

## DEPARTMENT OF MANAGEMENT

<b>Vision of the Department</b>	To create a centre of academic excellence in the field of management through holistic development of the students.
<b>Mission of the Department</b>	<ol style="list-style-type: none"><li>1. To produce globally competent and socially responsible managers by offering skill based education and human values.</li><li>2. To create world class transformational leaders for betterment of society.</li></ol>

### **Programme Outcomes (PO)**

*At the end of the BBA Programme, graduates will be able to*

<b>PO1</b>	Acquire knowledge and skills in the field of management, accounting, marketing and human relations.
<b>PO2</b>	Apply the entrepreneurial and managerial skills for effective and business management.
<b>PO3</b>	Acquire employability skills through the practical awareness on the IT in management.
<b>PO4</b>	To comprehend applicability of management principles to situation in global business world
<b>PO5</b>	Develop legal and ethical value for the continuous development of business venture

### PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

PEO1: The graduates will be equipped with interpersonal skills , leadership traits, and entrepreneurial capabilities

PEO2: The graduates will be trained with world class professional attributes to face competitive global challenges

PEO3: Graduates will be developed into responsible citizens who will lead the business with ethical and moral values

## **PROGRAM SPECIFIC OUTCOMES (PSOs)**

PSO1: Understand the concepts of Accounting, Marketing, Production and other managerial operations

PSO2: Imparting practical knowledge and platform to learn corporate culture

PSO3: Making them understand the relationship of the concepts between academia and  
Industry

PSO4: Implementation of learned knowledge for effective decision making

PSO5: Developing critical thinking for understanding managerial problems and resolving it with available resources

<b>BBA -201</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Internal Assessment</b>	<b>External Assessment</b>	<b>Total</b>
			<b>20</b>	<b>80</b>	<b>100</b>
CO1:	To make students aware about how a human being behaves				
CO2:	To change behaviour of students and making them a better human being who understands the emotions of others.				
CO3:	To make students a good team player by understanding the behaviour of acting in a co-operative manner				
CO4:	To make students understand various aspects of personality i.e, Emotions, perceptions and learning				
CO5:	To make them familiarized with different levels of motivation.				

### **BBA-201: Understanding Human Behavior**

**Max.Marks:100**

**ExternalAssessment:80**

**Internal Assessment:20**

**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.**

Understanding Human Behaviour: Nature, Meaning; Approaches for studying Human Behaviour: Behavioural Approach, Cognitive Approach, Psychoanalytic Approach Personality-Nature and Meaning, Theories of personality- Trait Theory, Psychoanalytic Theory, Social learning Theory.Emotions-Nature and Meaning, Physiological responses in emotions, Theories of emotions.Motivation-Nature and Meaning, Theories of motivation-Maslow's hierarchy of needs, Theory X and Y, Two Factor Theory.

Perception-Nature and Meaning, Laws of Perceptual Organization, Attention and Perception; Learning-Nature and Meaning, Theories of learning-Classical conditioning, Operant conditioning, Memory and Forgetting.

#### **Suggested Readings:**

1. Davis, K. Human Behaviour at Work, Organizational Behaviour, Tata McGraw Hill Publishing Co., New Delhi
2. Luthans, F. Organizational Behaviour, McGraw-Hill Book Company
3. Robbins, S.P. Organizational Behaviour, Prentice Hall of India, New Delhi.
4. Dwivedi, R.S. Human Relations and Organizational Behaviour, Oxford & IBH Publishing Co., New Delhi.
5. Dwivedi, R.S. Corporate Excellence: An External Search, McMillan India Ltd., 1998, New Delhi.
6. Schermerhorn Managing Organizational Behaviour, et al. John Wiley & Sons, New Delhi.
7. Kreitner and Kinicki Organizational Behaviour, Tata McGraw Hill Publishing Co., New Delhi

## Lesson Plan

### **BBA-201: Understanding Human Behaviour**

<b>L1</b>	Understanding Human Behaviour: Meaning & Nature
<b>L2</b>	Approaches for studying Human Behaviour
<b>L3</b>	Do
<b>L4</b>	Approaches for studying Human Behaviour
<b>L5</b>	Do
<b>L6</b>	Behavioural Approach
<b>L7</b>	Do
<b>L8</b>	Cognitive Approach
<b>L9</b>	Do
<b>L10</b>	Psychoanalytic Approach
<b>L11</b>	Do
<b>L12</b>	Assignment
<b>L13</b>	Doubt Session & Case Study
<b>L14</b>	Personality: - Meaning and Nature
<b>L15</b>	Theories of personality
<b>L16</b>	Do
<b>L17</b>	Psychoanalytic Theory
<b>L18</b>	Do
<b>L19</b>	Social learning Theory
<b>L20</b>	Case Study
<b>L21</b>	Emotions-Nature and Meaning
<b>L22</b>	Do
<b>L23</b>	Physiological responses in emotions
<b>L24</b>	Do
<b>L25</b>	Theories of emotions
<b>L26</b>	Do
<b>L27</b>	Motivation-Nature and Meaning
<b>L28</b>	Theories of motivation
<b>L29</b>	Do
<b>L30</b>	Maslow's hierarchy of needs
<b>L31</b>	Do
<b>L32</b>	Theory X and Y
<b>L33</b>	Do
<b>L34</b>	Two Factor Theory
<b>L35</b>	Doubt Session
<b>L36</b>	Perception-Nature and Meaning
<b>L37</b>	Do
<b>L38</b>	Laws of Perceptual Organization
<b>L39</b>	Do

<b>L40</b>	Attention and Perception
<b>L41</b>	Learning-Nature and Meaning
<b>L42</b>	Do
<b>L43</b>	Theories of learning
<b>L44</b>	Classical conditioning
<b>L45</b>	Operant conditioning
<b>L46</b>	Do
<b>L47</b>	Memory and Forgetting
<b>L48</b>	Doubt Session

## **Tutorial Sheet**

### **Tutorial Sheet-1**

1. Why should organizations give importance in understanding human behavior?
2. What is individual difference? What are the factors which affect individual differences?
3. Describe various models in understanding human behavior.
4. Describe value. Define attitudes. How are they similar? or different ?
5. What is the source of values and attitudes?
6. Values have been described as the foundation of individual behavior. On what basis do you think such a statement was made?

### **Tutorial Sheet-2**

1. Explain why personality is developmental in nature? What are the primary factors that influence the evolution of personality?
2. Why are the first three stages of Erikson's model of personality so crucial to long term personality development? How do the crises of these three stages relate to the crises of the remaining stages?
3. Describe locus of control, "Machiavillianism" and type A or B as type of personality.
4. Describe the difference between type and trait approaches.
5. Describe the sub systems of Jung's personality theory? Also explain the four dimensions of the theory.
6. Describe the socialization processes and explain how it influences its personality, attitudes and values?

