

**ORDINANCES  
AND  
OUTLINES OF TESTS,  
SYLLABI AND COURSES OF READING  
FOR  
BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
PART-I (SEMESTER I AND II)  
Session 2018-19,2019-20&2020-21**

## **SCHEME OF BBA THREE YEAR COURSE**

For all the courses the basic minimum input shall be 40-45 hours. For theory courses, the teacher shall allocate one-third of the total number of hours for the exposure building of the students through case studies, presentations, minor projects etc, which should be related to the course of study.

### **BBA FIRST YEAR**

<b>BBA FIRST SEMESTER</b>	<b>MARK</b>
	<b>S</b>
BBA-101 Communication Skills in Punjabi/	100
Elementary Punjabi	
BBA-102 Business Economics-I	100
BBA-103 Business Mathematics	100
BBA-104 Business Organization and	100
Management Principles-I	
BBA-105 Workshop on Computer Applications	50
BBA-106 Seminar	50

<b>BBA SECOND SEMESTER</b>	<b>MARK</b>
	<b>S</b>
BBA-201 Communication Skills in Punjabi/	100
Elementary Punjabi	
BBA-202 Communication Skills in English	100
BBA-203 Business Economics-II	100
BBA-204 Business Statistics	100
BBA-205 Business Organization and	100
Management Principles-II	
BBA-206 Workshop on Internet & E-Commerce	50
BBA-207 Seminar	50
BBA-208 Viva-Voce	50



**B.B.A Part I**

**FIRST SEMESTER**

**BBA-101: COMMUNICATION SKILLS IN PUNJABI /ELEMENTARY PUNJABI**

Time Allowed: 3 Hrs.

Max Marks: 100

**Instructions for Paper-setters/Examiners**

The question paper covering the entire course shall be divided into three sections as follows:

**Section-A**

It will consist of four essay type questions set by the examiner from Part-I and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

**Section-B**

It will consist of four essay type questions set by the examiner from Part-II and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

**Section- C**

It will consist of ten short answer questions. All questions are compulsory. Each question shall carry two marks; total weight of the section is 20 marks.

ਬੀ.ਬੀ.ਏ. ਭਾਗ-ਪਹਿਲਾ (ਸਮੈਸਟਰ)  
(ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ)

ਸਮੈਸਟਰ ਪਹਿਲਾ

ਕੁਲ ਅੰਕ : 100

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 25 ਅੰਕ

ਬਾਹਰੀ ਪਰੀਖਿਆ: 75 ਅੰਕ

ਸਮਾਂ : 3 ਘੰਟੇ

ਸਿਲੇਬਸ ਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਵਿਸ਼ੇ ਵਿਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 35

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ ਵਿਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 09

ਬਾਹਰੀ ਪਰੀਖਿਆ ਵਿਚੋਂ ਪਾਸ ਹੋਣ ਲਈ ਅੰਕ : 26

(ਅਧਿਆਪਨ: 50 ਪੀਰੀਅਡ, 6 ਪੀਰੀਅਡ ਪ੍ਰਤੀ ਹਫਤਾ)

ਭਾਗ-ਏ: ਬੱਤਖ ਦੇ ਖੰਭਾਂ ਜਿਹੇ ਸਫੈਦ ਦਿਨ (ਨਾਵਲ)-ਪ੍ਰਗਟ ਸਿੰਘ ਸਿੰਘ 24 ਅੰਕ

ਭਾਗ-ਅ : (1) ਨਿਬੰਧ-ਰਚਨਾ : ਸਮਾਜਕ, ਵਾਤਾਵਰਣ ਅਤੇ ਸਭਿਆਚਾਰ ਵਿਸ਼ੇ ਨਾਲ ਸਬੰਧਤ। 09

ਅੰਕ

(2) ਵਿਆਰਕਣ:

(i) ਪੰਜਾਬੀ ਧੁਨੀ-ਵਿਉਂਤ, ਸਵਰ, ਵਿਅੰਜਨ, ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਉਚਾਰਨ ਵਿਧੀ ਅਨੁਸਾਰ ਧੁਨੀਆਂ ਦਾ ਵਰਗੀਕਰਣ।

(ii) ਸਥਾਨ-ਸ੍ਰੋਟੀਆਂ ਅਤੇ ਰੂਪਾਂਤਰਨ: ਨਾਵਲ, ਪੜਨਾਵ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸੰਬੰਧਕ, ਯੋਜਨਕ, ਪ੍ਰਸ਼ਨ ਸੂਚਕ ਸਥਾਨ।

12 ਅੰਕ

ਭਾਗ-ਏ: ਭਾਗ-ਏ ਅਤੇ ਭਾਗ-ਅ ਦੇ ਵਿਆਕਰਣ ਵਾਲੇ ਭਾਗ ਵਿਚੋਂ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ। 30

ਅੰਕ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ

1. ਸਿਲੇਬਸ ਦੇ ਸਾਰੇ ਭਾਗਾਂ ਵਿਚੋਂ ਪ੍ਰਸ਼ਨ ਪੁੱਛੋ ਜਾਣਗੇ।

2. ਪੇਪਰ ਨੂੰ ਤਿੰਨ ਭਾਗਾਂ ਉ, ਅ ਅਤੇ ਇ ਵਿੱਚ ਵੰਡਿਆ ਜਾਵੇਗਾ।

3. ਭਾਗ ਉ ਵਿੱਚੋਂ:

(i) ਨਾਵਲ ਦਾ ਵਿਸਾ/ਸਾਰ/ਕਥਾਨਕ/ਲੇਖਕ ਦਾ ਯੋਗਦਾਨ ਜਾਂ ਨਾਵਲ ਕਲਾ। (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 12 ਅੰਕ

