

KAKARAPARTI BHAVANARAYANA COLLEGE

(AUTONOMOUS)

Kothapeta, Vijayawada – 520 001



SYLLABUS (R20)

**DEPARTMENT OF
COMMERCE & MANAGEMENT**

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.B.A.	I	Principles of Management	R20BBA101	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory	Practical		CIA	SEE	
75	5	0	3	25	75	5

SYLLABUS

LEARNING OBJECTIVES:

- To understand about the importance of Management in an Organization.
- Knowing about the management thought into reality.
- To learn about the optimal Level of utilization of Resources.

COURSE OUTCOMES:

On Completion of this course the student will understand the basic principles of management will acquaint with management process, functions and principles. Students will also get the idea about new developments in the management.

Unit - I introduction of Management

Definition - Management - functions of management - principles of management -levels of management- Trends and Challenges of Management in Global Scenario.

Unit - II Planning

Nature and purpose of planning - Planning process - Types of plans - Objectives - Managing by objective (MBO) Strategies - Types of strategies

Unit - III Organizing

Nature and purpose of organizing - Organization structure-

Formal and informal groups organization - Line and Staff authority -Centralization and Decentralization - Delegation of authority

Unit - IV Directing-

Motivation Theories -Leadership Styles - Leadership theories - Communication - Barriers to effective communication.

Unit - V Controlling

Process of controlling - Types of control- Budgetary and non-budgetary, control techniques - Managing Productivity - Cost Control - Purchase Control-Maintenance Control - Quality Control.

REFERENCES:

- (1) Gupta, Sharma and Bhalla; Principles of Business Management; Kalyani Publications.
- (2) L. M. Prasad; Principles of Management; Sultan Chand and Sons, 6th edition.
- (3) Harold Kooriv& Heinz Weihrich "Essentials of Management", Tala McGraw-Hill,1998
- (4) Joseph L Massie "Essentials of Management", Prentice Hall of India, (Pearson) Fourth Edition, 2003.
- (5) Principles of Management, By Tripathi, Reddy Tala Mcfraw Hill

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75	5	0	3	25	75	5

MODEL PAPER

SECTION-A (Short Answer Questions)

(Instructions to the Paper Setter: Set minimum ONE question from each unit and maximum EIGHT from all)

Answer any FIVE of the following questions

5x5=25 Marks

1. Characteristics of Management
2. Levels of Management
3. Nature of Planning.
4. Characteristics of Organisation
5. Formal Organisation
6. Delegation of Authority
7. Leaders Vs Managers
8. Quality Control.

SECTION-B (Essay Questions)

(Instructions to the Paper Setter: Set minimum TWO questions from each unit, either or internal choice)

Answer ALL of the following questions

5x10=50 Marks

9. (a) Define Management? Explain the functions of Management.

(OR)

- (b) Explain the principles recommended by Henry Foyal to the modern Managers.

10. (a) Define Planning? Explain the steps involved in Planning.

(OR)

- (b) What are the advantages and disadvantages of Planning.

11. (a) Explain the advantages and disadvantages of Line and Staff organisation.

(OR)

- (b) Discuss the differences between Decentralisation and Delegation of Authority.

12. (a) Define motivation? Explain about the Maslows need hierarchy theory of motivation.

(OR)

- (b) Discuss the barriers to effective Communication.

13. (a) Define Controlling? Explain the process of Controlling.

(OR)

- (b) Write about the Budgetary and Non-Budgetary Controlling techniques.

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.B.A.	I	Managerial Economics	R20BBA102	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory	Practical		CIA	SEE	
75	5	0	3	25	75	5

SYLLABUS

LEARNING OBJECTIVES:

To provide students with the knowledge, tools and techniques to make effective economic decisions under condition of risk and uncertainty.

COURSE OUTCOMES:

To enable the student to list the different goals and constraints that firms applies the economic way of thinking to individual decisions and business decisions.

UNIT –I INTRODUCTION TO MANAGERIAL ECONOMICS

Nature, Scope and definition of Managerial Economics, Application of Managerial Economics, Micro Vs Macro Economics, Basic principles of Managerial Economics, Opportunity Cost Principle, Incremental principle, Principle of time perspective, Discounting principle.

