

8797hM0780xx8v y07877nLL0m772M78vDyx7799mn37v,yM378

**PANJAB UNIVERSITY, CHANDIGARH-160014 (INDIA)**  
(Estd. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

**FACULTY OF BUSINESS MANAGEMENT  
AND COMMERCE**

**OUTLINES OF COURSE SYLLABI ANDAE**  
**yTj E09**

## Instructions for Paper Setters

### B.B.A. Class

#### Ist Year

For 2 papers

For 2 papers 2 r 2 J v n

#### For Papers 3-7

##### Section A

Each new set of questions contains 2 us 2 J stu J nts s 2 att pt  
questions Each question carries 2 marks.

##### Section B

Each new set of questions contains 2 us 2 J nts s 2 att pt  
questions Each question carries 2 marks

##### Section C

Each new set of questions contains 2 us 2 J nts s 2  
att pt questions Each question carries 2 marks

#### For Computer Paper (Paper 8)

Each new set of questions 2 J stu J nts ar r qu r J to att pt  
questions Each question carries 2 marks

#### 2<sup>ND</sup> Year

#### For Papers 1-6

## Section B

Each new set of questions is not to be used. Each attempt at questions is a separate attempt.

## Section C

Each new set of questions is not to be used. Each attempt at questions is a separate attempt.

## For Computer Paper (Paper 7)

Each new set of questions is not to be used. Each attempt at questions is a separate attempt.

## 3<sup>rd</sup> Year

For a paper set instructions are given below for BBA Ist year paper. Each attempt at questions is a separate attempt.

**OUTLINES OF TESTS, SYLLABI AND COURSES OF READING FOR**

## BACHELOR OF BUSINESS ADMINISTRATION 1<sup>st</sup> YEAR

*t o t p a p e r*

*a r s*

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Bus n ss ws I  
Bus n ss E ono s  
Bas A ount n

**THE DISTRIBUTION OF MARKS WOULD BE AS UNDER:-**

External Examination	Marks
Internal Assessment	Marks
Practical Assessment	Marks
Class Participation	Marks
House Examination	Marks

Conversion of marks at Board of Studies in Co-ordination or award of marks in a paper not a assessment or practical work as un-

counts in practical work for the current year marks of students in so far as practical work to students in the university to arrange for work and to provide for the practical work assessment system to the students in the university valuation of the assessment of the work and award of marks of the future work of the students in the preservation of work in the university in the present

In the present assessment of the work in the university or of Business in the university

**BACHELOR OF BUSINESS ADMINISTRATION 3<sup>rd</sup> YEAR**

<u>Sr.No.</u>	<u>Titles</u>	<u>Marks</u>
	Entrpreneurship Development in the university	100

**SYLLABI AND COURSES OF READING FOR THE EXAMINATION OF BBA  
FIRST YEAR EXAMINATION OF 2013**

**PAPER-1: ENGLISH & BUSINESS COMMUNICATION SKILLS**

**Objectives:**

to evaluate the English to the students to read and  
understand the content of the passage and to  
develop the ability to understand the main  
idea of the passage and to answer the questions  
based on the passage.

**Note**

For the purpose of the examination, the  
candidates are required to read the passage  
carefully and to answer the questions  
based on the passage.

The passage is taken from the book  
*Business Communication Skills* by  
Dr. J. G. Prasad.

For the purpose of the examination, the  
candidates are required to read the passage  
carefully and to answer the questions  
based on the passage.

I. *Costs of Education* - andana Shiva

II. *Human Resources* - Nani A. Palkivala

III. *I Have a Dream* - Martin Luther King

I. *Wings on the World* - Richard Wright

II. *Unbroken* - Aruna Roy

I. *Joot* - Omprakash Valmiki

II. *Gr Jamaica* - Kinchaid

III. *I want* - Judy Brady

IX. *Or the* - Amartya Sen

X. *Or the* - J. B. Priestley

For the purpose of the examination, the  
candidates are required to read the passage  
carefully and to answer the questions  
based on the passage.

