

## Semester - V

### DSC 1E: e-Commerce

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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**BBA Degree (CBCS) Examination**  
**V semester**  
**DSC 1E e – COMMERCE MODEL PAPER** ✓  
**(Effective from the admitted batch 2015-2016)**

**Time – 3 hours**

**Maximum- 75 Marks**

**Section – A**

**(5\*5=25Marks)**

**Answer any Five question of the following**

1. What do you mean by EDI ?
2. What is E – Commerce ?
3. What is Electronic payment system ?
4. Define hacker ?
5. What is collaborative CRM ?
6. Objectives of CRM ?
7. Expand HTML ?
8. Give syntax of Body Command ?

**Section – B**

**(5\*10=50 Marks)**

Answer the following questions

9 (a) Describe the function of e –commerce ?

OR

(b) Explain the B2B and B2C e –commerce ?

10 (a) What are the functions of supply chain management ?

OR

(b) Explain the benefits of EDI ?

11(a) Discuss the different types of cryptographic ?

OR

(b) Explain different types of EPS ?

12(a) Explain the importance of customer relationship management ?

OR

(b) Distinguish between CRM & e-CRM ?

13(a) Write a program in HTML to display the table by using TD  
and TR tags ?

OR

(b) Write a HTML document to display an ordered list of any  
5 colours ?

## DSC 2E: Business Laws

Unit-I: Law of Contract – Definition, Essentials of valid contract, Kinds of contract, Offer, Acceptance, consideration, Capacity of Parties to contract, Free Consent, Stranger to the Contract.

Unit-II: Contingent Contracts, Performance of Contract, Discharge of Contract, Quasi Contracts, Breach of Contracts and remedies.

Unit-III: Specific Contract – Contract of Indemnity, Guarantee Contract, Contract of Bailment, Pledge, Contract of Agency.

Unit-IV: Sale of Goods Act – Meaning and definition, Essentials of sale contract, sale and agreement to sale, conditions and warranties, unpaid seller, Rules of transfer of property.

Unit-V: The essential Commodity Act. Right to information Act. The Consumer Protection Act, 1986.

### References:

1. Indian Contract Act – by Bare Act, Government of India.
2. N.D. Kapoor Mercantile Law, Sultan Chand & Company, New Delhi.
3. Avatar Singh Mercantile Law, Vikas Publication.
4. Balchandani: Business Laws.
5. S.D. Geet and M.S. Patil: Business Laws.
6. S.S. Gulshan: Business Laws.
7. N.M. Wechlakar: Business Laws.

  
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**V semester**  
**DSC 2E BUSINESS LAWS MODEL PAPER** ✓  
**(Effective from the admitted batch 2015-2016)**

Time – 3 hours

Maximum- 75

**SECTION – A**

**Answer Any Five from the Following:**

**5x5=25 Marks**

1. Are there any essentials of a contract so as to make it enforceable by law
2. How is an offer made? Explain an Implied Offer, a Specific Offer, a General Offer and a Counter Offer.
3. “A stranger to a contract cannot maintain a suit but a stranger to consideration can do so”. Comment.
4. Distinguish between a Contract of Guarantee and a Contract of Indemnity.
5. “Every pledge is a bailment, but every bailment is not a pledge”. Discuss.
6. Distinguish between ‘Sale’ and ‘Agreement to Sell’.
7. Distinguish between ‘Conditions’ and ‘Warranty’.
8. Examine the rights of a consumer enshrined under the CPA 1986.

**SECTION - B**

**Answer all the following:**

**5x10=50 Marks**

2(a) “All agreements are not Contracts but all Contracts are agreements”. Comment.

(or)

(b) What is a Contract? Enumerate some kinds of contract under ICA 1872.

3. (a) What are Quasi Contracts? Enumerate the quasi contracts dealt under ICA 1872.

(OR)

(b) What are the main types of remedies for breach of contract?

4. (a) Define the “Contract of Indemnity”. Describe the rights of indemnifier and the indemnity holder.

(or)

(b) Describe the rights, liabilities and discharge of surety.

5. (a) State the essentials of a Contract of Sale under the Sale of Goods Acts, 1930.

(or)

(b) Define an Unpaid Seller. Explain the different rights of an Unpaid Seller

6. (a) In which way the Consumer Protection Act 1986 can help the consumer in the redressal of their grievances?

(or)

(b) Explain about RTI ACT 2005.

*A. S. Jadhav*  
(BOARD OF STUDIES CHAIRMAN)



## DSC 3E: Taxation

Unit-I: Basic concept: Income - agricultural income – Person – Assessee - assessment year - previous year - gross total income - total income - maximum marginal rate of tax - Residential status - Scope of total income on the basis of residential status - Exempted income under section.

Unit-II: Computation of income under different heads: Salaries – Allowances – Perquisites – Profit in lieu of salary – Gratuity – Pension - Income from house property: Annual Value of House property – Computation under different circumstances – Deduction from annual value.