UNIT –II CONSUMER BEHAVIOUR, DEMAND AND SUPPLY ANALYSIS

Law of Demand, Theory of demand, Shift in demand curves, Concept of measurement of elasticity of demand, Factors affecting elasticity of demand, Income elasticity of demand, Cross elasticity of demand.

UNIT –III CONSUMER BEHAVIOR UTILITY APPROACH:

Cardinal Utility Approach, Diminishing marginal utility, Law of equi-marginal utility, ordinal utility approach, Indifference curve, Marginal rate of substitution, Budget line and consumer equilibrium, Law of supply, shift in supply curve

UNIT –IV THEORY OF PRODUCTION, COST AND FIRM'S BEHAVIOUR:

Meaning, concept of production, Factors of production and production function, Fixed and variables factors, Law of variable proportion and law of returns to scale, concept of cost, cost function, short run cost, long run cost, economics and diseconomies of scale

Explicit cost and implicit cost, private and social cost, perfect competition, monopoly, monopolistic competition, oligopoly, pricing in various market structures.

UNIT –V MACRO ECONOMICS ANALYSIS:

Circular flow of income, national income concepts, Theory of income and employment: Classical, Modern (Keynesian) approach, Circular flow of income, national income concepts.

REFERENCES:

1. Managerial Economics by Ivan Png, Blackwell Publishers
2. Managerial Economics in a global economy by Dominick Salvotarc
3. Economics by Lipsey, Oxford University Press
4. Managerial Economics by L.Varshney and K.L.Maheswari, Sultan Chand and Sons
5. Managerial Economics by D.N.Dwivedi, Vikas Publishing Company

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

DEPARTMENT OF COMMERCE & MANAGEMENT

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B.B.A.	I	Managerial Economics	R20BBA102	2020-21

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75	5	0	3	25	75	5

MODEL PAPER

SECTION-A (Short Answer Questions)

(Instructions to the Paper Setter: Set minimum ONE question from each unit and maximum EIGHT from all)

Answer any FIVE of the following questions

5x5=25 Marks

1. Opportunity cost principle
2. Incremental principle
3. Concept of demand
4. Measurement of elasticity of demand
5. Budget line
6. Consumer equilibrium
7. Concept of production and production function
8. Circular flow of income

SECTION-B (Essay Questions)

(Instructions to the Paper Setter: Set minimum TWO questions from each unit, either or internal choice)

Answer ALL of the following questions

5x10=50 Marks

9. (a) Nature, scope and definitions of managerial economics
(OR)
(b) Applications of managerial economics
10. (a) State and explain law of demand.
(OR)
(b) Income elasticity of demand and cross elasticity of demand
11. (a) State and explain law of diminishing marginal utility
(OR)
(b) State and explain marginal rate of substitution
12. (a) state and explain law of variable proportion
(OR)
(b) State and explain law of returns to scale
13. (a) Theory of income and employment.
(OR)
(b) different national income concepts

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.B.A.	I	Quantitative Methods for Managers	R20BBA103	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory	Practical		CIA	SEE	
75	5	0	3	25	75	5

SYLLABUS

LEARNING OBJECTIVES

- ❖ Understand relevance & need of quantitative methods for making business decisions
- ❖ Demonstrate a sound knowledge of fundamentals of statistics and statistical techniques

COURSE OUTCOMES

On completion of this course, the students will be able to

- ❖ Understand various quantitative & statistical methods
- ❖ Understand data and draw inference from data

UNIT - I

Introduction : Meaning, Definition, Functions, Importance and Limitations of Statistics – collection of data – Primary and Secondary data – Schedule and Questionnaire – Frequency Distribution – Tabulation, Diagram and Graphic Presentation of data – Statistical System in India.

UNIT - II

Measures of Central Tendency and Dispersion : Definition, objectives, and characteristics of Measures of Central Tendency. Types of Averages - Arithmetic Mean, Geometric Mean, Harmonic Mean, Median, Mode, Quartiles, Deciles, Percentiles, Properties of averages and their applications. Meaning, Definition, Objectives of Dispersion, Range, Quartile Deviation, Mean deviation, Standard Deviation Co-efficient of variation – Definition and objectives of Skewness – Karl Pearson's and Bowle's measures of skewness.

UNIT - III

Measures of Correlation : Meaning, Definition and use of correlation – Types of correlation, Karl Pearson's correlation co-efficient, Spearman's Rank Correlation, Probable error. Meaning, Utility of Regression analysis, Comparison between Correlation and Regression – Regression Equations – Interpretation of Regression Co-efficient.