**Business Communication:** It is a course  
designed to help students to understand  
the basic concepts of business communication  
and to develop the ability to communicate  
effectively in the business environment.

**Writing Skills:** This course is designed  
to help students to develop their writing  
skills and to be able to write effectively  
in the business environment. The course  
covers the following areas: Business  
Letters, Reports, Memos, Notices, and  
Proposals.

Modern Forms of Communication  
Her special pass is given to the student  
or at least as a student, she is a student  
presentations. Apart from the student, she is also a student  
student, non-verbal communication, how to participate or an interview group  
Juss on t

**Practical work:**

resources in so professional work to the student  
the nature of the work to the student, she is a student  
supervision of the work to the student, she is a student  
rational to the professional, she is a student  
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J n p s n on su tat on w t t r s o o r How v r t va uat on  
o t pro ts s ou J J on t an J o n J



## Section II (Based upon Unit II)

2. Study the following passage and write a short survey report on a situation in which it is possible for a student to start a new business venture. Write your answer in not more than 100 words. [8 marks]

A student is asked to write a report on a situation in which it is possible for a student to start a new business venture. Write your answer in not more than 100 words. [4 marks]

3. Study the following passage and write a short survey report on a situation in which it is possible for a student to start a new business venture. Write your answer in not more than 100 words. [8 marks]

4. Study the following passage and write a short survey report on a situation in which it is possible for a student to start a new business venture. Write your answer in not more than 100 words. [10 marks]

5. Study the following passage and write a short survey report on a situation in which it is possible for a student to start a new business venture. Write your answer in not more than 100 words. [6 marks]

6. Study the following passage and write a short survey report on a situation in which it is possible for a student to start a new business venture. Write your answer in not more than 100 words. [4 marks]

## Suggested Readings :

*Business Communication*, E. J. ... Jun ... Aart ... u u ... Jar ... H ... J ... [8 marks]

*Textbook of Business Communication*, An ... [8 marks]

*Ways to Improve Your Business English, without too much effort* ... [8 marks]

PAPER-II: PUNJABI

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 . r tt n ar s  
 Int rna Ass ar s  
 rs

A oo o un a ar s  
 Essa wr t n on at ona anJ, int rnat ona ro s ar s  
 Bus n ss Corr sponJ, n tt rs anJ, ra s ar s  
 ra t a Gra ar Corr t In orr t worJ, ar s  
 nt n s un tuat on IJ, o s ar s  
 rans at on o Bus n ss AJ, rt s nt ro  
 En s to un a ar s  
 o a u ar o Bus n ss AJ, n strat on ar s

Courses:

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 ar nt s a us anJ, ot rs ar J, t J,  
 st o worJ, att a J,  
 s anJ, n ts  
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tgko gpX dh Updkt bh

A sorpt on ; wkJh  
 A nor a turns n; kXkoD nkwdB  
 A so ut r or t fBogly soi hj  
 A rat J1D pr at on sl h Bkb x; kJh  
 A ounts a a dD: r bly/  
 A ounts va bD: r bly/  
 A ru J1nt r st Tgfus ftnki  
 A rua Bas J1A ount n  
 A J1 st at o sps nBgks  
 A qu st on nfGrfj D, ep~k eoBk  
 A ount n Earn n s blyk bkG  
 A ount n qu J1 blykrs sobsk  
 A qu r wepfi , Tj cow fi ; Tjs/ep~k j't/  
 A qu r r ekp~  
 A qu st on o ass ts ; gsh dk nfGrfj D  
 A qu st on o to Gmko dk nfGrfj D  
 A tv ar t ; orow wvH  
 AJ1rt s n fJÜfsj ko, ftfrnkgB  
 AJ1rt s n J1 ftfrnkgB ; kXB  
 A r at ; wlu  
 A r us n ss ysh-tgko  
 A o at on o sour s ; o'sk dh tv  
 A t nat v Cost ftebgh bkr s  
 A ort at on o D ts eof~nk dk feUstko  
 GrskB  
 A ort at on o F J1Ass ts nub ; gsh dh  
 feUstko gpsi  
 Annua r port ; bkBk fogbN  
 Annu t tkofUeh  
 Appr at on wlo tkXk  
 Appr nt s p Ukfrodh  
 Ar tra wfXn; Esk, ftubrH, fJe' ; wlyohd  
 ns/tu  
 Ass ts ; gsh  
 Ass t t ana nt bfj D/ns/dD/dk  
 gpX  
 Ass t a t stat nt bfj D/ns/dD/dk fuimk  
 Ass t as J1nan n ; gsh nkXkos ft'sh  
 ; jkfJsk  
 Asso at J1Co pan s ; fwbs egBlhk