Previous year question paper

Roll No. ....

Total Pages : 03

**BBA/D-19**

**14595**

**UNDERSTANDING HUMAN BEHAVIOUR**

**BBA201**

Time : Three Hours]

[Maximum Marks : 80

**Note :** Attempt *Five* questions in all, however Q. No. 1 is compulsory.

कुल पाँच प्रश्नों के उत्तर दीजिए । प्रश्न संख्या 1 अनिवार्य है ।

1. Short answer type questions :

- (a) What is the nature and measuring of human behaviour ?
- (b) Define Personality.
- (c) What are common physiological responses in emotions ?
- (d) What is the nature and process of motivation ?
- (e) Explain theory X and Y of motivation.
- (f) What are the causes of forgetting ?

(3-07/9) L-14595

**P.T.O.**

लघु उत्तरीय प्रश्न :

- (अ) मानव व्यवहार की प्रकृति व अर्थ बताइये ।
- (ब) व्यक्तित्व की परिभाषा बताइये ।
- (स) संवेग की सामान्य शारीरिक प्रतिक्रियायें बताइये ।
- (द) अभिप्रेरणा की प्रकृति व प्रक्रिया क्या है ?
- (इ) अभिप्रेरणा के X व Y सिद्धान्त की व्याख्या कीजिए ।
- (फ) भूलना का सामान्य व मुख्य कारण क्या है ?

2. Explain human behaviour with the help of cognitive approach.

संज्ञानात्मक दृष्टिकोण की सहायता से मानव व्यवहार की व्याख्या कीजिए ।

3. Explain Trait Theory of Personality in detail.

व्यक्तित्व गुण सिद्धान्त की विस्तार से व्याख्या कीजिए ।

4. Explain any *two* theories of Emotions.

संवेग के किन्हीं दो सिद्धान्तों की व्याख्या कीजिए ।

5. Explain two-factor theory of Motivation.

अभिप्रेरणा के द्वि-कारक सिद्धान्त की व्याख्या कीजिए ।

6. What is Perception ? Explain various principles/laws of perceptual organisation.

प्रत्यक्षीकरण क्या है ? प्रत्यक्षीकरण के संगठनात्मक सिद्धान्तों नियमों की व्याख्या कीजिए ।

7. Explain operant conditioning theory of learning with the help of experiment done by Skinner.

स्किनर द्वारा प्रयोग किए गये अधिगम के संचालक कंडीशनिंग सिद्धान्त बताइये ।

8. What are the types of memory ? How can we improve memory ?

स्मृति के प्रकार कितने हैं ? स्मृति को कैसे सुधार सकते हैं ?

9. Explain Social Learning Theory.

सामाजिक अधिगम सिद्धान्त की व्याख्या कीजिए ।

<b>BBA -202</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Internal Assessment</b>	<b>External Assessment</b>	<b>Total</b>
			<b>20</b>	<b>80</b>	<b>100</b>
CO1:	To make students aware about various external and internal factors and its impact on business.				
CO2:	To make students understand about the history of economies and its evolution so that working of the countries can be known.				
CO3:	To make students knowledgeable about different roles prevails in the economy and their importance				
CO4:	To imbibe the knowledge about the different economics Plan of India.				
CO5:	To impart knowledge to students regarding ethics while operating business and Acts to be considered while earning profits				

## BBA-202: Micro Business Environment

Max.Marks:100

ExternalAssessment: 80

Internal Assessment:20

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**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.**

Business environment: concept, nature and significance. Economic, social, political forces affecting business operations & growth. Types of business environment. Environmental scanning. Risk in business environment- country risk and political risk. Economic systems: capitalism, socialism & mixed economy. Economic planning in India: objectives, strategy and problems. Impact of economic planning in India.

Economic roles of government: regulatory role, promotional role, entrepreneurial role, planning role, economic role in Indian context. The constitutional environment and state intervention in business. Social responsibility of business: concept, rationale, dimensions and its disclosure by Indian business. Professionalisation and business ethics. Competitive environment of business with reference to MRTP Act and Competition Act.

Suggested Readings:

1. Francis Cherunillam: Business Environment, Himalaya Publications
2. Suresh Bedi: Business Environment, Excel Books
3. Alok Goyal: Environment for Managers, V.K. Publications
4. Justin Paul: Business Environment, Tata Mc-Graw Hill

## Lesson Plan

### **BBA-202: Micro Business Environment**

<b>L1</b>	Business Environment – Concept
<b>L2</b>	Nature and Significance
<b>L3</b>	Economic & social Factors affecting Business Environment
<b>L4</b>	Do
<b>L5</b>	Business operations & growth affecting Business Environment
<b>L6</b>	Do
<b>L7</b>	Types of Business Environment.
<b>L8</b>	Do
<b>L9</b>	Environmental Scanning
<b>L10</b>	Risk in Business environment
<b>L11</b>	Do
<b>L12</b>	Country risk and political risk
<b>L13</b>	Case Study
<b>L14</b>	Economic systems
<b>L15</b>	Capitalist Economy
<b>L16</b>	Do
<b>L17</b>	Socialist Economy
<b>L18</b>	Do
<b>L19</b>	Mixed economy
<b>L20</b>	Revision
<b>L21</b>	Economic planning in India
<b>L22</b>	Case Study
<b>L23</b>	Objectives of Economic Planning
<b>L24</b>	Strategy and problems of Economic Planning in India
<b>L25</b>	Do
<b>L26</b>	Impact of economic planning in India
<b>L27</b>	Doubt Session
<b>L28</b>	Do
<b>L29</b>	Economic Roles of government
<b>L30</b>	Case Study
<b>L31</b>	Regulatory role
<b>L32</b>	Promotional role
<b>L33</b>	Assignment
<b>L34</b>	Case Study & Doubt Session
<b>L35</b>	Entrepreneurial role
<b>L36</b>	Planning role
<b>L37</b>	Do
<b>L38</b>	Economic role in Indian context
<b>L39</b>	The constitutional environment

<b>L40</b>	State intervention in business
<b>L41</b>	Do
<b>L42</b>	Social responsibility of business - Concept, rationale and dimensions
<b>L43</b>	Disclosure by Indian business
<b>L44</b>	Doubt Session
<b>L45</b>	Professionalization and Business Ethics
<b>L46</b>	Competitive environment of business
<b>L47</b>	MRTTP Act and Competition Act
<b>L48</b>	Revision

## **Tutorial Sheet**

### **Tutorial Sheet-1**

1. Critically examine the impact of globalization on the Indian economy.
2. Explain SWOT analysis with a suitable example. Discuss the various dimensions of the social responsibility of the business.
3. Explain monetary policy. What are the objectives of monetary policy?
4. Critically examine organization and structure of the WTO and also explain its functions and objectives.
5. What is globalization? Enumerate its merits and demerits in context of Indian economy.
6. Explain regulatory role of government.