Unit-III: Profits and gains of business or profession: Computation – Allowable expenses and not allowable expenses – General deductions - Provisions relating to Depreciation.

Unit-IV: Capital gains: Capital Assets – Long term and Short term – Transfers – Cost of acquisition – Cost of improvement – Exempted Capital gains. Income from other sources: Definition - Computation – Grossing up – Deductions and other relevant provision.

Unit-V: Total income and tax computation: Income of other persons included in Assessee's total income - Aggregation of income and set-off and carry forward of losses - Deductions from gross total income - Rebates and reliefs - Computation of total income of individuals and firms - Tax liability of an individual and firm.

### References:

1. Vinod K. Singhania : Direct Taxes - Law and Practice, Taxman Publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
3. BhagwatiPrasad : Direct Taxes – Law and Practice, WishwaPrakashan.
4. Dr. Mehrotra and Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
5. DinakarPagare: Law and Practice of Income Tax, Sultan Chand and sons.
6. Gaur & Narang: Income Tax.

  
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(1)

**BBA Degree (CBCS) Examination**  
**V semester**  
**DSC 3E TAXATION MODEL PAPER**  
**(Effective from the admitted batch 2015-2016)**

Time – 3 hours

Maximum Marks- 75

**SECTION – A**

Answer Any Five from the Following:

5x5=25 Marks

1. Representative assessee
2. Types of provident fund
3. Interest on housing loan
4. Additional depreciation
5. Types of capital assets
6. Bond washing
7. Unexplained money and unexplained expenditure
8. AMT

**SECTION - B**

Answer all the following:

5x10=50 Marks

- 1)a) How residential status of an assessee determined  
(or)  
b) Give ten examples of incomes which are totally exempt from income tax.
- 2) a MrRehman owns the following four house properties. Other particulars are as follows:

PARTICULARS	HOUSE I SELF OCCUPIED	HOUSE II SELF OCCUPIED	HOUSE III LET OUT	HOUSE IV OWN BUSINESS
Municipal valuation	20000	50000	70000	45000
Standard rent	-	-	72000	48000
Fair rental value	26000	60000	80000	50000
Actual rent received	-	-	96000	-
Vacancy	-	-	1month	-
Unrealised rent	-	-	16000	-
Municipal taxes	2000	2000	6000	4000
Repairs	4000	2000	8000	5000
Interest on money borrowed	8000	10000	-	-

MrRehman borrowed Rs 200000 @12% for the construction of House No III on 1<sup>st</sup>October , 2013 and the house was completed in October 2015 and since then it is let out. A part of the loan of Rs 50000 was repaid on 15<sup>th</sup> October 2016.

(6)

A. V. S. S. S.  
18/10/16

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Determine the house property income of MrRehman for the Assessment year 2017-18.

(or)

b) . Mr X an employee of Ranchi (population 15lakhs) based company provides the following particulars of his salary income

Basic salary	12000p.m
Profit bonus	12000
Commission of turnover achieved by Mr X	42000
Entertainment allowance	2000 p.m
Club facility	6000
Transport allowance	1000 p.m
Free use of Car of more than 1.6 lit capacity for both personal and employment purposes; expenses are met by employer	
Rent free house provided by employer Lease rent paid by employer	6000 p.m
Free education facility for three children of employee (bills issued in the name of the employer)	22500
Gas, Water and electricity bills issued in the name of employee but paid By employer	16800
Compute income under the head salary for the assessment year 2016-17	

3) a) Explain the concept of Cost of acquisition

(or)

b) Following is the profit and loss account of MrKarthikeya for the year ending 31<sup>st</sup> march 207

particulars	Amount(Rs)	particulars	Amount(Rs)
To salaries	165000	By Gross profit	250000
To office expenses	18000	By bad debts recovered	10000
To depreciation	14000	By Dividends	3000
To sales tax	9000	By commission	10000
To legal expenses	8000	By Rent of house property	9000
To income tax	7000	By brokerage	10000
To patents purchased(1/8 <sup>th</sup> )	12000	By sundry receipts	5000
To repairs	6000	By share of income from HUF	3000
To donation *	2000		
To provision for bad debt	3000		
To general expenses	12000		
To net profit	44000		
	300000		300000



**Additional information:**

3

Salary include Rs. 6000 paid to workers employed at home

Legal expenses include Rs. 1000 paid to advocate about personal case

General expenses include Rs. 4000 as contribution to staff welfare fund

Out of the bad debts recovered only Rs.4000 were allowed as deduction earlier. Compute his income for the assessment year 2017-18

4) a) During the year ended 31<sup>st</sup> march 2017 MrMahesh sold the following assets  
Particulars Saleproceeds

Agricultural land in mysore purchased in 1979-80 for Rs.20000

[FMV on 1-4-1981(CII 100) being Rs. 30000] 560000

Machinery purchased on 1-5-2016 Rs 25000 30000

Furniture purchased on 1-5-2016 for Rs. 2500 3800

Machinery purchased in 1993-94 (CII 244) for Rs. 50000(WDV as on 1-4-2016 Rs. 35000) 60000