(ii) ਪਾਤਰ ਚਿਤਰਨ। (ਪੰਜ ਵਿੱਚੋਂ ਦੋ) 2x6=12 ਅੰਕ

4. ਭਾਗ ਅ-1 ਕਿਸੇ ਵਿਸ਼ੇ ਤੇ ਨਿਬੰਧ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 09 ਅੰਕ

ਅ-2 ਦੇ ਦੋਵਾਂ ਭਾਗਾਂ ਵਿੱਚੋਂ ਇਕ-ਇਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ ਅਤੇ ਵਿਦਿਆਰਥੀ ਨੇ ਦੋਵਾਂ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਹੋਵੇ। 12 ਅੰਕ

5. ਭਾਗ-ਏ ਨਾਵਲ ਅਤੇ ਵਿਆਕਰਣ ਵਾਲੇ ਭਾਗ ਵਿਚੋਂ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ 15 (ਨਾਵਲ ਵਿੱਚੋਂ 7 ਅਤੇ ਵਿਆਕਰਣ ਵਿੱਚੋਂ 8 ਪ੍ਰਸ਼ਨ ਪੁੱਛੋ ਜਾਣਗੇ) ਵਿਦਿਆਰਥੀ ਨੇ ਸਾਰੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸੰਖੇਪ ਉੱਤਰ ਦੇਣੇ ਹੋਣਗੇ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ।

15x2=30 ਅੰਕ

ਸਹਾਇਕ ਪਾਠ-ਸਮੱਗਰੀ

1. ਹਰਕੀਰਤ ਸਿੰਘ, ਭਾਸ਼ਾ ਵਿਗਿਆਨ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ, ਬਾਹਰੀ ਪਬਲਿਸ਼ਰਜ਼, ਦਿੱਲੀ, 1973.
2. ਬਲਦੇਵ ਸਿੰਘ ਚੀਮਾ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿਗਿਆਨ ਅਤੇ ਵਿਆਕਰਨ (ਤਕਨੀਕੀ ਸਥਦਾਵਲੀ ਦਾ ਵਿਸਾ ਕੋਸ਼), ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2000.
3. ਬੁਟਾ ਸਿੰਘ ਬਰਾੜ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਸਿਧਾਂਤ ਤੇ ਵਿਹਾਰ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ, 2008.
4. ਪ੍ਰੈਮ ਪ੍ਰਕਾਸ਼ ਸਿੰਘ, ਸਿਧਾਂਤਕ ਭਾਸ਼ਾ ਵਿਗਿਆਨ, ਮਦਾਨ ਪਬਲਿਸ਼ਰਜ਼, ਪਟਿਆਲਾ, 2002.
5. ਪ੍ਰੈਮ ਪ੍ਰਕਾਸ਼ ਸਿੰਘ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਸੋਤ ਤੇ ਬਣਤਰ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 1996.
6. ਪ੍ਰੈਮ ਪ੍ਰਕਾਸ਼ ਸਿੰਘ, ਰੂਪ ਵਿਗਿਆਨ, ਮਦਾਨ ਪਬਲਿਸ਼ਰਜ਼, ਪਟਿਆਲਾ, 2002.
7. ਜੋਗਿੰਦਰ ਸਿੰਘ ਪ੍ਰਾਹਾਰ ਅਤੇ ਹੋਰ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਵਿਆਕਰਨ, (I, II ਅਤੇ III), ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ, ਜਲੰਧਰ।
8. ਸੁਖਵਿੰਦਰ ਸਿੰਘ ਸੰਘ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿਗਿਆਨ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ, ਜਲੰਧਰ, 1999.
9. ਖੋਜ ਪਟਿੰਕਾ (ਗਲਪ ਵਿਸ਼ੇਸ਼ ਅੰਕ), ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ.
10. ਡਾ. ਗੁਰਪਾਲ ਸਿੰਘ ਸੰਘ, ਪੰਜਾਬੀ ਨਾਵਲ ਦਾ ਇਤਿਹਾਸ, ਪੰਜਾਬੀ ਅਕਾਦਮੀ, ਦਿੱਲੀ.

ਬੀ.ਬੀ.ਏ.(ਤਿੰਨ ਸਾਲਾਂ) ਭਾਗ-ਪਹਿਲਾ (ਸਮੈਸਟਰ)  
(ਪੰਜਾਬੀ ਲਾਜ਼ਮੀ)

### ਸਮੈਸਟਰ ਫੂਜ

ਕੁਲ ਅੰਕ : 100

ਅੰਦਰੂਨੀ ਮੁਲਾਂਕਣ : 25 ਅੰਕ  
ਬਾਹਰੀ ਪਰੀਖਿਆ : 75 ਅੰਕ  
ਸਮਾਂ : 3 ਘੰਟੇ  
ਹਫਤਾ)

#### ਸਿਲੇਬਸ ਤੇ ਪਾਠ ਪੁਸਤਕਾਂ

ਭਾਗ-ਉ: ਚੇਣਵੇਂ ਪੰਜਾਬੀ ਨਿਬੰਧ, ਸੰਪਾ. ਡਾ. ਜੋਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ, ਡਾ. ਪਰਮਜੀਤ ਸਿੰਘ ਸਿੱਧੂ  
ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।

ਭਾਗ-ਅ-1. ਵਧਾਰਕ ਪੱਤਰ

ਅ-2. ਵਿਆਰਕਣ: (i) ਸਥਾਨ-ਬਣਤਰ ਅਤੇ ਸਥਾਨ ਰਚਨਾ : ਪਰਿਭਾਸਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ, ਮੂਲ ਰੂਪ, ਅਗੇਤਰ,  
ਪਛੇਤਰ, ਵਿਉਤਪਤ ਰੂਪ ਅਤੇ ਰੂਪਾਂਤਰੀ ਰੂਪ।