### **Tutorial Sheet-2**

1. What are the various types of business risks. Explain country risk and political risk.
2. What is an economic system? Explain the various types of economic systems.
3. What is economic planning? Discuss the achievements of planning in India in the light of objectives of planning.
4. What is the difference between MRTP Act and competition act? Discuss various types of anti-competitive agreements as defined in competition act.
5. Explain state intervention in business. Also discuss reasons for state intervention in business.
6. What do you mean by constitutional environment? Explain important parts of constitution affecting business.

Roll No. ....

Total Pages : 03

BBA/D-19

14596

MICRO-BUSINESS ENVIRONMENT

BBA-202

Time : Three Hours]

[Maximum Marks : 80

Note : Attempt *Five* questions in all. Q. No. 1 is compulsory.

All questions carry equal marks.

कुल पाँच प्रश्नों के उत्तर दीजिए । प्रश्न संख्या 1 अनिवार्य है । सभी प्रश्नों के अंक समान हैं ।

**Compulsory Question ( अनिवार्य प्रश्न )**

1. Attempt the following short answer type questions :

- (a) Concept of Environment Scanning and its practical utility.
- (b) What are the key objectives behind Economic Planning ?
- (c) Identify the social forces/factors in environment influencing business.
- (d) Figure out the dimensions of Corporate Social Responsibility.

निम्नलिखित लघु उत्तरीय प्रश्नों के उत्तर दीजिए :

(अ) पर्यावरण स्कैनिंग की अवधारणा तथा इनके प्रयोग ।

(2-49/2) L-14596(TR)

P.T.O.

(ब) आर्थिक नियोजन के प्रमुख उद्देश्य क्या हैं ?

(स) व्यापार को प्रभावित करने वाले पर्यावरण में सामाजिक शक्तियों/कारकों का परिचय दीजिए ।

(द) कॉर्पोरेट सामाजिक उत्तरदायित्व के आयामों को चित्रांकित कीजिए ।

2.8 Compare and contrast the various economic system i.e., Capitalism vs. Socialism vs. Mixed Economy.

विभिन्न आर्थिक प्रणाली जैसे पूँजीवाद बनाम समाजवाद बनाम मिश्रित अर्थव्यवस्था में तुलना एवं वैषम्य स्पष्ट कीजिए ।

3. Why MRTP Act has been replaced with Competition Act, 2002 ? What are the objectives of Competition Act, 2002. Discuss the main provisions of Competition Act, 2002 ?  
प्रतियोगिता अधिनियम, 2002 के साथ MRTP एक्ट क्यों विस्थापित हो चुका है ? प्रतियोगिता अधिनियम, 2002 के क्या उद्देश्य हैं ? इसके प्रमुख प्रावधानों का वर्णन कीजिए ।

4. Does Social Responsibility conflict with the economic objectives of a business organization ? How can social responsibility be used as a tool to achieve the mission of the organization ?

क्या सामाजिक उत्तरदायित्व व्यापार संगठन के आर्थिक उद्देश्यों के साथ संघर्ष करता है ? संगठन का मिशन प्राप्त करने के लिए सामाजिक दायित्व को एक उपकरण के रूप में कैसे प्रयोग किया जा सकता है ?

5. Why every manager needs to understand the Business Environment ? Discuss the various components as well as types of Business Environment.

प्रत्येक प्रबन्धक को व्यापार पर्यावरण समझने की आवश्यकता क्यों है ? व्यापार पर्यावरण के विभिन्न घटकों तथा प्रकारों का वर्णन कीजिए ।

6. Discuss the major issues and hurdles in effective economic planning in India. What are the suggested measures to overcome the same ?

भारत में प्रभावशाली आर्थिक नियोजन में प्रमुख मुद्दे तथा बाधाओं का वर्णन कीजिए । इन्हें दूर करने में सुधारात्मक सुझाव क्या हैं ?

7. Discuss the different types of risks in Business Environment which are having an impact on business. Use examples.

व्यापार पर प्रभाव डालने वाले व्यापार पर्यावरण में जोखिम के प्रकारों का वर्णन कीजिए । उदाहरण दीजिए ।

8. Write notes on the following :

- (a) Entrepreneurial role of government for business
- (b) Identify the technological forces/factors in environment influencing business.

निम्नलिखित पर टिप्पणियाँ लिखिए :

(अ) व्यापार के लिए सरकार की उद्यमी भूमिका

(ब) व्यापार को प्रभावित करने वाले पर्यावरण में प्रौद्योगिकी शक्तियों/कारकों का परिचय दीजिए ।

<b>BBA -203</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Internal Assessment</b>	<b>External Assessment</b>	<b>Total</b>
			<b>20</b>	<b>80</b>	<b>100</b>
CO1:	Statistical knowledge helps you see the proper methods to collect the data, correct analysis and effectively present the results.				
CO2:	With the help of measures of central tendency students will be able to understand the basic population parameters				
CO3:	With the help of dispersion students will help in determining the reliability of an average				
CO4:	With the skewness , students will help in getting knowledge of direction and extent of asymmetry in a series				
CO5:	Index numbers will help the students to measure the changes in some quantity which are not observed directly				

## BBA-203: Business Statistics-I

**Max.Marks:100**

**ExternalAssessment:80**

**Internal Assessment: 20**

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**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equalmarks.**

### **COURSE CONTENTS:-**

Introduction, definition, scope, functions, importance, limitations and distrust of statistics; types of statistical methods; data collection and analysis; types of data: primary and secondary data; characteristics of a graph: types of graph and their merits and demerits.

Measures of central tendency: meaning and definition; Types of averages, median, mode, arithmetic mean, geometric mean, harmonic mean, quadratic mean, moving average, progressive average; relation between mean, median and mode.

Measures of dispersion and skewness : absolute and relative measures of dispersion range, quartile deviation, mean and standard deviation; difference between skewness and dispersion , empirical relation among various measures of dispersion, moments and kurtosis.

Sampling: introduction, census versus sample errors in sampling, types of sampling, judging reliability of sample. Business forecasting: meaning, steps in business forecasting and methods of forecasting

Index numbers: introduction, types of index numbers, methods of constructing index numbers, uses of index numbers.

Computation of above mentioned statistical techniques with Microsoft excel.

