

Shivaji University
Revised Syllabus for
(B.B.A. Part -II)
Bachelor of Business Administration –II
Syllabus to be implemented from the year June-2011-12
New Structure of B.B.A. Course:-
(Semester wise to be introduce from the year June 2011-12)
B.B.A.-II

Semester	Sr. N0.	Title of the Subject	Marks
Semester III	15	Management of Business Services –Paper-I	50
	16	Cost and Management Accounting –Paper-I	50
	17	Production Management	50
	18	Business Economics (Macro-II) –Paper-I	50
	19	Entrepreneurship Development –Paper-I	50
	20	Statistical Techniques for Business –Paper-I	50
	21	E-Commerce –Paper-I	50
		Total	350
Semester IV	22	Management of Business Services –Paper-II	50
	23	Cost and Management Accounting –Paper-II	50
	24	Material Management	50
	25	Business Economics (Macro-II) –Paper-II	50
	26	Entrepreneurship Development –Paper-II	50
	27	Statistical Techniques for Business –Paper-II	50
	28	E-Commerce –Paper-II	50
		Total	350

B. B. A. II (Sem. III)

15: MANAGEMENT OF BUSINESS SERVICES (Paper-I)

Marks 50

	Periods
Unit I : Services: - Meaning and concept of services – Goods and Services – Salient Features of Services, Classification of Services. Importance, Growth and Development of Service Sector in India. New Economic Policy and its Impact on Service Sector	14
Unit II : Service Marketing : - Meaning, 7Ps in Service Marketing – Service Product – Pricing the Service - Service Location and Channels of Services - Promotion and Communication of Services - People in Services – Process in Services – Physical Evidence in Services – Nature and Problems in Service Marketing	14
Unit III : Management of Banking Services: - Concept – Scope and Importance, Physical Infrastructure – Product and Pricing Policies – Human Resource Management in banking services – Computerization, Recent Trends in Banking.	10
Unit IV : Management of Hotel Services: - Concept, Scope and Importance - Profile of Services, Locational Decisions – Pricing Policies – H. R.M and Customer Care – Promotion Polices – Management of Hotel Services in India.	10

REFERENCE BOOKS :

1. Jha S. M. 'Service Marketing', Himalaya Publishing House, Mumbai.
2. Valarie A. Zeithmal and Mary Jo. Bitner, 'Services Marketing', Tata Mcgraw Hill.
3. Rao A. V. S. 'Service Sector Management in India', Allied Publishers, Hyderabad 1986.
4. Shiv Shankar 'Service Marketing'.
5. Vasanti Venugopal, Raghu V. N. - 'Service Marketing'.
6. Reidenback E. R. and Pits R. E., 'Bank Marketing'.
7. Seth Prem Nath 'Successful Tourism Management'.
8. Colin J. Coulson, Thomas Collier – 'Service Management : Operating Decisions.
9. Kotler Philip, 'Marketing Management Analysis, Planning, Implementation and Control',
Prentice Hall of India Pvt. Ltd., New Delhi – 110001.

Semester No-III

16: Management Accounting- Paper-I

Marks 50

	Periods
Unit I : Management Accounting:- Meaning and Definitions Functions of Management Accounting, Differences between Financial Accounting and Management Accounting, Differences between Cost Accounting and Management Accounting.	15
Unit II : Budgets and Budgetary Control:- Concept of Budgets and Budgetary control, Objectives and Advantages, Steps in budget Preparation, of Cash Budget, Capital Budget, Functional Budgets and Master Budget.	20
Unit III : Marginal Costing and Break- Even Analysis: Concept of marginal cost, concept of marginal costing Break-Even Analysis. Practical Problems of Break-even analysis, Derision making under Break- Even Analysis.	20
Unit IV : Standard Costing: Concept of standard cost and standard costing, setting of standards, Advantages and Disadvantages of standard costing, Limitations of standard costing.	10