(ii) ਭਾਸਾ ਵੰਨਰੀਆ: ਭਾਸਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸਾ ਅਤੇ ਉਪ-ਭਾਸਾ ਦਾ ਅੰਤਰ ਅਤੇ ਅੰਤਰ-ਸਥਾਨ  
ਪੰਜਾਬੀ ਉਪ-ਭਾਸਾਵਾਂ ਤੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।

ਭਾਗ-ਏ ਉਪਰੋਕਤ ਸਿਲੇਬਸ ਤੇ ਅਧਾਰਤ ਸੰਖੇਪ ਉਤਰਾਂ ਵਾਲੇ ਪ੍ਰਸ਼ਨ।

#### ਅਕ-ਵੱਡ ਅਤੇ ਪੇਪਰ ਸੈਟਰ ਲਈ ਹਦਾਇਤਾਂ

1. ਸਿਲੇਬਸ ਦੇ ਸਾਰੇ ਭਾਗਾਂ ਵਿਚੋਂ ਪੁਸ਼ਨ ਪੱਛੇ ਜਾਣਗੇ।
2. ਪੇਪਰ ਨੂੰ ਤਿੰਨ ਭਾਗਾਂ ਉ, ਅ ਅਤੇ ਏ ਵਿੱਚ ਵੰਡਿਆ ਜਾਵੇਗਾ।
3. ਭਾਗ ਉ ਵਿਚੋਂ:

(i) ਕਿਸੇ ਇਕ ਦਾ ਵਿਸਾ/ਸਾਰ/ਲੇਖਕਾਂ ਦੇ ਯੋਗਦਾਨ ਜਾਂ ਨਿਬੰਧ ਕਲਾ ਬਾਰੇ ਪੁਸ਼ਨ। (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 12 ਅੰਕ  
(ii) ਨਿਬੰਧਾਂ ਵਿਚਲੇ ਵਿਚਾਰਾਂ ਸਬੰਧੀ ਛੋਟੇ ਉੱਤਰਾਂ ਵਾਲੇ ਪੁਸ਼ਨ। (ਪੰਜ ਵਿੱਚੋਂ ਦੋ) 2x6=12 ਅੰਕ  
4. ਭਾਗ ਅ-1 ਕਿਸੇ ਵਿਸੇ ਤੇ ਪੱਤਰ ਲਿਖਣ ਲਈ ਕਿਹਾ ਜਾਵੇਗਾ। (ਤਿੰਨ ਵਿੱਚੋਂ ਇੱਕ) 09 ਅੰਕ

ਅ-2 ਦੇ ਦੋਵਾਂ ਭਾਗਾਂ ਵਿੱਚੋਂ ਇਕ-ਇਕ ਪ੍ਰਸ਼ਨ ਪੁੱਛਿਆ ਜਾਵੇਗਾ ਅਤੇ ਵਿਦਿਆਰਥੀ ਨੇ ਦੋਵਾਂ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰਨਾ ਹੋਵੇਗਾ।

12 ਅੰਕ

5. ਭਾਗ-ਏ ਪਾਠ ਪ੍ਰਸਤਕ ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਨਿਬੰਧ ਅਤੇ ਵਿਆਕਰਣ ਵਾਲੇ ਭਾਗ ਵਿੱਚੋਂ ਸੰਖੇਪ ਉੱਤਰਾਵਾਲੇ 15 (ਪਾਠ ਪ੍ਰਸਤਕ ਚੋਣਵੇਂ ਪੰਜਾਬੀ ਨਿਬੰਧ ਵਿੱਚੋਂ 7 ਅਤੇ ਵਿਆਕਰਣ ਵਿੱਚੋਂ 8) ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ। ਵਿਦਿਆਰਥੀ ਨੇ ਸਾਰੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸੰਖੇਪ ਉੱਤਰ ਦੇਣੇ ਹੋਣਗੇ। ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ 2 ਅੰਕ ਹੋਣਗੇ।  $15 \times 2 = 30$  ਅੰਕ

### ਸਹਾਇਕ ਪਾਠ-ਸਮੱਗਰੀ

1. ਹਰਕੀਰਤ ਸਿੰਘ, ਭਾਸ਼ਾ ਵਿਗਿਆਨ ਅਤੇ ਪੰਜਾਬੀ ਭਾਸ਼ਾ, ਬਾਹਰੀ ਪਬਲਿਸ਼ਰਜ਼, ਦਿੱਲੀ, 1973.
2. ਬਲਦੇਵ ਸਿੰਘ ਚੀਮਾ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿਗਿਆਨ ਅਤੇ ਵਿਆਕਰਨ (ਤਕਨੀਕੀ ਸ਼ਬਦਾਵਲੀ ਦਾ ਵਿਸ਼ਾ ਕੋਸ਼), ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 2000.
3. ਬੂਟਾ ਸਿੰਘ ਬਰਾੜ, ਪੰਜਾਬੀ ਵਿਆਕਰਨ : ਸਿਧਾਂਤ ਤੇ ਵਿਹਾਰ, ਚੇਤਨਾ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ, 2008.
4. ਪ੍ਰੈਮ ਪ੍ਰਕਾਸ਼ ਸਿੰਘ, ਸਿਧਾਂਤਕ ਭਾਸ਼ਾ ਵਿਗਿਆਨ, ਮਦਾਨ ਪਬਲਿਸ਼ਰਜ਼, ਪਟਿਆਲਾ, 2002.
5. ਪ੍ਰੈਮ ਪ੍ਰਕਾਸ਼ ਸਿੰਘ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਸ੍ਰੈਤ ਤੇ ਬਣਤਰ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ, 1996.
6. ਪ੍ਰੈਮ ਪ੍ਰਕਾਸ਼ ਸਿੰਘ, ਰੂਪ ਵਿਗਿਆਨ, ਮਦਾਨ ਪਬਲਿਸ਼ਰਜ਼, ਪਟਿਆਲਾ, 2002.
7. ਜੰਗਿੰਦਰ ਸਿੰਘ ਪੁਆਰ ਅਤੇ ਹੋਰ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਵਿਆਕਰਨ, (I, II ਅਤੇ III), ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ, ਜਲੰਧਰ।
8. ਸਖਵਿੰਦਰ ਸਿੰਘ ਸੰਘਾ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿਗਿਆਨ, ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਕਾਦਮੀ, ਜਲੰਧਰ, 1999.
9. ਮੋਜ ਪਤਿੰਕਾ (ਨਿਬੰਧ ਅੰਕ), ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ।