Au t on ar ts fBbkwh wvH

Av ra n's  
 Av ra roJ1t vt n's Tjsgkdesk  
 Av ra r v nu n's nkwdB  
 Ba an t ÜÜ ; koDh  
 Ba an J1uJ1 t ; sfbps pi N  
 Ban A ount ple ysk  
 Barr rs to Entr dki b/Tjs/o'eK  
 B at ra A r nt d'fXoh ; wM'sk  
 Bu Co ar or r fi ; wkBh feos eoB tkb/  
 ekw/  
 BoarJ1D Dr tors vkfJoëNoK dk pov  
 BonJ1Y J1toD-g/so bkG  
 Br a Ev n ont ; wkB-fpd{  
 BranJ1J1GooJ1NoV wkoe tkbhk t ; sk  
 Bus n ss Consu tants tgko ; bkj eko  
 Bus n ss at ons tgkoe ; pX  
 Bus n ss Equ p nt tgkoe ; wlr oh  
 Bus n ss For ast n tgkoe gbt nB/wkB  
 Bus n ss rv s tgko- ; tktk  
 Bus n ss o ut ons tgkoe r MbK dk j zb  
 Capa t ; woEK  
 Cap ta A ount gfi hrs ysk  
 Cap ta E p nJ1ur gfi hoG you  
 Cap ta For at on gfi h-fBowkD n  
 pa ; n"D

Corporat on fBrw

Corporat Bus n ss fBrw tglk

Cost o GooJg t; sk dh bkrs

Cost o roJg t on Tjsgkdb dh bkrs

Curr nt Ass ts ubS ; gsh

Curr nt t s ubS dDdkohnk

D ntur . vhpLuo

D t rv . eoi k ; /tk

D t ana nt foDFgpX

D rr Jg a nt o'e/j'J/Gf skB

D at on wldok ft; chsh

D onstrat on E t gpdUbh gGkt

D pr at on wlb xNkjh

D pr ss on nkofEe wdk

D r t a s t oJg Tjsgkde dhkok f; Xk  
ftleohFgpX

D s nv st nt ftfBtU

D v Jg hJg bkG-nU

D str ut on C ann . ftsoDFgDkbn

E ono InJg ator nkofEe ; ue

E ono st . nkofEe gpX

E ono an t ons nkofEe oek

Entr pr n ur Tldwh

Equ t . fJefJNh

Est s Jg ro Jg . ; Ekfgs ftXh

Est s nt nwbk, ; EkgBk

Est at o E p nJg tur . you nBwkb

E ut v Co tt . ekoi ekoh ewNh

F as t . ; GktBk

F s a o . ftzsh Bsh

F s a Y ar ftzsh ; kb

F Jg Ass ts ; Ekjh ; gsh

F Jg Costs ; Ekjh you/

For nE an . ftdUh wldok

G n ra ro Jg . nkweoi FftXh

Gov rn n BoJg nsor ; Gk65

Gross ro t ep bkG

H rar . gdth soshp

HoarJg . i hokpk~h

Hu an Cap ta . wBlyh gf h

Hu an sour s wBlyh ; z kXB

I p rsona rv . r b Uy ; h ; /tktk

In u nt gdXkoh

In o tat nt nkwdB fuink

In at on wldok ; chsh

In rastrJg a o BoJg w u s



OR

PAPER II: HISTORY AND CULTURE OF PUNJAB

2 hrs 20 mins  
Written 20 marks  
Internal Assessment 20 marks  
Total 40 marks

One Paper

General Instructions:

In answer questions write the answer in English. The first question is a short answer type question. The remaining questions are of the long answer type. The first question is compulsory. The total marks for the paper are 40. The paper is divided into two sections. The first section contains 10 questions and the second section contains 10 questions. For private candidates who are not registered for the examination, the proportion of marks for the two sections will be 20 marks for the first section and 20 marks for the second section. The questions are of the following type: Short answer type questions, Long answer type questions, and Multiple choice questions.

