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 COMMMERCE

OUTLINES OF TESTS SYLLABI AND COURSES OF READING FOR BACHELOR OF BUSINESS ADMINISTRATION

(Semester System)

For the Examination 2018-19

SCHEME OF EXAMINATIO N FOR B.B.A (2018-2019)

Subject

BBA 205	REGULATORY FRAMEWORKFOR COMPANIES	100	6
BBA 206	DIRECT TAX LAWS*	100	

STUDENT TO CONTINUE WITH THE SAME OPTION AS IN FIFTH SEMESTER

MARKETING MANAGEMENT

BBA 325 ADVERTISING AND BRAND MANAGEMENT

BBA 326 MARKETING OF SERVICES

FINANCIAL MANAGEMENT

BBA 327 COST ANALYSIS AND CONTROL

BBA 328 ACCOUNTING FOR MANAGEMENT

HUMAN RESOURCE MANAGEMENT

BBA 329 HUMAN RESOURCE PLANNING AND PERFORMANCE MANAGEMENT

BBA 330 COMPENSATION MANAGEMENT

* Tutorial classes will be held for the subjects.

** This is a compulsory qualifying paper, which the students have to study in the B.A./B.Sc/B.Com/BBA 1st year (2nd Semester). If the student/s failed to qualify the paper during the 2nd Semester, he/she/ they be allowed to appear/qualify the same in the 4th, 6th Semester/s.

*** Each unit of BBA will be divided into 2 Groups for the purpose of Tutorials.

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fJzNoBb n;?;w?AN L 05

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f;b/p;

1a nkX[fBe gzikph ethnK dhnK u'DthnK eftsktK dk nfXn?

2a u'DthnK gzikph ejkDhnK dk nfXn´

3a u'Dt/Agzikph b'yeK dk ;zy/g ihtB s/ ouBk$:'rdkE

e'o;

1a Bt/A fd;jZd/, ;zgkL vka r[od/t f;zx ftu'A u'DthnK 15 eftsktK, gqekôe L gzikp :{Bhtof;Nh, gpbhe/ôB fpUo', uzvhrVQ (GkJh tho f;zxF fgzio/ fgnk gzSh, fJbw nwb, e/b'A d/ rb bZrh t/b, g{oB f;zxFw/ok N[Zfhk rhs, gzikp d/ dfonk, gzikp d/ wi{o, XBh okw ukfsqeF ukBD ih, ;kT[D, ft;kyh dk w/bk, w'jB f;zx F w?A BjhA ofjDk s/o/ froK, nXtkN/, ski wjb ns/ nzfwqsk gqhswF ;[B/j[V/, u/so ns/ oks w/oh ikrdh eftsktK)

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Business Vocabulary

1. Acceptance	gq Brh, ;th qsh
2. Access	gj[u
3. Account	b/yk
4. Accountant	b/ykeko
5. Account Book	tjh yksk
6. Acknowledgement	gj[zu o;hd
7. Advance	gôrh
8. Alternative Cost	ftebgh bkrs
9. Amalgamation	;zf0 12 216 466.56 Tm ( ) Tj .02 487.2 k9/1j .02 487.2 l

28. Beneficial	bkGdkfJe
29. Bilateral Agreement	d' fXdh ;wM"sk
30. Bill of Exchange	j[zvh
31. Bond	

59. Debt Management	foDFgqjkz
60. Deduct	eN"sh
61. Deferred Payment	;Efrs G[rskB
62. Deflation	w[Zdok ft;chsh
63. Demand for payment	ndkfJrh bJh wzr
64. Demonstration Effect	gqdôBh gqGkt

2. The distribution of marks for the map question would be as under:
   Map : 06 Marks
   Explanatory Note : 04 Marks

   In case a paper setter chooses to set a question of map on important historical places, the paper setter will be required to ask the students to mark 6 places on map of 1 mark each and write explanatory note on any two of 2 marks each.

3. The paper-setter would avoid repetition between different types of question within one question paper.

PAPER : HISTORY AND CULTURE OF PUNJAB FROM THE EARLIEST TIMES TO 1849

Max. Marks	:	50
Theory	:	45
Internal Assessment	:	05
Time	:	3 Hours

Objectives: To introduce the students to the history of the Punjab region.
Pedagogy: Lectures, library work and discussions.