## **BBA-102: BUSINESS ECONOMICS-I**

Time Allowed: 3 Hrs.

Max Marks: 100

Theory: 60

Internal Assessment: 40

### **Instructions for Paper-setters/Examiners**

The question paper covering the entire course shall be divided into three sections as follows:

#### **Section-A**

It will consist of four essay type questions set by the examiner from Part-I and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

#### **Section-B**

It will consist of four essay type questions set by the examiner from Part-II and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

#### **Section- C**

It will consist of ten short answer questions. All questions are compulsory. Each question shall carry two marks; total weight of the section is 20 marks.

### **Course Input:**

#### **Part-I**

Nature and Scope of Economics; Consumer's Behavior; Utility Approach: Brief

Outline of Law of Diminishing Marginal Utility and Law of Equi-Marginal Utility; Indifference Curve Approach: Consumer Equilibrium; Income. Price and Substitution Effect.

Revealed Preference Theory; Meaning of Demand and Its Types; Law of Demand; Derivation of Law of Demand. Elasticity of Demand: its measurement: Price, Income and Cross Elasticities of Demand.

### **Theory of Production**

Law of Variable Proportion: Total; Average and Marginal. Physical Product; Production Possibility Curve, Marginal Rate of Technical Substitution; Returns to Scale.

### **Part-II**

#### **Theory of Cost :**

Short and Long Period Costs, Concepts of Total Cost, Marginal and Average Cost. Concept of Revenue: Total Revenue; Average Revenue; Relationship between Average and

Marginal Revenue and Elasticity of Demand: Break Even Analysis and Profit Forecasting in Short Run.

### **Equilibrium of Firm and Industry:**

Perfect Competition; Assumptions; Price Determination; Monopoly; Concept; Assumption; Price Determination; Monopoly Power, Control and Regulation; Discriminating Monopoly.

### **Recommended Readings:**

Koutosoyianni's : Modern Micro Economics  
Ahuja, H.L. : Advanced Economic Theory

Stonies and Hague :A Textbook of Economic Theory

## **BBA-103: BUSINESS MATHEMATICS**

Time Allowed: 3 Hrs.

Max Marks: 100

Theory: 60

Internal Assessment: 40

### **Instructions for Paper-setters/Examiners**

The question paper covering the entire course shall be divided into three sections as follows:

#### **Section-A**

It will consist of four essay type questions (two numerical and two theoretical) set by the examiner from Part-I and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

#### **Section-B**

It will consist of four essay type questions (two numerical and two theoretical) set by the examiner from Part-I and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

#### **Section- C**

It will consist of ten short answer questions. All questions are compulsory. Each question shall carry two marks; total weight of the section is 20 marks.

#### **Course Input :**

##### **Part-I**

**Functions:** Introduction, Characteristics of a Function, Linear Function, Exponential Function, Logarithmic Function.

**Matrices:** Introduction, Types of Matrices, Operations on Matrices, Transpose and Inverse of a Matrix. Solutions of a System of Linear Equations: Cramer's Rule and Matrix Inverse Method.

**Differentiation:** Concept of Limit, Simple Derivatives Excluding Trigonometric Functions; Partial Differentiation, Homogenous Functions. Euler's Theorem, Applications of Differentiation in Business. Maxima and Minima of up to Two Independent Variables.

##### **Part-II**

Linear Programming: Graphic and Simplex Methods; Transportation Problem : Methods and Tests; Assignment Problem and Game Theory.

#### **Recommended Readings:**

1. Ajay Goel and Alka Goel : Mathematics and Statistics (Taxmann's)

2. Qazi Zameeruddin, et al. : Business Mathematics ( Vikas)
3. G.S. Monga : Mathematics for Management and Economics (Vikas)
4. Tara Yamane : Mathematics for Economists (Prentice-Hall)
5. Render and Stair : Quantitative Analysis for Management

## **BBA-104: BUSINESS ORGANIZATION AND MANAGEMENT**

### **PRINCIPLES -I**

Time Allowed: 3 Hrs.

Max Marks: 100

Theory: 60

Internal Assessment: 40

#### **Instructions for Paper-setters/Examiners**

The question paper covering the entire course shall be divided into three sections as follows:

##### **Section-A**

It will consist of four essay type questions set by the examiner from Part-I and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

##### **Section-B**

It will consist of four essay type questions set by the examiner from Part-II and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

##### **Section- C**

It will consist of ten short answer questions. All questions are compulsory. Each question shall carry two marks; total weight of the section is 20 marks.

#### **Course Input :**

##### **Part-I**

Nature and Scope of Business. Forms of Business Organizations: Sole Trading Concerns, Partnership ,Joint Stock Company, Co-operative Societies. Formation of a Company, Government and Business, Public Enterprise, Small Business, Business Ethics ,Social Responsibility of Business.