HISTORY AND CULTURE OF PUNJAB 1200-1849 A.D.

UNIT-I

Origin and Development of Sikhism  
Guru Nanak Dev Ji  
The Birth of Sikhism

UNIT-II

Guru Arjan Dev Ji  
The Martyrdom of Guru Arjan Dev Ji  
The Formation of the Khanda

UNIT-III

The Martyrdom of Guru Tegh Bahadur Ji  
The Martyrdom of Guru Gobind Singh Ji  
The Formation of the Khanda

## UNIT-IV

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### Suggested Readings:

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 B r qu r J J ta an J J pt wou J on or to t tr at nt o t  
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 answ r qu st ons  
 Gr wa J *The Sikhs of the Punjab, The New Cambridge University History  
 of India* r nt on an H J ta a J  
 n us want *A History of the Sikhs* o or J n v rs t  
 r ss D  
 n Fau a J *History of the Punjab* o II un a  
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 o In J o II a an D

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**Note:** o ow n at or s o t stu J nts s a nt t J to ta t opt on o  
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 as s t  
 ar J o an J D ns rsonn an J C ntra ov rn nt  
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# PAPER IV: QUANTITATIVE TECHNIQUES

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Int Ass ss nt  
E t Ass ss nt

ours

## UNIT-I

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## UNIT-II

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J v at on anJ tanJ at J v at on  
ro a t or AJ ut on ut p at on u Ba s

PAPER-V : BUSINESS LAW-I

Contract Law  
E t Ass ss nt  
Int Ass ss nt

ours

UNIT-I

Two Contract Definition Nature of Contract Contract Law Contract Law  
Capacity of parties Free Consent Contract Law Contract Law  
Contracts of Special Nature Contract Law Contract Law  
Contract of Indemnity Contract Law Contract Law

Partnership Definition Nature of Partnership Partnership  
Partnership Partnership Partnership Partnership  
Partners Partnership Partnership Partnership

UNIT-II

Two Kinds of Goods Contract of Sale of Goods Contract Law  
Contract of Sale of Goods Contract Law Contract Law

Joint Assurance

Factors Act Contract Definitions Approval Contract Law  
Factors Insurance Contract Law Contract Law  
Export to and Import to Foreign Countries Contract Law  
Contract Law

Joint Factors of Insurance Contract Law Contract Law  
Contract Law Contract Law Contract Law  
Contract Law Contract Law Contract Law

**PAPER-VI : BUSINESS ECONOMICS**

2 2r s  
E t Ass ss nt  
Int Ass ss nt

Hrs

**UNIT-I**

## **PAPER VII : BASIC ACCOUNTING**

**2 2r S**

**PAPER VIII: COMPUTERS ( FUNDAMENTALS OF INFORMATION TECHNOLOGY)**

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EJ at on anJ ra n n n En n r n anJ at s

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*Input utput an or*

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ar ous output J v s n uJ n on tors r nt rs anJ ott rs

4 r ar an con ar or

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anJ on r ova s onJ at stora tap s D s s CD D D Co par son o  
t s J v s as J on t no o anJ sp J IntroJ t on to ut J App at on  
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*Fun a nta s o Int rn t c no o*

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**References:**

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Co put rs oJ auJ is  
Co put rs Fun a nta s n a  
FunJ nta s o Co put rs a ara an



**Indian Laws on Environment :**

In Indian laws pertaining to Environmental protection Environmental protection Act 1986. Government of India has enacted laws relating to control of air water and noise pollution. It is to be noted that the Environmental Protection Act 1986 is the main law in India.