UNIT – IV

Set Theory : Set, Subset, Types of Sets – Operations on Sets – Venn Diagram, Demorgan's Law – Applications of Set Theory. Laws of Indices, Arithmetic Progressions, Geometric Progressions and Harmonic Progressions.

UNIT – V

Matrix : Meaning and Operations – Matrix Algebra – Types of Matrices – Matrix Addition – Matrix Multiplication. Matrix Determinants, Minors and Co-factors, Matrix inversion.

REFERENCES:

1. Sivayya K. V. and Satya Rao, Business Mathematics, Saradhi Publications, Guntur.
2. Sancheti and Kapoor V. K., Business Mathematics, Sulthan Chand & Sons, New Delhi.
3. D. N. Elhance : Fundamental of Statistics, Kitab Mahal, Allahabad.
4. Gupta S. C. : Fundamentals of Business Statistics, Sultan Chand, New Delhi.
5. Aggarwal, Business Statistics, Kalyani Publishers, Hyderabad.
6. Reddy C.R., Business Statistics, Deep & Deep Publications, New Delhi.

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75	5	0	3	25	75	5

MODEL PAPER

SECTION-A

(Short Answer Questions)

(Instructions to the paper setter: Set minimum ONE question from each unit, max Eight from all.)

Answer any **FIVE** of the following questions

5x5=25M

1. Explain Characteristics of Statistics.
2. Essentials of good Average.
3. Regression Line.
4. Advantages of Correlation.
5. Explain Indices.
6. Explain Diagonal Matrix.
7. Objectives of Statistics.
8. Difference between Central Tendency & Dispersion.

SECTION-B

(Essay Questions)

(Instructions to the paper setter: Set minimum two questions from each unit, either or internal choice)

Answer **ALL** of the following questions

5x10=50M

9. (a) Explain different Sources of Primary Data Collection.

(OR)

- (b) Construct a suitable Bar Diagram for the following data of number of students in two different colleges in different faculties.

College	Arts	Science	Commerce	Total
A	1200	800	600	2600
B	700	500	600	1800

10. (a) What is Dispersion and Explain its Objectives & Properties.

(OR)

- (b) Calculate Median from the following.

Class Interval	0-10	10-20	20-30	30-40	40-50	50-60
Frequency	10	20	25	30	20	15

11. (a) What is Regression Analysis and Explain Assumptions in Regression Analysis.

(OR)

(b) From the following data compute Karl Pearson's Co-efficient of correlation.

Marks in Accounts	10	20	30	40	50	60	70	80
Marks in Statistics	60	70	80	90	88	68	48	56

12. (a) What is Progression and Explain the types of Progression.

(OR)

(b) If $A = (1, 2, 3, 4, 7)$ $B = (2, 3, 4, 8)$ $C = (1, 3, 4, 9)$ Then Prove that

(i) $(A \cup B) \cup C = A \cup (B \cup C)$

(ii) $(A \cap B) \cap C = A \cap (B \cap C)$

13. (a) Define Matrix and Explain various types of Matrices.

(OR)

(b) Solve by Cramer's rule.

$$x+6y-z = 10$$

$$2x+3y+3z=17$$

$$3x-3y-2z = -9.$$

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DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.B.A.	II	Accounting for Managers	R20BBA201	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory	Practical		CIA	SEE	
75	5	0	3	25	75	5

SYLLABUS

LEARNING OBJECTIVE:

The subject of Accounting for Managers includes basic concepts underlying the accounting practices and its techniques with special reference, to Sole-Proprietorship, Trading and Non-Trading Concerns.

COURSE OUTCOMES:

- Understand and apply course concepts to analyses common business management decisions such as pricing and outsourcing decisions from a financial perspective;
- Understand the role of budgets in organizations, their limitations and the behavioral issues to consider when developing and using budgets for planning and control;

UNIT- I: INTRODUCTION TO ACCOUNTING

Need for Accounting - Definition - Objectives, Advantages - Book keeping and Accounting- Accounting concepts and conventions - Accounting Cycle - Classification of Accounts and its rules - Double Entry Book-keeping - Journalization - Posting to Ledgers, Balancing of ledger Accounts (problems). Difference between manual accounts and computerised accounts.