Shop purchased in 1986-87 (CII 140) for Rs. 50000 450000

One residential house purchased in 1988-89

(CII 161) Rs. 60000 580000

During the year he bought another house for his residence for 200000. The cost inflation index for 2016-17 is 1125. Find the total amount of capital gain

(or)

b) Following are the particulars of MrsPurnima for the previous year 2016-17

- Dividend received from Indian company Rs. 8950(net)
- Winning from lottery – amount received Rs. 68500 and Tax deducted at source Rs. 31500
- Winning from card games Rs. 20000
- Interest received on Government securities held as investment Rs. 10000
- Family pension received Rs. 48000
- Gift of gold chain from her friend Rs. 40000
- Gift of watch from cousin Rs. 20000
- She incurred the following expenses
- Interest paid on amount borrowed for purchase of shares Rs. 3000
- Collection charges in respect of interest on Government securities at 2% on amount collected
- Purchased lottery ticket for Rs. 100

Compute income from other sources for the assessment year 2017- 18

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5) a) Determine the net income of Dr. Karanth for the assessment year 2017-18 from the following.

Particulars	amount(Rs.)
Chargeable business income	635000
Long term capital gain in respect of commercial buildings	117000
Long term capital gains in respect of shares(non-listed)	110000
Income from horse race(gross)	104000
Winnings from lottery	192500
Expenditure on recovery of lottery prize	26000
Interest from IDBI	18000
Interest paid on capital borrowed for investment in IDBI bonds	18500
Interest on company deposits	48000
Payment of rent for residential house	136000
Insurance premium paid on life policy(sum assured Rs. 90000, policy taken on 1-4-2011	24000
Mediclain insurance on his father	16000

(or)

b) How is assessment of Firm done as per section 184 ?

  
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✓ 1.F

**DSC 1F (EB): e-Commerce**

**Unit-I: e-Commerce: Features-** Distinction between e-Commerce and e-Business - Types of Business Models: B2B, B2C, C2C - Benefits and Limitations of e-Commerce - Apps.

**Unit-II: e-Business Applications:** Integration and e-Business suits - ERP, e-SCM, e-CRM - Methods and benefits of e-Payment Systems - e-Marketing - Applications and issues

**Unit-III: e-Business in different Fields:** e-Tourism - e-Recruitment - e- Real Estate - e-Stock Market - e-Music/Movies - e-Publishing and e-Books.

**Unit-IV: Online Education:** Process - Methods - e-Content development and Deliveries - Major technologies used in e-Education - Online Testing - Methods - Future Trends.

**Unit-V: Mobile Commerce:** Ticketing - Me-Seva; Government and Consumer Services - e-Retailing - e-Groceries - Security challenges - Case Studies.

**References:**

1. Turban E. Lee J., King D. and Chung H.M: Electronic commerce-a Managerial Perspective, Prentice-Hall International, Inc.
2. Bhatia V., E-commerce, Khanna Book Pub. Co. (P) Ltd., Delhi.
3. Daniel Amor, E Business R (Evolution), Pearson Education.
4. Krishnamurthy, E-Commerce Management, Vikas Publishing House.
5. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill.
6. P. T. Joseph, E-Commerce: A Managerial Perspectives, Tata McGraw Hill.

  
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**BBA DEGREE (CBCS) EXAMINATIONS  
V SEMESTER  
DSC IF (EB)- E-COMMERCE MODEL PAPER**

**Marks: 75**

**Time: 3 hrs**

**SECTION-A**

**(5\*5=25 MARKS)**

**Answer Any Five from the Following:**

1. Explain Business model B2B ?
2. Explain benefits of E-payment system ?
3. What is E-recruitment ?
4. Future trends ?
5. What is E-books ?
6. Me-seva ?
7. E-Groceries ?
8. Explain Government and Consumer services ?

**SECTION-B**

**Answer all the following:**

**5x10=50 Marks**

- 1(a) Distinguish between E-commerce and E-Business?  
(or)  
(b) Explain benefits and limitations of E-commerce?
- 2(a) Explain E-SCM, E-CRM?  
(or)  
(b) Explain E- marketing applications and issues?
- 3(a) Explain E-Real Estate?  
(or)  
(b) Explain E- Stock Market?
- 4(a) Explain major technologies used in E-Education ?  
(or)  
(b) Explain Online Testing Methods?
- 5(a) Briefly explain E- Retailing and their limitations?  
(or)  
(b) Case study ?

(2)

  
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## DSC 2F (EB): Business Networks

**Unit-I: Business Forms:** Interrelation among Stakeholders – Business and Government – Business and Society: Social Network and Facebook.

**Unit-II: Business Networking through ICT:** Basic concepts – Uses and Application of Business Networks – Different Layers of Business Networks – Internet and Business Networks – Network Security.

**Unit-III: Business Networking Systems and Devices:** Communication Satellites – Servers – Cloud Computing – Sharing – Spectrum – Commercial issues.