### **Suggested Readings:**

- (1) D.N Elhance Fundamental of statistics Kitabmahal
- (2) R.S Bhardwaj Business statistics ExcelBooks
- (3) T.N Srivastava Statistics for management McGrawHill
- (4) S.C Gupta Fundamental of statistics Himalaya publishinghouse
- (5) B.M Aggarwal Business statistics Sultanchand
- (6) Levine Business statistics- A first course Pearsoneducation
- (7) S.P Gupta Statistics Sultan chand&sons

## Lesson Plan

### **BBA-203: Business Statistics-I**

<b>L1</b>	Introduction to Business Statistics
<b>L2</b>	Scope, importance and functions of Business Statistics
<b>L3</b>	Limitations of Business Statistics
<b>L4</b>	Distrust of statistics
<b>L5</b>	Revision
<b>L6</b>	Types of statistical methods
<b>L7</b>	Data collection and analysis
<b>L8</b>	Types of data
<b>L9</b>	Primary data
<b>L10</b>	Secondary Data
<b>L11</b>	Assignment
<b>L12</b>	Characteristics of a Graph
<b>L13</b>	Types of graph
<b>L14</b>	Do
<b>L15</b>	Merits and demerits of Graphs
<b>L16</b>	Measures of central tendency meaning and definition
<b>L17</b>	Types of averages
<b>L18</b>	Revision
<b>L19</b>	Mean, median & mode
<b>L20</b>	Arithmetic mean, geometric mean, harmonic mean
<b>L21</b>	Do
<b>L22</b>	Quadratic mean
<b>L23</b>	Moving average
<b>L24</b>	Progressive average
<b>L25</b>	Doubt Session
<b>L26</b>	Relation between mean, median and mode
<b>L27</b>	Do
<b>L28</b>	Measures of dispersion and skewness
<b>L29</b>	Absolute and relative measures of dispersion range
<b>L30</b>	Do
<b>L31</b>	Quartile deviation,
<b>L32</b>	Mean and standard deviation
<b>L33</b>	Difference between skewness and dispersion
<b>L34</b>	Empirical relation among various measures of dispersion
<b>L35</b>	Moments and kurtosis
<b>L36</b>	Do
<b>L37</b>	Sampling: introduction
<b>L38</b>	census versus sample, types of sampling
<b>L39</b>	errors in sampling & judging reliability of sample
<b>L40</b>	Business forecasting: meaning
<b>L41</b>	Steps in business forecasting and methods of forecasting

<b>L42</b>	Do
<b>L43</b>	Index numbers: introduction
<b>L44</b>	Types of index numbers
<b>L45</b>	Methods of constructing index number
<b>L46</b>	Uses of index numbers
<b>L47</b>	Computation of above mentioned statistical techniques with Microsoft excel
<b>L48</b>	Do

## Tutorial Sheet

### Tutorial Sheet-1

- 1) What is frequency distribution? Describe various ways by which a frequency distribution can be represented
- 2) (a) calculate the arithmetic mean by short-cut and step deviation method

Marks	0-10	10-20	20-30	30-40	40-50
Number of students	20	24	40	36	20

(b) The mean of 100 items is 80. By mistake one item is misread as 92 instead of 29. Find the correct mean.

- 3) (a) Calculate the median from the following data. (8 marks)

X	10	12	14	16	18	20	22
F	2	5	12	20	10	7	3

(b) Calculate the median from the following data. (8 marks)

Marks	0-5	5-10	10-15	15-20	20-25	25-30	30-35	35-40	40-45
No. of students	6	12	17	30	10	10	8	5	2

- 4) Write short note on Histogram and Frequency polygon
- 5) Write short note on Pie Diagram and Ogive
- 6) Define skewness. How does it differ from dispersion?

### Tutorial Sheet-2

- 1) Discuss various tests of adequacy of index number formulae.
- 2) Give the formula of computing price index number by Fisher's method
- 3) Give the formula of computing price index number by Fisher's method
- 4) Calculate Median, Quartiles, 6<sup>th</sup> decile and 70<sup>th</sup> percentile from the following data

Marks Less than	80	70	60	50	40	30	20	10
No. of students	100	90	80	60	32	20	13	5

- 5) From the following data, determine the mode by grouping method and inspection method

X	7	8	9	10	11	12	13	14	15	16	17
Y	2	3	6	12	20	24	25	7	5	3	1

- 6) Calculate mean deviation from mean and median and its coefficient from the following data

Marks	0-10	10-20	20-30	30-40	40-50
No. of students	5	8	15	16	6

Roll No. ....

Total Pages : 06

BBA/D-19

14597

BUSINESS STATISTICS-I

BBA-203

Time : Three Hours]

[Maximum Marks : 80

Note : Q. No. 1 is compulsory and each part of it carries 2 marks. Attempt *four* questions out of the remaining questions. Each question carries 16 marks.

प्रश्न संख्या 1 अनिवार्य है । प्रत्येक भाग 2 अंक का है । शेष में से चार प्रश्न कीजिए । प्रत्येक प्रश्न 16 अंक का है ।

1. Explain the following in upto 50 words each :

- (a) Scope of Statistics
- (b) Types of data
- (c) Frequency polygon
- (d) Ogive or cumulative frequency curve
- (e) Merits and demerits of Median
- (f) Moments and Kurtosis
- (g) Time Reversal Test
- (h) Factor Reversal Test.

निम्नलिखित के 50 शब्दों तक उत्तर दीजिए :

- (अ) सांख्यिकी का क्षेत्र

- (ब) डाटा के प्रकार
- (स) आवृत्ति बहुभज
- (द) ओजाइव और संचयी बारंबारता वक्र
- (इ) माध्यिका के गुण और अवगुण
- (फ) कुकुदता और मोमेंट्स
- (ग) काल प्रतिलोम परीक्षण
- (ह) कारक प्रतिलोम परीक्षण ।

2. The following table gives the frequency distribution of the weekly wages (in '000 Rs.) of 100 workers in a factory :

Weekly Wages	No. of Workers
20-24	4
25-29	5
30-34	12
35-39	23
40-44	31
45-49	10
50-54	8
55-59	5
60-64	2

Draw the histogram and frequency polygon of the distribution.

निम्नलिखित तालिका एक कारखाने में 100 मजदूरों की साप्ताहिक मजदूरी ('000 रु. में) का आवृत्ति वितरण दर्शाती है :

साप्ताहिक मजदूरी	मजदूरों की संख्या
20-24	4
25-29	5
30-34	12
35-39	23
40-44	31
45-49	10
50-54	8
55-59	5
60-64	2

वितरण का हिस्टोग्राम और आवृत्ति बहुभुज खींचिए ।

3. Explain meaning and sources of secondary data. Also explain any *two* methods of collecting primary data. माध्यमिक आंकड़ों का अर्थ तथा स्रोत बताइए । प्राइमरी आंकड़ों को एकत्रित करने की दो विधियों का वर्णन कीजिए ।
4. Calculate the Mode, Median and Arithmetic Mean from the following data :

Class	Frequency
0-10	5
10-20	10
20-30	15
30-40	15
40-50	20

50-60	15
60-70	15
70-80	10
80-90	5

निम्नलिखित आंकड़ों से बहुलक, माध्यिका तथा गणितीय माध्य की गणना कीजिए :

वर्ग	बारंबारता
0-10	5
10-20	10
20-30	15
30-40	15
40-50	20
50-60	15
60-70	15
70-80	10
80-90	5

5. Explain difference between sample and census method of conducting survey. Describe with example various random sampling techniques.