UNIT I

1. Harappan Civilization: extent and town planning and socio-economic life.

Amritsar, Kiratpur, Anandpur Sahib, Tarn Taran, Machhiwara,

BBAS102 BUSINESS STATISTICS

Objective: To impart the students about the basic knowledge of statistics.

UNIT -I

Statistics Definition, Functions, Scope, Usage and Limitations of Statistics

Measures of Central Tendency: Types of

BBAS105: FINANCIAL ACCOUNTING

Objective: The primary objective of the paper is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

UNIT - I

Meaning and Uses of Accounting Information: Objectives and Nature of Accounting, Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting, Accounting Equation. Accounting Principles, Accounting Concepts and Conventions, Accounting cycle, Journals, Ledger, and Trial Balance.

Cash Book and Bank Reconciliation Statement.

Depreciation Provisions and Reserves: Methods, Types and Accounting.

Final Accounts: Trading, Profit and Loss account and Balance Sheet of a Sole Proprietary Concern.

UNIT I I

Accounting for Issue and Forfeiture of Shares, Reissue of Shares, Employee Stock Option Plan, Right Issue and Bonus Share.

Accounting for Issue and Redemption of Debenture.

Final Accounts of Companies.

Practical Work: Computer Software Programs for Accounting and Preparation of Financial Statements.

Suggested Readings:

1. Anthony, R.N., and J.S. Reece, Accounting Principles, Richard D. Irwin, Inc.
2. Monga, J.R., Financial Accounting: Concepts and Applications, Mayoor Paper Backs, New Delhi.
3. Shukla, M.C, T.S. Grewal and S.C. Gupta, Advanced Accounts, Vol-I, S. Chand & Co., New Delhi.
4. Gupta, R.L. and M. Radhaswamy, Advanced Accountancy Vol-I, Sultan Chand & Sons, New Delhi.
5. Maheshwari, S.N. and. S. K. Maheshwari, Financial Accounting, Vikas Publishing House, New Delhi.
6. Sehgal, Ashok, and Deepak Sehgal, Advanced Accounting Part-I, Taxmann Applied Services, New Delhi.
7. Tulsian, P.C., Advanced Accounting Tata Mc Graw Hill, New Delhi.

BBAS106: ESSENTIALS OF BUSINESS ECONOMICS - I

Objective: To study the basic concepts of micro and macroeconomics relevant for Business decision making and helping them to understand the application of economic principles in business management.

UNIT I

Micro vs. Macro Economics

Fundamental Concepts used in Business Decision Making: Opportunity Cost, Marginal Principle, Incremental Principle, Contribution Analysis, Equi Marginal Principle.

Theory of Demand, Law of Demand, Movement Along vs. Shift in Demand Curve

Concept of Elasticity of Demand, Types of Elasticity of Demand (Price, income and Cross), Factors Affecting Elasticity of Demand

Measurement of Elasticity of Demand

Demand Forecasting: Need, Objectives and Methods

Supply: Determinants, Law of Supply and Elasticity of Supply.

Theory of Production: Meaning and Concept of Production, Factors of Production and Production Function with One Variable Input, Production Function and Technological Progress Law of Variable Proportions, Returns to a Scale

UNIT II

Concepts of Cost and Revenue

Types of Cost, Cost Function, Short run and Long run Cost Curves, Economies and

SEMESTER II

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1a nkX[fBe gzikp ethnK dhnK u'DthnK eftsktK dk nfXn?

2a u'DthnK gzikph ejkDhnK dk nfXn´

phHphHJ/H Gkr gfjbk
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Business Vocabulary

1. Imperfect Market	ng{oD wzvh
2. Imports	nk:ks
3. Import Duty	nk:ks eo
4. Imputed Income	nko'fgs nkwdB
5. Imprest Account	;o ekohgô rh b/yk
6. Income Statement	nkwdB fuZmk
7. Index of Profit	bkG ;{ue
8. Income Tax	nkwdB eo
9. Inflation	w[dok ;chsh
10. Intangible Assets	n;E{b b?DdkohnK
11. Investment	fBt/ô
12. Invoice	phue
13. Jobber	;Nke nkVQsh
14. Job Casting	bkrs fBoXkoD
15. Joint Venture	;KMk T[Zdw
16. Labour	feos
17. Laissez Fair	y[ZbQh ftt;Ek
18. Lease Holding Building and Property	gZNô/ fJwkos ns/ ikfJdkd
19. Ledger	õksk
20. Ledger Folio	yksk gzB
21. Liabilities	d/DdkohnK
22. Liquidator	fBoXkoe
23. Market	wzvh
24. Marketable Goods	fteD:'r t;sK
25. Mechanization	wôhBheoB
26. Mercantilism	tgkotkd
27. Monetary System	w[Zdok gqpzX
28. Money of Account	b/y/ dh wZ[dok