UNIT – II: SUBSIDIARY BOOKS

Types of Subsidiary Books - Cash book, Three-column Cash Book- Petty cash Book (Problems).

UNIT-III- BANK RECONCILIATION STATEMENT:

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

UNIT -IV: TRAIL BALANCE AND FINAL ACCOUNTS:

Preparation of Trail balance-Preparation of final Accounts: Trading account - Profit and Loss account - Balance Sheet - Final Accounts with adjustments (Problems).

UNIT-V: ISSUE OF SHARES AND DEBENTURES:

Shares - meaning -types -types of share capital- Issue of shares-forfeiture of shares -re-issue of forfeiture shares. Debentures-meaning-types-various methods of issue of debentures.

REFERENCE BOOKS:

1. Accounting for Managers - J. Made Gowda - Himalaya Publishing House
2. Introduction to Accountancy T. S. Grewal & S. C. Gupta S. Chand Sth Edition
3. Modern Accountancy - Hanif Mukerji - TMH
4. Financial Accounting by Dr. Kaustuhh Sontake - Ist Edition - Himalaya Publishing House

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B.B.A.	II	Accounting for Managers	R20BBA201	2020-21

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75	5	0	3	25	75	5

MODEL QUESTION PAPER

SECTION-A (Short Answer Questions)

(Instructions to the Paper Setter: Set minimum ONE question from each unit and maximum EIGHT from all)

Answer any FIVE of the following questions

5x5=25 Marks

1. Explain the golden rules of accounting.
2. Write about contra entry.
3. Define BRS.
4. Explain the advantages of accounting.
5. What is debit note and credit note?
6. Types of trial balance
7. Types of shares
8. What is a debenture?

SECTION-B (Essay Questions)

(Instructions to the Paper Setter: Set minimum TWO questions from each unit, either or internal choice)

Answer ALL of the following questions

5x10=50 Marks

9. (a) Explain concepts and conventions of accounting.

(OR)

(b) Journalise the following transactions in the books of Mr. Ganesh

2020 Jan	01	Ganesh started business with cash Rs.9,00,000
	03	Purchased Furniture Rs.25,000
	05	Purchased goods from Govind Rs.35,000
	08	Sold goods to Solman Rs.28,000
	10	Paid for office stationery Rs.2,500
	12	Received cash from Solman Rs.28,000
	15	Paid into bank Rs.20,000
	17	Withdrawn cash from bank for office use Rs.10,000
	20	Paid for advertisement Rs.10,450
	21	Sold goods to Gopal for cash Rs.50,000
	28	Salaries paid Rs.10,800
	29	Purchased Machinery Rs.90,000
	30	Received Interest Rs.10,200
	31	Paid Rent Rs.3000

10. (a) Write about various types of subsidiary books.

(OR)

(b) Prepare a three column cash book of Sahasra from the following:

2020 April

- | | |
|----|---|
| 01 | Commenced business with Rs.29,000 |
| 02 | Deposited in Bank Rs.10,000 |
| 04 | Issued a cheque for furniture Rs.5,000 |
| 06 | Electricity bills paid by cheque Rs.3,000 |
| 09 | Purchases from Siva Rs.2,00,000 |
| 13 | Wages paid Rs.7,000 |
| 15 | Sales to Sairam Rs.4,00,000 |
| 16 | Transport expenses Rs.75 |
| 18 | Sales Rs.8,000 |
| 19 | Received from Aravind by cheque Rs.13,850 |
| 21 | Paid to Sravan by cheque Rs.19,900 |
| 22 | Aravind's cheque deposited in bank |
| 24 | Cash brought into business by cheque Rs.12,000 |
| 25 | Drew from bank for office use Rs.3,000 |
| 28 | Rent paid by cheque Rs.3,000 |
| 29 | Wages paid Rs.4,000 |
| 30 | Electricity bills Rs.300 |
| 30 | Rent received by cheque Rs.6,000 and deposited the cheque on the same day |

11. (a). What are the causes of differences in cash book and pass book.

(OR)

(b) From the following particulars prepare a Bank Reconciliation Statement to find out the causes of difference in two balances as on August 31st, 2020.