**Unit-IV: Customer Relationship Management:** Establishing Network connection with customers – Forward and Backward Integration – Customer Data Base – Creation and Maintenance – Legal and Ethical Issues.

**Unit-V: Business Analytics:** Master Data Management – Data Warehousing and Mining – Data Integration – OLTP and OLAP.

### References:

1. Jerry, FitzGerald and Alan Dennis, Business Data Communications and Networking, John Wiley & Sons.
2. Tanenbaum, A. S., Computer Networks, Pearson Education.
3. David A Stamper, Business Data Communications. Addison Wesley.
4. Business Analytics – Methods, Models and Decisions, James R. Evans, Prentice Hall.
5. Business Analytics - An Application Focus, PurbaHalady Rao, PHI learning
6. R.N Prasad and Seema Acharya, Fundaments of Business Analytics, Wiley India.

  
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MODEL QUESTION PAPER FOR III BBA  
BUSINESS NET WORKS

Time: 3 Hrs

Max: 75 Marks

Section - A

1. Answer five questions from the following

5 x 10 Marks = 50 Marks

1. (a) How the stakeholders can make connectivity with all interrelated people?  
or  
(b) Explain the advantages and disadvantages of Social Networks?
2. (a) What are different layers of Business Networks ? Explain ?  
or  
(b) What is the impact of ICT in business development in Industries ?
3. (a) What are spectrum services ? Explain its importance in Networking concepts ?  
or  
(b) What are the commercial issues faced by business organization in Business Networks ?
4. (a) How we can secure the customer Database ? Explain various methods to secure data ?  
or  
(b) Discuss the models of CRM ? Explain advantages & disadvantages ?
5. (a) What are the advantages and limitations of Data Warehousing ?  
or  
(b) Explain about Online Transaction Process and Online Analytical Process ?

Section - B

2. Answer any five questions from the following :

5 x 5 Marks = 25Marks

6. Explain the relationship between business and governments ?
7. What are the uses of business networks ?
8. What is cloud computing?
9. Explain about spectrum sharing ?
10. Need of ICT in business applications and communication ?
11. What is Data Mining ?
12. Importance of OLTP in B2B?
13. What is forward integration ?

-- Best of Luck --

  
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## DSC 1F (FM): Financial Markets

Unit-I: Introduction: Basics of Investment - Types of markets - Securities and role of regulator - SEBI - Primary market, Procedure for buying shares through IPO, Dematerialization of securities.

Unit-II: Secondary Market: Stock Exchanges, stock trading, products in Secondary, equity, debt, Derivatives - types, options, commodity derivatives and financial derivatives.

Unit-III: Debt Funds: Salient features, debt mutual fund schemes, fixed maturity plans - Capital protection funds, gilt funds, etc. Liquid Funds - Salient features.

Unit-IV: Regulation of Financial Markets: Regulations governing equity market, techniques of market analysis - Income tax and capital gains having relevance for investment - trading in stock market.

Unit-V: Market Simulation: Internet based software to develop basic numeric and keyboarding skills - Students must read daily news papers like The Economic Times, Financial Express etc., watch business channels e.g. CNBC, NDTV Profit, ET Now etc. and get updates from websites of SEBI, NSE etc.

### References:

1. Financial Markets: A Beginners' Module, Workbook from NSE Reference Books:
2. Gupta, L.C: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi, 1997.
3. Dalton, John M: How the Stock Markets Works, 2001, New York Institute of Finance
4. I.M. Bhole, Financial Institutions and Market, 2009, Tata McGraw Hill.
5. Vasant Desai, Indian Financial System, 1997, Himalaya Publisher.

  
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BBA DEGREE (CBCS) EXAMINATIONS  
V SEMESTER  
DSC IF (FM)- FINANCIAL MARKETS MODEL PAPER

Marks: 75

Time: 3 hrs

**Section – A**

**(5x 5 = 25)**

**Answer any FIVE of the following:**

1. Explain Financial System?
2. Explain Certificate of Deposits and Commercial Papers?
3. Derivative Vs Shares?
4. Discuss various types of Debt Capital?
5. Portfolio Diversification?
6. Explain BSE and NSE?
7. Advantages of DEMAT account?
8. Right Issue?

**Section – B**

**(5x 10 = 50)**

9. (a) Briefly explain the role of Indian Financial Market?  
(Or)  
(b) Briefly explain the Capital Market and Money Market?
10. (a) Explain the Functions of Stock Exchange?  
(Or)  
(b) Explain the types of Derivative Instruments?
11. (a) Explain the growth of Mutual Funds in India?  
(Or)  
(b) Explain the types of Mutual Funds?
12. (a) Discuss Regulations Governing Equity Market?  
(Or)  
(b) Explain Techniques of Market Analysis?
13. (a) Explain advantages and Dis –advantages of Mutual Funds?  
(Or)  
(b) Explain the Listing procedure of SEBI?