Reference Book:-

- 1-Principles of Management Accounting- man Mohan, Goyal S.N.
- 2-Management Accounting ---- I.M.Pandey
- 3-Management Accounting -----Shashi Gupta & R.K.Sharma
- 4-Cost Accounting -----M.N.Arora

B. B. A. II (Sem.III)
17: Production Management

Marks: 50

	Periods
Unit I : Production Management: - concept, scope, functions and importance, types of production systems, recent trends in production management.	10
Unit II : Factory Planning: - concept and importance, factors influencing in location of factory - factory building, recent trends in factory building design. <u>Plant Layout:</u> - objectives, types, factors affecting plant layout.	14
Unit III : Production Planning & Control: - Meaning, scope, objectives and functions, Techniques – routing, scheduling, dispatching, follow-up, Product assurance – total quality management, ISO 9000, six sigma, benchmarking.	14
Unit IV : Plant Maintenance :- Meaning & importance, classification of maintenance activities, organization for plant maintenance Department.	10

REFERENCE BOOKS :

- 1) S. A. Chunawalla & D. R. Patel - Production and operations management, Himalaya Publishing House.
- 2) K. A Swathappa & K. Shridhara Bhat – Production & Operations Management, Himalaya Publishing House
- 3) K. K. Ahuja : Production Management , C. B. S. Publishers & Distributors, Sahadara, Delhi.
- 4) S. K. Singh : ISO 9000 & Total Quality Management, Commonwealth Publishers, Ansari Road, New Delhi.
- 5) Girdhar J. Gyani :- Training Manual on ISO 9000 & TQM, Raj Publishing House, Jaipur.
- 6) Alan Mulemann, John Oakland, Keith Locker – Production & Operations Management – Macmillan India Ltd.

B. B. A. II (Sem.III)
18: Business Economics (Macro) (Paper I)

Marks 50

Periods

Unit I	Introduction :	
	1.1: Meaning, Nature and Scope of Macro Economics	
	1.2: Meaning and different concepts of National Income.	
	1.3: Significance of National Income data.	12
	1.4: Methods of measurement of National Income (Product, Expenditure & Social Accounting)	
Unit II	Money :	
	2.1: Definition and Functions of Money.	
	2.2 : Demand for money – Classical, Keynesian and Milton Friedman’s Approach.	12
	2.3: Value of Money – Transaction Approach.	
	2.4: Cash Balance Approach.	
Unit III	Output and Employment :	
	3.1 : Say’s Law of Market	
	3.2 : Keynesian Theory of Employment	12
	3.3 : Consumption Function	
	3.4: Investment Function.	
Unit IV	Inflation and Deflation :-	
	4.1 : Inflation – meaning and causes	
	4.2: Types – Demand Pull and Cost Push inflation.	12
	4.3 : Deflation – Meaning and Causes	
	4.4: Monetary and Fiscal measures.	

REFERENCE BOOKS :

- 1) Keynes J. M. : The General Theory.
- 2) Gardener Ackley : Macro Economics : Theory and Policy.
- 3) Shapiro Edward : Macro Economic Analysis.
- 4) Allen R. G. D. : Macro – Economic Theory.
- 5) Das Gupta A. . : Keynestan Economics and Under developed countries.
- 6) Fisher Irving : The Purchasing Power of Money.
- 7) Ghose Alak : Financial Intermediaries and Monetary Policy in a Developing Economy.

- 8) Gupta K. R. : Macro Economics.
- 9) Hicks J. R. : Trade Cycles.
- 10) Shukla D. K. : Monetary Economics.
- 11) Samuelson P. A. : Interactions Between the Multiplier Analysis and the principle of Acceleration.
- 12) Musgrave R. A. : The Theory of Public Finance.
- 13) Pigou A. C. : A Study in Public Finance.
- 14) Seligman E. R. A. : Essay in Taxation.
- 15) Taylor P. F. : The Economics of Public Finance.
- 16) Sundram K. P. M. : Indian Public Finance and Financial Administration.
- 17) Hicks, Ursula : Public Finance.
- 18) Stonier and Hague : A text book of Economic Theory.
- 19) Kurihara K. K. : Monetary Theory and Public Policy.
- 20) Vaish M. C. : Monetary Theory.
- 21) Mithani D. M. : Monetary Theory.
- 22) Gupta G. S. : Managerial Economics.