**Biodiversity :**

The Environmental Protection Act 1986 provides for the protection of biodiversity. The Environmental Protection Act 1986 provides for the protection of biodiversity. The Environmental Protection Act 1986 provides for the protection of biodiversity. The Environmental Protection Act 1986 provides for the protection of biodiversity.

**Noise and Microbial Pollution :**

The Environmental Protection Act 1986 provides for the control of noise and microbial pollution. The Environmental Protection Act 1986 provides for the control of noise and microbial pollution.

**Human Population and Environment :**

The Environmental Protection Act 1986 provides for the control of human population and environment. The Environmental Protection Act 1986 provides for the control of human population and environment.

**Social Issues :**

The Environmental Protection Act 1986 provides for the control of social issues. The Environmental Protection Act 1986 provides for the control of social issues.

**Local Environmental Issues :**

The Environmental Protection Act 1986 provides for the control of local environmental issues. The Environmental Protection Act 1986 provides for the control of local environmental issues.

**Practicals :**

The Environmental Protection Act 1986 provides for the control of practicals. The Environmental Protection Act 1986 provides for the control of practicals.

*Note : Above 15 topics to be covered in 25 hour lectures in total, with 2 lectures in*





# SYLLABUS FOR BACHELOR OF BUSINESS ADMINISTRATION

## SECOND YEAR

### PAPER I : BUSINESS LAWS-II

2 2r s  
Int Ass ss nt  
E t Ass ss nt

ours

#### UNIT-I

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rosp tus rs p Dr tors

#### UNIT-II

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**PAPER –III : HUMAN RESOURCE MANAGEMENT**

2 2r s  
Int Ass ss nt  
E t Ass ss nt

ours

## PAPER –IV : FINANCIAL MANAGEMENT

2 marks  
Int Ass ss nt  
E t Ass ss nt

ours

### UNIT-I

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# PAPER V : PRODUCTION & OPERATIONS MANAGEMENT

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Int Ass ss nt

ours

## UNIT-I

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proJt on

## UNIT-II

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Just n a or u J s ons Bas on pts Fun tona Ana s s Fa tor  
Ana s s or n qu s tanJatJ at on IntroJt on t v s tanJatJ at on  
un t ons J v s ons v s I p ntat on anJ a nt nan o stanJatJ s

## **PAPER VI: BUSINESS ENVIRONMENT**

## UNIT-II

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ov rn nt E ono ro so Gov rn nt ro o Gov rn nt a n r  
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ra wor o so o us n ss aws FE A EBI t at st o pan aw t  
Consu r rot t on A t an n J ns on o r u ator ra wor n  
InJ anJ ts pa t o InJ n us n ss nv ron nt

o pon nts o so a anJ u tur nv ron nt sa nt atur o InJ n u tur  
anJ va u s an n ro o InJ n a s st E r n o J ass anJ ts  
n u n on us n ss ro o on InJ n u tur anJ va u s h J or so a  
r spons t o us n ss t o o a Issu s anJ nJ n us n ss  
Int rnat ona us n ss nv ron nt ro anJ portan o C s n InJ  
or n J r t nv st nt n InJ ro o non r s J nt InJ ns an n  
J ns on o or n traJ po J va uat on o InJ n rup anJ ts pa t on  
InJ n us n ss

t no o a nv ron nt t no o po t ro o s ar  
D v op nt n Bus n ss port o t no o anJ pro s asso at J w t t  
J at o sop st at J no o anJ pro so un po nt

# PAPER VII : COMPUTER OPERATING SYSTEMS AND PC SOFTWARE

2 2r s  
E t Ass ss nt  
Int Ass ss nt  
ours

## Disk Operating System (Dos):

IntroJ u t on F atur s o Dos Boot n pro ss Int rna anJ E t rna Jos o anJ s  
n uJ n anJ J r tor o anJ s su as DI D D E C Y  
F A A H XC Y EE E