- (i) Bank Overdraft as per Bank Statement Rs.17,000
- (ii) Cheques issued but not encashed during the August Rs. 2,200
- (iii) Dividends on shares collected by banker Rs.2,300
- (iv) Interest charged by the bank recorded twice in the Cash Book Rs.500
- (v) Cheques deposited as per Bank Statement not entered in Cash Book Rs.3,400
- (vi) Credit side of the Bank column in Cash Book cast short Rs.1,000
- (vii) Clubs dues paid by bank as per standing instruction not recorded in Cash Book Rs.1,200
- (viii) Un-credited cheques due to outstation Rs.3,900

12. (a) Distinguish between capital expenditure and revenue expenditure.

(OR)

(b) The following is the trial balance of M/s. Vinayak trading company as on 31st March, 2017. Prepare trading and profit and loss account for the year ended 31st March, 2017 and a balance sheet as on that date.

Particulars	Debit Rs.	Credit Rs.
Capital		1,00,000
Drawings	18,000	
Buildings	15,000	
Furniture	7,500	
Motor van	25,000	
Loan from Hari @ 12% interest		15,000
Interest paid on above	900	
Sales		1,00,000
Purchases	75,000	
Opening stock	25,000	
Establishment expenses	15,000	
Wages	3,000	
Commission received		4,500
Debtors	28,100	
Bank balance	20,000	
Creditors		10,000
Interest		3,000
	2,32,500	2,32,500

Adjustments:

- (a) Closing stock on 31st March, 2017 was Rs.32,000
- (b) Outstanding wages Rs.500
- (c) Commission received in advance Rs.1,300
- (d) Depreciate buildings 5% Furniture 10% and Motor van 10%

13. (a) Write about various types of debentures

(OR)

(b) A company was formed with a capital of 15,00,000 in shares of Rs.10 each. It offered to the public 1,00,000 shares payable 1/- per share on application, 2/- per share on allotment and 3/- per share on first call and balance of 4/- per share to be called in case of necessity. Applications were received for 90,000 shares and the shares were accordingly allotted. All the money was duly received with the expectation of the allotment money with 200 shares and first call on 500 shares. Write journal entries.

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.B.A.	II	Fundamentals of Marketing	R20BBA202	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory	Practical		CIA	SEE	
75	5	0	3	25	75	5

SYLLABUS

LEARNING OBJECTIVES

- ❖ To study the demands of customers before offering them any goods or services
- ❖ To aim at increasing its market share, i.e., the ratio of its sales to the total sales in the economy

COURSE OUTCOMES

- ❖ Students will Develop and implement financial initiatives based on consumer behavior and fixation of the price.
- ❖ Plan, design, and coordinate effective policy for the promotion.

UNIT-I: CONCEPT OF MARKETING

Market, Marketing, Marketer - Selling concept, marketing concept, Social marketing concept - Identifying market segments -Basis for market segmentation for consumer and industrial market and requirement of effective segments.

UNIT-II: PRODUCT AND PRODUCT LINES

Product hierarchy, Product classification, Product mix decisions - Product line decisions - product attribute decisions, decision - Product life cycle, Marketing strategies for different stages of the product life cycle.

UNIT-III: PRICING:

Setting the price, pricing process, pricing methods. Adapting price: Geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing.

UNIT-IV: MARKETING CHANNELS:

The Importance of marketing channels - Channel design decisions - Channel management decisions - Channel Conflict: Types, Causes and managing the conflict.

UNIT-V: PROMOTION MIX ADVERTISEMENT'

Meaning, Objectives - Types of Media - Sales Promotion - Objectives and Tools - Public relation - Meaning and Tools - Personal selling -Process ..

REFERENCE BOOKS

1. Marketing Management By Philip Kotlers
2. Marketing Management Cravens By Hills - Woodruff
3. Marketing - A Managerial Introduction By Gandhi
4. Marketing Information System By Davis - Olsan
5. Consumer Behavior By Schiffman - Kanuk
6. Principles and practice of Marketing By John Frair.

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DEPARTMENT OF COMMERCE & MANAGEMENT

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B.B.A.	II	Fundamentals of Marketing	R20BBA202	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
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75	5	0	3	25	75	5

MODEL QUESTION PAPER

SECTION-A (Short Answer Questions)

(Instructions to the Paper Setter: Set minimum ONE question from each unit and maximum EIGHT from all)

Answer any FIVE of the following questions

5x5=25 Marks

1. Concept of Marketing.
2. Social Marketing
3. Product Classification
4. Pricing
5. Discriminatory pricing
6. Marketing channels
7. Advertisement
8. Sales Promotion

SECTION-B (Essay Questions)

(Instructions to the Paper Setter: Set minimum TWO questions from each unit, either or internal choice)

Answer ALL of the following questions

5x10=50 Marks

9.a. Define Marketing? Explain the nature and scope of marketing.