B. B. A. II (Sem.III)
19: Entrepreneurship Development (Paper – I)

Marks 50

	Periods
Unit I Entrepreneur :- Meaning, Evolution of the concept, Characteristics, Types – Functions and Role of entrepreneurs, Entrepreneur v/s intrapreneur, Entrepreneur v/s Manager, factors affecting entrepreneurial growth.	12
Unit II Entrepreneurship :- Concept - Role of entrepreneurship in Economic Development – Theories of Entrepreneurship – Schumpeter-Max Weber. Thomas Cochranz – Peter Drucker. Obstacles in entrepreneurial growth.	12
Unit III Women Entrepreneurship :- Concept-functions-growth-problems-remedial Measures- Recent Trends in woman entrepreneurship-Self Help Groups.	12
Unit IV Small and Medium Enterprises: – Definition, role and problems of Small & Medium enterprises-Role of SIDCO, SIDBI & DIC.	12

REFERENCE BOOKS :

- 1) Vasant Desai - “The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai, Sixth Edition, 2010.
- 2) Khanka S. S. “Entrepreneurial Development”, Chand and Company Ltd, New Delhi, Third Revised Edition, 2001.
- 3) Prof. E. Gordon & K. Natarajan, “Entrepreneurship Development”
- 4) N.P. Singh, “Entrepreneurship Development”, - Theories & Practices.
- 5) M. Gangadhar Rao, “Entrepreneurship & Entertainment Development”.

B. B. A. II (Sem.III)
20: STATISTICAL TECHNIQUES FOR BUSINESS (PAPER-I)

Marks: 50

Periods

Unit I :	(A) Introduction to Statistics: 12 1.1) Meaning of Statistics 1.2) Scope of Statistics: In Industry, Economics, and Management Sciences. 1.3) Meaning of primary and secondary data. 1.4) Frequency and Frequency Distribution. 1.5) Construction of Histogram and Ogive Curve.	12
	B) Sampling Techniques: 1.6) Sample, Population, Sampling. 1.7) Census Method and Sampling Method. Advantages of Sampling over Census Method. 1.8) Simple Random Sampling with and without Replacement Method. Stratified Sampling Method.	
Unit II :	Measures of Central Tendency (MCT) (Location): 2.1) Meaning of MCT. 2.2) Requirements of good MCT. 2.3) Definition: Arithmetic Mean, Combined A.M., Median, Mode. 2.4) Merits and demerits of Mean, Median, Mode. 2.5) Numerical Examples.	12
Unit III :	Measures of Dispersion (variability): 3.1) Meaning of Dispersion. 3.2) Requirements of good Measure of Dispersion. 3.3) Absolute and Relative Measure of Dispersion. 3.4) Definition M.D., S.D. and their relative Measures. Variance, Combined Variance, C.V. 3.5) Numerical Examples.	12
Unit IV :	Correlation and Regression: 12 A : Correlation : 4.1) Concept of correlation. 4.2) Types of Correlation. 4.3) Methods of Studying Correlation: i) Karl Pearson's Correlation Coefficient. ii) Spearman's Rank Correlation Coefficient. iii) Scatter Diagram. 4.4) Interpretation of $r = -1, 0, 1$. B : Regression : 4.5) Concept of Regression 4.6) Regression Coefficients and Equations of Line of Regression. 4.7) Relation between Correlation Coefficient and Regression Coefficients. 4.8) Numerical Examples.	12

Note: Use of non programmable calculator is allowed.

REFERENCE BOOKS :

- 1) Statistical methods by Dr.S.P.Gupta, Sultan Chand and Sons Publishers.
- 2) Business Statistics by S.S. Desai.
- 3) Introduction to statistics methods by C.B.Gupta.
- 4) Business Statistics by G.V. Kumbhojkar
- 5) Statistic, Theory and practices by Ghosh Choudhari.