सर्वेक्षण करने के नमूना तथा जनगणना विधि में अंतर स्पष्ट कीजिए। विभिन्न यादृच्छिक नमूना तकनीकियों का उदाहरण सहित वर्णन कीजिए।

6. Explain with example Laspeyre's method and Paasche's method of constructing index numbers. How Fisher method of index numbers is better than other methods ?

सूचकांक बनाने की फिशर विधि तथा पाश्चे विधि का उदाहरण सहित वर्णन कीजिए । फिशर विधि अन्य विधियों से कैसे अधिक अच्छी है ?

7. For the following data prove that the Fisher's Ideal Index satisfies both the Time Reversal Test and Factor Reversal Tests :

Commodity	Base Year		Current Year	
	Price	Quantity	Price	Quantity
A	6	50	10	56
B	2	100	2	120
C	4	60	6	60
D	10	30	12	24

निम्नलिखित आंकड़ों के लिए सिद्ध कीजिए कि फिशर के आदर्श सूचकांक काल प्रतिलोम परीक्षण और कारक प्रतिलोम परीक्षण को कैसे संतुष्ट करते हैं :

वस्तु	आधार वर्ष		चालू वर्ष	
	कीमत	मात्रा	कीमत	मात्रा
A	6	50	10	56
B	2	100	2	120
C	4	60	6	60
D	10	30	12	24

8. Explain the following in short :

- (a) Steps in Business Forecasting
- (b) Difference between Skewness and Dispersion
- (c) Difference between Moments and Kurtosis
- (d) Uses of Microsoft Excel.

निम्नलिखित की संक्षिप्त व्याख्या कीजिए :

- (अ) व्यापार भविष्यवाणी में चरण
- (ब) विषमता तथा विसरण में अंतर
- (स) मोमेंट्स और कुकुदता में अंतर
- (द) माइक्रोसॉफ्ट एक्सल के उपयोग ।

<b>BBA -204</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Internal Assessment</b>	<b>External Assessment</b>	<b>Total</b>
			<b>20</b>	<b>80</b>	<b>100</b>
<b>CO1:</b>	To study the managerial aspects of accounting				
<b>CO2:</b>	To make students understand different costing methods and Cost sheet				
<b>CO3:</b>	To develop an insight into budgeting and preparation of various types of budget				
<b>CO4:</b>	To equip students with marginal costing phenomenon and break even analysis				
<b>CO5:</b>	To make students aware about control techniques of accounting				

### **BBA-204: Management Accounting**

**Max.Marks:100**

**ExternalAssessment:80**

**Internal Assessment:20**

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**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks. Course contents:**

Management Accounting: meaning, nature, usefulness, functions, scope, conventions, techniques and limitations. Management Accounting v/s Financial Accounting,

Cost Accounting: meaning, uses of cost accounting; various cost concepts; organization of cost accounting department; Classification of Cost, Cost-Sheet and Costing methods.

Budgets and Budgetary Control : meaning, nature, kinds, preparation of various types of budgets, advantages and limitations of budgetary control.

Marginal Costing: Break- even -analysis and Decision Involving alternate choices.

Standard Costing: Types of variances and their implementation. Management Accounting and Control Techniques: Activity based costing, Uniform Costing, Target Costing, Balanced Score Card.

Introduction to Responsibility Accounting.

#### **Suggested Readings:**

1. S.N. Maheshwari :Cost and Management Accounting,Sultan Chand & Sons, New Delhi.
- 2.M.Y. Khan:Management Accounting,TataMc-Graw Hill Publishing
- 3.I.M. Pandey:Management Accounting, VikasPublishing Ltd.
- 4.R.K. Mittal:Management Accounting, V.K.Publishers, New Delhi

## Lesson Plan

### **BBA-204: Management Accounting**

<b>L1</b>	Management Accounting: meaning,
<b>L2</b>	Management Accounting: Functions & scope
<b>L3</b>	Management Accounting: Conventions, techniques and
<b>L4</b>	Management Accounting: Do nature & its usefulness
<b>L5</b>	Management Accounting Vs. Financial Accounting
<b>L6</b>	Limitations of management Accounting
<b>L7</b>	Class Test
<b>L8</b>	Cost Accounting: meaning
<b>L9</b>	Objectives of Cost Accounting
<b>L10</b>	Concepts:- Cost, Costing and Cost Accounting with Examples
<b>L11</b>	Doubt Session
<b>L12</b>	Uses of cost accounting
<b>L13</b>	Do
<b>L14</b>	Various cost concepts
<b>L15</b>	Organization of cost accounting department
<b>L16</b>	Classification of Cost
<b>L17</b>	Do
<b>L18</b>	Cost-Sheet and Costing methods
<b>L19</b>	Do
<b>L20</b>	Budgets and Budgetary Control
<b>L21</b>	Meaning, nature & types of Budgetary Control
<b>L22</b>	Do
<b>L23</b>	Preparation of various types of budgets
<b>L24</b>	Do
<b>L25</b>	Advantages and limitations of budgetary control
<b>L26</b>	Do
<b>L27</b>	Marginal Costing
<b>L28</b>	Do
<b>L29</b>	Break- even –analysis
<b>L30</b>	Do
<b>L31</b>	Decision Involving alternate choices
<b>L32</b>	Doubt Session
<b>L33</b>	Standard Costing
<b>L34</b>	Types of variances
<b>L35</b>	Do
<b>L36</b>	Implementation of Standard Costing

<b>L37</b>	Do
<b>L38</b>	Management Accounting
<b>L39</b>	Doubt Session
<b>L40</b>	Control Techniques
<b>L41</b>	Assignment
<b>L42</b>	Activity based costing
<b>L43</b>	Do
<b>L44</b>	Uniform Costing
<b>L45</b>	Target Costing
<b>L46</b>	Doubt Session
<b>L47</b>	Balanced Score Card
<b>L48</b>	Revision

## **Tutorial Sheet**

### **Tutorial Sheet-1**

1. What are the objectives of balanced scorecard?
2. Do you agree that the activity based costing is more refined system of charging of overhead cost to products than the traditional method ?Explain.
3. Explain the objectives of uniform costing.
4. Explain the limitation of management accounting.
5. Outline the primary objects of standard costing. Describe briefly its uses under each of the following heads:
  - a. As a guide in fixing the selling price
  - b. As a measuring rod of performance
  - c. As a basis of inventory valuation

### **Tutorial Sheet-2**

1. What is meant by cost accounting? Explain its characteristics and advantages.
2. What is budgetary control and how is it exercised.
3. Explain cost sheet and profit volume ratio.
4. What do you mean by responsibility center? Explain its types.
5. Explain sales budget and cost of goods sold.