##### **Part-II**

Management: Meaning Scope and Importance, Functions of Management. Planning: Definition , Levels of Planning, Steps Involved in Planning. Organization Structure: Formal and Informal Organization Structure. Managerial Control and Techniques. Management by objective (MBO). Span of Control. Delegation of Authority: Principles, Process and problems. Delegation Vs Decentralization. Morale meaning and importance.

#### **Recommended readings:**

Robbins :Organisation Behaviour (Prentice Hall)

Fred Luthans :Organisation Behavior(Mc.Graw Hill)

L.M Prasad :Organisation Behavior(Sultan Chand and sons)

Gupta Joshi :Organisation Behavior(Kalyani)

R.N. Gupta :Business Organisation and Management(S.Chand)

Koontz And Wehrich :Essentials Of Management (Tata Mc Graw Hill)

P.C Tulsian : Business organisation and Management

C.B Gupta : Modern Business organisation and Management(Sultan Chand and Sons)

# **BBA-105: WORKSHOP ON COMPUTER APPLICATIONS IN BUSINESS**

**Internal Evaluation: 50 Marks**

**Introduction to Computer:** Definition of Computer, Features of Modern Computer, Classification of Computers on the Basis of Generation, Capacity, Purpose. Overview of Processing Units. **Internal & External Memory Storage:** RAM, ROM, PROM, EPROM. **Commonly Used Input/ Output/ Memory Storage Devices:** Punched Card, VDU, CRT. **Difference between Hardware and Software.** Types of Software System. Software and Application Software, Interpreter.

**Operating System Concepts:** Definitions, Concept of OS, Introduction to Windows (Overview of working of windows, Manipulation of Icons using mouse. Menus and opening different applications simultaneously). **Basic Commands of Windows :** Creating, Moving, Re-naming, Deleting files/ folders.

**MS-Word:** Overview, Creating, Saving, Opening, Importing, Exporting and Inserting Files. Formatting Pages, Paragraphs and Sections. Indents and Outdents. Creating Lists and Numbering. Heading Styles, Fonts and Size Editing, Positioning and Viewing Text. Finding and Replacing Text, Inserting Page Breaks, Page Numbers, Book Marks, Symbols and Date. Tabs and Tables, Headers, Footers and Printings.

**MS-Excel:** Worksheet Overview. Entering Information. Creating Worksheet. Opening and Saving Workbook. Formatting Numbers and Texts. Protecting Cells. Printing Operations and Graphs.

**MS-PowerPoint:** Presentation Basics, Menus and Toolbars. Opening and Saving and Exiting Presentation. Creating the Presentation using Auto Content Wizard. Creating Design Template on Blank Presentation. Slides Sorter View. Inserting Slides from Other Presentation. Inserting Pictures & Graphics. Slide Show, Printing Slides.

**Practical:** MS-Word, MS-Excel, MS-PowerPoint.

## **Recommended Readings:**

1. V. Rajaraman: Understanding Computers
2. Peter Norton: Introduction to Computers
3. Sanjay Saxena: A First Course in Computers
4. B.Ram: Computer Fundamentals
5. Alexis Leon and Matheus Leon: Introduction to Computers with MS-Office 2000

## **BBA 106- SEMINAR**

Internal Evaluation: 50 Marks

The students shall be allotted topics pertaining to the area of General, Social, Economic and Business Awareness focusing on the current national as well as international trends and developments. Each student is required to submit a write up on the allotted topic to the teacher concerned and is further required to make a presentation.

**B.B.A Part I**

**SECOND SEMESTER**

**BBA-201: COMMUNICATION SKILLS IN PUNJABI /ELEMENTARY PUNJABI**

Time Allowed: 3 Hrs.

Max Marks: 100

Theory: 60

Internal Assessment: 40

**Instructions for Paper-setters/Examiners**

The question paper covering the entire course shall be divided into three sections as follows:

**Section-A**

It will consist of four essay type questions set by the examiner from Part-I and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

**Section-B**

It will consist of four essay type questions set by the examiner from Part-II and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

**Section- C**

It will consist of ten short answer questions. All questions are compulsory. Each question shall carry two marks; total weight of the section is 20 marks.

## Course Input:

gzikph bklwh (w[ZYbk frnkB) Gkr gfjbk

**;w?;No gfjbk**

e[b nze L 100		ftP/ ftu'A gk; j'D bJh nze L 35
nzdo{Bh w[bKeD L 25 nze		nzdo{Bh w[bKeD ftu'A gk; j'D bJh nze L 09
pkjoh gqhfynek L 75		pkjoh gqhfynek ftu'A gk; j'D bJh nze L 26
nze		(nfXnkgB 6 ghohnv gqsh j sk)
;wK L 3 xzN/ f;b/p; s/ gkm^g[;seK		
Gkr^T (1)	r[ow[yh toDwkbk s/ b/yD^gqpzX	
	(T) nZyo f;Zfynk L soshptko s/ G[bkt/ nZyo.	
	(n) nZyo pDso L nZyo o{g s/ b/yD d/ fB:w.	10
nze (2)	r[ow[yh nZyo s/ gzikph X[BhnK dk gqpzX	
	(T) ;to s/ ftnziB L torheoB d/ f;XKs s/ T[ukoB.	
	(n) ;to ;{ue nZyoK s/ X[BhnK dh gSkD s/ tos'A.	
	(J) ftnziB ;{ue nZyoK s/ X[BhnK dh gSkD s/ tos'A.	
	(;) brK^wksoK dh gSkD s/ tos'A.	
nze (j)	brkyoK dh gSkD.	10
Gkr^n (1)	fbgh d/ nZyoK dh tos'A d/ fB:w	
	(T) g{o/ s/ nZX/ nZyoK dh gSkD s/ tos'A.	
	(n) ;to ;{ue nZyoK dh gSkD s/ tos'A.	
	(J) ;to tkjeK dh gSkD s/ tos'A.	
	(;) wksok s/ ;to tkjeK dh ;KMh tos'A.	
nze (j)	wksoK dh ftnziB ;{ueK Bkb tos'A.	10
(2)	gzikph Ppdktbh Bkb ikD^gSkD	
	(T) frDsh	
	(n) j s/ d/ fdb	
	(J) wjhfbnK d/ BK	
	(;) ozrK d/ BK	
	(j) cbK^;plhnK d/ BK	
	(e) gP{^gzShnK d/ BK	
	(y) gzikph foPsk^Bksk gqpzX dh Ppdktbh	
nze (r)	xo/b{ t;sK dh Ppdktbh	15
Gkr^J	;ko/ f;b/p; s/ nkXkfos nkpi?efNt NkJhg gqPB.	30%1&30
nze	nze tzv s/ g/go ;?~No bJhf jdkfJsK	