B. B. A. II (Sem.III)
21: E-commerce (Paper I)

Total Marks 50
Periods

Unit I :	Introduction to E-Commerce – concept, features and functions of e-commerce, Scope and basic models of E – Commerce, Benefits of E – commerce.	09
Unit II :	Electronic data interchange – Concept of EDI, Differences in Paper-based Business and EDI based Business, Advantages of EDI, Application Areas for EDI, Action plan for implementing EDI, Factors influencing the choice of EDI software.	09
Unit III :	Internet: - Concept of internet, Use of internet, requirement for internet Domains, Internet services, Establishing connectivity on the internet, Types of internet providers, constituents of internet, protocol: TCP, IP, FTP, WALS,GOFFER, SNNP, SMTP, POP3, TELNET, Browsing the internet, Email.	14
Unit IV :	Applications of E-Commerce:- E- Marketing – Traditional Marketing V/s E-Marketing, Impact of E-commerce on markets, Marketing issues in E-Marketing, Promoting your E-Business, Direct Marketing – One to One Marketing. E-Finance: - Areas of E- Financing, E- Banking, Traditional Banking V/s E- Banking, Operations in E-Banking, E-Trading – Stock market trading. Importance and advantages of E-Trading.	16

REFERENCE BOOKS :

1. Computer Today – S. Bansundara.
2. E – Commerce – Kamblesh Bajaj and Debjani Nag (TATA Mc)
3. E – Commerce – S Jaiswal
4. E – Business – Kittel Amer

B. B. A. II (Sem.IV)
22: MANAGEMENT OF BUSINESS SERVICES (Paper II)

Total Marks 50
Periods

Unit I :	Management of Insurance Services : Concept, Scope and Importance-Types of Insurance Services – Product and Pricing – Customers Services and Promotional Strategies – Privatization of Insurance Services – Government Control and Protection of Customers Interest.	10
Unit II :	Management of Transport Services : Concept, Scope and Importance – Passenger transport and Goods transport – Road, Rail and Water Transport – Organization and Control of Transport Services – Problem of Coordination – Pricing and facilities –Management of Transport Services in India.	10
Unit III :	Management of Consultancy Services: Concept, Scope and Importance. Types of Consultancy Services – Legal, Technical, Financial, Medical and Managerial – Pricing Strategies and People mix.	14
Unit IV :	Management of other Services : Tourism, Entertainment, Education and Telecommunication: Introduction, Formulation of Marketing mix of these Services.	14

REFERENCE BOOKS

- 1) Jha S. M. ‘Service Marketing’, Himalaya Publishing House, Mumbai.
- 2) Valarie A. Zeithmal and Mary Jo. Bitner, ‘Services Marketing’, Tata Mcgraw Hill.
- 3) Rao A. V. S. ‘Service Sector Management in India’, Allied Publishers, Hyderabad 1986.
- 4) Shiv Shankar ‘Service Marketing’.
- 5) Vasanti Venugopal, Raghu V. N. - ‘Service Marketing’.
- 6) Reidenback E. R. and Pits R. E., ‘Bank Marketing’.
- 7) Seth Prem Nath ‘Successful Tourism Management’.
- 8) Colin J. Coulson, Thomas Collier – ‘Service Management : Operating Decisions.
- 9) Kotler Philip, ‘Marketing Management Analysis, Planning, Implementation and Control’, Prentice Hall of India Pvt. Ltd., New Delhi – 110001.