Previous year question paper

Roll No. ....

Total Pages : 04

BBA/D-19

14598

MANAGEMENT ACCOUNTING

BBA-204

Time : Three Hours]

[Maximum Marks : 80

**Note :** Attempt *Five* questions in all, including Q. No. 1 which is compulsory. All questions carry equal marks.

प्रश्न संख्या 1 सहित, जो कि अनिवार्य है, कुल पाँच प्रश्नों के उत्तर दीजिए । सभी प्रश्नों के अंक समान हैं ।

**Compulsory Question ( अनिवार्य प्रश्न )**

1. Explain the following : 3+3+3+3+2+2=16

निम्नलिखित की व्याख्या कीजिए :

(i) Explain *four* techniques of Management Accounting in brief.

प्रबन्धकीय लेखांकन की चार तकनीकों का संक्षेप में वर्णन कीजिए ।

(ii) *Three* objectives of Cost Accounting.

लागत लेखांकन के तीन उद्देश्य

(iii) Flexible Budget

लोचशील बजट

(iv) Break-even Analysis

सम-विच्छेद विश्लेषण

(v) Uniform Costing

एकरूप लागत ।

(vi) Meaning of Responsibility Accounting.

उत्तरदायित्व लेखांकन का अर्थ ।

2. What do you mean by Management Accounting ? Explain its functions and importance. **16**

प्रबन्धकीय लेखांकन से आपका क्या अभिप्राय है ? इसके कार्यों एवं महत्त्व का वर्णन कीजिए ।

3. Define Cost Accounting. Explain its significance in brief.

Also discuss the different methods of Cost Accounting. **16**

लागत लेखांकन को परिभाषित कीजिए । इसके महत्त्व की संक्षेप में व्याख्या कीजिए । लागत लेखांकन की विभिन्न पद्धतियों का वर्णन भी कीजिए ।

4. What is meant by Budgetary Control ? Also explain the

advantages and disadvantages of Budgetary Control. **16**

बजटरी नियन्त्रण का क्या अर्थ है ? बजटरी नियन्त्रण के लाभों एवं हानियों का वर्णन कीजिए ।

5. What is Target Costing ? Explain the features and limitations of Target Costing. **16**

लक्षित लागत-निर्धारण क्या है ? लक्षित लागत-निर्धारण की विशेषताओं एवं सीमाओं का वर्णन कीजिए ।

6. Explain the following :

- (i) Cost Sheet
- (ii) Master Budget
- (iii) Marginal Cost.

5+6+5=16

निम्नलिखित को स्पष्ट कीजिए :

- (i) लागत पत्र
- (ii) मास्टर बजट
- (iii) सीमान्त लागत ।

7. From the following data, find out :

16

- (i) P/V Ratio
- (ii) B.E.P.
- (iii) Profit for the sale of ₹ 10,00,000.

	₹
Sales	8,00,000
Variable Cost	6,00,000
Fixed Cost	60,000

निम्नलिखित आंकड़ों से ज्ञात कीजिए :

- (i) लाभ-मात्रा अनुपात
- (ii) सम-विच्छेद बिन्दु
- (iii) ₹ 10,00,000 की बिक्री पर लाभ ।

	₹
बिक्री	8,00,000
चर लागत	6,00,000
स्थायी लागत	60,000

8. From the following particulars, calculate Material Variance :

Materials	Standard		Actual	
	Qty. (kg.)	Price (₹)	Qty. (kg.)	Price (₹)
A	50	6.00	40	6.00
B	40	3.75	50	3.60
C	30	3.00	40	2.80
	<u>120</u>		<u>130</u>	

निम्नलिखित विवरणों से, सामग्री विचरणों की गणना कीजिए :

सामग्री	मानक		वास्तविक	
	मात्रा	कीमत	मात्रा	कीमत
	(किग्रा.)	(₹)	(किग्रा.)	(₹)
A	50	6.00	40	6.00
B	40	3.75	50	3.60
C	30	3.00	40	2.80
	<u>120</u>		<u>130</u>	

<b>BBA -205</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Internal Assessment</b>	<b>External Assessment</b>	<b>Total</b>
			<b>20</b>	<b>80</b>	<b>100</b>
CO1:	To Make students aware about various concepts related to DBMS				
CO2:	To make students understand about the applications of computer in various fields				
CO3:	To Provide various insights related to DDL and DML commands				
CO4:	To aware the students about various SQL functions				
CO5:	To inculcate the knowledge of various Commands of Report writing and its advantages				

### **BBA-205: Fundamentals of DBMS and ORACLE**

**Max.Marks:100**

**External:80**

**Practical based Internal Assessment:20**

**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of five short answer questions. All questions shall carry equal marks.**

**Basic Concepts** – Traditional file oriented approach, Disadvantages of simple file system, Database approach, Advantages of Database approach, Database Management Systems(DBMS), Components of DBMS Environment, Advantages and Disadvantages of DBMS, DBMS Architecture, Data Independence, Data Models, Keys.

**Computers:** An introduction, use of computer in business, advantages and disadvantages, computerized system for inventory control, payroll order, banking and accounting.

**SQL using ORACLE:** Introduction to SQL, Components of SQL: DDL, DML & DCL, Datatypes in SQL, DDL Commands: Create, Alter, Drop, Truncate. Creating queries with DDL commands and implementing constraints. DML Commands: Insert, Delete, Update, Select, Select with Group by and Order by. Creating queries with DML commands. Operators: Set and Logical, SQL functions: Numeric functions, Scalar functions and Group functions

**Report-Writing:** Commands, advantages of Report writing..

#### **Suggested Readings:**

1. Fundamentals of Database Systems by Elmasri & Navathe (Pearson Education).
2. An Introduction to Database Systems by C. J. Date (Addison Wesley N. Delhi).
3. ORACLE 8I computer References by Tata Mc-Graw Hill.
4. SQL, PL/SQL- The programming language of Oracle by Ivan Bayross (BPB Publications).

**PRACTICAL**

**Max. Marks: 30 Marks**

**SQL and PL/SQL using Oracle:** Introduction to SQL PLUS environment, Executing and Editing SQL Commands, Creating and executing simple PL/SQL programs.