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## DSC 1F (HR): Talent Management

Unit-I: Talent Management: Meaning and significance of talent management - attracting talent, retaining talent, right sizing the workforce, work life balance initiatives, providing HR leadership to business.

Unit-II: Competency Mapping: Features of competency methods, approaches to mapping and case studies in competency mapping - Competency mapping procedures and steps- business strategies - methods of data collection for mapping - Developing competency models from raw data- data recording, analyzing the data, content analysis of verbal expression, validating the competency models.

Unit-III: Performance management and employee development: Personal Development plans, 360 degree feed back as a developmental tool, performance management & reward systems: performance linked remuneration system, performance linked career planning & promotion policy.

Unit-IV: Employee engagement- meaning and significance, constituents of engagement, conceptual framework of engagement, behaviors associated with engaged employees, engaged, not engaged, actively disengaged, parameters to measure employee engagement, Q 12 model of Gallup, employee satisfaction survey .

Unit-V: Succession planning: Identifying managerial positions which are critical for the business - Identifying second line of leaders and developing their capabilities to occupy the critical positions in the event of the exit of current incumbents – Taking-up lateral hiring when there is discontinuity in the succession plans.

### References:

1. Competence at work - Lyle M. Spencer, Signe M. Spencer. John Wiley 1993
2. Competency mapping, Assessment and Growth - Naik G.P, IIHRM, 2010.
3. Performance Management - Herman Aguinis, Pearson Education, 2007.
4. Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, Tata McGraw Hill.
5. Appraising and Developing Managerial Performance- Rao T. V, Excel Books
6. Performance Management - Dixit Varsha, 1/e, Vrinda Publications Ltd
7. A Handbook of Competency Mapping – Seema Sangi, Response Books, 2004
8. The Talent Management Hand Book - Lance A. Berger & Dorothy R. Berger, TMH.

  
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**BBA Degree (CBCS) Examination**  
**V semester**  
**DSC 1F(HR) TALENT MANAGEMENT MODEL PAPER**  
**(Effective from the admitted batch 2015-2016)**

**Time – 3 hours**

**Maximum Marks- 75**

**SECTION – A**

**Answer Any Five from the Following:**

**5x5=25 Marks**

- 1) Features of Competency Mapping Methods.
- 2) Attracting and retaining talent.
- 3) Remuneration system in performance mapping.
- 4) Promotion policy.
- 5) Personal development plans and 360 degrees feed back.
- 6) Employee satisfaction survey.
- 7) Discontinuity in succession plans.
- 8) Parameters of Employee engagement measurement.

**SECTION - B**

**Answer all the following:**

**5x10=50 Marks**

- 1) a) Give a brief explanation about talent management & its significance.  
(or)  
b) Discuss about HR Leadership and work life Balance in the organization.
- 2) a) Define methods of data collection for competency mapping.  
(or)  
b) Steps & Procedures of competency mapping is business strategies.
- 3) a) Define concept of performance management and employee development.  
(or)  
b) Define Performance based reward system.
- 4) a) Give a brief explanation about employee engagement & its conceptual framework.  
(or)  
b) “Significance and constitutes of employee engagement”. Discuss.
- 5) a) What are the roles of Managerial positions for succession plan.  
(or)  
b) How leaders are developing their competencies to face the critical Conditions in an organization.

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## DSC 2F (HR): Industrial Relations

Unit-I: Meaning and Definitions, Importance, content of Industrial Relations, Objectives of Industrial Relations, Industrial Relations program, Scope of Industrial Relations work, Functional Requirements of successful Industrial Relations.

Unit-II: Industrial Disputes: Types of Disputes, causes of Industrial Disputes, procedure for the settlement of industrial disputes, Government and Industrial Relations, organs of Industrial peace, Tripartite Machinery, code of discipline, voluntary arbitration, grievance Redressal Procedure.

Unit-III: Trade Unions: Principles of Trade Unionism, Objectives and function of trade union, Achieving of Trade Union objectives, growth of Trade union movement, Factors affecting growth of Trade union, Features, Weakness of Trade unions, essentials of successful Trade union.

Unit-IV: Participative Management: Meaning and objectives, forms of participation, objectives of workers participations in management, levels of participation, forms of participation in India, Causes of failure of joint management council.

Unit-V: Collective Bargaining: Meaning, Main Features of collective bargaining, necessity and importance of collective bargaining, Principles of Collective Bargaining, Process of negotiations, contract administration.

### References:

- 1) P. Subba Rao, Industrial Relationship, Himalaya Publishers.
- 2) Labour and Industrial Laws – Central Law Publications Allahabad.