B. B. A. II (Sem.IV)
23: Management Accounting- Paper-II

Total Marks 50
Periods

Unit I :	Analysis and Interpretation of Financial statements Ratio analysis nature of Ratio Analysis classification of Rations, significance of Ratio analysis, Practical problems- Basic level.	20
Unit II :	Funds fund and cash flow Analysis: Concept of Funds, Concept of Flow of Funds Funds Flow and cash Haw statement- Practical Problems, Importance of funds flow statement.	20
Unit III :	Reporting to Management: Objects, Types of Reports, Use of Reports by Management	10
Unit IV :	Human Resource Accounting: Meaning, Basic concept, significance of Human Resource Accounting, Advantages of HRA, Procedure of Human Resource Accounting, (Only theoretical understanding should be given)	10

Reference Book:-

1-Principles of Management Accounting- man Mohan, Goyal S.N.

2-Management Accounting ---- I.M.Pandey

3-Management Accounting -----Shashi Gupta & R.K.Sharma

4-Cost Accounting -----M.N.Arora

B. B. A. II (Sem.IV)
24: Materials Management (Paper II)

Total Marks 50
Periods

Unit I :	Materials Management :- Concept, objectives, importance, scope & functions of materials management. Materials planning & Control:- concept, significance, material requirement planning (MRP), Material control cycle.	12
Unit II :	Purchase Management :- concept, objectives of purchasing, functions of purchase department, Purchasing cycle, purchase organization, methods of purchasing.	12
Unit III :	Stores Management & Materials handling:- <i>Stores Management</i> : Meaning, stores function, stores organization, Classification & codification – meaning, need & methods. <i>Materials handling</i> : Nature, objectives, importance and scope of materials handling, material handling equipments.	12
Unit IV :	Inventory Management & Control :- Inventory – Meaning, types of inventory, inventory costs. Inventory Management :- Meaning, objectives, Techniques of inventory control :- Stock levels, ABC (Always Better Control) Analysis, VED (Vital, Essential & Desirable) Analysis, EOQ (Economic order quantity) Analysis.	12

References :-

- 1) K. Aswathappa & K. Shridhara Bhat - Production & Operations Management
Himalaya Publishing House.
- 2) S. A Chunawalla & D R. Patel – Production & Operations Management –
Himalaya Publishing House.
- 3) Datta A. K., Materials Management :- Procedures, Text & Cases,
Prentice Hall of India.
- 4) Donald W. Dobler & David M. Burt- Purchasing & Supply Management – Text & Cases.

B. B. A. II (Sem.IV)
25: Business Economics (Macro) (Paper II)

Total Marks 50
Periods

Unit I :	Unit I :- Business Cycles : 1.1 : Business Cycle – Meaning, Nature & Characteristics 1.2 : Phases of Business Cycle. 1.3 : Hawtrey’s Theory of Business Cycle. 1.4 : Schumpeter’s Theory of Business Cycle.	12
Unit II :	Unit II :- Public Finance : 2.1 : Nature and Scope of Public Finance 2.2 : Direct and Indirect Taxes. 2.3 : Causes and effects of Public expenditure 2.4 : Objectives and effects of Deficit Finance.	12
Unit III :	Unit III :- Monetary and Fiscal Policy 3.1 : Monetary Policy – Meaning & objectives. 3.2 : Fiscal Policy – Meaning & Objectives. 3.3 : Budgetary Policy – Meaning & Objectives	12
Unit IV :	Unit IV :- Economic Growth 4.1 : Meaning and Importance of Economic Growth 4.2 : Sources of Growth 4.3 : Economic Growth and Technological Progress 4.4 : Constraints upon Growth.	12

References :-

- 1) Keynes J. M. : The General Theory.
- 2) Gardener Ackley : Macro Economics : Theory and Policy.
- 3) Shapiro Edward : Macro Economic Analysis.
- 4) Allen R. G. D. : Macro – Economic Theory.
- 5) Das Gupta A. . : Keynestan Economics and Under developed countries.
- 6) Fisher Irving : The Purchasing Power of Money.
- 7) Ghose Alak : Financial Intermediaries and Monetary Policy in a Developing Economy.
- 8) Gupta K. R. : Macro Economics.
- 9) Hicks J. R. : Trade Cycles.
- 10) Shukla D. K. : Monetary Economics.
- 11) Samuelson P. A. : Interactions Between the Multiplier Analysis and the prin. of acceleration.
- 12) Musgrave R. A. : The Theory of Public Finance.
- 13) Pigou A. C. : A Study in Public Finance.
- 14) Seligman E. R. A. : Essay in Taxation.
- 15) Taylor P. F. : The Economics of Public Finance.
- 16) Sundram K. P. M. : Indian Public Finance and Financial Administration.
- 17) Hicks, Ursula : Public Finance.
- 18) Stonier and Hague : A text book of Economic Theory.
- 19) Kurihara K. K. : Monetary Theory and Public Policy.