**OR**

Any RDBMS Package like MS-Access

## Lesson Plan

### **BBA-205: Fundamentals of DBMS and ORACLE**

<b>L1</b>	<b>Fundamentals of DBMS</b>
<b>L2</b>	Traditional file oriented approach
<b>L3</b>	Do
<b>L4</b>	Disadvantages of simple file system
<b>L5</b>	Database approach
<b>L6</b>	Do
<b>L7</b>	Advantages of Database approach
<b>L8</b>	Do
<b>L9</b>	Database Management Systems(DBMS)
<b>L10</b>	Components of DBMS Environment
<b>L11</b>	Doubt Session
<b>L12</b>	Advantages and Disadvantages of DBMS
<b>L13</b>	DBMS Architecture
<b>L14</b>	Data Independence
<b>L15</b>	Data Models, Keys
<b>L16</b>	Doubt Session
<b>L17</b>	Assignment
<b>L18</b>	An introduction to Computers
<b>L19</b>	Uses of computer in business
<b>L20</b>	Advantages and disadvantages
<b>L21</b>	Assignment
<b>L22</b>	Doubt Session
<b>L23</b>	Computerized system for inventory control
<b>L24</b>	Do
<b>L25</b>	Payroll order
<b>L26</b>	Banking and accounting
<b>L27</b>	Do
<b>L28</b>	Introduction to SQL
<b>L29</b>	Assignment
<b>L30</b>	Components of SQL
<b>L31</b>	DDL, DML & DCL
<b>L32</b>	Doubt Session
<b>L33</b>	Data types in SQL
<b>L34</b>	Doubt Session
<b>L35</b>	DDL Commands Introduction
<b>L36</b>	An Overview of Create, Alter, Drop, Truncate
<b>L37</b>	Creating queries with DDL Commands
<b>L38</b>	Implementing constraints
<b>L39</b>	Do
<b>L40</b>	DML Commands: Insert, Delete, Update, Select,
<b>L41</b>	Creating queries with DML commands

<b>L42</b>	Operators: Set and Logical
<b>L43</b>	SQL functions: Numeric functions
<b>L44</b>	Scalar functions and Group functions
<b>L45</b>	Do
<b>L46</b>	Commands used in Report Writing
<b>L47</b>	advantages of Report writing
<b>L48</b>	Revision

## **Tutorial Sheet**

### **Tutorial Sheet-1**

1. Define physical data independence and write four points supporting database usage.
2. Define super and primary key and write two DCL commands.
3. Explain relational model with its properties.
4. Explain the use of report and report creation using SQL.
5. Define database and differentiate it from traditional file system.

### **Tutorial Sheet-2**

1. Write three layers of DBMS.
2. Discuss relationships.
3. Explain the use of computers in banking system.
4. Define DBA and its working.
5. Define components of SQL and write two commands for each.

Roll No. ....

Total Pages : 04

BBA/D-19

14599

FUNDAMENTALS OF DBMS AND ORACLE  
BBA-205

Time : Three Hours] [Maximum Marks : { Regular : 80  
Re-appear : 50

Note : Attempt *Five* questions in all. Q. No. 1 is compulsory.

All questions carry equal marks.

कुल पाँच प्रश्नों के उत्तर दीजिए । प्रश्न संख्या 1 अनिवार्य है । सभी प्रश्नों के अंक समान हैं ।

**Compulsory Question ( अनिवार्य प्रश्न )**

1. (i) What is data independence ? Discuss logical data independence ?  
डेटा स्वतंत्रता क्या है ? तार्किक डेटा स्वतंत्रता पर टिप्पणी कीजिए ।
- (ii) Briefly explain super key and composite key.  
संक्षेप में सुपर कुंजी और समग्र कुंजी की व्याख्या कीजिए ।
- (iii) What is meant by plex structure ?  
प्लेक्स संरचना से क्या अभिप्राय है ?
- (iv) Write a brief note on SQL data types.  
SQL डेटा के प्रकारों पर संक्षेप में टिप्पणी लिखिए ।

(v) What is meant by SQL numeric functions ?

SQL संख्यात्मक कार्यों से क्या अभिप्राय है ?

(vi) How check and like constraints are applied in SQL ?

Give an example.

16

SQL में जाँच और बाधा को कैसे लागू किया जाता है ?

एक उदाहरण दीजिए ।

2. Define database management system. Discuss database advantages and disadvantages over traditional file oriented approach.

16

डेटाबेस प्रबंधन प्रणाली को परिभाषित कीजिए । पारंपरिक फाइल

उन्मुख दृष्टिकोण से डेटाबेस के लाभ और नुकसानों का वर्णन

कीजिए ।

3. What are the important properties of database approach ?

Outline and explain components of database management system environment.

16

डेटाबेस दृष्टिकोण के महत्वपूर्ण गुण क्या हैं ? डेटाबेस प्रबंधन

प्रणाली पर्यावरण के घटकों की रूपरेखा दीजिए एवं व्याख्या कीजिए ।

4. What do you mean by mapping ? Discuss the role of mapping in three tier architecture of database management system.

16

मैपिंग से आपका क्या अभिप्राय है ? डेटाबेस प्रबंधन प्रणाली के

त्रिस्तरीय वास्तुकला मानचित्रण की भूमिका वर्णन कीजिए ।

5. Explain the uses of computer in modern business. Write a detailed note on computerized system of inventory control. 16

आधुनिक व्यवसाय में कम्प्यूटर के उपयोग की व्याख्या कीजिए।  
कम्प्यूटरीकृत सूची नियंत्रण पर एक विस्तृत टिप्पणी लिखिए।

6. Write the purpose, syntax and specimen example of the following SQL statements : 8+8=16

(i) Alter and Update Statement

(ii) Delete, Drop and Truncate Statement.

निम्नलिखित SQL कथनों के उद्देश्य, वाक्य विन्यास और आदर्श उदाहरण लिखिए :

(i) आल्टर और अपडेट कथन

(ii) डिलीट, ड्रॉप और ट्रंकेट कथन।

7. How select statement is used with the following ? Write the purpose and give SQL query in support to your answer : 8+8=16

(i) Select with group by and order by clause

(ii) Select with distinct, aesc and desc keywords.

निम्नलिखित के साथ select statement का उपयोग कैसे किया जाता है ? अपने क्लाउज द्वारा उत्तर का समर्थन करते हुए SQL क्वेरी दीजिए तथा उद्देश्य लिखिए :

(i) Group by और Order by आदेश के साथ चयन कीजिए।

(ii) distinct, aesc और desc कीवर्ड के साथ चयन कीजिए।

8. What is meant by reports ? Discuss the advantages of report writing. List the commands used in report writing.

16

रिपोर्ट से क्या अभिप्राय है ? रिपोर्ट लेखन के लाभों पर टिप्पणी कीजिए । रिपोर्ट लेखन में प्रयोग की जाने वाली कमाण्ड्स की सूची दीजिए ।

<b>BBA -206</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Internal Assessment</b>	<b>External Assessment</b>	<b>Total</b>
			<b>20</b>	<b>80</b>	<b>100</b>
<b>CO1:</b>	To imbibe in students effective communication skills.				
<b>CO2:</b>	To make students aware about means and modes of communication in organization.				
<b>CO3:</b>	To make students aware about formats of academic reports and business letters				
<b>CO4:</b>	To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.				
<b>CO5:</b>	To demonstrate his verbal and non-verbal communication ability through presentations.				