29. Monopoly	J/ekfXeko
30. Mortgage	ofjD, froth
31. Net Investment	fBo'b fBt/ô
32. Net Profit	fBo'b bkG
33. Notice of Stoppage	o'e ;{uBk
34. Office Expenses Account	døsoh õou b/yk
35. Open Market Operations	y[ZbQkhwfzjko
36. Over Due	fwnkd g[Zrh
37. Over Head Cost	pZMh bkrs
38. Partnership	fjZ;/dkoh, ;KMhdkoh
39. Payable Accounts	d/D:'r b/y/
40. Preference Shares	soihjh fjZ;/
41. Premium	gqhwhnw
42. Price Control	ehws fB:zsoD
43. Production	T[sgkdB
44. Profit Margin	bkG nø
45. Proprietor	;zgsh wkbe
46. Quasi Negotiable Instrument	noX ftZeoh:'r j[zvh
47. Quotation	w[Zb ;{uh
48. Rate of Exchange	tNKdok do
49. Ready Delivery	fsnko wkb
50. Real Wages	tk;sfte wid{oh
51. Rebate	S'N, eN"sh
52. Recession	nkofEe wzdh dk d"o
53. Receivable Accounts	b?D:'r b/y/
54. Redemption of Mortgage	ofjD S[vkT[Dk
55. Receipts and Payment Account	gqkgsh ns/ ndkfJrh b/yk
56. Rent	feokfJnk
57. Rent Account	brkB b/yk, feokfJnk b/yk
58. Reserve Price	okythA ehws
59. Revenue	nkwdB

91. Unproductive Expenditure	nD - T[gikT{ you
92. Unproductive Labour	nD - T[gikT{ feos
93. Validity Period	gqwkfDs fwnkd
94. Vertical Integration	;wo{g ;zxNB
95. Wages	wid{oh
96. Wages Account	T[ios b/yk
97. Wage Goods	wid{oh t;sK
98. Wage Book	T[ios tjh
99. Wharf age	T[sokJh
100. Write Off	tZN/ yks/ gkT[Dk
101. Working Capital	ubzs g{zih
102. Yield	T[gi
103. Zero Rate of Interest	ftnki dh ÷ho' do

Semester II

BBA121B HISTORY AND CULTURE OF PUNJAB IN THE COLONIAL AND POST INDEPENDENCE TIMES

INSTRUCTIONS FOR THE PAPER SETTER AND CANDIDATES: (FOR PAPER in semester 1 AND 2)

1. The syllabus has been divided into four Units.
   There shall be 9 questions in all. The first question is compulsory and shall be short answer type containing 10 short questions spread over the whole syllabus to be answered in about 25 to 30 words each. The candidates are required to attempt any 5 short answer type questions carrying 5 marks i.e. 1 mark each. Rest of the paper shall contain 4 units. Each Unit shall have two essay type questions and the candidate shall be given internal choice of attempting one question from each Unit. Unit-IV in all. Each question will carry 10 marks.
2. For private candidates, who have not been assessed earlier for internal assessment, the marks secured by them in theory paper will proportionately be increased to maximum marks of the paper in lieu of internal assessment.
   The paper-setter must put note (2) in the question paper.
3. One question from Unit-IV shall be set on the map.

Explanation:

1. Each essay type question would cover about one third or one-half of a topic detailed in the syllabus.
2. The distribution of marks for the map question would be as under:

   Map : 6 Marks

   Explanatory Note : 4 Marks

   In case a paper setter chooses to set a question of map on important historical places, the paper setter will be required to ask the student to mark 6 places on map of 1 mark each and write explanatory note on any two of 2 marks each.
3. The paper-

Investment: Meaning, Types, Factors Affecting Investment, Importance of Investment.

Multiplier: Meaning, Keynesian Income or Investment Multiplier, Leakages, Uses, Limitations of Multiplier.

Government Policies: Monetary Policy and Fiscal Policy.

Inflation: Meaning, Types, Causes, Effects, Measures to control it.

Suggested Readings:

1.Shapiro. E Macroeconomic analysis Galotia publications, New Delhi.

2.Eugene Diulio Macro economics, 4