- 20) Vaish M. C. : Monetary Theory.
 21) Mithani D. M. : Monetary Theory.
 22) Gupta G. S. : Managerial Economics.

B. B. A. II (Sem.IV)
26: Entrepreneurship Development (Paper II)

Total Marks 50
Periods

Unit I :	Business organizations :- Meaning, types of business organization – Sole proprietorship, Partnership, Co-operative Society, Joint-Stock Company, Selection of an appropriate form of business organization.	12
Unit II :	Entrepreneurship development: - concept, objectives and phases of EDP. Institutions for entrepreneurship Development - EDII Ahamedabad- NIESBUD New Delhi – MCED-Aurangabad.	12
Unit III :	Project Identification & Report :- Meaning and concept - Sources of Business idea- identifying Business opportunity – concept of project - project identification – formulation –appraisal-selection- implementation and management–preparation of project report for dairy and retail stores.	12
Unit IV :	Stories of successful Entrepreneurs: - Narayan Murthy (Infosys) – Vitthal Kamath (Chain of Restaurants) - Laxmi Narayan Mittal(Iron and Steel) - Anand Mahindra(Mahindra and Mahindra).	12

REFERENCE BOOKS

- 1) Vasant Desai : “The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai, Sixth Edition, 2010.
- 2) Khanka S. S., “Entrepreneurial Development”, Chand and Company Ltd, New Delhi, Third Revised Edition, 2001.
- 3) Prof. E. Gordon & K. Natarajan, “Entrepreneurship Development”
- 4) N.P. Singh, “Entrepreneurship Development”, - Theories & Practices.
- 5) M. Gangadhar Rao, “Entrepreneurship & Entertainment Development

B. B. A. II (Sem.IV)

27: STATISTICAL TECHNIQUES FOR BUSINESS (Paper II)

Total Marks 50

Periods

Unit I :	Time series Analysis : 1.1) Meaning and Need of Time Series. Use of Analysis of Time Series. 1.2) Components of Time Series. 1.3) Determination of Trend by the Method of Moving and Progressive Averages. 1.4) Simple Examples.	12
Unit II :	Index Number: 2.1) Meaning and Need of Index Numbers. Use of Index Numbers. 2.2) Problems in Construction of Index Numbers. 2.3) Types of Index Numbers: Price, Quantity and Value Index Numbers. 2.4) Methods of Constructing Index Numbers. i) Unweighted Index Numbers: By Simple Aggregate Method and Simple Average of Relative Method. ii) Weighted Index Numbers: By Laspeyre's, Paasche's and Fisher's Price and Quantity Index Numbers. 2.5) Value Index Numbers. 2.6) Simple Examples.	12
Unit III :	Statistical Quality Control (S.Q.C.): 3.1) Concept and Advantages of S.Q.C. 3.2) Causes of Variation. Types of Control (Process Control and Product Control) 3.3) Construction of Control Chart. 3.4) Control Charts for Variables. Control Charts for Mean (X) and Range (R). 3.5) Control Charts for Attributes: Control Chart for Number of Defectives(np) Chart, Control Chart for Number of Defects (C) Chart. 3.6) Simple Examples.	12
Unit IV :	Probability 4.1) Definition: Random Experiment, Sample Space, Event and Types of Events. Classical Definition of Probability of an Event. Conditional Probability. 4.2) Addition and Multiplication laws of Probability for two events (without proof). 4.3) Examples without use of permutation and combination	12

Note: Use of non Programmable Calculator is allowed.