  
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**BBA Degree (CBCS) Examination**  
**V semester**  
**DSC 2F (HR) INDUSTRIAL RELATIONS MODEL PAPER**  
**(Effective from the admitted batch 2015-2016)**

Time – 3 hours

Maximum Marks- 75

**SECTION – A**

**Answer Any Five from the Following:**

**5x5=25 Marks**

- 1) Importance of industrial relation
- 2) Types of industrial disputes
- 3) Actors of IR
- 4) Functions of trade union
- 5) Indian Labor Conference
- 6) Government role in IR
- 7) Objectives of joint management council
- 8) Principles of collective bargaining

**SECTION - B**

**Answer all the following:**

**5x10=50 Marks**

- 1) a. Explain the scope of IR  
(or)  
b) Discuss the functional requirements of successful Industrial Relations
- 2) a) Write in detail the procedure for the settlement of Industrial Disputes  
(or)  
b) What is code of discipline? Discuss its nature and principles.
- 3) a) . Discuss the growth of TU movementt in India  
(or)  
b) Define TU, Briefly explain the role of TU in organizational development
- 4) a) Discuss the objective and level of workers participation in Management  
(or)  
b) Discuss in detail about forms of Workers participation in India
- 5) a) Discuss the importance of collective bargaining  
(or)  
b) Explain the process of negotiation during collective bargaining

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## DSC 1F (MM)/(IB): Global Marketing

Unit-I: Introduction: Meaning - scope - trend towards globalization - classification of foreign markets - tariff and non-tariff barriers - stages of global marketing - global and multi-international marketing - economic, technological, political and social factors affecting global marketing.

Unit-II: Selection of Foreign Markets: Meaning - parameters for market choice decision - modes of entry into global markets - Exporting - licensing - franchising - joint ventures - subsidiaries.

Unit-III: Product Selection of global markets: product policy - product standardization - adaptation - international product life policy - global product strategies - promotion of global products.

Unit-IV: Pricing Meaning - factors influencing pricing - International pricing terms - export pricing.

Unit-V: Promotion Channels of distribution in selected foreign countries - factors affecting channel decision - foreign agents - identification - motivation - control of foreign agents.

### References:

1. Warren Keegan, International Marketing, Pearson publications, 2011.
1. PhilysCateora and John Graham, International Marketing, Tata McGraw Hill, 1999.
2. Susan Douglas & Samuel Craig, Kripalani, Global Marketing Strategy Tata McGraw Hill, 2005.
3. Varshney and Bhattacharya, International Marketing, BookWell Publishers, New Delhi, 2007.

  
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**BBA Degree (CBCS) Examination**  
**V semester**  
**DSC 1F (MM)/(IB) GLOBAL MARKETING MODEL PAPER**  
**(Effective from the admitted batch 2015-2016)**

Time – 3 hours

Maximum Marks- 75

**SECTION – A**

**Answer Any Five from the Following:**

**5x5=25 Marks**

- 1) What are tariff and non tariff Barriers for Global Marketing?
- 2) What is licensing and franchising?
- 3) What is the scope of Global Marketing?
- 4) What are the barriers of Global Marketing?
- 5) Define Foreign Marketing.
- 6) What is International pricing?
- 7) What is Product standardization?
- 8) What is channel decision making?

**SECTION - B**

**Answer all the following:**

**5x10=50 Marks**

- 1) a) Define Global Marketing. also elaborate trends of globalisation.  
(or)  
b) Describe classification of foreign Markets.
- 2) a) What are the factors affecting global marketing?  
(or)  
b) What are the parameters and modes to enter into Global Marketing.
- 3) a) Describe process of product selection of Global Markets.  
(or)  
b) What is product life cycle? Explain International product life policy.
- 4) a) What is the Meaning of pricing? Describe factors affecting pricing.  
(or)  
b) Briefly explain methods of export pricing.
- 5) a) What is meant by promotion? Describe the methods used for promotion of a product.  
(or)  
b) What is channels of distribution and factors affecting channels of distribution.

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## DSC 2F (FM)/(IB): Foreign Exchange Management

Unit-I: Nature and scope of forex management: Objectives, significance and scope of forex management, relationship between forex management and financial management, forex management and global environment.

Unit-II: International financial markets and instruments: An overview of international capital and money markets, arbitrage opportunities, integration of markets, international capital and money market instruments – GDRs, DRs, Euro Bonds, dual currency bonds, euro equity, euro deposits.

Unit-III: Foreign Exchange Market: Functions, characteristics, organization, and participants, arbitrage in foreign exchange market, mechanics of making foreign payments, cost associated with international payments.

Unit-IV: Foreign exchange rates and its determinations: exchange rate, spot, forward and cross exchange rates, Forex trading and financing of international trade.

Unit-V: Foreign Exchange Risk Hedging techniques: Swaps, Options, offshore banking, payment terms, i.e., Commercial Invoice, Letter of credit, Bill of exchange, documents and financing techniques.

### References:

- 1) Jeevanandan, C, Foreign Exchange and risk Management, Sultan Chand and sons, New Delhi
- 2) Chatterjee, Principles of Foreign Exchange, Himalaya, Bombay.
- 3) Ian Giddy, Global Financial Markets, AIYBS, New Delhi.