## Window Operating System:

IntroJ u t on to Grap a s r Int r a G I F atur s o w nJ ows op rat n  
s st Con pt o J s top as ar tart utton H p utton ro ars  
n n anJ a n uttons Fun t ons o o put r n  
nJ ows p or r Cr at n o J s anJ s ort uts

## 3. Word Processing Software: MS-Word:

IntroJ u t on anJ app at ons o worJ pro ss n F atur s o orJ Cr at n  
p n n av n anJ ins rt n s EJ t n Do u nts For att n Jo u nts  
Ins rt n p tur s Cr at n rap s s n too s su as sp n anJ ra ar  
s n a r

## Spreadsheet Software: MS-Excel:

IntroJ u t on anJ app at ons o spr aJ s t Cr at n p n n anJ sav n  
wor s t Ent r n n or at on n uJ n t t nu r or u a J et anJ t  
s n u t n un t ons n uJ n at at a stat st a J et anJ t anJ  
nan a un t ons For att n wor s t rot t n s r nt n wor s t  
Cr at n D anJ J rap s Con pt o wor oo

## Relational Data Base Management System Package (Ms-Access):

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DB F atur s o A ss Cr at n ta s s o I port anJ E port a t  
r at n qu r s or J s n anJ r port J s n

IntroJ u t on anJ app at ons o pr s ntat ons o twar atur s o s ow r  
po nt IntroJ u t on to rus J t t ons r v nt on anJ ant v rus pa a s





**SYLLABUS FOR BACHELOR OF  
BUSINESS ADMINISTRATION THIRD YEAR**

2 2r s  
E t Ass ss nt  
Int Ass ss nt

ours

**PAPER-I :**

**Suggestions for Teaching/Testing:**

su t o pr s s an J s p n s r or ass stan o outs J J  
p rts n J to ta n Co orat v t a n s ss nt a  
qu st on pap r s ou J n u J o t v t p as w as J s rpt v t p  
qu st ons  
Int rna Ass ss nt  
Int rna Ass ss nt wou J ar J p n J upon ar n rs r u art an J  
pun tua t n ass part pat on n ass J s uss on o p t on o v if  
ass n nt s on J u t o nt ar t surv an J pr parat on o ar us n ss  
p an or a propos J su st J pro t Eva uat oh o ar t surv wor an J  
us n ss p an s ou J o nt J on t t a r on rn J an J t p rt ro  
D str t In Justr s C nt r Co r a an s

**Note:** a rs ustr r t at t ar n rs ar not p t J to ut t pro t  
proposa pr par J t n t Entr pr n urs p D v op nt pap r  
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**Paper -II: Computer Based Information Systems**

2020  
End Assessment

**Group A**

**PAPER – I : INSURANCE MANGEMENT**

2 2r s  
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Int Ass ss nt

Hrs

**UNIT-I**

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**UNIT-II**

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**PAPER –II : BANKING LAW & MANAGEMENT**

2 marks  
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**UNIT-I**

Banking Regulation Act, A student of a Instrument Act, Bank  
Customer Relations, Banks as Borrowers, E position of Functions, Guarantees, Advances  
Surcharge, Collateral securities, Goodwill, Bank as a business, Innovative Banking

**UNIT-II**

Trust Corporation, Capital markets, Financial Institutions, National  
or ation Co-operative Banks, Regulation, Trust, Functions, Responsibility  
r Jurisdiction, our sources, and unsecured, Liquidation, Concepts, Instruments  
role, Jurisdiction, to Banks, ssu o Assets, Capital, Liquidity

**Group B**

**Paper – I : Organisational Behaviour**

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**UNIT-I**

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**UNIT-II**

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**PAPER –II : INDUSTRIAL RELATIONS & LABOUR LEGISLATION**

2 hrs  
Ext Ass ss nt  
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Hrs

**UNIT-I**

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**UNIT-II**

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**Group-C**

**PAPER- I: INTERNATIONAL MARKETING**

2 hours  
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Int Ass ss nt

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**UNIT-I**

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**UNIT-II**

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