OR

b. Define Market segmentation? Explain the requirements for effective market segmentation.

10.a. Explain about the product Life Cycle.

OR

b. What are the strategies for different Stages of Product Life Cycle?

11.a. What is meant by Pricing? Explain the different methods of Pricing?

OR

b. Discuss the process of Pricing?

12.a. Explain the importance of Marketing channels.

OR

b. Write about the Causes for Marketing Channel Conflicts.

13.a. Define Sales Promotion? Explain the types and tools of Sales Promotion.

OR

b. What is meant by Personal Selling? Explain its process.

KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS)

DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.B.A.	II	E-Commerce	R20BBA203	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory	Practical		CIA	SEE	
75	5	0	3	25	75	5

LEARNING OBJECTIVES

- ❖ Understand the World Wide Web and browse the Web with Internet Explorer
- ❖ Discuss some of the security issues on the World Wide Web
- ❖ Discuss fundamental aspects of E-Commerce

COURSE OUTCOMES

- ❖ Outline concept of E-commerce
- ❖ Discuss use of E-commerce in Supply Chain Management
- ❖ Implement an e-commerce application with a shopping cart.

SYLLABUS

UNIT-I: ELECTRONIC COMMERCE:

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

UNIT-II: SUPPLY CHAIN MANAGEMENT:

Definition, Benefits, goals, functions, characteristics, Strategies of SCM, Electronic Logistics and its implementation in business houses Electronic Data Interchange (EDI): Definition, benefits of EDI, applications, advantages and limitations, EDI Model.

UNIT-III: ELECTRONIC PAYMENT SYSTEMS:

Types of EPS- traditional payment system and modern payment system, electronic cash, steps for electronic payment, payment security – E-security cryptography, hacker, secure electronic transaction, secure-socket layer.

UNIT-IV: CUSTOMER RELATIONSHIP MANAGEMENT:

Definition, Components of CRM, CRM Architecture, architectural components of a CRM solution, Electronic CRM, Need for Electronic CRM, E-CRM applications

UNIT-V: HTML-

Navigating the World Wide Web, Preparing to Publish on the Web, HTML and XHTML, Learning the Basics of HTML, structure of HTML, Creating simple web pages, formatting text with HTML, adding images, color and background, table creation, designing forms.

REFERENCES:

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

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DEPARTMENT OF COMMERCE & MANAGEMENT

Programme	Semester	Title of the Course	Course Code	W.E.F
B.B.A.	II	Business Environment	R20BBA203	2020-21

Total No of Hours for Teaching - Learning	Instructional Hours for Week		Duration of Semester End Examination in Hours	Max Marks		Credits
	Theory	Practical		CIA	SEE	
75	5	0	3	25	75	5

MODEL QUESTION PAPER

SECTION-A

(Short Answer Questions)

(Instructions to the paper setter: Set minimum ONE question from each unit, max Eight from all.)

Answer any FIVE of the following questions

5x5=25M

1. Online shopping
2. Goals and functions of SCM.
3. EDI.
4. Electronic payment.
5. Hacking.
6. CRM.
7. Basics of HTML.
8. Designing pages in HTML.

SECTION-B

(Essay Questions)

(Instructions to the paper setter: Set minimum two questions from each unit, either or internal choice)

Answer ALL of the following questions

5x10=50M

9. a) e- Commerce transaction on World Wide Web.
(OR)
b) Three models of Electronic Market - E-Business.
10. a) Electronic Logistics and its implementation in business houses
(OR)
b) Definition, benefits of EDI, applications, advantages and limitations, EDI Model.
11. a) Traditional payment system and modern payment system.
(OR)
b) e-security cryptography, secure electronic transaction, secure-socket layer.
12. a) CRM, CRM Architecture, architectural components of a CRM solution.
(OR)
b) Electronic CRM, Need for Electronic CRM, E-CRM applications
13. a) Navigating the World Wide Web, Preparing to Publish on the Web, HTML.
(OR)
b) Creating simple web pages, formatting text with HTML.