  
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BBA DEGREE (CBCS) EXAMINATIONS  
V SEMESTER

DSC IF (FM)/(IB)- FOREIGN EXCHANGE MANAGEMENT MODEL PAPER

Maximum Marks: 75

Time: 3

hrs

**Section – A**

(5x 5 = 25)

Answer any FIVE of the following:

1. Objectives of International Financial Management?
2. What is Foreign Exchange Management?
3. International Finance Vs Domestic Finance?
4. Explain GDR and ADR?
5. What is Foreign Exchange Market?
6. What is Arbitrage in Foreign Exchange Market?
7. Foreign Exchange Rate?
8. Explain Currency Options and Stock Options?

**Section – B**

(5x 10 = 50)

9. (a) Explain Foreign Exchange Management policy in India?  
(Or)  
(b) Discuss the relationship between Forex - Management and Financial Management?
10. (a) Discuss the features of International Financial Market?  
(Or)  
(b) Explain the details about International Capital and Money Market Instruments?
11. (a) Discuss about various participants in Foreign Exchange Market?  
(Or)  
(b) Explain in details about functions of Foreign Exchange Market?
12. (a) Discuss various types of Exchange Rates?  
(Or)  
(b) Discuss various types of International Taxation?
13. (a) Difference between Forward and Future contracts?  
(Or)  
(b) What are the Advantages and Dis – advantages of Swaps and explain various forms of Currency Swap?

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## DSC 2F (MM): Advertising and Media Management

Unit-I: Concept of Public Relations - Working definitions - Nature and scope of public relations.

Unit-II: Four elements of Public Relations : Public Relations as a Social Philosophy of Management - Public Relations as Policy Decisions – Public Relations as Action - Public Relations as communication.

Unit-III: Advertising and Marketing: Marketing Mix -Brand Management and Market Segmentation - Brand Positioning: Strategies for competitive advantages - components of positioning - consumer segmentation - perceptual Mapping - Brand benefits and attributes, positioning with Non-Functional values - Self Concept and Preferred Brand – Brand Personality - Image Versus Personality - Positioning Successes.

Unit-IV: Types of Advertising: Classified - Display - Political advertising - public service ads - radio and television spots.

Unit-V: Media Planning: Research, Frequency and Continuity, Media information and selection, media plan frame work - Media Mix - Computerized media selection - determining the size and timing of insertion -determining the reach and frequency and GRP goals - creativity in media planning – scheduling and patterns of scheduling.

### References:

1. Jack G. Wiechmann, N.T.C's Dictionary of Advertising, NTC Publishing Group Lincolnwood, Illinois, U.S.A. 1998.
2. D.B. Taraporevala : Advertising Management – Selected Readings, D.B. Taraporevala & Sons Co. Private Ltd., Bombay, 1965.
3. J.S. Chandan, Jagjit Singh, P.N. Malhan, : Essentials of Advertising, Oxford & IBH Publishing Co. Pvt. Ltd, Calcutta, 1990.
4. Rajeev Batra, John G. Myers, David A. Aaker: Advertising Management, Prentice Hall of India Pvt. Ltd., New Delhi, 1997.
5. William F Arens, Irwin : Contemporary Advertising, MC Graw Hill, Boston.
6. Paul Winner: Effective PR Management - A Guide to Corporate Survival, Jaico Publishing House, Bangalore, 2001.
7. Alison Theaker: The PR Hand Book, Routledge Publishers New York, 2001.

  
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**BBA Degree (CBCS) Examination**  
**V semester**  
**DSC 2F (MM) ADVERTISING & MEDIA MANAGEMENT MODEL PAPER**  
**(Effective from the admitted batch 2015-2016)**

Time – 3 hours

Maximum Marks- 75

**SECTION – A**

**Answer Any Five from the Following:**

5x5=25 Marks

1. Public Relations Working Definitions
2. Public Relations as Action
3. Marketing Mix
4. Brand Personality
5. Advertising
6. Display
7. Research
8. Media Mix

**SECTION - B**

**Answer all the following:**

5x10=50 Marks

1. Explain the concept and importance of public relations.  
(OR)  
Discuss the scope of public relations in detail.
2. Explain the public relations as a social philosophy of management.  
(OR)  
What do you mean by public relations as communication?
3. Define brand? Explain the components of brand positioning.  
(OR)  
Discuss consumer segmentation in detail.
4. Explain briefly about different types of Advertising.  
(OR)  
Explain the political advertising and public service ads in detail.
5. What is meant by media? Explain computerized media selection.  
(OR)  
Explain scheduling and patterns of scheduling.

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## DSC 1F (OM): Purchase Management

**Unit-I: Introduction:** Significance of Purchase Function - Sources of Purchase: Local vs. Global - Negotiation & Bargaining - Purchasing Methods - e-Procurement –DGS & D.

**Unit-II: Purchasing Function:** Principles of Purchase Function - Right Price - Right Quantity - Economic Order Quantity - Re-order Levels - ABC Analysis - Right Time - Tendering: Single, Limited, Open, Global tenders.

**Unit-III: Vendor Analysis:** Identification of vendors – Selection of vendors - Criteria and Methodology of evaluation - Vendor Rating – Maintenance of Vendor relations.