1H ffdnkEh gjbh tko r[ow[yh fbgh f;Zy oj/ jB. j' ;edk j? ffdnkEh gzikph GkPk s'H nBkD j'D. ;', gqPBK d/ gZXo ffdnkEhnK dh ;hwK B{z fXnkB ftu oZy e/ fBPfus ehsk ikt/.

2H ;ko/ GkrK ftu'A gqPB g[ZS/ ikD.

3H ;ob s/ ;gPN gqPB g[ZS/ ikD.

4H toDkswe gqPB Bk g[ZS/ ikD.

5H ffdnkEh B{z fbgh dk p'X eotkT[D bJh X[BhnK, fbgh fuzBQK dh gSkD ns/ tos'A ;pzXh ;zy/g gqPB g[ZS/ ikD. b'V nB[;ko ffdnkEhnK B{z S'N iK u'D d/Dh bklwh j?.

6H gzikph Ppdktbh d/ ;ko/ GkrK ftu'A gqPB g[ZS/ ikD. b'V nB[;ko u'D ns/ S'N fdZsh ikt/.

## Course Input:

gzikph bklwh (w[ZYbk frnkB) Gkr gfjbk

:w?;No d{ik

e[b nze L 100		ftP/ ftu gk; j'D bJh nze L 35
nzdo{Bh w[bKeD L 25 nze		nzdo{Bh w[bKeD ftu'A gk; j'D bJh nze L 09
pkjoh gqhfynek L 75		pkjoh gqhfynek ftu'A gk; j'D bJh nze L 26
nze		(nfXnkgB 6 ghohnv gqsh j sk)
;wK L 3 xzN/		
f;b/p s/ gkm^g[;seK		
Gkr^T (1)	Ppd gqpzX L Ppd i'VK dh tos'A	
	(T) d' nZyoh PpdK d/ Ppd^i'V	
	(n) fszB nZyoh PpdK d/ Ppd^i'V	
	(J) pj[ nZyoh PpdK d/ Ppd^i'V	15
nze (2)	PpdK dhnK Pq/DhnK s/ ftneoBe torK dh gSkD	
	(T) PpdK dhnK Pq/DhnK dk f;XKs, gSkD s/ tos'A	
	(BKt, gVBKt, ftP/PD, fefonk, fefonk ftP/PD nkfd)	
	(n) ftnkeoBe toerK dh gSkD s/ tos'A	
nze	(fbzr, tuB, g[oy, ekb nkfd)	10
Gkr^n (1)	Ppd pDsoK s/ ftnkeoBe fJekJhnK dk f;XKs s/ tos'A	
	(T) gzikph Ppd pDsoK dk f;XKs s/ tos'A	
	(nr/so, fgS/so, ;wk;, d jo[esh)	
	(n) ftnkeoBe fJekJhnK dk f;XKs, gSkD s/ tos'A	
nze	(tkezP, T[g^tke s/ tke)	10
	(tkezP, T[g^tke s/ tke)	
nze (J)	PpdK dk ftnkeoBe w/bL f;XKs s/ ftjko	10
nze (2)	ftPokw fuzBQK dh gSkD s/ tos'A.	10
Gkr^J	;ko/ f;b/p; *s/ nkXkfos nkpi?efNt NkJhg gqPB .	
30%1&30	nze tzv s/ g/go ;?~No bJh fdkfJsK	

1H ffdnkEh gfjh tko r[ow[yh fbgh f;Zy oj/ jB. j' ;edk j? ffdnkEh gzikph GkPk s'A nBikD j'D.  
; , gqPBK d/ gZXo ffdnkEhnK dh ;hwK B{z fXnkB ftu oZy e/ fBPfus ehsk ikt/.

2H ;ko/ GkrK ftu'A gqPB g[ZS/ ikD.

3H ;ob s/ ;gPN gqPB g[ZS/ ikD.

4H toDkswe gqPB Bk g[ZS/ ikD.

5H ffdnkEh ftnkeoB dh w[ZYbh ikDekoh ;pzXh ;zy/g gqPB g[ZS/ ikD. b'V nB[;ko  
ffdnkoEh B{z S'N iK u'D d/Dh bklwh j?.