### **BBA-206: Business Communication-II**

**Max.Marks:100**

**ExternalAssessment:80**

**Internal Assessment:20**

**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.**

#### **Course Contents:**

Importance and Nature of Business Communication; Effective Communication Skills; Process of Communication; Oral and Non-Verbal Communication; Barriers and Gateways in Communication; Do's and Don't of business writing; commercial letters; Writing business and academic reports; presentations of reports; public speaking, listening and Negotiation; conducting and attending interview and meetings.

Mechanics of Writing: Punctuation, Abbreviation, Numbers, References; Effective Listening; Face to Face Conversation, Telephonic conversation, Interviews.  
 Organization Communication: components of organization communication, Internal and external communication in organization, Importance of communication management, and communication structure in an organization.

#### **Suggested Readings:**

1. Petett & Lesikar : Business communication.
2. Petett & Lesikar : Essential of business Communication.
3. Bowman, Joel and Branchaw, Bemadine P : "Business Communication: From process to Product", 1987, Dryden press, Chicago.
4. Hatch, Richard: "Communication in Business", 1977, Science Research Associates, Chicago.
5. Murphy, Herta A and peck, Charrles E: "Effective Business communication", 2<sup>nd</sup>ed, 1976, Tata McGraw Hil, New Delhi.
6. Pearce, C Glenn etc.: "Business Communication: Principles and Application", 2<sup>nd</sup>ed., 1988, John Wiley, New York.

## Lesson Plan

### **BBA-206: Business Communication-II**

<b>L1</b>	Business Communication
<b>L2</b>	Importance and Nature of Business Communication
<b>L3</b>	Process of Communication
<b>L4</b>	Do
<b>L5</b>	Oral and Non-Verbal Communication
<b>L6</b>	Doubt Session
<b>L7</b>	Barriers and Gateways in Communication
<b>L8</b>	Do's and Don't of business writing
<b>L9</b>	Interactive Session
<b>L10</b>	Commercial Letters
<b>L11</b>	Writing business
<b>L12</b>	Academic reports
<b>L13</b>	Do
<b>L14</b>	Presentations of reports
<b>L15</b>	Practical Session
<b>L16</b>	Public speaking
<b>L17</b>	Public speaking Activity
<b>L18</b>	Listening
<b>L19</b>	Listening Activity
<b>L20</b>	Doubt Session
<b>L21</b>	Negotiation
<b>L22</b>	Negotiation Skills
<b>L23</b>	Negotiation Skills Activity
<b>L24</b>	Interviews
<b>L25</b>	Conducting the Interview
<b>L26</b>	Attending the Interview
<b>L27</b>	Interview Activity
<b>L28</b>	Meeting
<b>L29</b>	Meeting Activity
<b>L30</b>	Mechanics of Writing
<b>L31</b>	Punctuation,
<b>L32</b>	Abbreviation
<b>L33</b>	Numbers
<b>L34</b>	References
<b>L35</b>	Doubt Session
<b>L36</b>	Effective Listening
<b>L37</b>	Face to Face Communication
<b>L38</b>	Telephonic Conversation
<b>L39</b>	Interviews
<b>L40</b>	Organization Communication
<b>L41</b>	Do
<b>L42</b>	Components of Organization Communication.

<b>L43</b>	Internal & External Communication
<b>L44</b>	Activity
<b>L45</b>	Doubt Session
<b>L46</b>	Importance of Communication Management
<b>L47</b>	Communication Structure in an Organization
<b>L48</b>	Revision

## **Tutorial Sheet**

### **Tutorial Sheet-1**

1. Explain written communication and non-verbal communication.
2. Explain group discussion and telephone conversation.
3. Explain public speaking and preparing agenda of business meeting.
4. What are the methods to remove barriers of effective business communication?
5. How would you conduct an interview and what measures will you take to make it effective and transparent.

### **Tutorial Sheet-2**

1. How does effective business communication impact business enterprise?
2. How important is organizational communication? What is its structure?
3. What are commercial letters and what are its types?
4. How is face to face communication effective and what are its components?
5. How are listening skills interlinked to effective business communication?

Previous year question paper

Roll No. ....

Total Pages : 02

BBA/D-19

14600

BUSINESS COMMUNICATION

BBA-206

Time : Three Hours]

[Maximum Marks : 80

Note : Attempt *Five* questions in all. Q. No. 1 is compulsory.

All questions carry equal marks.

कुल पाँच प्रश्नों के उत्तर दीजिए । प्रश्न संख्या 1 अनिवार्य है । सभी प्रश्नों के अंक समान हैं ।

**Compulsory Question ( अनिवार्य प्रश्न )**

1. (i) Effective listening  
प्रभावशाली श्रवण
- (ii) Dress Code  
ड्रेस कोड
- (iii) Vertical Communication  
लम्बवत् संचार
- (iv) Accent  
लहजा
- (v) Public Speaking  
सार्वजनिक व्याख्यान
- (vi) Meeting  
मीटिंग ।

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P.T.O.

2. Discuss the nature of Business Communication in detail.  
व्यापार संचार की प्रकृति की विस्तृत रूप से चर्चा कीजिए ।
3. Write about the barriers in Business Communication. How these barriers can be overcome ?  
व्यापार संचार में आने वाले अवरोधों की चर्चा कीजिए । इन अवरोधों पर किस प्रकार काबू पाया जा सकता है ?
4. Discuss the relevance of Communication Management.  
संचार प्रबंधन के महत्त्व की विस्तृत चर्चा कीजिए ।
5. Write about the importance of Communication skills in an organization. Give examples.  
एक संस्थान में संचार कौशल के महत्त्व के बारे में उदाहरण सहित लिखिए ।
6. Explain the communication structure of an organization.  
एक संस्थान के संचार ढाँचे की व्याख्या कीजिए ।
7. Write notes on any *two* of the following :
  - (a) Interviews
  - (b) Commercial letters.निम्नलिखित में से किन्हीं दो पर टिप्पणियाँ लिखिए :
  - (अ) साक्षात्कार
  - (ब) कॉर्पोरेट पत्र (व्यावसायिक पत्र)
8. Discuss the need and advantage of telephonic conversation.  
टेलिफोनिक बातचीत (दूरभाष संवाद) की आवश्यकता व लाभ की विस्तृत चर्चा कीजिए ।