**Unit-IV: Buyer-Supplier Relationships:** Transformation of buyer-supplier relationships - Developing and managing collaborative and alliance relationships – joint problem solving, Information sharing.

**Unit-V: Supply Chain Management:** Significance - JIT in the supply management - Cross-Functional Teams: Cross-functional teams and supply management - challenges of cross-functional teams, prerequisites to success.

### References:

1. Dobler & Burt, Purchasing and Supply Management, McGraw Hill.
2. P. Gopala Krishan, Purchasing and Materials Management, Tata McGraw-Hill Education.
3. L.N. Aggarwal & Parag Diwan, Management & Production Systems, National Publishing House.
4. N.G. Nair, Production and Operations Management, Tata McGraw Hill Publishing Co. Ltd.
5. Gopalakrishnan P. & Sundaresan. M., Materials Management-An Integrated Approach, PHI.

  
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**BBA Degree (CBCS) Examination**  
**V semester**  
**DSC 1F (OM) PURCHASE MANAGEMENT MODEL PAPER**  
**(Effective from the admitted batch 2015-2016)**

**Time – 3 hours**

**Maximum Marks- 75**

**SECTION – A**

**Answer any five questions:**

**5x5=25 Marks**

1. What is the significance of purchase function?
2. ABC analysis
3. Negotiations and Bargaining
4. Vendor rating
5. Explain information sharing process
6. Explain the significance of supply chain management
7. EOQ
8. Transformation of buyer

**SECTION – B**

**Answer the following questions**

**5x10=50 Marks**

- 1) a) What are the various sources of purchase ?  
Or  
b) Explain purchasing methods.
- 2) a) What are the various types of tenders ?  
Or  
b) Explain the principles of purchase function?
- 3) a) Explain the criteria and methodology of vendor evaluation ?  
Or  
b) Explain the process of identification and selection of vendors?
- 4) a) Explain developing and managing collaborative and alliance relationships ?  
Or  
b) How could you solve the joint problems related to buyer and suppliers?
- 5) a) Explain the nature and scope of supply chain management ?  
Or  
b) Explain JIT in supply chain management?

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## DSC 2F (OM): Warehouse Management

**Unit-I: Warehouse:** Importance - Functions of Warehouses - Warehousing Cost - Warehousing Management Systems (WMS) - Strategic planning for Warehousing - Supply Chain and Warehousing.

**Unit-II: Warehousing in Retail:** Role of Warehousing in Retail - Challenges in retail warehousing, Warehousing in fashion retail - Retail product tracking in warehouse using RFID - Role of government in warehousing - Warehousing and Supply Chain.

**Unit-III: Warehouse Operations:** Organization Structure - Inventory Receiving - Picking - Locating - Dispatching - Maintenance of warehousing - Security and Safety - Records Maintenance.

**Unit-IV: Health and Safety Perspective:** Health and Safety Risks at Warehouse, Assessment of Risks, Management of Health and Safety risks - Bar Code Scanners, Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID).

**Unit-V: Warehousing Practices:** FCI, CWC, Reliance - Wal-Mart - KFC - ICT Applications in Warehouse - World-class Warehousing.

### References:

1. Edward H. Frazelle, World Class Warehousing and Material Handling.
2. Gwynne Richards, Warehouse Management: A Complete guide to improving efficiency and minimizing costs in the modern warehouse, Kogan Page, London.
3. Stuart Emmett, Excellence in Warehouse Management: How to Minimize costs and Maximize Value, John Wiley & Sons, Ltd., London.
4. James A. Tompkins & Jerry D. Smith, The Warehouse Management Handbook, Tompkins Press, North Carolina.
5. David E. Mulcahy & Joachim Sydow, Supply Chain Logistics Program for Warehouse Management, CRC Press, New York.

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**BBA Degree (CBCS) Examination**  
**V semester**  
**DSC 2F (OM) WAREHOUSE MANAGEMENT MODEL PAPER**  
**(Effective from the admitted batch 2015-2016)**

**Time – 3 hours**

**Maximum Marks- 75**

**SECTION – A**

**Answer any five questions:**

**5x5=25 Marks**

1. Warehousing cost
2. Explain role of warehousing in retail
3. Warehousing management system
4. Locating
5. Scanners
6. Dispatching
7. RFID (Radio frequency identification)
8. FCI

**SECTION - B**

**Answer all the following:**

**5x10=50 Marks**

- 1) a) What is the importance and functions of warehouses ?  
Or  
b) Explain the relationship between supply chain and warehousing
- 2) a) Enumerate the challenges in retail warehousing ?  
Or  
b) Explain the process of retail product tracking in warehousing using RFID?
- 3) a) Explain the organization structure of warehouse operations ?  
Or  
b) What are the various security and safety measures adopted in maintenance of warehouse?
- 4) a) What is the various risks at warehouse ?  
Or  
b) How could you manage the health and safety risks?
- 5) a) What is the various applications in warehousing ?  
Or  
b) Explain the world class warehousing system?

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