**;jkfJe gkm ;wZroh**

1H ;fsBkw f;zx ;zX{, nkU gzikph f;ZfyhJ/, gpbhe/PB fpT{o', gzikph :{Bhtof;Nh, gfNnkbk,  
2011 (fjzdh s'A gzikph f;ZyD bJh)

2H ;fsBkw f;zx ;zX{, r[ow[h f;Zy', gpbhe/PB fpT{o', gzikph :{Bhtof;Nh, gfNnkbk, 2011  
(nzrq/lh s'A gzikph f;ZyD bJh)

3H ;hsk okw pkjoh, gzikph f;ZfyhJ/, gpbhe/PB fpT{o', gzikph :{Bhtof;Nh, gfNnkbk, 2002 (fjzdh) 4H  
okiftzdo f;zx, gzikph frnkB ;hHvhH (ezfgT{No n?gbhe/PB N{^boB n?Av Nhu gzikph),  
gpbhe/PB fpT{o', gzikph :{Bhtof;Nh, gfNnkbk 2011H



## **BBA-202: COMMUNICATION SKILLS IN ENGLISH**

Time Allowed: 3 Hrs.

Max Marks: 100

Theory: 60

Internal Assessment: 40

### **Instructions for Paper-setters/Examiners**

The question paper covering the entire course shall be divided into three sections as follows:

#### **Section-A**

It will consist of four essay type questions set by the examiner from Part-I and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

#### **Section-B**

It will consist of four essay type questions set by the examiner from Part-II and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

#### **Section- C**

It will consist of ten short answer questions. All questions are compulsory. Each question shall carry two marks; total weight of the section is 20 marks.

### **Course Input:**

#### **Part-I**

Imaginative Use of Parts of Speech. How to Plan Paragraph Writing. How to Change Direct into Indirect Speech and Vice Versa. Sentence Connectors and Cohesion. Substitution and Ellipsis. Sentence variation and Rewriting of Sentences. Imaginative Features. Idioms and Phrases. Letter writing Précis and Comprehension, Paraphrasing and Expansion, Descriptive writing, Report writing, Script writing for Announcement, Comparing etc.

#### **Part-II**

Language and Society, Style and Registers. Language and Communication Fundamentals of Broadcasting. Radio as a Communication of Broadcasting. Radio as a

Communication of Broadcasting TV Network in India and Education TV- Current Affairs and General Knowledge.

**For Practical:**

There shall be two tutorial periods per periods for the students to face the camera, gestures, speech, facial expression, lip and eye movement, voice training and training in

techniques of broadcasting, etc. for all these purposes there should be organization of quiz competition, debates and other competitions, etc.

### **Recommended Readings:**

1. N, Krishnaswamy; Modern English(Macmillan-India)
2. R.O. Neil: English in Situations (OUP)
3. Ed Viola Huggins: What to say when (BBC London)
4. Geoffrey Boughton: Success with English: The Penguin Course: Course Book-I
5. Slexander Baird: Success with English: The Penguin Course, A first reader.
6. S.P. Jain: The Art of Broadcasting.
7. Corl Warren: Radio News Writing.

## **BBA-203: BUSINESS ECONOMICS-II**

Time Allowed : 3 Hrs.

Max Marks: 100

Theory : 60

Internal Assessment : 40

### **Instructions for Paper-setters/Examiners**

The question paper covering the entire course shall be divided into three sections as follows :

#### **Section-A**

It will consist of four essay type questions set by the examiner from Part-I and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

#### **Section-B**

It will consist of four essay type questions set by the examiner from Part-II and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

#### **Section- C**

It will consist of ten short answer questions. All questions are compulsory. Each question shall carry two marks; total weight of the section is 20 marks.

### **COURSE INPUT:**

#### **PART – I**

Monopolistic Competition: Concept, Assumptions, Price Determination; Selling Cost, Excess capacity. Difference between Monopolistic Competition and Imperfect Competition; introduction to the Concept of Duopoly and Oligopoly.

Pricing of Factors: Marginal Productivity theory of distribution; Theories of Wages and Interest; Modern theory of Distribution.

Rent : Ricardian and Modern Theory;

Profit : Dynamic Theory: Risk theory; Uncertainty theory.

#### **Part – II**

Business Concepts: Micro Vs Macro Economics. Variables: Real and Nominal; Induced and Autonomous, Ex-ante and Ex-post,

National Income: Definition and Importance of National Income. Gross and Net National Product, Gross and Net Domestic Product; Personal Income and Disposable Income.

Measurement of National Income: Income, Output and Expenditure Method Problems in Measurement of National Income.

Classical theory of Employment, Say's law of market and Keynesian Theory of Employment, Inflation.

Consumption Function: Saving and Investment Function. Multiplier: Static and Dynamic Analysis. Multiplier-Accelerator Interaction.

**Recommended Readings:**

Ackley, G : Macroeconomic Theory, Macmillan, New York

Ahuja, H.L : Advanced Economic Theory

Koutsoyanni : Modern Micro Economics

Stonnies & Hague : A Textbook of Economic Theory.

## **BBA-204: BUSINESS STATISTICS**

Time Allowed: 3 Hrs.

Max Marks: 100

Theory: 60

Internal Assessment: 40

### **Instructions for Paper-setters/Examiners**

The question paper covering the entire course shall be divided into three sections as follows:

#### **Section-A**

It will consist of four essay type questions (two numerical and two theoretical) set by the examiner from Part-I and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

#### **Section-B**

It will consist of four essay type questions (two numerical and two theoretical) set by the examiner from Part-I and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

#### **Section- C**

It will consist of ten short answer questions. All questions are compulsory. Each question shall carry two marks; total weight of the section is 20 marks.

### **COURSE INPUT:**

#### **PART – I**

**Statistics:** Introduction, Importance and Scope of Statistics

**Measure of Central Tendency:** Mean, Median, Mode and Quartiles

**Measures of Dispersion:** Range, Quartile Deviation, Mean Deviation and Standard

Deviation

**Correlation Analysis:** Introduction, Types of Correlation, Measurement of Correlation: Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation.

