
- 14) Explain Recruitment methods using head-hunters?
- 15) Explain performance management cycle?
- 16) Explain issues and challenges in international performance management.
- 17) Explain Training and development of international staff?
- 18) Explain knowledge transfer in multinational companies?
- 19) Explain Key components of international compensation?
- 20) Explain factors that influence compensation policy?

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II.**

## DSC 2H (HR): Industrial Relations

Unit-I: Meaning and Definitions, Importance, content of Industrial Relations, Objectives of Industrial Relations, Industrial Relations program, Scope of Industrial Relations work, Functional Requirements of successful Industrial Relations.

Unit-II: Industrial Disputes: Types of Disputes, causes of Industrial Disputes, procedure for the settlement of industrial disputes, Government and Industrial Relations, organs of Industrial peace, Tripartite Machinery, code of discipline, voluntary arbitration, grievance Redressal Procedure.

Unit-III: Trade Unions: Principles of Trade Unionism, Objectives and function of trade union, Achieving of Trade Union objectives, Factors affecting growth of Trade union, Features, Weakness of Trade unions.

Unit-IV: Participative Management: Meaning and objectives, forms of participation, objectives of workers participations in management, levels of participation, forms of participation in India.

Unit-V: Collective Bargaining: Meaning, Main Features of collective bargaining, necessity and importance of collective bargaining, Principles of Collective Bargaining, Process of negotiations, contract administration.

### References:

- 1) P. Subba Rao, Industrial Relationship, Himalaya Publishers.
- 2) Labour and Industrial Laws – Central Law Publications Allahabad.

### Instruction to Paper Setter:

Two questions must be given from each unit in Part-I and Part-II.

1 D.S.V.  
Chairman BOS  
2 P.S.V.  
P.S.V.

## DSC 1H (MM): Global Marketing

Unit-I: Introduction: Meaning - scope - trend towards globalization - classification of foreign markets - tariff and non-tariff barriers - stages of global marketing - global environment - economic, technological, political and social factors affecting global marketing.

Unit- II: Selection of Foreign Markets: Meaning - parameters for market choice decision - modes of entry into global markets - Exporting - licensing - franchising - joint ventures – subsidiaries.

Unit-III: Product Selection of global markets: product policy - product standardization - adaptation - international product life policy - global product strategies - promotion of global products.

Unit-IV: Pricing Meaning – factors influencing pricing - International pricing terms - export pricing.

Unit-V: Promotion Channels of distribution in selected foreign countries - factors affecting channel decision - foreign agents - identification - motivation - control of foreign agents.

### References:

1. Warren Keegan, International Marketing, Pearson publications, 2011.
1. PhilysCateora and John Graham, International Marketing, Tata McGraw Hill, 1999.
2. Susan Douglas & Samuel Craig, Kripalani, Global Marketing Strategy Tata McGraw Hill, 2005.
3. Varshney and Bhattacharya, International Marketing, BookWell Publishers, New Delhi, 2007

### Instruction to Paper Setter:

Two questions must be given from each unit in Part-I and Part-II.

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2 H-S. 4 SA

**VIKRAMA SIMHAPURI UNIVERSITY :: NELLORE**  
**B.B.A (CBCS) – THIRD YEAR - SEMESTER-VI**

**GLOBAL MARKETING**  
**MODEL QUESTION PAPER**

**Time : 3 Hrs**

**Max.Marks:75**

**PART-I**

**Answer any FIVE of the following Questions: -**

**5 X 5 = 25 Marks**

1. Scope of globalization
2. Trend towards globalization
3. Exporting
4. Joint ventures
5. Product standardization
6. Global product strategies
7. Export pricing
8. Pricing Importance of Development
9. Motivation of Channel members.
10. Control of foreign agents

**PART-II**

**Answer any FIVE questions each question carries equal marks: -**

**5X10= 50M**

- 11) Explain classification of foreign markets?
- 12) Explain tariff and non-tariff barriers?
- 13) Explain parameters for market choice decision?
- 14) Explain modes of entry into global markets?
- 15) Explain international product life policy?
- 16) Explain promotion of global products?
- 17) Explain factors influencing pricing?
- 18) Explain International pricing terms?
- 19) Explain factors affecting channel decision?
- 20) Explain Channels of distribution in selected foreign countries?

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Part-I and Part-II.**

## DSC 2H (MM): Marketing of Services

Unit-I: Introductions to services, growth in service sector, types of services, difference between goods and services, characteristics of services, need for service marketing and obstacles in service marketing.

Unit-II: Service Marketing Management: Marketing management process for services organizing, marketing, planning, analyzing marketing opportunities, selecting target market - developing the service marketing mix .

Unit-III: Customer expectations of service: Factors influencing customer expectation of service, issues involving customer service expectations, Customer perception of service -Service quality, Service recovery -Impact of service failure and recovery. Service recovery strategies.

Unit-IV: Service Design and Development: Challenges of service design, stages in new service development, Service blue printing - Service standards: Factors determine service standard, customer defined standards.

Unit-V Marketing of Services: Financial service marketing, Insurance, Bank, Tourism Marketing, Hospital marketing, any hotel and other relevant services marketing.

### References:

1. Services Marketing by - Valarie A. Zeithaml and May Jo Bitner Pub : Tata Mc Grow HIL
2. Services Marketing by - Vasont : Venugopal and Raghu N., Himalaya Publishing House.
3. Services Marketing by - P.N. Reddy and others Pub: Himalaya Publishing House.
4. Service Marketing by : Hellen wood Ruffe, Macmillan India Ltd.

### Instruction to Paper Setter:

Two questions must be given from each unit in Part-I and Part-II.

1 D.S.V. 3  
2 Channer Bai 4 S.V.