Recommended Books:-

- 1) Statistical methods by Dr.S.P.Gupta, Sultan Chand and Sons Publishers.
- 2) Business Statistics by S.S. Desai.
- 3) Introduction to statistics methods by C.B.Gupta.
- 4) Business Statistics by G.V. Kumbhojkar
- 5) Statistic, Theory and practices by Ghosh Choudhari.

B. B. A. II (Sem.IV)
28: E-commerce (Paper II)

Total Marks 50
Periods

Unit I :	E- Payments:- Transactions through Internet, Requirements of payment Systems, <i>Post-Paid payment system:</i> credit card, Cyber cash, Internet cheques. <i>Instant paid payment system:</i> Debit cards, Direct Debit. <i>Prepaid payment system</i> - Electronic cash, Digi cash, net cash, Cyber cash, Smart cards.	12
Unit II :	E-Security :- Areas of Internet Security, Security Threats, Security Breach, Breach avoidance, Detection and Recovery, Confidentiality and Integrity, Electronic signature, access control, Authentication, firewalls and proxy Services, Precautions for secure E – commerce. SSL (Secure Socket Layer), HTTP, HTTPS. <u>Website</u> – Meaning of Website and Webpage, static, dynamic web site, importance of website and home page and its features, guidelines for constructing the web page.	16
Unit III :	Introduction to HTML:- Web page text formatting and alignment, font control and special characters, colors and design, Title , Paragraphs, indents , fonts , page breaks, graphics , putting images on the Web, creating Web page, image, hyperlinks, working with themes, frames and table model, Interactive Web pages, Interactive layout with frames.	16
Unit IV :	E – commerce in India – state of E – Commerce in India,, Problems and Opportunities in E – commerce in India, future of E – Commerce, Legal Issues Involved in E – commerce in India.	4

REFERENCE BOOKS :

1. E - Commence C.S.V. Murthy.
2. E - Commerce – Kamblesh Bajaj and Debjani Nag (TATA Mc)
3. E - Commerce – S. Jaiswal
4. E - Business – Kittel Amer
5. HTML4 Unleashed – Rick Dranell
6. Dynamic Web Publishing Unleashed – Shelly Power.

Equivalence for Pre-revised subject:**SECOND YEAR B.B.A.(SEVEN PAPERS)**

Sr. No.	Revised Title of the Subject	Conversion in to semester	
1.	Management of Business Services	Semi-I	Management of Business Services –Paper-I
		Semi-II	Management of Business Services –Paper-II
2.	Cost and Management Accounting	Semi-I	Cost and Management Accounting –Paper-I
		Semi-II	Cost and Management Accounting –Paper-II
3.	Production and Material Management	Semi-I	Production Management
		Semi-II	Material Management
4	Business Economics (Macro-II)	Semi-I	Business Economics (Macro-II) –Paper-I
		Semi-II	Business Economics (Macro-II) –Paper-II
5.	Entrepreneurship Development	Semi-I	Entrepreneurship Development –Paper-I
		Semi-II	Entrepreneurship Development –Paper-II
6.	Statistical Techniques for Business	Semi-I	Statistical Techniques for Business –Paper-I
		Semi-II	Statistical Techniques for Business –Paper-II
7.	E-Commerce	Semi-I	E-Commerce –Paper-I
		Semi-II	E-Commerce –Paper-II

B.B.A. Semester System

Nature of Question Paper- For all semesters

Duration : 2 Hours -Total Marks – 40

Instructions: - 1) All Questions are compulsory

2) Figures to the right indicate marks

	Nature of Questions	Marks
Q.1	Broad Question	14
	OR	
Q.1	Broad Question	14
Q.2	Write Short Answers (Any Two)	16
	a)	
	b)	
	c)	
	d)	
Q.3	Write Short Notes (Any Two)	10
	a)	
	b)	
	c)	
	d)	

Note :- The above nature of question paper is applicable for all the subjects of B.B.A. Course for all six semesters.