#### **PART – II**

**Regression Analysis:** Introduction, Utility, Method of Least Squares, Coefficient of Regression, Standard Error of Estimate, Coefficient of Determination.

**Time Series and Forecasting:** Introduction, Components of Time Series Analysis, Measurement of Secular Trend and Measurement of Seasonal Variations, Measurement of Cyclical Variations.

**Index Numbers:** Introduction, Price Index Numbers, Quantity Index Numbers, Choice of Base for Computing Index Numbers.

**Interpolation and Extrapolation:** Introduction, Utility, Assumptions, Methods of Interpolation, Extrapolation (formulae used).

**Recommended Readings:**

1. Elhance, Veena Elhance and B.M Aggarwal: Fundamentals of Statistics (Kitab Mahal)
2. C.B Gupta : An introduction to Statistical Methods (Vikas)
3. R.S Bhardwaj : Business Statistics (Excel Books)
4. Ajay Goel and Alka Goel : Mathematics and Statistics (Taxmann's )

# **BBA-205: BUSINESS ORGANIZATION AND MANAGEMENT**

## **PRINCIPLES-II**

Time Allowed : 3 Hrs.

Max Marks: 100

Theory : 60

Internal Assessment : 40

### **Instructions for Paper-setters/Examiners**

The question paper covering the entire course shall be divided into three sections as follows :

#### **Section-A**

It will consist of four essay type questions set by the examiner from Part-I and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

#### **Section-B**

It will consist of four essay type questions set by the examiner from Part-II and the candidate shall be required to attempt two. Each question shall carry ten marks; total weight of the section is 20 marks.

#### **Section- C**

It will consist of ten short answer questions. All questions are compulsory. Each question shall carry two marks; total weight of the section is 20 marks.

#### **Course Input:**

#### **Part-I**

Evolution Of Management Thought, School Of Management Thought. Frederick Taylor And Scientific Management. Henry Fayol And Principles Of Management. Emergence Of Behavioural Sciences, (Hawthorne Experiments & Chester Barnard) , Elton Mayo, Maslow And Hierarchy Of Needs, Contribution Of Mc Gregor, Human Factors In Management & Motivation, Leadership: Nature and Styles. Developing Quality and Techniques of Leadership. Communication Process.

#### **Part – II**

Organizational Behavior: Concept, Scope, Significance, OB Model, Historical Perspective of OB, Evolution of OB, Emerging Trends and Future Prospects. Individual Behavior: Conceptual Framework for Understanding the Individual Behavior as an input – output system, Biological Foundations of Behavior, Sensation Cognitive Process Beliefs. Values: Importance, Sources of Value System, Type of Values. Group: Definition, Classification, Why do people join Group, Usefulness of Groups in Organizations, Nature and

Significance of Informal Groups. Group Dynamics: Methods of Group Analysis, Group Behavior Model, Contingency Variables that effect Group Behavior, Group Cohesiveness. Group Decision Making: Nature, Process, Styles, How do Groups make Decisions, Advantages & Disadvantages, Strategies of Improving Group Decisions.

## **Recommended Readings:**

Robbin: Organisation Behaviour (Prentice - Hall)

Fred Luthans: Organisation Behaviour (Mcgraw - Hill)Sons)

Gupta-Joshi: Organisation Behaviour (Kalyani)

R.N. Gupta: Business Organization And Management (S.Chand)

Gupta- Sharma: Principles And Practice Of Management (Kalyani)

Koontz & Wehrich: Business Organization And Management (Pearson Education)

C.B. Gupta: Modern Business Organisation And Management (Sultan Chand & Sons)

## **BBA- 206: WORKSHOPS ON INTERNET AND E-COMMERCE**

Internal Evaluation – 50 marks

### **Introduction to Electronic Commerce**

Define Electronic Commerce, Brief History of Electronic Commerce, Forces Fueling Electronic Commerce-Electronic Forces, Marketing and Customer Interaction Forces. Technology and Digital Convergence, Implications of Various Forces, Types of Electronic Commerce.

Inter-Organizational Electronic Commerce, Intra-organizational Electronic Commerce, Consumer to Business Electronic Commerce, Intermediaries and Electronic Commerce.

### **World Wide Web**

Brief History of Web; What exactly is the Web? Why is the Web such a hit?

The Web and Ease of use, The Web and Ease of Publishing, The Web as New Distribution Channel, The web and Network Centric Computing, The web and New Intra Business Applications. The Web and Electronic Commerce.

### **Firewalls and Transaction Security**

Firewalls and Network Security – Types of Firewalls, Firewall Security Policies, Emerging Firewall Management Issues.

### **Electronic Payment System**

Electronic Payment Technology, Online Shopping, Limitations of Traditional Payment Instruments, Electronic or Digital Cash- Properties of Electronic Cash, Digital Cash in Action, Electronic Cheques- Benefits and Electronic Cheques, Electronic Cheques in Action, Online Credit Card Based System, Secure Electronic Transaction (SET), Other Emerging Financial Instruments-Debit Cards at Point of Sale. (POS), Debit Cards and Electronic Transfer Benefit , Smart Cards, Consumer's Legal and Business Issues.

## **BBA-207: SEMINAR**

Internal Evaluation: 50 Marks

The students shall be allotted topics pertaining to the area of General, Social, Economic and business awareness focusing on the current national as well as international trends and developments . Each student is required to submit a write up on the allotted topic to the teacher concerned and is further required to make a presentation.

## **BBA-208: VIVA VOCE**

External Evaluation: 100 Marks

Every student will have to appear for comprehensive viva at the end of the year. This VIVA – VOCE examination is based on the full course; each student is required to face a board composed of one external examiner, one internal examiner and the principal / Director of the college or his nominee.